

Calvert City Strategic Plan



Core Values



- Family-Oriented
- Good Education
- Small-town Feel
- Strong Faith-based Community
- Diversity of Outdoor Resources
- Sense of Place
- Safety

Listening Session

What We Heard

- Great recreation
- Great parks
- Need to take of youth
- Increase civic involvement
- Expand tourism/branding
- Need medical facilities/care
- Need growth
- Support and work with our school
- Improve public perception
- More evening activities
- Need locally-owned businesses



Design Session

What We Saw

- Better signage
- Housing
- Recreation trails
- Branding the city
- River access
- Local food
- Groundwater protection
- Water/spray park
- Connection to state park



What Students Said!

What we like

- Lakes
- All-American, wholesome place to live
- You can walk everywhere
- Revolution
- The Drive-in
- Parks
- Library
- Recreation opportunities
- Country Club
- Something for everybody
- The community cares about us

What we want

- Bowling alley, movies
- BBQ at the Lake
- Festivals
- Special community events
- Utilize the stage at the park more often
- Shopping
- Family restaurants
- Newer apartments for young adults

What Students Said

Concerns

- Not enough entertainment
- Safety – parks and streets
- Stray dogs
- Retirement circle
- We would move back after school if the job market was more diverse
- We are aware that we are somewhat sheltered in Marshall County. More opportunities to become culturally aware.
- If the industries fail, our city will also fail

Creating a Diverse Future

How?

Calvert City will be:

- **A recreational trail hub**
- **The most beautiful city in Kentucky**
- **A thriving local economic center**

Reality Check

- **Industry-based Economy**
- **The Comfort Zone**
- **Getting Smaller**
- **Getting Older**



Reality Check

Industrial Realities



- A great economic engine
- Low unemployment
- Susceptible to “all the eggs in one basket” syndrome
- Young people don’t see opportunity
- Jobs could leave
- Outside perceptions

Reality Check

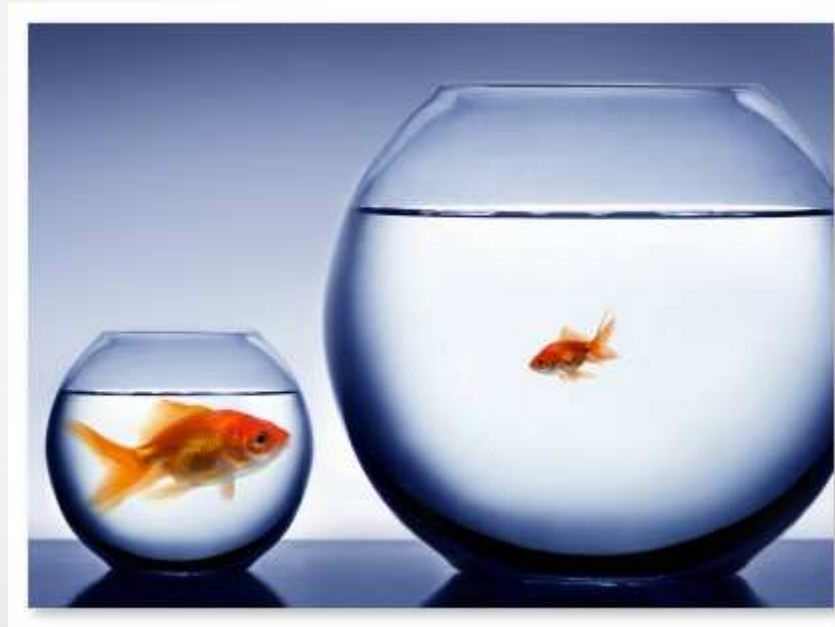
The Comfort Zone

- Apathy among residents
- Things will always be this good
- City is cash flush
- Let's wait
- Missed opportunities



Reality Check

Getting Smaller



- Calvert City's population is declining
- Continued decline expected through 2030
- Shrinking workforce
- Young people leaving and won't return (though they'd like to)

Reality Check

Getting Older

- Median age is 44
- Largest population segment will retire before the 2020 census
- Number of citizens over 65 living alone has tripled in the last 10 years



So What to Do?

**Refocus
Reinvent
Reimagine**

Create a 2nd Economy!

Who Is Calvert City?

A Recreational Trail Hub

Connect Calvert City to the Lakes, River and Paducah

- Create a “Green Line” trail to Kentucky Dam Village State Park, the Tennessee River and Paducah
- Create a “Green Line” Trail Center on Main Street
- Link all three city parks to Green Line and each other

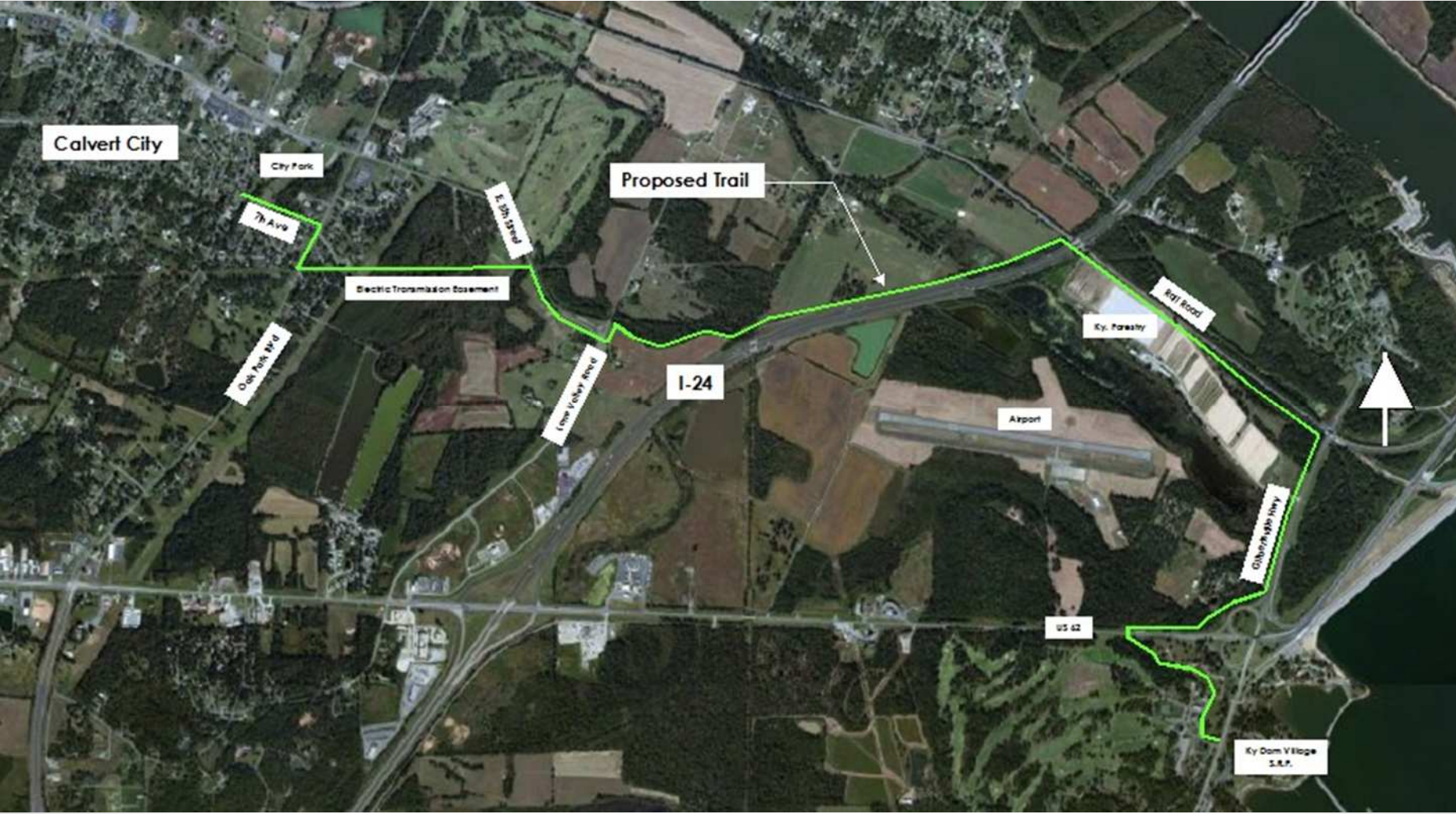


Leverage Kentucky Dam Village

- Bring the Village to Calvert City – Annex
- Embrace KDV as a fully-integrated part of the city
- Create a brand that ties the city and KDV
- Focus on advantages for local residents first
- Turn “local tourism” into “global tourism”



Proposed Trail to KDV



Along I-24



I-24 with Trail System



Steve Austin

Alternative Transportation

Many local residents already use alternative modes of transportation including:

Bikes

Walking

Golf Carts

One idea was to implement a “Complete Streets” plan. This concept may be possible in limited areas.

One alternative for narrow streets in older neighborhoods might be traffic calming design in strategic locations.







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The Most Beautiful City

Develop Calvert City Art Trail – commission public art at key intersections creating a loop around town



Calvert City in Bloom!



Blooming Calvert City –
plant wildflowers along
the interstate ramps that
bloom from mid-March to
mid-May

Calvert City in Bloom!

Blooming Calvert City –
plant flowering trees on
the art trail loop – that
bloom from mid-March to
mid-May



A Thriving Local Economy

Position Calvert City as the “authentic” place to stay and visit in the region

- Build an economy catering to visitors
- Places to stay – locally owned B&Bs, micro-hotels
- Places to eat - restaurants featuring local food
- Create a community market
- Develop wayfinding plan for visitors



A City Center Focal Point



5th Avenue Spruced Up



Steve Austin

Fulfill Local Needs

- Identify local service gaps
- What necessities for local residents and businesses are not provided locally?
- Create List of job types that are needed and could be created locally
- Leverage relation to outdoor activities (biking, hiking, hunting fishing, water sports) to build small businesses
- Outfitters, guides, equipment sales and repair, locally made gear



Fulfill Local Needs



- Develop education curricula and mentorship programs to assist youth in developing businesses that support the brand identity
- Utilize access to high speed POP 3 to attract tech based start ups – sell small town quality of life in an outdoor setting with great education for children
- Recruit people with business ideas to further brand identity

Address Medical Needs

- Is elder care being addressed sufficiently?
- Need more medical specialists locally – perhaps a Physician's Assistant
- Urgent Treatment Center
- Career training and opportunities for career paths locally



Address Housing Needs

A Difficult Challenge

- Start with a Housing Study
 - What's needed?
 - Who is interested?
 - Where to build?
 - Price range?
 - Who are the local developers?
 - Are townhouses/condos the answer?
 - Can the community capture the upscale market?



Think Big!

From the Port to the Park

- Develop an “Eco-industrial Park” concept for land designated by the Port Authority
- Connect this Eco-Park to I-24



Think Big!

From the Port to the Park

- Work with the State to negotiate a sale of the Airport to a private company
- Facilitate development of a “Western Kentucky International Airpark” cargo facility that links multi-modally to the existing industries in Calvert City as well as in the new Eco-Park.



Next Steps

- Don't be intimidated
- Take small steps first
- Build project teams
 - Recreation
 - Trails
 - Local business
 - Beautification
 - Marketing/Branding
 - Economic development