

the
BG 2050
INITIATIVE

THIS IS HOW WE BUILD THE **BG** WE BELIEVE IN.

Presented to Warren County Fiscal Court
April 30, 2026

why **BG 2050?**

OUR PRESSING PROBLEM

By 2050, Warren County's population is projected to be 233,000 — expanding by another City of Bowling Green over the next 25 years.

Warren County Judge Executive Doug Gorman took office at the beginning of 2023. Studying data from the U.S. Census Bureau and elsewhere, Judge Executive Gorman saw not only that the region had been experiencing consistent growth for decades, but that the compounding of Warren County's increase in population meant that the next period of expansion would be even more pronounced. Take, for instance, the fact that 2026 Census research shows Warren County is the fastest-growing county in the state, growing 11% from 2020 to 2025, with a population of around 150,000 residents at 2025's end. Further research from the Bowling Green Area Chamber of Commerce has projected Warren County's 2050 population at 233,000—expanding in population by another City of Bowling Green over the next 25 years. Drawing on the civic imagination process developed at the University of Southern California, the BG 2050 initiative was designed as an ongoing, iterative process to respond to that challenge, utilizing a tailored civic imagination approach.

THE CIVIC IMAGINATION APPROACH

You can't build something if you don't imagine it first.

To realize the full potential of our communities, build on our past, and chart paths forward, we all must be able to imagine where we want to go. Responding to this imperative, the civic Imagination approach refers to methods that activate people's visions for what a better tomorrow might look like as a crucial first step to connecting with others and taking action to achieve real-world goals.

Specifically, the **Civic Imagination** enables organizations and communities to:

- Find consensus for the future while respecting collective histories
- Develop realistic paths forward and map out how to get there
- Help participants envision themselves along these paths
- Strengthen existing relationships across communities and sectors
- Build new interpersonal bonds and invite productive ideation
- Commit to building real-world places that people care about

The **Civic Imagination approach** recognizes that you can't build something if you don't imagine it first, that people want to build a future they can envision themselves and their families/communities in, and that people need invitations to encourage them to build that future together. The BG 2050 initiative was built on these principles.

THE BG 2050 INITIATIVE

Starting with a one-day “civic imagination” workshop on the Future of Bowling Green and Warren County, organized by Warren County government, BG 2050 is a living, ongoing, and collaborative process built around shared community values. It has created a structure for community leaders and residents to come together regularly to imagine, prepare for, and build future visions for the community.

This work has been led by volunteers in eight pillar groups:

- **Economic Development**
- **Housing**
- **Infrastructure**
- **Public Health**
- **Quality of Life**
- **Storytelling**
- **Talent Development**
- **Tourism**

These groups have collectively imagined the future of their place, discussed priorities based on our shared community values, incorporated widespread public feedback, and combined that into these shared recommendations for priority initiatives. What follows are the BG 2050 community's combined recommendations.

WHY BG 2050?

our TIMELINE

2023

SUMMER

CIVIC IMAGINATION WORKSHOP

40+ local leaders (public and private sector) joined a workshop to imagine Bowling Green & Warren County after doubling in size. Using civic imagination methods from USC, InnoEngine Founding Partner Sam Ford co-led the session with their Imagination Lead, Dr. Sangita Shresthova.

2024

SPRING - SUMMER

INITIATIVE FORMS, GROWS

In Spring 2024, the original workshop participants joined with new volunteers to flesh out the proposed structure for the **BG 2050** initiative. Across the Summer, InnoEngine worked with existing leaders to grow the group to around 100 peers.

2025

WINTER

EXPANDING THE CONVERSATION

InnoEngine supported Google Jigsaw in creating **What Could BG Be?** a month-long online conversation. Nearly 8,000 residents shared about 4,000 unique ideas for BG's future, using Computational Democracy Project's Polis. With more than a million votes on residents' ideas, it's been called the largest town hall in U.S. history.

2025

SUMMER - FALL

PILLAR GROUP SYNTHESIS

The BG 2050 groups dedicated time to reviewing the public feedback from **WCBGB?** as a team. Marrying the public dataset with each pillar group's internal brainstorming and analysis, they began formulating recommendations as a group.

2026

SPRING

FOUNDATIONAL PLAN FINALIZED

FALL/WINTER

23-24

BG 2050 IS BORN

Warren County government and the InnoEngine team leveraged insights from the workshop to create **BG 2050**, a massively multistakeholder initiative that unites community leaders to imagine the region's future, identify shared priorities, and recommend projects that align with community values alongside Bowling Green's rapid development, built on the civic imagination approach.

FALL

2024

GROUPS FORM INTO 8 "PILLARS"

Groups began meeting monthly in eight "pillar" areas:

- economic development
- talent development
- infrastructure
- public health
- housing
- quality of life
- storytelling
- tourism

SPRING

2025

WCBGB? REPORT PUBLISHED

Google Jigsaw's "Sensemaker" tool synthesized the community's input into a report with 12 topics and 70 subtopics. InnoEngine worked with data visualization engineers at Polygraph to design and publish the findings to the public.

WINTER

25-26

GROUPS SUBMIT REPORTS

Pillar group-level reports were submitted, and InnoEngine began working with steering committee members on synthesizing those recommendations.

our VISION

Our shared vision for the Bowling Green area in 2050 is of a region that has maintained and built on our strengths; that has retained our core values and culture; that really knows “who we are,” and that has taken ownership of our narrative to attract and retain those who are ready to roll up their sleeves and build something here. In the next 25 years, we seek to intentionally design and maintain a unique place that enhances our character and where we want to spend time, make memories, and see those we care about continue to thrive.

As we go through an intense expansion in our population over this period, we will do so in a way that happens **for us, not to us**—by imagining where we want to head and then working collaboratively to co-create that future. We will remain rooted in the traditions that make our region who we, preserving the natural features of our karst landscape and celebrating our history. At the same time, we will adapt to be even more true to our values and to transform what’s possible within and from the Bowling Green area, maintaining and enhancing our quality of life for all.

We will achieve this while **ensuring Bowling Green is a place people from all backgrounds can understand, navigate, plug into**, access resources within, and ultimately be empowered to help build, providing the potential for upward mobility and for the sustained prosperity that are the cornerstones of the “American Dream” in a place with the culture and character in which we all want to live.

our **VALUES**

Using an adaptive approach, the BG 2050 initiative distilled **seven characteristics** that we see as **shared values** that define our community and its identity. The goal is both to **preserve** and **intentionally cultivate** these values over the next 25 years.

1 **DESTINATION WORTHY**

We are a community that people come to on purpose, and with purpose. For decades, our county has grown by 1.5%-2% annually—adding to the people who choose to call the Bowling Green area home. That’s why we’ve been the consistently fastest growing county in Kentucky and nationally recognized for our growth. We want to continue to be a unique place with a culture that attracts and retains talented people to visit, to live, to work, and to spend time—and to become even more of a destination within the region and beyond.

2 **DYNAMIC**

Because of our long track record of consistent growth, the Bowling Green area has built a reputation for being a place that is constantly transforming and building on our strengths. Not content to “stand still,” our region invests in growing, expanding, and continuing to “punch above our weight” based on what people might expect from a town with our size and resources. That dynamism has been generated through collaboration, gumption, and tenacity—a community spirit we seek to maintain and grow over the next 25 years.

3 **WELCOMING**

Whether someone is visiting for the first time, coming here regularly, or moving here to pursue a new opportunity, Warren County’s culture will be evident to all. We will continue to maintain a spirit that greets people we don’t know and makes them feel at home through our natural landscape, our attractive towns and neighborhoods, and our hospitality.

4 FAMILY ORIENTED

The Bowling Green area seeks to be a great place to raise a family, and for families—our families from birth, and the families we forge—to gather, spend time together, and make memories. From our parks to our civic infrastructure to our schools, this is a region that cares about multigenerational relationships and collaboration. We want to continue to attract and retain families and to invest in our next generation of leaders—to attract talented people because this is the kind of place they want those they love to live in, and where they can live a quality life.

5 INCLUSIVE

We have been a place built on service leadership, making room for people from a wide range of backgrounds, of all ages, and with a wide range of perspectives—if they are ready to jump in to help lead and build. We want to continue to be a place where people can collaborate alongside their neighbors, all comfortable working with someone not just like them through their common passion for our place.

6 INNOVATIVE

Warren County has grown through our reliance on one another—a collaborative spirit where we figure out what our community needs and build solutions together. We want to continue imagining audacious things, and then working pragmatically and deliberately to achieve them. This will make our region known as the home for practical innovation. We will achieve this through learning from what's been tried in other places, but at the same time not feeling beholden only to what has been done before, as we build quality, sustainable solutions that address our challenge and realize our opportunities.

7 THRIVING

We want to be one of those communities where the American Dream is alive and well—where people can find their footing wherever they're at in their journey and know that they have significant room to grow and better their lives for themselves and their families. As we grow, we want to continue to ensure that all of us have the opportunity to not just survive but thrive in all aspects of our lives, that we are stewards of a vibrant natural environment as well, and that our community spirit remains strong.

from idea to initiative:

After the initial civic imagination workshop and report in 2023, Warren County worked with InnoEngine to create the BG 2050 Initiative to help us determine a future that happens for us, **to proactively plan that future**, and to begin to build on those plans to make them a reality.

After two years of collaboration, a community-wide online conversation with a million inputs, and deep consideration of community values and priorities, the BG 2050 initiative produced reports from each pillar group outlining recommendations and initiatives they'd like to see in the BG of 2050. The InnoEngine team synthesized the groups' recommendations, with guidance from our BG 2050 steering committee.

Nine priority initiatives emerged through analysis. Each initiative highlights areas where we can focus our energy, resources, and attention in the coming years.

presenting

OUR BG 2050 PRIORITY INITIATIVES



TELLING THE BOWLING GREEN AREA STORY WITH “ONENESS”

We need to invest in telling an overarching story of the Bowling Green area, a story that establishes our reputation with consistency across the region, the nation, and the globe. This will ensure that we live our values in what we do, that we articulate those values clearly, and that we attract people who share them. This overarching narrative needs to be intentionally coordinated, must be shown through the stories of the incredible leaders we have here, and should emphasize the broader story of our region beyond the city limits of Bowling Green itself.



MAKING THE REGION A DESTINATION FOR NEW TYPES OF TALENT

Our economy is diversifying, and our ever-closer proximity to the fast-growing Greater Nashville area gives us new ways to attract and grow companies in technology, in healthcare, in media and entertainment, and more—ensuring future generations will have a greater range of opportunities to build their career here, and to seek continued upward mobility while doing so. We will do this while maintaining our clear identity, values, and story. We will invest in concentrated programs to ensure that we attract the talent necessary to realize our expanded economic development potential.



CONNECTING AND INTENTIONALLY GROWING OUR INNOVATION SUPPORT INFRASTRUCTURE

Our region will invest in critical infrastructure to support the growth of scalable companies headquartered in the region through local policies to support entrepreneurs, the cultivation of risk capital for early-stage businesses, expanded spaces for these companies to have access to the resources and the technologies necessary to grow, the development of accelerator programs that support these companies' growth, and other programs that support founders in the region.



INVESTING IN A LIFETIME OF LEARNING: FROM EARLY CHILDHOOD THROUGH ADULTHOOD

For 2050, we seek to build a universal system for childcare and early childhood education in our region, academic approaches that are tailored to each learner's individual needs, a lifelong learning ecosystem that supports continued upskilling, a future-ready workforce academy that creates stackable education pathways, expanded initiatives for connecting students with the community outside classroom walls, and new programs for educational institutions to work with regional employers.



DESIGNING SPECIALIZED, INCLUSIVE CAREER PATHWAYS TO SUPPORT ALL OUR TALENT

Bowling Green will continue building concentrated career pathways into critical sectors like education, healthcare, advanced manufacturing, and construction. We will also tailor specific pathways for groups of residents in our area who may need specialized programs to reach their full potential. This includes second chance workforces, New Americans, students bridging from high school into the workforce, first generation college students, retirees looking to continue participating fractionally in the workforce, military veterans, and those entering the workforce after career gaps due to parenting or caregiving duties or significant health events.



SEEKING DYNAMIC LAND USE & INFRASTRUCTURE SOLUTIONS

The Bowling Green area will establish a nationally known approach for infrastructure planning with a master-planning “complete community” model that considers how we maintain and support our agricultural history and natural landscape. This model will invest in and preserve historic areas, design for the health and wellness of our residents, and support comprehensive solutions to our workforce transportation needs. It will also take innovative approaches to address the wide-ranging challenges and needs for housing demands for our significant projected growth by 2050.



BUILDING ON A WELCOMING QUALITY OF LIFE, FOR OUR RESIDENTS AND FOR OUR VISITORS

In the coming years, Bowling Green will invest in developing our riverfront, increasing and connecting our venues for live performances, establishing Bowling Green's place on the Bourbon Trail, building a larger convention center and hotel, creating a children's center or museum, and establishing a state-of-the-art indoor sports complex.



WEAVING WELLNESS INTO EVERY AREA OF OUR LIVES SO ALL OUR RESIDENTS THRIVE

Bowling Green/Warren County will put wellness infrastructure at the center of our work, considering health in all our policies. This will include a focus on encouraging healthy eating, combatting loneliness and social isolation, increasing the accessibility of healthcare, attracting expanded resources to the region, centralizing local health data, teaching mental health and coping skills (including digital and AI literacy), and taking a concentrated approach to combatting specific health crises that arise.



FOCUSING ON DELIBERATE 5-YEAR PLANS TO BUILD THE 2050 WE IMAGINE

We will only get to the Bowling Green of 2050 we imagine through incremental planning, execution, and evaluation of key initiatives. We recommend that the BG 2050 initiative continues through concentrated efforts along 5-year cycles (with one-year and three-year milestones) that turn into monitorable, measurable activity for which we can track performance metrics. This work will include looking toward other places with programs that we can learn from and will continue including critical community feedback loops, such as the What Could BG Be? initiative provided.



TELLING THE BOWLING GREEN AREA STORY WITH “ONENESS”

We need to invest in storytelling as a region. The stories we tell about ourselves—to ourselves, and to others—shape how current residents think about our place, where our young people think they can get involved as they become leaders, and who we attract here in the future. While individual communities within Warren County and the area—and individual organizations—will each have their own brand and messaging, this overarching story of who the Bowling Green area is ensures that we live our values in what we do, that we articulate those values clearly, and that we attract more folks who want to help us continue building the Bowling Green area in which we all want to live.

The right stories cultivate and strengthen our sense of civic pride, purpose, and engagement.

The BG 2050 leadership community seeks to maintain and **grow our coordination of the region's overarching branding and storytelling to align all our efforts for maximum impact.** We will maintain a simple, intentional process to connect our entities' messaging, marketing, and communication campaigns in support of showing our region's spirit of "oneness." This will help ensure that we tell our story consistently across tourism, economic development, quality of life, talent attraction, and more. It also helps strengthen visibility on one another's campaigns and encourages further collaboration.

In particular, we will use this approach to connect the stories of the wide range of locally owned businesses that comprise our unique quality of life—the retailers, restaurants, agritourism sites, and more that you can only find here in the Greater Bowling Green area. These stories will emphasize Bowling Green's clear emphasis on inclusivity for those who love our place and who want to roll up their sleeves and help build an even better place for tomorrow through the stories of locals who have done just that. And we will draw on the strong storytelling expertise within our region as we do so.

**PRIORITY
INITIATIVE**

This spirit of “oneness” won’t be limited to Warren County, either. Instead, it will reflect how various places across our region of Kentucky, just north of Nashville, come together to strengthen our quality of life and tell the story of our region’s distinct character. We’ll help lead the way alongside communities throughout the Greater Bowling Green area who want to embrace the spirit of collaboration—not thinking “county-by-county” but instead as a region—for attracting talent, for managing infrastructure and growth, for providing workforce opportunities, and for attracting tourism and promoting quality of life for our residents.

We seek to maintain and promote the unique identity of particular places, while telling a cohesive story of why our region is a great place to live, work, and spend time.

This approach can manifest itself through, for instance:

- an ever-expanding VisitBGKY community calendar
- coordination among economic development, tourism, and talent attraction entities on messaging
- a formalized ambassador program that keeps our communities connected, helps increase cultural understanding across different communities within our region, and welcomes visitors and new residents to the Bowling Green area in a way that emphasizes our values, our culture, our quality of life, and our spirit of co-creation
- a grant writing company or organization, focused on serving organizations across Bowling Green area and bringing multiple organizations together to secure the most external funding possible for our priority initiatives
- utilizing that storytelling and designed experiences that help people navigate various organizations’ related offerings, so that they can easily find their way to the organizations and programs they need



MAKING THE REGION A DESTINATION FOR NEW TYPES OF TALENT

The next 25 years will be focused on the diversification of our economy—building on our longstanding traditions in agriculture and our strong momentum in manufacturing while layering on many new types of knowledge-based jobs and attracting new types of companies to expand here and to grow from our area of Kentucky. As the Greater Nashville area grows in international prominence, and as that region expands its connection to us, we will have new opportunities to attract companies in technology, healthcare, media and entertainment, and more, driven by a clear identity for the Bowling Green area. This will support our quality of life and create new opportunities for upward mobility for our young people that will not require them to leave the area.

“Our goal is to make Bowling Green a destination for founders, makers, creatives, and entrepreneurs.”

We will be known as a home for founders, makers, freelancers, and capital that fuels bold ideas. By convening **technologists, storytellers, and seasoned professionals**, we can spark collaboration and co-create **an innovation-driven economy that is founder-friendly and entrepreneur-led**. We will:

- Support more “solopreneur” models so subject matter experts can more fluidly work for multiple organizations
- Attract a growing base of high-wage professional sector jobs, helping sustain our locally owned small businesses
- Prioritize creative industries talent who are making original intellectual property through their cultural creations
- Support high quality craftsmen and skilled trades to help us build and maintain a high quality of life in the region
- Invest in the infrastructure necessary for these professionals to pursue their careers here

**PRIORITY
INITIATIVE**

To attract the talent to fuel our economic diversification, the Bowling Green area will invest in programs like:

A CONCIERGE SERVICE WELCOMING TALENT CONSIDERING A MOVE TO THE BOWLING GREEN AREA

We will build this program in a coordinated and intentional way, providing a shared resource for organizations hiring for specialized positions, ensuring we put our best foot forward as a community to talent and their families as they first visit here.

COORDINATED AND FUNDED TALENT ATTRACTION STORYTELLING FOR THE REGION

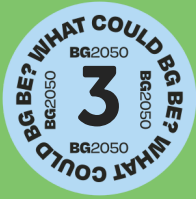
These campaigns will reflect our centralized story and brand for the region so that we attract people with the mentality we seek to continue building the Bowling Green area.

AN EXPANSION OF THE CO/CREATE TALENT DATABASE

This organized program maintains a database of talented people looking to move to our region for the right economic opportunity and connects them to job opportunities with companies in the Bowling Green area, to companies that might be recruited here, or even to drive the formation of new companies for which this talent can help found. In short, this database provides the jobs necessary for folks to move (or move back) to our area.

MIXED-USE DEVELOPMENTS THAT ENCOURAGE LIVE/WORK DISTRICTS

We want quality housing + work districts with amenities that attract young professionals to move to, and stay, in our region early in their career.



CONNECTING AND INTENTIONALLY GROWING OUR INNOVATION SUPPORT INFRASTRUCTURE

Bowling Green will be known as a founder-friendly city with an entrepreneur-led innovation ecosystem.

Over the past few decades, Bowling Green has excelled at the attraction of advanced manufacturing jobs, driven by an investment in building the intentional infrastructure necessary to support them. As we focus on economic diversification, there is likewise critical infrastructure that we need to invest in to support startups and scale-up companies based in the region which are tech-enabled and/or focused on an innovative approach.

POLICIES THAT SUPPORT ENTREPRENEURS

Regional and state government will focus on expanded policies that will support and grow entrepreneurship across industries in the Bowling Green area, from unique local small businesses to scalable tech-enabled and innovation-led businesses with national and international reach.

LOCAL INNOVATION INVESTMENT FUNDS

Public-sector co-investment can focus on filling essential gaps in our innovation ecosystem, while one or multiple funds can be organized to support local investors organizing and investing risk capital in early-stage businesses.

EXPANDED INCUBATOR SPACES

Building on the success of the WKU Innovation Campus in adapting a former shopping mall into offices for scaling tech-enabled or innovation-led businesses, Bowling Green will invest in multiple additional spaces for tech companies.

ACCELERATOR PROGRAMS

Organized programs will be developed to support entrepreneurs who are scaling their company, taking them through organized steps to further their business and connect them at the right time with mentors, investors, and/or pilot customers.

**PRIORITY
INITIATIVE**

SPECIALIZED LABS TO SUPPORT COMPANIES USING EMERGING TECHNOLOGY

Additional shared spaces will be developed for companies to have access to AI, robotics, prototyping, agritech, and digital media resources.

LOW-COST SPACES FOR FABRICATION AND MICROMANUFACTURING

Shared facilities will be created for early-stage and scaling companies that need to fabricate new products or to manufacture small runs of a product line.

COMMON CADENCE OF INNOVATION MEETUPS AND ENTREPRENEURIAL EVENTS

We will continue to expand events and opportunities for entrepreneurs, tech and innovation talent, and investors to connect—including the development of a large annual Innovation Summit in Bowling Green.

A PATHWAY PAVED FOR HIGH-SCHOOL-TO-HIGHER-EDUCATION-TO-FOUNDER

Just as career pathways have been developed into critical industry jobs, we will invest further resources into encouraging career pathways into entrepreneurship and business creation.

SUPPORT FOR EVERY TYPE OF BUSINESS

Creative business owners are subject matter experts in their field, but that doesn't always mean they start off with the expertise in every aspect of running a business. Because of this, finding new ways to invest in the Infrastructure to support the development, back office support, discoverability, and financing of small businesses can attract, generate, and ultimately support unique new ventures that greatly enhance the quality of life in our community. As the region grows, adding to our ways of supporting these small businesses can make it possible for new cultural experiences and amenities which give distinct character to our region to establish their markets and have a path to sustainable operations.



INVESTING IN A LIFETIME OF LEARNING: FROM EARLY CHILDHOOD THROUGH ADULTHOOD

The Bowling Green area is blessed with strong schools that support a diverse range of students with highly competitive academic outcomes.

As we grow quickly, we know that our widespread support of, and investment in, our school systems are vital to maintain the quality of life of our residents, to attract and retain families here, and to prepare our next generations to be skilled, civically engaged contributors.

Widespread investment in lifelong learning is key to building a community that attracts talent and raises skilled, civically engaged contributors.

For 2050, we seek to build a **lifelong learning ecosystem** with no limits, through a community-wide repository of learning opportunities that removes barriers so every resident can **continuously upskill** and have access to **experiential** education, with:

- a one-stop career hub that includes technology like CADs, drones, data science tools, and AI
- physical space like after-hours labs
- infrastructure, including micro-grants
- a skills passport to acknowledge that training

PRIORITY INITIATIVE

This lifelong learning ecosystem must include:

EXPANDED CHILDCARE AND EARLY CHILDHOOD EDUCATION OPTIONS

We need a comprehensive system that establishes affordable, flexible, and high-quality childcare and early childhood education options, including non-traditional hours that can support shift workers and single parents entering/re-entering the workforce.

A FUTURE-READY WORKFORCE ACADEMY

This academy will include stackable pathways in logistics, healthcare, engineering, advanced manufacturing, digital media, AI, data science, and the arts.

PERSONALIZED, READINESS-BASED LEARNING

We will continue innovating to ensure that all education, from preschool through 12th grade and beyond, provides vibrant, learning environments that meet people where they are. Whether traditional classrooms, focused programs, career training, virtual/hybrid models, experiential learning, or particular (and new) educational approaches, we want learners of all ages to find support at their level and pace to maximize their progress. And we want all those pathways strengthened by appropriate use of emerging technologies.

CLASSROOM/COMMUNITY CONNECTIONS

We will emphasize projects that engage young people to apply the concepts and skills they learn to the history, opportunities, and challenges of our region, at every developmental level. This will not only help ensure that our young people can apply the skills they learn but that they also come to intimately know the community in which they live and see that they don't have to wait until they get out of the classroom to impact and help build our place.

DEEPER SCHOOL/EMPLOYER CONNECTIONS

We will build on our existing programs to encourage additional work-and-learn models (internships, apprenticeships, and practicums), and public/private co-funding that aligns education and training directly with employer needs.



DESIGNING SPECIALIZED, INCLUSIVE CAREER PATHWAYS TO SUPPORT ALL OUR TALENT

This initiative is two fold:

I. Prioritize pathways & training for high-priority jobs

TEACHERS

We need to proactively invest in programs that attract and retain people with the natural skills, abilities, and disposition to teach, from early childhood education through K-12 education, higher education, and lifelong learning and reskilling opportunities. This will require investments that ensure that teaching is a high-status, well-supported profession that attracts the level of talent it needs for our region to thrive.

HEALTHCARE WORKERS

We must significantly expand career entry points into this industry through clear degree-to-license-to-work pathways anchored between WKU and local healthcare employers, and via a Warren County-based community health workers training.

All 120 counties in Kentucky are designated healthcare provider shortage areas.

SKILLED TRADES

As many trades professionals retire, we must continue investing in school-to-certification-to-career pathways for our trades and for skilled manufacturing roles.

**PRIORITY
INITIATIVE**

II: Continue building on-ramps for those needing tailored support to reach their full potential

DEVELOP OUR SECOND CHANCE WORKFORCE

We will continue to support talent who, at whatever stage in their adult lives, make a change and are ready to further their careers. Building on Warren County's recent designation as a "Recovery Ready Community," we can, for instance, train employers on how they can benefit from, and support, second chance employment opportunities.

INTENTIONALLY INTEGRATE NEW AMERICANS

Building on the work of our city's New Americans academy; support organizations like RefugeBG; and the Thrive program created by Goodwill, South Central Workforce Development Board, and Leadership Strategies Group, we will build a national-model program for rapid credential transfer, cultural adjustment, language/skill development, and workplace mindset training to ensure our New Americans can achieve their career potential.

EMPHASIZE BUILDING BRIDGE OPPORTUNITIES FROM K-12 EDUCATION INTO CAREER WORKFORCE

Through programs like SCK LAUNCH, we will continue to expand employer engagement with K-12 students to bring talent straight into career opportunities upon graduation, acquiring further skills and training necessary alongside work.

SUPPORT FIRST GENERATION COLLEGE STUDENTS

As our economy diversifies, we will invest in the mentorship and support necessary for first-generation college students pursuing a wider range of careers here.

KEEP RETIREES CONNECTED TO THE WORKFORCE

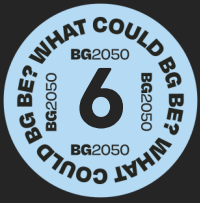
We must create new ways for retirees to work fractionally, lending their expertise and mentorship to the next generation, matching with their schedules and needs.

TRANSITION VETERANS INTO CIVILIAN CAREERS

Situated between two military bases, Bowling Green/Warren County will build on programs started by South Central Workforce Development Board and others for those leaving military service to find and transition to career opportunities.

DESIGN PATHWAYS TO SUPPORT CAREER RE-ENTRY

For parents and caregivers returning to work, or folks returning from short-term disability or illness, we'll connect them to jobs and support their re-entry to work.



SEEKING DYNAMIC LAND USE & INFRASTRUCTURE SOLUTIONS

We will build a national model for infrastructure planning.

Schools will engage students in understanding infrastructure in our community, while residents will actively and constructively engage in shaping our infrastructure and land use approach. We'll use emerging technologies, real-time data, and predictive maintenance tools for proactive, responsible planning. The result will be a master-planning "complete community" model for intentional and planned growth informed by data, research, stewardship, and respect for place, and which ensures affordable housing entry points for all families.

MAINTAINING OUR NATURAL & AGRICULTURAL HISTORY

We will investigate the viability of establishing a land trust and new zoning approaches to preserve natural and agricultural land, alongside addressing growing housing needs. This includes considering natural and agriculture protection zones, urban service boundaries, and enhanced right-to-farm protections. Our policies will support agricultural opportunities, protecting and expanding on agricultural traditions through agri-tourism and farm-to-table systems. We will also preserve key natural areas shaped by our karst landscape and extensive cave systems. These will balance with seeking new opportunities for overall rural prosperity.

INVESTING IN/PRESERVING HISTORIC & CULTURALLY SIGNIFICANT AREAS

We will clearly define historical areas, supporting them with appropriate zoning and regulatory limits, including a regional vacant building/land list for investors to retrofit and funding for adaptive reuse/restoration.

**PRIORITY
INITIATIVE**

DEVELOPING COMPREHENSIVE TRANSPORTATION FOR THE WORKFORCE

Treating transportation equity as an economic development strategy supports mobility and economic access for all workers and builds on efforts like Hope House's Ready for Work shuttle. This includes shift-specific industry shuttles, full greenway connectivity, emphasis of more opportunities for non-car transport, co-location of workforce services, and strategies that minimize mobility as a barrier to work and education for high school students; college faculty/staff/students; working families; and the elderly.

DESIGNING FOR HEALTH AND WELLNESS

We will continue designing our urban tree canopy, landscaping, and greenspaces to emphasize natural beauty and to support mental health and exercise, with specific experiences for different age groups and clear messaging to model usage. These greenspaces will also increase access to art, culture, and community activities, supporting individual and community-wide wellness.

COMPREHENSIVELY TACKLING HOUSING NEEDS

To keep up with the significant pressure on our housing market, we will **promote a variety of housing types to provide housing stability across income levels**. Our goal is not simply to build more units, but to **employ creativity and intention** to develop quality neighborhoods with diverse, attainable, and responsible housing options with amenities that serve students, families, seniors, and our workforce.

This includes:

- interviewing production home builders to identify needs to be successful here
- holding symposiums to bring stakeholders together to discuss regional housing
- monitoring and finding solutions for preserving attainable middle-market housing
- creating mixed-income, mixed-use neighborhoods that integrate housing with jobs, healthcare, recreation, and greenspace in planned communities
- pursuing innovative opportunities for public/private partnerships for housing development, including investigating what publicly owned land could be developed for housing
- exploring how and where density can be expanded to create more housing opportunities while maintaining existing neighborhood character and identity
- considering opportunities for more condo conversion of multifamily structures
- discussing policies that may be limiting the opportunity for housing development
- exploring employers giving downpayment assistance to employees' homes



BUILDING ON A WELCOMING QUALITY OF LIFE, FOR OUR RESIDENTS AND FOR OUR VISITORS

The Bowling Green area of the future will continue building on the comparative advantages and natural assets of our region. This will include:

A SIGNIFICANT INVESTMENT IN UNLOCKING OUR RIVER FOR OUTDOOR RECREATION AND RIVERFRONT MIXED- USE DEVELOPMENT

Riverfront development represents one of the greatest opportunities for Bowling Green's growth, transforming the area into a major destination for residents, students, and visitors alike. We envision a vibrant riverfront filled with restaurants, bars, music, and recreational spaces that bring people together and energize the city's downtown, building on the parks and whitewater activities already in development. As Bowling Green continues to grow, the riverfront will become both a defining attraction and a powerful driver of the city's next era of development.

A GREATLY EXPANDED NUMBER OF ENTERTAINMENT VENUES AND A CONNECTED "REGIONAL SCENE" FOR LIVE PERFORMANCE

We will connect venues to build a vibrant live performance scene throughout our greater region, from South Central Kentucky to the Western Coalfields. This will help attract artists who come to Nashville to settle "north of the border," making Bowling Green and our region Kentucky's "front porch" for music and entertainment. To do so, we will significantly grow the number of entertainment venues of all sizes within Warren County, from 100-person venues to the exploration of an upscale amphitheater to host concerts, festivals, and community events that draw visitors year-round while strengthening local identity.

**PRIORITY
INITIATIVE**

A STRONG BOWLING GREEN PRESENCE ON THE BOURBON TRAIL

Our region will be the southern gateway to the Kentucky Bourbon Trail, capturing the growing interest in bourbon tourism and boosting the area's tourism economy. Adding a tasting room from a high-profile distillery, supporting our craft distillers' expansion, and attracting other bourbon industry attractions will attract visitors, extend hotel stays, drive restaurant and retail traffic, and fully establish Bowling Green as the entry point to Kentucky tourism for those visiting the Greater Nashville area.

A LARGER CONVENTION CENTER AND HOTEL

By investing in a modern facility that aligns with our community vision and proven models for attracting sizeable conventions, Bowling Green stands to capture meaningful hotel room nights, boost downtown spending, and elevate its regional profile as a competitive convention destination. This will introduce a wide range of new people to the Bowling Green area, potentially boosting economic development and talent attraction efforts.

A CHILDREN'S CENTER/MUSEUM IN BOWLING GREEN

Establishing a children's science center or interactive museum will be a transformative addition to the city's cultural and educational landscape, providing a variety of indoor opportunities for families and offering a wide range of activities for hands-on learning. This investment will strengthen Bowling Green's identity as a forward-thinking, inclusive, and culturally rich city.

A STATE-OF-THE-ART INDOOR SPORTS COMPLEX

Whether through adaptive reuse of an existing space or building a new facility, an indoor sports complex in Bowling Green will benefit both the community and the city's tourism economy. Several multipurpose fields and facilities for a range of sports will support local youth sports year-round and host larger sports tournaments—driving tourism. Ultimately, the facility will elevate the city's profile as a sports destination for families who move here and for economic growth through tourism and hospitality.



WEAVING WELLNESS INTO EVERY AREA OF OUR LIVES SO ALL OUR RESIDENTS THRIVE

We need to put health and wellness at the center of all our initiatives because people are the heart of our community.

To do this, we must invest in a **wellness infrastructure**, including health and wellness across all the stories that we tell about our region's quality of life. We must consider **health in all policies**. That could include encouraging a health and wellness subject matter expert be involved when policy decisions are made, or perhaps a cross-sector "Health in All Policies" council that can be consulted for major plans and ordinances to consider the likely impact on the health of residents and recommend practical adjustments.

Here is a range of practical programming that can help prioritize wellness in the coming years:

INVEST IN WHAT WE INGEST

Build more programs investing in healthy eating. This will include expanding on micro-groceries and co-ops that accept SNAP and Double Dollars; strengthening the connection of local farms producing foods for schools, churches, and restaurants; connecting food access with nutrition education; and encouraging the development of a healthy regionally owned grocery store focused on sourcing Kentucky Proud foods.

CREATE A CENTRALIZED LOCAL HEALTH DATA ENGINE

Employers need a clearinghouse to manage health data in a way that can lead to analysis of cost and utilization and help better predict needs, drive down cost, and better understand the health of the region.

**PRIORITY
INITIATIVE**

EMPHASIZE DIGITAL LITERACY

Bowling Green area residents of all ages are prone to the universal dangers of developing unhealthy relationships with technology, harming their physical, mental, and social health. We will combat this through public awareness storytelling, professional training, and digital literacy training and best practices, as well as initiatives that model productive use of digital communication and technology, with partners ranging from educational institutions to entities like Goodwill (who are doing work in this area.).

COMBAT LONELINESS AND SOCIAL ISOLATION

Social isolation drives low civic engagement, mental and physical health challenges, lowered workforce participation, and high relapse rates for addiction and incarceration. Our community will focus on supporting initiatives like innovative senior living communities, intergenerational programs connecting children to elders in the community, and supporting more events aimed at connecting people.

INCREASE LOCAL HEALTHCARE ACCESSIBILITY

We must explore options to increase healthcare accessibility. Navigating across hospitals, clinics, behavioral health resources, social services, and benefits systems is difficult. For instance, our growing market can lead the way in investing in navigator positions that help make these systems easier to access and ensure no resident “falls through the cracks” between institutions.

INVEST IN & ATTRACT MORE SPECIALIZED CARE

Focus on attracting increased resources to ensure timely access to care. This includes access to preventative care, access to expertise and second opinions through telehealth, and active recruitment of most-needed specialty areas (such as endocrinology, gynecology, obstetrics, and mental health providers).

PROACTIVELY TEACH PSYCHOSOCIAL SKILLS

Throughout schools, workplaces, and faith communities, we will emphasize proactive psychoeducation and coping skills to ensure that our residents have access to practical tools that help them navigate their lives and thrive and that normalize the importance of maintaining your mental health.

COORDINATE TO COMBAT SPECIFIC HEALTH CRISES

We will establish coordinated approaches to particular health crises, such as expanded tuberculosis testing for high-risk populations or seeking opportunities to reduce the visibility of emerging damaging behaviors in our region.



FOCUSING ON DELIBERATE 5-YEAR PLANS TO BUILD THE 2050 WE IMAGINE

While we have a robust vision for the Bowling Green area of the future that we want to build toward, we know that we can only get there in phases. That means—while the work of BG 2050 will continue—one of the crucial ways for it to be accomplished is by focusing on our achievements through planning and executing initiatives in 5-year increments, with 1-year and 3-year milestones set on particular priorities into which we are putting proactive energy.

Building off this combined, and ambitious, BG 2050 strategic vision, we recommend that our various organizations come together in various combinations to support collaborative planning for particular initiatives—to ensure that various aspects of the other eight priority initiatives highlighted across our BG 2050 plan turn into monitorable, measurable activities for which we can track performance metrics.

The goal of our civic imagination work is not just to pontificate about a Bowling Green/Warren County of the future without putting action behind our words. We don't want this report to be put in a file or on a shelf, and revisited only in a lookback story in local media 25 years from now.

We will prioritize building what we have laid out here, in organized phases, and with the knowledge that it will never look exactly like we imagine it will today—especially, hopefully, because we will build on opportunities that come along that we could have never predicted, through the actions that we take along the way.

**PRIORITY
INITIATIVE**

By keeping a continued eye toward the future while working in 5-year planning increments that have clear “year 1” and “year 3” milestones, we believe we can coordinate the efforts that will be essential across all the key institutions in our region to operate with that “oneness” that defines the Bowling Green area. We will not just preserve but will grow our commitment to the key shared values that have helped shape the Bowling Green area we love.

As part of our work, we believe it is especially crucial for us to spend time looking at other places that have programs in place like some of those elaborated on throughout this report. We don’t seek to reinvent any wheels. And, while we know we want to pursue our growth in a way that reflects the unique culture and quality of life of the Bowling Green area, we want to learn all we can from other communities that have experienced the type of growth that we have—both what to do, and what not to do. We seek to develop close relationships with peer cities from which we can learn and share as we grow.

We benefited from the fact that our BG 2050 work was strengthened critically by the What Could BG Be? public campaign that provided our pillar groups with ideas and input from thousands of residents throughout our community. From that experience, we know it’s critical that our 5-year overall planning increments that will take us to 2050—and beyond—must build within them continued community feedback loops, drawing on the same widespread participatory technologies and the same leveraging of emerging technologies like AI to make sense of the results and find patterns in the feedback we get. We want to make sure that all who want to are participating in the civic imagination that will be necessary to build the Bowling Green area of the future that **we want to happen for us**, not to us.

the
BG2050
INITIATIVE

WE WILL BUILD OUR FUTURE TOGETHER.

The BG 2050 leadership community stands ready to collaborate with Warren County government and other key institutions throughout the region to continue the process of building the Bowling Green/Warren County of the future that we have imagined together.

QUESTIONS? FEEDBACK? CONTACT US.

Doug Gorman

Warren County, Judge Executive
doug.gorman@ky.gov

Bryan Downing

Warren County, Deputy Judge Executive
bryan.downing@ky.gov

Sam Ford

InnoEngine, Founding Partner
sam.ford@innoengine.co

LEADERSHIP

BG 2050 is a **massively multistakeholder ongoing regional placemaking group** (MMORPG) endeavor, led by the Warren County Government and managed by Bowling Green-based innovation firm InnoEngine.

Below, we've listed core contributors to the BG 2050 process:

INNOENGINE

InnoEngine has worked to organize the BG 2050 initiative on the county's behalf, with Civic Imagination Lead, **Dr. Sangita Shresthova** (University of Southern California) working alongside InnoEngine Founding Partners **Sam Ford**, **Amanda Havard**, and **Vijay Kamineni**.

STEERING COMMITTEE

- Warren County: Judge Executive **Doug Gorman**
- Warren County: **Bryan Downing**
- City of Bowling Green: Mayor **Todd Alcott**
- City of Bowling Green: **Jeff Meisel**
- The City-County Planning Commission of Warren County: **Ben Peterson**
- Bowling Green Area Chamber of Commerce: **Meredith Wilson**

OUR PILLAR GROUPS

ECONOMIC DEVELOPMENT PILLAR GROUP

Liaison: Terrance Brown (WKU Potter College)

- Leyda Becker (City of Bowling Green)
- Brittanie Dawson (SBDC)
- Thomas Ettl (Bilstein Cold Rolled Steel)
- David Fulkerson (BG Chamber)
- Laura Haury (Metals Innovation Initiative)
- Jeanne Lim (beingAI)
- Paresh Patel (Himalaya Properties)
- Jake Petrovic (Novo Dolce Restaurant Group)
- Jon Sowards (So.Central Workforce Dev. Board)
- Buddy Steen (CREATE)
- Madison Whittle (Vid Monster Productions)
- Rob Wilson (Regional Technology Council)

HOUSING PILLAR GROUP

Liaison: Brent Childers (City of Bowling Green)

- Johnston Boyd (Vision Builders)
- Adam Burden (Houchens Insurance Group)
- Miranda Colley (local resident)
- Ryan Dearbone (BG/WC NAACP)
- Kahlil Garmon (MoneyBot)
- Larry Gildersleeve (local resident)
- Rodney Goodman (Habitat for Humanity)
- Darryl Hitch (Viridis)
- Julien Hodge/Eric Sexton/Emily Hathcock (BRADD)
- Katie Miller (Housing Authority of Bowling Green)
- Adam Shourds (Broadway United Methodist)

INFRASTRUCTURE PILLAR GROUP

Liaison: Michael Cowles (local resident)

- Jacob Cuarta (Warren County Water District)
- Chris Higgins (Scotty's Contracting & Stone)
- Christian Howard (TVA)
- Mark Iverson (BGMU)
- Kathy Kemp (FirstBank)
- Sasa Mandrapa (Novo Dolce Restaurant Group)
- Dewayne McDonald (WRECC)
- Chris McIntyre (Warren County Schools)
- Joseph Plunk (Kentucky Transportation Cabinet)
- Jana Sublett (TVA)
- Daniel Tarnagda (RefugeBG)

PUBLIC HEALTH PILLAR GROUP

Liaison: Amanda Havard (InnoEngine)

- Joe Dan Beavers (LifeSkills)
- Joanna Coles (Warren Co. Extension Office)
- Zach Farley (WKU Dept. of Public Health)
- Karen Foley (Hotel Inc.)
- Matt Hunt (Barren River District Health Dept.)
- Matt Ingram (Rivendell)
- Jenny Jacobs (Defying Dementia)
- Brandon Johnson (VERY)
- Kelly Kaiser/Lauren Kummer (Warren Co. Schools)
- Michele Lawless/Wade Stone (MedCenter Health)
- Kim Link (WKU Institute of Rural Health)
- Craig Lonas (Core Element)
- Chris Mathew (WellGenie)
- Gary Reckart (Graves Gilbert Clinic)
- Heidi Simpson (Houchens Insurance Group)
- Emily Sutton (WKU Area Health Education Center)
- Clayton Tandy (Executive Fitness Club BG)
- Rachel Tinius (BumtUp)
- Nikki Turner (Malta Recovery)
- Samuel Younger (TriStar Greenview)

QUALITY OF LIFE PILLAR GROUP

Liaison: Laura Gilbert (Pennyroyal Market)

- Neill Caudill (BG Realty Group)
- Katie Cielinski (Lost River Cave)
- Terry Daniels (FocalPoint International)
- Gary Fields (BG Independent Schools)
- Rob Hankins (SKYPAC)
- Susan Hoechner (Barbara Stewart Interiors)
- Angie Mosley (Highland Stables)
- Josh Poling (Hickory & Oak)
- Courtney Stevens (The Trellis Team)
- Clint Waters (author)

OUR TEAM

STORYTELLING PILLAR GROUP

Liaison: Julie Milam (BG Chamber)

- Jerilyn Bristow (Metals Innovation Initiative)
- Nora Bryant (State & Tell)
- Telia Butler (City of Bowling Green)
- Rajna Bulut (Hickory & Oak)
- Karin Cox (Kentucky to the World)
- Ryan Eichler (National Corvette Museum)
- Jason Heflin (CrowdSouth)
- Joe Imel (Bowling Green Daily News)
- Tiffany Isselhardt (WKU Kentucky Museum)
- Madison Lindsey (Blue Jae Booth)
- Anne Murray (speaker)
- Lamont "Jack" Pearley (African-American Folklorist)

TALENT DEVELOPMENT PILLAR GROUP

Liaison: Chad Spencer (Goodwill)

- Kyle Cassady (Warren Co. Schools)
- Bud Fischer/Jennifer Breiwa Smith (WKU)
- Jenn Hewett (Montessori School of BG)
- Leslie McCoy (BG Independent Schools)
- Kim Myers (SKYCTC)
- Megan Ormon (WKU Gordon Ford College of Business)
- Julia Roberts (WKU Gifted Studies/Gatton Academy)
- Nesma Soliman (RefugeBG)
- Michael Trivizadakis (Leadership Strategies Group)
- Meredith Wilson/Sandra Baker (BG Chamber)

TOURISM PILLAR GROUP

Liaison: Bryan Downing (Warren Co. Gov.)

- Mike Buchanon (SKYPAC)
- Bryce Burkow (National Corvette Museum)
- Dore Hunt (Chaney's Dairy Barn)
- Justin Jennings (Lost River Cave)
- Jamie Johnson (Historic RailPark)
- Sherry Murphy (VisitBGKY)
- Shawn Quinn (The Fun Forge)
- Patrick Reynolds (Reynolds Sealing & Striping)
- Kristen Robinette (Back Down South)
- Ashlea Shepherd (Unseen Bowling Green)
- Bill Tichenor (Holley)

OUR COLLABORATORS

- AccelerateKY
- BBG Events
- Blue Cotton
- Bowling Green Daily News
- Bowling Green Independent School District
- The Computational Democracy Project (Polis)
- Crossland Community Church
- CrowdSouth
- D93 / Talk 104
- DeCesare Group
- Forerunner Creative
- Google Jigsaw
- Hickory & Oak
- Hillvue Heights Church
- Jules with the Flowers
- Living Hope Church
- Novo Dolce Restaurant Group
- Oliver Creative
- Passage Creative
- Polygraph
- ReD Associates
- SCKY Regional Development Authority
- Spotted in Bowling Green
- State & Tell
- threeTHIRTYone
- USC Civic Imagination Project
- Warren County Public Library
- Warren County Public Schools
- Western Kentucky University
- White Squirrel Brewery
- WNKY
- ...and many others

OUR TEAM

helpful **RESOURCES**

Key Links:

What Could BG Be?

<https://www.whatcouldbgbe.com>

BG 2050 YouTube Channel:

<https://www.youtube.com/@BG2050project>

Bowling Green Daily News 2050 Newspaper:

<https://www.bgdn.whatcouldbgbe.com>

WNKY "What Could BG Be?" series:

<https://www.wnky.com/search/%22what+could+bg+be%22>

WNKY "Throwback Thursday" BG 2050:

<https://www.wnky.com/search/%22throwback+Thursday%22+%222050%22>

Articles, Podcasts, & Talks:

Aaron Dickens, Spectrum News, "[Bowling Green Named Finalist for All-America City Honor](#)," 08 April 2026.

Nikko Beason, WNKY, "[Bowling Green in Top 20 Finalists for All-America City Award](#)," 06 April 2026.

Ananda Wallace, WBKO, "[Women Entrepreneurs to Discuss Preserving Bowling Green's Charm Amid Growth through Community Panel](#)," 03 April 2026.

Aaron Dickens, Spectrum News, "[Bowling Green Boom: Tourism, I-65 Access Fuel Warren County's Growth](#)," 31 March 2026.

Lily Pollack, WBKO, "[Riverfront Park Continues to Make Progress as Part of the BG 2050 Initiative](#)," 11 March 2026.

David Horowitz, *Bowling Green Daily News*, "[Mixed Developments Trending for BG](#)," 10 March 2026.

Nikko Beason, WNKY, "[Helping Seniors Stay Independent at Home](#)," 03 March 2026.

IT BOLTWISE, "[Warren County Plant met KI-gestützter Zukunftsstrategie](#)," 02 March 2026.

Articles, Podcasts, & Talks

(2 of 6)

David Horowitz, *Bowling Green Daily News*, "[Gorman Talks Tech, Entrepreneurship](#)," 01 March 2026.

Fiona Jones, *WKU Herald*, "[Startup Garden Discusses AI's Role in the Future of Warren County](#)," 01 March 2026.

Joahan Lopez, WBKO, "[WKU Innovation, CREATE Partner to Grow Tech Economy in Bowling Green](#)," 01 March 2026.

Nikko Beason, WNKY, "[Bowling Green Young Professionals Discuss Building Tomorrow Today](#)," 26 February 2026.

"[What Could BG Be?: A Conversation with Sam Ford and Sangita Shresthova](#)," episode of *Getting Smart* podcast, 19 February 2026.

Adam Hanes, *Southern Living Now*, "[The Future of Bowling Green KY: Project BG 2050 and Massive City Growth](#)," 15 February 2026.

Darshana Narayanan, *Vital City*, "[Mayor Mamdani, Here's What Mass Engagement Looks Like in Practice](#)," 10 February 2026.

"[Sam Ford on Place & Transformation](#)," episode of *That Business of Meaning* podcast, 09 February 2026.

Sarah Hubbard and Darshan Goux, Harvard Kennedy School Ash Center for Democratic Governance and Innovation, "[The Ecosystem of Deliberative Technologies for Public Input](#)," 02 February 2026.

Ananda Wallace, WBKO, "[Downtown Bowling Green Reflects over 2025](#)," 05 January 2026.

The United States Conference of Mayors, *[Mayors AI Playbook](#)*, January 2026.

American Planning Association and Lincoln Institute of Land Policy, *[2026 APA Foresight Trend Report for Planners](#)*, Winter 2026.

Sam Ford, "[Placemaking Will Become a Priority \(Again\) for Local/Regional Media](#)," Harvard Nieman Lab, 21 December 2025.

Articles, Podcasts, & Talks

(3 of 6)

Beth Noveck and Audrey Tang, *innovate(us)*, "[Deliberating with the Public](#)," 18 December 2025.

Stephen Daly, *SSRN*, "[Taxing Better: Using AI To Advance Democracy](#)," 17 December 2025.

Barry Eberling, *Napa Valley Register*, "[Napa County To Craft a 2050 Vision for Wine Country—and Throw a Wider Net for Ideas](#)," 17 December 2025.

Justin Story, *Bowling Green Daily News*, "[County Parks and Rec Talks Strategic Planning for Future](#)," 08 December 2025.

Beth Goldberg and Ben Peterson, *innovate(us)*, "[Listening to the Public with AI](#)," 03 December 2025.

Laura Rogers, *KET Kentucky Edition*, "[What Could BG Be? Goes Nationwide](#)," 17 November 2025.

Carlyle Coppins, *WNKY*, "[What Could BG Be? Results Spark National Conversation, 'We the People' Project](#)," 13 November 2025.

David Horowitz, *Bowling Green Daily News*, "[What Could BG Be? Inspires National Polling Initiative](#)," 11 November 2025.

Neil Kleiman, Eric Gordon, and Mai-Ling Garcia, *New America*, "[Making AI Work for the Public: An ALT Perspective](#)," 15 October 2025.

Mark Sullivan, *Fast Company*, "[The 14 Next Big Things in Applied AI for 2025](#)," 14 October 2025.

Team Mirai, "[Activity Report: Bipartisan AI Study Group / Development Progress / Exchange of Ideas with Google Jigsaw](#)," 30 September 2025.

Ananda Wallace, *WBKO*, "[Bowling Green Community Celebrates Constitution Day](#)," 17 September 2025.

Brenna Angel, *Kentucky Association of Counties County Line*, "[Warren County Dreams Big](#)," Fall 2025.

Google Jigsaw, "[Reimagining the Town Hall Meeting for the AI Age](#)," Fall 2025.

Articles, Podcasts, & Talks

(4 of 6)

Laura Rogers, *KET Kentucky Edition*, "[Bowling Green Prepares for Growth](#)," 15 August 2025.

Richard Nieva, *Forbes*, "[Google and Pollster Scott Rasmussen Will Use AI To Survey Americans' Political Views](#)," 14 August 2025.

Laura Rogers, *KET Kentucky Edition*, "[Warren County Leaders Preparing for Future Growth](#)," 12 August 2025.

Eci Yildirim, *Gizmodo*, "[A Kentucky Town Experimented with AI. The Results Were Stunning](#)," 10 August 2025.

Judy Woodruff, *PBS NewsHour: America at a Crossroads*, "[How a Kentucky Community Is Using AI To Help People Find Common Ground](#)," 06 August 2025.

Google Cloud, "[Warren County, KY, Is Shaping Its 25 Year Plan with Google AI](#)," Summer 2025.

Google Jigsaw, "[How To Use Google AI To Understand Large-Scale Conversation](#)," Summer 2025.

Tech Stuff, "[The Story: Big Tech, Small Town w/Yasmin Green](#)," 25 July 2025.

Rahmin Sarabi, Carnegie Endowment for International Peace, "[How AI Can Unlock Public Wisdom and Revitalize Democratic Governance](#)," 22 July 2025.

"[If You Know What You Need, It Will Never Be Us](#)," episode of *Owensboro Messenger-Inquirer Inquire* podcast, 21 July 2025.

"[Wrestling, Soap Operas, Digital Disruption, Innovation & Community Building](#)," episode of *Forerunner* podcast, 10 July 2025.

Jessica Klein, *Fast Company*, "[Audrey Tang Wants To Save Democracy with 'Pro-Social' Media](#)," 17 June 2025.

Yasmin Green, Shared Futures: The AI Forum for Aspen Institute, "[Who Cares What You Think?](#)" 14 June 2025.

Michael Ridgeway, WNKY, "[Bowling Green Buries Time Capsule, Open in 25 Years](#)," 15 April 2025.

Articles, Podcasts, & Talks

(5 of 6)

Civic Tech Field Guide, "[Directory](#)," May 2025.

Cydney Lee, *AdWeek*, "[Not All AI Is for Profit. Meet Google's Civic Tech](#)," 23 May 2025.

Doug Gorman and Yasmin Green, *Washington Examiner*, "[Coastal Elites Talk AI. Middle America Puts It To Work](#)," 21 May 2025.

Shannon Holbrook, *Kentucky to the World*, "[Civic Imagination Meets AI: How Bowling Green Is Creatively Preparing for Rapid Growth](#)," 19 May 2025.

Sam Ford, "[BG 2050](#)," *Bowling Green & South Central Kentucky 2025-2026 Magazine*, May 2025.

Nicholas Thompson, *The Atlantic*, "[The Most Interesting Thing in Tech: A Fabulous Experiment from Bowling Green, Kentucky](#)," 30 April 2025.

Hollie Russon Gilman & Sarah Jacob, *Next City*, "[Tech Can Help Cities Rebuild Civic Life, if We Let People in](#)," 28 April 2025.

Patrick Kulp, *Tech Brew*, "[How a Small Kentucky City Used AI To Help Chart a Course for Its Future](#)," 22 April 2025.

Bowling Green Daily News, "[What Could BG Be? Was Valuable Exercise](#)," 20 April 2025.

Wes Swietek, *Bowling Green Daily News*, "[What Could BG Be? Opinions Abound](#)," 20 April 2025.

Aaron Dickens, *Spectrum News*, "[Thousands Share Their Vision for BG 2050](#)," 17 April 2025.

Keely Quinlan, *StateScoop*, "[Kentucky City Wraps AI Project Collecting Community Planning Feedback](#)," 16 April 2025.

James O'Donnell, *MIT Technology Review*, "[A Small US City Is Experimenting with AI To Find Out What Residents Want](#)," 15 April 2025.

Government Technology, "[Bowling Green, Ky., Used AI to Drive Public Engagement](#)," 15 April 2025.

Articles, Podcasts, & Talks

(6 of 6)

Michael Ridgeway, WNKY, "[What Could BG Be in 2050? Fireside Chat Discusses Findings and Aspirations](#)," 15 April 2025.

Caitlin Huff, WBKO, "[Results of What Could BG Be? Survey Released](#)," 15 April 2025.

Jack Dobbs, *Bowling Green Daily News*, "[BG 2050 Findings Revealed](#)," 15 April 2025.

Google Jigsaw (via Medium), "[How One of the Fastest-Growing Cities in Kentucky Used AI To Plan for the Next 25 Years](#)," 15 April 2025.

Laura Rogers, KET Kentucky Edition, "[Bowling Green Seeks Input for How To Grow](#)," 17 March 2025.

David Horowitz, *Bowling Green Daily News*, "[BG 2050: Final Week of Input Sought for 25-Year Plan](#)," 09 March 2025.

Kane Smith, WKU Herald, "[What Could BG Be? Initiative Set To Idealize the Future](#)," 07 March 2025.

WNKY, "[What Could BG Be? A New Community Initiative Invites Regional Participation](#)," 26 February 2025.

David Horowitz, *Bowling Green Daily News*, "[BG 2050: Community Input Sought To Shape Next 25 Years](#)," 17 February 2025.

Chris Stokel-Walker, Fast Company, "[A Partnership between Jigsaw and This Kentucky City Could Be the Future of Civic Engagement](#)," 14 February 2025.

Sam Ford, "[Inviting—and Making Sense of—Meaningful Participation](#)," Harvard Nieman Lab, 19 December 2024.

Sam Ford, "[BG2050: Imagining the Bowling Green and Warren County of the Future](#)," WKU Spirit, Winter 2024.

Doug Gorman, talk at [Civic Imagination & Worldbuilding](#) gathering at WKU Innovation Campus, 22 September 2023.

"[Future of Bowling Green & Warren County Summary Report and Next Steps](#)," Report for Warren County (KY) Government, Fall 2023.

HELPFUL RESOURCES

the
BG 2050
INITIATIVE

THIS IS HOW WE BUILD THE **BG** WE BELIEVE IN.

Presented to Warren County Fiscal Court
April 30, 2026