

Strengths of the Community



- Safety
- History of the area
- Hometown values
- Location: 15 minutes from a regional airport, 2 hours to a major airport

Citizens Said Barlow Should Work On:

- More Businesses – gas/grocery
- Housing
- Clean Up Properties
- Do something with the old school
- Something for the youth
- Senior Citizens Center
- Gathering Spaces
- Medical Care/Drug Store
- Developing Trails
- Reach out to truck travelers
- Good infrastructure
- Promote city as a Tourist Destination - Capitalize on Hunting/Fishing and wildlife area's
- High Speed Internet Access
- Clean up Entrances into Town
- Better Directional Signage

For Communities to Succeed They Must Identify What Sets Your City Apart from All the Rest?

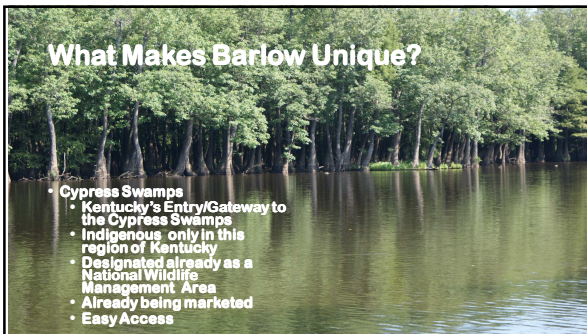
Make that the focus.

42024 Barlow Students Said

- Red Box like the one in LaCenter
- Greenhouse next to school
- Gym – fitness center with exercise equipment & basketball court
- Better sidewalks along Highway 60
- Easier access to bike trails
- Conservation outpost offering gun safety and other training
- Coffee shop with internet connection
- Paintball games and corn maze
- Upgrade existing park equipment (safety concern)

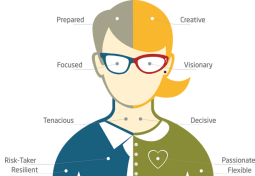
What Makes Barlow Unique?

- **Cypress Swamps**
 - Kentucky's Entry/Gateway to the Cypress Swamps
 - Indigenous only in this region of Kentucky
 - Designated already as a National Wildlife Management Area
 - Already being marketed
 - Easy Access



Entrepreneurial Spirit

www.thinkkentucky.com



Barlow Has

- **Existing vibrant businesses**
- **Traffic through town**
- **Local Energy and Enthusiasm**
- **Available Infrastructure & Wi-Fi**
- **Ability to capitalize on natural resources**

What are Barlow's Opportunities?


- **Beautification**
- **Economic Development**
- **Eco and Adventure Tourism**
- **Housing**
- **Health and Wellness**



Beautification

Walk each street and take photographs of every detriment of the community.

- Take pictures of all the things that could be improved upon. For example: signage, store fronts, railing, fences, fire hydrants, and parking stripes. What else do you notice?
- Assess what can be removed, cleaned up, painted, changed, replaced or updated – Create a clean up plan, short and long term.
- Organize volunteers to paint, take down out of date, dilapidated signage, plant flowers, and spruce up the town!



Small Steps Make a HUGE Difference

Before **After**



Weeding, Sweeping and Painting



Weeding, Sweeping and Painting



A Little Paint



A Big Improvement



Beautification

- Look at other cities that you admire and cherry pick ideas.
- Work with community partners and schedule a clean up day. Bring in a dumpster, get volunteers to provide a truck and offer to haul for your neighbors.
- Contact property owners of other eyesores and organize volunteers to assist in cleaning them up.
- If you plant flowers and trees, make sure to have a watering, maintenance and replacement plan in place.

Create an Economic Development Incubator

- Re-purpose empty buildings as business incubators
- Recruit entrepreneurs with ideas
- Promote/advertise
- Streamline licensing procedures
- Provide small business training
- Seek mentors such as SCORE to assist new business owners



Economic Development

- Focus on existing businesses in town, what will support them?
- Capitalize on natural environment for added value – ATV and canoe/kayak outfitters for example
- Look at thriving businesses in nearby communities, or other river towns; would any of them be a fit? Could they be recruited for a second location?
- Offer free Wi-Fi in the city
- Work with the Kentucky Economic Development Cabinet to assess the potential for a full-service truck stop with overnight accommodations.
- Integrate with KY Department of Tourism to cross promote
- Create a web presence for Barlow
- Create a welcome center with public restrooms to get traffic to stop in town

Eco and Adventure Tourism



- Create a walking and driving tour of all the unique offerings in your community. Include things like local history, the river, the bridges, architecture, unusual draws such as the coffin at the Cedar Chips and Hillbilly Still.

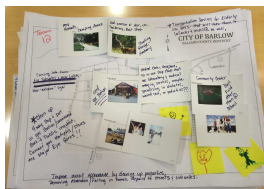
More on Tourism

- Trail Development**
- In addition to ATV, horse, biking, and hiking trails, water trails are a must to exploit the cypress swamps.
 - Become the advocate and protector of the trails and the swamps.
 - Involve local youth – help them see the value of this environmental treasure



A Teaching Resource

- Reach out to partners and offer a location for training workshops.
- Develop two and three day workshops related to natural environment, animals, birds, fish and astronomy
- Provide gathering space, free parking, restrooms and high-speed internet access
- Develop and market tours of the cypress swamps
- Seek experts willing to provide training on topics related to the environmental elements of the region



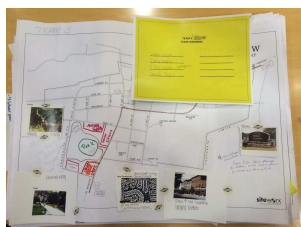
Housing

- Conduct housing study
- Establish need
- Identify gaps
- Investigate Funding options
- Identify market rate housing opportunities
- Evaluate need for annexation



Health and Wellness

- Senior citizens complex
- Assisted living
- Convenience store
- Pharmacy
- Clinic
- Park



Get to the DOING

- What should be done first
- Who should be involved
- Describe the initiative in detail
- List each step of how you should move forward
- How much will it cost
- Who will pay
- When will it be finished
- What will be the result
- How will you tell your story
