
MEMORANDUM

TO: H. Philip Paradise, Jr., Regional Director, EDA, Atlanta Regional Office

FROM: Angela Herndon, AICP, CFM, Regional Planner *ASH*

RE: 2023 CEDS Update

DATE: December 1, 2023

Please accept the attached as the official submission of the update to the Community Economic Development Strategies (CEDS) for the Pennyrile Area Development District (PeADD).

The PeADD Board approved the submission of the CEDS to the EDA by resolution on November 13, 2023. The signed resolution is attached to the CEDS in Section 8.

The Final Draft of the CEDS is located on the PeADD website at the following location:

<https://www.peadd.org/comprehensive-econ-dev-strategy-ceds>

We strongly support this process as it provides a plan for project development within the Pennyrile Region and is the leading catalyst for economic development growth in the area. We look forward to working with the EDA on future projects.

Should you have any questions or if I can be of further assistance, please do not hesitate to contact me.

ASH

cc: File
Amy Frogue
Jason Vincent

Pennyrile Area Development District

Comprehensive Economic Development Strategy

2023

Pennyrile
Area Development District

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Section 1

Overview

Section 1

Overview

In the period between 1966 and 1972, Kentucky formally created 15 Area Development Districts to serve every county and municipality in the Commonwealth. The Pennyryle Area Development District is one of fifteen (15) such districts in the Commonwealth of Kentucky. The primary charge of the PeADD is to provide public regional planning and community development services in which they collaborate with local leaders, agencies, and staff to support regional strategies, solutions, and partnerships that improve the overall quality of life for the citizens of the nine (9) county Pennyryle region. The PeADD brings local civic and governmental leaders together to accomplish regional development objectives, taking advantage of opportunities which cannot be achieved by those governments acting alone. The PeADD is motivated to educate and empower communities by implementing quality services through specific expertise in Aging, Community and Economic Development, Human Services, and Workforce Development for western Kentucky's nine (9) county Pennyryle region, which includes Caldwell, Christian, Crittenden, Hopkins, Livingston, Lyon, Muhlenberg, Todd, and Trigg counties.

PeADD's mission is to provide the Pennyryle region with the highest quality of professional planning, development, and implementation services in the areas of community and economic development, workforce, transportation, social services, and public administration. This mission is carried out under the direction of the PeADD Board of Directors with an emphasis on integrity, professionalism, efficiency, and continuous quality, and customer service improvement. The PeADD Board of Directors is composed of a minimum of 51 percent elected officials with the remainder of the Board representing regional agriculture, commerce, industry, civic organizations, education, labor, and minority interests.

The Comprehensive Economic Development Strategy (CEDS) process began in 1992 when Kentucky's Area Development Districts (ADDs) were charged with the oversight of a comprehensive, community-based strategic planning process that would encompass the entire Commonwealth. Throughout the following year, the Pennyryle Area Development District (PeADD) Board of Directors and other key stakeholders guided the development of the first Strategy. The Strategy has been maintained and updated in the subsequent years. The update process built upon the guidelines set forth in the previous studies.

A Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of an area. The primary objective of the CEDS process is to help create jobs, foster more stable and diversified economies, and improve overall living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industries impacted by economic development. Furthermore, a CEDS is required to qualify for Economic Development Administration (EDA) assistance under its public works, economic adjustment, and other planning programs, and a CEDS is a prerequisite for designation by EDA as an Economic Development District (EDD).

Section 2



This section provides and outline of...

Regional Characteristics

- Regional Population**
- Regional Composition**

Regional Economy at a Glance

- Education**
- Income and Poverty**
- Housing**
- Emerging Trends**

Section 2

Regional Characteristics

The nine (9) county area of which the PeADD is comprised encompasses much of the Pennyryle Region, a large physiographic region in Western Kentucky. The PeADD begins at the Land Between the Lakes area in the West and encompasses portions of the Mississippi Plateau, the Western Kentucky Coal Fields, and the Dripping Springs Escarpment in the east. The Pennyryle region encompasses over 3,790 square miles or 2,426,880 acres of low-rounded hills interspersed by broad alluvial valleys. Each member county of the PEADD possesses unique characteristics that have together formed the diverse economic base for the Pennyryle which includes rich mineral resources, prime agricultural farmland, and a hub of key transportation corridors.

Appendix A includes a map of the Pennyryle Area, as well as the Congressional and State Senate and House of Representative Districts in the Pennyryle region.

Region Population

The population of the Pennyryle Region was analyzed utilizing information from 1950 through 2021. The information supporting the analysis is provided in Table 1 below. The overall population of the region grew steadily from 1950 to 2010 with a slight decrease between 2010 and 2021. Based on information by the Kentucky State Data Center in 2022, the death rate for the state of Kentucky surpassed the birth rate midway through 2019 for the first time in history. This finding may provide insight into the reduction in population across the region between 2010 and 2021. Since around 2010 most of the Pennyryle region's population has started to decline, with some counties going below their year of 2000 population. Lyon county is the only county of the PeADD counties whose population grew more than it was in 2010. With that being noted, Lyon county's population grew less than 400 people from 2010-2021. The small population growth is mainly due to Lyon counties access to the lakes in the area. Based on the age distribution characteristics, Lyon county is a popular destination for retirees which appears to contribute to its population growth.

Regional Population of the Pennyryle 1950 to 2021

Area	1950	1960	1970	1980	1990	2000	2010	2021
Pennyryle ADD	174,302	178,061	176,201	204,937	205,800	215,519	219,305	214,400
Caldwell	13,199	13,073	13,179	13,473	13,232	13,060	12,984	12,641
Christian	42,359	56,904	56,224	66,878	68,941	72,265	73,955	72,357
Crittenden	10,818	8,648	8,493	9,207	9,196	9,384	9,315	8,997
Hopkins	38,815	38,458	38,167	46,174	46,126	46,519	46,920	45,432
Livingston	7,184	7,029	7,596	9,219	9,062	9,804	9,519	8,989
Lyon	6,853	5,924	5,562	6,490	6,624	8,080	8,314	8,700
Muhlenberg	32,501	27,791	27,537	32,238	31,318	31,839	31,499	31,011
Todd	12,890	11,364	10,823	11,874	miles,940	11,971	12,460	12,206
Trigg	9,683	8,870	8,620	9,384	10,361	12,597	14,339	14,067

Source: U.S. Census Bureau; Kentucky State Data Center

Regional Composition

Age Distribution

The age composition of the Pennyrile Region population underwent notable changes over the last decade as indicated in Table 2, *Change in Age Distribution in the Pennyrile 2010 to 2021 vs 2010 to 2021*. The 65+ category in the 2010-2020 section saw significant growth while in 2010-2021 that growth decreased and started to level out. In the 64 and under categories there were significant shrinkage in both age groups of comparison with more decreasing in the 2010-2021 comparison group. These trends align with State and National trends. The growth in the 65+ group in both comparison groups is due to the large portion of the Baby Boomer generation reaching 65 years of age. In addition, access to health care and healthier lifestyles, people are living longer. When the average Baby Boomer was born the average life expectancy was 63 years old and today Baby Boomers can expect to live to 79 years of age on average. The increase in this age category may also reflect the trend of people relocating to small rural towns upon retirement. Another trend that is being observed on the state and national level is that Millennials and Generation Z are delaying starting families or foregoing having children all together, and therefore, the percentage of the population under 19 in both groups has decreased over the last ten (10) years. Within the one (1) year update of this document the 64 and under age groups are decreasing more than they were in 2020 while the 65+ age groups is still increasing in 2021 but not as much as it was in 2020.

Change in Age Distribution in the Pennyrile 2010 to 2020 vs 2010 to 2021

Age Group	2010 Population	2020 Population	% 2010-2020	2010 Population	2021 Population	% 2010 -2021
All Ages	227,474	212,021	-6.79%	227,474	205,368	-9.72%
0-19	61,283	55,284	-9.79%	61,283	50,789	-17.12%
20-64	135,291	119,200	-11.89%	135,291	119,629	-11.58%
65+	30,900	37,537	21.48%	30,900	34,950	13.11%

Race

The table below provides information on the racial diversity of the region. Before analyzing the diversity of the region, it's important to identify and understand how community diversity influences economic development. Community diversity introduces expanded languages and ways of communicating, introduces different perspectives on community issues, innovative ideas, and increased knowledge. A diverse community typically has more small business and a strong self-employed workforce that create and fortify the neighborhoods in which they are located, in addition to contributing to the community tax base. When viewed as a whole, the Pennyriple region is 84% Caucasian, 10% African American, and the remaining 6% is comprised of other races. The majority of counties in the region are comprised of anywhere between 85% and 95% Caucasian with only one county, Christian county, being less than 85% Caucasian. Compared to the other PeADD counties, Christian county has a sizeable Black and Asian population. The racial diversity difference between Christian county and the other PeADD counties is mainly due to Christian counties close proximity to Fort Campbell army base which bring in a lot of people from all over the country. This leads to the Oak Grove and Hopkinsville communities in Christian County to be more diverse because many people from the Fort Campbell army base settle here permanently and temporarily. Also, home to more than 21 international companies, Christian County has experienced great industrial expansion as a result of its diversified community and workforce. Ascend Elements announced plans on August 1, 2022 to build a sustainable lithium-ion battery materials facility in Hopkinsville, Kentucky. The first-of-its-kind manufacturing facility is a closed-loop manufacturing system generates minimal waste and carbon emissions compared to traditional cathode manufacturing.

PeADD County Community Diversity

	Caldwell County		Christian County		Crittenden County		Hopkins County		Livingston County		Lyon County		Muhlenberg County		Todd County		Trigg County	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
Total Population	12,641	100%	72,377	100%	8,997	100%	45,432	100%	8,989	100%	8,700	100%	31,011	100%	12,206	100%	14,067	100%
White/Caucasian	11,614	91.90%	50,695	70%	8,631	95.90%	40,646	89.50%	8,684	96.60%	7,978	91.70%	28,624	92.30%	10,627	87.10%	12,548	89.20%
Black/African American	822	6.50%	14,240	19.70%	60	0.70%	2,791	6.10%	62	0.70%	439	5%	1,393	4.50%	953	7.80%	1,012	7.20%
American Indian/Alaska Native	0	0.00%	284	0.40%	58	0.60%	66	0.10%	0	0.00%	50	0.60%	75	0.20%	6	0.00%	0	0.00%
Asian	0	0.00%	1,305	1.80%	30	0.30%	289	0.60%	33	0.40%	43	0.50%	94	0.30%	16	0.10%	38	0.30%
Native Hawaiian/Pacific Islander	0	0.00%	778	1.10%	0	0.00%	36	0.10%	0	0.00%	10	0.10%	15	0.30%	0	0.00%	0	0.00%
Other Race	0	0%	834	1.20%	102	1.10%	91	0.20%	6	0.10%	48	0.60%	157	0.50%	333	2.70%	9	0.10%
Two or more races	205	1.60%	4,241	5.90%	116	1.30%	21,513	3.30%	204	2.30%	132	1.50%	653	2.10%	271	2.20%	460	3.30%

Source: U.S. Census Bureau

Region / State Community Diversity

PeADD			Kentucky	
	Total	%	Total	%
Total Population	214,420	100%	4,509,394	100%
White/ Caucasian	180,047	84%	3,756,439	83.3%
Black/ African American	21,736	10%	324,634	7.2%
American Indian/ Alaska Native	539	0.20%	10,357	0.20%
Asian	1,848	0.80%	64,314	1.40%
Native Hawaiian/ Pacific Islander	839	0.3% %	4,988	0.10%
Other Race	1,580	0.70%	62,665	1.40%
Two or more races	27,795	12%	285,997	6.3%

Source: U.S. Census Bureau

Regional Economy at a Glance

Education

Nationally 89% of Americans 25 and older have obtained at least a High School Diploma or the equivalent. In Kentucky, it appears to be slightly lower at 88%. The Pennyrile region is just below that at 86%. Table 4 below provides a county by county breakdown of this information with comparison to state and national percentages. Comparing the data from the 2022 CEDS update all PeADD counties, except Caldwell, Livingston, and Lyon counties, saw a growth in post-secondary ready students. Of these counties, Trigg county saw the most growth in post-secondary ready students going from 69% to 90%. A possible factor that may contribute to this growth could be the Covid-19 pandemic and nontraditional instruction (NTI). In the year of 2021 there were less students using NTI than in the previous year 2020 so that could be a possible impact on why more students were post-secondary ready than the previous year.

Eighty percent of all PeADD counties, except Todd county, the state of Kentucky, and the nation have at least a high school education. Todd county is very close at 79% with a high school education or higher. Looking at the population of the PeADD counties with a Bachelor's degree is much lower than the state and the nation. The percent of the population in the United States with a Bachelor's degree or higher is more than double most of the PeADD counties. College and career readiness ranges from 60-70% in all the PeADD counties except for Trigg county which is much higher at 90%. The PeADD counties and the state's average ACT score are all below the national average of 20 with Caldwell county close averaging at 19.

Regional Educational Attainment & College/Career Readiness

Area	High school graduate or higher, percent of persons age 25 years+	% Population with Bachelors Degree or Higher	% Students Ready for College and/or Career by Graduation	Average ACT Score
United States	89%	35%	NOT REPORTED	20
Kentucky	88%	27%	NOT REPORTED	18
Caldwell	87%	17%	72%	19
Christian	85%	16%	63%	17
Crittenden	86%	13%	64%	17
Hopkins	88%	17%	78%	18
Livingston	86%	15%	77%	17
Lyon	89%	14%	73%	17
Muhlenberg	83%	12%	79%	17
Todd	79%	15%	60%	16
Trigg	89%	21%	90%	18

Income and Poverty

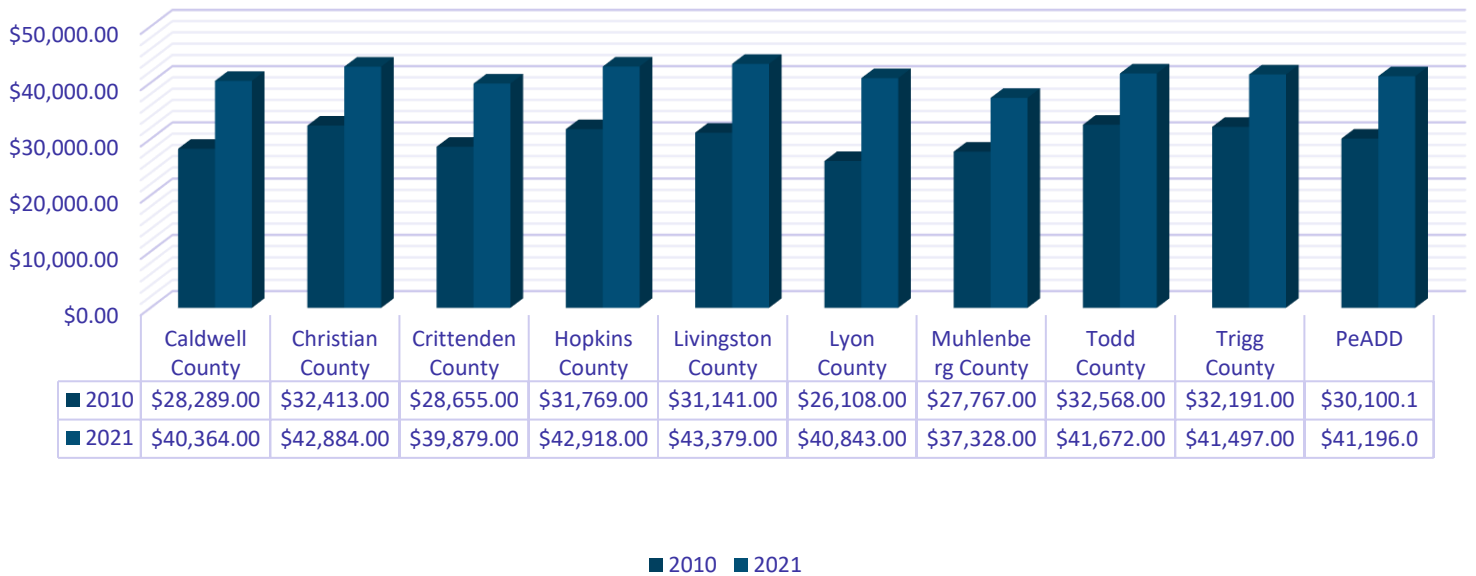
Review of the income for the counties in the Pennyrile region, illustrates some interesting information about the distribution of wealth in the individual communities. The Table below provides the percentage distribution of income by category for the United States, the State of Kentucky and each of the Pennyrile Region counties. The distribution of income between categories in the majority of the Pennyrile counties appears to have the largest percentages in the middle 3 income categories (\$35,000-\$75,000). Comparing the data from the 2022 CEDS update in the state, the nation, and the PeADD counties, all of the higher income brackets saw a slight increase while the lower income brackets saw a slight decrease. Although, the data from Kentucky and the United States shows that there are more people on average making lower income in the state of Kentucky when compared to the nation. That statement transcribes to the PeADD counties as well with more people averaging in the lower income brackets than the higher incomes. On average 16.3% of the people in the United States make \$100,000-\$149,000 annually. None of the PeADD counties are above that, but Todd County comes close to it at 15.9%. Incomes in rural areas are commonly lower than in urban areas. This may be due to the cost of living being lower. Another possible driver of income could be the smaller pool of employers/employees in rural areas which means less competition and lower wages. All of the PeADD counties are considered to be majority, if not all rural.

Percentage Distribution of Income by Category

	< \$10,000	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 +
US	6.0%	3.9%	7.5%	7.8%	11.3%	16.8%	12.8%	16.3%	7.9%	9.8%
Kentucky	8.1%	5.2%	9.7%	9.3%	13.0%	18.0%	12.6%	13.8%	5.2%	5.2%
Caldwell	7.0%	6.1%	12.5%	11.7%	14.8%	13.2%	14.6%	11.8%	4.4%	3.7%
Christian	5.2%	7.2%	11.1%	14.8%	13.6%	22.0%	13.1%	10.1%	2.0%	0.9%
Crittenden	6.5%	5.6%	14.9%	13.8%	11.0%	14.9%	16.1%	12.2%	2.3%	2.7%
Hopkins	9.5%	6.1%	10.3%	9.5%	15.0%	18.2%	14.5%	11.3%	3.4%	2.2%
Livingston	8.9%	5.4%	11.9%	10.0%	13.2%	20.8%	12.3%	13.3%	2.4%	1.7%
Lyon	3.3%	5.6%	11.4%	11.1%	12.3%	21.1%	12.7%	12.5%	7.6%	2.3%
Muhlenberg	6.0%	6.7%	10.6%	14.6%	15.0%	16.4%	11.9%	11.1%	4.2%	3.4%
Todd	9.7%	7.0%	7.6%	11.8%	9.5%	18.9%	13.6%	15.9%	2.5%	3.5%
Trigg	5.8%	9.5%	9.7%	11.5%	10.0%	19.5%	14.3%	9.8%	7.2%	2.8%

Source: U.S. Census Bureau

Regional Per Capita Income 2010-2021



Source: U.S. Census Bureau

According to the U.S. Regional Economic Analysis Project, per capita income is one of the most widely used indicators for gauging the economic performance and changing fortunes of local economies. Naturally over time prices and the cost of living fluctuate based on the state of the economy. Inflation has to be considered to determine if there were any changes in the per capita income from 2010 to 2021. Using the U.S. Bureau of Labor Statistics CPI Inflation Calculator, all PeADD counties increased their per capita income considering the inflation from 2010 to 2021. Lyon County had the most growth with an increase over \$8,000 while Todd County had the least growth around \$800. The calculation used in this determination calculated the buying power of the per capita income from 2010 in 2021, and the difference of those two values.

The percentage of people in the Pennyrile region living in poverty is provided in the following table. Six (6) of the nine (9) counties in the region have experienced a reduction of the percentage of people living in poverty. A small portion of the reduction could be attributed to reduction in population in general however there is a more than 15% reduction in poverty status in Christian, Crittenden, Muhlenberg, and Lyon counties. Trigg, Hopkins, and Todd counties observed an increase in the percentage of people living in poverty in their communities. The remaining six (6) counties experienced reductions in line with or exceeding the national and state trends.

Poverty Status Comparison 2016-2022

Area	2016	2022	Percent Change
			2016 -2022
Kentucky	782,779	717,895	-8.29%
Caldwell	2,523	2,249	-10.86%
Christian	13,938	11,845	-15.02%
Crittenden	1,660	1,319	-20.54%
Hopkins	8,154	8,620	5.71%
Livingston	1,329	1,243	-6.47%
Lyon	1,152	805	-30.12%
Muhlenberg	5,732	4,424	-22.82%
Todd	2,457	2,543	3.50%
Trigg	2,046	2,151	5.13%

Employment Characteristics

Area	Civilian Labor Force	Employment	Unemployment	Unemployment Rate
Kentucky	2,106,986	1,992,331	114,655	5.4%
PeADD	82,884	78,487	4,460	5.4%
Caldwell	5,707	5,476	294	5.1%
Christian	22,825	21,780	1,045	4.6%
Crittenden	3,574	3,463	111	3.1%
Hopkins	19,594	18,184	1,410	7.2%
Livingston	3,877	3,612	265	6.8%
Lyon	3,245	3,140	105	3.2%
Muhlenberg	12,919	12,159	760	5.9%
Todd	5,162	4,985	177	3.4%
Trigg	5,981	5,688	293	4.9%

Source: U.S. Census Bureau; ACS 5-Year Estimates Data Profiles

Looking above at the employment characteristics of the PeADD counties most of them do not align with the state unemployment rate. Christian, Crittenden, Lyon, and Todd counties sit fairly below the state unemployment rate dropping as low as 3.1% in Crittenden county. Caldwell, Muhlenberg, and Trigg counties are the most similar to the state unemployment rate being all within a percentage of them at 5.1% and 5.9%. Hopkins and Livingston counties have the highest unemployment rates which are higher than the state and surrounding PeADD counties by a few percentages topping out at 7.2% in Hopkins county. Comparing this data from the 2022 update the entire PeADD region saw a decrease in its unemployment rate. Every county except Crittenden, Livingston, Lyon, and Muhlenberg saw a decrease. Crittenden, Livingston, and Muhlenberg saw slight increases while Lyon county stayed the same. In a statement released by Governor Beshear in May 2023, the statewide unemployment rate is at a new historic low showing that the state is starting to bounce back from its recent decline in the economy.

Looking at the table below the State saw very little growth in jobs from 2015-2021 and the Pennyriple Region saw a decrease in jobs from 2015-2021. Neither the state nor the PeADD region saw more than 10% in growth of jobs from 2015-2021. Of the nine PeADD counties, only Caldwell county had a significant growth of jobs from 2015-2021 at 8.85%. Every other county in the region had either decreased in total jobs or had very little growth in total jobs. The entire PeADD region decreased in jobs by over 2% in this timeframe as well. One noticeable mention is that from 2019-2021 most of the PeADD counties had a small growth in total jobs while the State had a decrease in total jobs, which hasn't happened since before 2015. Of the PeADD counties, the only county that had a significant decrease in jobs from 2015-2021 was Muhlenberg County at 13.27%. Muhlenberg counties significant loss in jobs since 2015 is said to be due to the decrease in mining activity in the county leading to large layoffs in the coal mining industry. These layoffs started around 2015-2017 and more people have continued to be laid off as the coal mining industry has shrunk in the county. More recently the state and the region are starting to see more job growth. In May 2023 Governor Beshear announced that there have been more than 46,000 new jobs in Kentucky since February 2020.

Job Growth 2015-2021

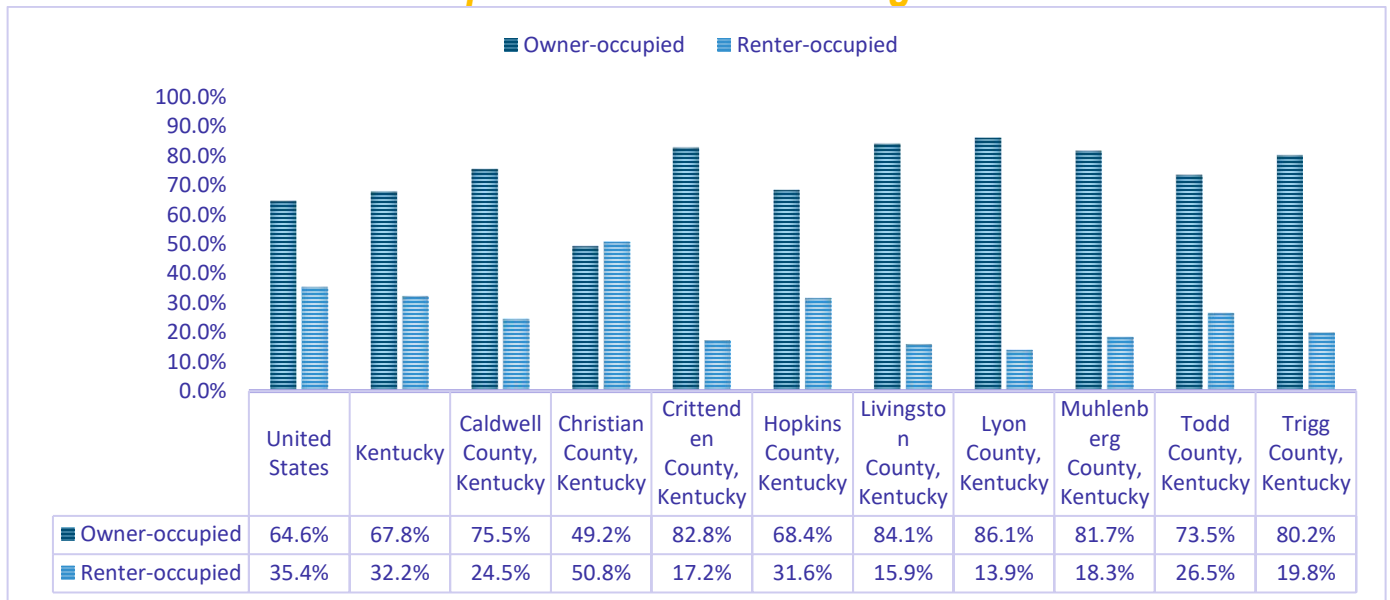
County	# of Jobs in 2015	# of jobs in 2017	# of jobs in 2019	# of jobs in 2021	Percent change 2015-2021
Caldwell	6,080	5,992	6,055	6,618	8.85%
Christian	69,605	67,340	67,892	69,191	-0.59%
Crittenden	3,709	3,710	3,417	3,440	-7.25%
Hopkins	23,013	23,063	21,859	21,473	-6.69%
Livingston	4,112	3,908	3,795	4,059	-1.31%
Lyon	3,463	3,508	3,622	3,597	3.87%
Muhlenberg	12,563	12,011	11,283	10,896	-13.27%
Todd	4,864	4,850	4,903	4,982	2.43%
Trigg	5,090	5,092	5,039	5,019	-1.39%
PeADD	132,499	129,474	127,865	129,275	-2.43%
Kentucky	2,473,915	2,519,975	2,550,230	2,548,204	3.00%

Housing

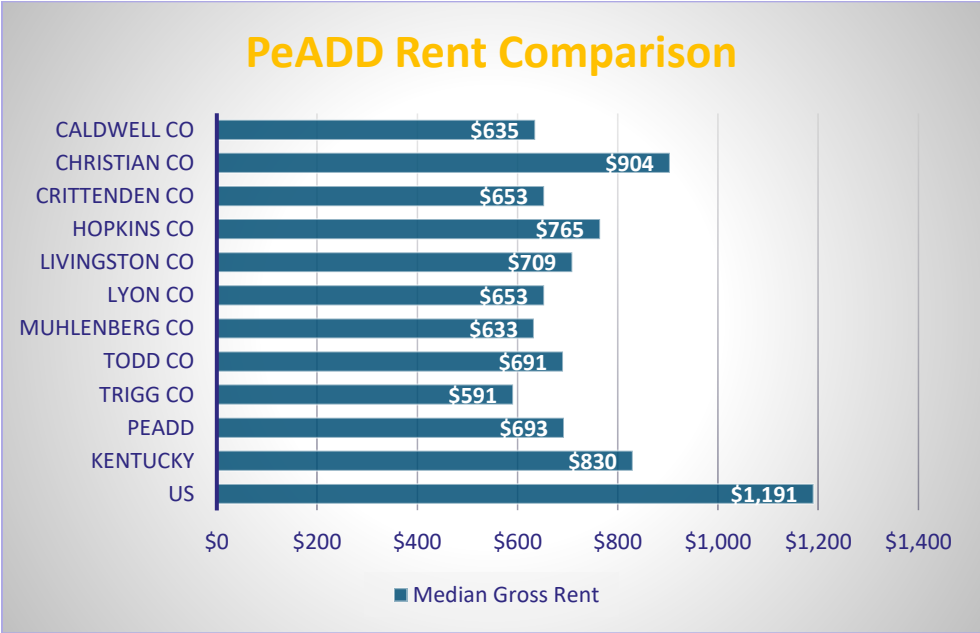
While it may seem obvious, the availability of safe, clean, and affordable housing stock is key to expanding and supporting the economic base of the region's communities. There are many factors to analyze to determine whether a community's housing supports or hinders economic development. These factors include available rental housing stock, available homes for sale, the median rental rates, and the value of homeowner occupied units. These factors compared with the other relevant demographic information and emerging trends in the region can help to support housing goals and objectives discussed later in the CEDS.

Looking at the chart, Christian county is the only county that doesn't align with the state, the nation, or the surrounding counties trends. Christian county has more renter-occupied households than owner-occupied households making it the lone outlier in this comparison. Comparing the PeADD counties to the state and the nation, with the exception of Christian County, all have higher owner-occupied household than renter occupied households that align with the state and national trend. Out of the nine PeADD counties, Hopkins county aligns closest to the state and the national averages with all other counties, except Christian, having higher owner-occupied rates than the state and the nation. Comparing this data to the 2022 CEDS update, all counties, except Livingston county, counties saw an increase in homeownership rates. Livingston county only saw a slight decrease in homeownerships.

Owner Occupied vs. Rental Housing 2021 ACS



The Table below provides an illustration of the Median Gross Rent for the PeADD region. In analyzing the median gross rent, the factors that influence rental rates include proximity to work, school, transportation corridors, and desirable quality of life elements as well as property values. When looking at this table the state and all the PeADD counties are below the national average rent price. Most of the PeADD counties median gross rent are in the range of \$600-\$800 with Todd county sitting just below that range at \$591 and Christian County slightly above at \$904. Most, if not all the PeADD counties are considered to be rural. According to the U.S. Bureau of Labor Statistics overall housing related expenditures are more in urban areas than in rural areas. This is said to be due to the limited supply of housing in densely populated urban areas. In rural areas there is not as much competition for housing as there is not as many people looking for housing. Looking at the data for Christian county, it has a higher median gross rent than all the PeADD counties and the state. With Fort Campbell being in close proximity to Christian County, many soldiers live in rental properties as they are only stationed in the area temporarily. This leads to the limited supply of rental properties in Christian County, resulting to the increase of both the number of renters in the county and the cost of renting in the county.



Housing Affordability

Housing affordability is a huge factor that impacts the entire economy from business executives to low-level employees. When businesses are considering locating somewhere new housing affordability is a big factor in if they want to come there or not. Looking at the previous chart of the average rent prices in the PeADD counties, prices range generally low compared to the national average. The only exception to that statement is Christian County averaging at \$904. Comparing rent prices in Christian County to the biggest counties in Kentucky and the counties near big army bases showed some interesting correlation. By looking at the chart below Christian County has the lowest ranked income and the third highest ranked rent prices. Christian County is also the third lowest in population from this list. Many researchers have previously attempted to correlate community racial diversity to higher/lower housing cost, but by comparing these cities below there is no significant correlation.

County	Population	Median Rent	Percent White	Median Household Income
Christian (*FC)	72,357	\$904	66.8%	\$47,754
Daviess	103,063	\$748	86.6%	\$59,307
Fayette	321,793	\$968	70.2%	\$60,942
Hardin (*FK)	111,607	\$828	76.9%	\$61,089
Jefferson	777,874	\$979	65.2%	\$60,561
Kenton	169,495	\$888	86.6%	\$70,171
McCracken	67,454	\$872	82.4%	\$64,082
Meade (*FK)	29,735	\$859	87.7%	\$63,944
Warren	137,212	\$826	77.6%	\$59,752

*FC-Fort Campbell

*FK-Fort Knox

All together the Kentucky and PeADD counties median housing values are lower than the median housing value of the United States. Throughout the state the housing cost are much lower across the board mainly due to housing being in less demand in rural areas. Of the PeADD counties, median housing values dip below \$100,000 in Caldwell, Crittenden, Livingston, and Muhlenberg counties. Housing values are higher in Trigg and Lyon counties because that are more in demand due to the close proximity to local lakes. The housing cost are also higher in Christian county mainly due to higher population throughout the county which leads to more demand for housing which leads to higher housing costs. Comparing this data to the 2022 CEDS update every PeADD county, the state, and nation increased in value except Crittenden county, which decreased by \$200.



Emerging Trends

Tourism

Heritage Tourism provides an influx of tourism dollars annually to the PeADD. The City of Princeton in Caldwell County is home to numerous historic sites and viewing opportunities, including Adsmore Museum, the Amoss House Museum (a circa 1857 antebellum mansion), Newsom's Old Mill Store (home of the nationally renowned Col. Newsom's Aged Kentucky Country Ham), the Caldwell County Railroad Museum, Civil War traces, the Cherokee Trail of Tears and a downtown commercial district listed on the National Register of Historic Places.

Christian County is home to the Trail of Tears Commemorative Park in Hopkinsville, Kentucky. The park is situated on a portion of the campground used by the Cherokee Indians on the infamous Trail of Tears. The park is listed on the Nation Register of Historic Places and includes the gravesites of Chiefs White Path and Fly Smith, one of the few verified gravesites on the Trail. Also on the site is a restored log cabin Heritage Center, which houses artifacts, and picnic areas. The park hosts the Trail of Tears Intertribal Pow Wow and is held annually the weekend following Labor Day with native dance competitions, crafts, food and more.

The Black Patch Tobacco Wars were a period of civil unrest and violence in the western counties of the U.S. states of Kentucky and Tennessee at the turn of the 20th century, circa 1904-1909. Many of the counties in the Pennyryle Region hold festivals, sponsor special exhibits, and provide tours related to the history of the Black Patch Tobacco Wars.

Eco-Tourism is a key component to the economy of the PeADD region. Each year approximately 1.5 Million visitors explore the 170,000-acre man-made peninsula lying between Kentucky Lake and Lake Barkley, protected as the Land Between the Lakes National Recreation Area (lbr.org). The recreation area has more than 200 miles of trails and abandoned roads that wander through fields and forests and along scenic lakeshores. The North South Trail, at 58 miles long, is the longest and runs the length of the park into Tennessee. The Land Between the Lakes is managed by the United States Forest Service and attracts over two million visitors each year. L.B.L. provides boating, fishing, hiking, camping, horseback riding, and ATV trails, as well as many other attractions. The benefits of the ecotourism from this regional feature provides for economic development opportunities in many of the counties in the Pennyryle Region. The Cities located in Lyon and Livingston Counties are home to marinas, marine outfitters, marine sales, marine service, restaurants, theatres, shopping, and more.

Agri-Tourism and Craft Spirit Tourism, including both bourbon and craft beer, is becoming popular in the PeADD region. The region is home to the Hopkinsville Brewing Company and the Between the Lakes Tap House. The addition of the Western Kentucky Brewery Hop has provided an opportunity for craft beer enthusiasts to tour the region. Bourbon is always an authentically Kentucky experience sought out by visitors, and the PeADD offers three (3) stops along the Bourbon Trail at the Bard Distillery in Muhlenberg County and the Casey Jones Distillery and MB Roland Distillery in Christian County. Increases in agri-tourism and requests for these experiences are also anticipated to continue or increase. Farm to Fork tours are being discussed within the region in an effort to offer an agri-centric tourism experience.

Housing

The Housing Market throughout the Commonwealth has reportedly strengthened over the past 12 months. Housing stock inventory issues have been noted in market research, meaning there are more buyers than houses available. Builders are working to stay ahead of demand but are faced with supply chain issues as a result of the pandemic. The existing housing stock is aging with much of the existing housing constructed during population booms in the 1960s and 1970s. Residential developments are planned and under construction in Christian County. The construction is primarily moderately sized garden sized homes on zero lot line styled lots. There are low-to-moderate income multi-family developments planned for the county as well. There is a 54-unit affordable housing complex planned for Crittenden County. The driving forces in the types of residential development seen in the area include the aging population. In addition, the area has seen an influx of residents relocating to the area from the east and west. The region is viewed as ideal due to the location to many major travel destinations, the relatively low cost of living, and the ability to buy homes on larger lots. As can be seen from the previously documented age distribution, the area is viewed as an ideal location for retirement aged or those nearing retirement age. The close proximity to the Land Between the Lakes Recreational Area is also another deciding factor for those relocating to the region.

Electric Vehicles

The Pennyriple region stands out compared to other regions in the Electric Vehicle (EV) Industry. In June 2023 the PeADD submitted grants to get funding for to purchase EV charging stations throughout the Pennyriple region to support the growth of electric vehicles in the region. As the automotive industry moves toward the expansion of the EV sectors, The Commonwealth of Kentucky has worked tirelessly to establish a key role in the development of the sector. In the past few years, the commonwealth announced the two most significant economic development projects in its history making Kentucky the new electric vehicle battery capital in the United States. In September 2021, Governor Beshear and leaders from Ford Motor Co. and SK Innovation celebrated a transformative \$5.8 billion investment that will create 5,000 jobs in Hardin County. In April of 2022, the Governor was joined by leadership at Envision AESC to announce a \$2 billion investment that will create 2,000 jobs in Warren County. Within the PeADD, in August of 2022 Governor Andy Beshear announced continued growth of electric vehicle-related manufacturing in the commonwealth, as Ascend Elements Inc., a producer of advanced, sustainable battery materials made from recycled lithium-ion batteries, will invest \$1 billion and create 400 full-time jobs in Christian County. The Governor noted this is the single largest economic development project in the county's history.

Broadband Expansion

Rural broadband, or the lack thereof, has long been a topic of conversation in Kentucky, especially rural western Kentucky as the "digital divide" has become a game changer for communities in regard to economic development, education, and ease of daily life. Prior to 2020, the topic of broadband expansion was a priority for many state and local officials, but as COVID-19 forced a multitude of Kentuckians to work and learn from home in 2020, the importance of reliable high-speed internet service was highlighted even more. The pandemic demonstrated how fast, reliable networks and the services they deliver are a critical part of our lives and economy; high speed internet is no longer a luxury, but rather a basic necessity. Most of us cannot imagine how we would work, shop and connect with loved ones without access to the internet.

In 2020, the Kentucky General Assembly (through HB 320) declared that the "provision of broadband service to residential, commercial, and industrial customers is critical to securing a sound economy and promoting the general welfare of the Commonwealth." Furthermore, USDA Rural Development implores that "reliable and affordable high-speed internet is fundamental for economic activity throughout the U.S. Access to high-speed internet is vital for a diverse set of industries, including agricultural production, manufacturing, mining, and forestry and acts as a catalyst

for rural prosperity by enabling efficient, modern communications between rural American households, schools, and healthcare centers as well as markets and customers around the world.”

With the passage of the American Rescue Plan Act and access to other direct federal funding for broadband in unserved and underserved areas, many Pennyrile counties have been able to shorten that digital divide for rural residents. Through partnerships with Pennyrile Rural Electric/Hopkinsville Electric Service, Kenergy, Fastnet Wireless, and other internet service providers, high speed fiber broadband service has been deployed to over 10,000 rural homes in the Pennyrile region. Broadband expansion projects are currently underway in Caldwell, Christian, Hopkins, Lyon, Muhlenberg, Todd and Trigg Counties. As of June 2023, there has been 1,076 miles of fiber ran throughout the region.

Equity

Equitable and inclusive practices are being incorporated in the economic development planning process all throughout the entire PeADD region. For any area to succeed economically it is essential for this process to be equitable and inclusive for everyone. Equitable practices are important because it creates a community for everyone to be comfortable in. Equity is different from equality because equality puts everyone on the same level and equity eliminates barriers and gives people what they need to succeed. No one person is going to have the same needs as another, so equitable practices are more inclusive to everyone because it caters to people’s specific needs. Within the Pennyrile region there are multiple economic development organizations that incorporate equitable practices in their work. The regional economic development organizations within the PeADD include the Lake Barkley Partnership (Caldwell, Crittenden, Livingston, and Lyon Counties), South Western Kentucky Economic Development Council (Christian, Todd, and Trigg Counties), Madisonville-Hopkins County Economic Development Corporation (Hopkins County), and Muhlenberg Alliances for Progress (Muhlenberg County). All of the local economic development organizations within the PeADD incorporate or are working on incorporating equitable and inclusive practices in their economic development planning processes. Equitable economic development consists of so many different aspects as it caters to the needs of different people. This could include childcare assistance, transportation assistance, language training, diversity training, etc. An example of equitable economic development in the PeADD region, in Christian County, was recently a partnership between Christian County Public Schools and the South Western Kentucky Economic Development Council to create the Inspire Early Learning Academy. The Inspire Early Learning Academy provides childcare services for parents employed at local industries in the Christian County area. This agreement eliminates the struggle of finding childcare for their children while they are at work. The Inspire Early Learning Academy is planned to open the start of the 2023-2024 school year. The South Western Kentucky Economic Development Council said they “have a commitment to encourage DEI (Diversity, Equity, and Inclusion) initiative among industries they recruit and support and that they share different DEI related strategies with their existing industry partners on their periodic newsletter.

Economic Clusters

An economic cluster is a grouping of a network of companies in related fields and located in a regionalized hub. These clusters may include raw materials suppliers, production companies, and even training institutions. The clustering of these organizations can be mutually beneficial through the development of a labor force with a desired skill set, the establishment of institutions developed to serve the companies or the provision of support services specific to the production. The clustering of all of the components necessary to produce a commodity may result in the ability to produce it at a lower price which may create a more competitive environment.

There are several economic clusters which are thriving in the Pennyrile Region. The clusters highlighted below are not the only ones that exist but have been identified due to the magnitude by which they are interwoven into the fiber of the communities in the region.

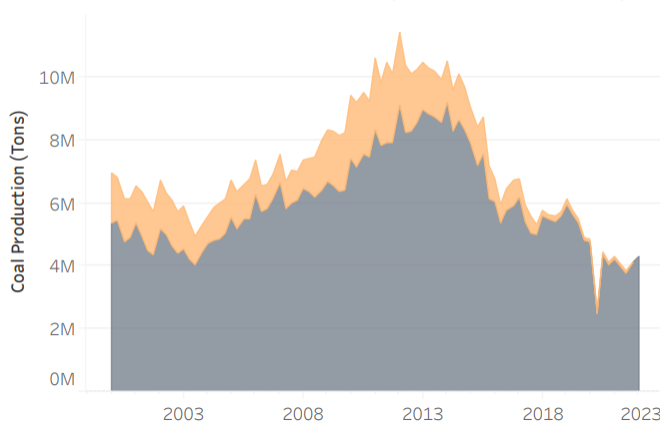
Automotive

The Pennyriple region is home to a number of automotive related manufacturing companies. While none of the production facilities are end of the line facilities, the region is responsible for the production of a variety of automotive products including chassis, headliners, suspension, seals and gaskets, and steering columns. It is anticipated that the newly announced location of Ascend Elements Inc. in Christian County will result in the further expansion of the automotive cluster in the region through the electric vehicle market. According to the Cabinet for Economic Development, the Commonwealth of Kentucky is the third largest producer of cars and trucks in the United States.

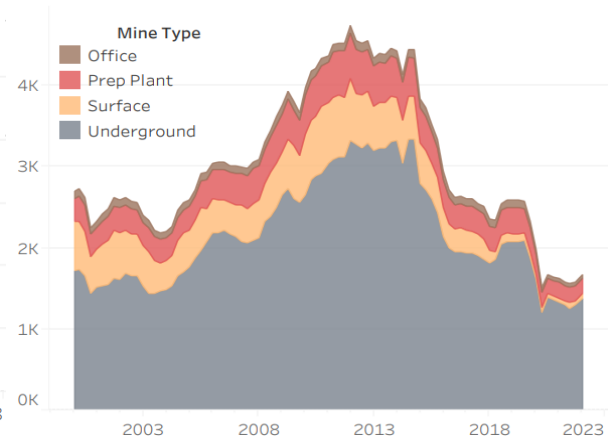
Mining & Energy

For many years, Kentucky was the third-largest coal-producing state, after Wyoming and West Virginia, and typically accounted for about one-tenth of total U.S. coal production. However, Kentucky's coal production declined as coal-fired electricity generating plants that were consumers of Kentucky coal retired or converted to natural gas. This decrease contributed to job loss throughout the region with employers laying off employees over the past few years. In 2020, Kentucky's coal production decreased to its lowest level since 1915 and accounted for slightly less than 5% of total U.S. production. The Pennyriple region has two (2) coal producing counties in what is geologically referred to as the Western Kentucky Coal Field region of the State. These two (2) coal counties in the Pennyriple are Muhlenberg and Hopkins counties. Based on quarterly reports from the Energy and Environment Cabinet the PeADD coal mining counties produced 1.6 million ton during the quarter.

Western Kentucky Coal Production (2000 - Q1 to 2022 - Q1)

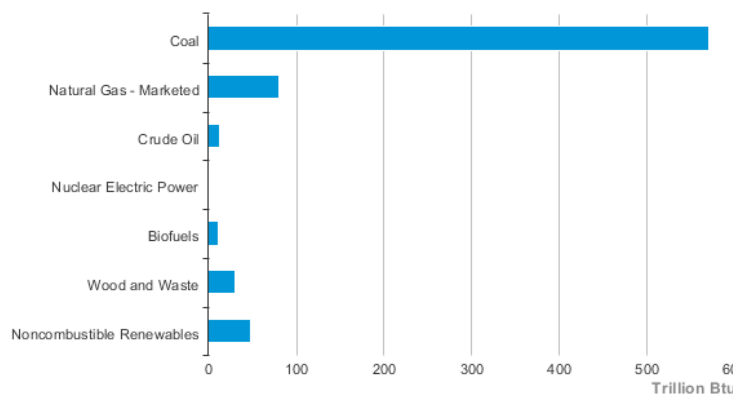


West Kentucky Employment by Mine Type (2000 - Q1 to 2022 - Q1)



Although production has decreased in the state, the majority of the electricity is coal derived.

Kentucky Energy Production Estimates, 2020



While only a very small percentage of the Commonwealth's energy comes from renewable sources, there has been a substantial amount of discussion on solar power generation and solar farm development. The Pennyrile region does not yet have any solar farms in operation but it is reasonable to project that with the development trends throughout the Commonwealth there could be some development in coming years.

Wood Industries

Kentucky has one of the most diverse hardwood species mix in the nation. Only the state of Florida has more hardwood species. The Kentucky Forest Sector is made up of six sub-sectors: logging, primary wood manufacturing, secondary wood manufacturing, pulp and paper, paper converters, and wood residue manufacturing. In 2020, Kentucky exported an estimated \$276 million in wood-related exports which is a \$61 million decrease from 2019. Decreases of \$22 million in wood barrels, \$18 million in railway ties, \$8 million in oak lumber, and \$6 million in hardwood lumber account for most of the decreases in Kentucky wood-related exports in 2020. The majority of the exports from Kentucky are sent to Europe and Asia. The information provided in the graphic below is representative of Congressional District #1 which includes several area development districts.

Congressional District #1. 2020 Kentucky Forest Sector Economic Contributions				
	Jobs		Contributions	
Forest Sub-sector	Direct	Total	Direct	Total
Logging	362	603	\$51,542,565	\$80,834,594
Primary Wood Mfg.	1,178	1,857	\$329,728,975	\$443,916,738
Secondary Wood Mfg.	3,445	4,926	\$676,450,937	\$916,555,786
Paper Converters	991	1,920	\$563,757,481	\$744,533,174
Wood Residue Mfg.	175	525	\$164,858,701	\$229,049,458
Pulp and Paper	463	1,060	\$381,139,725	\$505,218,345
Totals	6,613	10,891	\$2,167,478,383	\$2,920,108,095
Total Labor Income	\$603,266,840			

The graphic below illustrates the employment of the wood industry in Kentucky.

County	Number of Industries	Number of Employees
Caldwell	6	47
Christian	9	95
Crittenden	3	15
Hopkins	5	192
Livingston	1	4
Lyon	1	7
Muhlenberg	9	155
Todd	12	184
Trigg	8	49

**Source: University of Kentucky - College of Agriculture
(Kentucky Forest Product Industry Directory)**

Tourism

The Pennyrile Region has a very robust tourism industry that includes heritage tourism, eco-tourism, agri-tourism, and craft spirit/beer tourism. Many of the subcategories of the Pennyrile tourism sector were discussed in detail in the Emerging Trends section. As is illustrated in the table below, even with the COVID-19 pandemic raging in the region, the tourism expenditures saw an increase across the Pennyrile region between 2018 and 2020. Since the start of the 2023 CEDS update, no new information has been released on the travel expenditures for the PeADD counties.

2018/2020 Comparison of Travel Expenditures (In Millions)

<i>Area</i>	<i>2018 Direct Expenditures</i>	<i>2018 Total Expenditures</i>	<i>2019 Direct Expenditures</i>	<i>2019 Total Expenditures</i>	<i>2020 Direct Expenditures</i>	<i>2020 Total Expenditures</i>
Kentucky	\$7,563.20	\$11,248.94	\$8,119.22	\$11,800.65	\$5,865.00	\$8,878.00
Caldwell	\$8.83	\$14.33	\$9.24	\$15.05	\$8.20	\$13.00
Christian	\$98.65	\$192.89	\$102.45	\$198.25	\$92.20	\$171.10
Crittenden	\$3.19	\$5.85	\$3.22	\$5.89	\$3.00	\$5.20
Hopkins	\$46.99	\$74.88	\$47.62	\$76.56	\$40.20	\$63.00
Livingston	\$14.39	\$20.05	\$15.14	\$20.90	\$12.60	\$17.50
Lyon	\$22.92	\$29.43	\$24.25	\$31.09	\$20.80	\$26.80
Muhlenberg	\$27.34	\$42.49	\$28.54	\$42.90	\$24.60	\$36.70
Todd	\$1.82	\$4.04	\$1.85	\$4.16	\$1.60	\$3.50
Trigg	\$18.97	\$25.68	\$20.26	\$27.10	\$17.50	\$23.40

Agriculture

Agriculture has long been a cornerstone of the regional economy. The Pennyryle Region produces corn, soybeans, wheat, hemp, tobacco, cattle, and poultry are some of the commodities produced in the region. US Tobacco operates a processing plant in the region that produces smokeless tobacco products. Commonwealth Agri-Energy, LLC developed, in partnership with a major grain elevator coop in Christian County, an Ethanol Plant that produces Ethanol, animal feed, and other by-products from corn grown within the region. There are numerous other agricultural support businesses and services in the region.

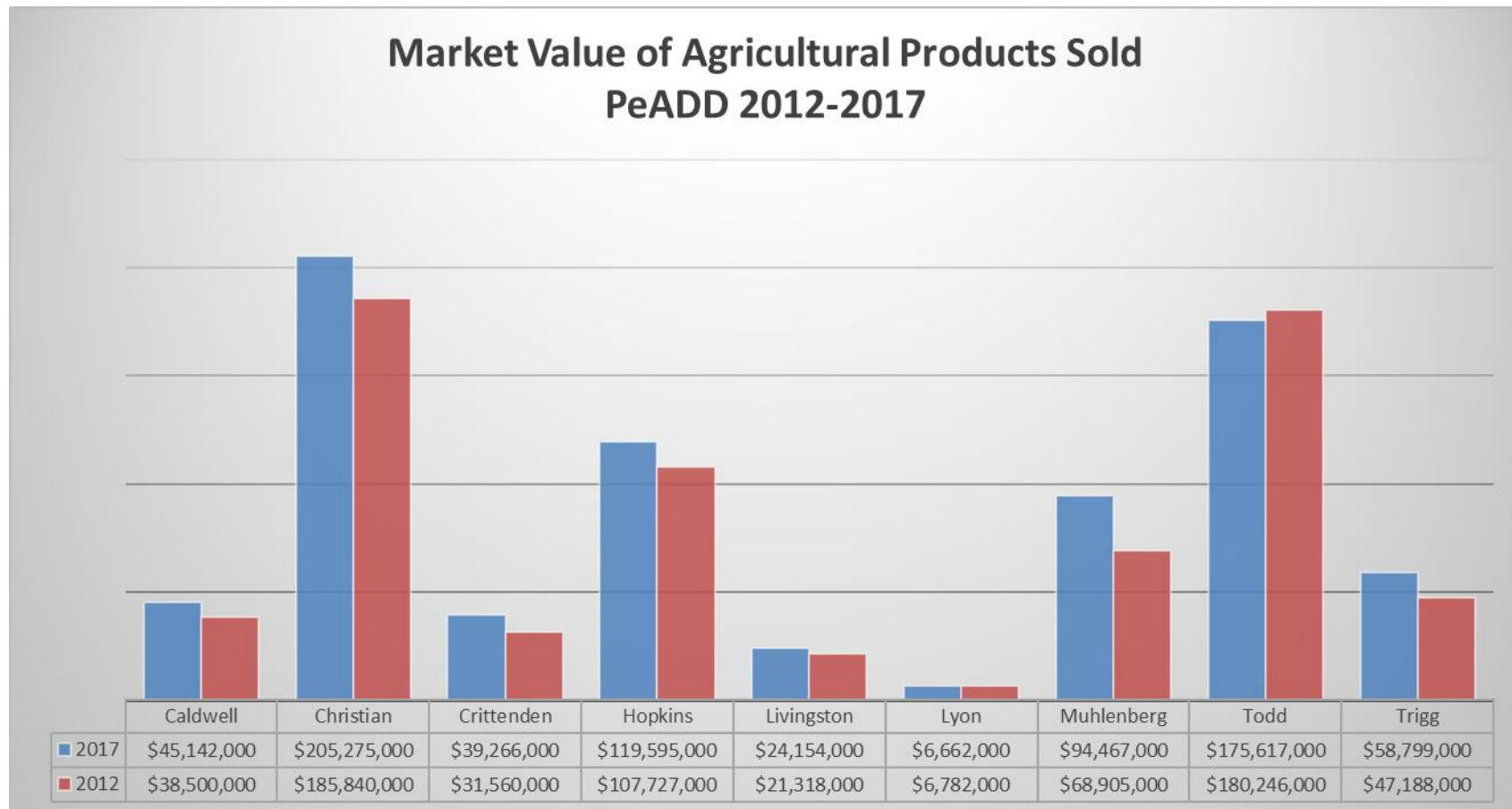
The most recent Agricultural Census information is from 2017. There is currently an ongoing 2022 Agricultural Census, but the results have not been released yet. The Census in 2017 noted an increase in the market value of agricultural products sold in the Pennyryle region between 2012 and 2017. The total market value of all agricultural commodities in the Pennyryle region was \$768,977,000 in 2017 according to the Kentucky Department of Agricultural data. This was an increase of 11.7 percent from the \$688,066,000 total market value of all agricultural commodities sold in the Pennyryle in 2012.

Pennyryle ADD - Value of Sales by Commodity Group (\$1,000) (2017)

Commodity	Caldwell	Christian	Crittenden	Hopkins	Livingston	Lyon	Muhlenberg	Todd	Trigg
Grains, oilseeds, dry beans, and dry peas	\$36,182	\$128,067	\$25,383	\$36,373	\$14,437	\$3,523	\$21,406	\$64,384	\$32,028
Tobacco	\$3,040	\$31,069	-	\$789	-	\$1,200	\$5,220	\$13,109	\$9,927
Cotton and cottonseed	-	-	-	-	-	-	-	-	-
Vegetables, melons, potatoes, and sweet potatoes	(D)	\$2,575	\$292	\$67	\$9	(D)	\$14	\$2,194	\$787
Fruits, tree nuts, and berries	(D)	\$268	\$64	\$19	\$11	(D)	(D)	\$161	\$64
Nursery, greenhouse, floriculture, and sod	\$247	\$2,651	\$294	\$475	-	(D)	\$300	\$2,214	\$290
Cut Christmas trees and short rotation woody crops	-	-	-	-	-	-	-	-	-
Other crops and hay	\$677	\$1,914	\$1,387	\$1,261	\$948	\$538	\$1,670	\$892	\$781
Poultry and eggs	\$10	\$13,775	(D)	\$67,545	(D)	(D)	\$46,676	\$65,780	\$126
Cattle and calves	\$2,772	\$13,746	\$4,096	(D)	\$5,553	\$1,293	(D)	\$9,772	\$12,321
Milk and other dairy products from cows	(D)	\$10,154	\$23	-	-	-	(D)	\$9,522	\$2,045
Hogs and pigs	\$6	(D)	(D)	(D)	(D)	(D)	(D)	\$6,649	\$162
Sheep, goats, and their products	\$30	\$158	\$637	\$91	\$37	\$16	\$75	\$100	\$36
Horses, ponies, mules, burros, and donkeys	(D)	\$764	(D)	\$114	(D)	(D)	\$207	\$785	\$123
Aquaculture	-	(D)	-	\$84	-	-	-	(D)	-
Other animals and other animal products	\$2	\$57	\$18	\$4	\$16	-	\$11	(D)	\$110
Total Products	\$45,142	\$205,275	\$39,266	\$119,595	\$24,154	\$6,662	\$94,467	\$175,617	\$58,799

As shown in the Table above, Pennyriple ADD – Value of Sales by Commodity Group 2017, grain crops were the largest selling agricultural commodity in all nine (9) counties in the region. Christian County had the largest gran sales with \$129,007,000 in 2017. Todd County had the second highest amount of grain sale with \$64,334,000 in 2017.

As indicated in the Table below, Pennyriple ADD - Market Value of Agricultural Products Sold (2012–2017), in the PADD counties, Christian County sold the most agricultural products in 2017 with \$205,275,000 worth of products. Todd County sold the second largest amount of agricultural products with \$175,617,000 in sales in 2017.



Military

The Fort Campbell Military Installation, established in 1942, is the nation's premier power projection platform. Strategically located on the Tennessee-Kentucky state line, the 106,700-acre installation possesses a unique capability to deploy mission-ready contingency forces by air, rail, highway and inland waterway. The installation has been the home of the 101st Airborne Division (Air Assault), the only Air Assault division in the world, since 1956. Two prestigious Special Operations Command units, the 5th Special Forces Group (Airborne) and the 160th Special Operations Aviation Regiment (Airborne), have also been at Fort Campbell since the mid-1980s. In 2009, the 52nd Ordnance Group (EOD) relocated to Fort Campbell (from Fort Gilliam, GA) as part of 2005 Base Realignment and Closure (BRAC) stationing actions. has been is a major component to the regional economy in terms of not only dollars spent on housing, food, and other commodities but also in work force development. The military installation is a major employer in the region. As of the 1st quarter of fiscal year 2023, the installation supported 30,029 active military, 45,644 family members, 6,320 Civilians, and 2,201 Contract Employees. In total, Fort Campbell supports over 250,532 persons. More than half (66%) of assigned Soldiers and their families reside off post in either Christian County or Trigg County in Kentucky or in Montgomery or Stewart County in Tennessee. In Christian County 5.5% of students are military dependents. The military installation is a major employer in the region but it also supports the expansion of the regional workforce with those transitioning out of the military and into the local workforce. Comparing the data from the 2022 CEDS update which consisted of data from 2021, Fort Campbell saw an increase in active military member and contract employees and saw a decrease in family members and civilians.

Environment & Community

Quality of Life

The Pennyryle Region is home to a number of unique elements that support and elevate the quality of life in the region. When considering the elements that determine or influence quality of life, the primary factors include the environment, employment, education, recreation and leisure time, culture, safety, and security.

Environment/Climate

Mean annual temperature is 59° F in the southwest. The temperature of the region varies with the seasons significantly. The Summer season brings sunny, warm, and humid days. The average daily high temperature for July can be expected to be near 90° F in the west with some variation. High temperatures may exceed 90° F during short periods of time during the Summer months and average of 40 or more days. Temperatures occasionally exceed 100° F during the months of July and August. Winters are not often brutally cold. January average daily high temperatures are expected to be around 45° F. Temperatures can periodically dip below 0° F. Spring and fall are generally mild seasons, however the weather can change drastically during these periods. The average length of the frost-free period is approximately 210 days. The rate of precipitation is well distributed throughout the year with thunderstorms contributing to much of the summer rainfall. The majority of the snowfall typically occurs between December and March. The region gets fewer than 5" per season but larger events occur periodically. Even with the larger periodic events, the snow rarely persists for more than a week at a time.

Air Quality

The Federal Clean Air Act of 1970, including amendments in 1990, has helped improve the quality of air in Kentucky. The Clean Air Act specifies controls for six pollutants: ozone, nitrogen oxide, carbon monoxide, sulfur dioxide, particulate, and lead. The Kentucky Division for Air Quality operates a network of 118 instruments, including 18 meteorological stations, located at 32 sites across 25 counties. There are monitoring stations in Hopkinsville, in

Christian County and in Smithland in Livingston County. The information gathered at these stations is used to track yearly average concentrations of air pollutants in Kentucky and identify any trends that may present. There are numerous sources of air pollution in the Pennyryle Area Development District region. These sources include industrial emissions, automobile exhaust, open burning, grading/clearing of land, and construction/demolition. Pollution controls on industrial sources and automobiles have signaled a decline in the average air concentrations of pollutants. The concentrations of these pollutants have declined steadily in recent decades. Christian County was designated a non-attainment area for the 8-hour ozone levels in 2004/2005, however the designation was overturned in Federal Register Doc. 05-18960 which was filed September 21, 2005. The non-attainment status was re-designated as attainment on February 24, 2006.

Workforce Development

Developing the workforce of a community can be a very challenging task. So many different steps are involved in the process because workforce development affects everyone in all different age groups. Workforce development is a different approach to the traditional economic development as it focusses on the people in the workforce and not as much as the businesses in the workforce. According to the US Department of Labor, the key role of workforce development is to help businesses find the qualified workers they need. The workforce development process could include anything from youth apprenticeship programs to local job fairs. The commonwealth of Kentucky has prioritized workforce development all throughout the state. In Kentucky there is a program that certifies counties by its workforce quality. There are different levels of certification that a county can receive and those are Certified Work Ready, Certified Work Ready in Progress, Letter of Intent, and Formative Stage. Within the Pennyryle region every county is either Certified Work Ready or Certified Work Ready in Progress, except for Lyon County which is still in its formative stage. The PeADD is a part of the West Kentucky Workforce Board (WKWB) which provides policy development and coordination for workforce development in support of economic development for the region. The WKWB covers seventeen (17) counties within the Pennyryle and Purchase Areas and provides service to adults, businesses, career centers, dislocated workers, veterans, and the youth. Successful workforce development processes contribute to success of the region making the region stand out.

Culture

The Pennyryle region is home to a variety of unique cultural and heritage resources. The city of Guthrie is recognized as a participating city in the Kentucky Main Street Program. The program is designed to protect Kentucky's central business districts which contain the many architecturally and historically significant buildings in the downtown areas. The Jefferson Davis Monument State Historic Site is located in Christian County in the Fairview community. There are also several designated points throughout the region that were stops along the Trail of Tears. The site in Hopkinsville is the final resting place of Chiefs White Path and Fly Smith, one of the few verified gravesites on the Trail. The City of Hopkinsville also sponsors an International Festival annually to celebrate the cultural diversity in the county. Another honorable mention is feminist author and activist bell hooks. bell hooks was a Hopkinsville native best known for her work as an author, theorist, and educator. bell hooks recently passed away in late 2021 and the city of Hopkinsville dedicated a mural in her honor downtown. Located in Marion, KY is the internationally known Ben E. Clement Mineral Museum. This museum has a large collection of minerals that can not be found anywhere else in the world and it has the largest collection of fluorite crystal specimens on display in the United States. In Hopkins county, Madisonville is known for hosting the largest Veterans Day Parade in Kentucky. Also, in Smithland, KY is the Gower House which was built in the late 1700s and was used as an Inn many notable figures stayed in including Andrew Jackson and Henry Clay.

Crime

Crime rates directly influence quality of life and are a major consideration when families and businesses are deciding where they want to locate. Generally speaking the crime rate in the Pennyriple region is lower than the state and national averages. The Table below provides data about current statistics on crimes in the PeADD. A review of the statistics contained within the 2022 CEDS update indicates an overall reduction in crime region wide. A notable mention is the total amount of DUI and drug related crimes committed. According to the Kentucky State Police Data, drug and dui offenses are the first and third most committed crimes in the region and the state. Research has been conducted to show that there is a correlation between alcohol usage and drug usage. According to the CDC a person who abuses alcohol is more likely to abuse drugs. Crittenden, Livingston, and Lyon counties all have similar population sizes. In these three counties Livingston and Lyon counties have significantly more DUIs and drug charges than Crittenden county. This could be due to Crittenden county being a “dry county”, or a county that forbids the sale of any alcohol ultimately leading to less DUIs and drug related charges.

Crime Data

County	Assault	Burglary	Vandalism	Drugs	Homicide	Larceny	Robbery	Sex Offenses	DUI
Caldwell	84	21	20	339	1	23	0	5	27
Christian	410	82	72	1,237	12	186	14	34	187
Crittenden	35	15	14	85	1	24	0	0	18
Hopkins	371	51	46	1,161	1	169	5	39	313
Livingston	60	14	19	152	4	7	0	2	41
Lyon	143	24	32	322	0	110	1	4	101
Muhlenberg	92	18	16	306	0	42	1	4	79
Todd	106	14	23	241	2	8	1	30	56
Trigg	164	22	33	316	4	28	6	3	84
PeADD	1,465	261	275	4,159	25	597	28	121	906
Kentucky	29,811	4,003	4,976	65,903	615	9,074	764	2,158	17,264

Taxes

County Taxes in the PeADD

Taxing Jurisdiction	Real Estate*	Tangibles	Motor Vehicles
Kentucky	\$0.1220	\$0.4500	\$0.4500
Caldwell	\$0.2600	\$0.3117	\$0.2320
Christian	\$0.2780	\$0.2524	\$0.1600
Crittenden	\$0.2370	\$0.2544	\$0.2290
Hopkins	\$0.2101	\$0.2227	\$0.1565
Livingston	\$0.2156	\$0.2633	\$0.1541
Lyon	\$0.3020	\$0.3505	\$0.2780
Muhlenberg	\$0.3092	\$0.3639	\$0.1912
Todd	\$0.2550	\$0.3012	\$0.1994
Trigg	\$0.3090	\$0.3713	\$0.3230

City Taxes in the PeADD

Taxing Jurisdiction	Real Estate	Finished Goods & Tangibles	Motor Vehicles	Occupational License Tax
Caldwell				
Princeton	\$0.17	\$0.17	\$0.12	1.50% (Salaries/Wages and Net Profits/Receipts)
Christian				
Crofton	\$0.26	\$0.23	\$0.30	No Tax
Hopkinsville	\$0.23	\$0.24	\$0.25	1.95% (Salaries/Wages) and 1.50% (\$250 minimum on net profits)
Oak Grove	\$0.24	\$0.08	\$0.08	1.50% (Salaries/Wages) and Net Profits/Receipts - \$100 min; wholesale: .06%; retail: 15%; prof: .38%
Pembroke	\$0.21	\$0.10	\$0.41	No Tax
Crittenden				
Marion	\$0.24	\$0.28	\$0.23	0.75% (Salaries/Wages and Net Profits/Receipts)
Hopkins				
Dawson Springs	\$0.42	\$0.63	\$0.19	1.5% < \$50,000 1% \$50,000-\$500,000 .5% > \$500,000
Madisonville	\$0.12	\$0.17	\$0.16	1.5% (Salaries/Wages and Net Profits/Receipts)
Livingston				
Grand Rivers	\$0.30	\$0.59	\$0.26	No Tax
Smithland	\$0.35	\$0.33	\$0.40	No Tax
Lyon				
Eddyville	\$0.31	\$0.24	\$0.20	1.50% (Salaries/Wages)
Kuttawa	\$0.18	\$0.36	\$0.22	No Tax
Muhlenberg				
Central City	\$0.26	\$0.36	\$0.21	No Tax
Drakesboro	\$0.26	\$0.36	\$0.31	No Tax
Greenville	\$0.33	\$0.24	\$0.19	No Tax
Powderly	\$0.21	\$0.32	\$0.08	No Tax
Todd				
Elkton	\$0.25	\$0.16	\$0.30	2.00% (Salaries/Wages) and .125% (gross receipts)
Guthrie	\$0.40	\$0.52	\$0.45	2.00% (Salaries/Wages) and .0015% (gross receipts)
Trenton	\$0.45	\$0.90	\$0.35	No Tax
Trigg				
Cadiz	\$0.25	\$0.22	\$0.26	1.50% (Salaries/Wages) Wholesale 0.5% Retail 1% Professional 3%

Education

The Pennyrile region has a diverse mix of educational facilities. There are primarily private daycares and pre-schools throughout the region. There are public, private, and parochial schools in the region that provide education covering grades Pre-K 3 through the twelfth grade. Following graduation there is access to continuing education in the form of community college, technical school, or traditional 4-year university in Christian and Hopkins counties. There are also opportunities for higher education that are well within driving distance for the remaining PeADD counties. Graduate degree programs are available from Austin Peay University in Clarksville, Tennessee, and Murray State University in Murray, Kentucky and Western Kentucky University in Bowling Green, Kentucky as well as several online graduate degrees available. Another noticeable mention is the plan for the consolidation of the two local high schools in Christian County. If completed this consolidation would create second largest high school in Kentucky and is anticipated to be completed in the next few years. Christian County Public Schools has already taken steps to consolidate extracurricular activities to help create a smooth transition.

Transportation Systems

The Pennyryle Area features several key transportation corridors directly supporting regional economic development and interstate commerce. The existing key transportation corridors provide the Pennyryle region with unique connectivity ideal for interstate and international commerce, making the region a prime location for a future commercial and industrial sitings. The key transportation corridors include I-69, I-169, I-24, USWHY 68/80, USHWY 41, USHWY 41A, USHWY 431, and USHWY 231.

Interstate 69 or “I-69” is a compilation of sections of roadway as interstate by either conversion or re-designation. I-69’s original route began in Port Huron, Michigan at the Canadian border and ended in Indianapolis, Indiana. As the expansion of I-69 began, the route was nicknamed the NAFTA Superhighway because it would help trade with Canada and Mexico spurred by the North American Free Trade Agreement (NAFTA).

Interstate 169 or “I-169” is the approximately 34 mile road previously designated as the Edward T Breathitt Parkway in Christian County. The road connects I-69 to I-24 in Christian County, Kentucky.

Interstate 24 or “I-24” is an east/west interstate that connects I-57 and I-75. I-24 runs through Kentucky beginning in Paducah, Kentucky and exiting to Tennessee in Southern Christian County. I-24 is a key transportation corridor leading into the Nashville core south of the Pennyryle Region.

US Route 68/KY Route 80 is a major connecting corridor to I-24, and I-69 in the Pennyryle Region. While it functions as a commerce corridor, U.S. Route 68 is designated as a "Scenic Highway" throughout Kentucky and as such supports tourism in the region in addition to interstate and international commerce. The route passes several Civil War battle sites. The Jefferson Davis State Historic Site is along the highway about 9 miles (14 km) east of Hopkinsville at the small town of Fairview.

U.S. Route 41, U.S. Highway 41 (US 41), is a major north–south United States Highway that runs from Miami, Florida, to the Upper Peninsula of Michigan, entering Kentucky at the Indiana border and existing into Tennessee at Guthrie in Todd County. US Route 41-A branches off from the existing route in Hopkinsville and travels south through Oak Grove, Kentucky and provides access to I-24 for the Fort Campbell Military Installation.

U.S. Route 431 (US 431) is a spur of U.S. Route 31 that serves as a major north/south corridor through the Pennyryle Region. It travels through Drakesboro and Central City in Muhlenberg County and provides connectivity to I-69 in Muhlenberg County. US Route 431 provides access to the Nashville core south of the Pennyryle Region.

U.S. Route 641 (US 641) is a U.S. Route runs north from Tennessee and intersects with US 60 in Marion, Kentucky. It is considered a spur route of U.S. Route 41, although it no longer has connectivity to US Route 41. The route provides access to both I-24, I-40, and I-69.

The image shows two men in business suits standing outdoors at what appears to be a construction or development site. The man on the left, wearing a brown blazer, is gesturing with his hands while speaking to the man on the right, who is wearing a light blue blazer. In the background, a large architectural rendering is displayed, showing a complex of buildings, parking lots, and a body of water. The rendering includes the text 'FUTURE HO...' and 'ASCEND ELEMENTS'. A white hard hat with 'TVA' on it is visible in the foreground. The sky is blue with some clouds.

Section 3

This section provides and outline of...

Assessment of Regional Population

-Strengths

-Weaknesses

-Opportunities for Growth and Diversification

-Threats to Regional Economic Growth

Section 3

Assessment of Regional Position

This section provides an assessment of the state of the regional economy. It will outline in brief the strengths, weaknesses, opportunities that may support growth and diversification, and the characteristics that threaten the potential for growth.

Strengths

- **Young Workforce:** The median age of the Pennyriple is 42 years old. By county, Lyon has the highest median age at 49.5 and Christian County has the lowest median age at 28. The families living and working in the Pennyriple region currently are ideal for expanding the economic infrastructure in the region.
- **Strong Workforce Strategy:** The West Kentucky Workforce Board (WKWB) serves the seventeen counties of the Pennyriple/Purchase in providing policy development and coordination for workforce development in support of economic development for the region. The WKWB serves as a liaison between employers in the business, industry, and public sector and individuals in order to make workforce needs known. The WKWB also promotes and provides tactics to motivate individuals to continue their education and improve their work skills. The mission of the WKWB is to provide an integrated system of quality employment information and training services to businesses and individuals through staffing/technology utilizing accessible service sites. This group works closely with the elected officials and economic development groups to promote the region's availability of qualified workers by matching efforts and activities with economic development goals. The South Western Kentucky Economic Development Council covers the counties of Christian, Todd, and Trigg and is certified by the Kentucky Work Ready Program which is the most comprehensive, innovative Work Ready Program in the United States.
- **Vital Transportation Corridors:** The Pennyriple Area features several key transportation corridors directly supporting regional economic development and interstate commerce. The existing key transportation corridors provide the Pennyriple region with unique connectivity ideal for interstate and international commerce, making the region a prime location for a future commercial and industrial sitings. The key transportation corridors discussed in detail earlier in the document include I-69, I-169, I-24, USWHY 68/80, USHWY 41, USHWY 41A, USHWY 431, and USHWY 231.
- **Evolving Industrial Sectors:** In recent months the Commonwealth has made large strides in positioning Kentucky to be a leading force in the development of Electric Vehicles. Within the PeADD, in August of 2022 Governor Andy Beshear announced continued growth of electric vehicle-related manufacturing in the commonwealth, as Ascend Elements Inc., a producer of advanced, sustainable battery materials made from recycled lithium-ion batteries, will invest \$300 million and create 250 full-time jobs in Christian County. Since that announcement, more recently it was announced that the Ascend Elements project would be expanded increasing the investment value to \$1 billion and now creating 400 new jobs. This announcement comes with the passage of the Bipartisan Infrastructure Law which brought more federal funding to this project. The Governor noted this is the single largest economic development project in the county's history.
- **Low Cost of Living:** The cost of living in the Pennyriple region is relatively low. A lower cost of living results in more expendable income being injected back into the local economy in other ways. It also provides stability for the residents as they are able to budget, save, and plan. The region on average exhibits 16% lower than the national average on the overall cost of living, 4% less than the national average on goods and services, and 46% less than the national average on housing.
- **Robust Quality of Life Features:** The PeADD region is home to numerous state parks, recreational areas, and tourists' destinations most notable being Land Between the Lakes. The region also offers many different cultural events and festivals year-round, like the Hopkinsville International Festival, that provide people in

the region and from all over to be attracted to this area. Besides that, the PeADD is in close proximity to major metropolitan areas like Nashville and Louisville and just a day's drive from other vacation and holiday destinations. Also, all PeADD counties have numerous amounts of parks and/or sports complexes which draw in special events and visitors.

- **Reliable Utility Infrastructure:** Access to reliable utilities is imperative to keeping businesses operating. The Pennyriple region has a network of utility providers that can provide new businesses access to water, electricity, natural gas, sewer, phones and internet (fiber optic). The Pennyriple region is also part of the (TVA) Tennessee Valley Authority which is the largest power provider in the United States. Within the past year funds have been allocated to support many projects throughout the region to update and expand existing utilities. These projects will support the numerous industries that are locating within the PeADD counties now and in the future. These improvements not only show that the region is steadily growing, but they also are investments in the future economic growth of the region.
- **Location:** The western border of the Pennyriple region is located on the eastern US Inland Waterway System very near to the middle point along the system. The access to this waterway provides a tremendous opportunity for bulk transport operations. When compared to rail and across the road modes of transport for commodities, barge transportation along the waterway system provides transport at a much lower expense. primarily ships bulk material at a fraction of the price of other shipping options. The Mississippi River alone carries 60% of U.S grain shipments, 22% of oil and gas shipments, and 20% of all coal shipments. As previously mentioned, in addition to being located adjacent to adjacent to the inland waterway system, the region is also transverse by several key transportation corridors. The region is located within roughly an hour drive to several metropolitan areas and within a days drive to several popular vacation destinations.
- **Established Institutions of Higher Learning:** Education beyond high school is critical to the growth of the industrial and commercial sectors alike. The region is home to not only several locations belonging to the Kentucky Community and Technical College System with locations in Madisonville and Hopkinsville but the region is also home to the Murray State Satellite Campus in Hopkinsville and Satellite offices of Austin Peay University and Murray State University located at the military installation.
- **Active Economic Development and Industry Agencies:** The region is fortunate to have two (2) multi-county economic development agencies that are constantly working to bring new economic development to the area and support and help the existing businesses expand.
- **Locally Driven Incentive Programs for Businesses:** The Downtown Renaissance Program administered by CDS offers a 50/50 Matching Grant Incentive Program, the "Let's Paint Downtown Hoptown" Program, the Collateralized Loan Incentive Program, and the Preservation in Lieu of Taxes (PILOT) Incentive Program. These programs are focused on revitalization in a focused area in the Central Business District of the City of Hopkinsville. The City of Hopkinsville and the Christian County Fiscal Court often offer incentives to bring new economic investment to the community as well. In recent years there have been discussions concerning the creation of business incubators within areas of the City that are targeted for small business expansion, however those programs are still in the early planning stages.
- **Locally Driven Incentive Programs for Housing:** The Community Development Division of Community and Development Services in Hopkinsville in Christian County has developed and administers several housing incentive programs for developers that include incentives for Multi-Family New Construction, Single Family New Construction, and Rental Rehabilitation. The City of Hopkinsville recently adopted the Hopkinsville Housing Incentive Program under Municipal Order 17-2017 which offers an 80% rebate of property taxes over a 20-year period for pre-approved new housing developments in the City.
- **Growing Diversity:** Most of the counties within the PeADD are lacking in diversity as it related to race. As the region sees exponential economic growth with more and more industries locating here, more jobs are being brought to the area. With the tremendous growth of jobs in the area comes a tremendous growth of people in the area. This growth makes the area more appealing to people from different backgrounds

because it offers good paying jobs with a low cost of living. People from all over the country and the world are settling in the Pennyryle area because the number of global industries coming here. This growth is great as it only boosts the economy and diversifies the region making it a better place to live.

Weaknesses

- **Military Deployments:** Being the home to one of the United States Army's most important permanent military installations has an overall positive impact on the regional economy. Each month 400-600 soldiers leave the installation in search of long-term employment outside of the military. However, the region is impacted by the periodic deployments as Fort Campbell units have been among the most deployed combat units in the Army since 2002. These deployments have a significant impact on the regional economy, sometimes for years at a time.
- **Potential for Installation Changes:** As with any region that is home to a military installation, there is always the possibility that military goals and priorities will change and result in the downsizing of the installation or altogether closure. The City of Hopkinsville has taken steps to reduce the likelihood of major installation changes through establishing long lasting relationships with the installation through Inter-Governmental Services Agreements that are mutually beneficial to both parties. Agreements of this type are aimed to reduce costs for the installation and further intertwine the interdependency of the military on the City and vice versa.
- **Changes in State and Federal Regulations:** State and federal regulations have a tremendous influence on whether or not a company can or will locate in a particular area, expand their operations, or close and leave an area altogether which can have a significant impact on the regional economy. Local leaders and economic development specialists should be cognizant of any changes to state and federal regulations.
- **Lack of Adequate Financial Support for Start Up Businesses:** This strategy has previously described the diversity of the Pennyryle region and the local efforts to revitalize downtown commercial space that are underway. Many small businesses fail within the first year due to the significant expense to establish the business. One of the key components to attracting and keeping small businesses thriving in a community is to mitigate some of the strains on a start up business. This may be achieved through tax incentives, small business incubators, or low interest loans. With the economic forecast anticipating increases in interest rates and a host of other types of costs that would be incurred by a small business just starting up, small businesses are likely to fail without some kind of assistance.
- **Homelessness:** Every year, Kentucky Housing Corporation (KHC) conducts the K-Count to monitor the homeless situation in Kentucky which is referred to as the K-Count (Point-In-Time). The 2022 K-Count was conducted in February of 2022 and the 2023 K-Count was conducted January of 2023 but the results have not been released yet. Reportedly, homelessness is increasing state wide due to the inflation of costs as well as the increasing cost of housing. The lack of funding to assist communities in serving and addressing homelessness is a major constraint to communities experiencing these surges in homelessness. In rural communities there is often a lack of resources for helping the homeless populations to make an effective impact. The 2022 K-Count reported that there is estimate of 113 homeless people in the Pennyryle region with most of them concentrated in Christian and Hopkins counties.
- **Few Locally Driven Incentive Programs for Businesses:** Aside from the programs previously discussed in the Strengths section, there are few locally driven incentives for the expansion of businesses in the region. If economic growth is desired, incentivizing small business development or offering other assistance to startup businesses.
- **Few Locally Driven Incentive Programs for Housing:** Potential new businesses and employers looking at locating in a community are going to be examining the existing housing stock of the areas in which they may locate. Based on information collected during the strategy planning process, many counties and cities

in the region are struggling with an aging housing stock. Incentive programs may help to spur residential development and draw potential new employers to the area.

- **Funding Cuts for the Land Between the Lakes Recreational Area:** As previously described in the strategy, the 171,000-acre Land Between the Lakes Recreational Area is not only a massive tourism draw to the region annually but it is also a major quality of life contributor that influences people to move their businesses and draw people to the area. In the fiscal year of 2015, the budget was \$2.5 million, the 2020 fiscal year budget was \$1.8 million, the budget for the 2021 fiscal year was cut to \$77,000 and the U.S. Forest Service planned to cut the budget to zero dollars in 2022. In late 2022 legislation, introduced by Sen. Mitch McConnell (R-KY) and Rep. James Comer (R-Tompkinsville), was passed that will provide \$8 million annually for maintenance, improvements, and recreation needs for LBL. This legislation was passed in the \$1.7 trillion omnibus bill that President Biden signed into law late 2022.
- **Potential for Climate Change and the Impact on Regional Agriculture:** Climate change can have a significant impact on economic growth in the agricultural sector but the implementation of new laws and initiatives aimed at addressing climate change can have a significant impact on the industrial and commercial sectors. Therein lies the dilemma around climate change. Economists typically support a gradual implementation of laws and initiatives aimed at slowing climate change while environmentalists prefer a more direct and rapid approach. Local leaders and economic development groups must be diligent in maintaining a balance between the two.

Opportunities for Growth and Diversification

- **Electronic Vehicles and the Proliferation of EV Technology:** In addition to the potential siting of Ascend Elements in Hopkinsville in the coming months, Governor Beshear recently announced that the Commonwealth has received federal approval to develop a nearly \$70 million electric vehicle charging network. While these improvements will be focused in the first phase on the major transportation corridors around the Louisville area, there will be an opportunity in later phases to expand the charging network to secondary transportation corridors. The Pennyriple region, as has been previously discussed, is transversed by a network of significant transportation corridors travelling in all directions. There is a very distinct possibility that the region will prime for these sitings in later phases.
- **Education of Workforce:** The region is home to a very diverse network of community colleges, technical colleges, and universities. In order to effectively propel the region forward economically, the workforce must be educated and motivated. Opportunities for growth in the area of education will rely on the organization and coordination of economic development leaders, educators, and funding sources.
- **Growth of Industry Based on Existing Strengths:** While it may seem obvious, it's important to note that economic development in the industrial sector should be focused on and built existing strengths. Development that focuses on and encourages the grouping or clustering of businesses and industries that serve to complement each other is a way to reduce production costs, transportation costs, employee training costs, etc. All the counties within the PeADD have the potential for more new investments and developments. Companies from all of the world are settling in the PeADD with the potential for many more to come.
- **End of the Covid-19 Pandemic:** It was announced by the federal government that as of May 2023 the Covid-19 pandemic has officially ended. The Covid-19 pandemic brought many economic hardships to everyone throughout the region, the state, and the country. To expand on the previous bullet point, with the ending of the pandemic brings a new opportunity for the economy to be better than it ever was before. The

ending of this pandemic brings a new opportunity for the region to grow on its once superior economy to make it better than before and be a top leader in the state.

- **Incentive Programming for New Businesses and/or New Housing Development:** Local governments have a tremendous opportunity to directly support the creation of new businesses by offering local incentives to business owners who locate their businesses to a community. This could be done by offering local tax incentives, business incubator space, reduced utility costs, providing free internet access, providing counselling services for startup businesses. Similar programs can be offered for new housing development by offering tax incentives, on the job training programs for construction workers, reduced permit fees, reduced utility connection fees, etc.
- **Focus on Quality of Life Improvements:** Quality of life elements such as parks, open spaces, greenways, festivals, available recycling programs, quality schools, churches, social clubs, etc. are nearly as important to a community's economic development as the ability to provide land, utilities, and services to a potential business. Companies who are considering a move to the city, county, or region will be examining the potential for the longevity of the company within the region. Their employees must be able to imbed themselves in the area and have access to the elements that improve their quality of life.
- **Broadband Internet:** As previously described in this strategy, through partnerships with Pennyrile Rural Electric/Hopkinsville Electric Service, Kenergy, Fastnet Wireless, and other internet service providers, high speed fiber broadband service has deployed more than 1,000 miles of fiber to over 10,000 rural homes in the Pennyrile region. Broadband expansion projects are still currently underway in the Pennyrile region with more homes being serviced in the near future.

Threats to Regional Economic Growth

- **Major Changes to Fort Campbell Military Installation:** Major shrinkage to the Fort Campbell Military Installation in the form of wide scale deployments or removal of units to other installations are a threat to the regional economic growth as those populations are a key component of the regional work force and regional consumers.
- **National Economic Downturn:** As has been discussed in other sections, the economic forecasts note concerns with the current rate of inflation. The Federal Reserve is increasing interest rates to slow the inflation. A major economic downturn is possible and would be a significant threat to the region.
- **Natural Hazards/Disasters:** Naturally existing hazard and natural disasters are also a threat to the Pennyrile Region. The region is more susceptible to floods, earthquakes, tornadoes, subsidence, snow/ice storms, drought, subzero temperatures than once before. Weather trends in the region are starting to steadily change as time goes on. In the previous year natural disasters in the PeADD counties have destroyed many communities that some are still in the process of recovering. The upward tick of tornados in the region could possibly be due to a eastward shift in the Tornado Alley. Throughout history the Tornado Alley has been considered parts of northeastern Texas and south-central Oklahoma. According to an article released by Scientific American, more recently the tornado alley has seemed to shift eastward now consisting of eastern Missouri and Arkansas, western Tennessee and Kentucky, and northern Mississippi and Alabama. The region worked on a Hazard Mitigation Plan which was officially approved on April 14th, 2023. This plan outlines and directs the approach to hazards for the region. Since the plans approval in April 2023, there has been over \$1.3 million federal dollars awarded with an addition \$73,000 in subrecipient management costs.
- **Continued Reduction of Funding for Land Between the Lakes:** The Land Between the Lakes Recreational Area is a massive tourist draw for the Pennyrile region. In recent years the funding for this area has been incrementally reduced. In April 2022, Senator Mitch McConnell and Representative James Comer sponsored legislation to better fund the popular Land Between the Lakes Recreation Area (LBL)

which stretches from western Kentucky into the state of Tennessee. In late 2022 this legislation was passed and signed into law by President Biden bringing more funding to LBL. If this legislation were to have failed, it would've been detrimental to the economic health of the region.

- **Lack of Improvement to the Regional Housing Stock:** Housing is one of the key elements that companies will examine when they choose to locate to an area. Safe, clean, decent, affordable housing is critical to support economic growth. Aging housing stock has been noted by leaders in nearly each of the Pennyriple region counties as a growing issue and threat to the economic future of the county. Factors that can impact the ability for developers to invest in new or rehabilitated housing in a region could include availability of land to develop, land cost, material cost, subdivision regulations, zoning requirements, and the availability/affordability of construction materials and contractors. Community leaders must examine the development process to ensure that there are not existing impediments to housing development and where there are identified impediments, they should take action to mitigate those impediments.

Section 4



This section provides and outline of...

Visioning, Actions, and Implementation

- Housing**
- Workforce**
- Transportation**
- Quality of Life**

Section 4

Visioning, Actions, and Implementation

Housing

- **Promote diversified housing development throughout the Pennyryle region**
 - **Coordinate housing development based on market conditions, state of exiting housing stock, and projected trends.**
 - Work with local leaders and advocate groups to attempt to address homelessness in the region.
 - Conduct housing market studies to determine current state of housing stock.
 - Establish programs aimed to address the state of the current housing stock.
 - Create or expand affordable housing programs.
 - Encourage incentive-based programs to encourage development.
 - Encourage local development policies aimed at attracting residential developers.

Workforce

- **Promote education and workforce development throughout the Pennyryle Region**
 - **Coordinate development of education and training programs to promote economic growth.**
 - Continue to facilitate the expansion of broadband wireless region wide to support education.
 - Continue to provide services through the West Kentucky Workforce Board's Career Center activities.
 - Review current delivery systems and assess where additional programming is warranted to reach underserved populations.
 - Continue to explore methods of attracting/retaining an educated workforce to the region.

Transportation

- **Promote investment in regional transportation infrastructure**
 - **Coordinate development of comprehensive transportation programs to support economic growth**
 - Continue to support existing transit programs and encourage expansion where feasible.
 - Continue to work with state, regional, and local transportation supervisors and engineers to improve safety and connectivity of the region's transportation infrastructure.
 - Leverage and promote investment in rail development to foster growth in local targeted industries.

Quality of Life

- **Promote regional initiatives that encourage development and support of quality of life features.**
 - **Encourage development policy that include elements which improve quality of life**
 - Encourage local investment in downtown business districts in the form of locally funded incentives.

-
- Continue to work with local leaders to secure funding for the Land Between the Lakes Recreational Area.
 - Continue to promote planning throughout the region through Comprehensive Plans and provide periodic updates.
 - Continue planning efforts to expand multi-use trail systems throughout the region.
 - Encourage local incentives that attract and support the establishment of affordable quality daycare facilities for families.

Section 5



This section provides and outline of...

Evaluation

Section 5

Evaluation

A Truly Comprehensive Approach to Planning

The Pennyrile Area Development District acknowledges the interwoven nature of each planning document drafted in the region. In order to truly have a comprehensive approach to planning for the entire region, regional leaders and planners must be committed to incorporating the findings of the existing plans and where possible combining processes and efforts into new documents. Many of these processes operate on a 5-year cycle and an effort to get these plans rotating on a similar cycle will eliminate the duplication of efforts in research, encourage participation, and provide a more comprehensive analysis.

Evaluation of the CEDS

Evaluation of the CEDS is key to the performance of the strategy over the 5-year cycle. It will be a part of the ongoing economic development planning for the region. The Pennyrile Area Development District will annually review the economic activities that were accomplished each year as compared to the projected goals and objectives of the CEDS. The PeADD Staff will communicate with area economic development leaders to update the area's Plan. To accomplish this task, the PeADD will establish standards for plan review that will identify annual changes in the socio-economic climate of the District. Secondly, the PeADD will determine weaknesses or obstacles that are hindering economic growth and stability.

Annually the Advisory Committee will review updated information on the regional economy; human resources; infrastructure; transportation; natural resources; and justice. The Committee, with PeADD's assistance, will evaluate updated information gathered and establish the agenda for the public meetings.

Residents from across the Pennyrile will be invited to participate in public forum meetings to set goals and objectives for future plans and programs. These meetings will be conducted on an annual basis and the information obtained will become a part of the updated CEDS.



Section 6

CSX Transp

This section provides and outline of...

Priority Projects, Programs, and Activities

-Transportation

**-Other Strategic Projects in the
Pennyrile Area Development District**

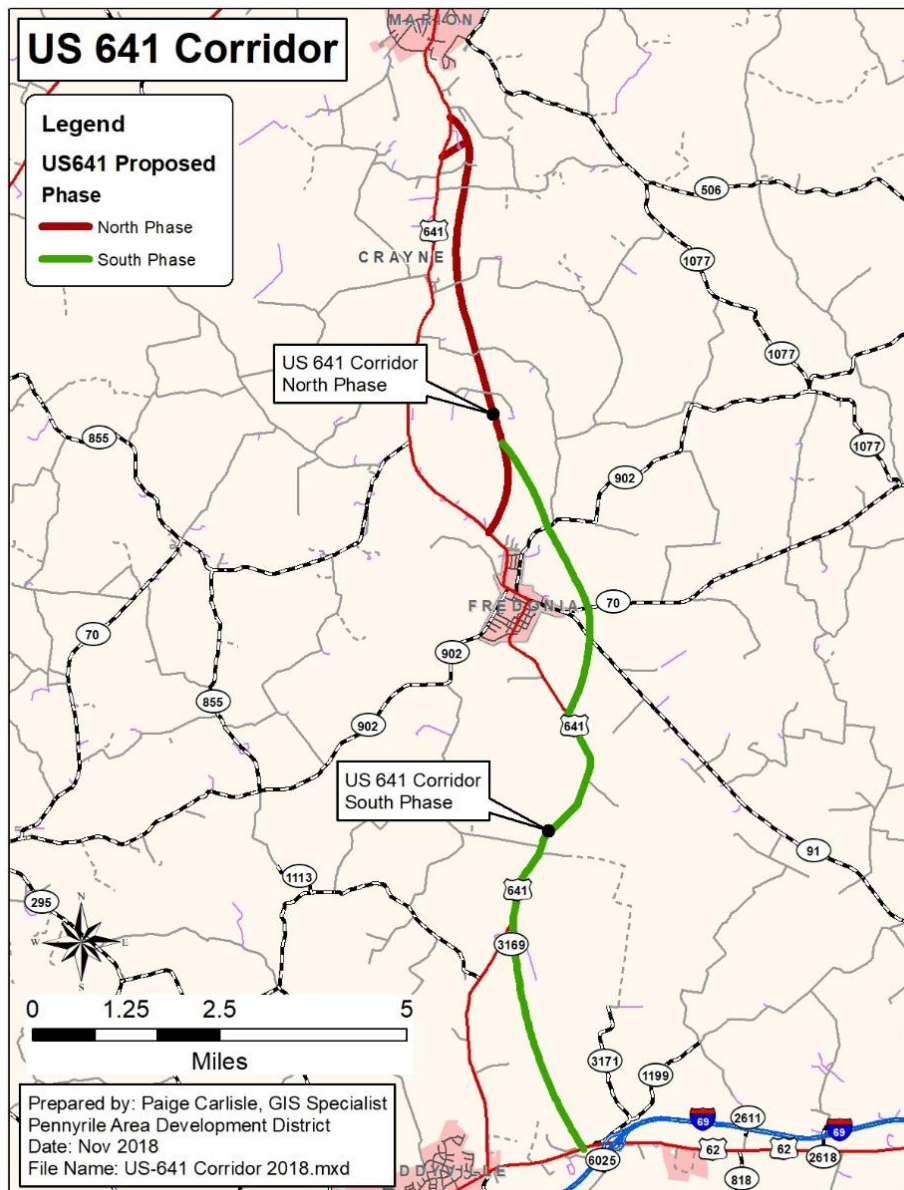
Section 6

Priority Projects, Programs, and Activities

Transportation

Complete the New US 641 route to Crittenden County

The proposed new/relocated US 641 highway, when completed, will provide Crittenden County with a direct link to I-69. The road will attract new investment into the City of Marion. This route is being developed in two (2) sections. The northern section of the new US 641 route has been completed but the southern section has not begun. The southern section of US 641 starts on US 62 just off the US 62/I-69 intersection and ties into the northern section just east of The City of Fredonia. The total project, including both sections, is estimated to cost \$109 million.

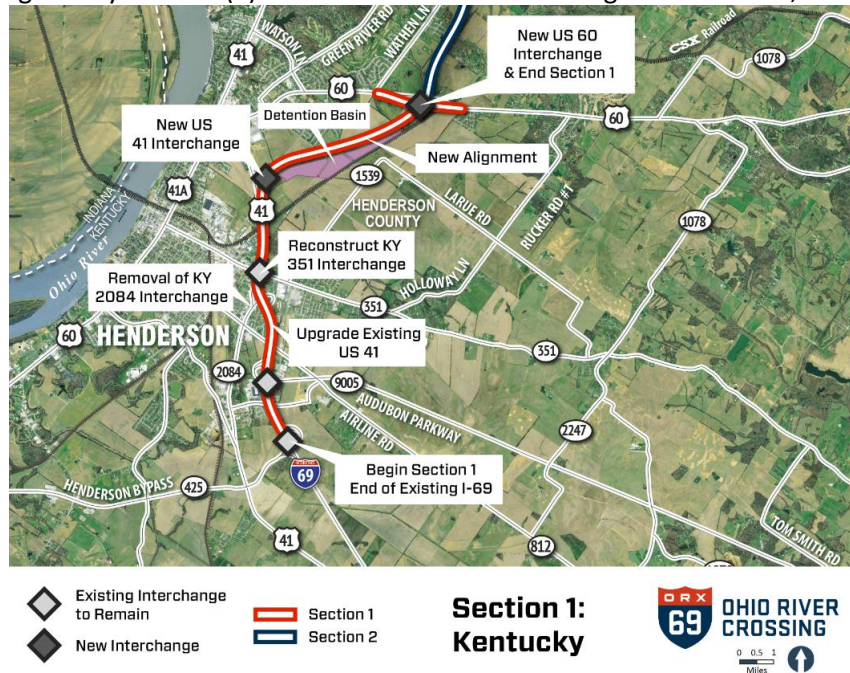


I-69 in Kentucky

As listed in the 2022 Legislative Priorities for the Pennyriple Area Development District, the Completion of I-69 in Kentucky including the Ohio River Crossing in Henderson, although not located in the Pennyriple region, is one of the key transportation projects in the region. The I-69 Over the River Crossing (ORX) is a bi-state project between Indiana and Kentucky and includes three (3) total sections:

Section 1

Kentucky is extending I-69 by over six (6) miles and includes interchanges with KY 351, US 41 and at US 60;



Section 2

This section includes the new four-lane river crossing. Construction is expected to begin in 2027 and be complete by 2031.



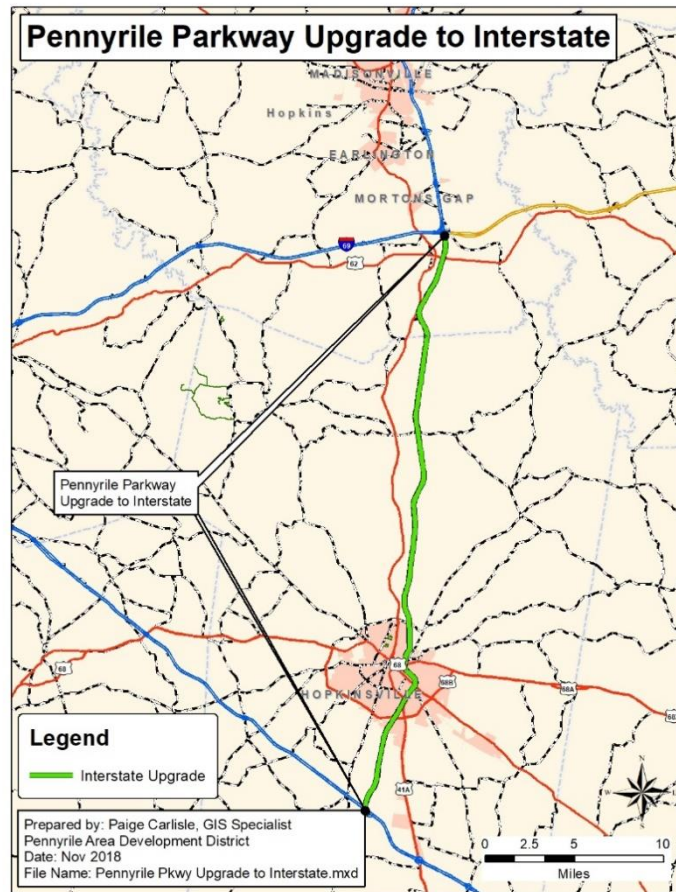
Section 3

This section includes the approach roadways and bridges in Indiana, including a new interchange at I-69 and Veterans Memorial Parkway. The design-build project is expected to let in 2023 with construction expected to begin in 2024 and be complete in 2027.



The Upgrading of the Edward T. Breathitt “Pennyrile” Parkway to an Interstate from I-24 to I-69/WK Interchange.

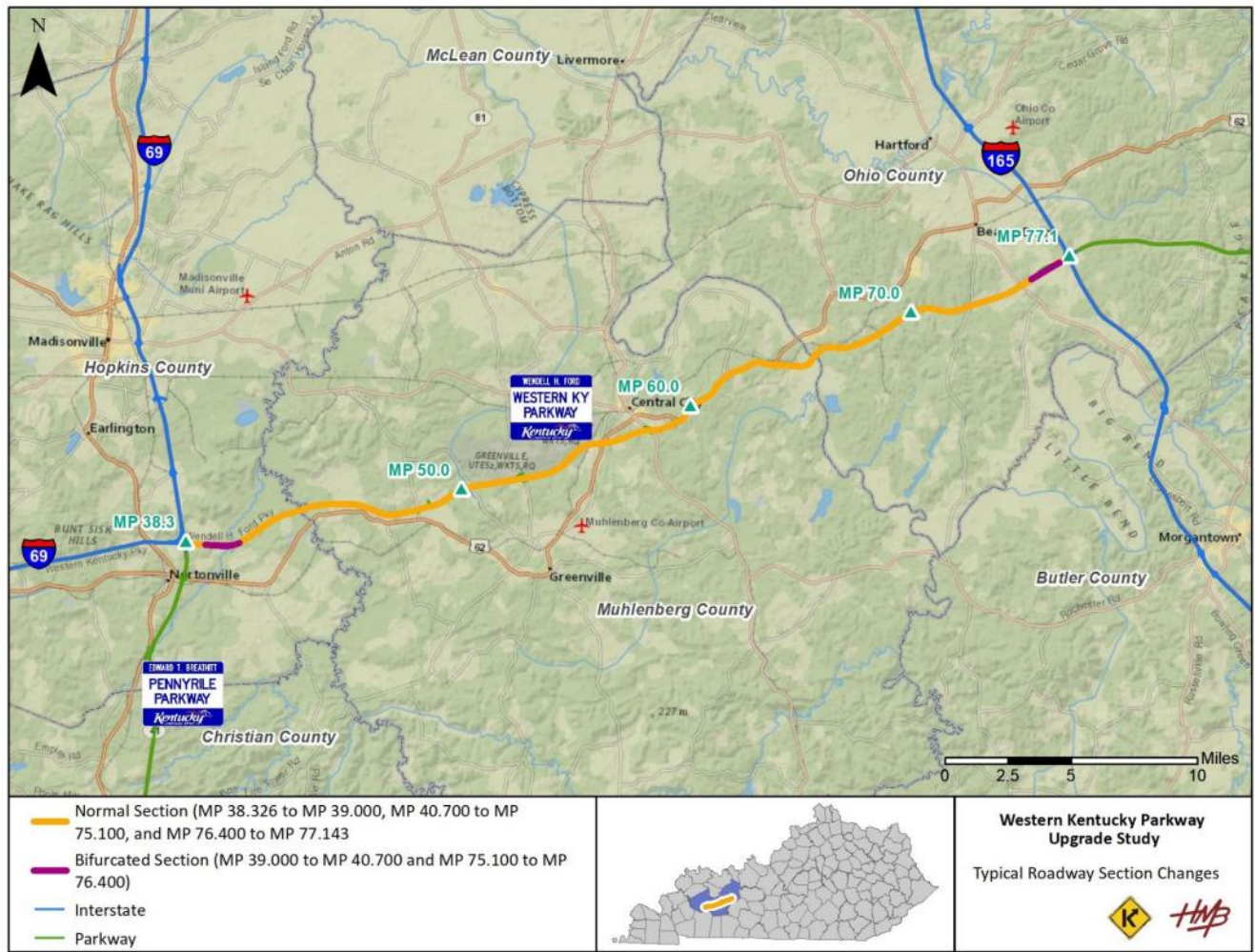
The Kentucky Transportation Cabinet (KYTC) initiated an interstate deficiencies study to identify and evaluate potential improvement options to upgrade the Edward T. Breathitt Pennyrile Parkway to interstate standards for inclusion into the interstate system. This section of the Parkway goes from I-24 in Christian County approximately 34 miles north to the intersection of I-69/Western Kentucky Parkway in Hopkins County. The Parkway, a fully controlled access facility, would provide interstate connectivity to I-69 in the north and I-24 in the south. A key part of the process to upgrade this route to interstate standards is an agreement must be reached between Commonwealth of Kentucky and the Federal Highway Administration (FHWA) concerning what improvements must be completed, if any, to key sections of the Parkway system that do not meet interstate standards before Parkways can be upgraded and designated as an interstate.



A key transportation project expected to have a major impact on economic development in the PeADD is the upgrade of a section of the Edward T. Breathitt Pennyrile Parkway (also known as the Pennyrile Parkway) to Interstate 169 (I-169). The Pennyrile Parkway is a 70-mile-long controlled access highway that provides access from Hendersonville, Kentucky to Hopkinsville, Kentucky. A thirty-four (34) mile portion of this parkway in Christian and Hopkins Counties have been designated as the future Interstate 169 (I-169) corridor connecting Interstate 69 (I-69) in Hopkins County to Interstate 24 (I-24) in Christian County. For any roadway to be considered an Interstate Highway, there are a number of design and construction standards that must be met. These requirements include but may not be limited to bridge clearances, shoulder widths, and interchange spacings. On August 3rd, 2023, Governor Andy Beshear held an official ground-breaking ceremony for the section of Pennyrile Parkway intended to become the Interstate 169 (I-169). The improvements necessary to bring the Parkway up to Interstate Standards is expected to be completed by November 2024. Pennyrile Parkway plays a significant role in freight movement, tourism, and intercounty travel which all contribute to the region's economic success. Since its original designation in 2017, many local, state, and federal officials have worked together to make sure that this project succeeds. Signs are posted along the parkway designating it as the future Interstate 169. Once current construction projects on the parkway are completed in November 2024, the Federal Highway Administration will officially be able to add the Pennyrile Parkway to the Interstate Highway System as Interstate 169 (I-169).

The Upgrading of the Western Kentucky Parkway to an Interstate from the I-69/WK Interchange in Hopkins County to the I-165 Interchange in Ohio County.

The Kentucky Transportation Cabinet (KYTC) initiated an interstate deficiencies study to identify and evaluate potential improvement options to upgrade the Western Kentucky Parkway to interstate standards for inclusion into the national interstate system. This section of the Western Kentucky Parkway goes from I-69 in Hopkins County approximately 38 miles east to the intersection of I-165 in Ohio County. The Western Kentucky Parkway is a fully controlled access facility, and the proposed upgrade would provide interstate connectivity to I-69 in the west to I-165 in the east. As of December 2022, new signage was placed marking the “future I-569 Corridor”. A key part of the process to upgrade this route to interstate standards is that an agreement must be reached between Commonwealth of Kentucky and the Federal Highway Administration (FHWA) concerning what improvements must be completed to key sections of the Parkway system which does not meet interstate standards before Parkways can be upgraded and designated as an interstate.



Other Strategic Projects in the Pennyrile Area Development District

Caldwell

Princeton/Caldwell County water and sewer improvements
Infrastructure improvements for business, industry, and housing development
Enhance broadband availability in rural areas
Entrepreneurial infrastructure development
Outdoor/Recreational infrastructure development

Christian

I-24 Mega Site Utilities
Upgrade KY 1453 for access to the I-24 mega site
Utility Improvements to existing industrial parks
Road Infrastructure improvements to and in existing industrial parks
Hopkinsville Water Treatment Plant upgrade
Upgrade Sewer Plant for Oak Grove
Infrastructure improvements to support development in southern Christian County
Construction of the Christian County Industrial Connector and KY 115 widening project.
Ascend Elements new facility in Hopkinsville

Crittenden

Infrastructure improvements to Industrial Park North
Marion Emergency Water Supply Project
Dredging of Old City Lake in Marion
New Wastewater Treatment Plant

Hopkins

Infrastructure Improvements to new Hopkins County North Industrial Park Property along Pennyrile Parkway
Infrastructure development to serve as north/south connector road between Center St. and Island Ford Road on the west side of Pennyrile Parkway in Madisonville
Flood mitigation at Commercial Development (Martin Mall) in Madisonville
Rail Spur development for Madisonville Industrial Park
Sewer infrastructure improvements between Madisonville and Hanson
Development of Regional Sports Complex
Nebo WD Water System Improvements and AMR Project
Hanson Waterline Replacement & Valve Installation Project
Madisonville Noel Avenue Interceptor Project

Livingston

Infrastructure improvements to Industrial property along I-24
Development of River industry
Infrastructure improvements for the City of Smithland
Ledbetter Water Well Improvements
Smithland Lagoon Rehabilitation Project
Ledbetter Sewer Debt Reduction

Muhlenberg

Infrastructure improvements for Industrial Parks
Greenville/Central City/Drakesboro Sewer Improvements
Develop Riverports along the Green River
Construct Rail Spur for Associated Pallet and Northern Central City Industrial Park
Central City GAC Filter Addition Project

Todd

Infrastructure/utilities to industrial site along 68-80 east of Elkton
Infrastructure improvements to Trenton Water and Waste Water systems
Guthrie Gas System Improvements/Expansion
Elkton Infrastructure Development along US 68-80
Infrastructure/utility improvements to industrial site along US 79
Upgrade US 79 from TN Line to Russellville
Rail spur for industrial development in southern Todd County
Infrastructure improvements to Elkton Water and Wastewater systems
Infrastructure improvements to Guthrie Water and Wastewater systems
Infrastructure improvements to the Robertson Property industrial development property

Lyon

Eddyville Riverport Rail Spur and other infrastructure improvements
Eddyville/Kuttawa/Lyon County Water and Sewer Improvements
Infrastructure Improvements to support Fishing/Tourism related Industry
Eddyville Riverport expansion project
Kuttawa Lift Station Rehabilitation

Trigg

Water/Sewer improvements including I-24 area
Infrastructure improvements to Industrial Park #3
Water/Sewer improvements on east side of I-24

Region Wide Goals

Infrastructure improvements for business, industry, and housing development
Entrepreneurial infrastructure development
Outdoor/Recreational infrastructure development
Enhancing the region's educational and workforce development resources
Align training resources with target industry needs
Creation of a region-wide entrepreneurship initiative that puts into place networks and assets that will foster the creation of new homegrown companies
Improving the region's business climate for its target industries and for business in general
Develop and promote initiatives supporting value-added agriculture related businesses
Construct adequate broadband infrastructure for all nine (9) counties
West KY Law Enforcement Training Facility

Section 7



This section provides and outline of...

Resiliency

- Planning for Resilience**
- Information Sharing**
- Pre-Disaster Recovery Planning**
- Measuring Resiliency**

Section 7

Resiliency

Planning for Resilience

Resilience is the measure of how well all the systems of a community such as businesses, people, institutions, and systems react, adapt, and endure external occurrences over the course of time. When the word resilience is used, almost immediately it brings visions of flood, tornado, and earthquake to the mind. While these are all types of events that are considered when planning for resilience there are also other forces at work that if left unaddressed can also have disastrous effects. These may include the closing of a major employer in the community, a major failure in an element of the community's infrastructure, or severe blight in an area of the City that results in sprawl to another area. Community and regional planning including the CEDS, Land Use Planning, Consolidated Planning for CDBG Entitlement Communities, Hazard Mitigation Planning, and smaller scale plans such as a street scape or downtown revitalization plan must all be incorporated and contain elements of resilience. There must also be made a consideration for equity when planning for resilience as not every citizen can or will to react and adapt in the same way.

A resilient community will take steps in the planning processes to define tools that will help in identifying the potential for economic challenges and deficiencies. Reasonably, not every specific scenario can be planned for but a community can plan for generalized occurrences that have either happened in the past or have happened nearby. Communities can learn from each other through a regional approach to planning. The Pennyriple region has a network of economic development organizations, educational institutions, and dedicated leaders that work tirelessly toward expansion of their economies through marketing, policy planning, education programming, other mechanisms.

It's important for a community to develop early warning tools that can be utilized to identify disruptions that may impact the community's ability to react and adapt. Early warning tools that are available to the Pennyriple region for natural disasters include nationally available tools such as Risk Map. Kentucky's Division of Water (KDOW) integrated its flood modeling results from its implementation of FEMA's Risk Mapping, Assessment, and Planning (RiskMAP) initiative into FEMA's Hazus software that is commonly used for commonwealth and regional planning. Early warning tools utilized may include much of the information included in this strategy as it relates to demographics, educational trends, and employment trends. Housing market studies are also a valuable tool to determine the state of a community's housing stock. National economic development trends such as the national supply chain issues created by the COVID-19 pandemic are tools that leaders can use to predict when and how the shortages will impact the region. In an effort to improve the early identification of economic shifts, the PeADD will work to establish regular meetings of an effective, collaborative network of economic professionals throughout the region to address current and shifting economic needs. Part of the charge and responsibility of the group is to effectively monitor and address the changing needs of the regional and local economy and develop current "real time" strategies to address the needs of economic adaptation and diversification. The coordinated effort can also be an effective method of networking and collaboration with other local, state and national economic development organizations.

The Pennyriple region must establish an expanded network of mechanisms for flexibility to support the economic conditions. Currently the Intergovernmental Service Agreements that the City of Hopkinsville has with Fort Campbell is an important partnership that helps reduce the likelihood of Fort Campbell being subjected to large scale downsizing or closure. While these partnerships do reduce the likelihood of closure, it still leaves the region susceptible to the impacts of large scale deployments like was seen following September 11, 2001. The region has

also been successful in diversifying its industrial base. The expansions of the late 1980s and early 1990s were primarily focused on the automotive industry. Since that time there have been notable expansions in agricultural driven markets such as the Ethanol Plant, Siemer Milling, and Krusteez in Hopkinsville. Recent announcements in Todd and Christian Counties have noted expansions in closed loop systems for electric vehicle batteries and aluminum recycling. Education and Workforce programs also strive to provide diversified training courses that prepare the student for the work force with skills that can be utilized in a variety of ways. Local leaders must continue to strive toward diversification in their industrial and business sectors in an effort to insulate themselves from major market changes.

Promoting a positive vision is key to the resilience of a community. All communities have their growing pains and areas for improvement but it is key to focus on the characteristics of a community that make it resilient. The promotion of this positive vision is achieved through the community leadership the dissemination of a unified message to not only residents but businesses that want to locate in the community. In the Pennyriple region, the local economic development councils such as the Lake Barkley Partnership and the South Western Kentucky Economic Development Council along with local Chambers of Commerce market their communities throughout a wide variety of organizations focusing on the strengths of their communities to draw in new development and investment. Their websites provide a wealth of information about the communities they represent as it relates to demographics, special designations, awards the communities have received, available sites for development, and a variety of available sites in different stages of development, and key partnerships. Work Ready Community designations throughout the Pennyriple are an effective marketing tool used to convey the message that the community has a robust workforce development effort aligned to their economic development needs. A total of four (4) Pennyriple counties are currently designated as Work Ready Communities with four (4) more in the process of obtaining the designation.

Information Sharing

Information sharing is vital to the resilience of a community to adapt in a number of situations. Collaboration of stakeholders is absolutely critical to the planning processes as well as the execution of implementation strategies. No single response entity whether it be police, fire, emergency management, planning professionals, political leaders has all of the relevant information they will need to respond to a crisis. By nature of the organization of communities, the separation of duties, and different areas of expertise, it is impossible to be the expert in every topic. The PeADD office provides a wide variety of regional services to the 9 county region including mapping services, grant writing services, and program administration services. The PeADD actively shares its mapping information, planning services, and programmatic knowledge to others in the region. The PeADD works with local PVAs, City Clerks, County Clerks, local utilities, planning commissions, economic development organizations, industry leaders, small business groups, emergency management personnel, and advocacy groups to further to goals of the CEDS and other planning efforts throughout the region.

Pre-Disaster Recovery Planning

Kentucky is an Enhanced State as designated by FEMA. This means that the Commonwealth has adopted an enhanced state mitigation plan which documents a philosophy to the mitigation of hazards both natural and manmade that will result in long-term risk reduction. This designation recognizes the Commonwealth's coordinated work to reduce losses from natural hazards, protect life, and property, and create more resilient communities. The scope of mitigation plans of an enhanced state surpass the minimum requirements as established by FEMA. The Commonwealth has established a plan that employs a holistic approach to hazard mitigation programs which incorporate regional stakeholders across Kentucky. Kentucky has 15 Area Development Districts that actively participate in the Hazard Mitigation planning process on the state and regional levels. Each ADD is responsible for

the drafting, adoption, and maintenance of their Hazard Mitigation Plans. The structure of the ADDs provide an opportunity to a truly comprehensive approach to regional planning and resiliency. The ADDs are in many cases plans the entity for all plans related to economic development, housing, and land-use. The ADDs also provide services through contracts with Kentucky's Department for Local Government (DLG) through the Joint Funding Administration (JFA). It is through this joint funding agreement that the ADDs are responsible for the development of the Comprehensive Economic Development Strategy (CEDS). In addition the ADDs provide services such as mapping of new business locations that identify emergency services resources and points of vulnerability; mapping of manufacturing industries within a region; and managing Kentucky Transportation Cabinet (KYTC) mapping projects. These additional data collection and maintenance activities allow the ADD to be a key part of mitigation planning and resiliency efforts throughout the region.

Resiliency is a trait that is gained in many ways through experience. Following the flood of 1997, the City of Hopkinsville conducted a series of studies with the goal of better managing and planning for flood events within the City. The studies ultimately resulted in the creation of the Hopkinsville Surface and Stormwater Utility. The Utility is responsible for the long-term planning for stormwater, floodplain, and water quality for the City. Since its creation in 2005, the utility has made great strides towards improving the resiliency of the City of Hopkinsville and surrounding communities through its efforts to purchase flood prone properties, created regional basins for the management of stormwater, monitored the Little River to ensure positive flow, monitored the watershed lakes to create storage for storm events, and managed the City's MS4 program. While only active within the City of Hopkinsville, the Utility model is an initiative that could easily be replicated elsewhere in the region or state.

The regional resiliency has been challenged recently during the tornado outbreak in late December 2021 and early January 2022. On the evening of Friday, December 10, 2021, a violent storm system moved across the central United States resulted in widespread severe weather across the region. The storm resulted in a long track tornado that moved across the Purchase Area into the Pennyryle Area. Published storm surveys indicated an EF-4 tornado moved through Hopkins County resulting widespread devastation to the county. Lesser intensity tornadoes were also documented in Christian and Todd County. Then in the mid-morning hours of New Years Day 2022, a small spin up tornado was observed in Downtown Hopkinsville in Christian County. A small EF-0 tornado was noted in Todd County. The result of these occurrences has been the formation of Long-Term Recovery Groups (LTRG) in each of the affected counties. The purpose of these groups is to collect victim information, organize resources, and assist with the long term recovery resulting from the disaster. The information that is collected over the course of the recovery efforts will be shared with mitigation team members and utilized for future planning.

Measuring Resiliency

The measure of resilience is the length of time that recovery takes once a triggering event occurs. There cannot be a "one size fits all" approach to resiliency as no two triggering events are the same and as such the reaction, the ability to adapt, and recover are not the same. This makes the question of the method of measurement difficult to answer. For example, resilience in a natural disaster may involve the ability to re-establish utility services such as water, gas, electric, and internet services to get businesses open and get people back to work. Closure of major employer in a region or community may require resiliency in a more social realm as it relates to getting people the services they need to recover from the event. In some cases, it may be a that a naturally occurring event such as the Dawson Springs tornado results in the permanent closure of a major community employer. The measurement

of resiliency comes not only in the amount of time a business is closed or how long it takes to re-build a house. From an economic perspective, the region may measure resiliency by information such as unemployment rates, tax information, and sales data obtained from employers.

The region will employ a coordinated effort to ensure that critical infrastructure is maintained and expanded by working with local leaders to obtain grant and loan funding to support the water and wastewater systems, expansion of broadband services, transportation systems, and support of city and county services such as police, fire, and public works. These efforts will be documented for the purposes of long term analysis.

The region will continue programming to address the social factors that contribute to resiliency such as workforce services, education, community services, transportation services, and housing services that have been described in this strategy. These existing services are a part of the region wide information sharing efforts that will aid in the measurement of resiliency.

Resiliency as it relates to the buildings and structures in a community includes the availability of properties in a variety of developed status, an existing stock of commercial properties available as move in ready, an existing supporting housing stock, land local policy that supports and encourages a standard for construction such as local building code and construction review.

As has been noted in the demographic overview of the region, there are concentrations of vulnerable populations in each county in the region. Measuring resiliency in the vulnerable populations throughout that region can be achieved by coordinating with local neighborhood associations, cultural groups, long term recovery groups to monitor and collect information about a variety of topics. The key to ensuring resilience in the vulnerable communities is to adapt programming to address and serve the needs of the community in an equitable manner.



Section 8

This section provides and outline of...

**Community Snapshots
Maps
Resolutions**

Caldwell County



Workforce

Unemployment Rate:

5.1%

Top 4 Industries

- 1. Manufacturing**
- 2. Retail**
- 3. Healthcare/Social Services**
- 4. Food Service**

Demographics & Diversity

Population: 12,641

Median Age: 43

48.5% Male

51.5% Female

Racial Diversity

White: 91.9%

Black: 6.5%

Mixed Race: 1.6%

Economics

**-75.5% Homeowners vs
24.5% Renters**

**-Annual Household
Income: \$48,280**

**-Population in Poverty:
2,523**

Education

High School Diploma: 87%

Bachelor's Degree: 17%

Average ACT Score: 19

**Students Post-secondary
Ready: 72%**

Christian County



Workforce

Unemployment Rate:
4.6%

Top 4 Industries

- 1. Manufacturing**
- 2. Healthcare/Social Services**
- 3. Retail**
- 4. Food Service**

Economics

- 49.2% Homeowners vs 50.8% Renters**
- Annual Household Income: \$47,754**
- Population in Poverty: 11,845**

Demographics & Diversity

Population: 72,377

Median Age: 28.3

53.1% Male

46.9% Female

Racial Diversity

White: 70%

Black: 19.7%

Native American: 0.4%

Asian: 1.8%

Pacific Islander: 1.1%

Other: 1.2%

Mixed Race: 5.9%

Education

High School Diploma: 85%

Bachelor's Degree: 16%

Average ACT Score: 17

Students Post-secondary

Ready: 63%

Crittenden County



Workforce

Unemployment Rate:
3.1%

Top 4 Industries

- 1. Manufacturing**
- 2. Healthcare/Social Services**
- 3. Retail**
- 4. Education**

Demographics & Diversity

Population: 8,997

Median Age: 43.6
50.8% Male
49.2% Female

Racial Diversity

White: 95.9%
Black: 0.7%
Native American: 0.6%
Asian: 0.3%
Other: 1.1%
Mixed Race: 1.3%

Economics

-82.8% Homeowners vs 17.2% Renters
-Annual Household Income: \$45,000
-Population in Poverty: 1,319

Education

High School Diploma: 86%
Bachelor's Degree: 13%
Average ACT Score: 17
Students Post-secondary Ready: 64%

Hopkins County



Workforce

**Unemployment
Rate: 7.2%**

Top 4 Industries
**1. Healthcare/Social
Services**
2. Retail
3. Manufacturing
4. Education

Economics

**-68.4% Homeowners
vs 31.6% Renters**
**-Annual Household
Income: \$49,495**
**-Population in Poverty:
8,620**

Demographics & Diversity

Population: 45,432

Median Age: 41.4
49% Male
51% Female

Racial Diversity
White: 89.5%
Black: 6.1%
Native American: 0.1%
Asian: 0.6%
Pacific Islander: 0.1%
Other: 0.2%
Mixed Race: 3.3%

Education

High School Diploma: 88%
Bachelor's Degree: 17%
Average ACT Score: 18
**Students Post-secondary
Ready: 78%**

Livingston County



Workforce

Unemployment Rate:
6.8%

Top 4 Industries

1. Mining, Oil, & Gas Extraction
2. Healthcare/Social Services
3. Construction
4. Retail

Demographics & Diversity

Population: 8,989

Median Age: 46.4

49.1% Male

50.9% Female

Racial Diversity

White: 96.6%

Black: 0.7%

Asian: 0.4%

Other: 0.1%

Mixed Race: 2.3%

Economics

**-84.1% Homeowners
vs 15.9% Renters**

**-Annual Household
Income: \$51,081**

**-Population in Poverty:
1,243**

Education

High School Diploma: 86%

Bachelor's Degree: 15%

Average ACT Score: 17

Students Post-secondary

Ready: 77%

Lyon County



Workforce

**Unemployment
Rate: 3.2%**

Top 4 Industries

- 1. Public
Administration**
- 2. Healthcare/Social
Services**
- 3. Food Service**
- 4. Retail**

Economics

**-86.1% Homeowners
vs 13.9% Renters**

**-Annual Household
Income: \$55,203**

**-Population in Poverty:
805**

Demographics & Diversity

Population: 8,700

Median Age: 49.5

54.7% Male

45.3% Female

Racial Diversity

White: 91.7%

Black: 5%

Native American: 0.6%

Asian: 0.5%

Pacific Islander: 0.1%

Other: 0.6%

Mixed Race: 1.5%

Education

High School Diploma: 89%

Bachelor's Degree: 14%

Average ACT Score: 17

Students Post-secondary

Ready: 73%

Muhlenberg County



Workforce

**Unemployment
Rate: 5.9%**

Top 4 Industries

- 1. Healthcare/Social Services**
- 2. Retail**
- 3. Education**
- 4. Manufacturing**

Economics

- 81.7% Homeowners
vs 18.3% Renters**
- Annual Household
Income: \$46,124**
- Population in Poverty:
4,424**

Demographics & Diversity

Population: 31,011

**Median Age: 43.2
49.5% Male
50.5% Female**

Racial Diversity

**White: 92.3%
Black: 4.5%
Native American: 0.2%
Asian: 0.3%
Pacific Islander: 0.3%
Other: 0.5%
Mixed Race: 2.1%**

Education

**High School Diploma: 83%
Bachelor's Degree: 12%
Average ACT Score: 17
Students Post-secondary
Ready: 79%**

Todd County



Workforce

**Unemployment
Rate: 3.4%**

Top 4 Industries

- 1. Retail**
- 2. Manufacturing**
- 3. Education**
- 4. Wholesale Trade**

Demographics & Diversity

Population: 12,206

Median Age: 37.2

**50.2% Male
49.8% Female**

Racial Diversity

White: 87.1%

Black: 7.8%

Asian: 0.1%

Other: 2.7%

Mixed Race: 2.2%

Economics

**-73.5% Homeowners
vs 26.5% Renters**

**-Annual Household
Income: \$54,823**

**-Population in Poverty:
2,543**

Education

High School Diploma: 79%

Bachelor's Degree: 15%

Average ACT Score: 16

Students Post-secondary

Ready: 60%

60 County 60 Tri



Demographics & Diversity

Population: 14,067

Median Age:

45.7

49.7% Male

50.3% Female

Racial Diversity

White: 89.2%

Black: 7.2%

Asian: 0.3%

Other: 0.1%

Mixed Race: 3.3%

Workforce

Unemployment Rate:

4.9%

Top 4 Industries

1. Manufacturing

**2. Healthcare/Social
Services**

3. Food Service

4. Retail

Economics

**-80.2% Homeowners vs
19.8% Renters**

**-Annual Household
Income: \$53,693**

**-Population in Poverty:
2,151**

Education

High School Diploma: 89%

Bachelor's Degree: 21%

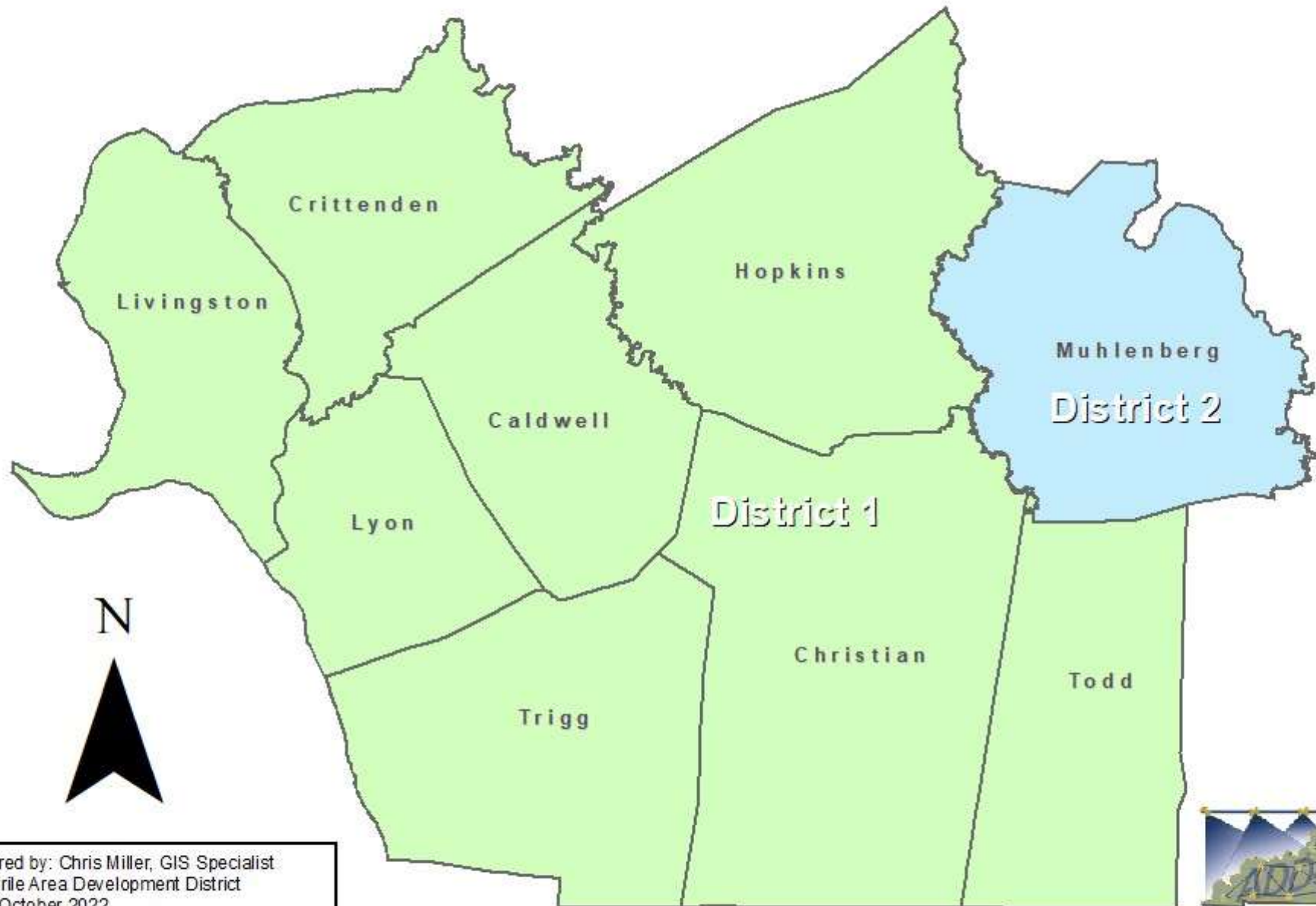
Average ACT Score: 18

Students Post-secondary

Ready: 90%

Maps

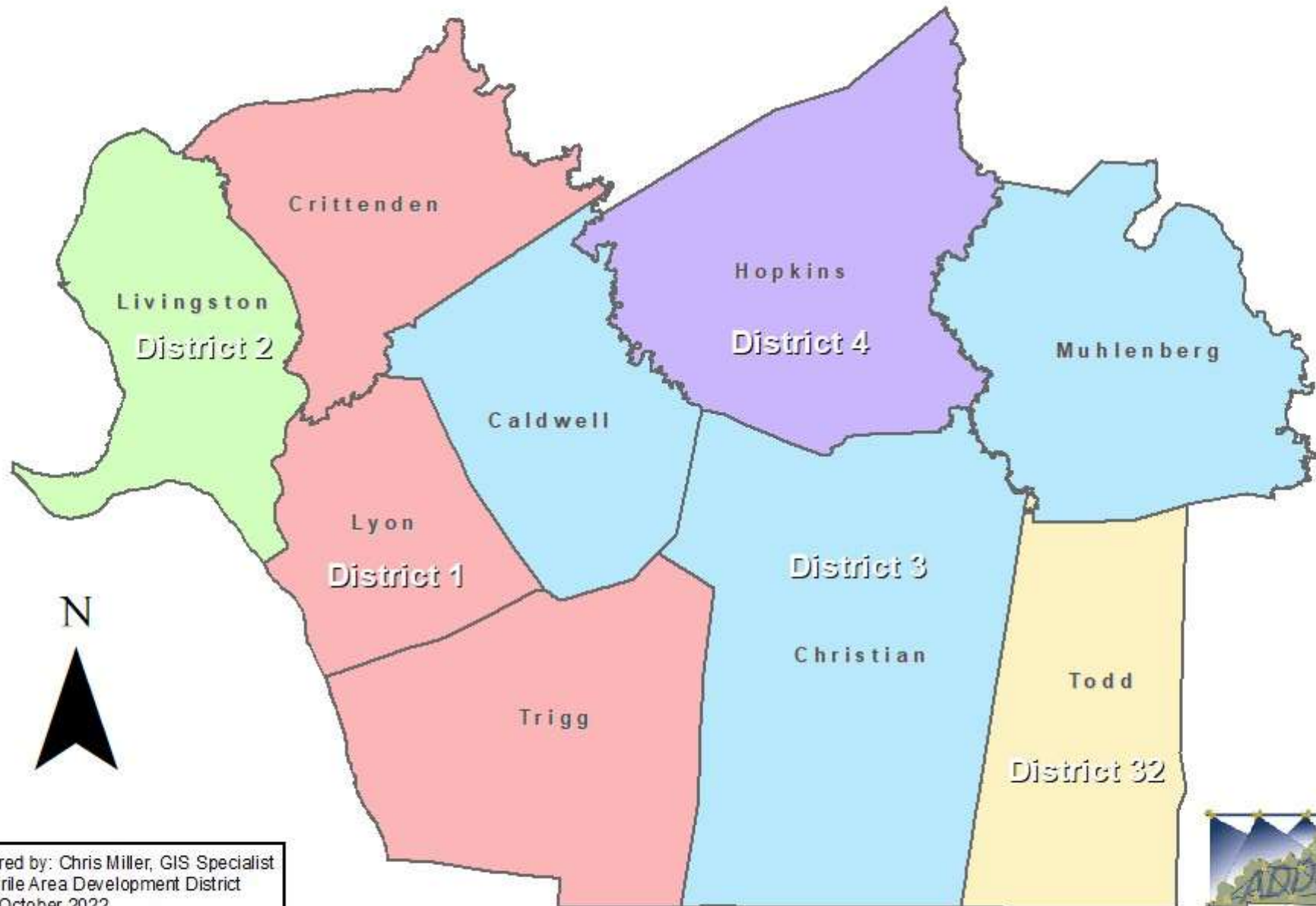
Pennyriple Area Development District Congressional Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyriple Area Development District
Date: October 2022
File: PADD - Congressional Districts 2022.mxd



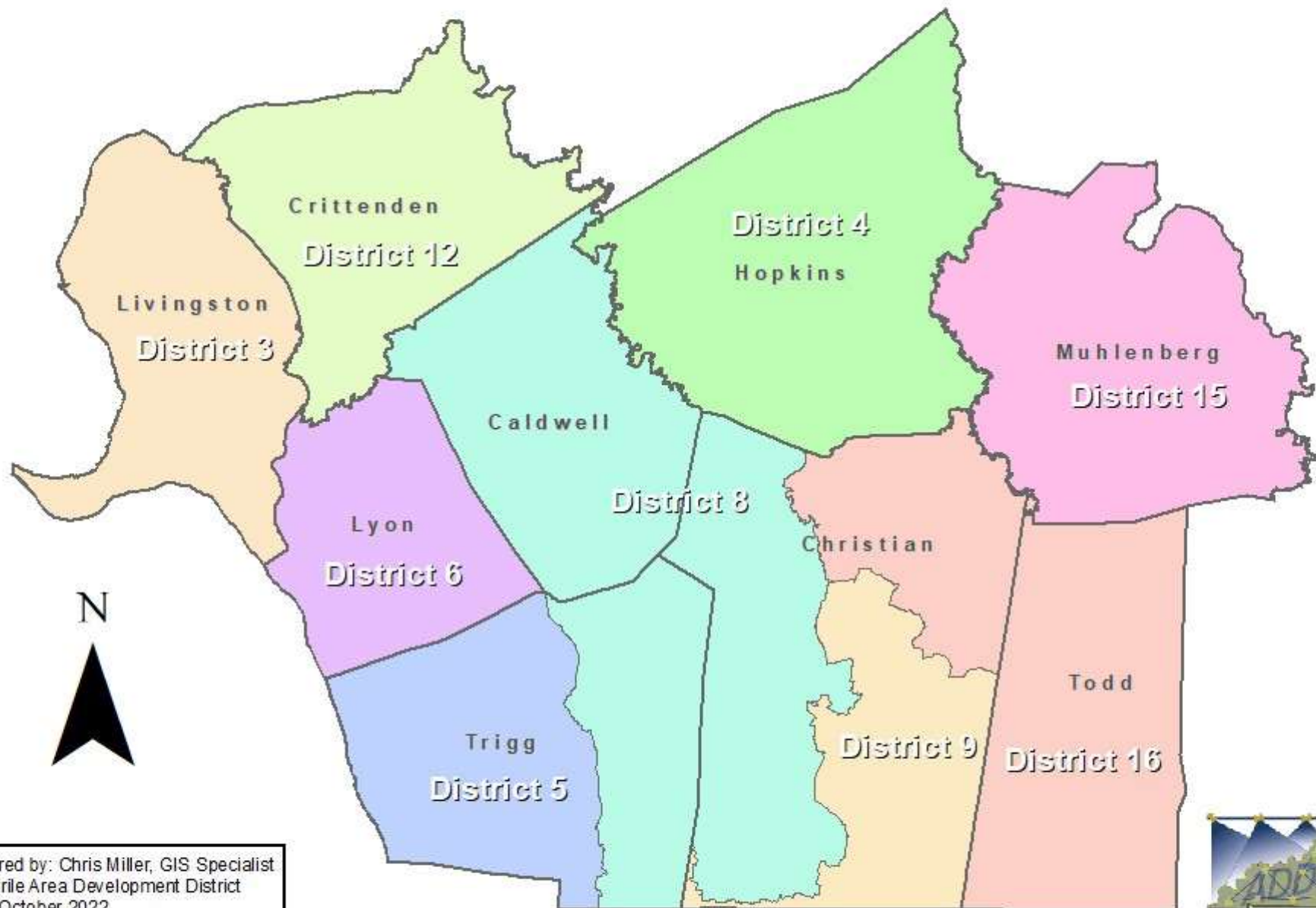
Pennyryle Area Development District Senate Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyryle Area Development District
Date: October 2022
File: PADD - Senate Districts 2022.mxd



Pennyrile Area Development District House Districts - 2022



Prepared by: Chris Miller, GIS Specialist
Pennyrile Area Development District
Date: October 2022
File: PADD - House Districts 2022.mxd



2023 Comprehensive Economic Development Strategy Update

Resolution 2023 - 04

WHEREAS, the Pennyryle Area Development District is one of fifteen Area Development Districts within the Commonwealth of Kentucky; and

WHEREAS, the Kentucky Area Development Districts, in coordination with the Kentucky Department for Local Government and the Economic Development Administration, previously engaged in a Commonwealth-wide community-based, strategic planning process known as **Comprehensive Economic Development Strategy (C.E.D.S.)**; and

WHEREAS, the CEDS is a continuous process enabling Kentuckians to strategically plan for themselves through consensus management of all resources; and

WHEREAS, the CEDS has been updated in accordance with standards set by the Economic Development Administration; and

WHEREAS, the Board of Directors recognizes this plan as the Pennyryle Area Development District's consensus for future growth and revitalization in the region.

NOW, THEREFORE, BE IT RESOLVED, that the Pennyryle Area Development District Board of Directors approve and adopt the Pennyryle Area Development District 2023 Update of the Comprehensive Economic Development Strategy document and will provide copies to the Economic Development Administration.

Adopted this 13th day of November, 2023



Chairman



ATTEST