

# The Walker Collaborative Summary

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COMMITTEE OF THE WHOLE

APRIL 22, 2021

# Achievements To Date

## A-2) ACHIEVEMENTS TO DATE

Over the last fifteen or so years, Downtown Hopkinsville has made great strides toward revitalization. A list of some of the key achievements are provided below by year.

### 2002 Achievements

- 9th Street Streetscape Redevelopment
- Purchase of Old First City Bank Building

### 2003 Achievements

- Little River Park Renovation - Phase I
- 7th Street Bridge Renovation
- Old First City Bank Building - Phase I
- Downtown Master Plan

### 2004 Achievements

- Main Street Streetscape Redevelopment
- Old Fire Station - Transportation Museum
- Old First City Bank Building - Upper Story Housing
- Little River Park Splash Fountain
- 9th Street Bridge Renovation

### 2005 Achievements

- Landscaping at 9th & Liberty Streets
- Establishment of Inner-City Residential Enterprise Zone (ICREZ) Program
- Odd Fellows Building - Upper Story Housing

### 2006 Achievements

- Camiros Downtown Renaissance Plan

### 2007 Achievements

- Downtown Farmers Market

### 2008 Achievements

- Ash Receptacles throughout Downtown
- Old First City Bank Building Upper Story Housing
- Farmers Market Grants:
  - EBT/Debit Card Program
  - Senior Farmers Market Nutrition Program
- Creation of Downtown Incentive Programs

### 2009 Achievements

- Farmers Market Grant Programs:
  - Promotional Grant
  - EBT/Debit Card
  - Senior Farmers Market Nutrition Program
  - Women with Infant Children (WIC)(Programs have been ongoing since 2009)

- Establishment of Downtown Renaissance District Advisory Board

### 2010 Achievements

- Historic Preservation Workshop
- Section 108 Grant Program Award
- 6th Street Streetscape Project (sidewalks, planters, trash receptacles & decorative lighting)
- Construction of Soyars' Plaza at Court House

### 2011 Achievements

- Acquisition & Demolition of 600 South Main Street Property
- Clay Street Greenspace
- Founders Square Signage (signat. & parking)



Located at the corner of Main and Ninth Streets, the Downtown Farmers Market pavilion was completed in 2007 with grants from the Kentucky Agricultural Development Fund and the Kentucky Community Economic Opportunity Grant Fund, along with local funds from the City of Hopkinsville. Area farmers come from Hopkinsville, Pembroke, Gracey, Crofton, Bluff Springs, Elkton, Cadiz, Bardwell, and Metropolis, Illinois to make available to area residents the highest quality products available within the region.

# Achievements To Date

## A-2) ACHIEVEMENTS TO DATE (CONTINUED)

### 2012 Achievements

- Downtown Renaissance District E-Newsletter
- Marketing Brochures

### 2013 Achievements

- Acquisition & Demolition of 906 South Main Street Property
- 600 South Main Street Parking Lot Development

### 2014 Achievements

- Hopkinsville Municipal Center
- 600 South Main Street Landscaping
- Peace Park
- Virginia Park
- Sudden Service Station Gateway Signage
- Development of Fred Atkins Park
- West 7th Street Mural
- Founders Square Mural Updates
- Partnerships with Garden Clubs and Recognition Signage
- Social Media Marketing – Farmers Market & Downtown Renaissance District
- Additional Public Space Programming

### 2015 Achievements

- Hopkinsville Greenway System – Phase 1
- Little River Park Amphitheatre
- Walnut Street Center Park
- Westside Park

- 9th & Campbell Streetscape Project (sidewalks, planters, trash receptacles & decorative lighting)
- Gateway Academy Project Based Learning Program (Open Spaces, New Faces)
- Downtown Wayfinding Signage Strategy

### 2016 Achievements

- Ed Holmes, Inc. (EHI) ICREZ Assessment & Update
- Downtown Banners
- Small Business Resource Guide (partnered with Chamber of Commerce)

### 2017 Achievements

- Local Foods, Local Places Initiative

- Walnut Street Center Teen Center Addition
- Downtown Stroll, Sip & Shop Events (quarterly)
- Creation of Downtown Merchant's Association

### 2018 Achievements

- Acquisition of Postell Lot
- Planned Relocation of Probation & Parole
- Sudden Service Station Restoration – Phase I
- Downtown Strategy Project
- Downtown Renaissance District Calendar
- Downtown Renaissance District Survey
- Hoptown Harvest Festival & Cultural Community Council to be established as result of Local Foods, Local Places Funding



The Sudden Service Station was originally built in 1919 at the northeast corner of 12th and Main Streets (see photo at left) and then moved in 1935 to its current site on 9th Street (see photo at right). The City acquired the property in 2008 and considered demolishing it in 2016, but ultimately decided to preserve it. Since then, later additions have been removed and the building's rehabilitation has begun. It might be used for public restrooms, which would become a useful asset to the two nearby City parks.

# Achievements To Date

## **A-2) ACHIEVEMENTS TO DATE (CONTINUED)**

Below is a list of Downtown Hopkinsville 50/50 Matching Grant Incentive Program recipients since 2009 funded through the Inner-City Residential Enterprise Zone (ICREZ) Program.

### **2009 Project Funding**

- ATS Tactical Gear/World Executive Services - 709-713 South Main Street

### **2010 Project Funding**

- Hicks & Demps, LLC - 500 South Main Street
- Hogshead & Brighton Hall - 801-803 South Main Street
- Trifecta Solutions - 112 West 7th Street
- D's Delights Bakery - 106 East 6th Street
- Pennyrile Collection, Inc. - 123 West 7th Street
- Pennyroyal Area Museum - 314 East 9th Street

### **2011 Project Funding**

- Solomon Sacks, LLC - 300 & 304 East 9th Street
- Cornerstone Information Systems - 800 South Main Street
- The Bus Stop / First Presbyterian Church - 319 East 9th Street
- The Place: A Local Eatery - 104 East 6th Street
- Books on Main / J Schrecker Jewelry - 909-911 South Main Street

### **2012 Project Funding**

- HWEA Freight Depot - 500 East 9th Street
- Fletcher Law Firm - 700 South Main Street
- Bridge of Hope Fellowship - 1005 South Main Street
- Blackpatch Restoration - 608 South Main Street
- Harper House - 914 South Main Street
- Klein Building - 100 East 6th Street

### **2013 Project Funding**

- Sanctuary House, Inc. - 210 East 9th Street
- Jason E. Holland, Attorney At Law - 905 South Main Street
- 1ST Presbyterian Church: Let's Paint Downtown Hoptown
- Blackpatch Restoration (LPDH) - 608 South Main Street
- Moayon Building - 201-205 East 9th Street
- Bridge of Hope Fellowship Church - 121 West 10th Street

### **2014 Project Funding**

- Pennyroyal Arts Council: Alhambra Theatre - 507 South Main Street

### **2015 Project Funding**

- Ivy Glass & Metal - 129 East 7th Street
- Cherokee Rentals - 117 West 9th Street
- Esquire Four, LLC - 612 South Main Street
- Phoenix Property Group of WKY - 1002 South Virginia Street (Forbes Bldg.)
- Water Street, LLC - 123 West 9th Street
- Todd Christian, LLC - 912 South Main Street

### **2016 Project Funding**

- 1st Presbyterian Church - 303 East 9th Street
- Bridge of Hope - 121 West 10th Street
- Troy Suite - 707 South Virginia Street
- 4th & Main Auto Sales - 401 South Main Street
- Hopkinsville Brewing Company - 102 East 5th Street
- YMCA - 913 South Main Street

### **2017 Project Funding**

- Infinite Ink Tattoo & Piercing Studio - 207 East 9th Street
- Sanctuary, Inc. - 210 East 9th Street
- Bella Marie Boutique - 601 South Virginia
- The Miller's Son - 110 East 6th Street



*This facade on East 6th Street was renovated for The Place: A Local Downtown Eatery through a 50/50 matching grant.*

# Existing Conditions

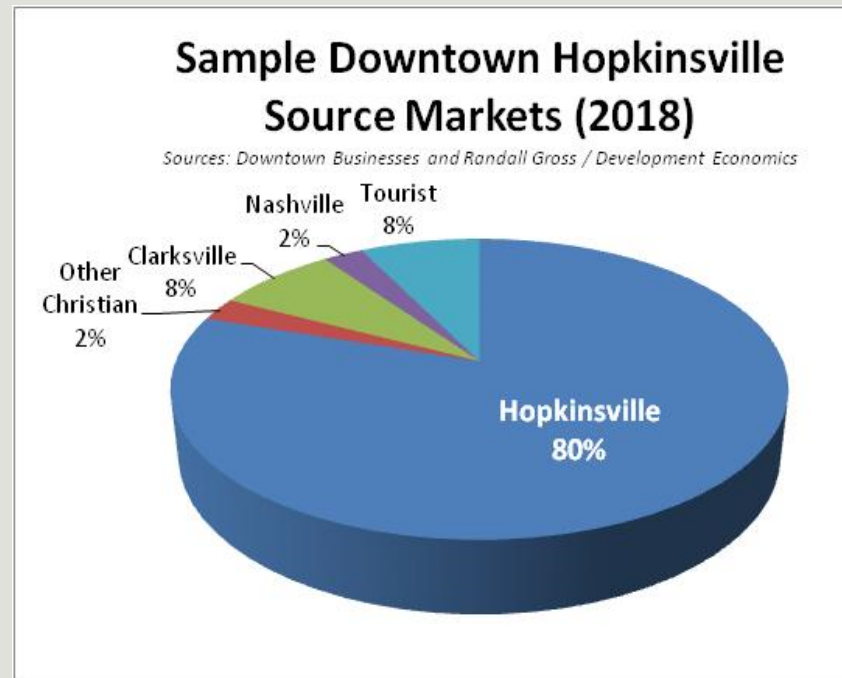
- Major employers are Planters Bank & government
- Retail accounts for 1/5 of Downtown space
- Gaps exist in grocery, health, toys, sporting goods, etc.
- 24% vacancy rate
- Parking lots are underutilized
- Retail sales are generally flat

**Table 14. ESTIMATED BUILDING USE BY CATEGORY, DOWNTOWN HOPKINSVILLE, 2018**

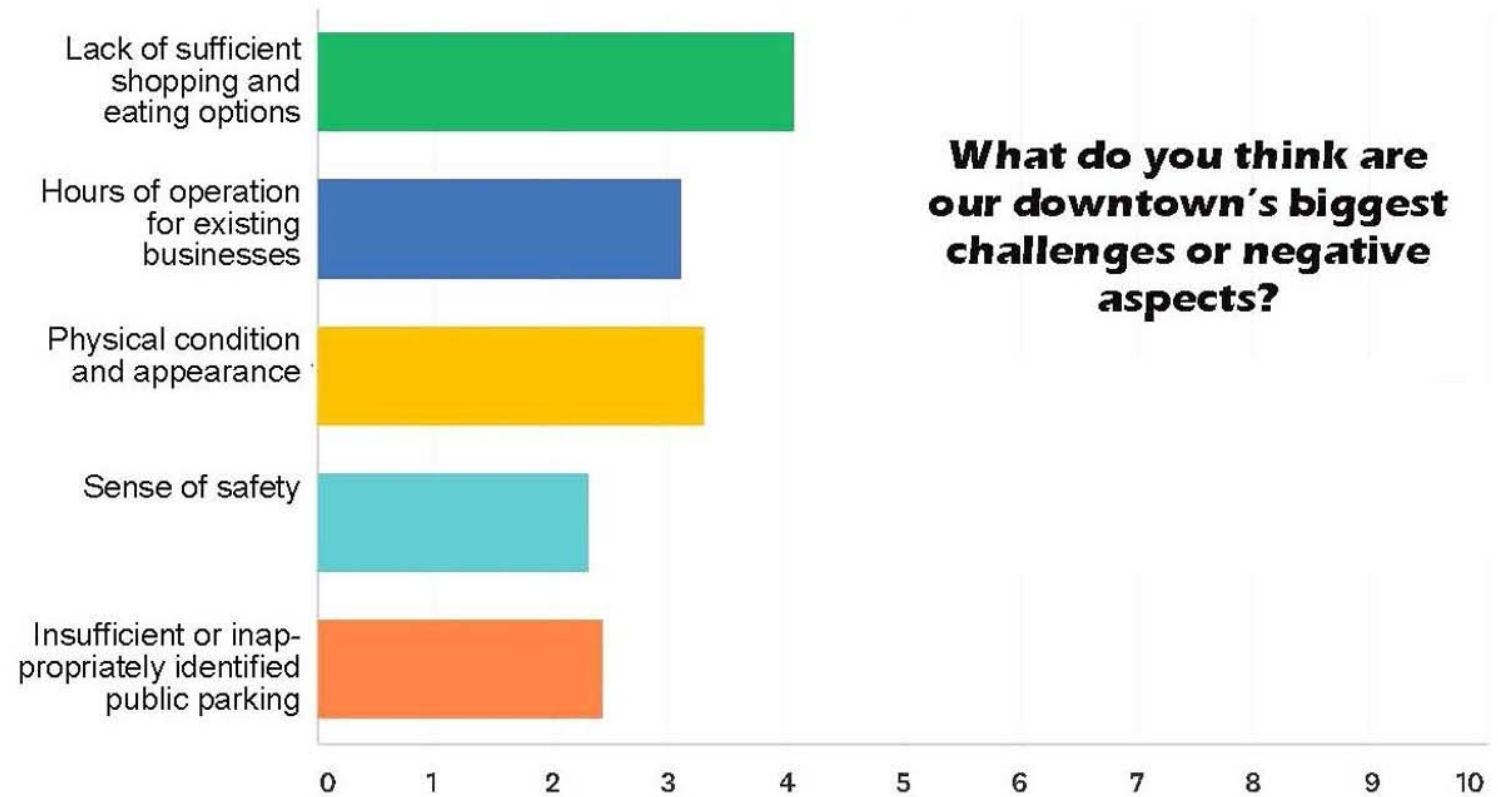
Category	Number	Sq. Feet	Share
Retail	63	175,800	21%
Office	74	366,973	43%
Industrial	33	176,695	21%
Auto Service	2	6,000	1%
Civic/Religious/Lodge	7	83,000	10%
Accommodation	-	-	0%
Event Venue	1	2,498	0%
Educ/Museum/Library	5	27,700	3%
Residential (Bldgs)	32	-	N/A
<b>TOTAL</b>	<b>221</b>	<b>857,390</b>	<b>100%</b>
<i>Storage/Unfinished</i>	4	18,740	2%
Source:	Randall Gross / Dev. Economics.		

# Existing Downtown Business Base

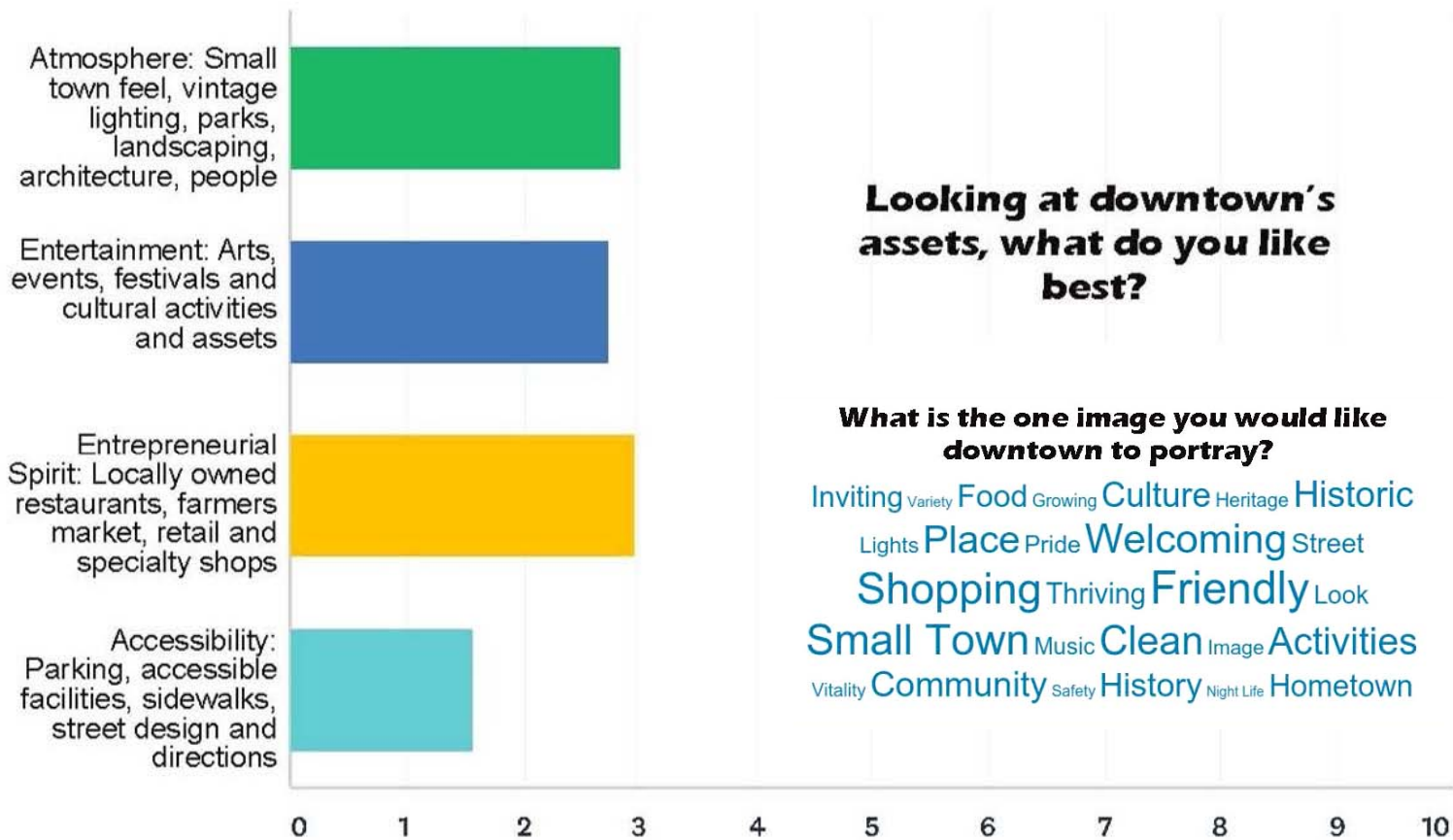
- Heavily dependent on local trade
- Need to diversify the market base to include more destination visits
- Military is untapped market



# Survey Results



# Survey Results





# Approach

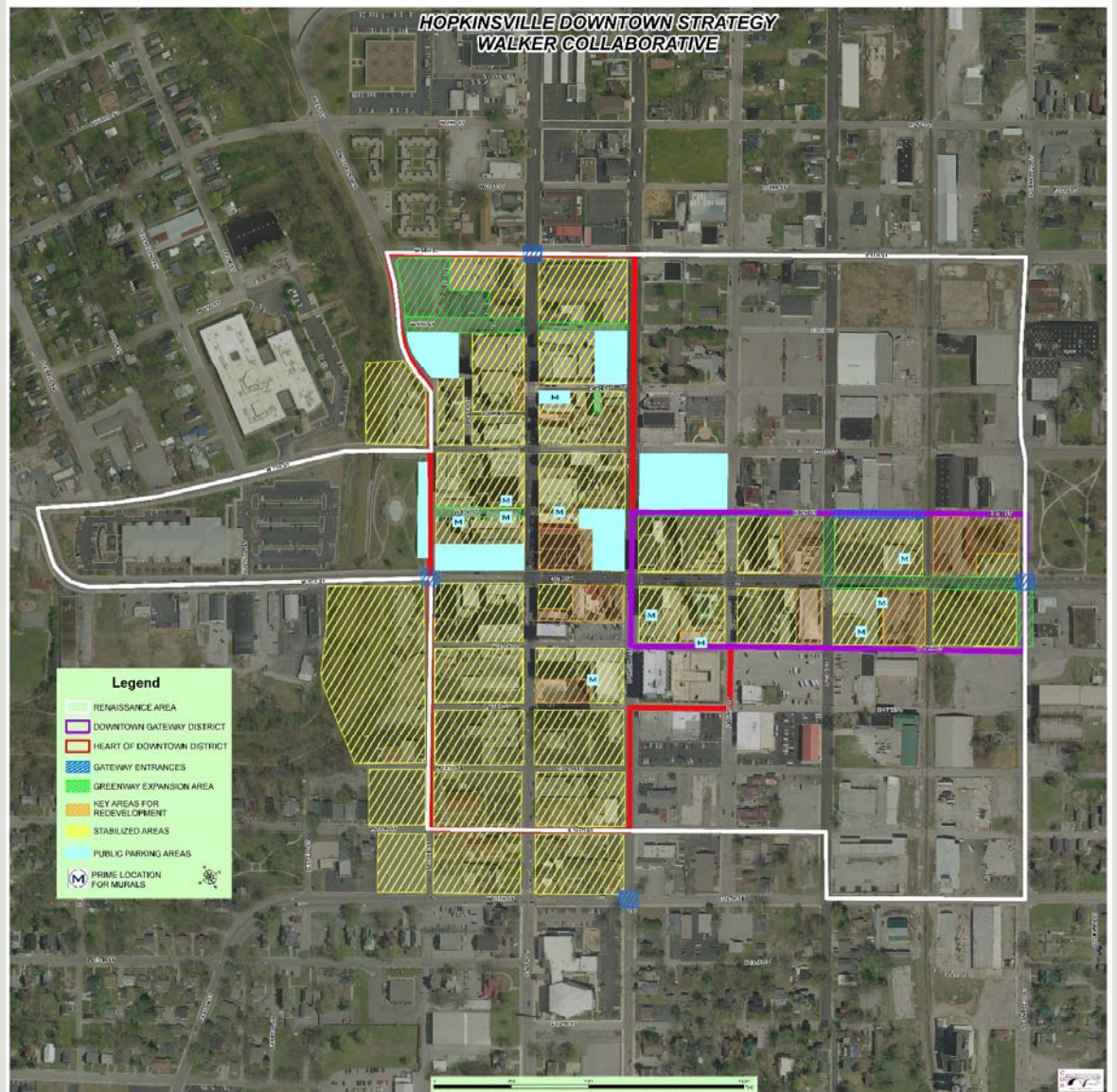
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- Utilize information obtained by The Walker Collaborative Team for developing specific strategies & incentives
- Emphasize incentivizing of retail, restaurant, food, grocery & craft-beverage establishments
- Recruit investors and entrepreneurs for key development areas
- Create vibrant storefronts and public art installations
- Provide technical services for marketing and co-branding
- Provide signage installations for wayfinding and public parking
- Undertake marketing campaign to increase awareness regarding host of opportunities available in the Downtown Renaissance District

# Overall Concepts

## Legend

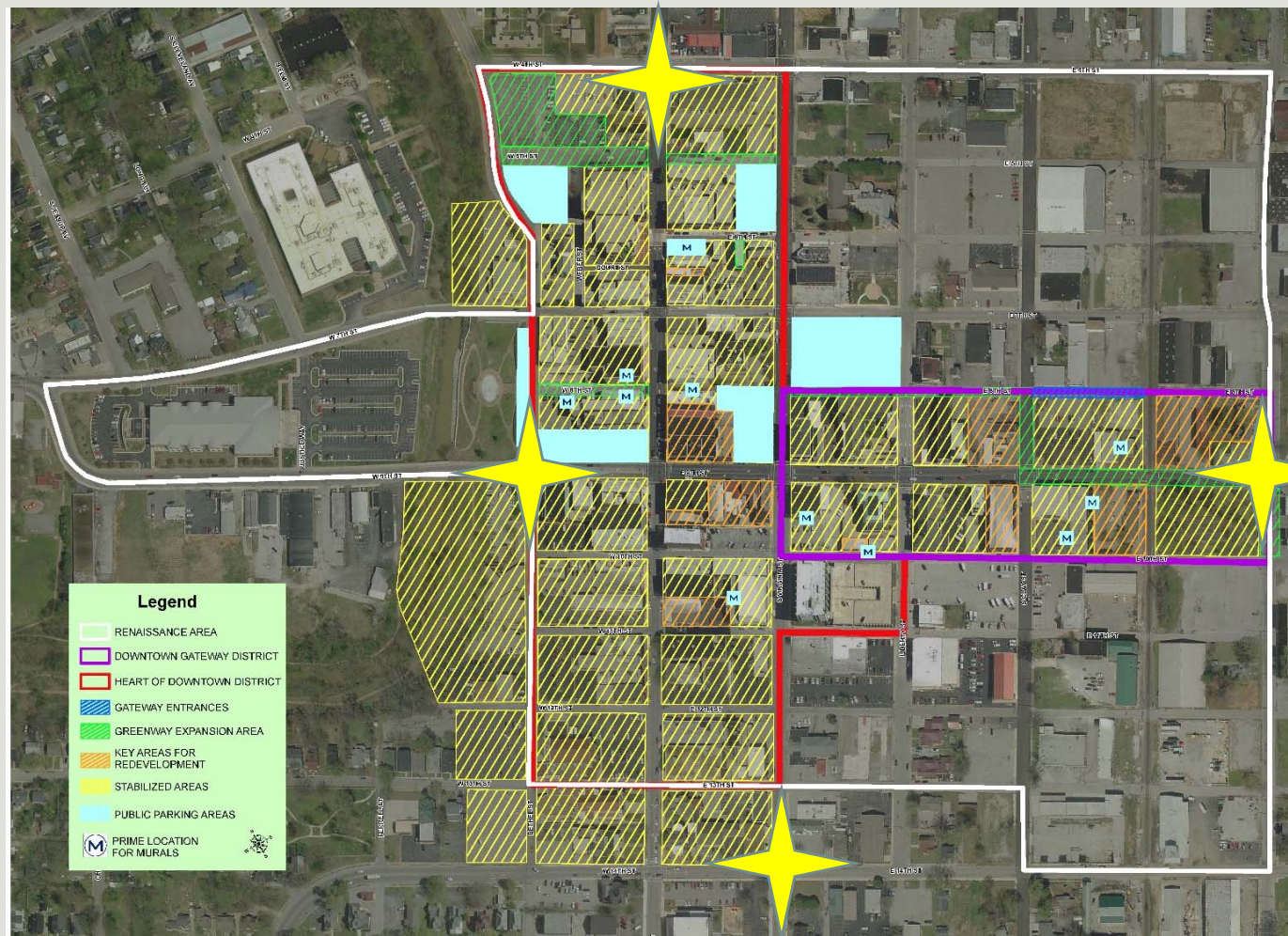
-  RENAISSANCE AREA
-  DOWNTOWN GATEWAY DISTRICT
-  HEART OF DOWNTOWN DISTRICT
-  GATEWAY ENTRANCES
-  GREENWAY EXPANSION AREA
-  KEY AREAS FOR REDEVELOPMENT
-  STABILIZED AREAS
-  PUBLIC PARKING AREAS
-  PRIME LOCATION FOR MURALS





# Gateway Entrances

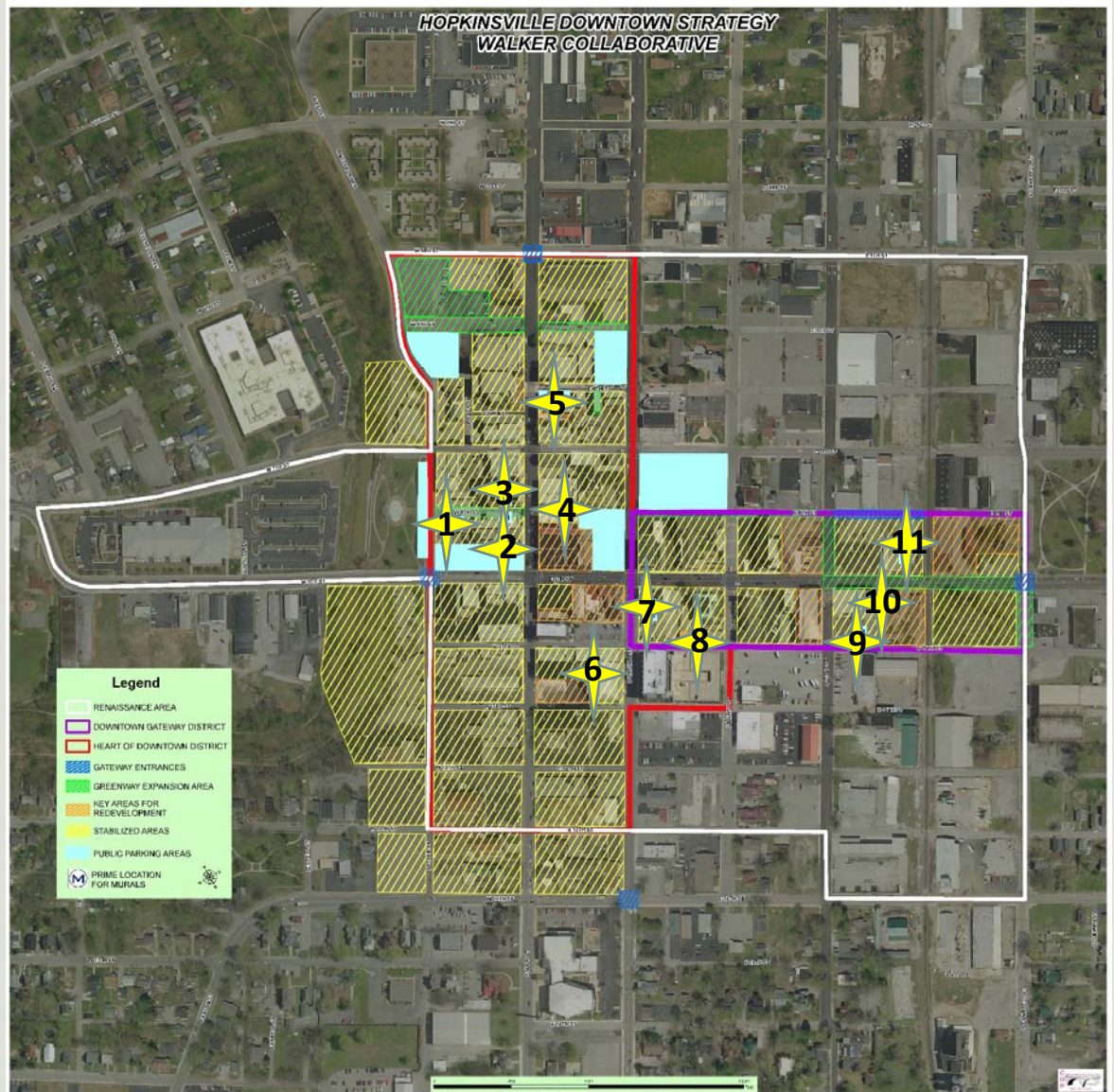
- 4<sup>th</sup> & Main
- 9<sup>th</sup> & Bethel
- 9<sup>th</sup> & Campbell
- 14<sup>th</sup> & Virginia





# Prime Mural Locations

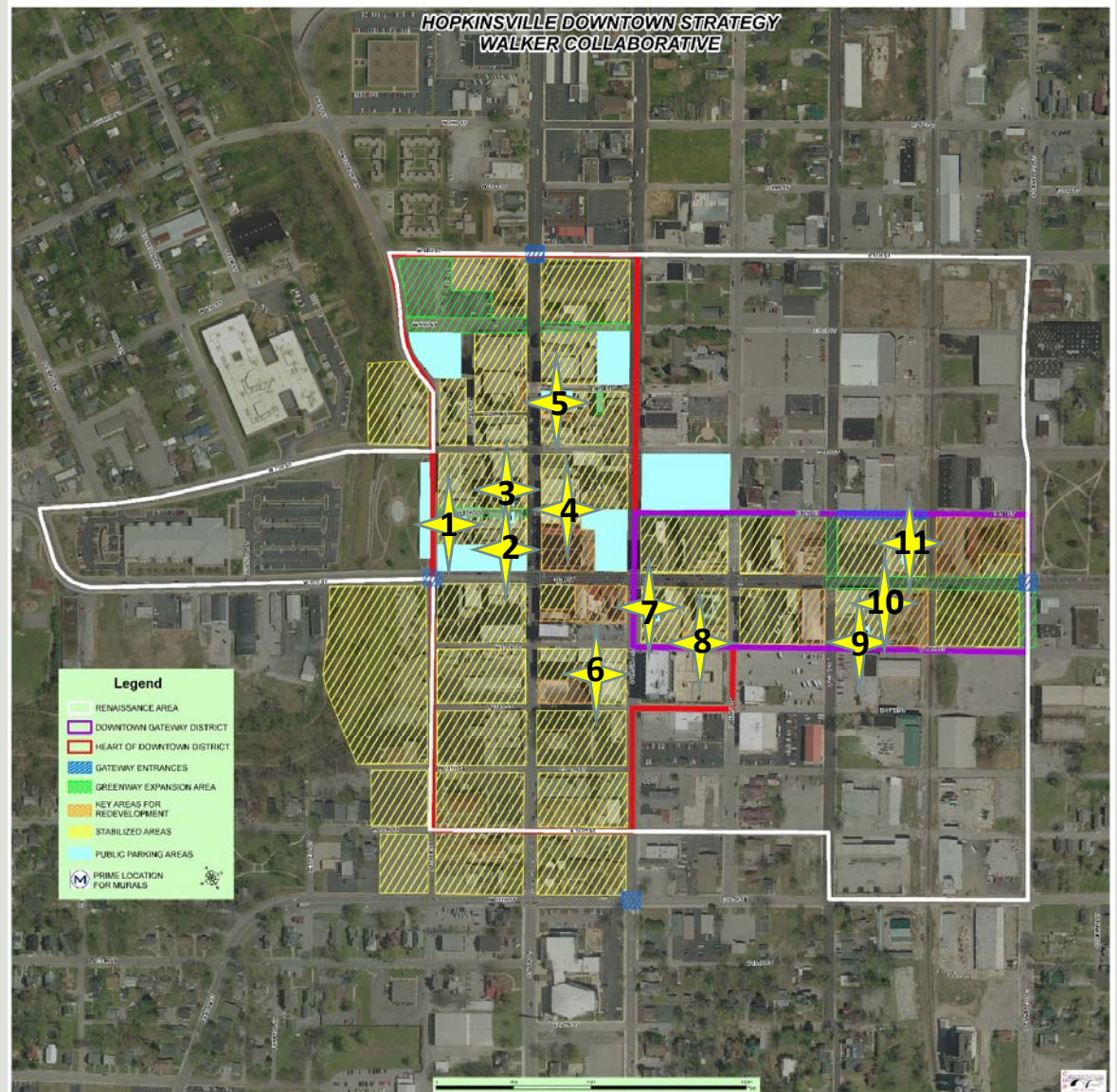
1. Back of Main St. Tavern (801 S. Main St.)
2. Founders Square Wall (East 9<sup>th</sup> St.)
3. Side of Main St. Tavern (801 S. Main St.)
4. Side of Cornerstone Information Systems (800 S. Main St.)
5. Arthur Plaza (East 6<sup>th</sup> St.)





# Prime Mural Locations

6. Back of Bastin Building (1012-1016 S. Main St.)
7. Back of Moayon Building (203-207 East 9<sup>th</sup> St.)
8. Side of Childers & Arthurs & Back of The Hall Closet (214 E. 10<sup>th</sup> St.)
9. Back & Side of HWEA (401 E. 9<sup>th</sup> St.)
10. Side of Blackhawk Bakery (409 East 9<sup>th</sup> St.)
11. Side of Whistle Stop Donuts (420 E. 9<sup>th</sup> St.)



# Incentive Programs

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- ❖ New Technical Assistance Incentive Programs
- ❖ Enhancement of Existing Incentive Programs
- ❖ New Bricks & Mortar Incentive Programs
- ❖ Public Art Installation Program
- ❖ Funding Chart at the Conclusion
- ❖ 10-Year Model with Established Goals
- ❖ All Programs Available in the Heart of Downtown and Downtown Gateway Subdistricts

# NEW Technical Assistance Incentive Programs

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- Marketing/CoBranding
  - For retail, restaurant, food, grocery & craft-beverage industries
  - RFP published to select marketing firm
  - Plans available in 6 or 12-month increments
  - May involve 2 or more businesses
  - \$3,500 for 6 month plan
  - \$7,000 for 12 month plan
  - Must have been in business for at least 6 months
  - Competitive application process
  - \$10,500 to launch
  - \$154,000 to fully fund
  - Goal of 22 over 5-10 year period

# NEW Technical Assistance Incentive Programs (con't)

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- Signage & Façade Design
  - RFP published to select 3 design firms
  - Contractual obligation between owner, firm & LDC
  - Pre-established hourly rate, NTE total of \$2,000 for design that:
    - Incorporates historic preservation efforts
    - Includes installation of new signage & lighting
    - Removes any applied elements that cover architectural details
    - Includes installation of appropriate awnings, benches, planters & landscaping
    - Incorporates Renaissance Design Standards
    - Includes a cost estimate
  - Minimum \$2,500 contribution from property/business owner is required (proof required)
  - \$1,000 escrow account establishment at contract signing
  - \$4,000 to launch
  - \$20,000 to fully fund
  - Goal of 10 over next 10 years



# NEW Technical Assistance Incentive Programs (con't)

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- Building Blocks Façade Enhancement Program (alternative to signage & façade design program)
  - RFP published to select 1 design firm for free exterior design services
  - Competitive process for selection of recipients
  - Priority given to blocks or groupings of blocks with 5 or more buildings
  - Design includes the following:
    - Incorporates historic preservation efforts
    - Includes installation of new signage & lighting
    - Removes any applied elements that cover architectural details
    - Includes installation of appropriate awnings, benches, planters & landscaping
    - Incorporates Renaissance Design Standards
    - Includes a cost estimate
  - Minimum \$2,500 contribution from property/business owner is required (proof required)
  - \$1,000 escrow account establishment at contract signing
  - \$12,500 to launch
  - \$75,000 to fully fund
  - Goal of 30 over next 10 years

# NEW Technical Assistance Incentive Programs (con't)

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- Storefront Display & Merchandising

- RFQ published for selection of professional visual merchandiser, interior designer or commercial stager
- LDC contracts for staging & merchandising for up to 20 retail, beauty salon and/or barber establishments
- Services for 4 storefront displays & 1 merchandising display over 12-month period (estimated at \$400/per)
- Payment made upon completion of each display
- Material costs are responsibility of business owner
- \$1,600 to launch
- \$8,000 to fully fund
- Goal of 20 over 5 -10 year period

# NEW Technical Assistance Incentive Programs (con't)

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- Storefront Display & Merchandising (for vacant & professional office storefronts)
  - Technical design assistance provided by selected professional visual merchandiser, interior designer or commercial stager on a 50/50 cost basis with a pre-established NTE amount (estimated at \$200/per)
  - Material costs are responsibility of business owner
  - \$1,000 to launch
  - \$3,000 to fully fund
  - Goal of 15 over 5-10 year period

# NEW Technical Assistance Incentive Programs (con't)

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- Property Development & Occupancy
  - Free RFP services are available to property owners with vacant properties suitable for habitation or deemed eligible for rehabilitation/restoration
  - Investors, entrepreneurs and developers are sought through the RFP process
  - Published locally & regionally
  - If investor, entrepreneur or developer is recruited, the property owner offsets the leasing or acquisition cost of the property by 25% of the cost of rehabilitation/restoration
  - Cost estimate prepared by CDS or through a contracted 3<sup>rd</sup> party
  - \$4,500 to launch (estimated cost of \$1,500/per)
  - \$15,000 to fully fund
  - Goal of 10 over next 10 years

# NEW Technical Assistance Incentive Programs (con't)

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- Market Analysis & Financial Pro-Forma Assistance
  - RFQ published to select a market analyst and financial expert with extensive experience in the restaurant, food, craft-beverage and/or retail industry
  - Services provided to individuals in one of these industries hoping to establish business in the Heart of Downtown or Downtown Gateway subdistricts
  - Incentive pays 25% of the cost of the consultant, NTE \$2,500 per business/applicant
  - Applicants must meet specific credit rating requirements, have some experience in the related field, and be pre-qualified for a loan of not less than \$50,000 to be eligible for the service
  - \$5,000 to launch
  - \$25,000 to fully fund
  - Goal of 10 over the next 10 years

# Enhanced Incentive Programs (50/50 Matching Grant)

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## ❖ Restaurant, Craft Beverage, Food & Grocery

- ❖ \$50,000 if occupying vacant structure or demolished property (previous 12 months)
- ❖ \$75,000 if same as above, but with residential use on upper floor
- ❖ \$175,000 to launch
- ❖ \$550,000 to fully fund
- ❖ Goal of 9 over 6-10 year period

## ❖ Retail Establishments

- ❖ \$40,000 if retail first floor
- ❖ \$60,000 if retail first floor and residential use on upper floor
- ❖ \$100,000 to launch
- ❖ \$500,000 to fully fund
- ❖ Goal of 10 over 5-10 year period

❖ EXISTING PROGRAM IS \$20,000 W/UPPER FLOOR RESIDENTIAL & \$15,000 W/OUT

# Enhanced Incentive Programs (con't) (50/50 Matching Grant)

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- ❖ Professional Offices, Entertainment Venues & Private Rental Facilities
  - ❖ \$25,000 if new or existing professional office, entertainment venue or private rental facility
  - ❖ \$30,000 if same as above, but with residential use on upper floor
  - ❖ \$75,000 to launch
  - ❖ \$135,000 to fully fund
  - ❖ Goal of 7 over next 10 years
- ❖ EXISTING PROGRAM IS \$20,000 W/UPPER FLOOR RESIDENTIAL & \$15,000 W/OUT

# New Incentive Programs (Matching Grant & Capital Equipment Loan)

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- Façade Enhancement
  - \$50,000 cost share on a 50/50 basis
  - \$100,000 to launch
  - \$500,000 to fully fund
  - Goal of 10 over next 5-10 years
- Capital Equipment Loan Program for Restaurant, Craft-Beverage, Food and Grocery Establishments
  - 0.5% - 1%, 5-10 year amortized loan to new businesses (as noted above) for capital equipment purchases, up to \$50,000/per
  - \$50,000 to launch
  - \$500,000 to fully fund
  - Goal of 10 over next 10 years



# New Incentive Programs (con't)

## Mural Program

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### ❖ Mural Program

- ❖ Through a competitive process, original works of art are selected from local artists for installation on select prime locations
- ❖ Winning artists receive monetary award (estimated at \$250) for purchase of art work
- ❖ Digital image is transferred to selected building in the form of a vinyl overlay or maxmetal type of material
- ❖ Signage is installed adjacent to or on building identifying the artist and the theme being represented
- ❖ \$12,000 to launch
- ❖ \$60,000 to fully fund
- ❖ Goal of 10 over next 5-10 years

# Summary of Programs & Funding

PROGRAM NAME	DEVELOPMENT GOAL	COST PER DEVELOPMENT	INITIAL ANNUAL FUNDING	TOTAL PROGRAM FUNDING	# OF YEARS FOR IMPLEMENTATION
<b>NEW PHYSICAL IMPROVEMENT PROGRAM</b>					
MURAL PROGRAM	10	\$6,000	\$12,000	\$60,000	5
<b>NEW TECHNICAL ASSISTANCE INCENTIVE PROGRAMS</b>					
MARKETING & CO-BRANDING* (For Retail, Restaurant, Food, Grocery & Craft-Beverage Establishments)	22	\$3,500 (6 MONTHS) OR \$7,000 (12 MONTHS) * provided on a 50/50 cost share basis	\$10,500	\$154,000	ONGOING
SIGNAGE & FAÇADE DESIGN	10	\$2,000	\$4,000	\$20,000	10
BUILDING BLOCKS FAÇADE ENHANCEMENT	30	\$2,500	\$12,500	\$75,000	10
RETAIL , BEAUTY & BARBER STOREFRONT DISPLAY & MERCHANDISING	20	\$400	\$1,600	\$8,000	5
VACANT & PROFESSIONAL STOREFRONT DISPLAY	15	\$200	\$1,000	\$3,000	5
PROPERTY DEVELOPMENT & OCCUPANCY RFP PROGRAM	10	\$1,500	\$4,500	\$15,000	10
MARKET ANALYSIS & FINANCIAL PRO-FORMA ASSISTANCE	10	\$2,500	\$5,000	\$25,000	10

# Summary of Programs & Funding

<b>ENHANCED 50/50 MATCHING GRANT PROGRAM</b>					
RESTAURANT, CRAFT BEVERAGE, FOOD & GROCERY	9	\$50,000 TIER 1 \$75,000 TIER 2	\$175,000	\$550,000	6
RETAIL	10	\$40,000 TIER 1 \$60,000 TIER 2	\$100,000	\$500,000	5
PROFESSIONAL OFFICES, ENTERTAINMENT VENUES & PRIVATE RENTAL FACILITIES	7	\$25,000 TIER 1 \$30,000 TIER 2	\$75,000	\$135,000	10
<b>NEW ELEMENT TO 50/50 MATCHING GRANT PROGRAM</b>					
FAÇADE ENHANCEMENT PROGRAM	10	\$50,000	\$100,000	\$500,000	5
<b>NEW CAPITAL EQUIPMENT LOAN PROGRAM</b>					
CAPITAL EQUIPMENT LOAN PROGRAM FOR RESTAURANT, CRAFT-BEVERAGE, FOOD & GROCERY ESTABLISHMENTS	10	\$50,000	\$50,000	\$500,000	10
<b>TOTAL</b>			<b>\$551,100</b>	<b>\$2,545,000</b>	

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Comments?  
Questions?  
Thank you.