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PROCESS & PLANNING OVERVIEW

What is Planning?

A collaborative process which ultimately defines a community's vision for the future.

A process that:

- Articulates the values of the community;
- Prepares for the future;
- Creates sound policies; and
- Answers four key questions...
 - Where are we now?
 - Where are we going?
 - Where do we want to go?
 - How do we get there?

A Comprehensive Plan is:

- A document adopted by the legislative body;
- An official policy statement for private development projects and community expenditures;
- A vision of the future;
- The foundation for land use decisions; and
- A living and changing document.

A Comprehensive Plan is not...

- A legally binding and enforceable document;
- A solution for all problems; or
- A rezoning of any property.

PHASE 1: EXISTING CONDITIONS

1

- Existing Conditions & Data Collection
- Understanding Market Needs
- Launch Plan Website
- Online Survey #1
- Meeting in a Box
- Key Person Interviews & Focus Groups
- Youth Engagement

MEETINGS

- Steering Committee Meeting #1 (July 2019)
- Public Visioning Workshop (July 2019)

PHASE 2: STRATEGIC PLANNING

2

- Draft Vision & Goals
- Development of Draft Plan Elements
- Online Survey #2
- Refinement of Draft Plan Elements

MEETINGS

- Steering Committee Meeting #2 (Aug 2019)
- Steering Committee Meeting #3 & #4 (Oct 2017)
- Public Open House (Nov 2019)

PHASE 3: IMPLEMENTATION & ADOPTION

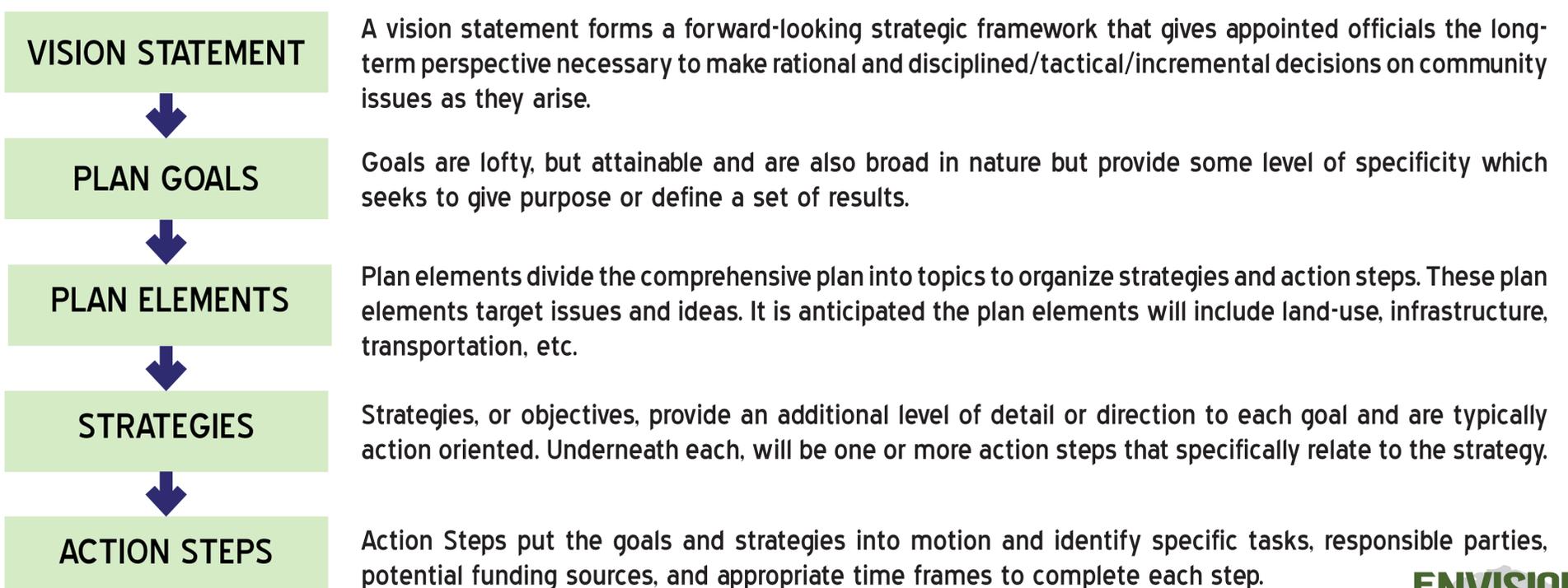
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- Draft Action Matrix
- Draft Plan Document
- Final Plan Document

MEETINGS

- Steering Committee Meeting #5 (Jan 2019)
- Adoption Meeting (March 2020)

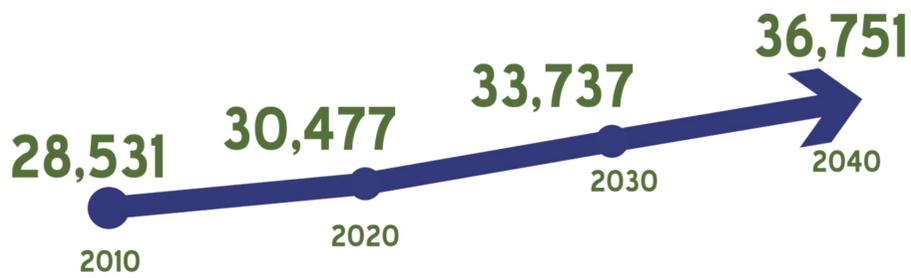
How is the Plan Organized?



2

EXISTING CONDITIONS

COMMUNITY PROFILE



Population

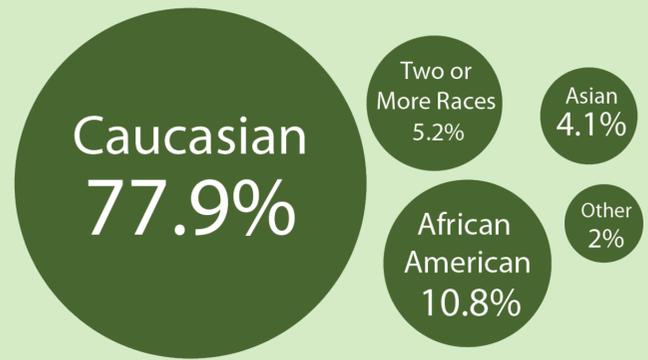
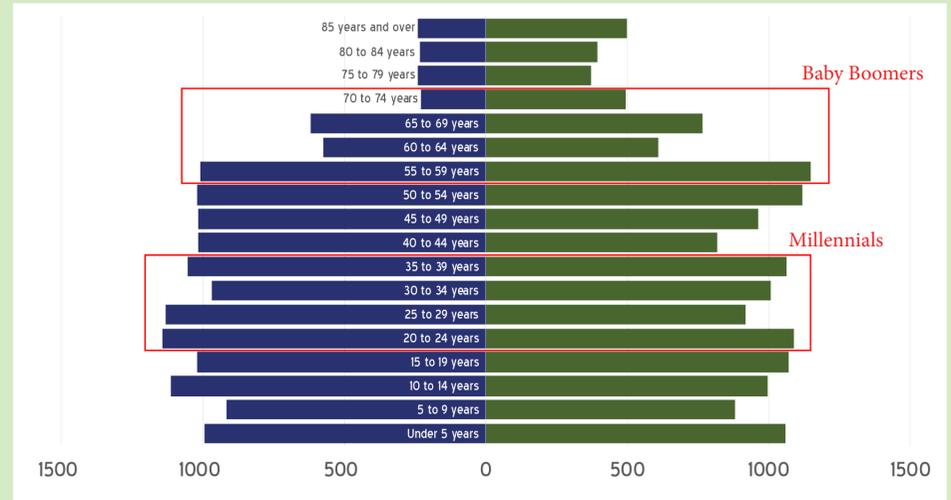
- Elizabethtown's 2017 population was 29,791 people
- It is projected to increase its population by 23.2% by 2040, which is a slower growth rate (32.2%) than the last 17 years
- Elizabethtown has been growing faster than Hardin County (14.4%) since 2000
- A population pyramid shows how a places population is distributed by age group. Elizabethtown's current pyramid is typical in shape for a U.S. city but has less elderly populations than usual

Race & Ethnicity

- Elizabethtown has a more racially diverse population with 77.9% Caucasian, compared to Hardin County (79.7%), Kentucky (87.8%), and the U.S. (72.4%)
- Elizabethtown's African American population (10.8%) is comparable to Hardin County (11.6%), but less than Radcliff (28.5%)
- Elizabethtown also has a smaller population of Hispanics (5.8%) when compared to the United States (17.6%) but is greater than the rest of the state (3.4%)

Households

- There are less family households within in Elizabethtown (57.1%) than are within Hardin County (67.1%)
- There are more one-person households (36.3%) in Elizabethtown than in Hardin County (28.1%)
- There is a higher percentage of multi-family housing units in Elizabethtown (35%), compared to Hardin County (19.3%)



2

EXISTING CONDITIONS

EMPLOYMENT & ECONOMY

Education

- 90 % of people 25 years & older in Elizabethtown have a High School Diploma or higher
- This is equal to the percentage in Hardin County (90%) and is higher than Kentucky (85.2%) and U.S. (87.3%) averages
- 38% of people in Elizabethtown have an associate's degree or higher, compared to Hardin County (34.6%), Kentucky (31.2%), and the U.S. (39.2%)

Workforce & Employment

- About 14,900 people are in the labor force in Elizabethtown (about 63.9% of the total population)
- Unemployment was about 3.2% as of 2017
- The average commute for workers is 19.7 minutes
- Over 90% of workers drove or carpoled to work
- Almost 40% of those living in Elizabethtown work outside of the community, with 16.4% working outside of Hardin County

Income

- The median household income in Elizabethtown (\$45,936) is lower than Hardin County (\$51,923) and Kentucky (\$46,535)
- Elizabethtown's median household income is slightly above Radcliff's (\$44,708) and much higher than Bowling Green (\$39,901)
- The income per capita in Elizabethtown (\$28,477) is higher than both the county (\$26,436) and state (\$25,888) averages

Occupations

The largest three occupations in Elizabethtown are:

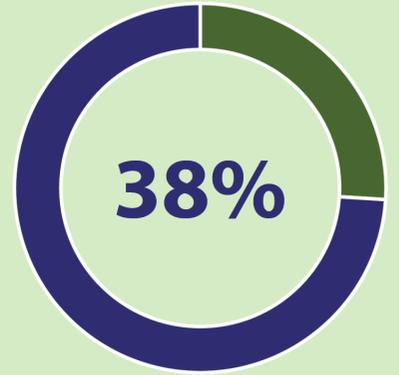
- Management, business, science, and arts occupations (33.3%)
- Sales and office occupations (25.2%)
- Production, transportation, and material moving (17.9%)

The largest three industries by employment in Elizabethtown are:

- Educational services, health care and social assistance (21.2%)
 - Manufacturing (15.4%)
 - Retail (14.7%)
- Changes over the last decade are highlighted by declines in public administration jobs and increases in accommodation and food services



High School Diploma or Higher (25 & Older)



Associate's Degree or Higher (25 & Older)



64%
In Labor Force



20 minutes
Mean Travel Time



\$45,936
Median Household Income



Live Below Poverty Level

2

EXISTING CONDITIONS

MARKET ANALYSIS

Housing

- Elizabethtown has 13,605 housing units, 29.5% of the total units located in Hardin County (46,112)
- Elizabethtown has a lower vacancy rate (8.8%) when compared to Hardin County (11%), Kentucky (12.2%), and the United States (12.2%)
- Elizabethtown has a greater number of renters (53.3%) than homeowners, opposite of state (33%) and county (38.4%) trends
- Median home value in Elizabethtown is \$168,700, significantly higher than Hardin County (\$122,000), Bowling Green (\$145,500) or Radcliff (\$122,300)
- Housing prices have increased by 75% since 2000 (chart on right), but prices are still lower than national average (\$193,500)

Industry Sectors

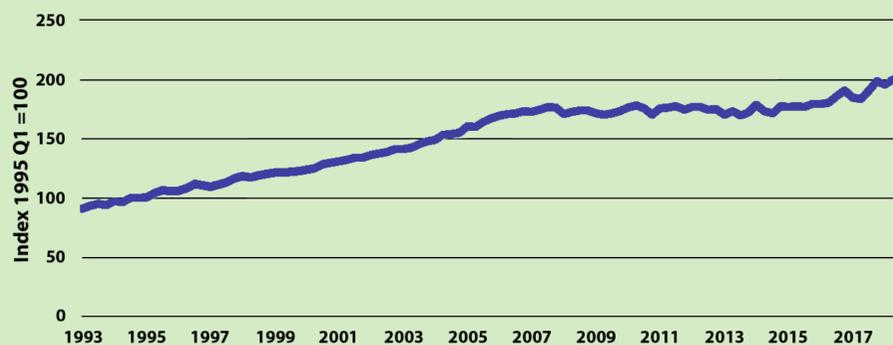
The highest industry location quotients in Hardin County are:

- Nonmetallic Mineral Product Manufacturing (6.62)
 - Transportation Equipment Manufacturing (5.55)
 - Machinery Manufacturing (3.48)
 - Chemical Manufacturing (2.07)
- (the numbers show that Hardin County has a higher concentration of these industries than other locations at the national level)

Demand Profile/Spending

- Total Real GDP for the metropolitan area is \$5.44 billion, down from peak achieved in 2011 (\$5.96B)
- Hardin County 393 retail trade establishments employing nearly 6,300 employees (2016)
- Close to 60% of retail establishments employ less than 10 employees, similar to the state
- Total tax revenue from sales was \$3.129 million (2013)
- Economic impact from tourism to local economy increased by 4.6% between 2015 and 2016
- Hardin County ranked 6th highest income-producing county in the state for direct visitor spending
- Tourism supports close to 3,700 jobs in Hardin County

Housing Price Index



\$168,700
Median Home Value

46.7%
Owner Occupied

Year Structure Built (Hardin County)

