



**City of Stamping Ground  
Strategic Planning Public Meeting  
October 20, 2015**

**AGENDA**

- I. Call Meeting to Order at 6:30 p.m.
- II. Welcome & Introductions
- III. Review Results from Previous Listening and Design Session
- IV. Presentation – Overview of Draft Strategic Plan
  - a. Question & Answer Session with Audience
- V. Discuss Potential Project Teams/Breakout Discussions
  - a. Report Results/Thoughts/Suggestions
- VI. Next Steps
- VII. Adjourn



### Stamping Ground Strategic Plan Fall 2015



Prepared by the Kentucky League of Cities

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### Small City – Big Opportunities



#### Why People Love Small Cities

- 164 cities in Kentucky have fewer than 1,000 residents
- Unique places
- Inclusion
- Safe
- Pride
- Family
- Cleaner Environment

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### What We Heard

#### Strengths

- Name/Heritage
- Growth potential
- Friendly
- Neighborly
- Natural Springs
- Citizen/Business involvement
- Safe



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### What We Saw



#### Our Town

- Family Activities – Focus on Children
- Trails/Parks/Recreation
- Downtown Local Business
- Community Center
- Farmers Market
- Housing
- Entrance Signs
- Wildlife Center
- Events

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### Community Core Values

#### Rural Heritage

Residents of Stamping Ground speak with pride about the local history of the community. Their connection to the native buffalo which resulted in the unique name that now represents the town, is especially important. Locals also appreciate their ties to Buffalo Springs, the bourbon industry, and the town's relationship with the legendary Jesse James.

#### Community's children

During the public meetings residents mentioned the need for more activities for the children in the community. From trails and bike paths to more organized sports, there is a desire to focus resources and energy on things for the community's children to do.

#### Neighborly

Several people who attended the public meetings are not residents within the city limits. Yet, in talking about Stamping Ground, these residents clearly feel they are part of the larger community and are eager to work towards improving the community as a whole.




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### Community Core Values



#### Resilience – Perseverance

The town has had its share of disasters in the past. From the fires in 1816 and 1820, to the tornado in 1974, each took out much of the town. Even with those setbacks, the community pulled through. Residents are resilient, excited about the future and are willing to work towards solutions which will move the community forward.

#### Active lifestyle for all age groups

Recognizing the varied demographics of the community, there is a desire among residents to focus on ways in which the community can exploit its natural environment to create opportunities for a more active lifestyle. Ideas centered on organized sports, outdoor recreation and business development based on community needs, in order to improve the quality of life for all age groups.

#### Balanced local economy

Many residents commented positively about their small community providing the basic necessities for daily needs. Having small businesses, industry, the elementary school, police, fire and a post office, were recognized as important to the quality of life of local people.

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### Little Things Matter



- Clean up
- Fix up
- Ramp up

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### Clean Up, Fix Up, Ramp Up

#### Gateway Signage

- Identify locations
- Check restrictions/regulations
- Secure permission in writing
- Utilize a local artist/graphics designer
- Determine the "look"
- Estimate cost
- Ongoing maintenance Cost
- Identify funding sources




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### Clean Up, Fix Up, Ramp Up

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| <ul style="list-style-type: none"> <li>• Conduct a walk-around assessment</li> <li>• Host a town cleanup day twice a year</li> <li>• Have a Paint the Town event</li> <li>• Block-by-Block Repair Affair</li> <li>• Host a windshield tour</li> <li>• Take before and after photos</li> </ul> | <ul style="list-style-type: none"> <li>• Recognize clean up efforts</li> <li>• Enlist volunteers</li> <li>• Fix broken windows</li> <li>• Develop sidewalk renewal plan</li> <li>• Identify where sidewalks are needed/prioritize/budget</li> <li>• Conduct a walkability and mobility plan</li> </ul> |
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### Housing

- Meet with local real estate professionals
- Assess the need
- Engage local contractors
- Work the code enforcement
- Develop local partners – lenders, builders, churches and community leaders
- Create loan pool




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### Community Hub



- Utilize the former funeral home property (if available) as a central gathering point
- Design and build a true community center with multi-purposes
- Make it the anchor for downtown
- Must be handicap accessible

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### Community Hub

#### Amenities

- Tourism information
- Health and Wellness
- Gift shop
- Movies
- Community gatherings
- Youth activities
- Business incubator
- Education center
- Public restrooms




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### Local to Global

**If** you make providing local amenities and a good quality of life for your residents **first**,

**Then**, the world will find you and want to visit!



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### Three Keys to Success

- Embrace the Past
- Act in the Present
- Build for the Future



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### Embrace the Past

Ancient Buffalo trace - the first roads in America



[http://www.buffalotrace.org/ENR/ENR-education/signs/03\\_historic\\_paths.html](http://www.buffalotrace.org/ENR/ENR-education/signs/03_historic_paths.html)

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### Embrace the Past

- Establish the "Buffalo" Brand
- Trademark the name "Stamping Ground"
- Build on two bluegrass themes – buffalo and bourbon
- Make Stamping Ground the gathering place to begin/end the trail connectors across the county, region and state




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### Embrace the Past




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### Act in the Present

#### Downtown

- Entrepreneur marketplace
- Pitch Ideas – Award Incentives
- Go To Back to Stamping Ground's Roots
  - Rural heritage
  - Buffalo
  - Tool & Die Machining
  - Distillery




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### Act in the Present

- Create an arboretum utilizing the front lawn of the school
- Focus on activities as well as businesses
- Open after 6:00 p.m. – More than 70% of successful small towns do!
- #1 Reason people stop in small towns? Use the restroom!
- Patient investment
- Start with ONE
- Carefully plan what type of businesses needed
- Make it easy for visitors to know your town
- Need an anchor tenant that showcases "Stamping Ground" brand

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Stamping Ground Main Street



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### Build for the Future

- Little things you do today will lead to bigger things in the future
- Start small – Think big
- Capitalize on what you have
- The BUFFALO is Stamping Ground's brand
- **How?**



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Connections to the Kentucky Bourbon Trail



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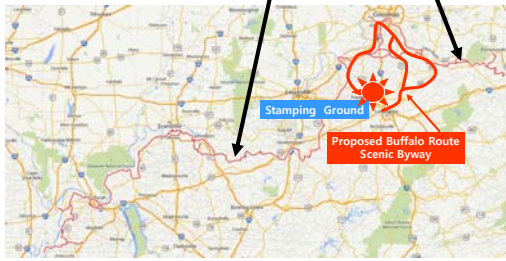
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Connections to the Kentucky Ramblin' River Bike Tour Trail



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Connections to the Kentucky's Underground Railroad Bike Tour Trail



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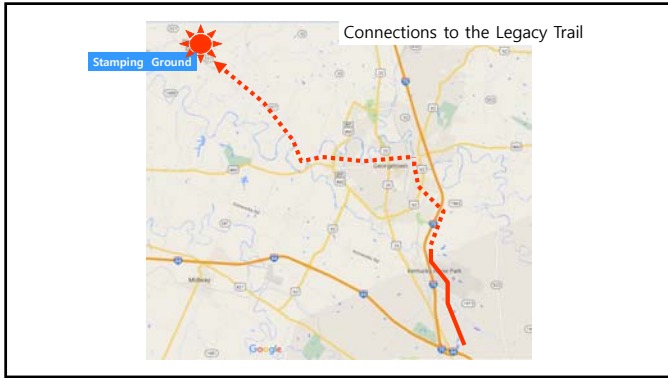
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Oh Yes

Remember that Idea about the Water Tower??

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Stamping Ground Water Tower

- a power plant,
- an educational center
- a work of art.

Children can learn about water conservation, energy production, and native landscaping. They could even design a mural for the tower.

Energy could be used to power science labs in school....

The image contains two photographs of water towers. The left one is a standard grey cylindrical tower. The right one is a taller, green tower with a mural of a cow and a person on a platform at the top.

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## What's Next?

It's YOUR City

- Find your part of the plan
- What are you passionate about?
- Join a project team
- Get to work!!



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