

1 A RESOLUTION honoring the work of the Kentucky Main Street program and
2 those participating communities that are 2012 Kentucky Main Street Award winners.

3 WHEREAS, the Kentucky Main Street program was created in 1979 to help
4 communities preserve the buildings and economic vitality of downtowns. The program
5 has a four point approach that focuses on organization, promotion, design, and economic
6 restructuring; and

7 WHEREAS, the goal of the Kentucky Main Street program is to encourage
8 downtown revitalization and economic development within the context of historic
9 preservation, and since 1979 has successfully helped communities reverse the economic
10 decline of their downtown districts; and

11 WHEREAS, the Kentucky Main Street program is a self-help program that is
12 locally administered and funded, with technical assistance and guidance by the Heritage
13 Council, and relies on public-private partnerships to develop a comprehensive approach
14 that includes involving changing attitudes, focusing on existing assets, and is both
15 incremental in nature while being implementation oriented; and

16 WHEREAS, the winners of the various 2012 Kentucky Main Street awards
17 exemplify the benefits experienced by those individual communities as well as the
18 Commonwealth as a whole when a public-private partnership flourishes within the
19 Kentucky Main Street program and transforms a downtown community; and

20 WHEREAS, the winner of the Best Marketing Program award is the Heart of
21 Scottsville, for creating a Facebook campaign that interacts with its fans by giving away
22 "downtown bucks" that rewards fans and businesses alike and keeps the community
23 involved in the changes taking place in downtown Scottsville; and

24 WHEREAS, the winner of the Best of Retail/Event Promotion award is Bellevue
25 Renaissance for two creative programs that encouraged downtown shopping. During their
26 First Friday event for July 2011, they created a Celebrate Your Independents! campaign
27 where shoppers collected cards from local businesses along Bellevue Main Street and

1 were entered to win a prize. The year before they used the card game Old Maid to
2 encourage shopping at their local businesses; and

3 WHEREAS, the winner of the Best Creative Fundraising award is Discover
4 Downtown Middlesboro for the Downtown Ducky Dash in which local businesses sold
5 rubber ducks to participants, who then raced the ducks in order to raise money for local
6 businesses that were devastated by the June 2011 flood that occurred in downtown
7 Middlesboro. The fundraiser shut down all downtown traffic and the money raised
8 allowed six businesses to stay open; and

9 WHEREAS, the winner of the Best of Organization award is the Heart of Danville
10 Board of Directors for its successful, in-depth strategic planning process that reevaluated
11 the organization's goals and direction after it had completed the original goals set out in
12 its 2003 strategic plan. This thorough reevaluation gave many people an opportunity to
13 get involved in the Main Street program and provided a renewed sense of purpose to
14 focus on the new strategic priorities identified; and

15 WHEREAS, the winner of the Best Downtown Public Improvement Project award
16 is the Paris Main Street Program for its Downtown Paris Walking Trail. Thirty businesses
17 worked together to create the two mile walking trail, with the goals of helping residents
18 meet their fitness goals while beautifying the community and giving downtown and the
19 sponsoring businesses the opportunity to advertise in a fun and unique way; and

20 WHEREAS, the winner of the Best of Design award is the Springfield Main
21 Street/Renaissance, the Louisville Store Building, and owners Ed and Kris O'Daniel, for
22 the rehabilitation of the 1879 Louisville Store Building with an emphasis on making the
23 rehabilitation historically correct, meeting the Secretary of the Interior's standards, and
24 qualifying for state and federal historic preservation tax credits; and

25 WHEREAS, the winner of the Best of Economic Restructuring is Main Street
26 Russellville for the creation of Kentucky Artisans at the Saddle Factory, a business
27 opening in November 2010 to showcase 40 artists and their creations, in addition to

1 outreach to students and art classes offered for all ages; and

2 WHEREAS, due to their drive to continually seek new ways to do better, be better
3 and do right by their community, the Heart of Danville is the winner of the first ever
4 Award for Excellence in the Main Street Four-Point Approach; and

5 WHEREAS, the Kentucky Main Street program has created an award honoring
6 former Kentucky Heritage Council Executive Director David L. Morgan for his years of
7 service to historic preservation. The 2012 winner of the David L. Morgan Outstanding
8 Main Street Partner award is the Springfield Main Street/Renaissance partnership with St.
9 Catharine College, presenting The Heart of Kentucky Holiday Festival which is hosted by
10 Springfield and Lebanon, and involves a marketing class at the college that designs
11 brochures and social networking promotions, distributes promotional materials, and
12 works at the event. The holiday festival was named one of the "Top 20 Events for Winter
13 2011" by the Southeastern Tourism Association;

14 NOW, THEREFORE,

15 *Be it resolved by the Senate of the General Assembly of the Commonwealth of*
16 *Kentucky:*

17 ➔Section 1. The Senate does hereby honor the work of the Kentucky Main Street
18 program and congratulates those participating communities that are 2012 Kentucky Main
19 Street Award winners.

20 ➔Section 2. When the Senate adjourns this day, it does so in honor of the
21 Kentucky Main Street program and the 2012 award winners.

22 ➔Section 3. The Clerk of the Senate is directed to transmit a copy of this
23 Resolution to the Kentucky Heritage Council, Kentucky Main Street Program, 300
24 Washington Street, Frankfort, Kentucky 40601.