



### 1. Fountain Row Friday

- offer a consistent Friday expectation at your business – sales, themed menu items, activities on the sidewalk, etc.
- WNKY is bringing a food truck to the loading zone on State St in front of CRI building at 922, every Friday 11am-2pm; there are no dining options on this side of the Square to compete with – the station is going live remotely every Friday during its Noon news for a shot at the Square, featuring an interview with a Downtown business – these are booked thru December
- Blue Level Productions and JB Electric offered to put on a free live music series on Fountain Square if the City gave them park use for free and helped with stage setup – we said YES – IF you want to see live music on the Square thru the end of October, Blue Level and JB need a little more sponsor dollars help to make it a great show with local artists. Ideally, this series lasts thru October 25 and picks up again in Springtime.

Schedule so far:

**Fountain Row Friday  
Sponsor Opportunities**

Presenting: \$5,000/3 months

- logo on all marketing materials
- biz mention on [bgkydowntown.org](http://bgkydowntown.org) (average 3K users per quarter)
- logo on stage
- biz mention on @downtownbgky social media (13.5K followers)

Stage: \$2,500/3 months

- logo on stage
- biz mention on @downtownbgky social media (13.5K followers)

Sound: \$1,000/3 months

- biz mention on @downtownbgky social media (13.5K followers)

Please send inquiries to:  
[telia.butler@bgky.org](mailto:telia.butler@bgky.org)

**Downtown B.GKY** is your destination every Friday.  
40+ local spots to eat, drink, shop, & be entertained.  
Sponsor donations to A Better B.GKY Inc., a 501c3 nonprofit.

**FOUNTAIN ROW FRIDAY**  
IN DOWNTOWN B.GKY

free live music | 4-6pm | Fountain Square Park

August 16: Ryan Jones Ensemble w/Tanner Stuppy + special guest Zach Smith solo acoustic

August 23: Tropic Society

August 30: Ennui

September 6: Kenny Lee w/special guest Byron House

September 13: tba

September 20: WOLF

September 27: John Martin Group

With 40+ spots to eat, drink, shop, & be entertained, make Downtown your destination every Friday.  
Want to sponsor? Email [downtown@bgky.org](mailto:downtown@bgky.org).

Presented by: JB ELECTRIC, Blue Level Productions, BGPR

**2. Better B.GKY nonprofit** – the City officially has filed for its new 501c3 nonprofit, one that Downtown businesses have been asking for, to help with tax purposes with event sponsorships and project donations. All event sponsor dollars will be going thru this nonprofit. If you choose to sponsor the Fountain Row Friday concert series, Harvest Fest, Lights Up, Duncan Hines Days, or anything else the City supports - it will be run thru this nonprofit for your tax purposes. Jim Steen and Tessa Norris are representing Downtown and community businesses on its 5-person board of directors, along with the City CFO, Parks & Rec Director, and Neighborhood & Community Services Director.

Minutes reported by Telia Butler, Downtown Development Coordinator, City of Bowling Green.

August 14, 2024, 3pm, Ment CoWork  
Downtown Meet Up Agenda

- 3. American Dream TV's Duncan Hines Days video premiere** –working on potential time and location for a big to-do Downtown to celebrate the TV premiere of the Duncan Hines Days segment we coordinated with Sam Bush, Kentucky Museum, Natasha Neely, SoKY Marketplace, and our Downtown events of Duncan Hines Days – **event is now scheduled for this Friday, Sept 6, at 7pm at The Capitol on Fountain Square**
- 4. Leadership BG Chamber Kickoff is tomorrow** - I am teaching a BG Stories, Legends & Lore class to the new classmates, incorporating a lot of Downtown history – hoping to make this a recurring thing with Leadership BG classes annually
- 5. Downtown 101 class?** How does the group feel about me offering a basic 1-hour Downtown 101 class for frontline staff, managers and owners – giving them details about Downtown opportunities and resources, including what else there is to do in BG to better arm them to answer customer or guest questions? Maybe open it up to SKYHA members to share with hotels and attractions, giving them more Downtown resources and details to sell to visitors?
- 6. Other event dates to remember:**
  - August 29 – College Night & Fountain Row night at BG Hot Rods
  - August 31 – Corvette Caravan comes Downtown with a free Circus Square Park concert
  - September 5 – Holley LS Fest Cruise-In on Park Row at 7:30pm like last year
  - September 13 – final Concert in the Park
  - September 14 – Med Center 10K Classic throughout Downtown BGKY
  - September 28 – International Fest at Circus Square
  - October 19 – SKYPAC Community Day + Downtown BGKY Harvest Fest – new time: 11am-4pm, CroptoberFest at SoKY Marketplace is 11am-6pm
  - October 26 – Scare on the Square, Bourbon & Brewfest at BG Ballpark, Bogeyman's Bash at White Squirrel Brewery
  - November 15 – WKU Homecoming & Big Red's Roar on Fountain Square returns
  - December 2-8 – Light Up BGKY RETURNS for year 2; window-decorating contest returns
  - December 6 – Christmas on College Street at City Hall, Downtown BGKY Lights Up, Mistletoe Market
  - December 7 – Christmas parade

Minutes reported by Telia Butler, Downtown Development Coordinator, City of Bowling Green.