



Discover Downtown LaGrange

Spring 2015 Newsletter

2014-15

DDL Board Members

Beverly McCombs
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Norm Pallarito
Vice President

Barbara Manley
Secretary

Charlie Ward
Treasurer

Tom Kinney
Design

Robin Work
Organization

Donna Sabo
Promotions

Jim Urban
Economic Restructuring

Tom Clemons
Farmers Market

Scot Winskye
Audit & Ethics

Liska Coggleshall
Membership/Nominations

Nancy Griffin
Executive Director

Karen Eldridge
Past President

Welcome to our newest version of the Discover Downtown LaGrange newsletter. We plan to publish it quarterly with lots of community information on coming events. Discover Downtown LaGrange is dedicated to preserving the historical culture and architecture of LaGrange, with a special focus on honoring our small town character and quality of life. We are committed to function as a forward-thinking community that welcomes and encourages economic development. Our vision is to improve the community experience for residents, business owners, property owners, and visitors.

A Four-Point Approach

The four points of the Main street approach work together to build a sustainable and complete community revitalization effort. The Four Points are: Design, Organization, Promotion, and Economic Restructuring.

Design: This means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials.

Organization: Our goal is to establish consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, our program can provide effective ongoing management and advocacy for the downtown business district.

Promotion: This takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the district. Advertising, retail promotions, special events and marketing campaigns help sell the image and promise of Main Street to the community.

Economic Restructuring: This is designed to strengthen the community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

Greetings from the Executive Director

2015 is well underway in downtown La Grange. We're already working on the year's events. We also have a few fun projects planned to keep our street lively, engaged, and fun.

2014 saw many changes within DDL. We have a new board, new membership perks, and new opportunities. Many hours have gone into reorganization to make DDL more responsive to the needs of our members. It is now easier to conduct business in a clear, efficient way.

Each board member has specific responsibilities for different aspects of the organization. Each committee now has a board member actively participating and reporting their committee's activities to the rest of the board so the entire board has a more complete picture of what's happening.

Our membership opportunities were revamped last summer (2014) and every member will be getting a new membership packet with detailed information. This packet has been designed to help you use DDL to your best advantage while at same time promoting our community in the best possible way.

In 2014, we implemented a new, fresh website to better promote La Grange to the public and to improve the flow of information within DDL. Based on site traffic and social media statistical results, these tools are being used more than ever before... and that's a good thing. Members can fill out an application in the welcome packet to have your own page within the DDL site to promote your individual business and to help position you as a concerned community leader.

The promotions committee, led by Donna Sabo, is critically evaluating all the DDL promotions to improve efficiency, fun and impact. The goal is more smiles per dollar, both within the membership and for the public. More smiles translate into a stronger business environment, and an enriched community to live within.



Typical day on Main Street in LaGrange

Enjoy this newsletter! Let us know if you have things you'd like to see included in our quarterly update. As always, feel free to reach out to us with any ideas, concerns, questions. We look forward to hearing from you. 502-269-0126. director@discoverlagrange.org



Christmas on Main Street

From the Design Committee

As you read, our objective is getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors.

Some of the items on our agenda are promoting the Façade Grant program, to give some of the building a face lift, redoing and expanding the sidewalk art, and developing a viewing platform to allow visitors to safely view and photograph the trains coming through town.

Organization Committee

We have had a busy year organizing to make a more effective DDL. From updating the By-Laws, to creating 3 manuals (New Member Handbook, Procedures Manual and Board Member Orientation Manual) to increase the efficiency of our DDL organization. As our efficiency increases we hope to gain many new members with our 4 new types of membership(Spikes, Passengers, Conductors and Engineers). If you haven't already checked us out, we have a

lot of new to offer this year. Join us and be part of the growth.

Promotions Committee

Blue Hydrangea Progressive Tea: This event began in 2009, when a local merchant, Cindy Adams, learned she had ovarian cancer. Adams decided she'd take the national event and make it local and a progressive one, where guests could sample teas at each shop as they made their way down Main Street in La Grange. Cindy died March 31, 2009, just a few weeks before the first tea party, but her legacy lives on in this event, which is held on a Sunday in spring each year in conjunction with Baptist Health LaGrange. One-hundred percent of the proceeds from this event go to OAK (Ovarian Awareness Kentucky). - See more at: <http://www.discoverlagrange.org/events>.

Please join us on Sunday, April 19, 2015 from 1:00 to 4:00 for our Blue Hydrangea Progressive Tea. A Survivor's Blessing will begin at 12:30 at the Rob Morris Chapel. Shop on Main Street and sample tea at various merchants.

La Grange Farmers' Market & Artisan

It's that time of year that our Farmers and Artisans are planning for the upcoming Farmers Market season, which starts in May and runs through October.

For those of you who may be interested in joining our Market as a Vendor, contact Russ Morris, Market Manager, wvrussnky@live.com. Awarded KY Farmers Market of the Year for 2013.

Economic Restructuring

The first priority of the committee is to provide assistance to both existing and potential businesses. In order to do this, the ER Committee is gathering market information and reviewing software to create a business assistance service through Discover Downtown LaGrange. By providing this information about specific characteristics and geographic areas, businesses will be able to efficiently promote their goods and services to target markets.

We anticipate that this service will be available by June of 2015. Once this service is in place, the Committee will also assist property owners identify businesses that will fit, and be successful, in our marketplace creating a vibrant mix of goods and services. More on this new service for businesses will be included in our summer newsletter.

From our Board President

I have lived in La Grange for over 37 years, and I can recall a time when the only event that brought the community together was Oldham County Day. Years ago, the whole event easily fit on the courthouse lawn! Now, looking at what the event consists of, anyone can easily see that it takes hours and hours of planning, organizing, and ongoing efforts from the hard-working Project Guild members and volunteers. Can you imagine for a moment, if there was no Oldham County Day? How much community pride and spirit would there be? Let's not forget to also mention the loss of revenue for the downtown merchants; some of whom count on that event to help make it one of their biggest revenue days of the year.

Now, take a moment to ponder how our downtown community would look without all the events that Discover Downtown La Grange's committee members and volunteers work so hard to bring to all of us. The image of a "ghost town" comes to mind; and I'm not talking about the [Spirit of La Grange Ghost Tours](#), which has literally helped put us on the map as a "go to" destination. There is no way to adequately measure how many visitors seek out our charming downtown, and as a result, spend their hard earned dollars here, instead of somewhere else. I sincerely hope that we will never have to find out what we would all stand to lose.

Instead, as DDL's President, I'm planning to contribute my own efforts in taking Discover Downtown La Grange's/ Crossroads Main Street Program to the next level. I am including myself with the group of people



Annual Chocolate Crawl

making up this organization, with one of the primary purposes, to ensure that the events which La Grange is so well-known for continue to be overseen with dedication and purpose. We want to offer DDL as the hub of downtown that links City Place's Visitor Center and the downtown Welcome Center to everything that our community has to offer.

In closing, I'd like to share a quote with you that I believe represents what my involvement with DDL means to me; "Coming together is a beginning. Keeping together is progress. Working together is success." These words were spoken years ago by Henry Ford.

It is truly a pleasure to use my time to work for our amazing city of La Grange through our Discover Downtown La Grange organization.

It's been my home for almost 40 years. I encourage you to consider doing the same, and make a difference in our community for the benefit of everyone.

Beverly McCombs,
DDL President