



DOWNTOWN
FRANKFORT
INCORPORATED

KENTUCKY DISTILLED

2023
ANNUAL REPORT

Downtown Frankfort, Inc. is...

A key force behind our city's flourishing downtown district. As a dedicated non-profit organization, Downtown Frankfort, Inc. (DFI) is committed to enhancing the economic, cultural, and social vitality of Frankfort.

Supported by corporate and private sponsors, DFI is led by a passionate Board of Directors and administered by an Executive Director.

Our mission is to create exceptional experiences, stimulate economic development, and promote the well-being of residents, businesses, and visitors through strategic partnerships, innovative marketing, and signature events.



MISSION STATEMENT

Promote historic downtown Frankfort by creating exceptional experiences and aesthetics for all those who live, work and visit. Support and advocate for businesses, residents and tourists through marketing, partnerships, networking platforms and signature events.

VISION

Our vision is to see downtown Frankfort as a vibrant, inclusive, and thriving downtown, fostering a sense of belonging for residents and tourists alike.

Our Team...

The DFI Board is made up of downtown business people, downtown residents, representatives from local governments and industry, and folks who just love downtown Frankfort and want to work to make it better. Board members are eligible to serve up to two three-year terms.

Executive Director's Message

As we eagerly look forward to the future, I am thrilled to share our vision for Downtown Frankfort's continued growth and prosperity.

Our commitment to vibrant development is unwavering. We'll be leveraging active social media engagement and our newly launched website to keep you connected and informed about the exciting transformations in our downtown. Building strong relationships with property owners to help, facilitate entry for potential businesses and contributing to the overall economic vitality. Furthermore, the pulse of our community will beat stronger than ever with a continuous flow of dynamic downtown events, ensuring not just entertainment but tangible economic boosts for our local businesses. Together, let's shape a Downtown Frankfort that thrives and reflects the aspirations of our entire community.



Suzy Hosley
Executive Director



2024

BOARD OF DIRECTORS

Deirdre Calvert
President

Karl Lawrence
Vice-President

Megan Sauter
Secretary

Kim Richardson
Treasurer

Sarah Thompson

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Darnell Owens

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Cathy Jennings

Steven Middleton

Bobby Pelosi

Ex Officios

Tish Shade
Frankfort Area Chamber of Commerce

Diane Strong
Bourbon on the Banks

Robin Antenucci
Frankfort/Franklin County Tourist & Convention Comm.

Rebecca Hall
City of Frankfort

Ally Hall
Franklin County Fiscal Court

James Hatchett
Governor's Office

Program of Work...

Downtown Frankfort, Inc. collaborates with the local governments, corporate and private sponsors, downtown businesses, and other non-profit organizations to bring an increased level of excitement and vitality to downtown. We work to support and elevate the experiences of those who live, work and visit in downtown Frankfort.

Events

In 2023, DFI orchestrated a total of 15 vibrant events transforming the heart of Frankfort into a hub of excitement.

- **Burger Week**
- **Hot Brown Trail**
- **Derby Celebration**
- **Summer Concert Series (6)**
- **Witches Night Out**
- **Halloween Thriller Trick or Treat**
- **Candlelight Weekend (3 day Event)**
- **Elf on the Shelf Challenge**

These carefully curated events appeal to diverse groups and drew an impressive crowd averaging, 1,000 to 3,000 attendees per event with an annual average total of 20,000 in foot traffic in downtown.

Beyond the joy they brought, these gatherings injected vitality into the local economy, with substantial financial contributions reverberating throughout downtown businesses. From local vendors and artisans to established businesses, the economic impact was widespread, fostering growth and sustainability for the community.



Collaborative Support

DFI proudly maintains an unwavering commitment to promoting the businesses and organizations that form the heart of our downtown. Through dynamic and strategic marketing initiatives, in 2023, we showcased the unique offerings, stories, and successes of our diverse downtown community.

We continued our commitment to a robust and interconnected business community by organizing monthly downtown business meetings. These strategic gatherings serve as a cornerstone for fostering collaboration, sharing insights, and building a network that propels the growth of local businesses.

DFI organized collaborative events and campaigns that brought businesses and organizations together under a shared promotional umbrella. Whether it was themed weeks, joint promotions, or special events, these initiatives fostered a sense of community and amplified the collective voice of downtown, attracting attention and support from a broader audience.

Acknowledging the importance of tangible support, DFI actively engaged in writing letters of support for our partners. Whether it was a community initiative, or a development project, these letters served as a testament to our commitment to the success and growth of our partners. DFI's endorsement aimed to not only provide practical assistance but also to boost the confidence of our partners as they pursued their goals.

Our commitment to revitalizing downtown extended beyond events and community engagement to actively promoting available properties, creating an environment ripe for growth. DFI took a proactive stance in 2023, promoting the development of both commercial and residential spaces in the heart of our city.

2023 Event Highlights...

As we reflect on the vibrant happenings of 2023, two new events emerged as standout highlights, injecting energy and excitement into the heart of downtown Frankfort. These events not only captivated the local and regional communities but also fostered collaboration among businesses, organizations, and performers. activity within the community. Local businesses reported increased foot traffic and heightened sales during the event, reinforcing the positive impact of community-driven initiatives.

Witches Night Out: A Magical Gathering

"Witches Night Out" descended upon downtown Frankfort, drawing in a crowd of around 2000 people locally & regionally.

The success of the event was not just in numbers but in community engagement. A total of 25 downtown businesses actively & collaboratively participated, providing their unique offerings to evening - the entire downtown area became a canvas for creativity.

This event not only provided an enchanting experience for attendees but also catalyzed economic activity within the community. Local businesses reported increased foot traffic and heightened sales during the event, reinforcing the positive impact of community-driven initiatives.



Halloween Thriller Trick or Treat Event

The downtown area of Frankfort witnessed a Halloween extravaganza with the "Thriller Trick or Treat Event," attracting a staggering 3000-3500 attendees. This family-friendly event seamlessly combined the thrill of trick-or-treating with a show-stopping performance of Michael Jackson's iconic "Thriller" dance.

The highlight of the evening was the "Thriller Dance Parade" facilitated by the Kentucky Dance Academy, featuring 45 dancers who mesmerized the crowd with their synchronized moves. The live performance garnered an online viewership of over 16,000.

A total of 32 Frankfort businesses and organizations actively participated, opening their doors to trick-or-treaters and contributing to the festive ambiance. Beyond the numbers, the "Thriller Trick or Treat Event" left an indelible mark on the community, fostering a sense of togetherness. Families, businesses, and performers came together to create a memorable experience that will be talked about for years to come. The event not only boosted local businesses but also showcased the diversity and talent within the community



DFI by the Numbers...

15

Signature Events

DFI organizes and presents 15 signature events annually in downtown Frankfort.

17

Sponsors/Community Partners

We can't do it alone. We currently have 17 sponsors/partners and we are always making new friends

34

Years

DFI was organized in 1989, and we're still going strong.

150

Businesses

DFI represents and supports over 150 businesses in downtown Frankfort.

20k

Annual Average Foot Traffic

Total annual attendance at DFI Events in downtown Frankfort



facebook

Page Followers:

End of 2023: 10,100

Audience Reach: 90K

Audience Engagement: 50K



Instagram

Page Followers:

End of 2023: 1,100

Audience Reach: 878

Audience Engagement: 223



downtownfrankfort.com

Unique Visits: 31,843

Page Views: 49,854

Sponsorship

Downtown Frankfort Inc. is a 501c(3) that is sustained solely through sponsorships and donations. While we are immensely grateful for the support we receive from our community, the costs associated with organizing and executing our events have increased over time. These events play a pivotal role in fostering community engagement and supporting local downtown businesses and these community events help offer a higher quality of life for those who live, work, and visit in downtown Frankfort.

Why Sponsor?

Enhance Visibility

Showcase your business or organization to a diverse and engaged audience.

Feel-Good Impact

Know that your contribution directly contributes to the betterment of Downtown Frankfort.

Community Engagement

Show your commitment to the local community by supporting events and initiatives that promote economic development.

Networking

Forge valuable connections with other like-minded sponsors, partners, and community leaders, creating opportunities for collaboration and growth.

Downtown Frankfort, Inc. extends heartfelt gratitude to all of our esteemed sponsors. Their unwavering support has been pivotal in shaping the success and vibrancy of not only our organization but the downtown community. With the support of 17 sponsors, DFI was able to organize engaging community events that bring residents and visitors together to support local downtown businesses through innovative programs. The positive ripple effect of their generosity can be seen in the recent momentum of the new vibrant energy in our downtown area.

2024 Spirited Partners



McALLENSOLUTIONS



Erika Hancock



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& COOLING, INC.
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