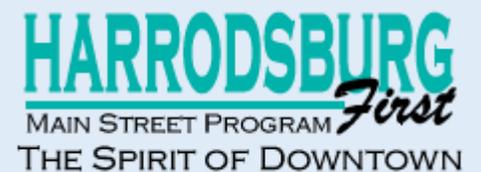


State of Main Street



State of Main Street

Our Mission Statement:

Promote, preserve and revitalize Harrodsburg's historic area with a focus on aesthetics, economics and education of our historic assets.

Our Vision Statement:

Using the Main Street Four Point Approach,TM we strive to transform Downtown Harrodsburg into a vibrant district by capitalizing on our historic charm, diverse architecture and small town character.

The Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street ApproachTM offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.



Main Street Fundamentals

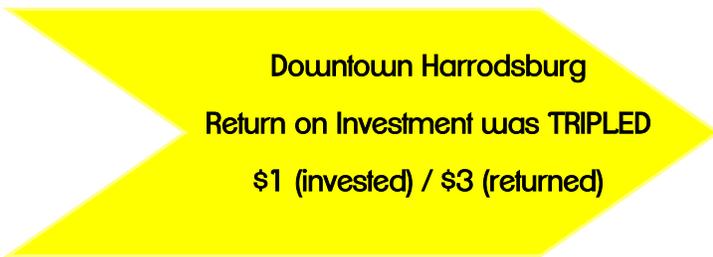
- The Main Street Approach is centered around **Transformation Strategies**. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- A program's work on Transformation Strategies should be organized around the **Four Points**: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.



MAKING AN INVESTMENT IN THE COMMUNITY

Every dollar invested in Harrodsburg First Main Street Program goes directly into supporting our mission to continually strengthen downtown Harrodsburg as a great place to live, work, shop, and celebrate. In 2017, for **every \$1 spent** to attract people to downtown through marketing and events, we **generate \$6.47** of direct spending at local businesses.

For every **\$1 raised** through governmental support, memberships, sponsorships, private grants, and personal donations, we **leverage an additional \$ 3.62 of reinvestment** back in the community. By making the connection between the rural areas of town and the core business district we are successfully building community partnerships and inviting residents and visitors to rediscover our district as a destination to shop, dine and explore.



2018 Harrodsburg First Board of Directors

Gregory Souder, Chairman of the Board

Allen Goldie, Treasurer

Kristyna Coslow-Lewis, Secretary

Leslie Bosse, Design Committee Chairwoman

Goldie Goldsmith-Vigneri, Promotion Committee Chairwoman

Drew Hardgrove, Organization Committee Chairman

At-Large Members:

Lisa Morse

Noel Turner

Doris Bartleson

Elizabeth Dedman

Board Member Emeritus: Joan Huffman

State of Main Street

DESIGN COMMITTEE ACTIVITIES

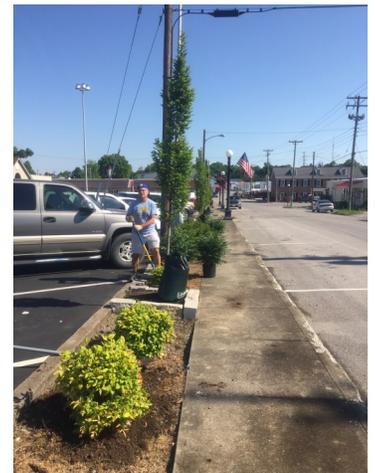
Design means getting Main Street into top physical shape. Capitalizing on its best assets - such as historic buildings and traditional downtown layout - is just part of the story. An inviting atmosphere created through window displays, parking areas, signs, sidewalks, street lights, and landscaping conveys a visual message about what Main Street™ is and what it has to offer.



Last year, Harrodsburg First invested over \$2,800 in trees, shrubs and flowers to enhance the investment the City of Harrodsburg makes toward flower baskets. Our projects involve Flower Pots, Landscaping and new trees in the district.

The Committee completed the following projects:

- ⇒ Absorbed the new Christmas Committee into our work plan. Implemented a new image for Olde Towne Park, selected new banners & holiday decorations. Thanks to the City Commission, we selected and purchased new lighted wreaths;
- ⇒ Committee members assisted the city workers with the hanging of banners, wreathes and garland - supporting a **Team Approach** to community beautification.
- ⇒ The city storage closet was cleaned and organized to protect the new decorations;
- ⇒ Cleanup and beautification of the parking lot next to the Ragged Edge Community Theatre;
- ⇒ Downtown cleanup days;
- ⇒ Work with **façade grant recipients** toward successful completion of projects;
- ⇒ 34 trees and shrubs plantings on Chiles Street in partnership with the City's Tree Board;
- ⇒ Downtown spring flower plantings and new flower pots. Harrodsburg First plants 50+ flower pots annually;
- ⇒ Landscaped the flower bed at Fiscal Court to beautify the corner of Main & Chiles Streets.



State of Main Street

Façade Grant Program

With the proceeds from the sale of Diamond Point, Harrodsburg First has channeled those funds back into the district by offering Façade Grants to our downtown commercial buildings. The following is a look at some of our most significant transformations:



Commonwealth Attorneys - 119 South Main Street



Toni Preston - 128 South Main Street



Trials & Grace - 110 South Main Street



Former White Cottage/Aunt Gravy's Restaurant



State of Main Street

Improving the look and feel of downtown Harrodsburg fits right in to the Design Committee's work plan. The committee members have conducted several cleanup days to keep our district in tip top shape.

- ⇒ The parking lot between Ragged Edge Community Theatre and the Commonwealth Attorney's office needed some attention. It was full of trash and litter, shrubs along the wall were overgrown and weeds had taken over the green spaces.
- ⇒ The committee dedicated two days to cleanup and maintenance as well as planning and planting a new Magnolia tree and additional shrubs at the parking lot's entrance. These plantings were funded through the Tree Board and Harrodsburg First Main Street Program.



Piles of debris pulled from the city-owned parking lot



Before



After



State of Main Street

DESIGN COMMITTEE



Worked with Codes Enforcement to clean up this blighted area that was attracting unsavory activity to the district. Indications were that potential drug activity was taking place in the upper story where the door was ajar. The property owner worked to cleanup the rubbish and secure the building. Ensuring that we address blight and unkempt buildings are part of our mission statement and the Design Committee is committed to keeping our district free of litter and blight.

This active group of volunteers set aside a day last August to clean and organize the City's storage room in Olde Towne Park. They sorted all the decorations from past seasons, discarded what was no longer useful and put away what could be used in future years.



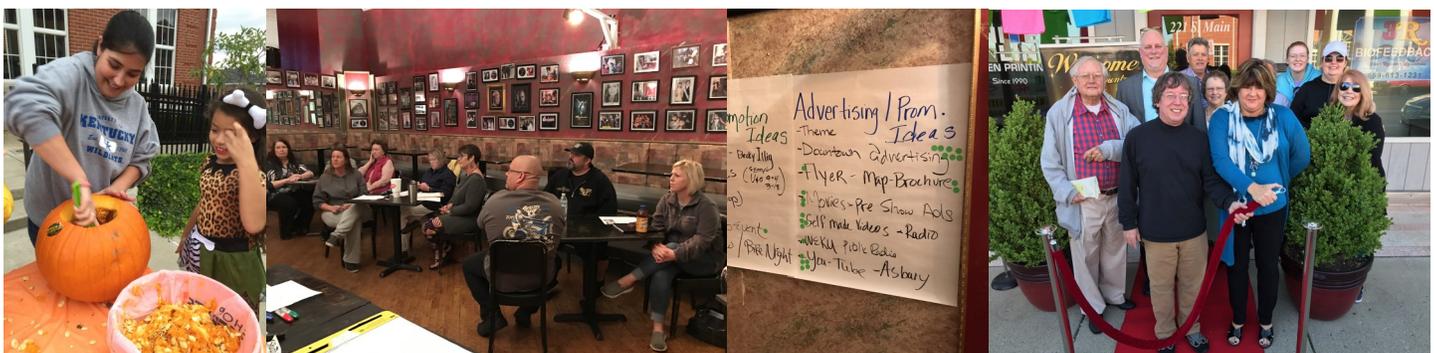
State of Main Street

PROMOTION COMMITTEE ACTIVITIES

Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

The promotion committee's annual work plan included:

- ⇒ January merchant planning meeting to discuss summer events and promotion ideas.
- ⇒ Spring Art Hop on Derby Weekend. We had seven spots that showcased area art, local performers and of course, the retail shops! While it snowed and rained, the turnout was just as we expected and the artists want to do another event next year;
- ⇒ Social Media Campaign (ongoing) to promote downtown retailers and restaurants;
- ⇒ We held one Red Carpet Rollout to welcome Whiteline Screen Printing back to Main Street;
- ⇒ Halloween Spooktacular Parade and Halloween activities (10/24)
- ⇒ Night of the Great Pumpkin Trick or Treat Downtown (10/31)
- ⇒ Small Business Saturday, supported Chamber of Commerce and Chairwoman Goldie Goldsmith-Vigneri conducted a live photo shoot at Victorian and Orchids;



State of Main Street

*It's going to be a Spooktacular Halloween
This Saturday - Downtown Harrodsburg*



5:00 DELIVER DECORATED PUMPKINS FOR JUDGING (Judicial Center - Two categories (carved and uncarved))

5:30 pm PUMPKIN SCOOPING CONTEST (Judicial Center)

5:45 pm COSTUME CONTEST

*Children aged 3 and under, Kids aged 4 to 10
& Teens aged 11 and older*

6:00 pm PET COSTUME CONTEST

7:00 pm PARADE

7:30 pm Studio G THRILLER DANCERS



HARRODSBURG
First
MAIN STREET PROGRAM
THE SPIRIT OF DOWNTOWN

inclement weather announcements
will be on Facebook



@harrodsburgj

Night of the Great Pumpkin **DOWNTOWN TRICK-OR-TREAT**

Trick or Treating on Main St - 5:30 - 7:00

Studio G Thriller Dancers
6:15 (in front of Studio G)
6:30 (in front of Lafonda)
7:00 **FULL 20+ min. show**
(steps of the new Judicial Cntr)





ORGANIZATION COMMITTEE ACTIVITIES

The Organization Committee plays a key role in keeping the board, committees, staff, and program-of-work in good shape by attracting people and money to the organization.

The Organization Committee works diligently to accomplish these tasks:

- ⇒ Plan and implement the Annual Membership Meeting and Awards
- ⇒ Volunteer recruitment and recognition
- ⇒ Fundraising, fiscal oversight and budgeting
- ⇒ Oversee and plan Oktoberfest including sponsorships and community collaborations. This year we collaborated with the following community groups:
 - ⇒ Lions Club (ensured we had German Food)
 - ⇒ Rotary Club (beer servers)
 - ⇒ High School Girls Basketball (provided security)
 - ⇒ Middle School Cheerleaders (worked 5K race and cleanup crew)
 - ⇒ Ragged Edge Community Theatre
- ⇒ Educational Seminar on effective marketing for small businesses
 - ⇒ Funded six scholarships to downtown merchants for three-hour private sessions with the marketing consultant
- ⇒ Regular Press Releases to share what the organization is doing
- ⇒ Board training and planning
 - ⇒ Annual Main Street 101 training for new members
 - ⇒ Annual planning retreat to set goals for the organization

VOLUNTEERISM
Over 2,000 volunteer hours were Donated to improving
Downtown Harrodsburg!



State of Main Street

Oktoberfest 2017

We are pleased with the second year of Oktoberfest. The event was awarded Top Main Street Promotion at the 2017 Kentucky Main Street Winter Conference. The event is well on its way to being a signature event for our region.

This year we:

- ⇒ Estimate at least 10,000 people attended the event
- ⇒ Added a Fest Haus
- ⇒ Added the adult game area (corn hole, dominoes, connect 4, Jenga)
- ⇒ Our paid advertising totaled over \$ 7,000
- ⇒ An additional \$29,000 placed on our behalf
- ⇒ Served 5,700+ cups of beer over the two-day event
- ⇒ Doubled the number of beers to choose from
- ⇒ Added the large stage and improved the entertainment lineup



State of Main Street

ECONOMIC VITALITY COMMITTEE ACTIVITIES

The job of the Economic Restructuring Committee is to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property. The Economic Restructuring Committee must develop a thorough understanding of the district's economic condition and its best opportunities, focusing on incremental changes that gradually improve the area's economic foundation and eventually make large-scale investment possible.

Reinvestment Statistics:

523 jobs in the district

3 business expansions

- ⇒ Bluegrass Antique
- ⇒ Brookes Boutique
- ⇒ Whiteline Screen Printing

2 Businesses Closed

- ⇒ High Mountain Steakhouse
- ⇒ Lazy A Antiques

2 New Businesses

- ⇒ MMA Wrestling
- ⇒ Ladies Fitness Club

9 façade grants

Total Invested in Façade Improvements \$130,000

JOBS! JOBS!

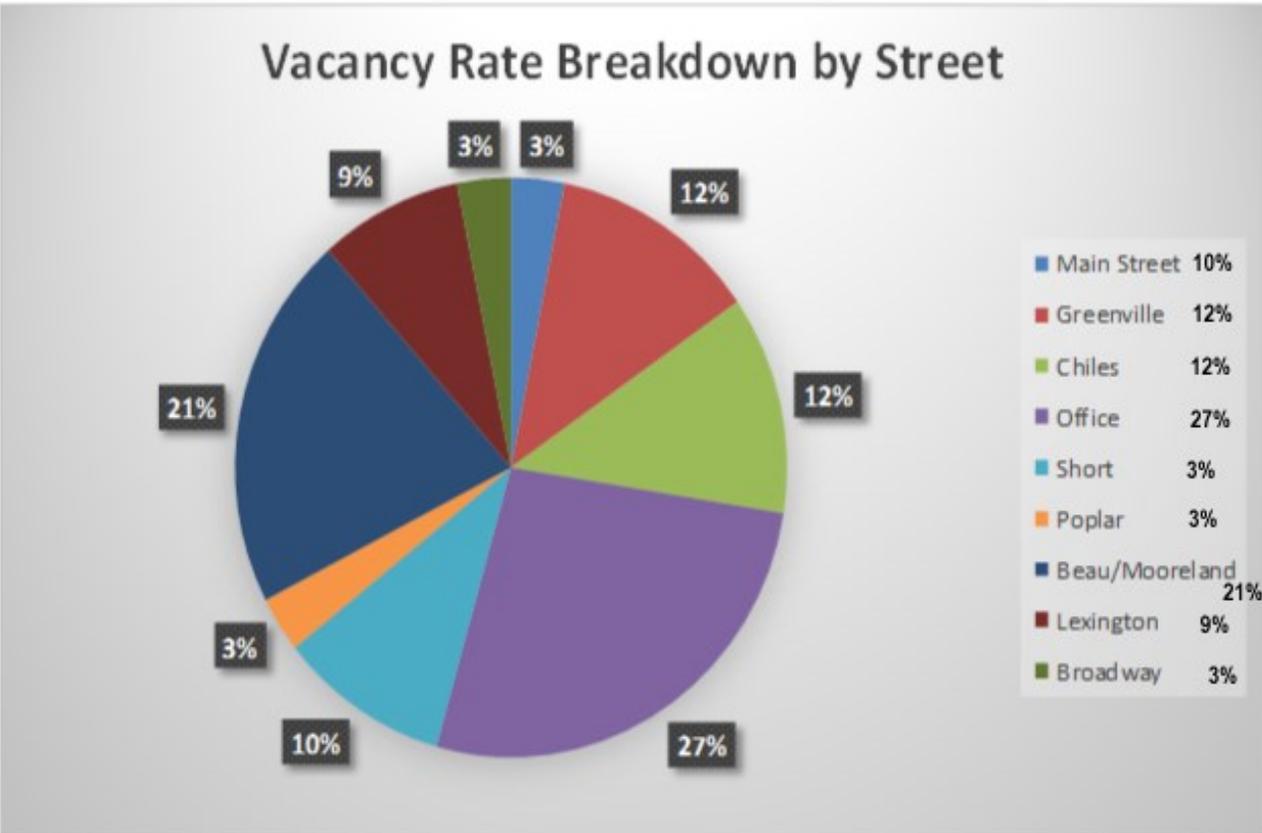
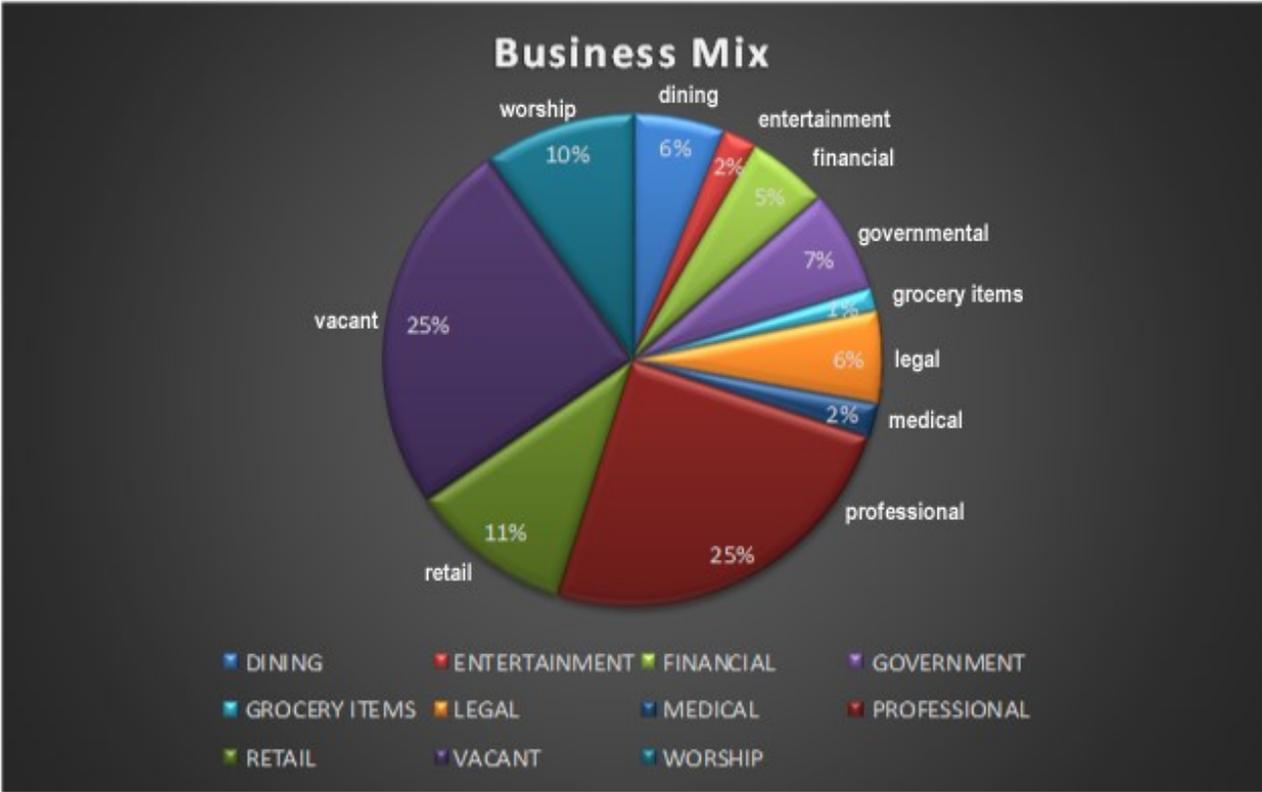
**WE ARE PLEASED TO ANNOUNCE
NO SIGNIFICANT LOSS OF JOBS
OR BUSINESSES IN 2017!**

OTHER COMMITTEE ACTIVITIES:

- ⇒ Worked with other committees to ensure a successful business training program
- ⇒ Working on assessment of vacant properties and what causes businesses to close
- ⇒ Assess if Harrodsburg First can effectively manage a market analysis program to aid in the creation of a recruitment initiative (conducted internally)



State of Main Street

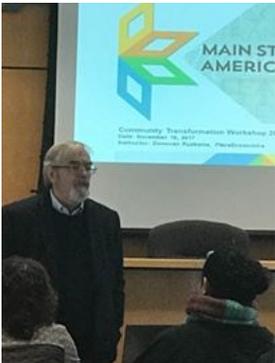


State of Main Street

TRAININGS

The Main Street Program is required to attend a number of trainings and meetings including attendance at the State and National Main Street Conference. Our director is also in the process of obtaining National Certification and is two courses shy of obtaining this goal. Once complete, Julie Wagner will be the only Nationally Certified Main Street Manager in the Commonwealth - making her the most qualified Downtown Development Professional in the State of Kentucky.

In **addition to the National Accreditation coursework**, Wagner has attended and/or obtained the following:



Main Street Leadership Development Certificate (May 2017)

Main Street Community Transformation Certificate (January 2018)

Attendance at the State Main Street Conference (Frankfort, Ky - February 2017)

Attendance at the National Main Street Conference (Pittsburg, Pa - May 2017)

Donovan Rypkema, National Development Expert at the Comm Trans Wkshp

National Accreditation Coursework Completed:

Advanced Fundamentals of Economic Vitality I & II (6/1 hour webinars + passed 6 exams)

Advanced Fundamentals of Promotion II (3/1 hour webinars + passed 3 exams)

Advanced Fundamentals of Quality Design II (3/1 hour webinars + passed 3 exams)

Advanced Fundamentals of Sustainable Organization I & II (6/1 hour webinars + passed 6 exams)

Advanced Fundamentals of Leadership Development I (3/1 hour webinars + passed 3 exams)

State of Main Street

Trainings and Accreditation

Harrodsburg First remains alongside some of the best Main Street Programs in the state. Each year, Harrodsburg First must complete a rigorous application to be re-accredited. This includes documentation of our meetings, financial status including governmental support, partnerships, promotional events and our annual Reinvestment Statistics.

“After State Accreditation, our program is put forth for consideration as a Nationally Accredited program,” explains Julie Wagner. “Harrodsburg First is both State and Nationally Accredited,” Wagner reports.



Kentucky Main Street Directors honored for 5, 10, 15 and 20 years of service.

Harrodsburg First has been accredited annually since 2013, after our hiring of Julie Wagner in 2012. Julie is the longest-serving manager in Kentucky and has a track record of successful revitalization efforts. Recently Julie was honored at the State Capital this past January for 20 years of service.



State Accreditation is announced typically in February by the Kentucky Heritage Council, State Main Street Office. Once accredited, we are required to comply with the signed contract between Main Street, City Government and the Kentucky Heritage Council.



National Accreditation takes place in the Spring and is cemented with a letter of commitment between the Main Street Program, City Government and Main Street America in Chicago. As with the State, once accredited we are required to comply with the signed contract between Main Street, City Government and the Kentucky Heritage Council.



Conclusion

As you can see from this report, it takes hard work and an army of dedicated volunteers to revitalize a downtown district. Not one person or entity can handle everything that is needed to keep the area clean, vibrant and successful.

Harrodsburg First is always open to hearing your comments and concerns. We welcome everyone to get involved and help us continue our efforts. Downtown revitalization is accomplished slowly and strategically. Change is unavoidable. By working together as a team, we can accomplish the outcome we desire.

Looking forward, we hope to accomplish some planning and public input campaigns throughout 2018. The new structure that Main Street America has adopted will require quite a bit of public/private partnerships and conversations about our future. We hope that you will get involved in this process and help us adopt projects and initiatives that will transform our downtown into a vibrant, active district.

A handwritten signature in blue ink, appearing to read "Julie Wagner". The signature is fluid and cursive, with a large loop at the end.

Julie Wagner, Executive Director
Harrodsburg First Main Street Program