

A 2022 update of

Jackson County's Strategic Plan for Future Development

Jackson County Development Association

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University of Kentucky

Community and Economic Development Initiative of Kentucky (CEDIK)

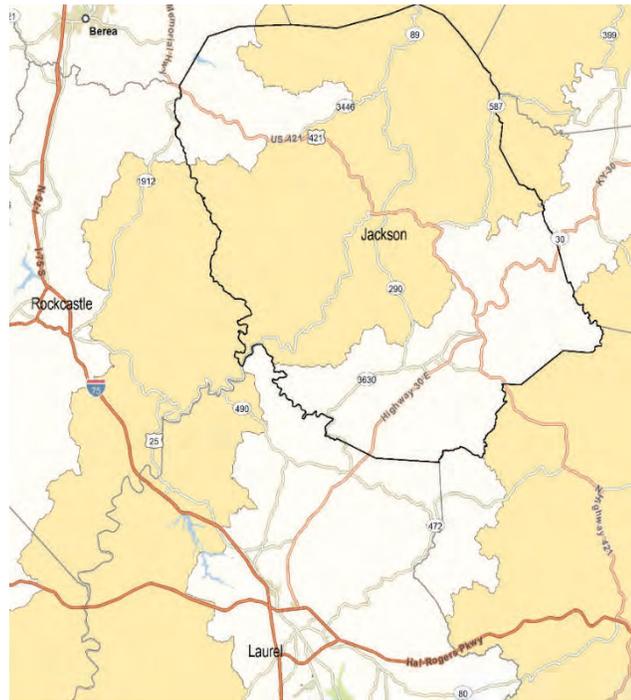
November 2022

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Background

Jackson County, Kentucky is situated approximately 40 miles east of Interstate 75 in rural eastern Kentucky. McKee is the county seat. The county borders the Bluegrass region and Cumberland Plateau resulting in a unique mountainous topography. The county is accessible utilizing U.S 421 and Kentucky Highways 30 and 89. Jackson County is rural in nature encompassing 346 square miles with roughly one quarter of that included in the U.S Forest Service's Daniel Boone National Forest. While the forest and mountain landscapes are foundational to the rugged beauty it also limits widespread traditional development options.



Map of Jackson County. Source: USDA Forest Service.

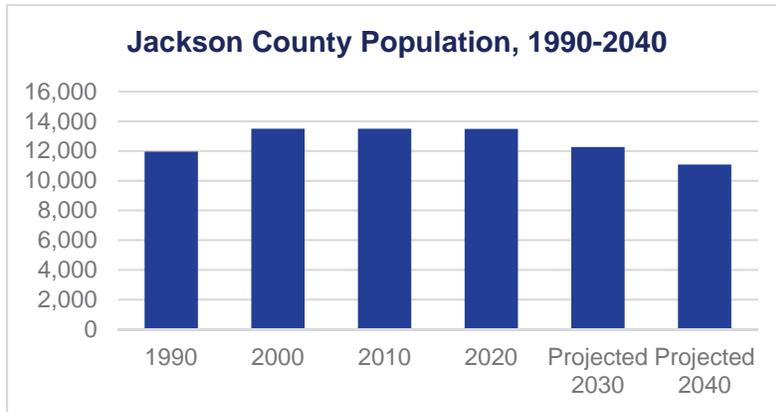
Jackson County is governed by an elected Judge Executive and three magistrates with each being elected to four-year terms. A mayor and city council govern the City of McKee while the City of Annville unincorporated itself in 2000. Jackson County does not currently have a planning and zoning commission therefore this plan update process was initiated by the Jackson County Development Association. For the past 20 years the county has been led by a 2002 plan titled "*What We Envision: Jackson County's Strategic Plan for the Future Development*" that was an update to the 1997 strategic by the same title. In the 20 years following the 2002 update the Jackson County Development Association has been working to make Jackson County a better place to live and work. They have navigated the growth and contraction of both agricultural and industrial sectors, the growth of new internet capacity, while cultivating new investments in varied tourism opportunities to diversify the local economy. The previous 20 years included the creation and conclusion of the Empowerment Zone designation that helped catalyze the original planning effort and the certification of McKee as a Kentucky Trail Town among other accomplishments.

The development of this 2022 plan involved a multistep process that began with the Jackson County Development Association recognizing the need for such an update and obtaining grant funds to identify and contract with qualified consultants at the University of Kentucky's Community and Economic Development Initiative of Kentucky (CEDIK). The plan update process was somewhat constrained by the timeline afforded by the grant award cycle but over the course of four months and 8 meetings, including three public listening sessions, residents and stakeholders shared their thoughts, impressions and visions related to the future of Jackson County and established a plan of action to accomplish them. This plan presents an updated approach and documents the goals, objectives, and strategies to achieve them over the coming five years.

County Data

Population

The population of Jackson County experienced growth between 1990 and 2000 but has since plateaued and held consistent at approximately 13,500 residents with a 2020 population of 13,386. However, the population is projected to decline below the 1990 population by the Kentucky State Data Center over the next 20 years.



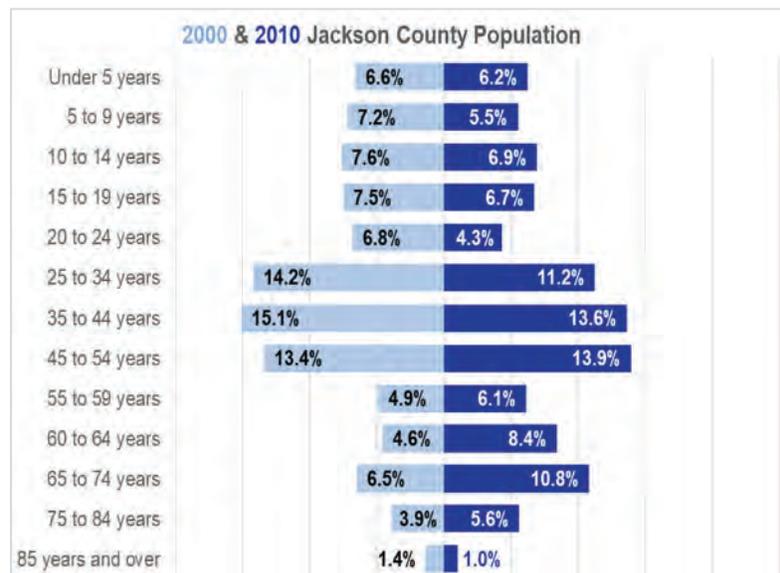
Year	Population
1990	11,955
2000	13,495
2010	13,494
2020	13,386
2030 (projected)	12,271
2040 (projected)	11,091

Source: 2000 Decennial Census and 2016-2020 ACS.

Age Composition

In the 20 years following the 2020 Census the percentage of Jackson Counties under 24 years old has decreased by 6.3% while the number of residents over 60 years old has increased by approximately 9.3%. The largest losses occurred in the 20 to 34 age cohorts with more than a 5% combined loss. The greatest gains in population occurred in the 60 to 74 year old age cohorts. This trend has resulted in Jackson County having fewer younger residents and more residents in older age groups.

Age Group	2000 – 2010 Change
Under 5 years	-0.44%
5 to 9 years	-1.73%
10 to 14 years	-0.75%
15 to 19 years	-0.86%
20 to 24 years	-2.52%
25 to 34 years	-3.02%
35 to 44 years	-1.58%
45 to 54 years	0.42%
55 to 59 years	1.16%
60 to 64 years	3.76%
65 to 74 years	4.31%
75 to 84 years	1.71%
85 years & over	-0.46%



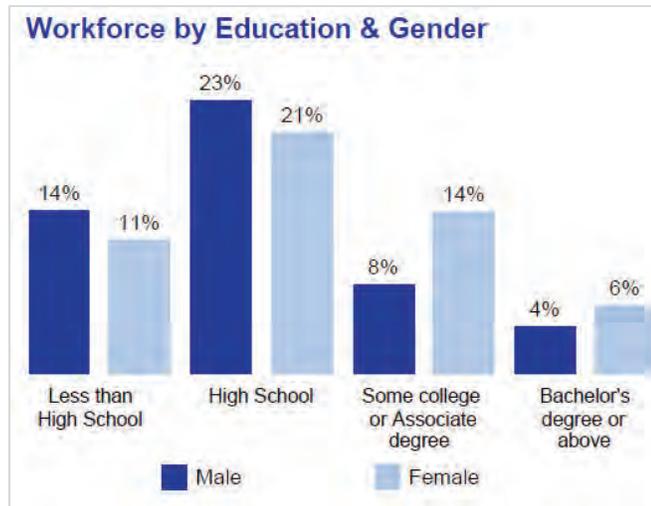
Source: 2000 and 2010 Decennial Census.

Racial Composition

Overwhelmingly, Jackson County residents are white (98.3%) according to the 2020 Census. This is a slight drop from 99.2% in 1990. Other racial groups in Jackson County (2020 Census) include black (0.4%), American Indian/Indigenous (0.3%), Asian (0.2%), two or more races (0.8%) and Hispanic or Latino (0.9%).

Educational Attainment

Within a state that performs poorly on a national level, Jackson County's educational attainment levels have improved since the late 1990s but continue to be low when compared to other Kentucky counties and school districts. When looking at the current workforce population, 14% of males and 11% of females have less than a high school equivalent. And 23% of males and 21% of females in the workforce have a high school diploma. The percentage of workforce participants with a bachelor's degree or higher is much lower with only 4% of males and 6% of females in the workforce having college degrees.



Source: 2017 Census Bureau Quarterly Workforce Indicators (QWI)

Median Household Income

Economic conditions in Jackson County have trended in the positive direction since the 1990s when the median household income was \$11,855 (\$26,863.87 in 2022 dollars accounting for inflation). The 2019 median household income has increased to \$32,055. While the county has experienced growth it is still significantly lower than the Kentucky average of \$46,535. (*CEDIK County Data Profiles, Economic, Jackson County, KY*).

Unemployment Rate & Labor Force Participation

The unemployment rate has continued to trend in a positive direction since the recession of 2008/9 with a spike during the early stages of the Coronavirus pandemic when rates exceeded 15%. Currently the unemployment rate for Jackson County is 5.9% (August 2022). While better than years past, the unemployment rate still trends higher than both the state and national averages. The labor force participation rate in Jackson County (43%) is 16 percentage points less than the Kentucky average of 59%. (*CEDIK County Data Profiles, Economic, Jackson County, KY*.) More than one quarter (27.8%) of the Jackson County population is disabled (Chmura, 2022).

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2021, nominal GDP in Jackson County, Kentucky expanded 6.5%. This follows growth of 3.3% in 2020. As of 2021, total GDP in Jackson County, Kentucky was \$161,998,000. Of the sectors in Jackson County, Kentucky, Utilities contributed the largest portion of GDP in 2021, with \$33,260,000. The next-largest contributions came from Educational Services (\$19,544,000); Health Care and Social Assistance (\$16,792,000); and Information (\$16,552,000).

Poverty

The percentage of Jackson County residents living in poverty has held fairly consistent since 1997 when 30.8% of residents were living below the poverty line. A total of 4,102 individuals, 31% of the total population, currently live in poverty in Jackson County and 29.5% of households receive assistance with food stamps or support through the supplemental nutrition assistance program (SNAP). The number of children living in poverty has decreased from 43% in 1999, when Jackson County ranked 112th out of 120 counties to a current rate of 33.3% (KIDS COUNT 2020).

Population in Poverty by Age, Jackson County KY

	Total	Below Poverty Level	Percent
Population for whom poverty status is determined	13,225	4,102	31.0%
Age Breakdown			
Under 18 years	2,943	981	33.3%
Under 5 years	808	319	39.5%
5 to 17 years	2,135	662	31.0%
18 to 64 years	7,990	2,505	31.4%
18 to 34 years	2,436	1,016	41.7%
35 to 64 years	5,554	1,489	26.8%
60 years and over	3,398	838	24.7%
65 years and over	2,292	616	26.9%

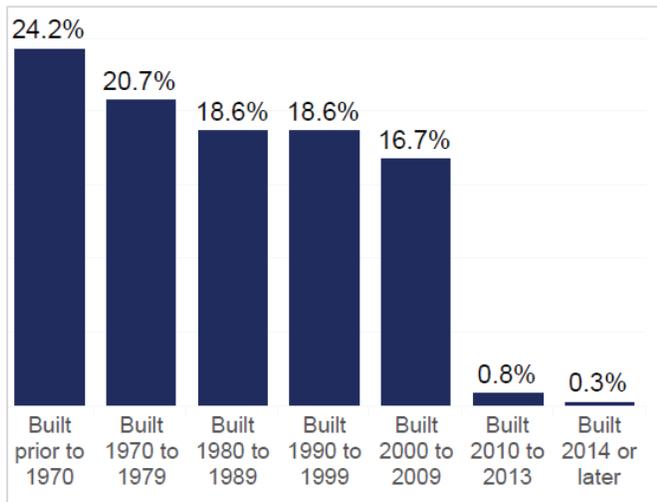
Source: ACS 5 Year 2016-2020 Data

Housing

There were 6,587 total housing units in 2017 with 62% of those being owner-occupied units. The average household size is 2.45 person per household. The median value of owner-occupied units is \$83,100. There are approximately 1383 rental housing units with a median rental cost of \$527 per month. And 40% of renters have a high financial burden where rent exceeds 30% of their income. The 2017 rental vacancy rate was 8%. More than three quarters (78.8%) of households have a computer and 70.7% have an internet subscription. (*CEDIK County Data Profiles, Housing, Jackson County, KY.*)

New housing construction has stalled similarly to population. Nearly a quarter (24%) of all houses were built prior to 1970, more than half (58%) of all homes were built between 1970 and 1999 and 17% of homes were built between 2000 and 2009. Approximately 1% of existing homes were built in the last 10 years. (CEDIK County Data Profiles, Housing, Jackson County, KY.)

Housing by Year Built in Jackson County, KY



Source: ACS 5 Year 2013-2017 Data

Jobs

Jackson County has 2,230 total jobs. The North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy, is how the data in the table on the next page are organized. The industries with the largest numbers of employees are Educational Services (376), Health Care and Social Assistance (353), Agriculture, Forestry, Fishing and Hunting (252), and Retail (225). Jackson County has four industries where the concentration of employees is more than double the national average (also referred to as the location quotient) including Utilities (9.77), Agriculture, Forestry, Fishing and Hunting (8.33), Mining, Quarrying, and Oil and Gas Extraction (2.39) and Educational Services (2.11).

Total Employment, Jackson County, KY

Industry	Employees	Avg Annual Wages Per Worker	Total Wages	LQ – location quotient
Total - All Industries	2,230	\$30,393	\$67,782,161	1.00
Educational Services	376	\$28,813	\$10,827,780	2.11
Health Care & Social Assistance	353	\$34,582	\$12,193,551	1.08
Agriculture & Forestry & Fishing & Hunting	252	\$6,353	\$1,598,135	8.33
Retail Trade	225	\$21,843	\$4,907,940	0.97
Construction	182	\$24,708	\$4,492,804	1.38
Public Administration	177	\$37,965	\$6,701,370	1.66
Utilities	113	\$54,193	\$6,133,107	9.77
Information	86	\$46,517	\$4,022,948	1.93
Other Services (except Public Administration)	85	\$21,171	\$1,801,183	0.88
Manufacturing	80	\$34,442	\$2,757,781	0.44
Transportation & Warehousing	64	\$44,754	\$2,877,552	0.58
Accommodation & Food Services	55	\$15,162	\$827,419	0.3
Finance & Insurance	53	\$46,822	\$2,459,061	0.57
Administrative & Support & Waste Management & Remediation Services	44	\$19,928	\$880,617	0.31
Professional & Scientific & Technical Services	26	\$45,818	\$1,205,723	0.16
Real Estate & Rental & Leasing	20	\$24,824	\$501,005	0.52
Mining & Quarrying & Oil & Gas Extraction	18	\$39,167	\$709,645	2.39
Wholesale Trade	17	\$52,168	\$865,374	0.2
Arts & Entertainment & Recreation	6	\$17,040	\$95,886	0.14
Management of Companies & Enterprises	0	n/a	n/a	n/a

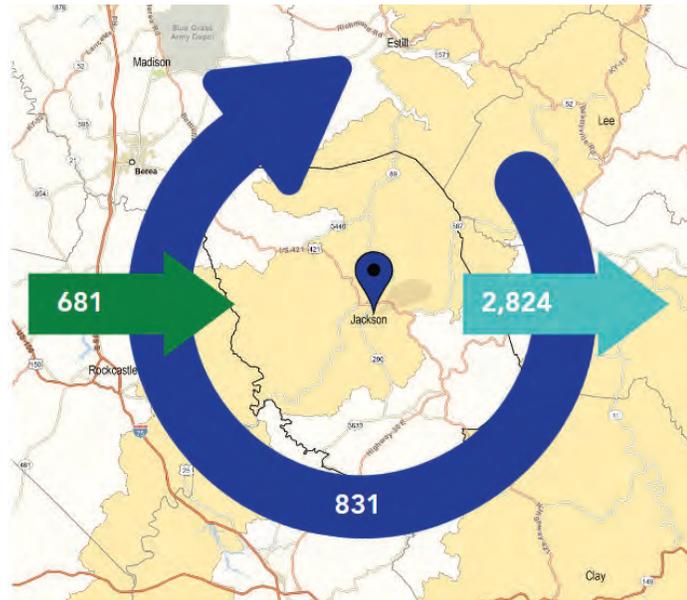
Source: Chmura, 2022

Commuting

The average commute time for a Jackson County resident in 2019 was 29 minutes while the Kentucky average commute was 23 minutes.

In 2017, there were 831 people living and working in the county compared to 2,824 individuals who live in the county but commute outside for employment. There were 681 individuals that live outside of Jackson County and commute into the county for work. The top five counties for in-commuters are Madison, Laurel, Clay, Estill, and Owsley. The top five destination counties for out-commuters are Laurel, Madison, Fayette, Clay and Jefferson. (*CEDIK County Data Profiles, Economic, Jackson County, KY.*)

2017 Commuting Pattern in Jackson County, KY



Source: Census On the Map, 2017.

Manufacturing

In 1997, 1,940 persons were employed at 13 manufacturing sites, a substantial increase from the 216 persons employed at 10 sites in 1992. However, according to the US Bureau of Labor Statistics, manufacturing in Jackson County currently has 80 persons employed at 10 sites with an average annual wage per worker of \$34,442. One caveat here, when considering the above commuter pattern, is that the Census ACS survey notes there are 822 Jackson County residents employed in the manufacturing industry, meaning the majority commute out of the county for work.

Retail

Retail trade was the second leading employment sector in Jackson County with 30 establishments in 1997 employing 179. Currently there are 225 retail employees spread among 25 retail establishments in Jackson County. The average annual wage per retail worker is \$21,843.

Healthcare

There are currently 353 employees at 36 establishments in the healthcare industry in Jackson County, representing approximately 16% of the total jobs. There were no hospitals, dentists, or mental health care establishments in Jackson County as of 2019. There may be a limited number of care providers affiliated with other entities who provide specialized care but there are no dedicated offices or establishments offering this care. The median healthcare wage for Jackson County is \$34,582 compared to \$47,000 for Kentucky.

Agriculture

Farming continues to be an important component of the county's cultural identity, but its economic impact has continued to wane since the decline of the tobacco industry in the 1990s. It is no coincidence that Jackson County was ranked in the top 10 counties "at risk," should tobacco quotas experience major decline in 1996 by the Kentucky Long Term Policy Center. The market value of agriculture products sold in 1997 was \$9.3 million. The value of agriculture products decreased approximately 3.6 million between 1997 and 2017. Total market value of products sold in 2017 was \$5.7 million. There are currently 43 acres dedicated to tobacco production. Current numbers, as of 2017, have skewed away from crops (35% share of sales) and towards livestock, poultry and products (65% share of sales).

There were 551 total farms in Jackson County in 2017 (down from 789 in 1992) encompassing a total land area of 75,203 acres. This represents a 6% decline in the number of farms and a 3% decline in the total land area dedicated to agriculture since 2012. Farm related income was \$431,000 in 2017, a 7% decline since 2012. There are 451 farms (76%) with less than \$10,000 in total sales and 25% of farms in Jackson County have sales of more than \$50,000. Ten percent of farms are less than 9 acres, 37% are less than 50 acres, 58% are between 50 and 500 acres and 5% are more than 500 acres. Approximately one-third (34%) of farms have female operators. More than half (51.5%) of farms have one operator and 42% have two operators. (*CEDIK County Data Profiles, Ag and Food, Jackson County, KY.*)

As of 2017, nearly three quarters of all farms (74%) utilized their internet access, 1% farm organically, 5% sell directly to customers, 19% hire farm labor, 72% are fully owned and 98% are family farms. ([2017 Census of Agriculture County Profile](#))

The [Jackson County Agricultural Development Council's 2020 County Comprehensive Agriculture Plan](#) states "there has been an increase in vegetable and bedding plant production, beekeeping and related areas. The Jackson County Farmers' Market has expanded from three days a week to five days a week in the last five years and there has been an increased interest in medicinal herb production, timber products production and most recently hemp production."

Tourism

Tourism and travel activities have not been developed to their fullest potential in Jackson County but have made steady progress over the last two decades when in 1993 it was estimated that 20 persons were employed in the tourism industry. That number had risen to 32 by 1999. The Kentucky Department of Tourism's [2020 Economic Impact of Visitors in Kentucky](#) report notes 17 direct, and 30 indirect jobs associated with tourism in Jackson County. The report breaks the state into regions situating Jackson County among 19 other counties in 'Daniel Boone Country.' Jackson County's tourism employment figures are the second lowest in the Daniel Boone Country. Tourism represents less than 1% of the Jackson County's employment and is responsible for \$400,000 in direct labor income and \$700,000 in total labor income.

The tourism industry draws upon several careers to create a cluster. Hospitality and tourism careers include:

- Food Service Managers
- Chefs and Head Cooks
- First-Line Supervisors of Food Preparation and Serving Workers
- Cooks, Fast Food

- Cooks, Institution and Cafeteria
- Cooks, Private Household
- Cooks, Restaurant
- Cooks, Short Order
- Cooks, All Other
- Food Preparation Workers
- Bartenders
- Combined Food Preparation and Serving Workers, Including Fast Food
- Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
- Waiters and Waitresses
- Food Servers, Nonrestaurant
- Dining Room and Cafeteria Attendants and Bartender Helpers
- Dishwashers
- Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
- Food Preparation and Serving Related Workers, All Other
- Bakers
- Lodging Managers
- First-Line Supervisors of Housekeeping and Janitorial Workers
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Maids and Housekeeping Cleaners
- Building Cleaning Workers, All Other
- Baggage Porters and Bellhops
- Concierges
- Hotel, Motel, and Resort Desk Clerks
- Tour Guides and Escorts
- Travel Guides
- Travel Agents
- Reservation and Transportation Ticket Agents and Travel Clerks
- Gaming Managers
- Athletes and Sports Competitors
- Umpires, Referees, and Other Sports Officials
- Gaming Supervisors
- Slot Supervisors
- Animal Trainers
- Gaming Dealers
- Gaming and Sports Book Writers and Runners
- Gaming Service Workers, All Other
- Motion Picture Projectionists
- Ushers, Lobby Attendants, and Ticket Takers
- Amusement and Recreation Attendants
- Entertainment Attendants and Related Workers, All Other
- Recreation Workers
- Gaming Change Persons and Booth Cashiers
- Gaming Cage Workers

Kentucky Tourism produces a [Travel USA visitor profile for the Daniel Boone Country](#) to help communities better understand their visitor profiles. In 2020 there were 7.7 million total person trips to Daniel Boone Country with 61% of those being day trips and 39% being overnight. This is a 2.5% increase in total visitors from the previous year. The main purpose for 38% of all visitor trips were to visit friends and relatives with an additional 16% dedicated to touring, 14% focused on the outdoors, and 11% visiting for shopping. However, visitors participate in a variety of activities beyond their main purpose for visiting. And 47% of visitors to Daniel Boone Country participate in outdoor activities, 40% participate in entertainment activities, 29% participate in cultural activities, 4% participate in sports activities and 6% participate in business activities. Some of the most popular outdoor activities in Daniel Boone Country include sightseeing, visiting landmarks and historic sites, hiking and backpacking, shopping, national or state parks, nature tours and wildlife viewing, camping, fishing, visiting local parks or playgrounds and attending celebrations. Visitors to Daniel Boone County prefer unique or local food options (36%) followed by picnicking (23%), and street food/food trucks (9%).

Kentucky is the dominant state of origin for visitors to Daniel Boone Country with 57% of visitors' trips originating from within the Commonwealth followed by 13% from Tennessee, 8% from

Ohio, 7% from Indiana and 3% from Illinois. Specifically, 34% of trips to Daniel Boone Country originate from Lexington, KY followed by 11% from Knoxville, TN, 9% from Cincinnati, OH, 8% from Louisville, KY, and 5% each from Charleston WV, the Tri-Cities (VA and TN) and Indianapolis, IN.

The average size of the travel party is 2.9 persons with only 13% of visitors noting they were traveling alone. The composition of travel parties most often includes a spouse/partner (71%), followed by children (37%), or other relatives (16%), friends (13%), parents (8%) and business associates (2%).

Visitors to Daniel Boone Country are most often 45-54 years old (28%), followed by 25-34 years old (23%), 35-44 years old (20%), 55-65 years old (16%). The two smallest visitor age cohorts are visitors older than 65 (8%) and 18-24 years old (5%). The percentage of younger visitors and oldest visitors to Daniel Boone Country is half the national average for each age cohort. Visitors are roughly evenly dispersed in terms of educational attainment with 32% of visitors having a high school diploma or less, 29% being a college graduate and 27% with some college. Visitors are more often employed full time (50%) or not employed (42%). Nearly two thirds of visitors (65%) have household incomes less than \$50K annually. Approximately 6% of visitors have household incomes above \$100K annually.

Jackson County, KY represents the “Gateway into the Hills of Eastern Kentucky, the Daniel Boone National Forest, Kentucky Wildlands and Kentucky Mountain Regional Recreational Area” and has focused attention and resources to integrate recreational access and infrastructure as part of its current and future economic development vision. The Daniel Boone National Forest occupies over 27% of Jackson County and offers 58,601 acres open to hiking, horseback riding, mountain bikes and hunting, 2 public campgrounds (S-Tree and Turkey Foot), 38 miles of the liner Sheltowee Trace hiking trail, two 5-mile loop trails in the camping area, the Mill Creek Wildlife Reserve, 28 miles of ATV Trails and numerous scenic waterfalls, natural bridges and caves.

The Daniel Boone National Forest and the Kentucky Chapter of The Nature Conservancy have worked cooperatively to preserve and restore biological diversity in one of America's Last Great Places, formally designated by TNC in 1992 as Horse Lick Creek Bioserve. The reserve is known for its abundance of native flora and fauna its many endangered species

In 2016 McKee, Kentucky in Jackson County became the 14th certified Kentucky Trail Town. This certification provides additional marketing leverage to develop the community as a destination for outdoor recreation. McKee Trail Town offers access to major trails for horseback riding, hiking, mountain biking, road cycling, motorcycling, off-roading, bouldering and camping. Jackson County is home to, or intersected by, 8 national and regional trail systems in addition to locally developed trail systems including:

- Sheltowee Trace Hiking Trail - 280 mi (38 miles in JC)
- TransAmerican Bike Route 76 – 4,262 mi (27 miles in JC)
- Scenic Byway Hwy 89 Auto Tour - 35.5 mi (32 miles in JC)
- Warriors Path National Historic and Heritage Trail - 300 mi (40 in JC)
- Freedom Ridge/Back Roads of Appalachia -125 mi (65 miles in JC)
- First Frontier Appalachian Trails for off roaders (160 plus miles in JC)
- Kentucky Adventure Tour, or KAT – 1,000-mile loop (38 to 50 miles in JC)

- Red Bud Ride – 100-mile loop in Laurel, Rockcastle, and Jackson County (45 miles in JC)
- Flat Lick Falls Scenic and Recreation Area: Camping, Picnic and 5 miles for Hiking Trails
- S-Tree Camp Ground DBNF - Camping, Hiking, ATV, Horseback Riding and Picnic Area (5 miles of ATV Loop)
- Turkey Foot Camp Grounds DBNF: Camping, Hiking, ATV, Horseback Riding, Mountain Biking and Picnic Area (5 Miles of Hiking Loop)
- Big Turtle Trail Head: Hiking, Mountain Bike Riding and Horseback Riding – 5 Miles

Jackson County is a participating member of numerous regional trail organizations including the Kentucky Mountain Regional Recreational Authority (KMRRRA) and The Kentucky Wildlands. KMRRRA's purpose is to establish, maintain, and promote a recreational trail system throughout its multicounty & multistate area to increase economic development, tourism, and outdoor recreation for residents and visitors. The Kentucky Wildlands is a large area of eastern and southern Kentucky dominated by wilderness landscapes and associated adventure recreation. The process is currently underway to designate southern and eastern Kentucky as the Kentucky Wildlands National Heritage Area.

Jackson County is seeing private investments aimed at taking advantage of its unique location and tourism opportunities including the following:

- Triple R Ranch offers guided rides and overnight package trips.
- Fox Town Bouldering is a premier bouldering spot in Kentucky.
- 45 travel lodges and several campgrounds are currently developed with approximately 10 more planned in the next 2 years.
- Pine Grove Shooting Sports.
- Truett's and Turner's Pumpkin Patches offering farm experiences.
- FFR Fabrications offers custom roll cages, bumpers, doors and kickers for ATV's.
- Local artists and crafters are gaining a larger presence including homemade candies, soaps and more.

Infrastructure

Transportation

The road system in Jackson County consists of an extensive system of county roads and state & federal highways. The primary north-south highway is U.S. Highway 421 was significantly improved in the Big Hill area in 2000. The major east-west corridor is Kentucky Highway 30. KY 89 in Rockcastle and Jackson Counties was designated a Kentucky Scenic Byway in 1996 and spans to major watersheds including the Kentucky River and Cumberland River watersheds. The county has no general aviation airport with airports located in Laurel County and Madison County.

KY 30 is the most direct route from Lee, Jackson, and Owsley counties to I-75 south. A redefining 20-year transportation project aimed to improve safety, connectivity, and economic opportunities in southeastern Kentucky includes the new, wider Kentucky Highway 30 stretching 33 miles from Booneville to London. The new road has two 11-foot driving lanes, truck climbing lanes on hills, paved shoulders, turning lanes at major intersections and a 30-foot clear zone

adjacent to the highway. This is Jackson County's first new major road in over 80 years when US 421 was reconstructed. Beginning in 2003, KY 30 was realigned on an approximately 7 mile segment between London and Greenmount, where construction stalled until 2010 when a 15 mile segment was completed between Greenmount and Annville. In 2014, a 5 mile segment was completed between Annville and Tyner. The final piece of the new KY 30 began in 2019 to straighten the former 13.5-mile curvy corridor between Tyner in Jackson County to Travelers Rest in Owsley County. It was completed in 2022.

Water

The water plant has the capacity to treat 1,000,000 gallons of water per day with an intake capacity of approximately 800,000 gallons per day. The plant is currently treating roughly 700,000 gallons of water per day. Funds were recently secured to increase the intake capacity. While most of the county has available water service there are still a few places lacking capacity to which funds are being sought for expansion. Future water service upgrades include:

- Route 19 waterline and a pump station.
- Tussey Hill to the Hwy 89 Bridge water line and a pressure reducer.
- Tussey Hill water line and pump station.
- Expansion of waterline and pump station from US 421 along S-tree Road to S-Tree campground.

Electric

Jackson Energy Cooperative is the primary retail electric provider for the area. Jackson Energy is a not-for-profit electric cooperative serving fifteen counties in the southeastern Kentucky region and is headquartered in Jackson County. With over 52,000 members and more than 5,800 miles of line, Jackson Energy was built by, belongs to, and is led by people in the communities they serve. This is a distinct advantage for Jackson County as Jackson Energy is available as an active partner in community and economic development projects and initiatives with a regional mindset and reach.

Solid Waste

Jackson County has a solid waste ordinance in effect. The ordinance provides options and permitting for residential haulers picking up trash from residences, accessing dumpsters through a county permitted hauler and for being a self-hauler utilizing a county operated transfer station. The ordinance outlines the types of permitting and designations required for trash service. The transfer station currently sends all solid waste to a state certified landfill. Jackson County currently has a small recycling operation that accepts cardboard with plans to expand recycling to include paper and plastics in the future.

Internet

Jackson County was the first county in Kentucky and one of the first in the nation to offer an all-fiber service countywide when Peoples Rural Telephone Cooperation (PRTC) completed a fiber to the home network in 2014. This network serves every home and business in Jackson County with a fiber optic connection at their premise. In addition to high-speed fiber internet PRTC provides telephone and HDTV throughout Jackson County. Every address in the county can access all three services. The broadband speeds offered as of 2022 are 250mb synchronous,

500mb synchronous and 1 gigabit synchronous. As demand for internet speed increases PRTC is positioned to meet future needs with electronics upgrades because of the existing high quality fiber optic network currently serving the county.

PRTC is part owner of Appalachian Wireless, an East Kentucky Network company. This is a regional wireless or cellular company that serves most of Eastern Kentucky. Appalachian Wireless currently has 11 towers in Jackson County providing quality service to a very rural area. They are continually adding towers to better serve the community having added 1 in 2021 and another in 2022. There are over 300 Appalachian Wireless towers throughout Eastern Kentucky, providing 4G service with plans to buildout a 5G network in the future. There is a 400-mile fiber optic ring throughout Eastern Kentucky providing redundancy and increased reliability to Appalachian Wireless, PRTC and other providers in the region.

Quality of Life

Jackson County residents have long expressed a great desire to improve the quality of life for residents. It was a dominant theme in previous plans. Quality of life includes tangible factors related to health, child welfare, the environment, cultural and historical resources, access to childcare and transportation, and recreational opportunities. In addition, quality of life includes non-tangible aspects of life in Jackson County, such as community spirit, pride, public involvement and the sense of belonging.

Health

The [2022 County Health Rankings State Report for Kentucky](#) ranks Jackson County 101 of 120 counties for Health Outcomes and 106 for Health Factors. Health outcomes represent how healthy a county is right now and reflect the physical and mental well-being of residents. Health factors represent things that, if modified, can improve the length and quality of life. The health factor ranking accounts for behaviors, clinical care, social and economic conditions, and the physical environment. Behaviors include things like tobacco use, diet & exercise, alcohol & drug use, etc. Clinical care includes access and the quality of care received. Social and economic factors include education, employment, income, family & social support and community safety. The physical environment includes air & water quality as well as housing and transit access and quality.

The [Foundation for a Healthy Kentucky's Kentucky Health Facts](#) provide a series of detailed data tables on numerous health outcomes for Jackson County, KY including:

- Lack of physical activity, 39% (2018-2020)
- Obesity, 49% (2018-2020)
- Overweight, 77% (2018-2020)
- Consume five or more fruits and vegetables, 9% (2018-2020)
- Smoking, 27% (2018-2020)
- Tooth Loss, 23% (2016-2018)
- Could not perform work or household tasks due to physical, mental or emotional problems, 30% (2018-2020)
- Binge drank, 5% (2018-2020)
- Less than good health, 43% (2018-2020)
- Physically unhealthy days per month, 7 (2018-2020)

- Mentally unhealthy days per month, 6 (2018-2020)
- Prevalence of Asthma, 14% (2018-2020)
- Prevalence of Diabetes, 21% (2018-2020)
- Prevalence of Hypertension, 75% (2018-2020)
- Cancer deaths (age adjusted rate per 100,000 population), 213 (2013-2017)
- Heart disease deaths (age adjusted rate per 100,000 population), 319 (2014-2018)
- Stroke deaths (per 100,000 population), 42 (2014-2018)
- Flu vaccination rate, 41% (2018-2020)
- Personal doctor or health care provider, 91% (2018-2020)

[The 2021 KIDS COUNT](#) highlights several rankings related to youth that provide much room for improvement.

- Children Living in Food Insecure Households, 28.9% (2019). 107th out of 120 counties.
- High School Students Graduating on Time, 81% (2020-21). 163rd out of 167 school districts.
- Smoking During Pregnancy, 33.1% (2019). 112th out of 120 counties.
- Teen Births, 50.6% (2019). 114th out of 120 counties.
- Births to Mothers without High School Degree, 25.8% (2019). 111th out of 120 counties.
- Children in Foster Care, 95.9 per 1000 children (2020). 111th out of 120 counties.

One interesting outlier in the 2020 KIDS COUNT where Jackson County outperforms many other counties is:

- Young Adults with Health Insurance, 96% (2019). 7th out of 120 counties.

Arts and Culture

Numerous arts and cultural programs have been developed since 1995 when the Jackson County Development Association designated an Arts and Heritage Sub-Committee. For example, in 2000, the sub-committee worked to identify potential artisan and cultural sites for inclusion in the Kentucky Artisan Heritage Trails project, a driving tour of artisan galleries, studios, regional, accommodations and restaurants, antique shops, and natural sites. In the 20 years since the previous planning efforts, the Jackson County Tourism Commission and additional partners have created and contributed to ongoing programming and events. The Tourism Commission is engaged in the following:

- Historic Welcome Center
- War Hammer 100 Trail Race
- State Gravel Bike Championship
- Stringbean Bluegrass Music Festival
- Bearded Man Music Festival
- Homecoming Festival, County Fair and associated art festival
- Big Hill Civil War Reenactment
- Jackson County Veteran Monument and Memorial

There have also been a variety of efforts related to expanding the impacts of arts and culture including attempts to create an art coop, craft fairs organized by the Jackson County

Cooperative Extension, the Rendezvous committee in addition to individual businesses like Clover Bottom Bed and Breakfast's craft fair the spring of 2021. In addition to craft fairs the Jackson County Cooperative Extension office leads the Barn Quilt efforts helping paint and install quilt squares throughout the county. Jackson County is home to a variety of events and festivals including:

- Battle of Big Hill Reenactment: The Battle of Big Hill Association hosts the annual reenactment of the Battle of Big Hill drawing attention to the Cox-Simpson house, which became a Civil War hospital after the Battle of Big Hill and is now the county welcome center. This is a family-friendly outdoor event with reenactments taking place over two days consisting of games, historical speakers, tea, food, and music. After dark, couples can participate in square dancing at the 'Civil War Ball' often featuring local musicians playing songs from the era. This event ended in 2020 after being held for 10 years as an annual event.
- Jackson County Fair and Homecoming is held annually the week before Labor Day and is Jackson County's biggest event. The County Fair includes beauty pageants, car and garden shows, a parade, canning and craft exhibits as well as musical entertainment and clogging along with food and vendor booths. The annual event is over 50 years old.
- The Annual Stringbean Memorial Bluegrass Festival celebrated its 25th anniversary in 2022. The festival is held at Stringbean Memorial Park in Tyner, KY. The festival honors Jackson County native and beloved Grand Ole Opry star David 'Stringbean' Akemon who was known for his unique stage attire, traditional claw hammer banjo style, and entertaining stage banter endearing him to fans around the world. 'Stringbean' was best known for his musical comedic performances at the Grand Ole Opry beginning in the 1940's and on the television series "Hee Haw" until his death in 1973.
- The newest annual festival is Jackson County's Bearded Man Music Festival at Growing Stones Campground. Bearded Man celebrated its 3rd anniversary in 2022. The goal of the festival is to provide a stage for local and regional talent. Jackson County has an abundance of untapped musical talent, from old-time bluegrass, newgrass, Appalachian, gospel and folk music and home to amazing singers, songwriters, and musicians.
- Annville, KY hosts an annual 4th of July Parade. The community of Annville encourage families to spend creative time together and celebrate with the community. The annual event features vendor booths, a cruise in, inflatables and a free swim in the Annville pool.
- Grace Covenant Ministries, formerly known as Jackson County Ministries, located at the historic Annville Institute Campus provides numerous opportunities for residents to engage in arts and culture programming. For example, they have offered painting, theater, music and dance camps, craft and art fairs at their gymnasium in addition to community celebrations for Independence Day and Christmas. They have began organizing for a future artist and musician cooperative with plans to rehabilitate Lincoln Hall into a cultural arts and event center where local artists can display and sell their handiwork in addition to hosting small theater productions.

Planning Process

The Jackson County Development Association entered into contact with CEDIK on May 25th, 2022, to facilitate and produce an updated version of the 2002 strategic plan. In the process CEDIK agreed to provide services and staff to:

- Serve as neutral facilitator in the strategic planning process.
- Support the procurement of relevant data to inform the plan.
- Collect, compile, and report back data and findings from meetings and engagement efforts.
- Communicate with the Jackson County Development Association to provide process updates.
- Draft formal plan for review and approval by October 31st, 2022.
- Provide final strategic plan for organizational duplication and use by November 30th, 2022.

The Jackson County Development Association:

- Pledged full attendance and participation at scheduled meetings, completing tasks between scheduled meetings, and promoting the process for wide engagement.
- Coordinate meeting locations (including technology needs for virtual meetings or streamed public meetings) and the provision of meals or snacks if needed by participants.
- Help identify and communicate regularly with key stakeholders.

The strategic planning facilitation was held at locations determined by the Jackson County Development Association.

June 14th, 2022	Planning Session #1. Virtual meeting with the Jackson County Development Association and organizational partners to clearly define and affirm the course of action including the plan process, dates for listening sessions, and discussion of responsibilities.
July 12th, 2022	Annville Listening Session (30 attendees) SWOT & Development Opportunities
July 13th, 2022	Sand Gap Listening Session (27 attendees) SWOT & Development Opportunities
July 14th, 2022	McKee Listening Session (28 attendees) SWOT & Development Opportunities
August 10th, 2022	Planning Session #4. (8 attendees) <i>Face the Facts</i> data discussion utilizing county data profiles provided by CEDIK summarizing statistics related to Healthcare, Agriculture, County Budgets, Economy, Housing, Youth, Small Businesses and Workforce.

September 8th, 2022	Planning Session #5. (12 attendees) Review of feedback from listening sessions (SWOT) and discussion of appropriate indicators/metrics of success. Attendees revised and updated existing goal statements.
September 27th, 2022	Planning Session #6. (9 attendees in person and 6 responses electronically) Review, revision, and affirmation of goal statements for Economic Development, Quality of Life and Infrastructure followed by an online opportunity for additional stakeholders to contribute thoughts and opinions. Attendees articulated indicators of change for goal statements.
October 13th, 2022	Planning Session #7. Virtual meeting to review first draft of goals, actions and indicators with special attention given to the sequence of actions for each and missing content.
October 31st, 2022	Present draft plan to Jackson County Development Association for review via email.
November 2022	Present final version for organizational duplication and use.

SWOT

The agenda for the July 12th-14th, 2022 public listening sessions included a welcome and orientation to the planning process, a SWOT analysis, and an invitation for participants to share and rank what they thought were the most important development opportunities in Jackson County as well as the most important community needs to address. At tables participants worked in small groups responding to a series of prompts sharing their thoughts in a round robin style around the room. As ideas were shared the post it notes they had been captured on at tables were placed on flip charts throughout the room. The questions addressed during this exercise included:

1. What do you see as Jackson County's greatest strength or asset?
2. What do you see as Jackson County's greatest weakness?
3. What do you see as Jackson County's greatest opportunity?
4. What do you see as Jackson County's greatest threat?
5. What do you see as Jackson County's most important development opportunity?
6. What do you see as Jackson County's most important community need to address?



Photos by Shane Barton and Lilly Rice featuring attendees and examples of efforts at Jackson County Listening Sessions.

After the meetings all responses were accounted for, categorized, and summarized. A full accounting of responses can be found in the appendix.

Strengths

Natural

- Daniel Boone National Forest/Natural Resources
- Trails, Falls, etc.
- Outdoor Adventure
- Large Plots of Land

Cultural

- Family/Community
- Rich Heritage

Human

- Entrepreneur Spirit
- Young Professionals
- Youth

Social

- Friendly People
- Dedicated Community/People
- Tourism and Organizations

Political

- Active Judge Executive

Financial

- Community Foundation
- Low Cost of Living

Built

- Fiberoptic
- Air BnBs
- Hwy 30 & 421
- Jackson County Energy
- PRTC

Weaknesses

Natural

- Abandoned Properties
- National Forest
- Trash/Dumps

Cultural

- Single Parents/Family Structure
- Resistance to Change
- Addiction and Mental Health

Human

- Lack of Workforce/population
- Brain Drain/out migration
- Lacking Youth Leadership

Social

- Substance Use Disorder/Crime
- Apathy/Lack of Vision
- Resistance to Change
- Unemployment

Political

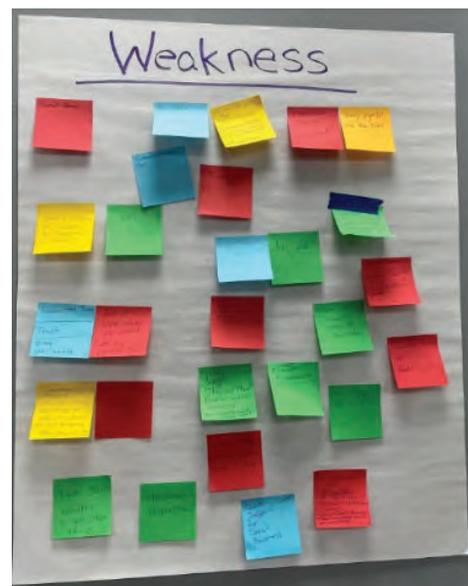
- Lacking Support for Small Business
- Lack of Zoning

Financial

- Low Paying Jobs/Low Incomes
- Lack of Funds for Projects

Built

- Roads Need Improvement
- Limited Grocery/Dining Options
- Lacking Public Restrooms



Opportunities

Natural

- Outdoor/Eco/Tourism
- Green Energy
- Regional Trails
- Adjacent to Other Assets

Cultural

- Festivals (Music, Crafts, etc.)
- Historic Tourism
- KY Proud Products

Human

- Regional Tourism
- Amish Population
- Youth Programming
- Educational Opportunities
- Professional Occupations

Social

- Regional Tourism
- Homegrown Businesses
- Lodging Co-op

Political

- Regionalism
- Alcohol

Financial

- Grant Opportunities
- Brownfields Grants
- Area Development District

Built

- Broadband and Remote Work
- Air BnBs
- Dedicated Arts/Community Center
- Restaurants
- Event Facility
- EV Charging
- Food Delivery
- Road Development Better Connection to I-75



Threats

Natural

- Out of State Property Purchase
- Climate Change (fires, floods, etc.)
- Pollution and Garbage

Cultural

- Negative Stigma (Stereotypes)
- Outside Influence
- Self Interests

Human

- Youth Outmigration
- Population Decline

Social

- Increased Crime/Dependency
- Outside Service Providers
- Educational Attainment
- Internet's Impact on Youth

Political

- Federal Govt. Owns Lots of Land
- Alcohol Sales
- Under Planned Growth

Financial

- Outside Investors
- Downturn in Economy
- Wages Leave County
- Inflation
- Land Lost

Built

- Ageing Infrastructure
- Road Funding
- Drinking Water
- Growth Without Infrastructure



Attendees at each of the public listening sessions were invited to capture what they thought the most important development opportunity and most important community need to address. Each response was taped to a wall and as the meeting closed all attendees were provided dots to place beside their priority for each list. Below are the top responses.

Most Important Development Opportunity

- Tourism Promotion
- Small Business Investments/Support
- Youth Programming
- Educational Opportunities (vocational and internet/tech based)
- Marketing Strategies (various aligned opportunities)
- Continued Community Engagement & Collaboration
- Grant Writer (development professional)
- Event Space
- HWY 30 and 421

Most Important Community Need to Address

- Small Business Development
- Opportunities for Young People and Families
- Marketing and Selling Jackson County to Others
- Creating Generational Wealth
- Community Buy In, Support and Collaboration
- Zoning (abandoned properties, illegal dumps, litter, etc.)
- Job Opportunities
- Full Time Paid Grant Writer/Development Professional
- Community Center
- Hwy 30 and 421 Expansion
- Community Pride



The captured feedback during the public listening sessions was consistent with feedback received and published in the [2019 Jackson County Kentucky Extension Community Assessment Report](#). In this assessment 104 respondents ranked 62 community issues on a scale of 'very important' to 'not important'. The top 15 issues by rank order are:

1. More jobs paying good wages with benefits.
2. Fewer chronic diseases (diabetes, heart disease, cancer, etc.).
3. Trustworthy and effective law enforcement.
4. Improved access to quality affordable health care providers (medical, dental, etc.).
5. Better roads and bridges.
6. Safe and accessible public water and sewer.
7. Better family skills in reducing debt, increasing savings, and financial planning.
8. Improved affordability of health care insurance.
9. Responsive emergency services.
10. Fewer overweight or obese youth and adults.
11. Safer use of prescription medications.
12. More support for families with mental and emotional health issues.
13. Sustainability of family farms.
14. Improved availability of health care insurance.
15. More youth life skills training (money management, life decision making, etc.)

After respondents ranked the importance of issues as part of the 2019 Jackson County Kentucky Extension Community Assessment, they were asked to identify the top three priorities for the community in each category assessed. For the most part, responses were consistent between this 2019 effort and comments captured as part of this 2022 planning effort.

Jobs & Infrastructure

- More jobs paying good wages and benefits
- Increased support for small businesses
- Better roads and bridges

Agriculture & Environment

- Less illegal dumping and littering
- Sustainability of family farms
- More market opportunities for farmers

Health & Wellness

- Fewer chronic diseases
- Improved affordability of health care insurance
- More resources for buying safe, affordable, fresh foods

Youth & Families

- More youth life skills training
- Better youth and adult career readiness
- Better family skills in reducing debt, increasing savings and financial planning

Community Vitality

- More qualified leaders to prepare community for future
- More pride in the community and its assets
- More community marketing efforts (tourism and industrial attraction)

The following strategic plan reflects the County's expressed desires to emphasize community and economic development and quality of life to a greater extent since considerable infrastructure improvements have been made over the previous 20 years. For each major focus area, the Jackson County Development Association adapted, and updated vision statements published in the existing 2002 plan. Each statement was analyzed by participants and revised to reflect the community's current needs and desires related to economic development, quality of life and infrastructure.

The body of the plan was created and adapted from public comment and feedback received during multiple public planning sessions. The plan is presented using a series of broad goals, objectives, and strategies. When available or affirmed by participants during the planning process specific and potential tactics are listed for consideration. In addition to direction setting the plan presents prioritized indicators that participants affirmed as most important to future growth and success for each broad area.

In summary, this plan was created by public comment & feedback received throughout the planning process and reflects the vision and desires of Jackson County Development Association.

JACKSON COUNTY STRATEGIC PLAN 2022

Economic Development

Jackson County, KY will have an economy that offers diverse employment and career options for all residents providing opportunities for young residents to help build an economy where they feel no pressure to leave in pursuit of a livelihood. We will be a community that values and provides greater support and resources to local entrepreneurs, small businesses while ensuring their workforce is available, educated, and ready for tomorrow's industries. Our economy will be directly connected to our natural & cultural resources and our landscapes. We will be a community where the social and economic value of our family farms is realized. We will be proud of our clean environment, including our land, water, and air and understand its quality is foundational to our future economy. We will be a county where this vision is taken into consideration when allocating public resources for economic development purposes.

Goal 1. In five years, Jackson County will increase the diversity, quality, and number of employment opportunities for all residents.

Indicators of success:

- Number of jobs.
- Business permits (and number of new businesses).
- Business longevity.
- Reduced unemployment rates.
- 18-24 age demographic increases.
- Small business employment & incomes.
- Work Ready Certification
- Community pride (more positive/optimistic outlook).
- Increase in the number of remote workers.
- Decreased percentage of residents living in poverty.
- Labor force participation rate increases.

Objective 1: Create a new a staff position dedicated to economic development and tourism marketing.

Strategy 1: Coordinate the delivery of services and resources to existing local businesses and startups by connecting them to statewide and regional service providers. (Chamber, SBDC, SKED, EKCEP, CEDIK, SOAR, KHIC, FOCUS, Create BRIDGES, etc.)

- Business startup classes
- Local tax requirements and incorporation support
- Accessing capital
- Digital presence and e-commerce support
- Marketing and design
- Job Training
- Shop Local campaigns
- Remote work/employment
- Home based business
- Second chance employment
- Brownfield and other granting opportunities

Strategy 2: Conduct a Business Retention and Expansion process to engage existing businesses to gain insights on their current conditions and future needs.

- Establish countywide database and new communication methods to reach existing businesses with ease.
 - Consider a system like [BlueDot](#) to ease connection and communication with business community.
- Establish recommendations and appropriate responses to the needs of current businesses.
- Establish a performance dataset for annual evaluation of overall Jackson County business performance.

Strategy 3: Establish support networks dedicated to local business growth and retention.

- Establish a business-oriented learning & support community.
- Rejuvenate or reestablish Chamber (that has not met since 2020) for local businesses.
- Co-Op for AirBnB/Tourism.
- Co-Op for local artists and crafters.
- Encourage cross promotion of businesses and local attractions, events, etc.
- Small business incubator.
- Establish downtown merchants association to support and align efforts in downtown business district.

Strategy 4: Establish a grant fund to support the needs of local businesses who struggle to access or qualify for loan products.

- Seed startup money (merit or competition for targeted industries and businesses).
- Jackson County Community Foundation.
- Revolving loan fund.
- Incentivize the hiring of Jackson Countians (with emphasis placed on recent HS graduates).

Objective 2: Provide greater employment and career choices for young residents by creating an economy that does not compel them to leave the county in pursuit of a livelihood.

Strategy 1: Establish a process to engage young people to learn more about the economy they wish to participate in and the community characteristics they desire.

- Listening sessions engaging youth to determine the career choices and community they desire.
- Youth leadership and mentorship programs.
- Establish youth board or advisory positions to affirm their representation and voice.

Strategy 2: Establish after school programs and enrichment programs to prepare students for the future.

- Financial readiness & financial literacy.
- Entrepreneurship programs (How many are interested in being entrepreneurial?).

Strategy 3: Student employment programs.

- Daniel Boone Community Action/Prosper Appalachia Summer Internship.
- Job shadowing, internship, and apprentice programs.
- Explore flexible graduation requirements providing/allowing multiple vocational or applied certifications (HVAC, masonry, computer science, remote work (working from home)).

Goal 2. In five years, Jackson County’s economy will experience growth in sectors directly connected to our natural and cultural resources with an emphasis on value added processes and experience-based tourism.

Indicators of success:

- Growth in tourism industry sector (jobs, new businesses, percent of county revenue).
- AirBnB starts and longevity.
- Overnight accommodation occupancy rates.
- Number of developed and marketed tourism opportunities (bouldering, side by side trails, passive trail systems, etc.).
- Trail users (count).
- Number of farm acres.
- Number of farms.
- Number of developed farm experiences.
- Economic impacts of farms.
- Increase in transit tax for restaurant and lodging.

Objective 1: Grow jobs, career opportunities and associated revenues related to tourism and outdoor recreation.

Strategy 1: Increase the economic impacts of existing and planned trails and regional corridors by investing in existing assets while developing new regional connections and experiences.

- Connect Sheltolee Trace through downtown McKee and loop it to Turkey Foot Recreation Area to increase trail users access to downtown from recreational areas.
- Backroads of Appalachia/Freedom Ridge
- Warriors Path
- KMRRA
- Bicentennial Trail
 - Consider installing bike racks, showers and camping (Big Hill Welcome Center, Sand Gap and McKee).

Strategy 2: Increase tourism marketing reach and impressions.

- Invest in digital marketing opportunities.
- Targeted delivery of marketing assets to potential visitors.
- Consider [First Impressions](#) program (a structured assessment that enables communities to learn about the first impressions they convey to outsiders) to assess community impression on visitors.

Strategy 3: Create new outdoor events, festivals, celebrations, and marketable opportunities.

- Invest in accessibility of events, trails, and recreational opportunities to ensure all visitors can be potential users without real or perceived physical impediments.

- Develop Flat Lick Falls by investing to accommodate more user types.
- Develop event center/site.
- Pop up Park (food truck and event site).
- Develop Big Turtle Trail head.
- Improve existing site accommodations to increase the quality and visitor experience.
 - Consider information kiosks at each park and trailhead to provide locally relevant information.
 - Consider adding signage to all trails.
 - Consider stage to accommodate musical performances at Big Hill Welcome Center and McKee Courthouse Square.
 - Establish designated photo opportunities (selfie areas) with interactive murals or sculpture.
- Cultivate new opportunities for wilderness education including herbs, medicinal, off grid living, prepping, wilderness first responder training, etc.

Strategy 4: Leverage existing downtown assets to improve economic opportunities.

- Utilize infill development to address existing vacant lots.
- Map and inventory all downtown buildings noting characteristics related to uses, vacancy, needed repairs or upgrades, and redevelopment options.
- Support building owners' rehabilitation efforts.
- Establish second floor residential where possible.
- Establish a vision for and seek funds to redevelop historic jail property.
- Prioritize creating connections from recreational areas to downtown.

Objective 2: Promote and support the growth and development of agricultural experiences, diversifying on-farm practices and revenue streams.

Strategy 1: Increase the number of developed and marketable farm experiences.

- Farm to table
- Winery
- Pay lakes
- Seasonal experiences (pumpkin patches, corn maze, etc.)
- Game hunting and guide services
- Farm life experiences/excursions
- Consider establishing a community cemetery to preserve landscape and provide burial options to residents without access to existing family cemeteries.

Strategy 2: Develop a certified community kitchen.

- Food Preservation
- Incubator for value added food products.

Strategy 3: Incentivize more local food purchases and local consumption.

- Increase marketing and communications promoting SNAP and double dollar programs at the Farmer's Market.
- Collaborate with healthcare providers on ways to incentivize local food consumption (Farmacy).
- Increase the number of families growing products for home use or preservation (Grow Appalachia).

Strategy 4: Increase the number and diversity of sustainable or organic practices for agriculture producers.

- Provide information on programs designed to enhance work/production/revenues.

Goal 3: In five years, Jackson County will have an educated workforce and a community committed to lifelong learning.

Indicators of success:

- Increased graduation rates.
- Work Ready Certification.
- Increased number of students seeking college degrees.
- Increased number of students receiving trades certifications.
- Business class participation.

Strategy 1: Expand partnerships with organizations like Cooperate Extension and others to provide educational opportunities.

- FFA & 4-H
- Save the Children
- Gear up, Outward bound, Promise neighborhood, etc.

Goal 4: In five years, Jackson County will have a more diversified manufacturing base providing employment to greater numbers of residents.

Indicators of success:

- Increased number of manufacturing sites operating at industrial park.
- Increased employment at manufacturing sites operating at industrial park.
- Increase in the types (diversity) of manufacturing operations.
- Manufacturing operations involved in the recreational economy.

Strategy 1: Increase investments at industrial park to attract new industries.

- Explore the return on investment in developing a build ready site or speculative building.
- Increase marketing investments aimed at attracting new industries.
- Explore manufacturing industries associated with the tourism cluster or outdoor recreation.

Goal 5: In five years, Jackson County will have more diversified housing options providing opportunities for more residents to live and work in the county.

Indicators of success:

- Increased number of housing units constructed.
- Decreased percentage of renters experiencing high financial burdens.
- Increased options for ageing residents.
- Decreased homelessness.
- Increase in number of rehabilitated housing units.

Strategy 1: Increase the number of housing units.

- Identify available lands suitable for new housing construction.

- Incentivize the development of diverse housing options including options for young families and aging residents.
- Establish new funding opportunities and investments to improve the conditions of existing housing stock.
- Consider ways to promote new housing construction that allows families and residents to age in place.
- Continue providing opportunities for low and moderate income households.
- Establish market rate retirement housing options for elders who need different living accommodations than what their current housing provides.
- Increase the number of housing options in downtown McKee utilizing second floor spaces as apartments.

Quality of Life

Jackson County will be a community with observable and undeniable pride. We will be actively engaged in making others aware of our rich cultural heritage by marketing our communities as destinations to experience our traditions and appreciate our unique, clean landscapes. We will be a county where citizens are committed to civic duties and public involvement, where a shared vision inspires working together towards the realization of our collective futures. We will be a community that offers dignified livelihoods with access to high quality education, physical and mental health care, recreational opportunities, access to childcare, transportation services, workforce training and entrepreneur support that reduces poverty and improves all residents social and economic conditions. We will be a community where citizens, by duty & desire, participate in decision making processes.

Goal 1: In five years, Jackson County residents will live with dignity having respect for their environment, cultural heritage, and physical and emotional well-being.

Indicators of success:

- Health Outcomes
- Election participation
- Youth serving in leadership roles
- Participation in volunteer opportunities
- More affordable options for childcare (and number of providers)
- Number of new healthcare providers

Objective 1. Improve the overall health of Jackson County residents.

Strategy 1: Expand the reach of educational programs about health risks, lifestyle choices, nutrition, and active living.

Strategy 2: Increase the number of healthcare facilities and screenings including dental, mental health, urgent care, substance use treatment/rehab, etc.

- Recruitment of more clinics.
- Urgent Care facilities to compliment and abate risks of outdoor tourism.
- Education and outreach about personal health responsibilities.

Strategy 3: Increase the number of drug prevention and rehabilitation programs.

- Consider youth programs similar to the Icelandic Model.
- Increase the number of transitional centers and drug and alcohol rehabilitation programs including residential and outpatient facilities.

Strategy 4: Increase investments or develop incentives that result in more childcare providers.

Objective 2. Increase citizen participation in community initiatives and governance.

Strategy 1: Increase the number of youths serving in positions of leadership on boards and within organizations.

Strategy 2: Develop a process for hosting/rotating meeting sites, advertising meetings, recruiting volunteers or establish community ambassadors and communication strategies to reach diverse audiences.

Strategy 3: Rally around and market assets associated with improved quality of life.

- Define and market diverse cultural identities, heritage, experiences, and values.

Strategy 4: Host local political roundtables for citizens to have access to local elected officials.

- Candidate forums
- Updates on public investments.
- Consider the benefits of establishing a County Planning Commission.

Goal 2. In five years, Jackson County will have a clean environment that residents are proud to maintain.

Indicators of success:

- Tonnage of litter/refused removed from public areas.
- Percent of households served by trash pickup.
- Number of problematic structures addressed.
- Decreased number of boil water advisories.
- Number of sites adopted for volunteer maintenance.

Strategy 1: Provide educational programming and volunteer opportunities for residents and visitors focused on environment stewardship.

- East Kentucky PRIDE
- Utilize various “Adopt a _____” programs to target sites of community significance.

Strategy 2: Decrease the burden of residents utilizing trash service.

- Open trash days
- Volunteer clean up opportunities
- Create utility bill assistance program or subsidy program to offset costs of bills (trash, water, power, internet, etc.)

Strategy 3: Increase enforcement of environmental laws related to litter, dumping, vacant, abandoned, derelict, unsafe conditions.

- Provide incentives to alleviate property maintenance issues.

- Invest in structures that need renovating or remodeling to serve new community purposes.
- Pass new ordinances to address dangers of abandoned, vacant or derelict properties.

Infrastructure

Jackson County will have a safe, efficient, and affordable physical infrastructure system with the purpose of improving the quality of life of residents and fostering the development of future economies. We will be a county where decisions regarding investments to expand, improve or prioritize future infrastructure are made equitably based on the health & safety, and our community's need. We will be a community where infrastructure projects are planned with the goal of protecting our natural landscapes and the future generation's resources.

Goal 1. In five years, Jackson County will improve the transportation system increasing accessibility and safety.

Indicators of success:

- Investment in new infrastructure projects.
- Number (or %) of people, businesses or tourism sites served with new infrastructure.
- Number of participants in information sessions and public comment opportunities related to infrastructure investments.

Strategy 1: 421 & 89 improvement projects.

- Consider bike lane along the Transcontinental Kike Route 76 portion.

Strategy 2: Improve safety on shared paths with special attention given to bicyclists and pedestrians.

Strategy 3: Increase access to, and participation in, public transportation services.

Strategy 4: Explore opportunities to create non-roadway connections utilizing multiple modes of transportation connecting regional trail infrastructure.

Strategy 5: Explore the installation of Electric Vehicle charging stations.

Goal 2. Ensure new infrastructure development supports housing construction in efficient and cost-effective ways.

Indicators of success:

- New housing starts.
- New investments in infrastructure.

Strategy 1: Plan infrastructure needs for anticipated housing developments.

Strategy 2: Consider the installation of utilities along the new KY Hwy 30 to direct investment and development.

Goal 3. Increase citizen participation and government accountability in infrastructure decision making processes.

Indicators of success:

- Participation in public forums.
- Updated list of future infrastructure investments published annually.

Strategy 1: Establish a process to achieve agreement between county and municipalities on improvements allowing for more citizen participation.

- Create or publicize opportunities for public involvement with more robust and diverse advertisement of projects.
- Publish list of priority infrastructure investments annually for citizen awareness.

Appendix

Embedded Links and Resources

Kentucky State Data Center - <http://ksdc.louisville.edu/data-downloads/projections/>

CEDIK County Data Profiles - <https://cedik.ca.uky.edu/CountyDataProfiles>

2017 Census of Agriculture County Profile - https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/County_Profiles/Kentucky/cp21109.pdf

Jackson County Agricultural Development Council's 2020 County Comprehensive Plan - https://www.kyagr.com/agpolicy/documents/ADF_Councils_Plans_JACKSON.pdf

Kentucky Department of Tourism's 2020 Economic Impact of Visitors in Kentucky - <https://www.kentuckytourism.com/industry/2020-economic-impact-of-travel>

Kentucky Tourism Travel USA Visitor Profile (Daniel Boone Country) - https://www.kentuckytourism.com/sites/default/files/2021-08/DBC_Kentucky%20Travel%20USA%202020%20Day%20Report%20062821%20-73-85.pdf

2022 County Health Rankings State Report for Kentucky - https://www.countyhealthrankings.org/sites/default/files/media/document/CHR2022_KY_0.pdf

Foundation for a Healthy Kentucky Health Facts - <https://www.kentuckyhealthfacts.org/data/location/show.aspx?cat=1%2C2%2C3%2C5%2C8%2C11&loc=55>

2021 Jackson County KIDS COUNT Profile - <https://kya.wpenginepowered.com/wp-content/uploads/2021/11/2021-Jackson.pdf>

Kentucky Blutod - <http://cedik.ca.uky.edu/bludot>

First Impressions - <https://cedik.ca.uky.edu/first-impressions>

Business Retention and Expansion (BRE) - <https://cedik.ca.uky.edu/bre>

SWOT Exercise Responses

Strengths

Natural Capital:

Daniel Boone National Forest (x12)
Natural Beauty (x8)
Affordable, Large Plots of Land (x4)
Trails (x4)
Natural Resources (x4)
Flat Lick Falls (x3)
Outside, adventure space (x2)
Scenery Attraction (x2)
Waterways (x2)
Flat Lick Falls
Off Road Trails (x2)
Sheltowee Trail (x2)
Offroad and Backroads Tourism Capacity (x2)
Caves (x2)
Big Turtle Trail (x2)
Waterways
Farm Land
Biodiversity
Turkeyfoot
Flatlick Falls
Boulders/Cliff
Opportunity for Hunting
Horselick
BioReserve
Wildlife preserves

Cultural Capital:

Family Community (x2)
Rich Heritage (x2)
Churches to help in time of need
Adaptable
Sense of Community
Human Capital:
Entrepreneur Spirit for New Businesses
Young Professionals returning to Jackson Co.
The Youth
Tradesman
Talent
Students and Kids
Smart Young people
Influx of young professionals

Social Capital:

Friendly People (x5)
Dedicated Community/Employees (x5)
Tourism (x2)
Community Groups
Cattlemen Association
Local programs to engage community

Political Capital:

An aggressive judge executive who is active in several organizations
Local programs to engage community

Financial Capital:

Jackson Co. Community Foundation
Low cost living

Built Capital:

Fiber Optic Broadband (x21)
Air B&Bs (x8)
Hiking Trails (x6)
ATV Trails (x4)
Horseback Trails (x4)
Hwy 30 (x4)
Jackson Electric/Energy (x3)
RV Hookups
421
Back Roads of Appalachia
Freedom Ridge
Privacy while close enough to services (Berea, London, Manchester)
Welcome Center
TeleMedicine Center for Veterans
Community Parks
Veterans Memorial
Industrial Park
Fire Dept.
Farmers Market
Great water system
Take pride where we reside
Self-sufficient strength
Artistic

Weaknesses

Natural Capital:

Abandon Properties/Trash (x8)
Daniel Boone National Forest (x3)
Spread out (x2)
Flooding (x2)
Kudzu

Cultural Capital:

Single parent structure/family (x2)
Work ethic/government support
Lack of unity because we are so
Dogs running lose
Resistance to change

Human Capital:

Lack of workforce (x4)
Huge county/low population (x2)
Proactive programs for youth (x2)
Brain Drain (x2)
Not having young leadership (x2)
Resources leaving (x2)
Opportunities for teenagers Productive and give back
Leadership
No trade training in schools
Education

Political Capital:

Support for small businesses (x2)
No Leash Laws
Lack of zoning
Politics
Lower tax base
Elected officials don't participate

Social Capital:

Substance Use Disorder (x10)
Lack of Pride/Apathy (x5)
Come together (x4)
Entitlement(x2)
Lack of vision (x2)
Communication/Advertising (x2)
Negative naysayers (x2)
Resistant to change (x2)
Lack of diversity
Stealing
Violence
Pessimism
Lack of accountability

Resistance to change/NIMBY

Lack of workforce
Crime rate
Unemployment rate
Lack of marketing
Children in need
Xenophobia
Hopelessness
Community seems to be dwindling
Isolationism
Understanding/appreciation of environmental impacts
Need information for newcomers

Financial Capital:

Not enough good jobs (x7)
Jobs – income (x4)
Person to assist in tourism and small business development (x3)
Lack of Funds/ing (x3)
Homelessness (x2)
Lack of tax base (x2)
Poverty (x2)

Built Capital:

Roads need improvement (x9)
Abandoned Properties & Trash (x4)
Limited restaurant and grocery (x3)
Infrastructure (x2)
Industrial park – need spec building (x2)
Drive 30 minutes for certain things (x2)
Not Many Places to Rent or Live
Transportation Struggles
Places to eat
Public restrooms
Road signs (lack)
Healthcare
Upgrade and expand town of Mckee Park for children and Families
Expand jail
Instant Care
Radio Communications
Visibility on side roads at night
Mail box and house numbers
No guard rails
Event center needed
Road signage
Roads
Small Selection of foods to choose from/lack of restaurants (x3)

Lack of insurance companies
Lack of general attorneys
Waste water treatment issues
GPS
Parks in McKee aren't maintained
No Hardware store
No electric or plumbing supply

Opportunities

Natural Capital:

Outdoor/Eco Activities/Tourism (x5)
Green Energy – Biogas (x4)
Regional Trails (x3)
Agritourism (x2)
Adjacent to RRG, Cumberland Falls,
Renfro, etc.
Development of the Southern End of the
County (Daniel Boone?)
State Parks
Big hill
The Berea Pinnacles
Trail events
Bicycle events
Horse Opportunities

Cultural Capital:

Berea Festivals (x2)
Historical Tourism tours
Festivals
Music
Craft fairs
Moonshine in Estill Co.
Pop-up Parks to bring in food trucks and
small events
Traveling history
Living history

Social Capital:

Regional tourism (x7)
Overflow of tourism like bouldering
More vision oriented initiatives
Join Regional Groups
Home grown business
Connecting regionally – learn from others
Supporting anything that comes into the Co.
Coop for Lodging

Human Capital:

Regional tourism (x3)
Amish Population

Professional Occupations
Brushy Fork (not sure if they meant institute
or the area)
Americorp
Trade Schools
Educational opportunities (Berea, EKU,
SCC)
AppHarvest
Regional events
More school choice
Programs for youth involvement
Market our place through internet, social
media, Airbnb, VRBO, Google

Political Capital:

Leaders who work regionally for progress
(x2)
Serving Alcohol County Wide
KY Proud Products

Financial Capital:

Grant opportunities due to high poverty (x3)
Work with KY Wildlands to Promote
Jackson Land
Brown Fields Grant awarded to Cumberland
Valley ADD including Jackson County
Appalachian Pride
More internet based businesses
Hospital grant

Built Capital:

Work from Home (x3)
Air BnBs (x3)
Dedicated arts center/community center
(x3)
Restaurants (x2)
Event/Festival Facility (x2)
Recharging electric vehicles (Evolve
Kentucky) (x2)
Food delivery (Kroger) (x2)
Road development 30/421/75 (x2)
Location to I-75
For more business to come to the county
Restaurants
Grocery stores
Online Sales Opportunities
Drive in theatres
Build Ready with infrastructure in place
Community convention center with larger
parking capacity

Offer huge transportation program to regional sites
 Improvement to KY HWY 421
 Bike Lane on KY HWY 421 from HWY to parkway
 More vision oriented members connection initiatives
 Locally run website for tourist
 Hospitals and Medicare
 Training Future Leaders
 Internet
 County owned bus fleet for private use from several AirBnBs to attractions and travel packages
 Sports complex
 Industrial development
 Agritechnology
 Business cooperatives
 AppHarvest
 Bike Shop
 Camp ground
 Sustainable Tourism Commission and paid tourism director
 Community centers

Threats

Natural Capital:

Out of state buying property (x4)
 Global warming/Climate Change (x2)
 Impact on our environment
 Endangered species
 Forest sources
 Stream pristine
 Lack of renewable energy
 Pollution
 Garbage from industrial companies

Cultural Capital:

Negative stigma toward JC from surrounding counties (x2)
 Negative outside influence to our culture (x2)
 Balancing growth and industry to the culture and current low-key charm
 Balance of new and old traditions
 Community respect
 Growing too big like pigeon forge
 People that don't have the best interest of Jackson County in mind

Human Capital:

Youth leaving due to jobs (x5)
 Technology Changes
 Athletics
 Loss of Young Leaders
 Population loss
 Decrease in population

Built Capital:

Lack of infrastructure (x2)
 Road Funding
 Lack of drinking water
 Lack of restaurants
 Growth without appropriate infrastructure
 Social Capital:
 Increase in Crime and New Drugs (x9)
 Too many services being provided from the outside (x3)
 Stigma of uneducated people
 Continued lack of progressive thinking
 Guns/shootings
 School shooting spree
 Internet effects on young people and adults
 New people moving and bringing in more drugs into the county
 Stigma from outside
 Other counties are overshadowing us (more marketing)
 Large investors may put Jackson companies out of business
 Tourism being seasonal and we must be unique or else it falls through: one-trick pony
 Losing our land to corp
 Big store/online store mentality

Political Capital:

Federal government owns too much land in Jackson County (x2)
 Not as many police officers
 Government giving free phones to drug users
 Single serve alcohol minimum
 Alcohol sales
 Development under planned or over planned
 Political upheaval
 Government functions have been moved out of county. This may lead to dissolution of county

Financial Capital:

Outside Investors coming in without the same vision for community due to not having ties (x3)
Downturn in economy (x3)
Land cost (x3)
Homelessness (x2)
Future pandemic (x2)
Wages out of county (x2)
Inflation (x2)

High Price of Land
Inflation
Surrounding counties pay high wages
Larger companies
Companies not wanting to come to our town
Exit of wealth
Higher wage rates outside of county taking our work force

Most Important Development Opportunity

Natural Capital:

Southern Jackson County
Tourism = Natural Resources

Cultural Capital:

Balance growth with desired culture (1)
Out of the Box education
Pride in self/community

Human Capital:

Our children the future leaders (3)
Creating vocational education for “at home” employment (2)
Expanding vocational and trade skills education (2)

Social Capital:

Tourism promotion (4)
Create extensive marketing strategy for each type of opportunity (3)
Continued unity meetings – more community meetings – community center and coordinator (2)
People getting together and making the opportunity happen
Boys and girls afterschool programs
Saying less, doing more

Political Capital:

Incentives for remote workforce
Smart leadership
Leadership focus (one goal) working together

Financial Capital:

Tourism (14)
Small business and investment incubator/tourism entrepreneurial growth (12)
Grant Writer (2)

Built Capital:

Big Event Center for large events like 2,000-10,000 people (5)
Around HWY 30 (3)

Take full advantage of our internet for marketing and remote learning/teaching opportunities (2)
New US 421 from Richmond to Manchester (2)
Develop a sustainable tourism base/paid tourism directors (1)
Central cultural center – business incubator -large parking capacity (1)
Infrastructure Improvement
More restaurants (possibly brewery)
Expand the jail = focus on green energy = community reely program
Increase infrastructure
Large event center for tourism events, music, art, and sports events
Showcase for regional art
Hospital
Investment from an Agricultural tech company
Nice respectful family restaurant or (two or three)

Biggest/Most Important Community Need to Address

Natural Capital:

To Clean up Abandon Properties (Trash) (3)
Developing a sustainable tourism base (2)
Agriculture

Cultural Capital:

Community Pride (4)
Focus on maintaining and growing our sense of community (family)

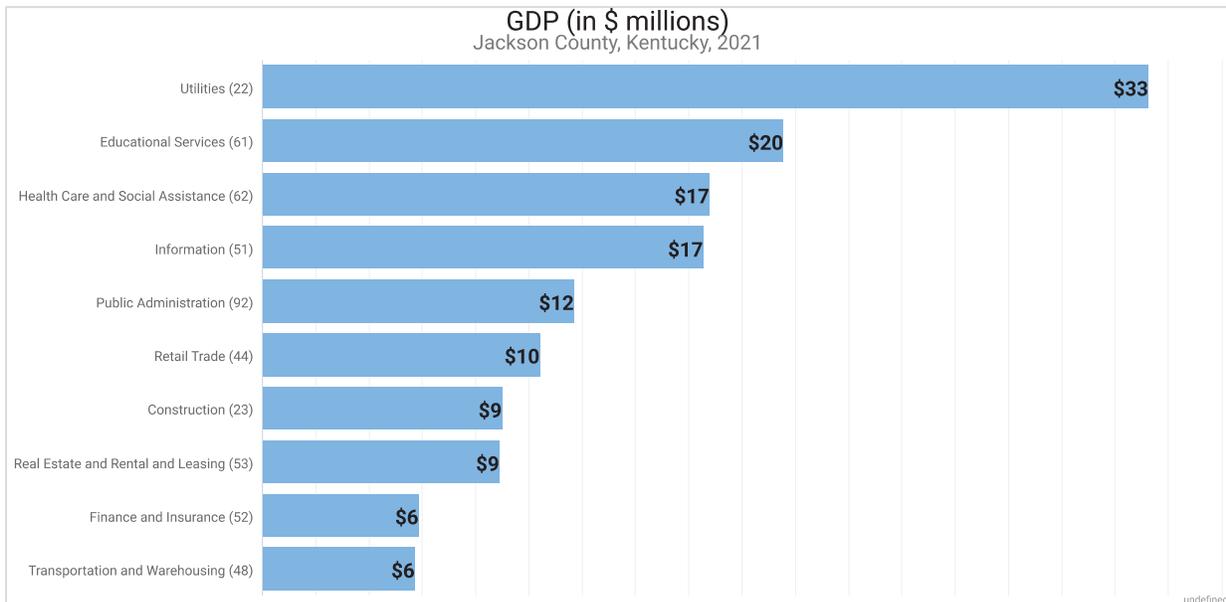
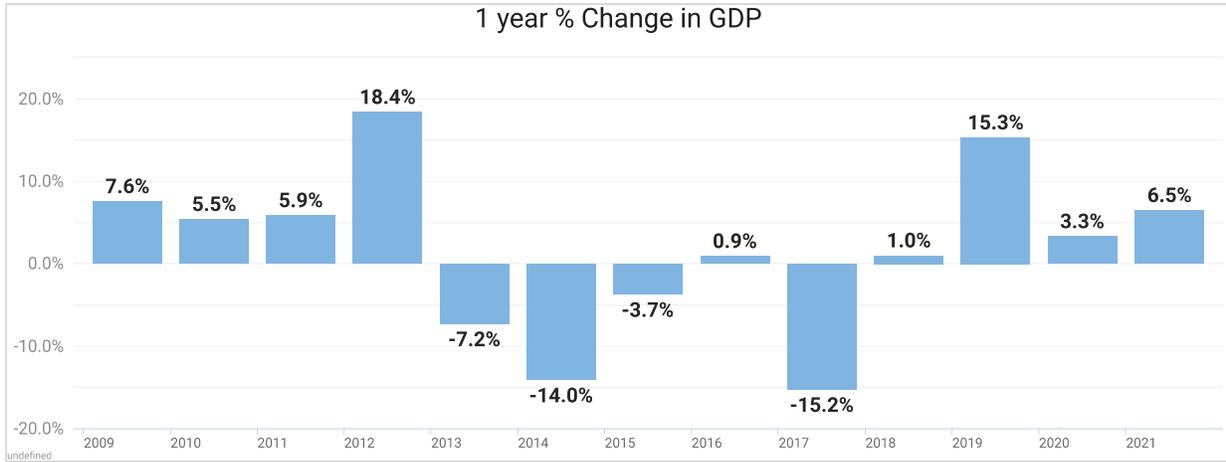
Human Capital:

Small Business Help (13)
Providing opportunities for young people to support families and create generational wealth (10)
Positive and viable productive outlet for young teens and youth in the community (2)
Retaining young people
Paid Person for Tourism, Econ Dev., Grant Writing,

Social Capital:

Marketing and Selling Jackson County Community (4)
Community buy-in to want to grow and develop. (2)
Balancing the technology movers and shakers with the campers and resistant cultural people
[Both groups compromising and working together] (2)
Equality
Life skills and empowerment
Positive self-image that transfers to others
Inspiring Improved Ways of Life
Drugs
Provide socioeconomic opportunities to nourish health and growth of the community
Marketing
A county website worthy of fiberoptic PRTC

Jackson County, Kentucky
 Gross Domestic Product
Chmura, 2022



Label	Total		Below poverty level		Percent below poverty level	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
POVERTY						
Population for whom poverty status is determined	13,225	±58	4,102	±785	31.0%	±6.0
AGE						
Under 18 years	2,943	±59	981	±335	33.3%	±11.4
Under 5 years	808	±45	319	±130	39.5%	±16.8
5 to 17 years	2,135	±39	662	±291	31.0%	±13.5
18 to 64 years	7,990	±74	2,505	±586	31.4%	±7.3
18 to 34 years	2,436	±28	1,016	±286	41.7%	±11.8
35 to 64 years	5,554	±76	1,489	±395	26.8%	±7.1
60 years and over	3,398	±177	838	±236	24.7%	±6.9
65 years and over	2,292	±52	616	±186	26.9%	±8.0
SEX						
Male	6,560	±77	2,080	±439	31.7%	±6.7
Female	6,665	±77	2,022	±424	30.3%	±6.4
RACE AND HISPANIC OR LATINO ORIGIN						
White alone	12,963	±64	4,048	±785	31.2%	±6.1
Black or African American alone	29	±40	10	±25	34.5%	±64.0
American Indian and Alaska Native alone	0	±19	0	±19	-	**
Asian alone	0	±19	0	±19	-	**
Native Hawaiian and Other Pacific Islander alone	0	±19	0	±19	-	**
Some other race alone	0	±19	0	±19	-	**
Two or more races	233	±48	44	±49	18.9%	±21.6
Hispanic or Latino origin (of any race)	26	±34	9	±17	34.6%	±56.4
White alone, not Hispanic or Latino	12,946	±57	4,048	±785	31.3%	±6.1

Label	Total		Below poverty level		Percent below poverty level	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
EDUCATIONAL ATTAINMENT						
Population 25 years and over	9,345	±158	2,809	±558	30.1%	±5.8
Less than high school graduate	2,580	±404	1,276	±349	49.5%	±9.8
High school graduate (includes equivalency)	4,196	±410	1,046	±265	24.9%	±6.5
Some college, associate's degree	1,621	±280	437	±210	27.0%	±11.3
Bachelor's degree or higher	948	±260	50	±52	5.3%	±5.4
EMPLOYMENT STATUS						
Civilian labor force 16 years and over	4,304	±473	637	±203	14.8%	±5.1
Employed	4,033	±487	433	±183	10.7%	±4.7
Male	2,287	±278	254	±129	11.1%	±5.7
Female	1,746	±313	179	±93	10.3%	±5.3
Unemployed	271	±141	204	±113	75.3%	±18.1
Male	171	±105	113	±92	66.1%	±32.1
Female	100	±72	91	±71	91.0%	±17.1
WORK EXPERIENCE						
Population 16 years and over	10,624	±105	3,216	±620	30.3%	±5.8
Worked full-time, year-round in the past 12 months	3,034	±493	59	±51	1.9%	±1.7
Worked part-time or part-year in the past 12 months	1,647	±330	671	±298	40.7%	±14.4
Did not work	5,943	±457	2,486	±522	41.8%	±7.0
INCOME						
All individuals with income below the following poverty ratios:						
50% of poverty level	1,544	±497	(X)	(X)	(X)	(X)
125% of poverty level	4,834	±811	(X)	(X)	(X)	(X)
150% of poverty level	5,425	±881	(X)	(X)	(X)	(X)
185% of poverty level	6,543	±867	(X)	(X)	(X)	(X)
200% of poverty level	6,893	±873	(X)	(X)	(X)	(X)
300% of poverty level	9,610	±777	(X)	(X)	(X)	(X)
400% of poverty level	11,619	±552	(X)	(X)	(X)	(X)
500% of poverty level	12,284	±416	(X)	(X)	(X)	(X)

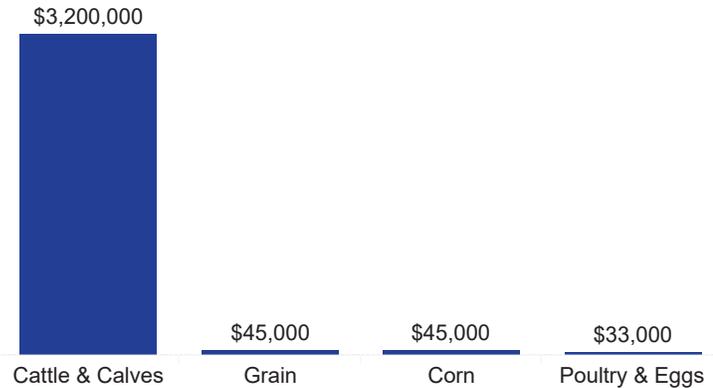
CEDIK Ag and Food Profile

Select County Jackson

Farm Economics

	County (\$)	KY (\$1,000s)
Total Value of Farm Land & Buildings	\$321,560	\$48,847,607
Total Income from Farm Operations	\$431,000	\$418,807
Total Value of Crop Sales	\$2,023,000	\$2,541,086
Total Value of Animal Sales	\$3,724,000	\$3,196,834
Total Income From Agritourism & Rec. Serv.	\$0	\$17,013

Top Sales by Type

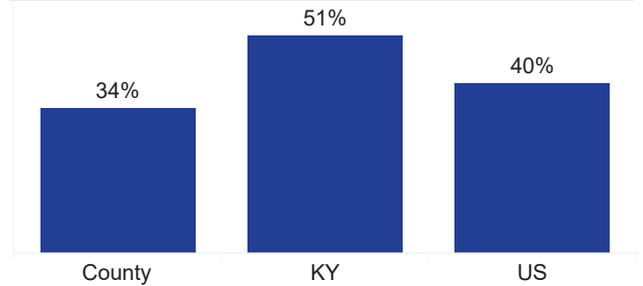


Farm Operations & Workforce

Total Farm Operations	551
Percent Fully Owned*	72%
Percent Female Operators	34%
Percent with Internet Access	74%
Total Number of Hired Workers	266
Total Number of Unpaid Workers	639

* does not include Part Owned or Tenant

Total Land in Farms (%)

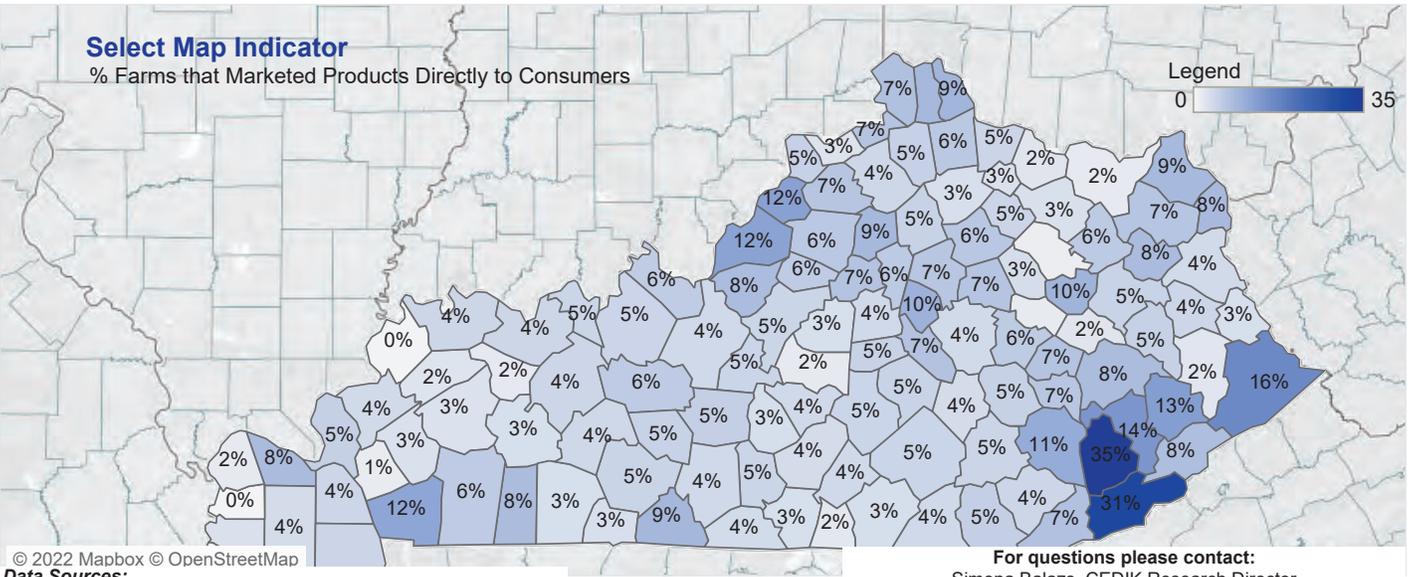
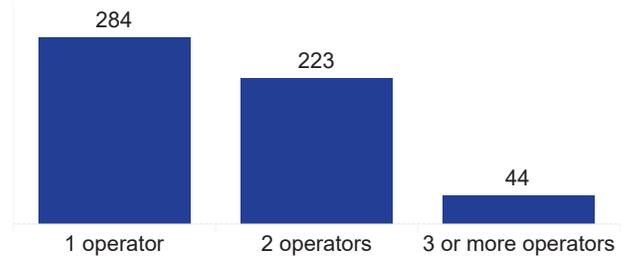


Total Farms by

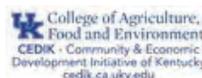
Acreage	Number	Percent
Less than 50 acres	202	37%
50 - 500 acres	319	58%
More than 500 acres	30	5%

Sales	Number	Percent
Less than \$10K	421	76%
\$10K - \$50K	105	19%
More than \$50K	25	5%

Operators/Producers



- © 2022 Mapbox © OpenStreetMap
Data Sources:
 1. USDA/ NASS, 2017 Census of Agriculture, <https://www.nass.usda.gov/AgCensus>
 2. USDA/ERS, 2017 Food Atlas, <https://www.ers.usda.gov/foodatlas/>



For questions please contact:
 Simona Balazs, CEDIK Research Director
 email: simona.balazs@uky.edu/ phone: 859 218 5764

Special thanks:
 Joe Kerckmar, CEDIK Research Analyst

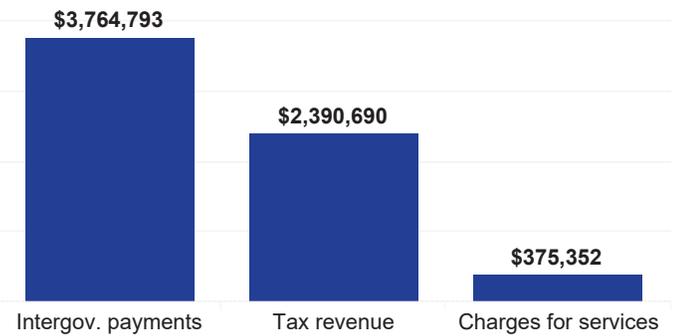
County Budget & Weather Disaster Profiles (Revised)

Select County
Jackson

County Budget Indicators

2018 Population Estimates	13,442
2018 Total Tax Revenue	\$2,390,690
2008-2018 Change in Population	0%
2008-2018 Change in Total Revenues	-11%
2008-2018 Change in Total Spending	0%

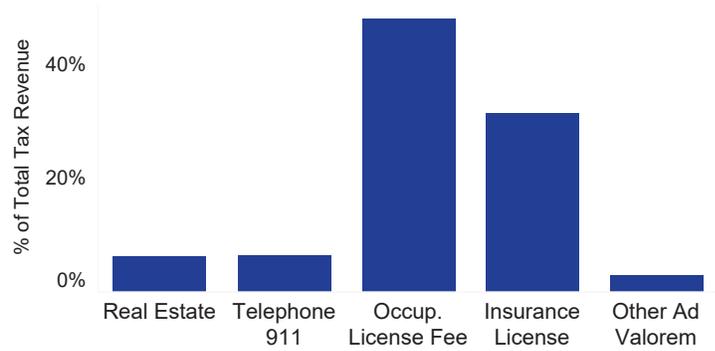
2018 Top 3 County Revenue Sources



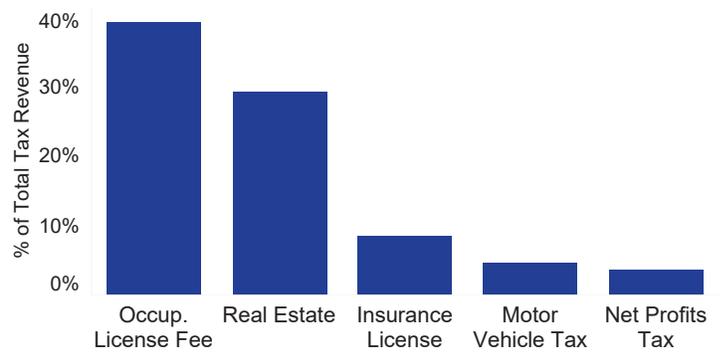
County Weather Disaster Indicators

2008-2018 Number of FEMA Disasters	7
2008-2018 Average PC Damage (2009 real \$)	\$455
Total FEMA Approved Damage, of which:	\$350,826
Roads and Bridges	\$277,926
Debris Removal	\$46,374
Public Buildings	\$0

2018 Top 5 County TAX Revenues



2018 Top 5 State TAX Revenues*

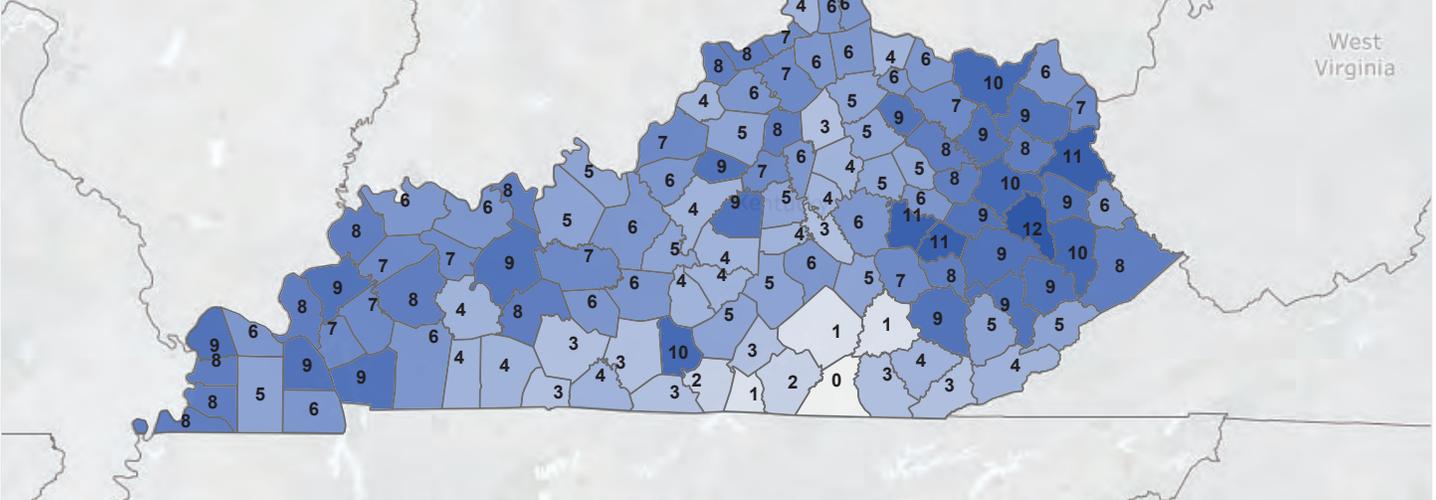


* State total tax revenue does not include Fayette and Jefferson counties, due to budgeting differences.

* Not all counties levy all taxes. For additional information please refer back to the website.

Select Map Indicator

2008-2018 Number of FEMA disasters



College of Agriculture,
Food and Environment
Kentucky and Economic Development Publications of Kentucky

For questions please contact:
Simona Balazs, Research Director CEDIK
email: simona.balazs@uky.edu / phone: 859-218-5764

Data Sources:

1. Federal Emergency Management Agency (FEMA), <https://www.fema.gov/>
2. KY Department for Local Government, https://kydlqweb.ky.gov/Counties/16_CountyHome.cfm
3. National Oceanic and Atmospheric Administration (NOAA), <https://www.noaa.gov/>

Special thanks:
Joe Kerckmar, Research Associate CEDIK
Lucas Taulbee, Graduate Research Assistant CEDIK

2017 DIGITAL DIVIDE PROFILE

62.44

Digital Divide
Index Score

Jackson, Kentucky

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic score both in a 0 to 100 range as well contribute to the overall DDI. Listed below each score are the indicators used.

39.34

Infrastructure/Adoption Score

If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.



0.0%

of people without access to fixed broadband of at least 25 Mbps down and 3 Mbps up



37.7%

of households with no internet access (not subscribing)



27.5%

of households without a computing device



1,000

median maximum advertised download speed in Mbps



1,000

median maximum advertised upload speed in Mbps

81.19

Socioeconomic Score

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology.



15.8%

population ages 65 and older



33.0%

of individuals in poverty



25.7%

ages 25 and older with less than a high school degree



31.3%

noninstitutionalized civilian population with a disability

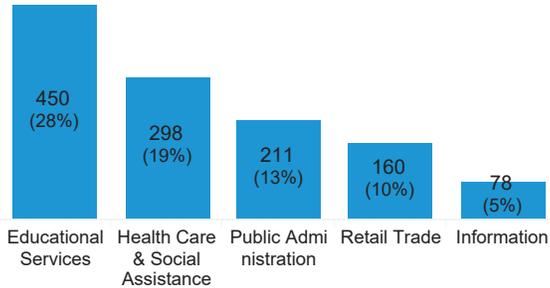
CEDIK Economic Data Profile

Location

Jackson County

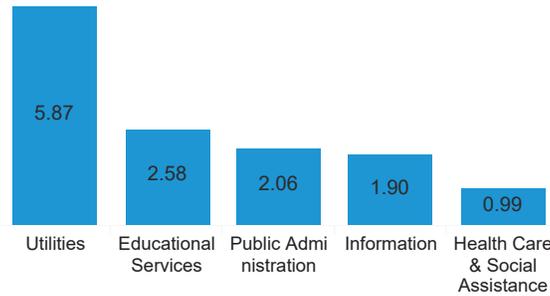
2019 Employment*

Top 5 industries (# jobs)



2019 Location Quotient*

Top 5 industries (LQ)



If LQ>1, then the industry is more concentrated in the county as compared to the national average and vice-versa.

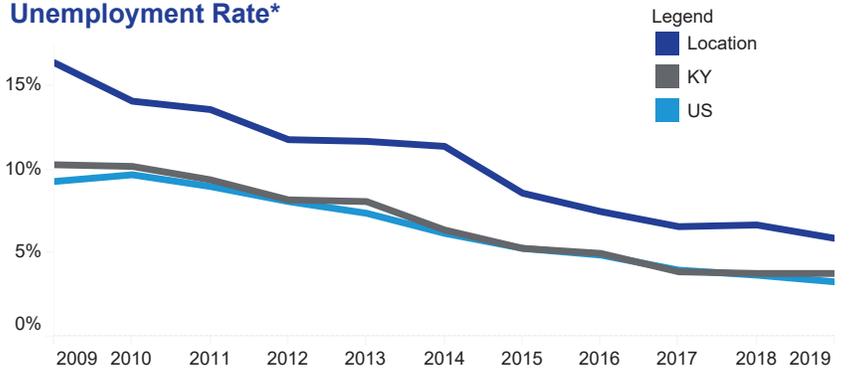
Demographic Indicators*

Indicator Name	County	KY	US
2019 Population	13,486	4,492,626	329,537,430
2019 Labor Force	4,616	2,088,173	165,431,597
2019 Labor Force (%)	43%	59%	63%
2019 Commute Time (minutes)	29	23	26
2019 Median Household Income	\$32,055	\$46,535	\$57,652
2019 Population in Poverty (%)	33%	18%	15%

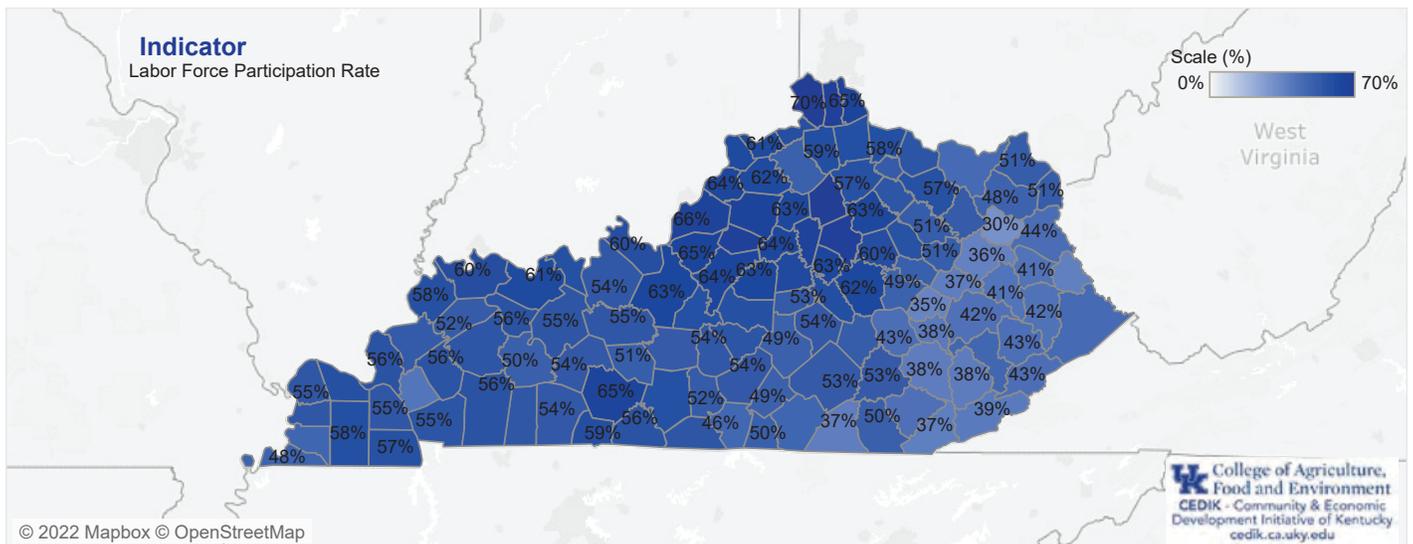
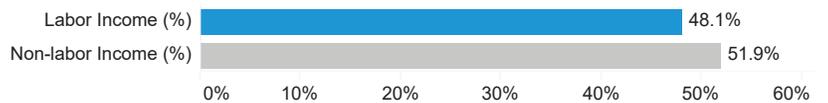
Jobs Overview*

Indicator Name	County	KY	US
2009 Total Jobs	2,178	1,726,701	130,118,265
2019 Total Jobs	1,601	1,897,497	147,886,638
2029 Total Jobs	1,559	1,958,748	155,875,298
2009-2019 Change (%)	-27%	10%	14%
2019-2029 Change (%)	-3%	3%	5%

Unemployment Rate*



2018 Personal Income**



Data Sources:

*JobsEQ, 2019; **BEA, 2018

For questions, contact **Simona Balazs**, CEDIK Research Director, at (859) 218-5764 or simona.balazs@uky.edu. Special thanks to Joe Kercksmar, CEDIK Research Analyst, for his work on the data.

CEDIK County Healthcare* Profile

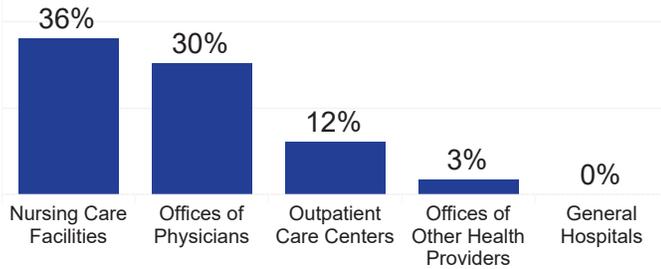
Select Location

Jackson

* The Healthcare Industry includes Healthcare Services, Hospitals, Nursing & Residential Care Facilities. It does not include Social Assistance and Health Departments.

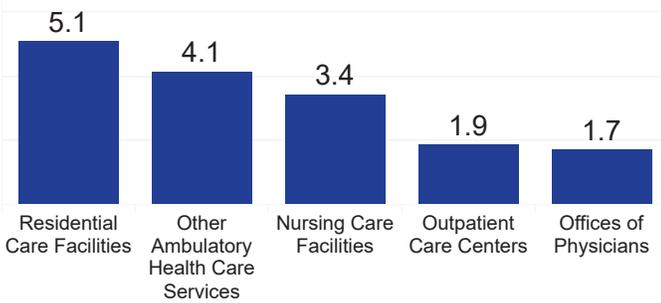
2019 Healthcare Employment

Top 5 Subsectors



2019 Healthcare Location Quotient (LQ)

Top 5 Subsectors



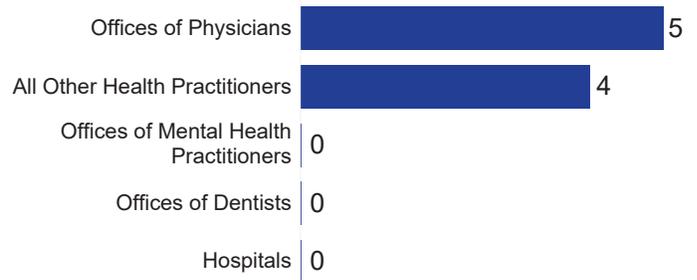
If the LQ>1, then the healthcare employment for the subsector is more concentrated in the area as compared to the nation. Conversely if the LQ is less than one.

2019 Healthcare Industry Characteristics

	County	KY
Healthcare Employment	219	241,307
Percent Healthcare Emp. of Total	10%	12%
Average Healthcare Wages	\$33,758	\$55,721
Median Healthcare Wages	\$34,600	\$47,000
Percent Healthcare GDP of Total	7%	10%
5-years Change in Healthcare Emp.	-17%	8%

2019 Healthcare Providers

Number of Establishments



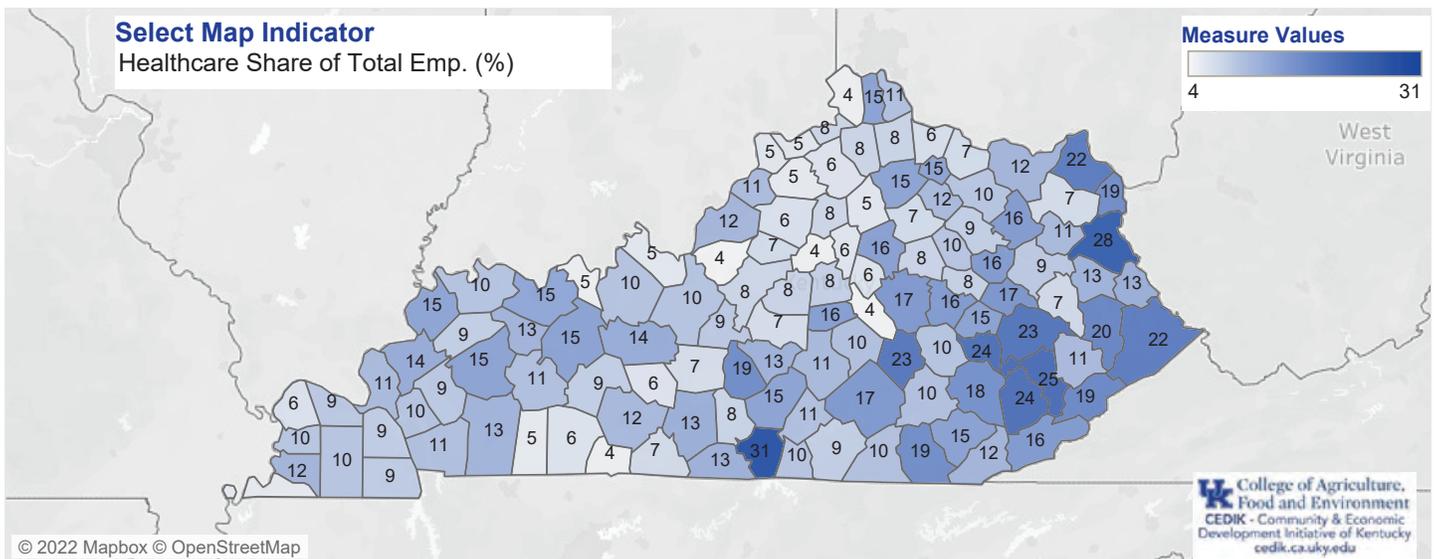
2019 Health Indicators

	County	KY
Percent Physically Inactive	34%	29%
Percent Obese	38%	34%
Percent Smokers	28%	25%
Percent Uninsured	8%	6%
Percent Limited Access	0%	6%

Select Map Indicator

Healthcare Share of Total Emp. (%)

Measure Values



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College of Agriculture,
Food and Environment
CEDIK - Community & Economic
Development Initiative of Kentucky
cedik.ca.uky.edu

Data Sources:

1. County Health Ranking, 2019, <https://www.countyhealthrankings.org/>
2. Chmura/Jobseq 2019, <http://www.chmuraecon.com/jobseq/>

For questions, please contact **Simona Balazs**, CEDIK Research Director, at (859) 218-5764 or simona.balazs@uky.edu.

County Housing Profile

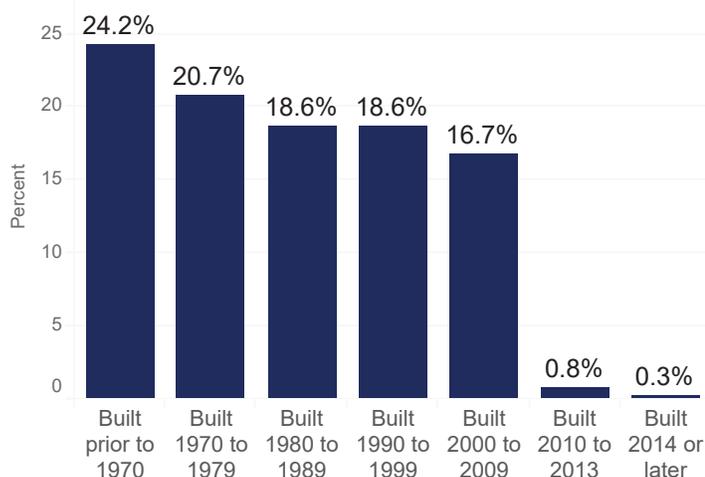
Select County

Jackson

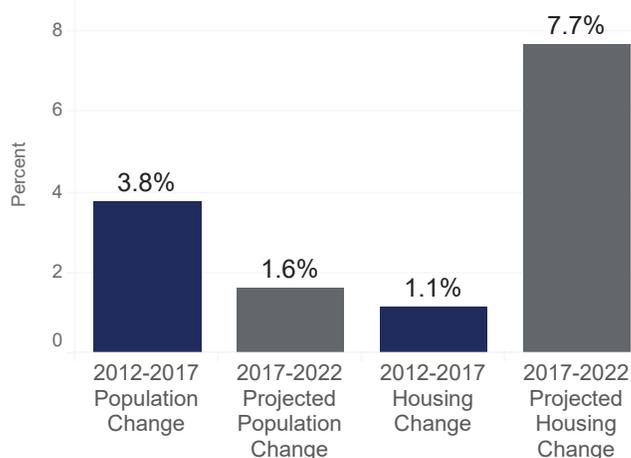
Housing Characteristics

2017 Total housing units	6,587
2017 Owner-occupied housing units	62%
2017 Renter-occupied housing units	21%
2017 Homeowner vacancy rate	1%
2017 Rental vacancy rate	8%
2017 Other vacant housing units	8%

Housing by Year Built



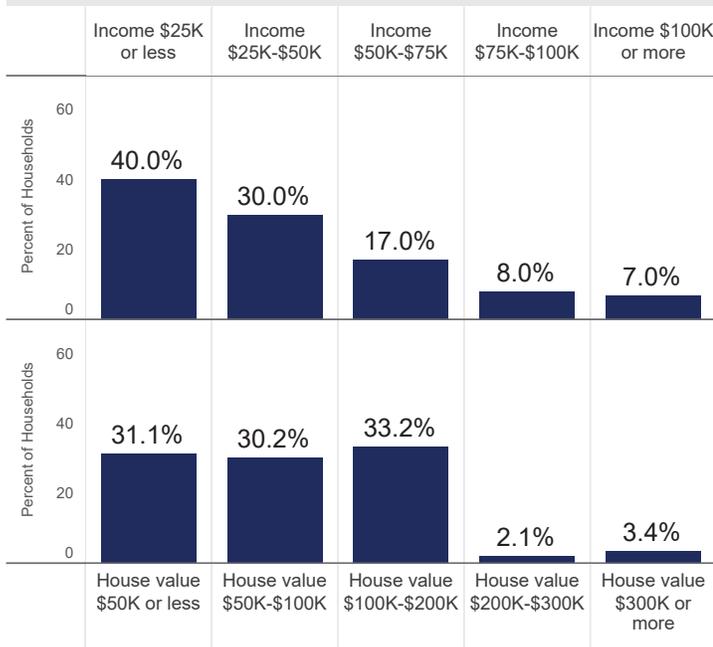
Current & Projected Population & Housing Change



Owner-occupied Housing Characteristics

2017 Owner-occupied housing units	4,065
2017 Average annual mortgage interest	\$1,614
2017 Average annual mortgage principal	\$894
2017 Average annual property taxes	\$940
2017 Households with a mortgage	45%
2017 Housing burden (owner costs >30% of income)	28%

Household Income vs. Housing Value



Renter-occupied Housing Characteristics

2017 Median monthly rent	\$527
2017 Rent \$500 or less	44%
2017 Rent \$500 to \$999	52%
2017 Rent \$1,000 or more	4%
2017 Housing burden (rent costs >30% of income)	40%

People Commuting to Work in the County

2017 Total in-commuters	681
2017 In-commuters with income \$15K or less	19%
2017 In-commuters with income \$15K-\$40K	50%
2017 In-commuters with income \$40K or more	32%

Data sources:

1. US Census/ 2013-2017 American Consumer Survey (ACS)
2. US Census/ 2017 OnTheMap
3. ESRI/ 2017 Business Analyst



For questions please contact:
 Simona Balazs, CEDIK Research Director
 email: simona.balazs@uky.edu / phone: 859-218-5764

Special thanks:
 Joe Kerckmar, CEDIK Research Analyst

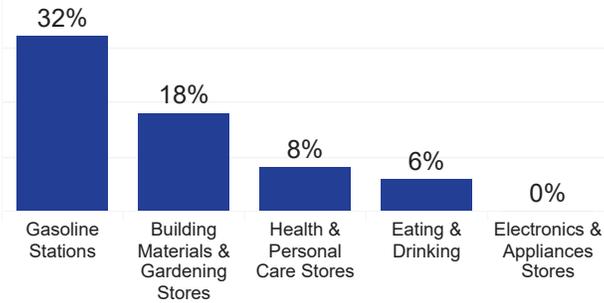
CEDIK County Retail Profile

Location

Jackson County

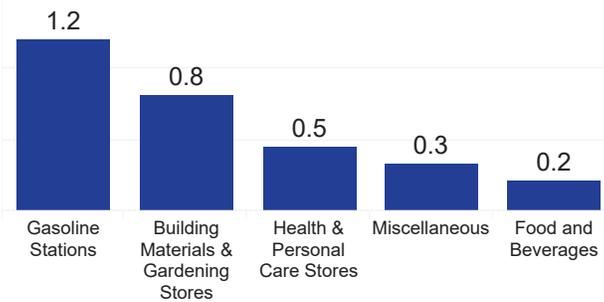
Retail Employment***

Top 5 Subsectors



Retail Pull Factors (PF)***

Top 5 Subsectors



If the PF>1, then the retail subsector is attracting shoppers from outside county and/or local residents spend on average more on retail than the state residents. Conversely if the PF is less than one.

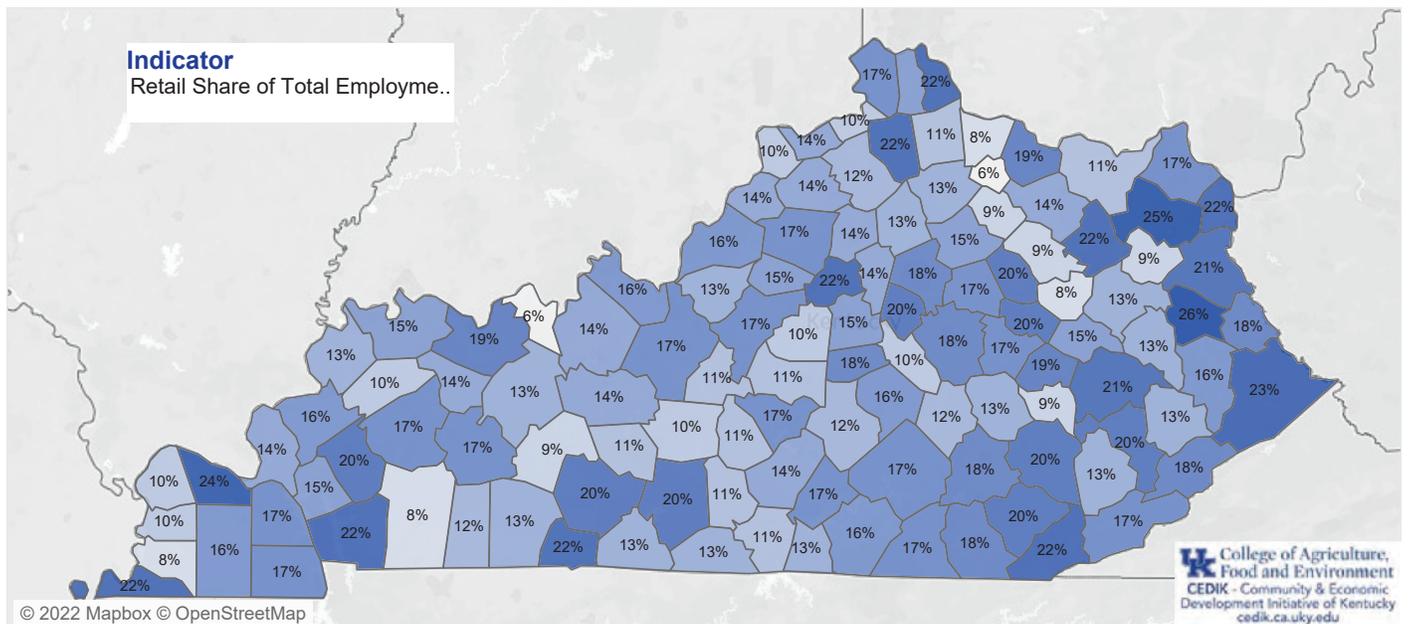
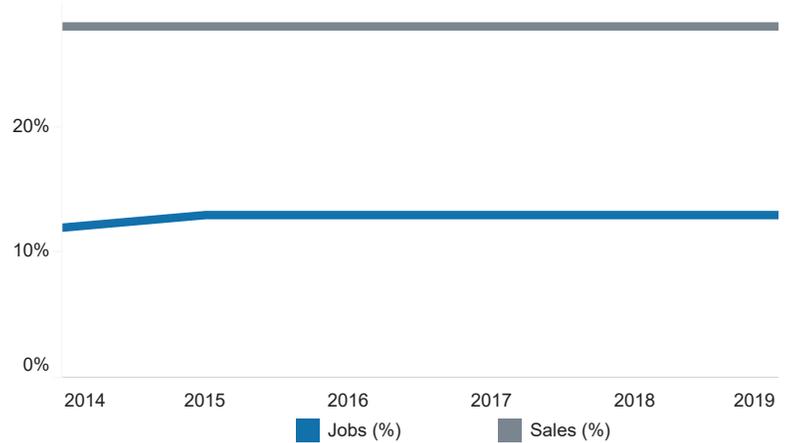
Retail Industry Characteristics

Indicator Name	County	KY
Total Retail Employment***	492.0	210,621.5
Percent Retail Employment out of Total Employment***	13.0%	21.0%
Percent Change in Retail Employment (2014-2019)***	0.1%	0.4%
Percent Change in Retail Sales (2014-2019)***	0.0%	0.4%
Number of Retail Establishments*	36.0	23,252.0
Retail Establishments per 1,000 people*	3.0	5.0

Retail Employment and Earnings by Age Group**

Age Group	Employment	Average Annual Earnings
< 24 years old	63	\$10,889
24 - 54 years old	120	\$26,503
> 55 years old	41	\$20,078

Percent Retail Jobs and Sales of Total***



Data Sources:

- * Chmura/Jobseq 2019, <http://www.chmuraecon.com/jobseq/>
 - ** U.S. Census/QWI, 2018, <https://qwiexplorer.ces.census.gov/static/explore.html#x=0&q=0>
 - *** Woods & Poole Economics, 2019 estimates, <https://www.woodsandpoole.com/>
- Woods & Poole data for the Retail Sector include Eating and Drinking places.

For questions, contact **Simona Balazs**, CEDIK Research Director, at (859) 218-5764 or simona.balazs@uky.edu.
Special thanks to Joe Kerckmar, CEDIK Research Analyst.

CEDIK County Small Business Profile

Select County
Jackson

2018 Small Business Characteristics

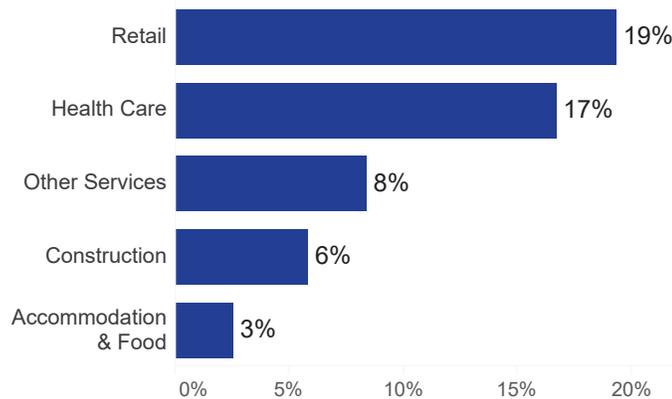
Indicator	County	Kentucky
Total Jobs	3,290	2,223,291
Jobs Gained	496	406,032
Jobs Lost	362	289,934
Sales per Business	\$611,940	\$2,149,000
Sales per Employee	\$74,772	\$200,000

Small Business Definition

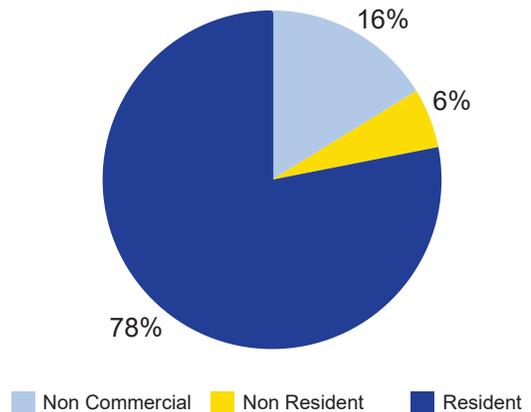
Small businesses are establishments that have between zero (owner-operated) to 500 employees. According to the U.S. Small Business Administration a majority of businesses in U.S. are small businesses, accounting for 47.3% of employment, in 2019.

(Source: US Small Business Administration/Office of Advocacy, <https://advocacy.sba.gov/>)

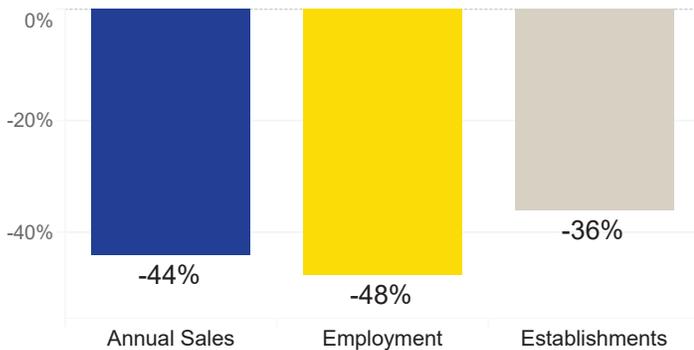
Top 5 Industries 2018 Small Business Employment



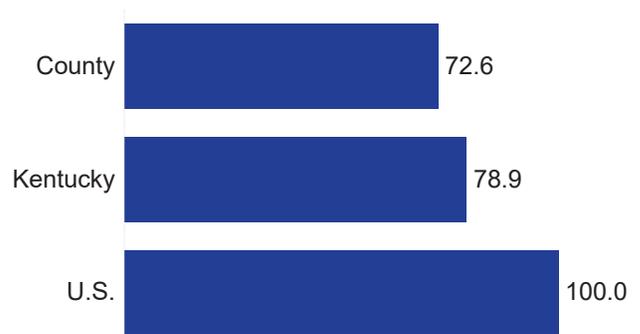
2018 Percent Small Businesses by Type



2013-2018 Percent Change



2016 Innovation Index



2013-2018 Percent Change by Employment Size

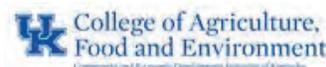
Self Employed	-12.1%
2-9 Employees	-26.4%
10-99 Employees	5.5%
100-499 Employees	86.7%

2017 Incorporated & Unincorporated Businesses

	Incorporated Firms	Unincorporated Firms
Total Employment	0	358
Employment Male		83.0%
Employment Female		17.0%
Earnings Male		\$14,721
Earnings Female		\$12,950

Data Sources:

1. BLS/QCEW, 2018 <https://www.bls.gov/cew/>
2. Statsamerica.org, 2016, <http://statsamerica.org/innovationindex/Default.aspx>
3. US Census/2013-2017 ACS, <https://www.census.gov/programs-surveys/acs/about.html>
4. YourEconomy.org, 2018, <https://youreconomy.org/>



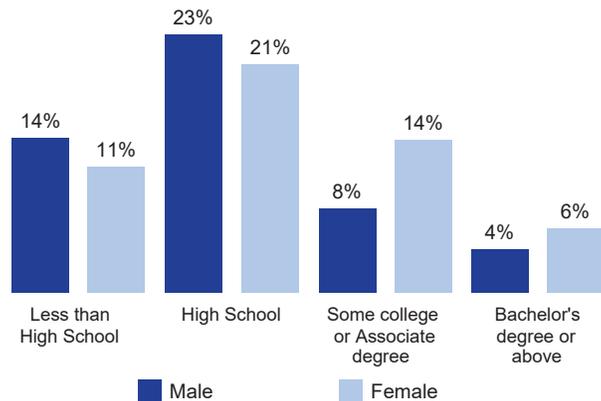
For details on this profile, please contact
Simona Balazs, CEDIK Research Director
Email: simona.balazs@uky.edu | Phone: 859-218 5764

Special thanks to Joe Kerckmar, CEDIK Research Analyst

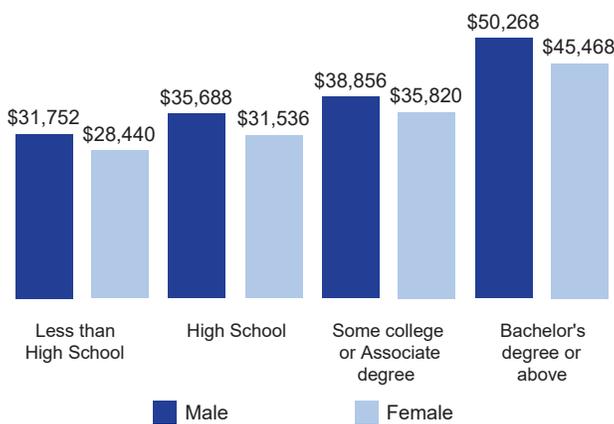
CEDIK Workforce Data Profile

Select County
Jackson

Workforce by Education & Gender



Workforce by Education & Earnings



Commuting to Work Characteristics

Indicator	Count
People living & working in the county	831
People living in the county, but working outside	2,824
People living outside, but working in the county	681

Top 5 Counties People Commute From/To

In-commuters	Out-commuters
Madison County, KY	Laurel County, KY
Laurel County, KY	Madison County, KY
Clay County, KY	Fayette County, KY
Estill County, KY	Clay County, KY
Owsley County, KY	Jefferson County, KY

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Special thanks to Joe Kercksmar, CEDIK Data Analyst

Data sources:

- Chmura/Jobseq, 2019 <http://www.chmuraecon.com/jobseq/>
- U.S. Census/QWI, 2017 <https://qwexplorer.ces.census.gov/static/explore.html>
- U.S. Census/OnTheMap, 2017 <https://onthemap.ces.census.gov/>



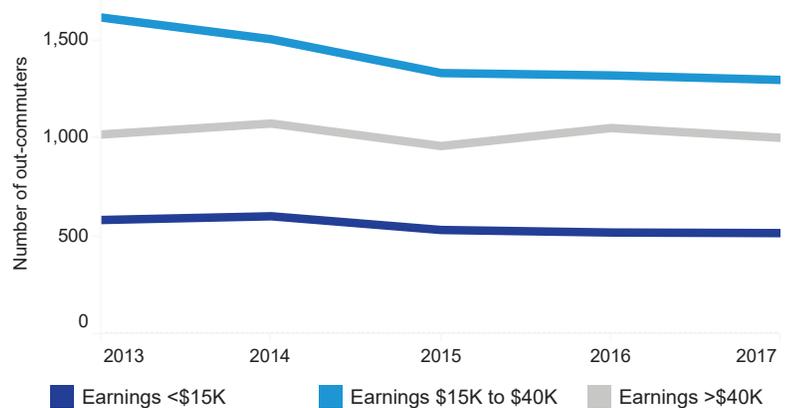
Area Employment for KY Top 10 Occupations

Occupation	County Empl.	5 Years Change	ADD	Kentucky
Office & Admin. Support	242	-17%	11,572	284,110
Sales & Related	112	-7%	7,275	181,801
Transportation & Material Moving	67	-29%	6,688	179,768
Production	75	-51%	5,265	179,370
Food Prep. & Serving Related	91	-17%	7,034	178,416
Healthcare Practitioners & Technical	107	-6%	5,736	124,718
Education, Training, & Library	288	4%	5,515	98,817
Management	80	-20%	2,788	90,267
Installation, Maintenance, & Repair	75	-33%	2,758	84,827
Business & Financial Operations	49	-17%	1,861	79,404

Employment & Average Annual Earnings by Age

Age	Employment	Average Earnings
14 -21 years old	101	\$12,952
22 - 34 years old	372	\$31,687
35 - 44 years old	392	\$42,960
45 - 54 years old	435	\$46,296
55 - 64 years old	267	\$43,404
65 and over years old	100	\$36,108

Number of Out-commuters by Earnings



Number of Out-commuters by Industry

