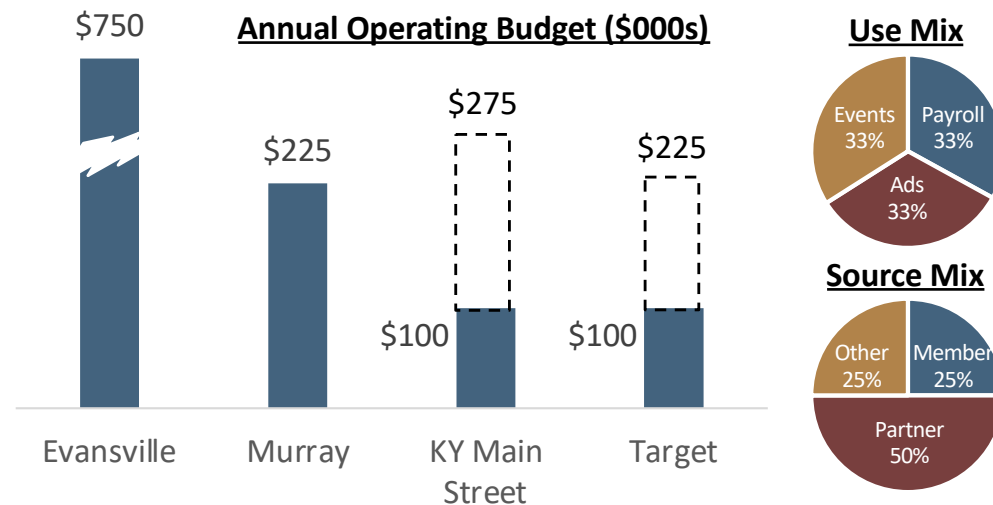


## Background

- Original organization focused on Downtown Owensboro was created in 1978 by a collection of local business owners & residents (shut down in 2005)
  - Spearheaded original bridge lighting in 1995
  - Friday After 5, started in 1997, created new entity in 2004 to maintain concerts downtown
  - Transitioned to Downtown Development Corp. in 2007 and officially closed operations in 2011
  - GO-EDC assumed development focus, but downtown employee's role changed in 2013
  - Attempt to create private organization focused on downtown struggled due to lack of funding
- Current private & public stakeholders' objectives for downtown vary (no ideal individual home)
- Significant amount of underutilized real estate remains in the core downtown area (need small developments in addition to large)
- Difficulty in coordinating events while managing small business (need a "quarterback" to facilitate)
- Owensboro is the largest KY city without a dedicated downtown representative
- Over 25 cities participate in KY Main Street Program (requiring a dedicated downtown representative)

## Other Downtown Organizations

- Downtown Bowling Green (2021, City)
  - Recently announced master plan for \$50mm riverfront park & \$8.5mm expansion to SKyPAC
- Downtown Evansville (2017, Economic District)
  - Created both business organization and development corporation to benefit downtown
- Murray Main Street (2002, KY Main Street)
  - Started Downtown Farmer's Market
  - Rehabbed multiple properties (w/ new project in 2024)
- Paducah Main Street (KY Main Street)
  - UNESCO Creative City (2013); Historical Main Street (2024)
  - Lowertown Artist District relocation program (early 2000's)





**Need for a centralized organization to focus on key aspects for all downtown stakeholders**

# DOWNTOWN OWENSBORO

## WHO WE ARE:

A key force established to promote Downtown Owensboro by creating exceptional experiences, stimulating economic development and promoting the well-being of businesses, residents & visitors.

## WHAT WE ARE:

A dedicated non-profit organization committed to enhancing the economic, cultural and social vitality of Downtown Owensboro.

## HOW WE OPERATE:

Supported by our membership and corporate / public sponsors, we are a primarily volunteer-led organization, guided by a passionate Board of Directors and full-time Executive Director.

# BENEFITS OF MEMBERSHIP INVESTMENT

## Small Business & Non - Profit

\$50 / month  
(\$500 when paid annually)

### Downtown Owensboro Advertising (LAUNCHING)

- Campaign focusing on Downtown Owensboro as a featured district while promoting all businesses
- Business included in all printed materials
- Rotating mentions on radio and streaming platforms

### Downtown Owensboro Social Media & Website (LIVE NOW)

- Rotating mentions on all social media platforms
- Business included on website & events in updates
- Access to Members Only section on website with details on business incentives, downtown development, membership updates & tax credits

### Downtown Owensboro Mobile Pass (LIVE NOW)

- Digital concierge for Downtown Owensboro District
- Business listed on mobile pass w/ highlights & offers
- Access to Merchant Portal to explore behavior of customers utilizing mobile pass & update information

### Downtown Owensboro Community Gift Card (LAUNCHING)

- eGift card that can be used at multiple merchants
- Business included as participating merchant
- Access to Merchant Portal to explore behavior of customers utilizing community gift cards

## Corporate & Large Venue

\$200 / month  
(\$2,000 when paid annually)

### Board, Networking, & Organization Meetings

- Opportunity to run & vote for Board of Directors
- Help shape direction of Downtown Owensboro
- Invite to monthly organization meetings & quarterly networking events for all employees

## Patron / Resident

\$10 / household / month  
(\$100 when paid annually)

# PROGRAM AREA (THE DISTRICT)

**UPCOMING EVENTS:**  
 Dec 10<sup>th</sup> – Information Session @ 103 W 3<sup>rd</sup> St  
 Dec 17<sup>th</sup> – Annual Meeting @ Peppermint’s (RPC)

**CONTACT INFO:**  
**Drew Mitchell**  
 Executive Director  
 O: (270) 883-1817  
 info@downtownowensboro.com



## MEMBERSHIP FORM:



Member Name:			Member Type:	<input type="checkbox"/>	District Member	<input type="checkbox"/>	Corporate	
Contact Name:				<input type="checkbox"/>	Small Business	<input type="checkbox"/>	Large Venue	
Email:		Phone:			Non-Profit	<input type="checkbox"/>	Resident	
Year Opened:		Annual Sales:		Member Features:	<input type="checkbox"/>	Downtown Delivery	<input type="checkbox"/>	Patio Seating
Building Capacity:		Parking Spots:			<input type="checkbox"/>	Live Music	<input type="checkbox"/>	Pet-Friendly