

# Success Story

## One East Kentucky

Hazard / Inez / Jenkins / Pikeville / Prestonsburg / Whitesburg

### Partnership Overview

One East Kentucky partnered with Downtown Strategies to provide support to 6 of their member communities. The partnership was made possible through the financial support of **Kentucky Power** and provided a variety of services to the participating communities. These services included an in-market Strategic Visioning Workshop, the development of a 5-year Strategic Action Plan, and a detailed retail market analysis.

Downtown Strategies also provided support to each community through **Implementation Support** services which focused on assisting the community leaders with jumpstarting immediate action from the plan.

### Year 1 Results

#### Inez

- Enhanced and repaired pedestrian bridge along the Inez Walking Trail
- Created the Umbrella Alley public art installation that included a mural, string lights, and overhead art installation
- Installed a downtown welcome banner & developing quilt square public art installations
- Acquired 2 historic properties (Old Deposit Bank and Rockcastle Church)
- Working to establish a downtown historic district
- Established a relationship with the Kentucky Transportation Cabinet (KTC) which has resulted in the KTC developing a downtown transportation and walkability plan.
- Built a new stage along the creek in the downtown core which was made possible through local donations.
- Passed alcohol sales within the city
- Applied for a \$4.8 million AMLER Grant that will fund the development of a downtown public space, pavilion, food truck and event space, and renovations to the former jail.

#### Pikeville

- Established a relationship between Pikeville Main Street and UPike which is resulting in better coordination of town/gown efforts, events, and the development of an ambassador program.
- Considering crosswalk painting installations
- New retail business has located downtown

#### Whitesburg

- Formed 2 Action Teams focused on launching a Façade Improvement Program to spark private sector revitalization efforts and using street art and signage to connect the Tanglewood Trail with the downtown core.

#### Jenkins

- Formed an Action Team focused on creating a public social yard space adjacent to the library, museum, and downtown restaurant.



6

community partners



\$60,000+

additional funding secured



5

action teams formed

#### Hazard

- Hired code enforcement officer
- Received a \$10,000 ARC Flexi-Grant to fund downtown streetscape enhancements and Taxi Alley activation
- 6 new businesses have opened
- Envision Hazard established a Sign Grant incentive that is a \$500 matching grant to downtown businesses.
- Launched a Downtown Passport promotion program
- Participated in Kentucky Tourism program that will add a tourism kiosk in the Hazard Coffee Company lobby.
- Receiving tremendous publicity through regional & national media outlets:
  - [Free Press article by Sam Quinones](#)
  - [Strong Towns interview of Sam Quinones](#)
  - [PBS News Hour](#)
  - [Fox Network show "Searching for Heroes" Interview](#)
- Joined Main Street America as a "Friends of Main Street" program
- Currently conducting a county-wide strategic plan which will incorporate the Downtown Strategies plan.

 CONTACT US

Are you ready to spark change in your own town?

Jumpstart your revitalization journey and turn vision into victory!

**Jeremy Murdock**  
Community Development Specialist

