

Focus Area 1: Economy, Employment and Infrastructure

Our Vision for Economy, Employment and Infrastructure

Christian County is home to a diverse economy with a strong entrepreneurial spirit. We're well-known for producing a talented workforce to support our growing industrial base even as we continue to invest in the small and emerging business enterprises that help make our community vibrant. We continue to extend and update infrastructure to ensure we remain a destination that attracts growth and investment.

Strategy: Enhance transportation, transit, mobility and connectivity.

Potential Actions

1. Implement the sidewalk and trail network master plan and extend connections to the Sportsplex, local bike trails and larger regional network.
2. Implement a comprehensive master sidewalk plan that completes critical system gaps.
3. Expand local transit services to include more destinations, longer hours and weekend access.
4. Engage in discussions to expand light rail and ensure Hopkinsville is included in any future service area.

Strategy: Develop state-of-the-art infrastructure.

Potential Actions

5. Continue efforts to make Hopkinsville a "Gig City" and expand high-speed internet service to rural areas based on interest.
6. Promote meter audits and other utility support programs that save people money and conserve energy.
7. Add online utility set up and payment options.
8. Develop a data center strategy to facilitate economic development opportunities.

Strategy: Provide ongoing support and value-add opportunities for existing employers.

Potential Actions

9. Expand and coordinate destination agritourism opportunities throughout Christian County.
10. As new restaurants are recruited, create a "restaurant week" event to introduce visitors to local cuisine and dining experiences.
11. Expand retail promotion to help increase sales and activity in all commercial areas year-round.
12. Promote participation in small business training and education programs

Strategy: Expand and diversify our economic base and employment opportunities.

Potential Actions

13. Develop and implement strategies to attract one or more regional headquarter or regional subsidiary operations, with an emphasis on building the IT-Tech, professional services and defense-logistics sectors.
14. Update the regional industry cluster analysis and recruit companies that fill supply chain gaps (e.g. ag and food manufacturing, auto component manufacturing, data centers, distribution and aerospace).
15. Conduct a gap and feasibility analysis and develop the health care sector to offer viable services locally.
16. Conduct a regional wage comparison analysis and provide information to local employers.
17. Explore the feasibility of establishing an ag-based research and development campus.

Strategy: Increase support for small and emerging businesses and entrepreneurs.

Potential Actions

18. Continue to advocate for tax reform that replaces state income tax with sales tax and ensure a portion of that revenue is retained by local government and directed by local voters.
19. Conduct a sales leakage analysis and promote opportunities with aspiring entrepreneurs.
20. Create incentives and enhance support programs for small and emerging businesses.
21. Create a local “capital network” of investors willing to support emerging local businesses.
22. Explore the feasibility of establishing a commercial kitchen coop.
23. Develop a manufacturing incubator or makerspace to support and encourage entrepreneurship.
24. Explore the feasibility of establishing a professional services incubator at or adjacent to the Chamber.
25. Develop a cowork space to serve emerging enterprises and telecommute residents.
26. Provide technical assistance to help local companies bid on and secure work with Fort Campbell.

Focus Area 2: Housing, Neighborhoods and Districts

Our Vision for Housing, Neighborhoods and Districts

Christian County has made strategic investments to become a top-of-mind city for new residents and businesses alike. The area offers a variety of housing options to suit people and families from all walks of life and income levels. Downtown Hopkinsville is the crown jewel of the region, offering first-class entertainment and culture, while Oak Grove and surrounding communities boast one-of-a-kind destination venues from distilleries to concert venues and beyond.

Strategy: Take coordinated, intentional steps to facilitate new development and population growth.

Potential Actions

27. Host a regional developer-investor roundtable to identify and address barriers to development.
28. Work with utility providers to create shovel-ready development sites in Oak Grove and Hopkinsville.
29. Create an online media campaign to promote Hopkinsville-Christian County assets and opportunities.
30. Establish a task force to explore building or recruiting a retirement community developer.
31. Meet with developers to explore creating affordable (75-125% MHI) housing in Hopkinsville and Oak Grove.
32. Evaluate creating clean, affordable tiny housing for low income families, seniors and military residents.

Strategy: Establish downtown as a first-choice regional shopping, dining and cultural entertainment destination.

Potential Actions

33. Host a regional developer-investor roundtable to address downtown redevelopment barriers and solutions.
34. Continue exploring creative incentives to help recruit catalyst businesses like upper-scale dining, entertainment and boutique shopping.
35. Continue to facilitate the development of mixed use development downtown including upper-level housing.
36. Help social service agencies find suitable locations outside of Main Street.
37. Revise zoning and related codes and policies as needed to expedite downtown redevelopment.
38. Designate and promote overflow parking collection points for busy hours and major events.
39. Enhance downtown’s destination appeal by continuing to add public art, parklets and other natural spaces and features.
40. Launch a marketing and branding campaign to promote downtown to military families and regional shoppers.
41. Partner with Community Ventures and other programs that help revitalize communities.
42. Make downtown more walkable and bikeable to attract a diverse range of visitors and patrons.
43. Continue efforts to beautify downtown travel corridors, anchor nodes and intersections.
44. Create a storefront revitalization fund to offset costs for business and owners who make improvements.

Strategy: Brand and revitalize our unique neighborhoods and districts.

Potential Actions

45. Create a district branding program to identify and promote our unique neighborhoods and districts.
46. Launch a community pride campaign that involves all neighborhoods in community improvement projects.
47. Rebrand “Inner City REZ” as part of broader effort to identify and celebrate diverse neighborhoods.
48. Research and implement applicable community and urban renewal authorities allowed under state law.
49. Conduct outreach to increase awareness and compliance with property maintenance standards and resources.
50. Explore a “Lot Next Door” program and continue Land Bank Authority efforts to manage vacant properties.
51. Seek to streamline adverse possession procedures and facilitate redevelopment initiatives in blighted areas.
52. Create an infill strategy to redevelop abandoned properties and increase quality housing options.

Focus Areas 3: Safety, Governance, Wellness and Sustainability

Our Vision for Safety, Governance, Wellness and Sustainability

Christian County is known as one of the safest communities in Kentucky, with a proactive community policing program, strong social service network and well-promoted social mobility pathways that provide bridges to success for all residents. Governance systems are inclusive and proactive. Access to healthcare and wellness education is abundant, and residents have multiple avenues to participate in sustainable actions and activities.

Strategy: Maintain and promote safety through proactive engagement and community policing strategies.

Potential Actions

53. Conduct an education initiative with regional media to increase awareness about our strong safety record.
54. Increase access to programs that help people find value and stability through employment.
55. Promote and expand mentorship programs to ensure all youth have access to post-High School pathways.
56. Partner with non-profit institutions to facilitate universal participation in esteem- and skill-building youth programs.
57. Build community cohesion and trust by continuing proactive community policing and efforts to expand law enforcement diversity.

Strategy: Create pathways to help people step out of poverty and into success.

Potential Actions

58. Extend access to workforce education and essential skills training for youth.
59. Promote participation in programs offered by the Literacy Council, Imagination Library and First Steps.
60. Promote and facilitate access to programs and services that help the homeless population find stable housing and employment.
61. Secure investment to ensure at least one 24/7 shelter is available for people in need.
62. Provide prepaid transit passes for low-income households.

Strategy: Continue building a dynamic, inclusive system of governance.

Potential Actions

63. Continue to diversify geographic and demographic participation in Leadership Hopkinsville-Christian County to help build a pipeline of passionate, dynamic and diverse community leaders and elected officials.
64. Expand recognition sessions at public meetings to include diverse neighborhoods and populations.
65. Expand opportunities for youth participation in countywide governance structures.

Strategy: Expand and promote health and wellness services and activities.

Potential Actions

66. Increase awareness of 24/7 mental health service availability so people can access help when they need it.
67. Promote Healthier Christian County activities such as the walking program and educational workshops.
68. Facilitate participation in the YMCA pre-diabetes program that promotes healthy eating habits.
69. Launch a community garden program to facilitate access to fresh, healthy food.
70. Conduct an annual campaign to fund Meals on Wheels service so all seniors have access to healthy meals.

Strategy: Increase environmental sustainability.

Potential Actions

71. Expand and promote active participation in community recycling programs.
72. Work with the ag community to pioneer waste recovery, water quality and other sustainable practices.
73. Incentivize and promote the adoption of solar energy solutions in public and private sector.
74. Host a “repair fair” where people can access affordable or free solutions for items in disrepair.

Focus Area 4: Livability and Recreation

Our Vision for Livability and Recreation

Christian County is an inviting and welcoming community. People of all backgrounds feel a sense of place, reinforced by diverse community celebrations, a vibrant arts and culture portfolio and a range of “third places” where people can relax and connect after work or school. Recreational amenities abound and continue to evolve to meet the interests of our growing and evolving resident base.

Strategy: Expand efforts to remain a welcoming, inviting and inclusive community for all.

Potential Actions

75. Expand and support our “City Info” App to facilitate information about and access to event, service and volunteer opportunity information.
76. Assemble and promote the availability of a comprehensive Community Resource Guide.
77. Conduct training to help local organizations better integrate people of different backgrounds.

Strategy: Strengthen opportunities for Fort Campbell families to connect in our community.

Potential Actions

78. Advocate for a state income tax-free zone for active duty military, veterans and military retirees.
79. Continue to enhance on-base presence at Ft. Campbell to ensure families know about Christian County and how to participate in hosting days and other events that showcase our local hospitality and assets.
80. Expand Campbell Strong Transition Center resources and partnerships.
81. Develop a military housing strategy to diversify and improve available options.

Strategy: Grow a vibrant arts and culture environment.

Potential Actions

82. Add indoor and outdoor public art features throughout Hopkinsville.
83. Explore the feasibility of establishing an art magnet school.
84. Expand and diversify concert events and programs at Oak Grove Amphitheater, Alhambra and Fairgrounds.
85. Establish a “Musician in Residence” program downtown.

Strategy: Expand community events “third places” where people can connect and have fun.

Potential Actions

86. Develop a community-wide retail and entertainment strategy.
87. Create a rotating “Night Market” with a variety of multi-cultural food and activities.
88. Establish one or more food truck destinations.
89. Grow and diversify Hopkinsville’s “Friday at 5” event.
90. Support and grow cultural events (e.g. a Kwanza, 8th of August Celebration, Día de los Muertos).
91. Use marquees, digital signs and other creative, highly-visible means of promoting community events.

Strategy: Provide diverse parks and recreation opportunities near all major residential areas.

Potential Actions

92. Organize a parks coalition to support and facilitate access to affordable recreation opportunities for all.
93. Create a designated mountain bike trail system or destination.
94. Continue to add features at Tie Breaker park for all ages and abilities.
95. Develop and implement an open space and green space master plan.
96. Research and implement new recreational amenities (e.g. skate park, climbing wall, trampoline park).
97. Install a new dog park near the greenway, with value-added features.
98. Add features like benches, lighting and splash pads to existing parks over time.
99. Partner with outside vendors to expand access to community recreation opportunities.
100. Explore the feasibility of recruiting vendors to serve food and beverages in local parks.

Focus Area 5: Education and Workforce

Our Vision for Education and Workforce

Christian County schools are rated among the best performing, safest and most innovative in Kentucky and beyond. Facility and program funding are stable, and the community supports new strategic investments based on trust and results. Higher education opportunities continue to expand, with enrollment growth in college and vocational certificate programs fueled by local and out-of-area students alike. Elementary and high school education is “book-ended” by successful early education and workforce training programs that ensure all local students get off to a great start and transfer out of the system into productive transitions.

Strategy: Enhance school support and performance.

Potential Actions

101. Advocate for tax reform and other measures that ensure funding support for quality schools and education.
102. Adopt school performance metrics and report progress to Ft. Campbell families and broader community.
103. Encourage stakeholders to help identify opportunities and solutions to school challenges (leverage HYPE).
104. Recruit and retain a diverse, professional teaching workforce.
105. Sponsor students who pursue a teaching degree at Murray State and of teach locally after graduation.
106. Increase participation in mental mapping through targeted marketing to parents (e.g. via employers).
107. Increase financial literacy and basic life skills education in middle schools.
108. Explore the feasibility of consolidating local high schools.

Strategy: Invest in preschools and early learning education.

109. Adopt an effective system for identifying, tracking and supporting young children prior to preschool age.
110. Establish a Task Force to for identify and implement preschool and early childhood literacy solutions.
111. Support Early Childhood Bootcamp to help introduce more children to school structures sooner.

112. Explore developing a destination Children’s Museum that includes preschool services (see national models).
113. Conduct a coop-style daycare feasibility study in partners with local employers.

Strategy: Expand lifelong and diverse learning opportunities through the library.

Potential Actions

114. Explore the potential for establishing a makerspace at the library.
115. Create mobile book routes, library branches or other library “nooks” at different locations throughout the county.
116. Become a “library of things” where people can check out equipment in addition to traditional offerings.
117. Offer cultural experiences through the library so people can learn about people from all walks of life.

Strategy: Increase advanced training and higher-education opportunities available within the County.

Potential Actions

118. Pursue an HCC Agriculture program with an emphasis on hemp engineering and precision-ag programs.
119. Partner with local colleges to identify potential anchor programs for a 4-year college.
120. Promote awareness of affordable education opportunities available at community colleges.
121. Expand dual credits programs that encourage high school students to continue college education.
122. Increase outreach and engagement with first-generation and non-traditional college-bound families.

Strategy: Enhance and expand access to workforce and career-readiness training.

Potential Actions

123. Develop a cohesive, efficient workforce strategy in partnership with key partners and assign clear roles.
124. Expand workforce initiatives that connect citizens with in-demand local employment opportunities.
125. Create an emergency fund to help students bridge non-tuition challenges like transportation and daycare.
126. Become a technical trade training hub by promoting technical trade success stories and expanding enrollment among diverse community member.
127. Work with local colleges to expand and facilitate apprenticeships and job placements in local companies.
128. Offer a “retail and hospitality certificate” through one or more local colleges.
129. Develop proactive strategies for reaching and retraining the unemployed and under-employed.