

FRANKFORT BrandPrint Understanding & Insights



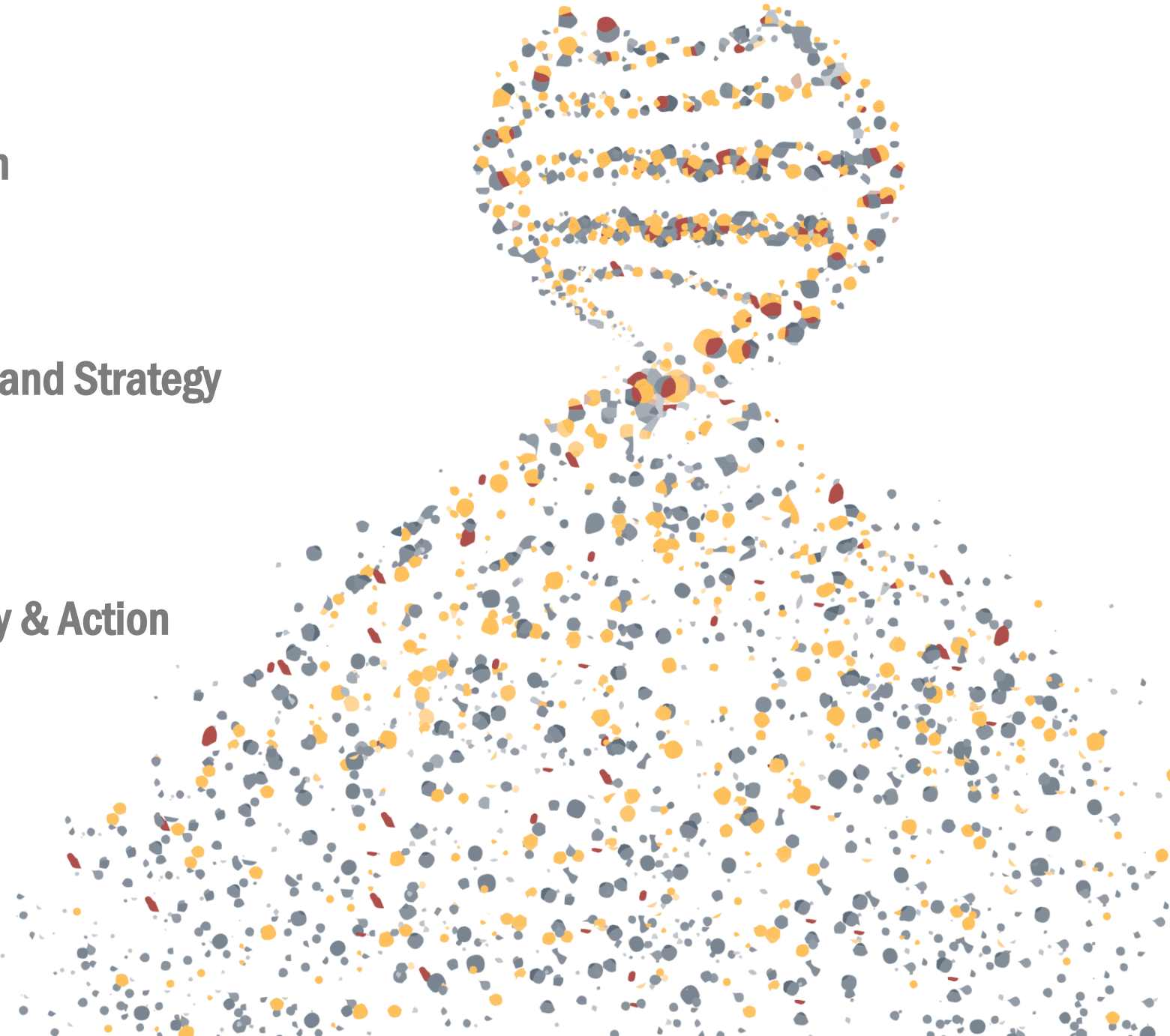
**“Your brand is what they say about you
when you’re not around.”**

BRANDING IS WHAT YOU DO ABOUT IT.

Research

Insights and Strategy

Creativity & Action



RESEARCH INSTRUMENTS



Community

- **Research & Planning Audit**
- **Communication Audit**
- **Situation Analysis**
- **Familiarization Tour**
- **Stakeholders/Residents**
 - Key Stakeholder Interviews
 - Stakeholder Focus Groups
 - Undercover Interviews
- **Vision Survey**
- **Community Survey**
- **Brand Barometer**
- **Tapestry Resident and Region**



Consumers

- **Perception Study (Qualitative)**
Interviews about Frankfort with regional officials and professionals
- **Consumer Awareness & Perception Study (Quantitative)**
visitors & non-visitors to Frankfort from San Francisco-Oakland-Hayward MSA
- **Top Business Prospects**
- **Online Brand Monitoring**



Competition

- **Competitive Positioning Review**
- **Brand Message Assessment**
- **Perception Study (Qualitative)**
Interviews about competitors with regional officials and professionals
- **Consumer Awareness & Perception Study (Quantitative)**
Visitors & non-visitors

MATERIALS AUDIT

Major Assets and Attractions Materials

- Josephine Sculpture Park *Fall Arts Festival* Flyer
- Josephine Sculpture Park Brochure
- Josephine Sculpture Park *Summer Stage: Henry V* Program
- Josephine Sculpture Park *Summer Stage: Henry V* Flyer
- The Grand Theatre Season Brochure (2015/2016)
- The Grand Theatre *Summer Classic Film Series* Flyer (2015)
- Completely Kentucky Crafts & Foods Brochure
- Create Full Circle “Children’s Art Classes” Flyer
- Broadway Clay Studio and Gallery Info Flyer
- Kentucky State University *The Kentucky River Thoroughbred* Brochure
- Rockin’ Thunder Jet Boat Rides Flyer
- Canoe Kentucky Flyer
- Buffalo Trace Distillery Brochure
- Frankfort Summer Concert Series Flyer (2015)
- List of Local Artist/Art Organizations
- Rebecca Ruth Chocolates “Candy Tours & Museum” Brochure
- Liberty Hall Historic Site Flyer
- Green Hill Cemetery Flyer

State of Kentucky Materials

- Frankfort & Franklin County Community Profile
- Kentucky *Go Wild!* Brochure
- The Kentucky State Capital Brochure
- Kentucky Waterways & Adventure Trails Brochure
- Official Kentucky Highway Map (2014)
- Kentucky Historical Society Half Marathon Brochure
- The Kentucky Vietnam Veterans Memorial Brochure

Economic Development Materials

- Frankfort Tourism Room Tax Data (2013-2015)
- Franklin County Entrepreneurs Survey (2007)
- *The Lane Report* Business Magazine (July 2015)
- Chamber of Commerce *Opportunities for Small Businesses* Packet
- Chamber of Commerce *Business Friendly Frankfort* Comment Card
- Chamber of Commerce *A Window of Opportunity* Packet

MATERIALS AUDIT

Chamber of Commerce Materials

- Chamber of Commerce *Destination Frankfort* Magazine
- Chamber of Commerce 2006 Annual Report/2007 Business Plan
- Chamber of Commerce 2008 Annual Report/2009 Business Plan
- Chamber of Commerce *Structure of the Frankfort Chamber* Packet
- Chamber of Commerce 2015 Membership & Benefits Brochure
- Chamber of Commerce *Frankfort Video Content* Packet
- Chamber of Commerce Membership List
- Chamber of Commerce 2008 Membership Survey Report
- Chamber of Commerce Board Retreat Agenda (December 2013)
- Chamber of Commerce Board Retreat Agenda (December 2014) Chamber of Commerce Joint Community Board Meeting Agenda (March 2014)
- Chamber of Commerce Joint Community Board Meeting Agenda (March 2015)
- Chamber of Commerce Member 2014 Questionnaire
- Chamber of Commerce *Our Frankfort* Community Forums (October 2008)
- Chamber of Commerce Website Homepage Screenshots
- Chamber of Commerce Map and Street Index (2010)
- Chamber of Commerce Map and Street Index (2015)
- Chamber of Commerce *Leadership Frankfort* Packet
- Chamber of Commerce *Annual Golf Scramble* Registration Form (June 2015)
- Chamber of Commerce *Community Tailgate Party* Flyer (September 2015)

MATERIALS AUDIT

Chamber of Commerce Materials

- Chamber of Commerce *57th Annual Farm/City Banquet* Flyer(April 2015)
- Chamber of Commerce *Operation Preparation* Packet
- Chamber of Commerce *Calling All Superheroes Awards Banquet* Flyer (February 2015)
- Chamber of Commerce *Frankfort Forward Partnership* Packet
- Chamber of Commerce Reality Store Flyer
- Chamber of Commerce Newsletter (October/November 2014)
- Chamber of Commerce Newsletter (November/December 2014)
- Chamber of Commerce Newsletter (January/February 2015)
- Chamber of Commerce Newsletter (Spring 2015-1)
- Chamber of Commerce Newsletter (Spring 2015-2)
- Chamber of Commerce Newsletter (Summer 2015)
- Chamber of Commerce Social Media Flyer
- Chamber of Commerce *Shop Frankfort* Packet
- Chamber of Commerce E-Newsletters
- Chamber of Commerce Two-Pocket Folder

Resident Education Materials (government issued)

- *Focus on Frankfort* Publication (Spring 2015)
- *This Week Downtown* Email Newsletters

MATERIALS AUDIT

Tourism Materials (government issued)

- *Capital Visitor* Brochure and Map (2014)
- *Capital Visitor* Brochure and Map (2015)
- Destination Frankfort Map
- Capital City Blues and River Flyer (August 2015)
- Visit Frankfort Event Email Printouts
- Frankfort Public Art Flyer
- Discover Downtown Frankfort Flyer
- Discover Downtown Frankfort *Shopping, Dining, Art & Attractions* Flyer
- Capital City Museum *Two Loves and a River* Flyer
- Capital City Museum *Two Loves and a River* Brochure
- Capital City Museum Summer Tours Flyer (2015)
- Visit Frankfort *The Gooch House* Brochure
- Visit Frankfort Walking and Driving Tour Brochure
- Capital City Museum *Capital City Battlefield* Flyer
- Destination Frankfort Visitor Center Flyer
- Destination Frankfort Two-Pocket Folder
- Destination Frankfort Plastic Bag
- Destination Frankfort Sticky Note Booklet
- Destination Frankfort Postcards
- Visit Frankfort Pencil
- Visit Frankfort Pen/Stylus
- Visit Frankfort Flashlight Keychain
- Visit Frankfort Flash Drive
- Visit Frankfort Lip Moisturizer
- Visit Frankfort Hand Sanitizer Pen
- Visit Frankfort Keychain Hand Sanitizer
- Visit Frankfort Refrigerator Magnets
- Frankfort *Meet Us at the River* Bumper Sticker
- *Frankfort in Pictures* Book
- Frankfort River Blast Flyer (June 2015)
- Downtown Frankfort ArtWalk Brochure (May 2015)
- Frankfort Trolley Schedule and Route Map
- Frankfort “*Walk for Fun...Walk for Life*” Brochure
- Destination Frankfort Information Request Brochure

Government/Leadership Materials

- Request for Proposal
- Cultural Asset Inventory (April 2014)
- North Star Frankfort BrandPrint
- Kentucky Association of CVBs County Occupancies (July 26 – August 1, 2015)
- Frankfort Area Relocation Packet Request List (2014)
- Brand Organization and Driver Profiles
- Destination Frankfort Facebook Metrics (June 29 – July 5, 2015)
- Tourism Media Plan (2015-2016)
- Convention Center Redevelopment Plan

RESEARCH WITHIN FRANKFORT

SITE VISIT

Familiarization Tour

Stakeholder Interviews

Focus Groups

Undercover Interviews

STAKEHOLDERS

Community and
Business Leaders

Qualitative Survey

RESIDENTS

Community-wide

Quantitative Survey

Community & Business Leaders Site Visit

ASSETS

Downtown- Architecture, History

General History- Daniel Boone, War History

The River/ Kentucky Riverwalk

The Palisades and general beautiful countryside

Bourbon

Community Strength- kindness, everyone knows each other

Trails, Nature- Top 5 Southeast Mountain Biking

Historic Homes

Grand Theater

Unique arts scene

Rural and Urban Combination

Plenty of Educated People

Buffalo Trace Distillery

Summer Community Concerts

Industrial Jobs- Centria, Jim Beam

Kentucky State University- top 5 US Aquaculture Program

Old Capitol Building

Fort Hill Civil War Park

Cove Spring Nature Preserve

ASSETS

“Downtown potential is incredible, but it is not where it could be.”

“Summer concert series at the old capitol are probably our most popular event.”

“You’re not a number here. It’s a small enough community that people know most of the businesses here.”

Frankfort is right in the heart of the bourbon country, more than anywhere else. We’re the heart of bourbon country. The bourbon capital. They can’t argue with it; we ARE the capital.”

“We’re unique because we’re so small but we’re also the state capital”

What we love is the small town; you can pick up the phone and call people and get things done.”

“The river is beautiful but underutilized”

“Frankfort is a small group with diverse tastes from museums to a 30-acre sculpture park”

“The people are from everywhere, not just here. There’s a willingness to try new things here. People bring their ideas from elsewhere.”

“Great central location - Frankfort can be a hub”

“We have great trails, climbing, kayaking, horseback riding all right in our backyard.”

“Frankfort is ‘the coziest capital in the nation.’ I think of images from “The Music Man” of shady lanes and quaint downtown.”

CHALLENGES

- Perception of Frankfort as a place for government only/ Negative Perception of Government by the rest of the state
- Lack of economic, population growth
- “Retired Mindset”- an old population
- People who could work anywhere don’t stay/ People come to town to work, then leave
- Lack of mid-level jobs to promote youth
- Too close to Louisville and Lexington (Lexington media market)
- Fear of growth by longtime, established residents
- Downtown zoning not allowing for more live/work situations
- Locals, especially young, don’t know what’s taking place in their back yard
- Poor school test scores and reputation
- Tension between city and county
- Lack of infrastructure (sewer) for new growth

CHALLENGES

“We are stagnant...the 1980 population was 27,200. Population in 2010 was 27,500.”

“The capital plaza and riverfront. We’ve been working on many of the same projects for years. Sometimes, it’s leadership, sometimes it’s money.”

“People come in and out and do their job and go home. They don’t have that affinity.”

“Nobody would come to downtown Frankfort on Friday or Saturday and say this is vibrant. It’s deader than a doornail.”

“Workforce here is tough – but it is everywhere.”

“We are divided by the river and divided in east and west.”

“There is a floor and a ceiling here.”

“Frankfort is bad for business...we need to clean up Frankfort– is baggage from being the capital”

“We have too high a percentage of people (47%) who rent. This leads to a community that’s not rooted.”

“Frankfort is a retiring demographic, we have to have housing and jobs for our young people.”

“Despite the attractiveness of downtown the obstacles to development are so great it has no vibrancy”

OPPORTUNITIES

The Downtown Area as a place to live and work

Development of St. Clair, Broadway, and Main

The River- boat stop with restaurants, event spot

Promotion of Cyclist, walker friendly, active community

Leveraging Daniel Boone Heritage

History Focus

Rehab the Capital Plaza Tower

The Grand Theater- greater tie-in with schools, find appeal for younger people

KSU partnering with city

Leveraging the advantages of access to State government

Involving retired state employees

Jim Beam Plant Expansion

International Tourists

More housing construction

Growing Hospital

Aviation Day Event at Capital City Airport

OPPORTUNITIES

“Downtown has been a real challenge...the key is to get more people to live downtown.”

“The biggest potential for growth is along Hwy 127. Once the sewers happen, growth can happen.”

“The new KSU president is great. Hopefully there can be more interaction between the college and the city.”

“Improve what you see when you cross the Capital Avenue bridge. That’s our entryway.”

“History meets the 21st century; a rural and urban combination...we need to distinguish ourselves and sell our charm more.”

“We need a common vision as a community”

“History is made daily.”

“You get a new set of friends every four years.”

“Frankfort is waiting to happen.”

“People come here from across the state as representatives of Kentucky...We should represent Kentucky to the world”

Community & Business Leader Perception Study

Community & Business Leader Perceptions

When you first think of Frankfort, which three words come to mind?

- Government
- River
- Historic
- Bourbon
- Capital
- Friendly
- Beautiful
- Small Town
- Family

Community & Business Leader Perceptions

Describe Frankfort to someone who has never heard of it before:

“A beautiful, but small State Capital. We have bourbon, KY River, outdoor opportunities, history, and friendly people.”

“A city that time has left behind.”

“A great old town that was on the frontier early on and gave rise to Kentucky's government and early settler-leaders and a great community today that is a stone's throw from either Louisville or Lexington.”

“It's a small, river town that has trouble flourishing. Beautiful scenery, lots of potential. One of the smaller capital cities.”

“Not much to do. Buildings and bridges are in poor shape. Nothing for children to do. Town is closed after 4:30 during the week.”

“A Small, friendly community. Overshadowed by state government. Great place to raise your kids. Close enough to bigger cities but out of the rat race.”

Community & Business Leader Perceptions

How would others in Kentucky describe Frankfort?

Capital/government

- *"You mean the capital isn't Louisville/Lexington? Or "I was there for a 4th grade trip."*
- *"Capital City, government which most of the time leaves a harsh impression."*
- *"A place that taxes, enacts legislation and imposes regulations on them that they don't like."*
- *"Center of politics for the state. Often gets a negative rap due to unpopular decisions made in Frankfort by statewide legislators."*

Corrupt, behind

- *"Unable to keep up with surrounding cities."*
- *"Frankfort is the place where lawmakers cause trouble."*
- *"Poor academic achievement ironically in the state capital."*
- *"Clean up the mess in Frankfort."*

Nothing to do

- *"Not enough parking. Not enough night life for singles."*
- *"I've heard Frankfort is boring, not a lot to do."*
- *"Nothing to do, except state government."*
- *"Some say there's not much going on, but I think sometimes it's just hard to get information about what is happening."*

Community & Business Leader Perceptions

If you were in charge and could broadcast one message about Frankfort, what would it be? (i.e. what do people not know that they should)?

- *“We're more than the state capital...great place to raise a family. Access to anything you would want without living in the hassle of a big city.”*
- *“Frankfort has untapped potential.”*
- *“I would promote the growth on the river front. It is where the economic development will be during this decade.”*
- *“There's more to Frankfort than politicians.”*
- *“It's a fantastic place to raise a family with all types of outdoor activities and events!”*
- *“There are many interesting historical, political, artistic and cultural venues that Frankfort offers not only its residents but visitors also.”*

Community & Business Leader Perceptions

In your opinion, what is the single greatest asset in Frankfort?

- History
- Capital/government
- River
- Scenic beauty
- Downtown
- Central location
- Bourbon
- Job opportunities

Community & Business Leader Perceptions

What is Frankfort's best-kept secret?

- The river
- Parks, recreation, trails
- Downtown
- History
- Buffalo Trace
- Museums
- Arts and events

Community & Business Leader Perceptions

What surprises people about Frankfort?

Beauty

- *“How beautiful the old buildings are throughout downtown and South Frankfort.”*
- *“People often comment about how beautiful they find Frankfort with its rolling hills, historical architectural buildings in downtown.”*
- *“That it is so beautiful, with hills, valleys and waterways such as the Kentucky River, Benson Creek and the Elkhorn Creek.”*

Things to do

- *“That there is first-class entertainment and events downtown (at the Grand Theatre, History Museum, Liberty Hall, summer concerts, etc.).”*
- *“How many attractions are close by.”*
- *“That there are so many events and activities.”*

More than government

- *“On certain event days, the downtown is very vibrant and that the city is more than just state government.”*
- *“It's not just state government, it's beauty, there are actually things to do.”*
- *That it is not as dominated by state politics as they would think it is from reports in the media.”*

Community & Business Leader Perceptions

Beyond being the state capital, what differentiates Frankfort from other areas in Kentucky?

- The river
- History
- Small town
- Proximity to Lexington and Louisville
- Scenic beauty
- Bourbon trail/distilleries

Community & Business Leader Perceptions

Describe Downtown Frankfort (positives, negatives, potential).

- *Beautiful buildings, nice shops, good restaurants, but empty storefronts and in need of some sidewalk repair.”*
- *“Downtown Frankfort is evolving. What was once neglected is showing signs of life. Buildings and businesses are being renovated and renewed, giving new life to what was once the hub of the city.”*
- *“Ghost town after 4:30pm on weekdays and all weekend long.”*
- *“Unlimited potential with the right support and coordination. Currently, arts, culture, nightlife, etc. are growing, but there are still many vacant buildings that need rehab.”*
- *Demand for living downtown appears strong, but too many vacant buildings. Strong need for additional retail, so those living downtown do not have to drive for necessities.”*
- *“Downtown Frankfort is rich in history and active Monday to Friday during normal working hours. The negative is it can be a very quiet place on weekends. Downtown needs more businesses with more activities to draw more attention during slow periods.”*

Community & Business Leader Perceptions

What are the biggest opportunities for growth and improvement in Frankfort?

- Developing around the river
- Improving Downtown
- More unique restaurants and retail
- More jobs other than government jobs (industry and manufacturing)
- Tourism
- Walkability/bike-ability
- Cohesive vision among leaders
- Attracting more young professionals to live in Frankfort

Community & Business Leader Perceptions

In your opinion, what is missing in Frankfort?

- A vibrant Downtown
- Restaurants
- Leadership
- Shopping
- Sense of community
- Resident pride
- Making the most of the river
- Arts and culture

Community & Business Leader Perceptions

In your opinion, what will attract more young people to Frankfort?

- Jobs (other than government)
- Events and activities
- Night life
- More businesses and housing downtown
- Better schools
- More shopping options
- More arts and culture
- A common meeting place

Community & Business Leader Perceptions

What unites the citizens of Frankfort?

- *“Most of us came from some place else.”*
- *“They get behind a concert series.”*
- *Anything that is family oriented of a positive nature or creates growth within the individuals of a family.”*
- *“Common disdain for the rest of the state who don’t understand politics.”*
- *“Defending our home as more than just government.”*
- *“I don't think we are united as we could be. We need more community outdoor events. We need to drop sacred calves, like the Frankfort Expo.”*
- *“Local tragedies always seem to bring out the best in people.”*
- *“Frankfort needs a common goal that everyone can rally around. This branding project is a good example of something the community can rally around but the County Government isn't supportive of the project. Why not?”*

Community & Business Leader Perceptions

If you could change something to Frankfort that would make a positive difference for its future, what would you change?

- Reduce crime
- Revitalize Downtown (restaurants and housing)
- Negative image externally
- Negative image internally
- Make the most of the waterfront

Community & Business Leader Perceptions

Do you consider Frankfort to be business friendly? Why or why not?



NO:

- *“Too many “hoops” to jump through to open a new business or update an existing business in downtown Frankfort.”*
- *“We are so used to being dependent on state government that the private sector takes a back seat.”*
- *“So many contractors have complained to me about problems with getting permits for any kind of construction, and all of the different stages on construction!”*
- *“We don't give homegrown entrepreneurship the respect it deserves. We don't recognize and encourage innovation. We are too protective of the status quo.”*

YES:

- *I have a business here and have had no problems. But I think planning and zoning is complicated for people out of town.*
- *Many businesses, large and small, have been successful in moving here and/or starting here and expanding. It requires a solid business plan and realistic expectations.*

Community & Business Leader Perceptions

Please identify attributes in or about Frankfort that attract most...

Residents

- Small town
- Government jobs
- Affordability and variety of housing
- General affordability

Visitors

- Bourbon
- History
- Capital
- Scenic beauty

Business and Industry

- Government
- Quality and availability of work force
- Proximity to transportation
- Proximity to Lexington and Louisville

Community & Business Leader Perceptions

If you could change one thing (add, remove, or change something) about Frankfort that would make a positive difference for its future, what would it be?

- *“Remove the community's self esteem problem. We are the capital of state government, we need to embrace that because it's not going away.”*
- *“Adopt a positive few word or short sentence campaign that is splattered all over billboards, radio, TV, etc. that echoes the branding and course set for Frankfort. Example- City on the Move, etc.”*
- *“Provide an updated list to potential buyers of buildings indicating pictures of what is available, price range, and what agencies they will have to deal with in order to get their building "up to code".*
- *“Develop the Riverfront.”*
- *The zoning code needs to be thrown out and redone with form based code. 95% of development over the last 30 years has been unattractive and sprawling; the cost to maintain its infrastructure and services needed to support it will be unsustainable. We need to focus on redeveloping and infill development.”*
- *“Establish a coordinated, passionate approach from the leadership. Second thing - clean up unattractive areas and repurpose vacant buildings.”*
- *“Convince ourselves that we should be leading the state, that we really are Kentucky's First City in every sense of the word and live up to it.”*
- *“Attract new college providers. Diversify the economy.”*
- *The uncooperative, suspicions between city, county & state government.*

Community & Business Leader Perceptions

What are the greatest challenges currently facing Frankfort?

- *“Leadership....our leaders are and have been great folks....just not the type of leadership needed to move forward. They can't even seem to get on the same page on this topic (branding).”*
- *“Tourism needs to work closely with Buffalo Trace since they are the biggest tourist attraction of FF. They should constantly work to bring the visitors downtown so they can shop and dine and help the local merchants' businesses. We need to improve our schools so that are students are work ready.”*
- *“Change, no one seems to want to change.”*
- *“Young people choosing to go elsewhere...no interest in staying here.”*
- *“Wages are such that many people can't afford to take advantage of all the things there are to do in Frankfort. The minimum wage should be considered. The city probably needs to add more taxable areas of the city. You have to have revenue in order to make anything work - that goes for the City or the individuals.”*
- *“Getting together on a long-term plan, developing more youth and family friendly activities/places which carry on into the evening and on weekends. Better utilization of the Kentucky River.”*
- *“Endless surveys and task forces.”*
- *“Moving away from a mind set on "Historic Preservation" to the opportunities of "Tourism Attraction Building.”*
- *“We have no direction, no effective leadership”*

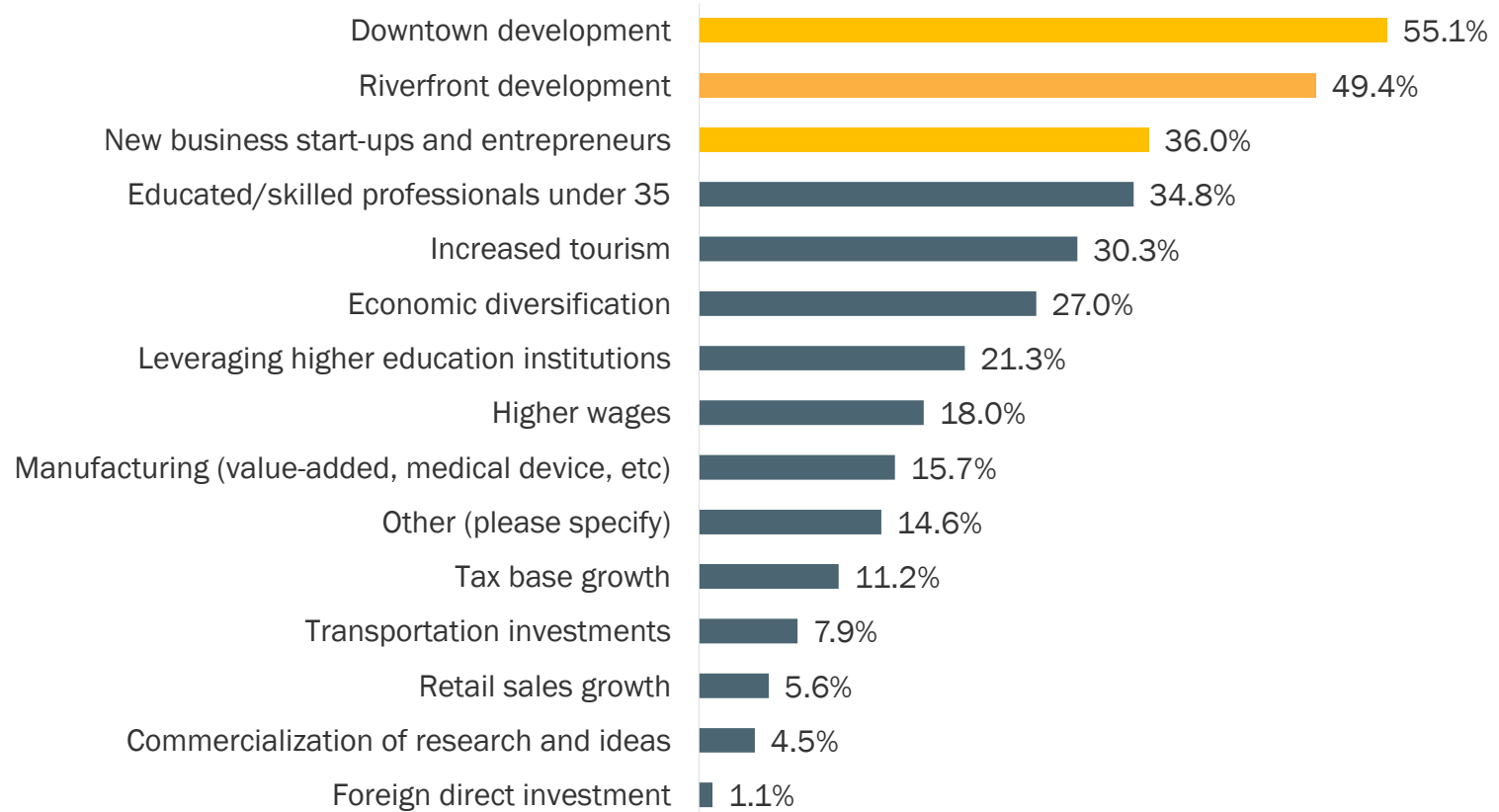
Community & Business Leader Perceptions

In your opinion, if Frankfort could make one investment to spur economic growth, what would that investment be?

- *“Infrastructure....top to bottom. Also, having planning and zoning being more realistic and user friendly.”*
- *“More downtown apartments and rental houses.”*
- *“Tourism. We have a start with the opening of the locks on the River, but now let's keep the ball rolling...our hotels and restaurants need to up their game and offer something that people will want to come back to again and again.”*
- *“Young people choosing to go elsewhere...no interest in staying here.”*
- *“Repurposing existing structures and marketing those to businesses.”*
- *“Work with the state to demolish the Capital Plaza complex and rebuild a mixed-use district of high-end condos, shopping, restaurants, parks, etc.”*
- *“Attract industry that needs to be centrally located, i.e., UPS; add to Bourbon economy somehow.”*

Community & Business Leader Perceptions

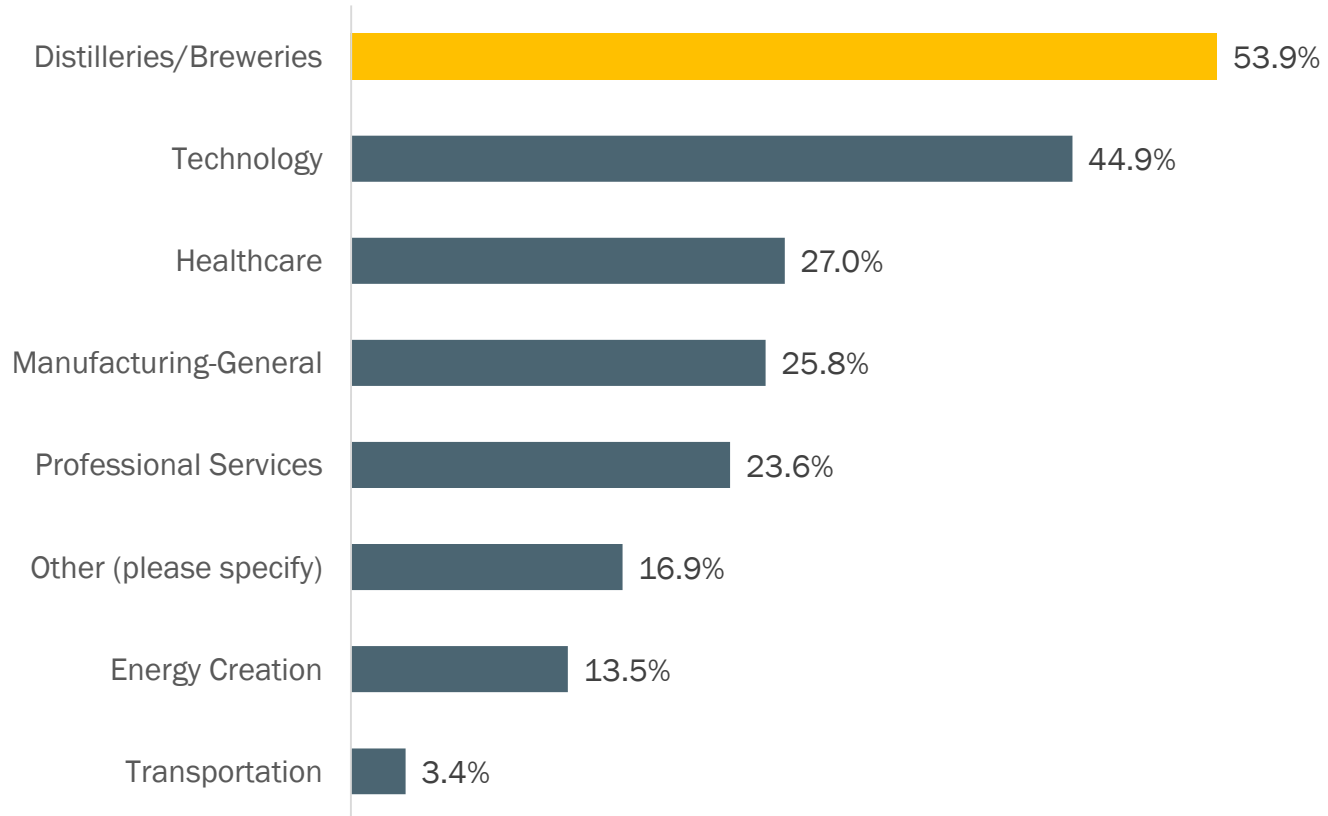
Frankfort's economic growth goals should be developing, attracting or expanding which of the following? Choose three.



Other: community involvement, all of the above, better schools

Community & Business Leader Perceptions

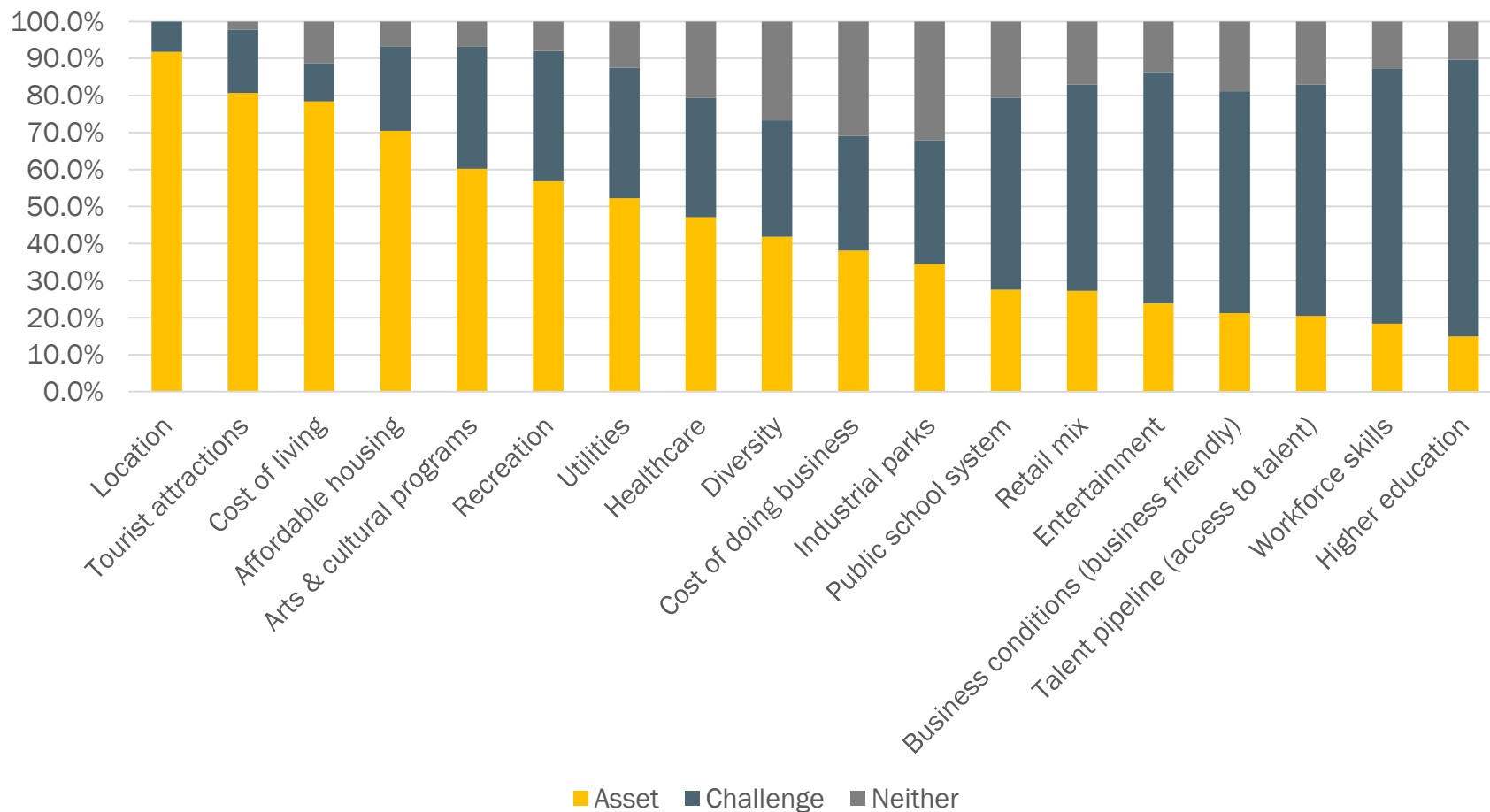
In your opinion, which of the following sectors should Frankfort target? Choose two.



Other: Restaurants, tourism, recreation

Community & Business Leader Perceptions

Rate the following as an existing ASSET supporting economic growth in Frankfort, a CHALLENGE hindering economic growth, or NEITHER.



Community & Business Leader Perceptions

COMPETITOR DESCRIPTORS

Lexington

- Horses
- Growing
- University of Kentucky
- Big
- Vibrant

Georgetown

- Toyota
- Growing
- Manufacturing
- Georgetown College
- Beautiful

Louisville

- Big
- Entertainment
- Derby
- Urban
- Vibrant

Bardstown

- Bourbon
- Historic
- Old KY Home
- Quaint
- Makers Mark

Berea

- Arts/Crafts
- College
- Progressive
- Quaint
- Eclectic

Harrodsburg

- Historic
- For Harrod
- Rural
- FT Boone
- Sleepy

Danville

- Centre College
- Historic
- Educated
- Quaint
- Nice

Covington

- Cincinnati
- Urban
- Ohio
- River town
- Conservative

Community & Business Leader Perceptions

How is Frankfort different from all of the communities listed in the previous question?

- *“It's the center of government and generally more liberal than the rest of the state.”*
- *“It has some of the same attributes of each, but we do not really encourage anything except state government to be here.”*
- *“Home of the History Center.”*
- *“Frankfort has a good mix of all the assets of the previous communities, sort of a "jack of all trades, master of none." What can we find that is a Frankfort signature?”*
- *“There's not one activity that draws people to Frankfort.”*
- *“Prettier location, more accessible. “*
- *“It's not much different than most listed.”*
- *“Frankfort does not know what its strengths are.”*

Community & Business Leader Perceptions

In your opinion, what aspect of Frankfort leaves the strongest positive impression and strongest negative impression on visitors and newcomers?

Positive

- Scenic Beauty
- Downtown
- History
- Small town, friendly
- Capitol
- River

Negative

- Downtown/Empty buildings
- Government
- Dirty, bad streets
- Boring
- Lack of quality dining

Community & Business Leader Perceptions

What is most important to Frankfort's identity? Without _____ Frankfort would lose its essence?

- Government/Capital
- Downtown
- History
- River
- Sense of Community
- KSU
- Bourbon

Community & Business Leader Perceptions

If Frankfort were a famous person, who would it be? Why?

Daniel Boone

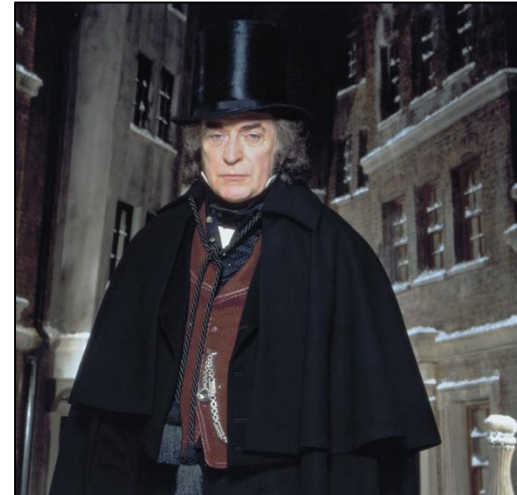
- *“Because Frankfort is known for more of its history than its future.”*

Henry Clay

- *“He was small in stature but very bright. He wanted to be more but could never get elected (President) and most people had a negative opinion of him...but he did great things for Kentucky.”*

Ebenezer Scrooge

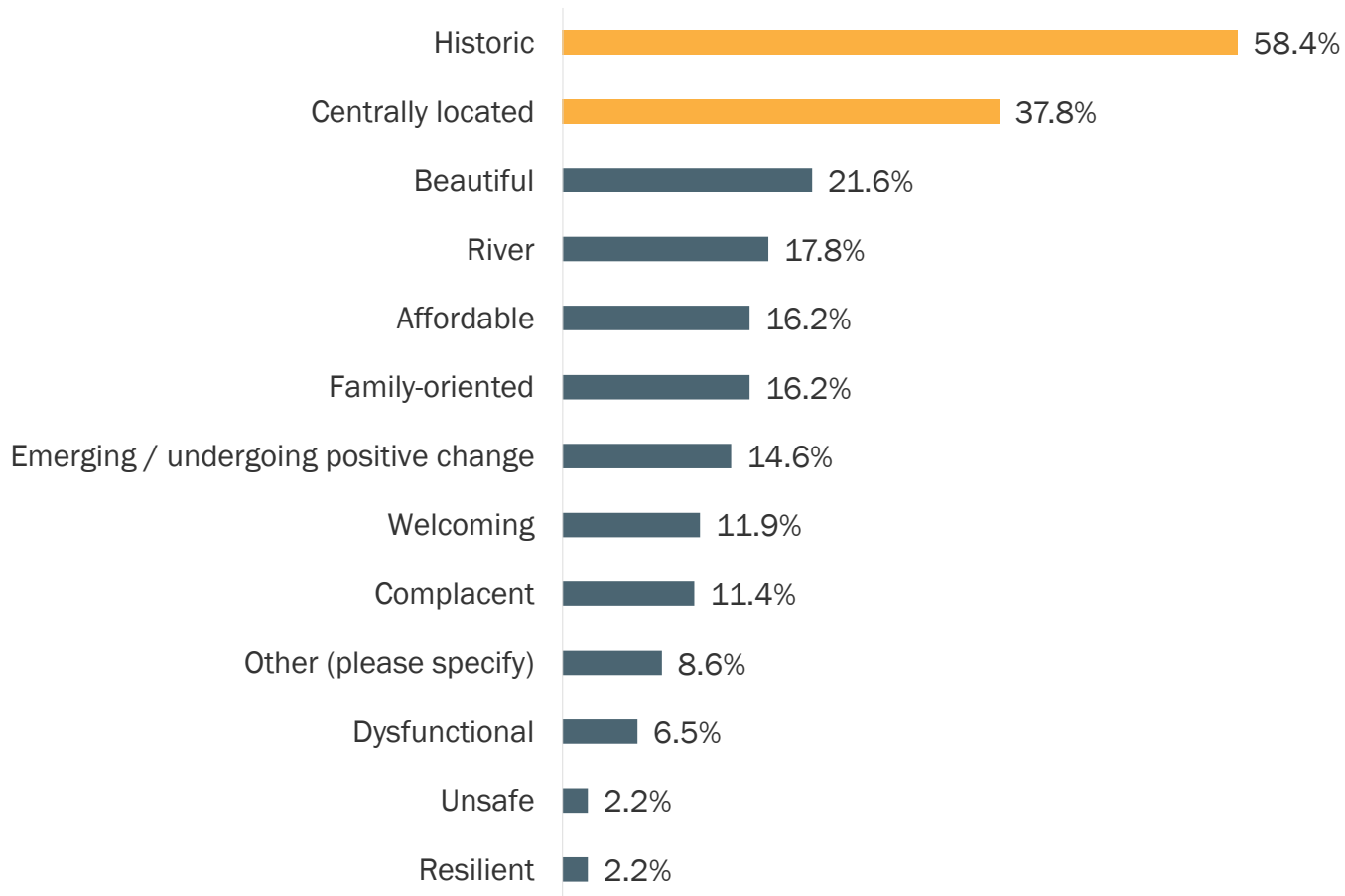
- *“We are old, stuck in the past and hardheaded. We need to embrace our history, but take a long hard look at ourselves and make fundamental change in how we do things.”*



RESIDENT PERCEPTION STUDY

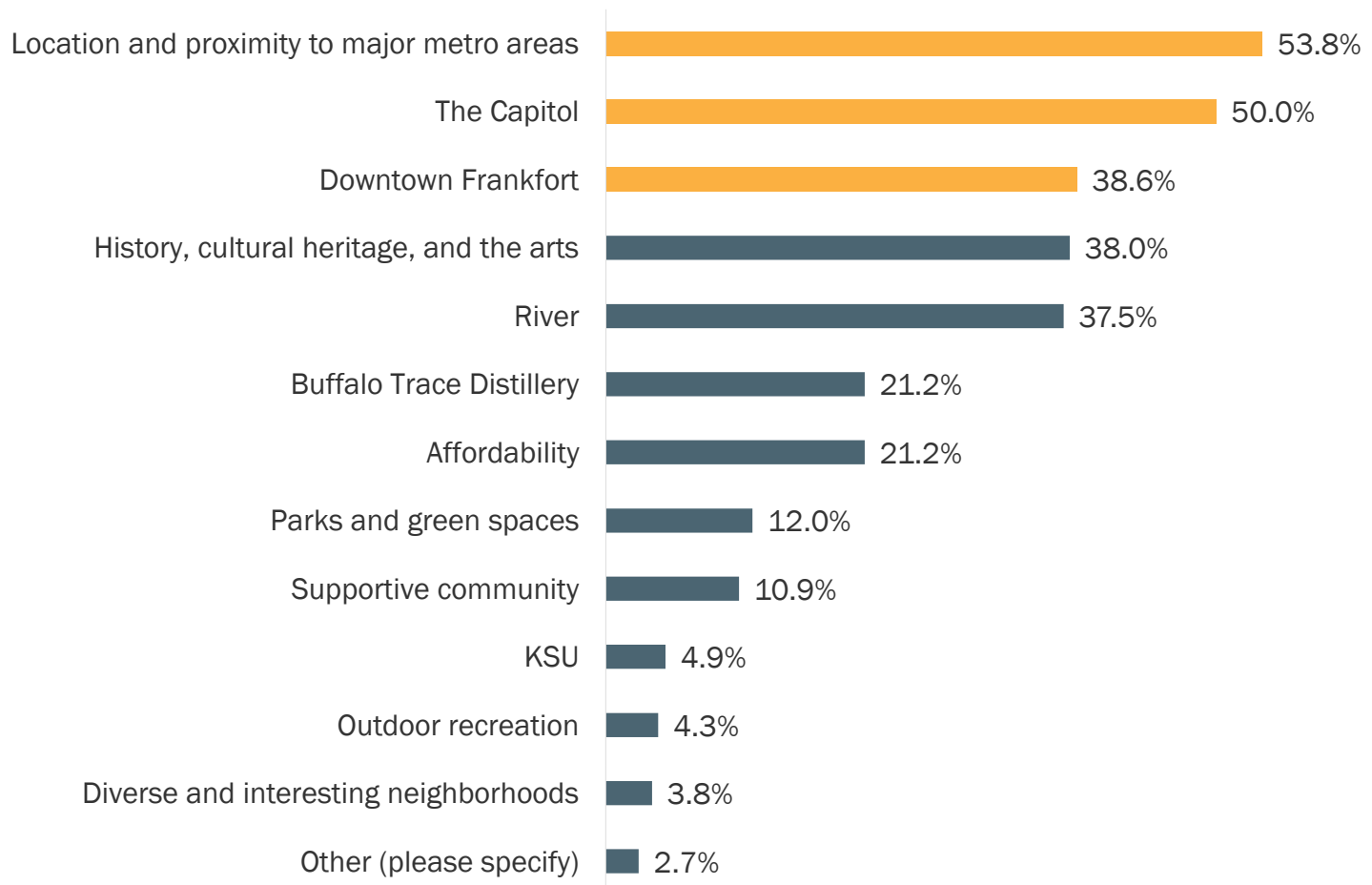
RESIDENT PERCEPTIONS

Which of the following is the best descriptor for Frankfort today?
Choose two answers.



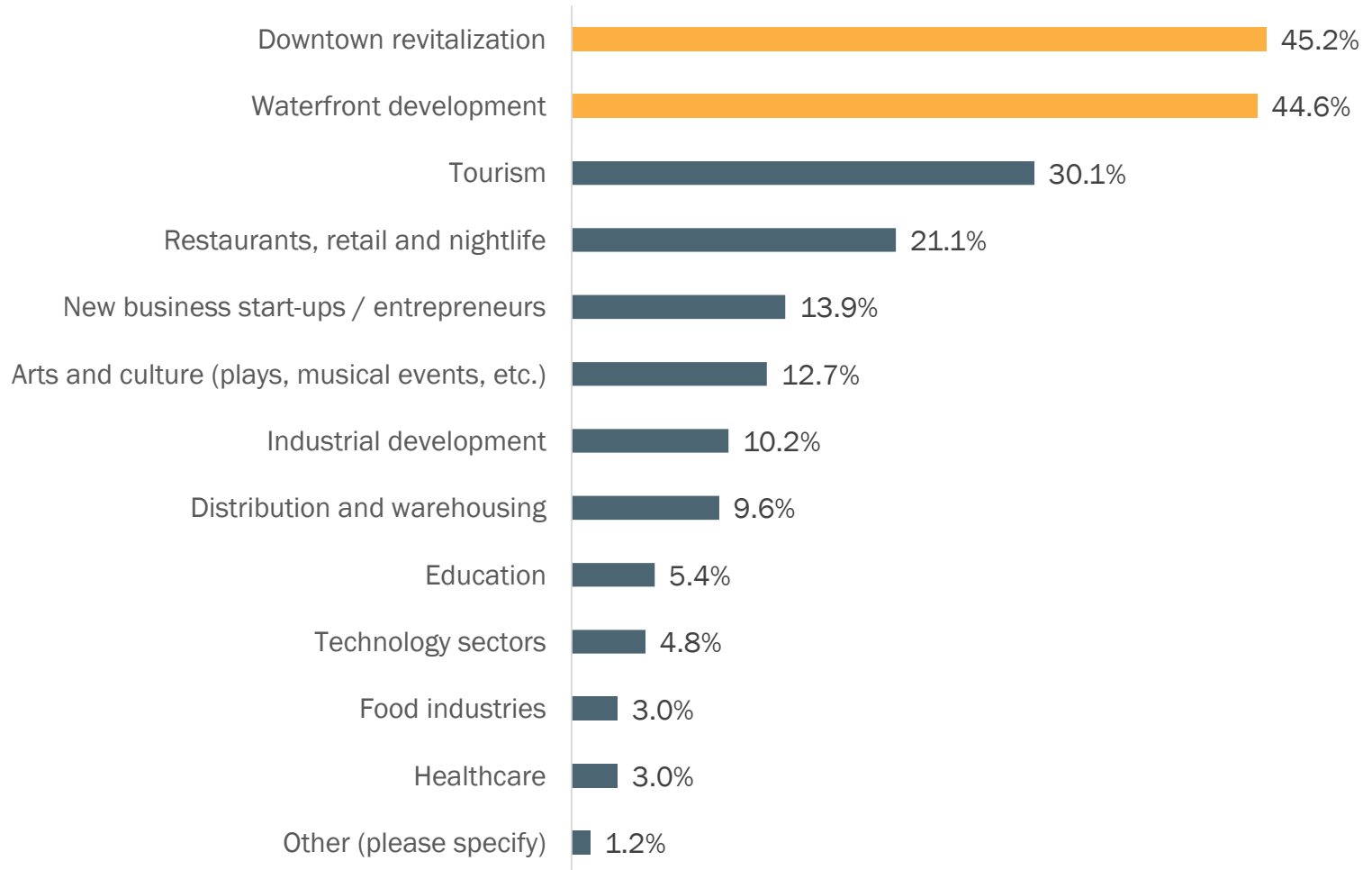
RESIDENT PERCEPTIONS

In your opinion, what are Frankfort's three greatest assets?
Choose three answers.



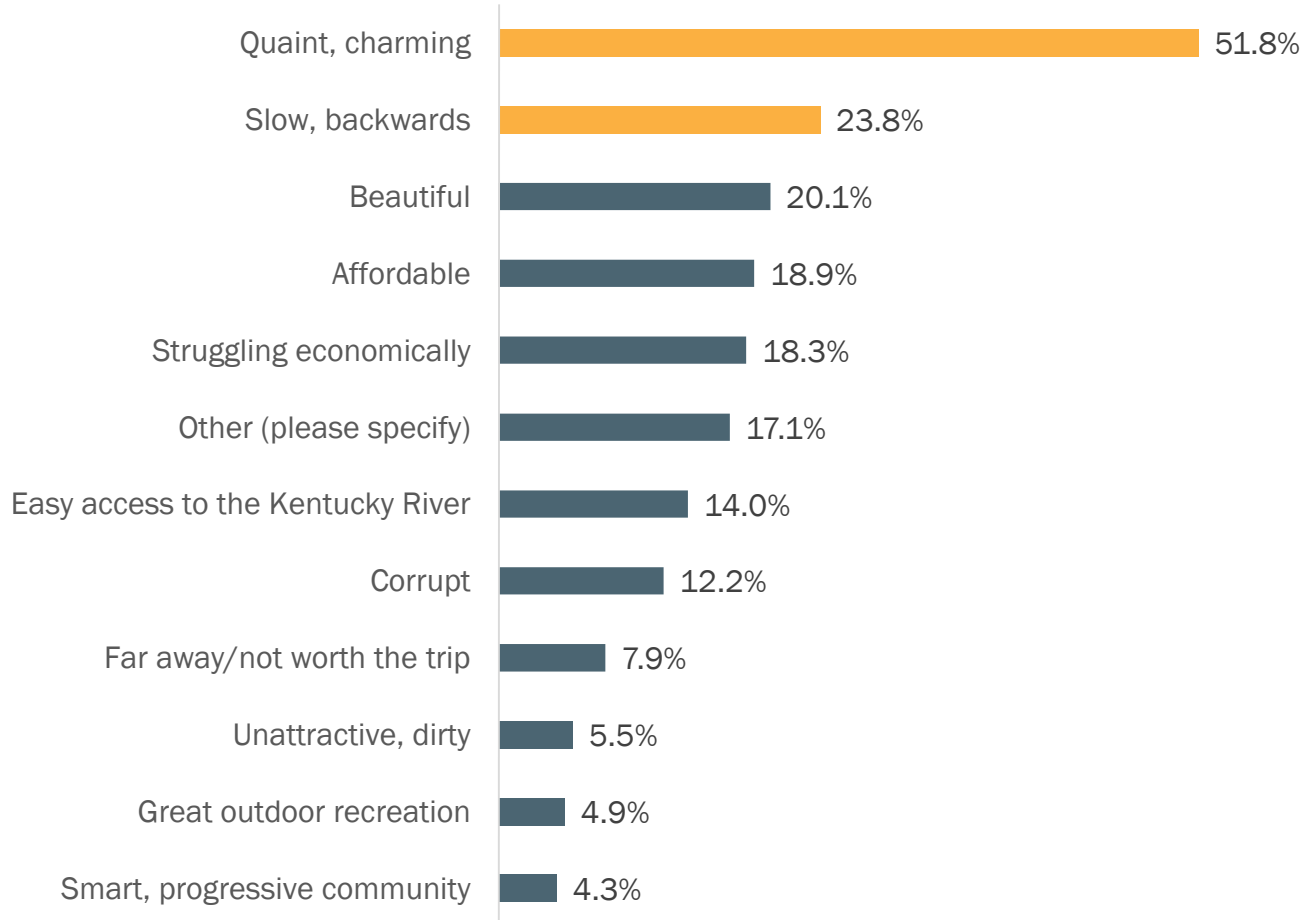
RESIDENT PERCEPTIONS

In your opinion, what are Frankfort's two greatest areas for future economic growth?
Choose two answers.



RESIDENT PERCEPTIONS

Outsiders (residents in other nearby communities) would describe Frankfort as...
Choose two answers.



RESIDENT PERCEPTIONS

What is the first adjective that comes to mind when describing the following communities?

Lexington

- College town/ University of Kentucky
- Progressive
- Traffic

Georgetown

- Growing
- Progressive
- Traffic/Congested
- Busy

Louisville

- Big/large
- Metropolitan/urban
- Bustling
- Busy

Bardstown

- Historic
- Bourbon
- Quaint
- Beautiful

Berea

- Art/crafts
- Small
- Quaint
- Folksy

Harrodsburg

- Historic/fort
- Small
- Quaint
- Country/rural

Covington

- Cincinnati
- Dirty/rundown
- River
- Busy

RESIDENT PERCEPTIONS

What makes Frankfort different from the communities listed above?

Capital city

- State government
- History tied to state capital

The Kentucky River

Friendly community

- “Diverse and welcoming population”.
- “Caring community that will go help others”.

Location in Kentucky

- “Centrally located between Lexington and Louisville”.

Less traffic

RESIDENT PERCEPTIONS

What surprises people about Frankfort?

Lively downtown and cultural events

- “Performing arts, downtown shops, summer concerts”.
- Wide variety of local businesses

Beauty and interesting history

- Historical buildings and historical districts

Capital city

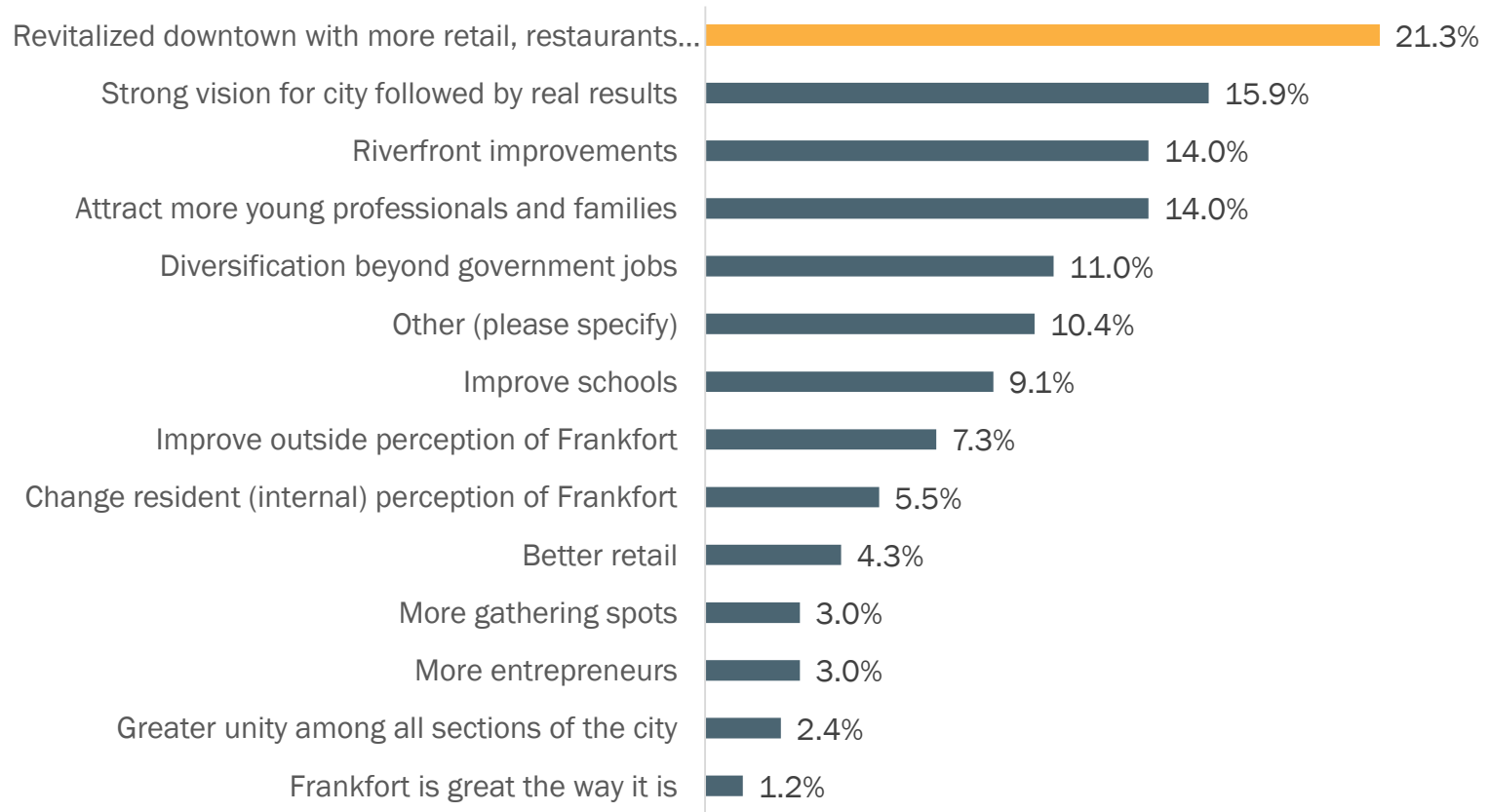
- Smaller than most other state capitals

Community

- “Small town feel and warmth of the people”.
- “Still keeps its unique charm”.

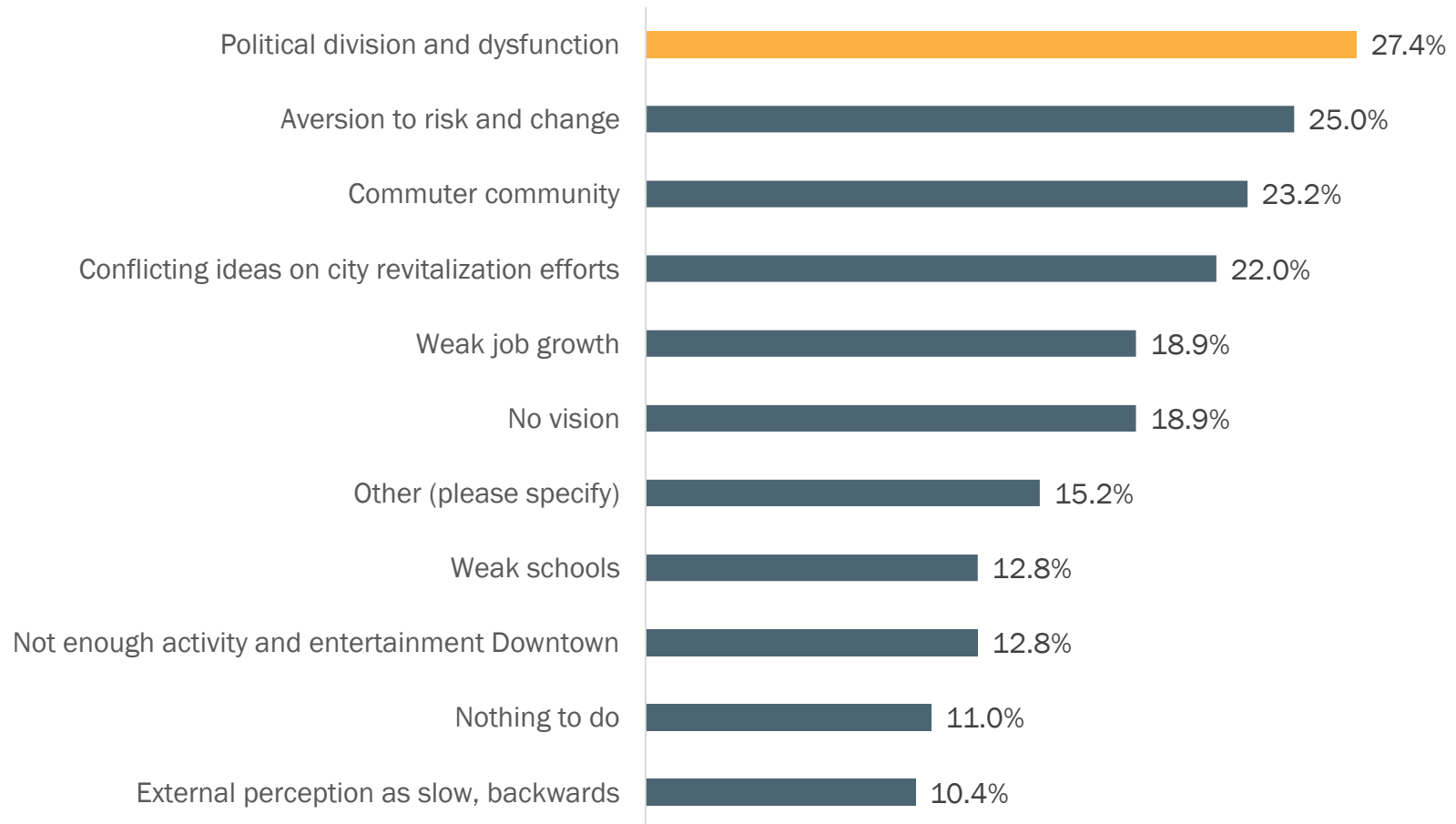
RESIDENT PERCEPTIONS

If you could change one thing (add, remove, or change something) about Frankfort that would improve its future, what would it be?



RESIDENT PERCEPTIONS

In your opinion, what are the two greatest challenges currently facing Frankfort?
Choose two answers.



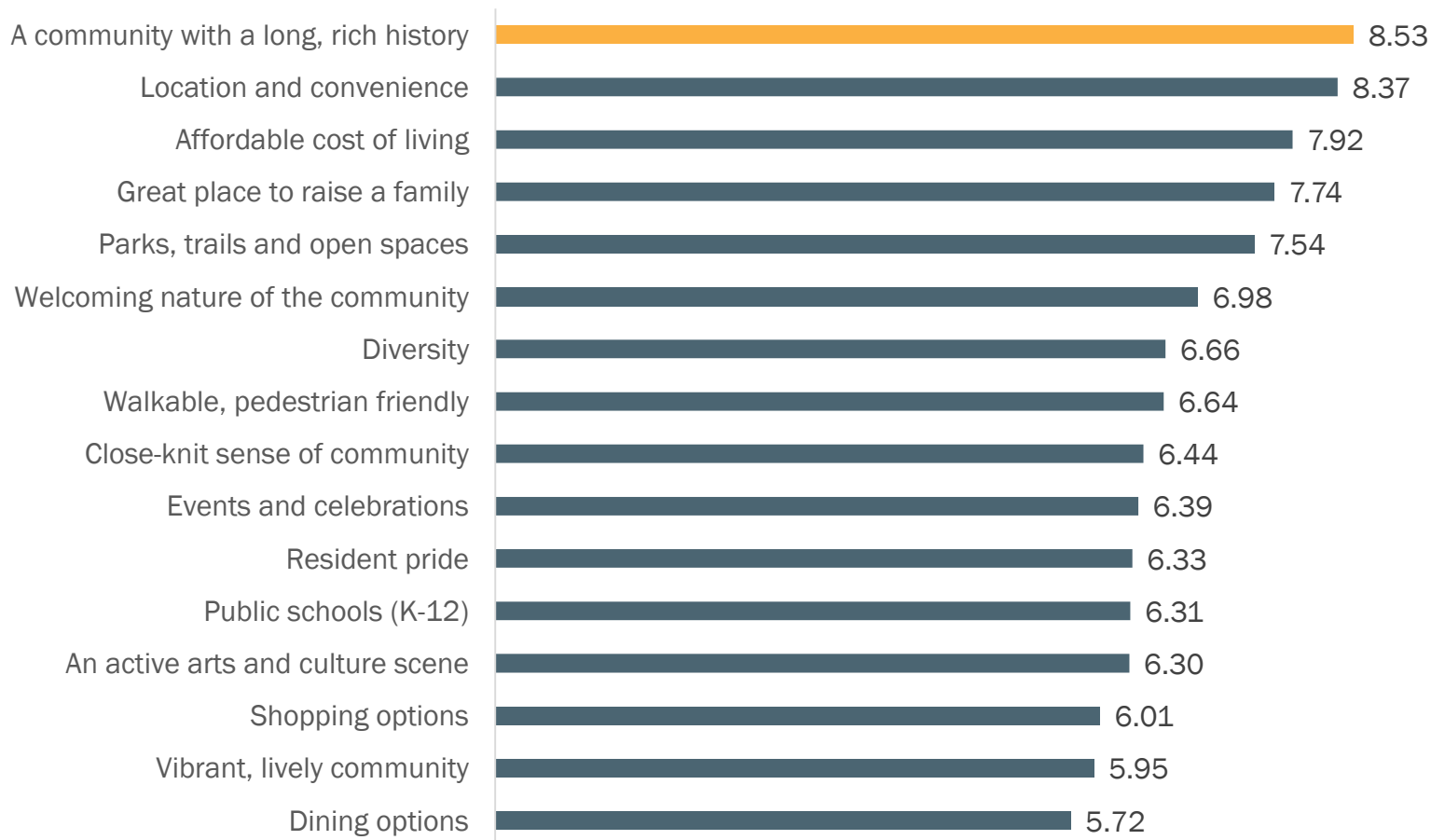
RESIDENT PERCEPTIONS

In your opinion, what is missing in Frankfort?
Choose two answers.



RESIDENT PERCEPTIONS

In your opinion, please rate the following Frankfort attributes and characteristics on a scale from 1-10, where 1 is “Poor” and 10 is “Excellent”.



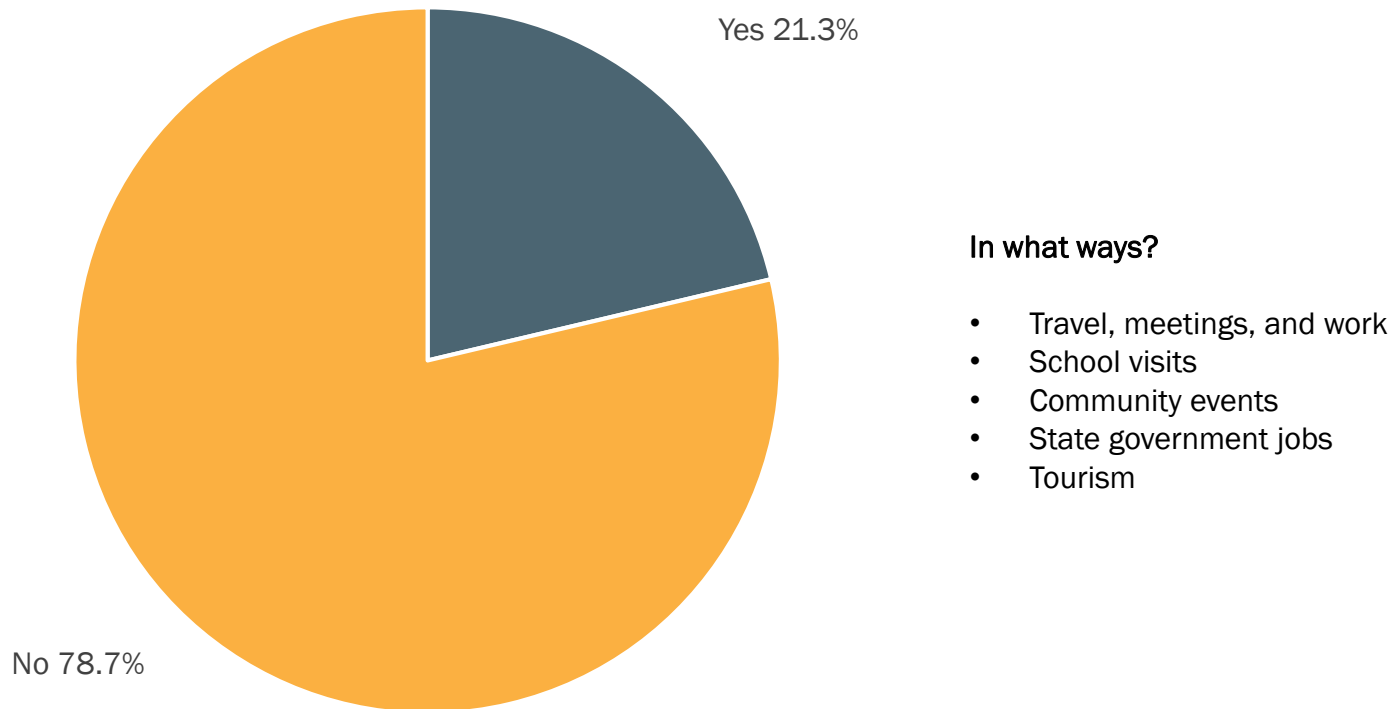
RESIDENT PERCEPTIONS

What is Frankfort's most under-appreciated asset/amenity?

- The River
- Downtown area
- Kentucky State University
- Capital city and state government
- Historical districts
- The arts and theatres
- Affordable housing and cost of living
- Central location

RESIDENT PERCEPTIONS

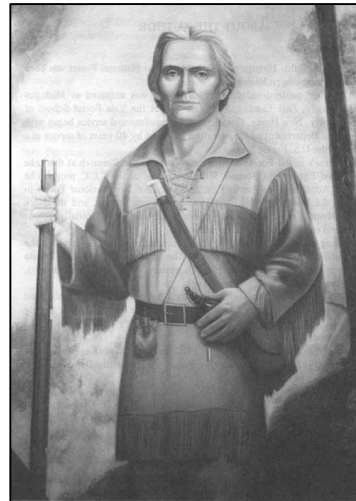
Does Frankfort leverage its location as the capital of Kentucky? If yes, in what ways?



RESIDENT PERCEPTIONS

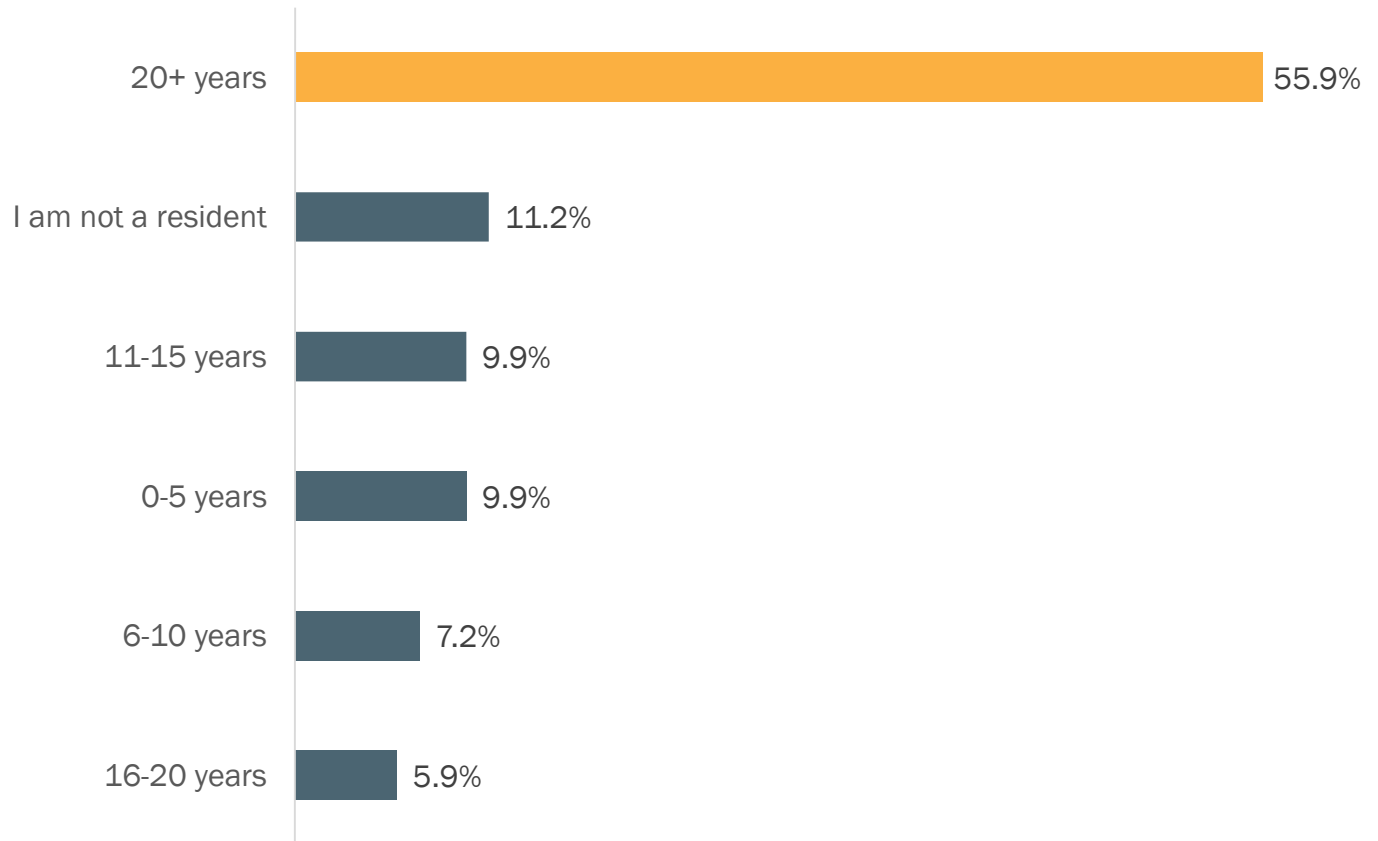
If Frankfort were a famous person who would it be? Why?

- Rodney Dangerfield
 - *"I don't get no respect!"*
- Daniel Boone
 - *"Pioneering sprit and appreciation for nature."*
- Kevin Bacon
 - *"He is in everything but you don't remember seeing him".*



RESIDENT PERCEPTIONS

How long have you been a resident of Frankfort?

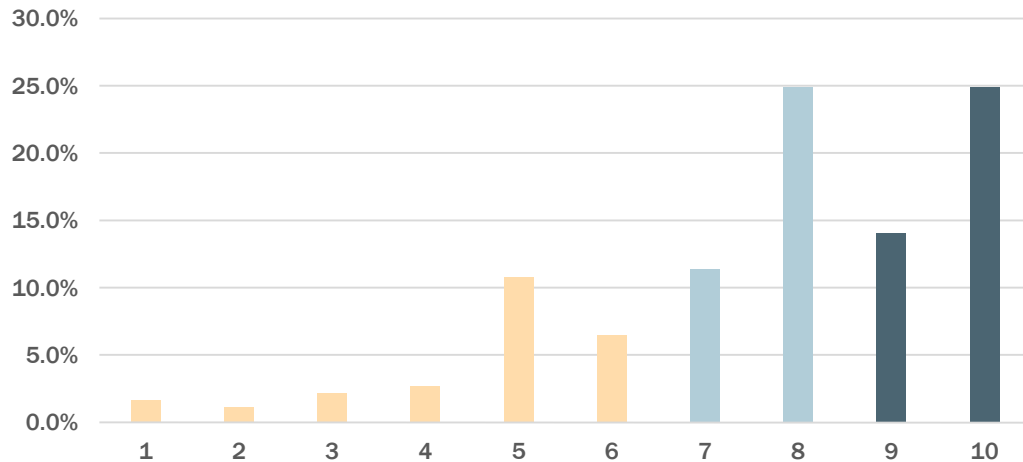


BRAND BAROMETER

LIVING IN FRANKFORT

On a scale of 1 to 10 with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend living in Frankfort to a friend or colleague?

Living in Frankfort



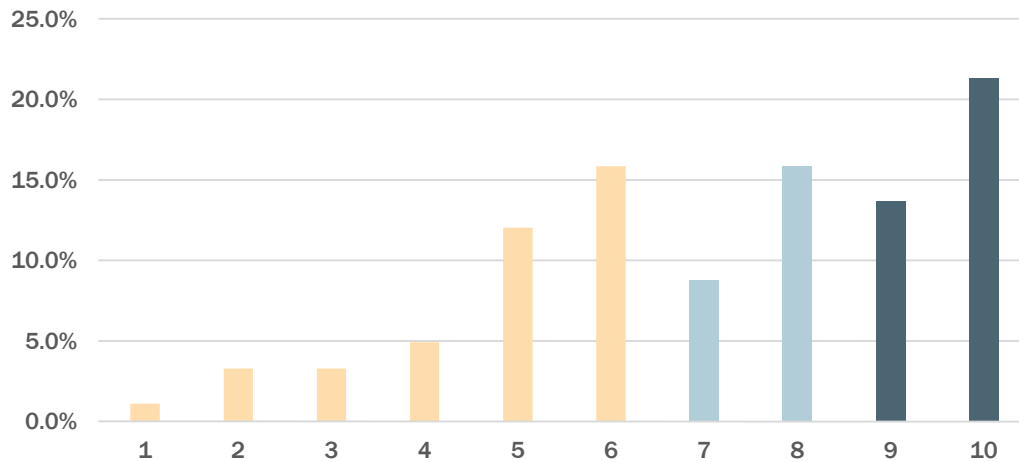
LIVING IN FRANKFORT		
1	1.6%	Detractors 24.9%
2	1.1%	
3	2.2%	
4	2.7%	
5	10.8%	
6	6.5%	
7	11.4%	Passives 36.2%
8	24.9%	
9	14.1%	Promoters 38.9%
10	24.9%	

BRAND BAROMETER

BUSINESS IN FRANKFORT

On a scale of 1 to 10 with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend conducting business in Frankfort to a friend or colleague?

Conducting Business in Frankfort



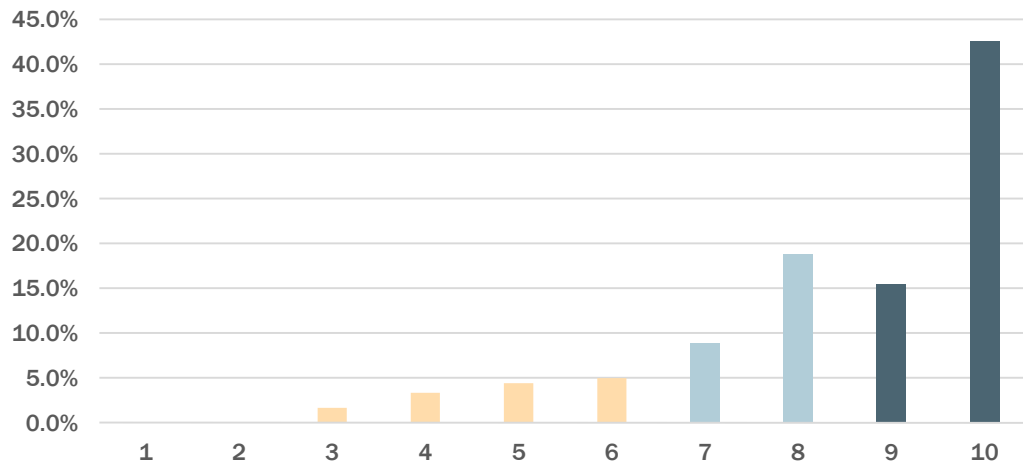
CONDUCTING BUSINESS IN FRANKFORT		
1	1.1%	Detractors 40.4%
2	3.3%	
3	3.3%	
4	4.9%	
5	12.0%	
6	15.8%	
7	8.7%	Passives
8	15.8%	24.6%
9	13.7%	Promoters
10	21.3%	35.0%

BRAND BAROMETER

VISITING FRANKFORT

On a scale of 1 to 10 with 1 being “not at all likely” and 10 being “extremely likely,” how likely would you be to recommend visiting Frankfort to a friend or colleague?

Visiting Frankfort

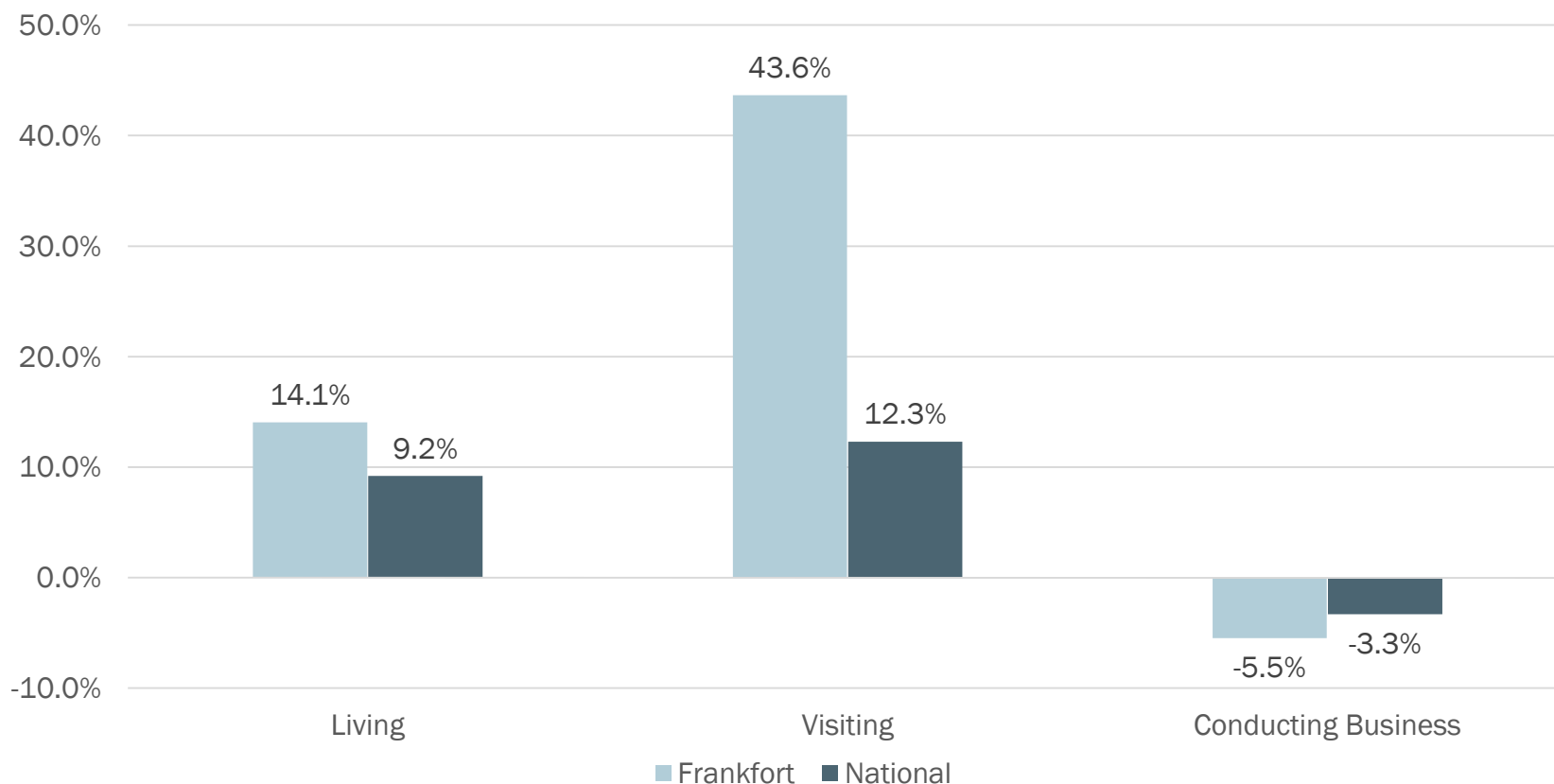


VISITING FRANKFORT		
1	0.0%	Detractors 14.4%
2	0.0%	
3	1.7%	
4	3.3%	
5	4.4%	
6	5.0%	
7	8.8%	Passives 27.6%
8	18.8%	Promoters 58.0%
9	15.5%	
10	42.5%	

BRAND BAROMETER

NATIONAL COMPARISON

Brand Advocacy Comparison



CONSUMER AWARENESS & PERCEPTION STUDY (CAP Study)

CAP STUDY

When you first think of the following communities, what comes to mind?

Lexington

University of Kentucky
Horses
Shopping

Georgetown

College Town
Toyota
Small/Quaint

Louisville

Big City
Kentucky Derby
Cardinals

Bardstown

Bourbon
Small
Historic

Berea

Berea College
Arts and Crafts
Small/Quaint

Harrodsburg

Old Fort Harrod
Historic
Small

Covington

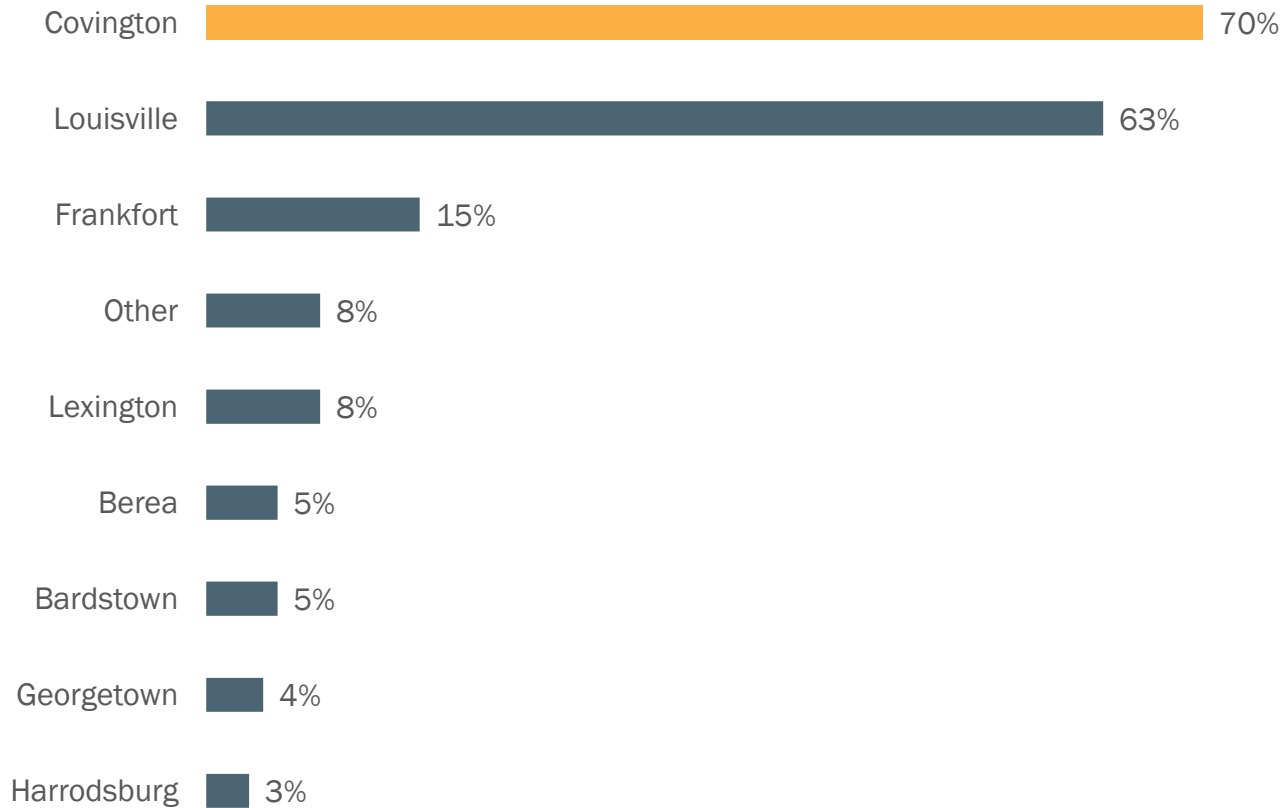
Close to Cincinnati
Ohio River
Poverty/Crime

Frankfort

Capital
Government
History

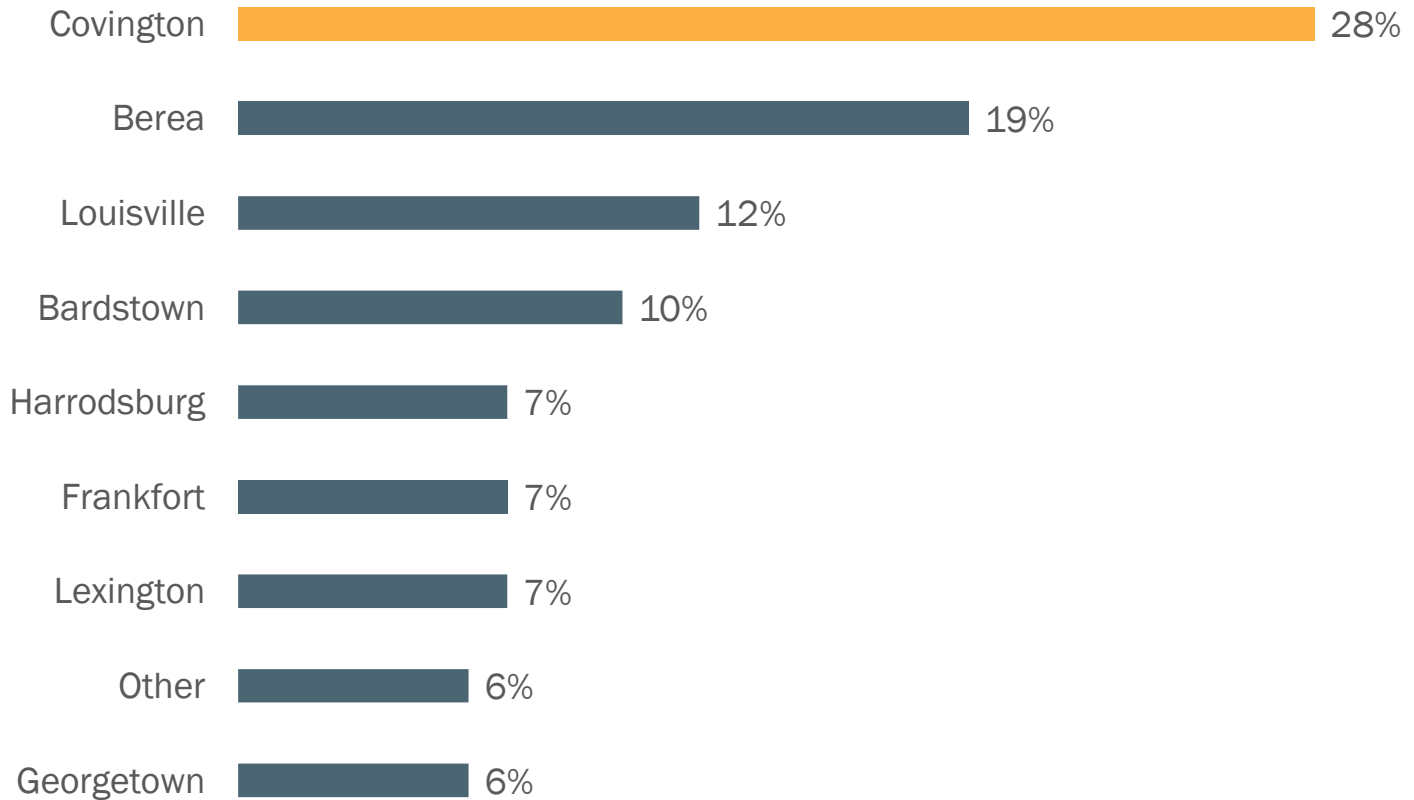
CAP STUDY

Which communities do you associate with being on the water? Choose all that apply.



CAP STUDY

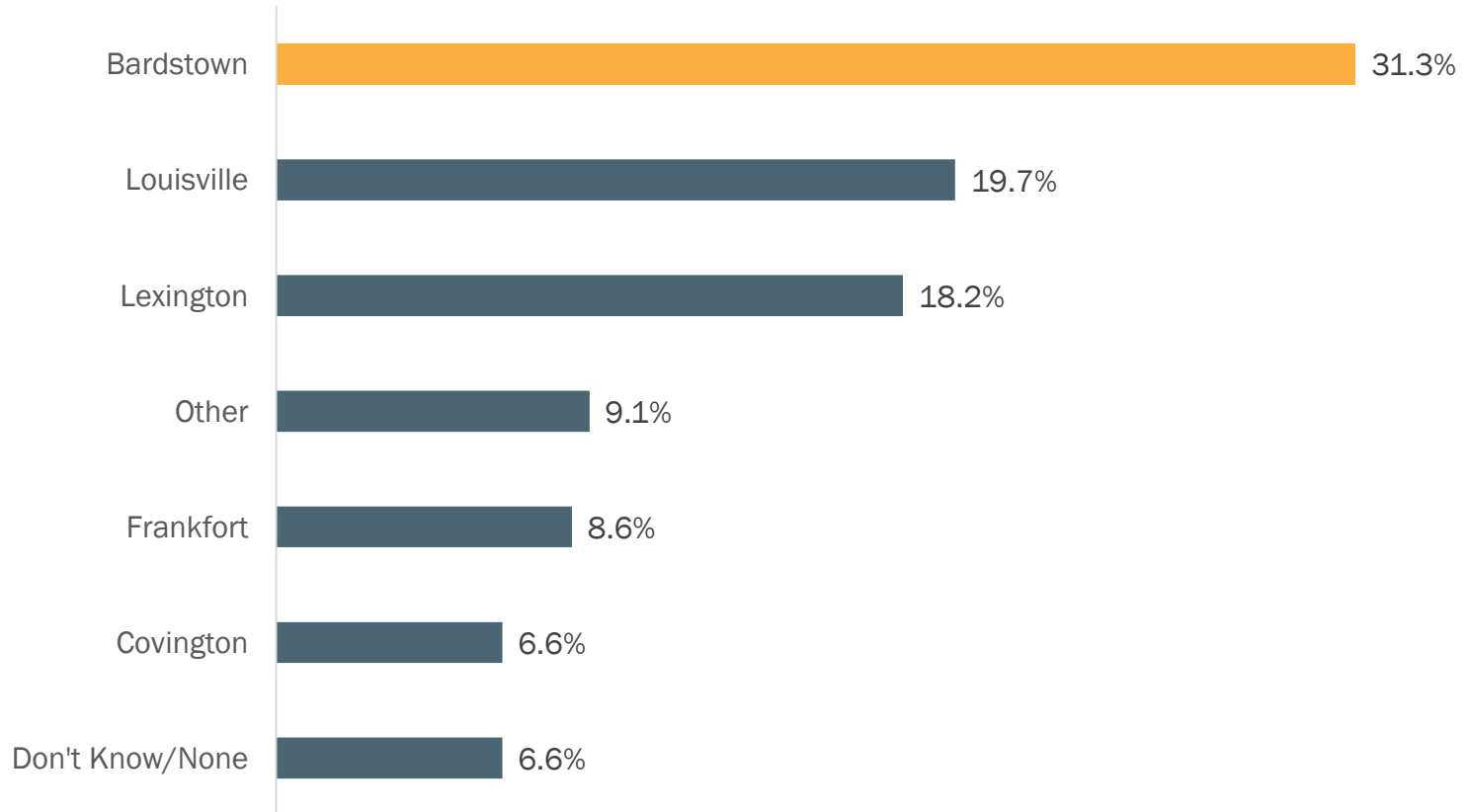
Which community is the most affordable? Choose one answer.



Other: Don't know

CAP STUDY

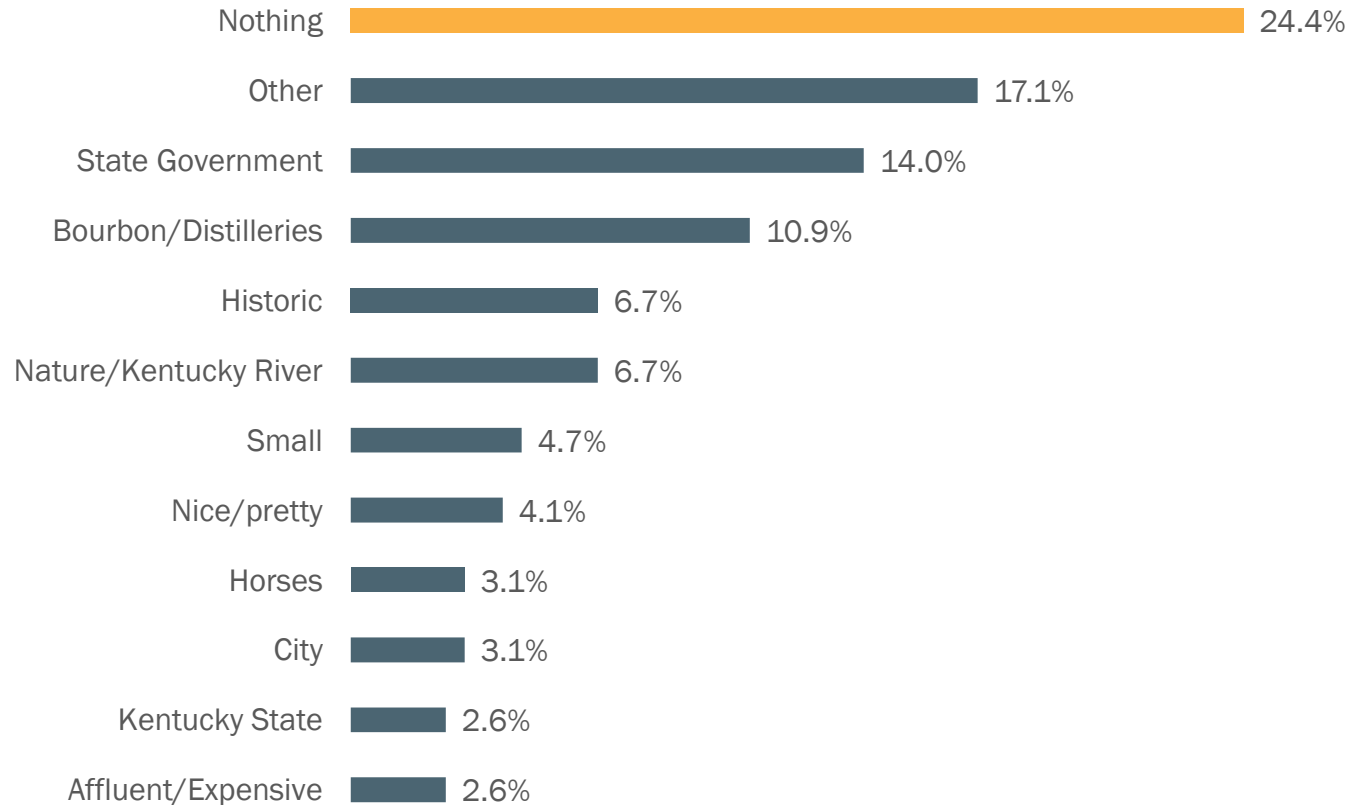
Which community do you believe is the ideal hub for a bourbon distillery tour?



Other: Georgetown, Winchester, Madison

CAP STUDY

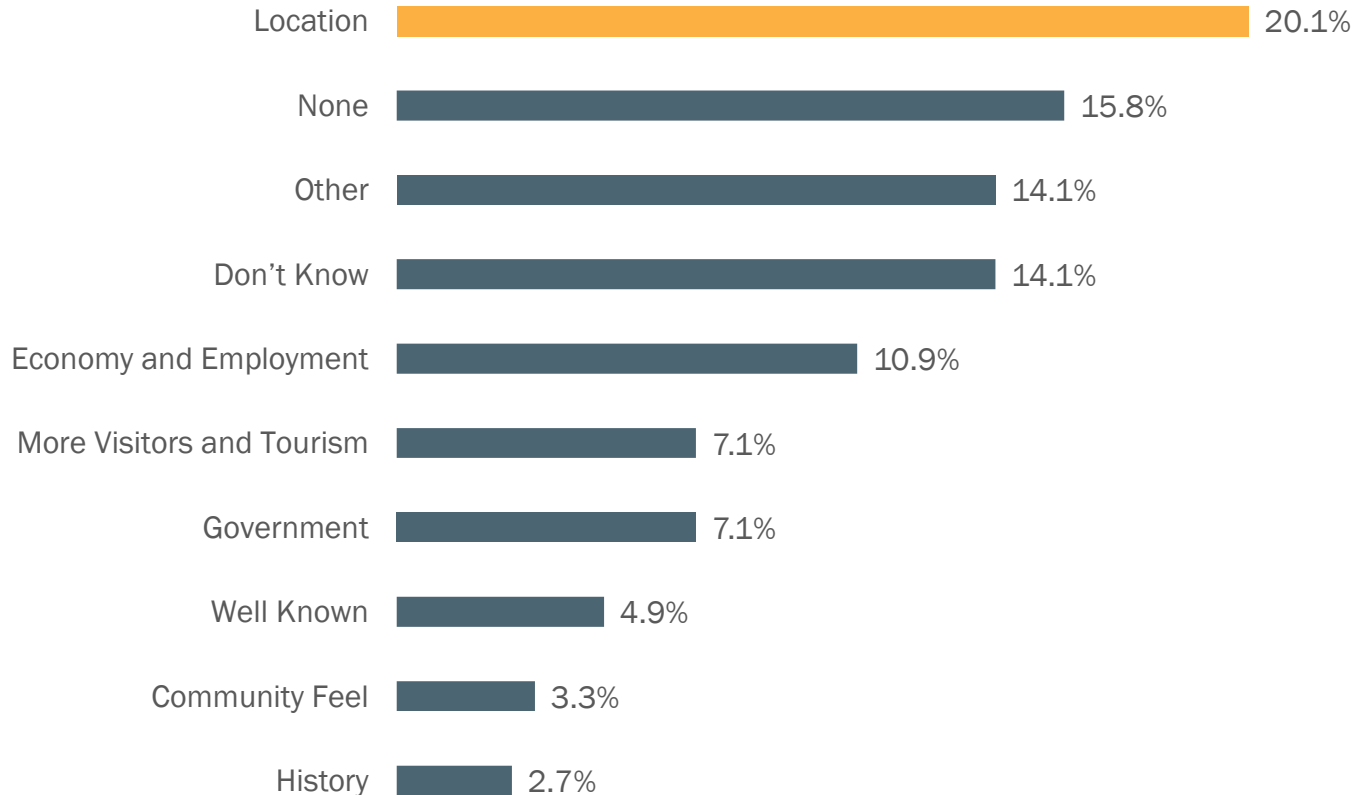
Beyond being the Capital, what else comes to mind when you think of Frankfort?



Other: Good food, Architectural, Gold, Railroad Museum, Banking

CAP STUDY

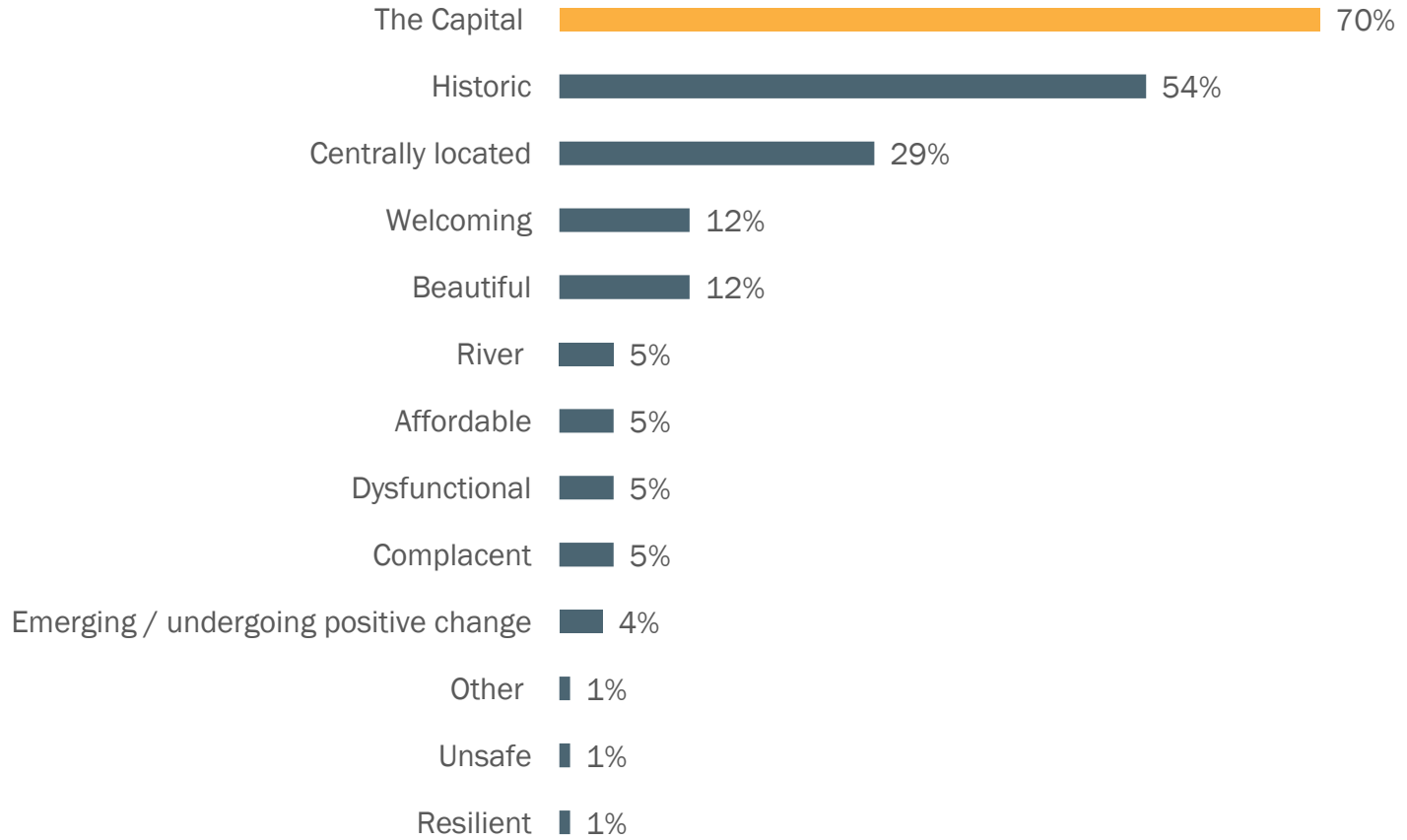
What advantages does Frankfort have being the Capital of Kentucky?



Other: Lower crime rate, lots of attractions, Size

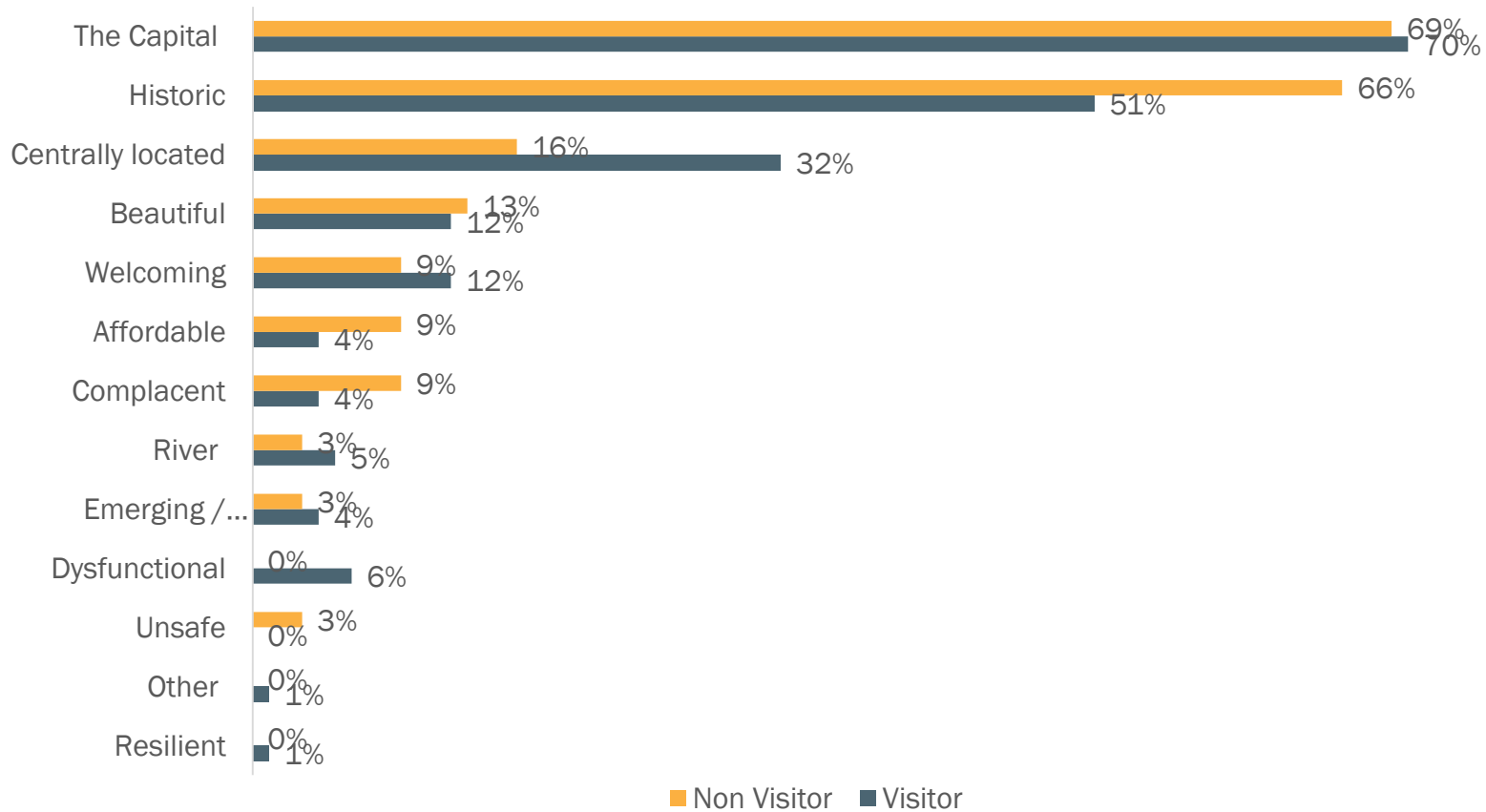
CAP STUDY

What phrase or adjective best describes Frankfort? Choose two answers.



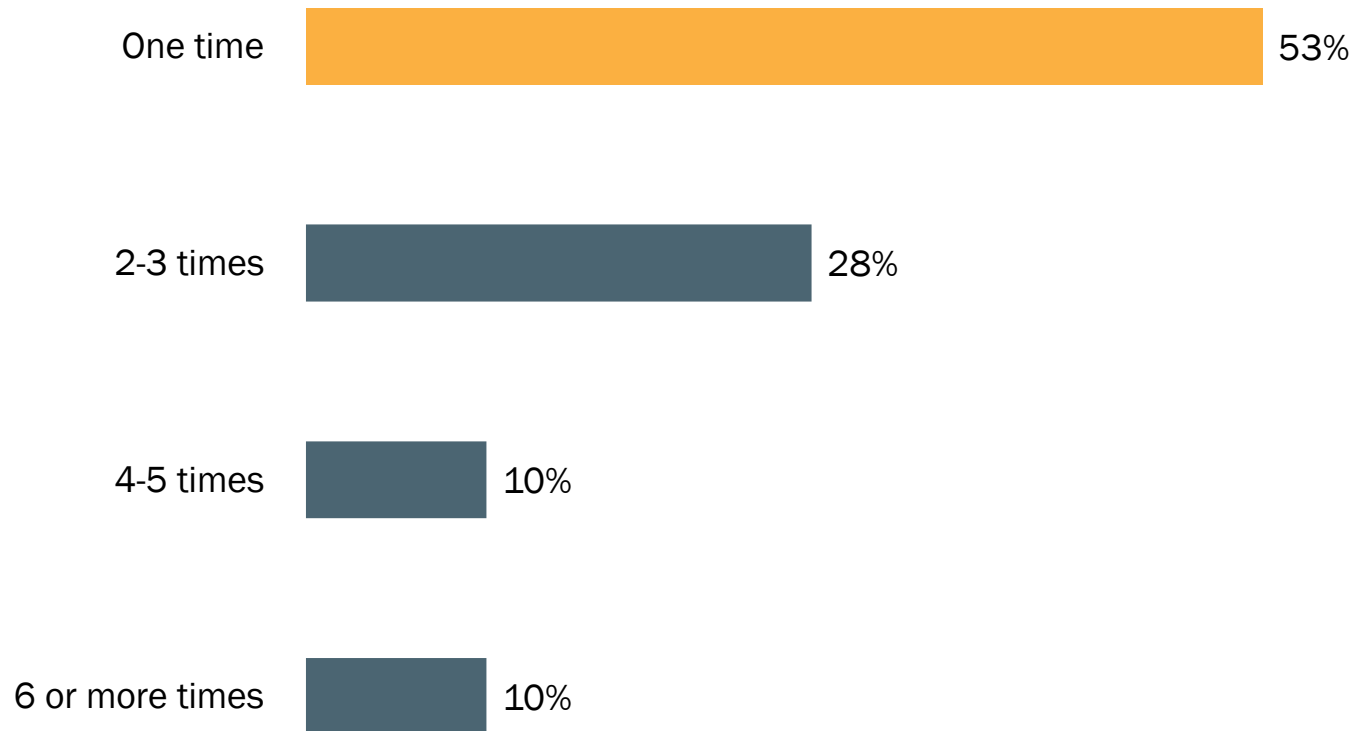
CAP STUDY

What phrase or adjective best describes Frankfort? Choose two answers.



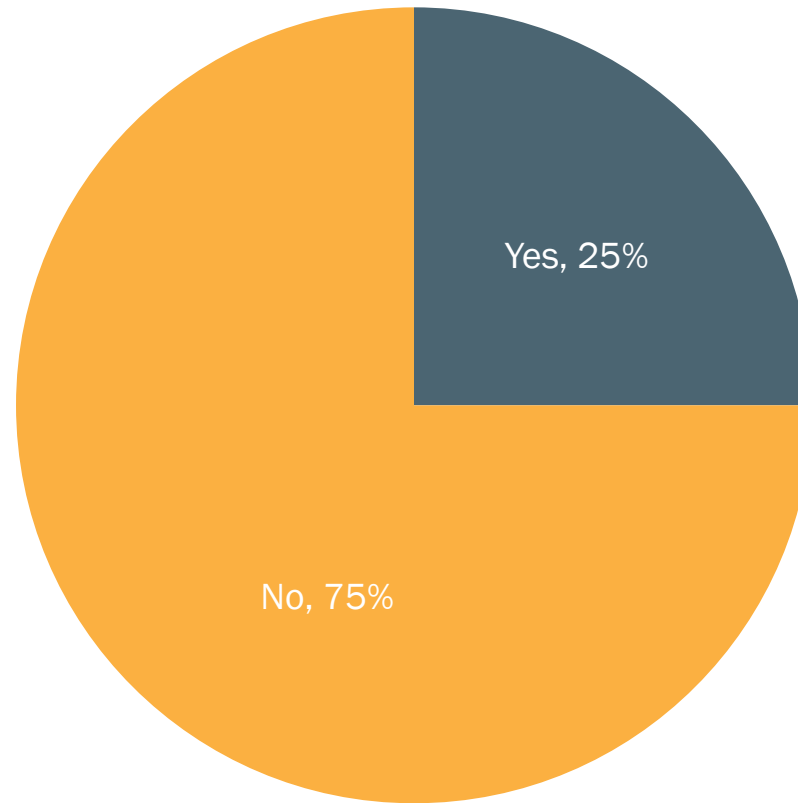
CAP STUDY

How many times have you visited Frankfort in the past three years?



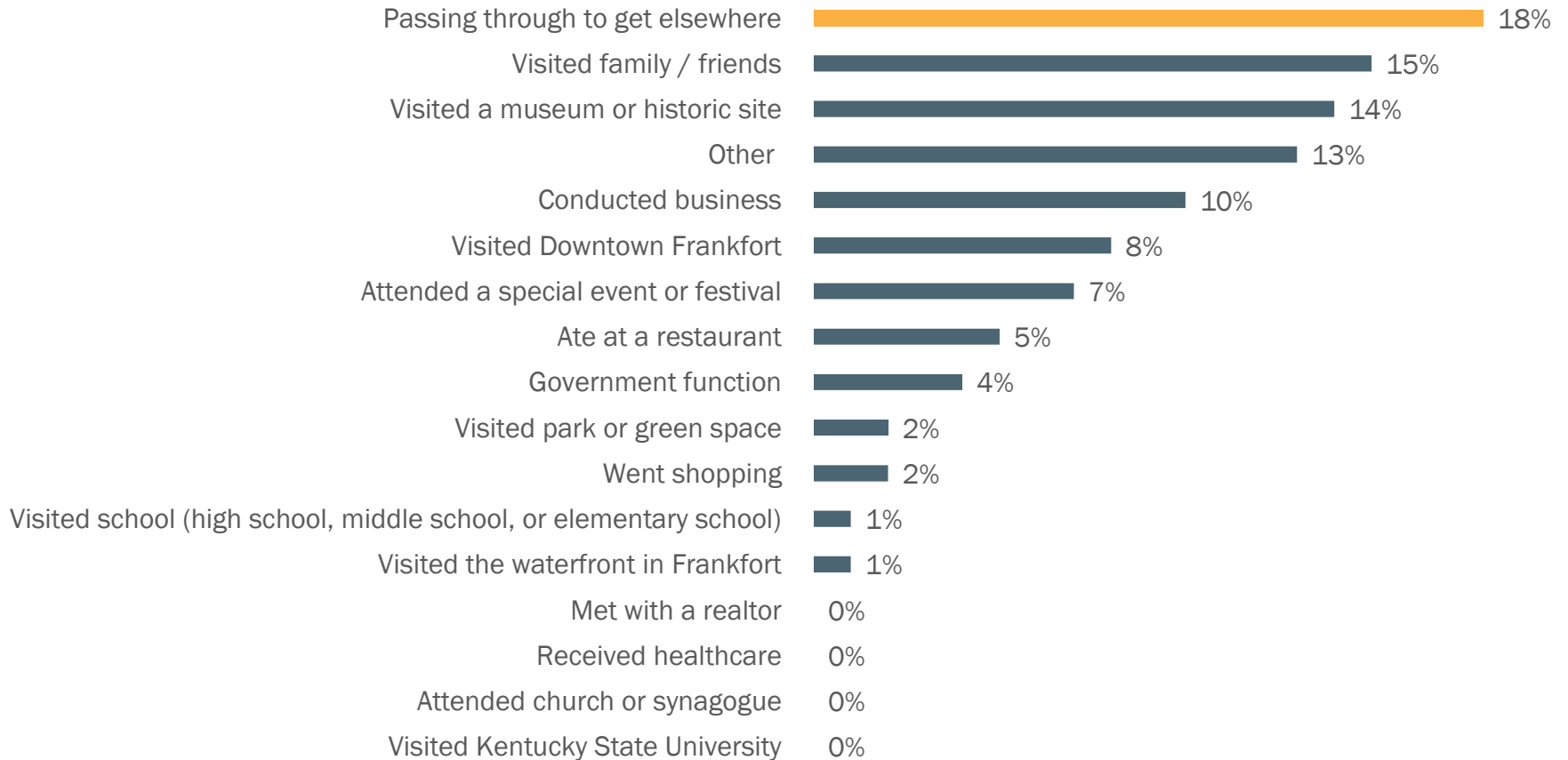
CAP STUDY

When you visited, did you stay overnight in Frankfort?



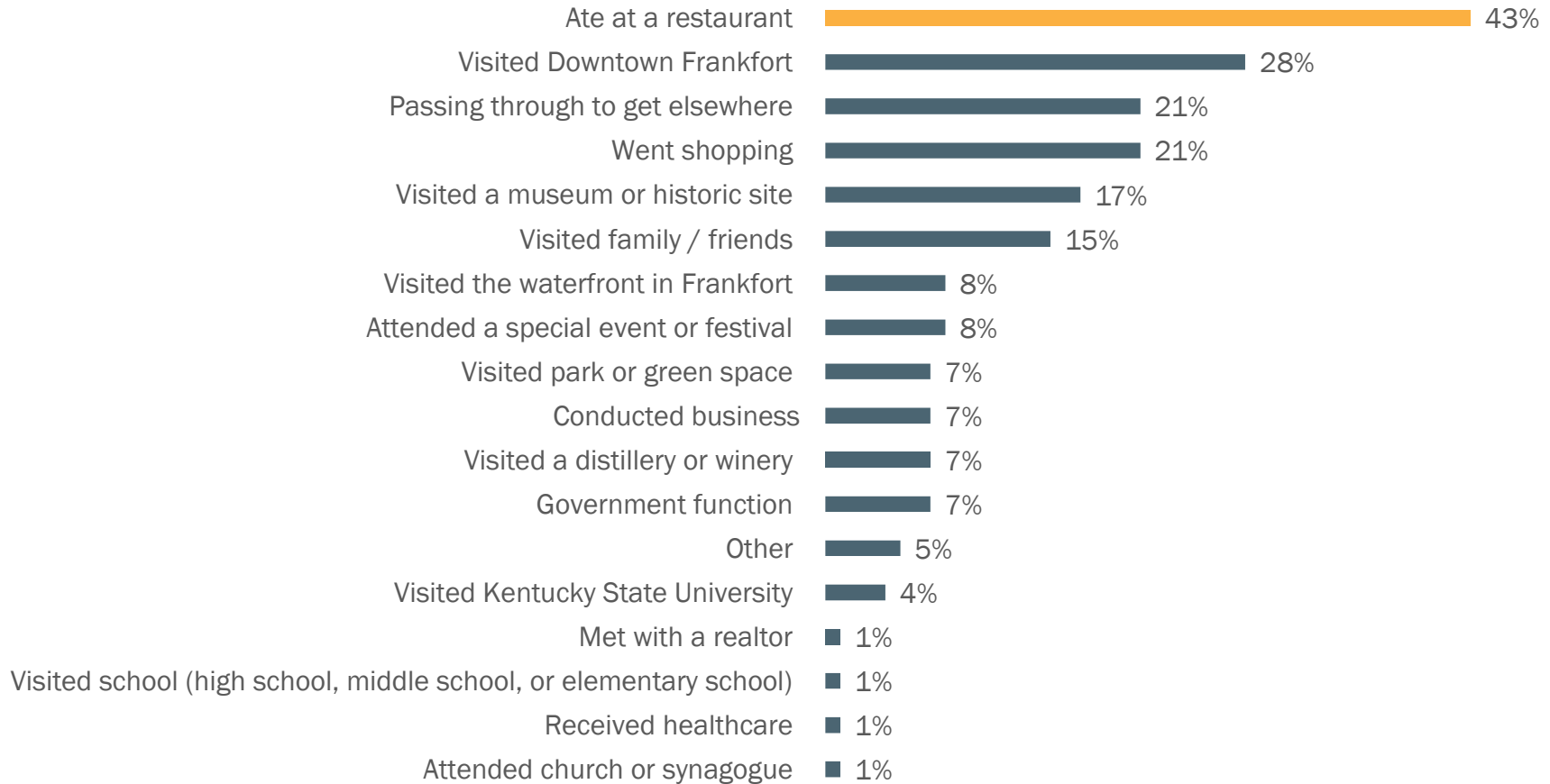
CAP STUDY

What was the primary purpose or main reason you visited Frankfort on your most recent visit?



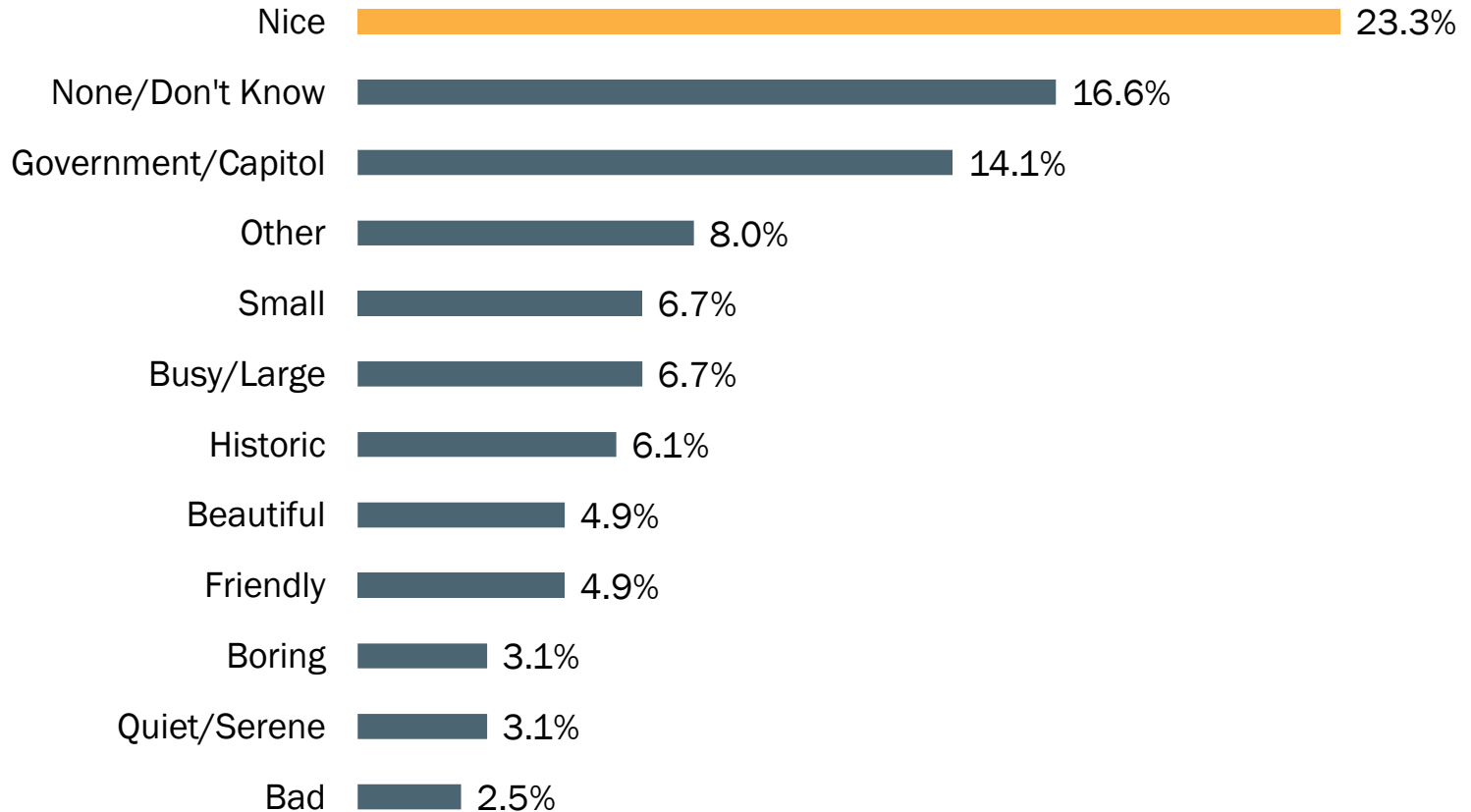
CAP STUDY

While you were visiting Frankfort, what else did you do on your most recent trip?
Choose all that apply.



CAP STUDY

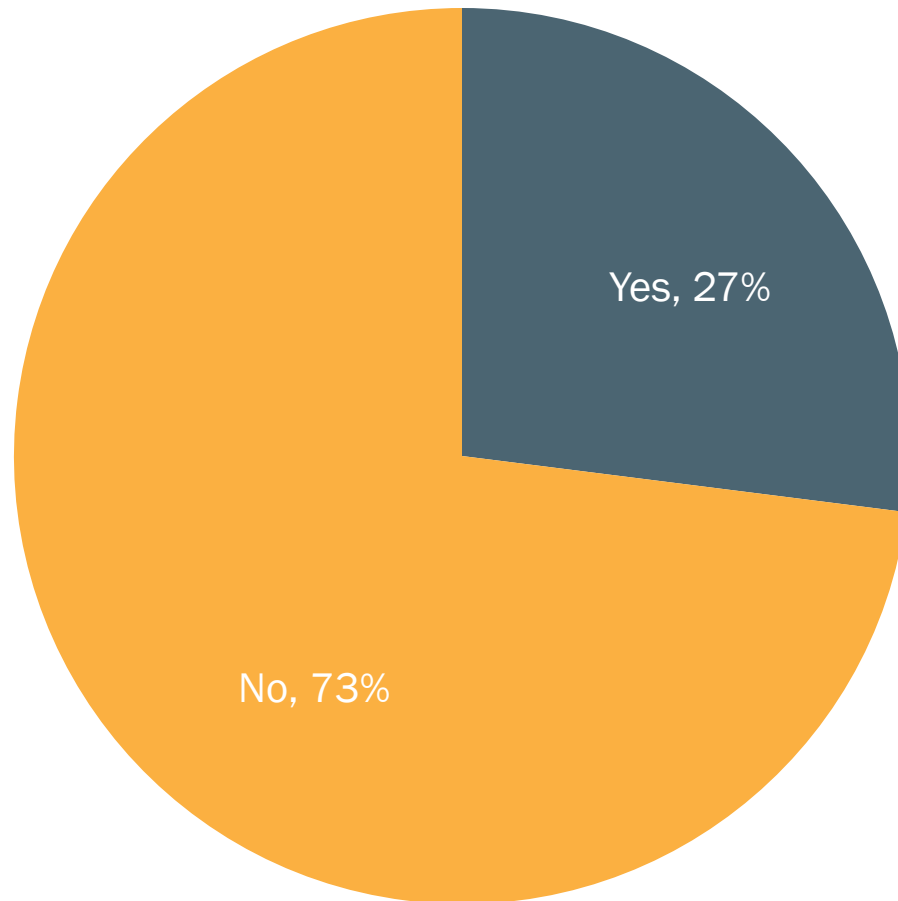
What was your perception of Frankfort before you visited?



Other: Interesting, Fun, Quaint

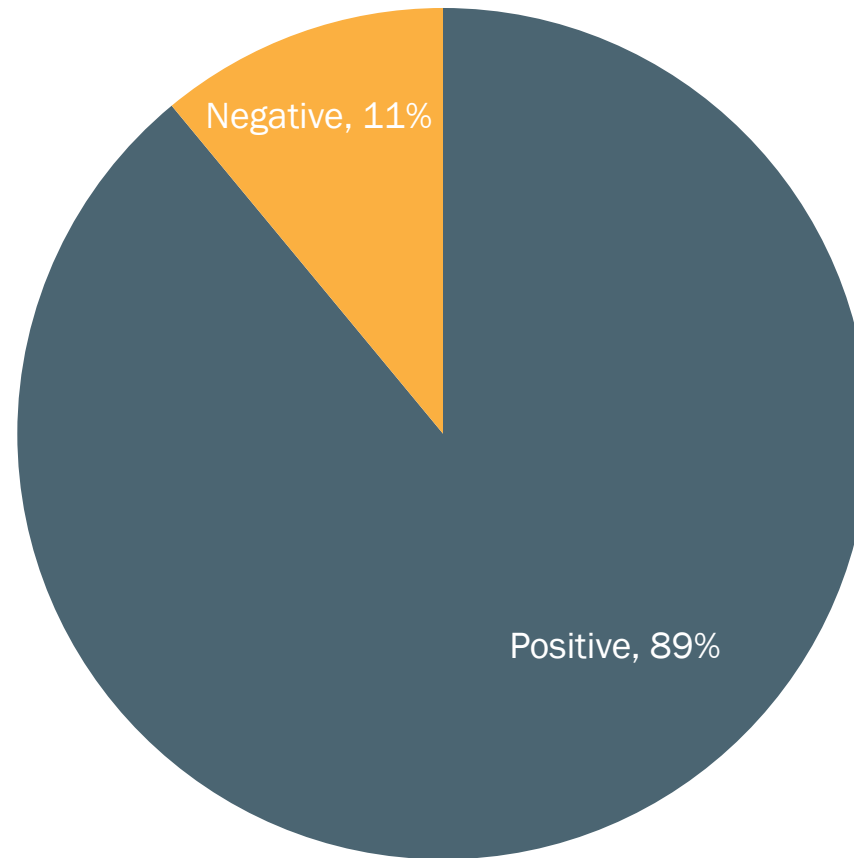
CAP STUDY

Did your perception of Frankfort change once you visited the area?



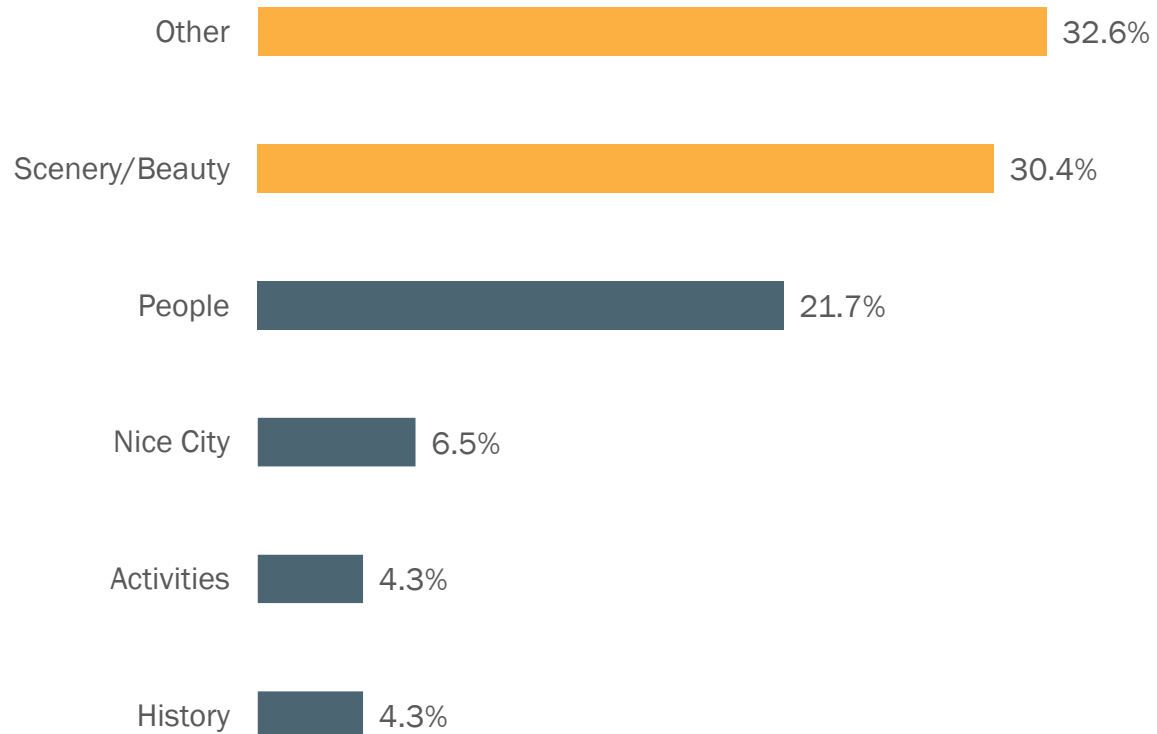
CAP STUDY

Did your perception change in a positive or negative way?



CAP STUDY

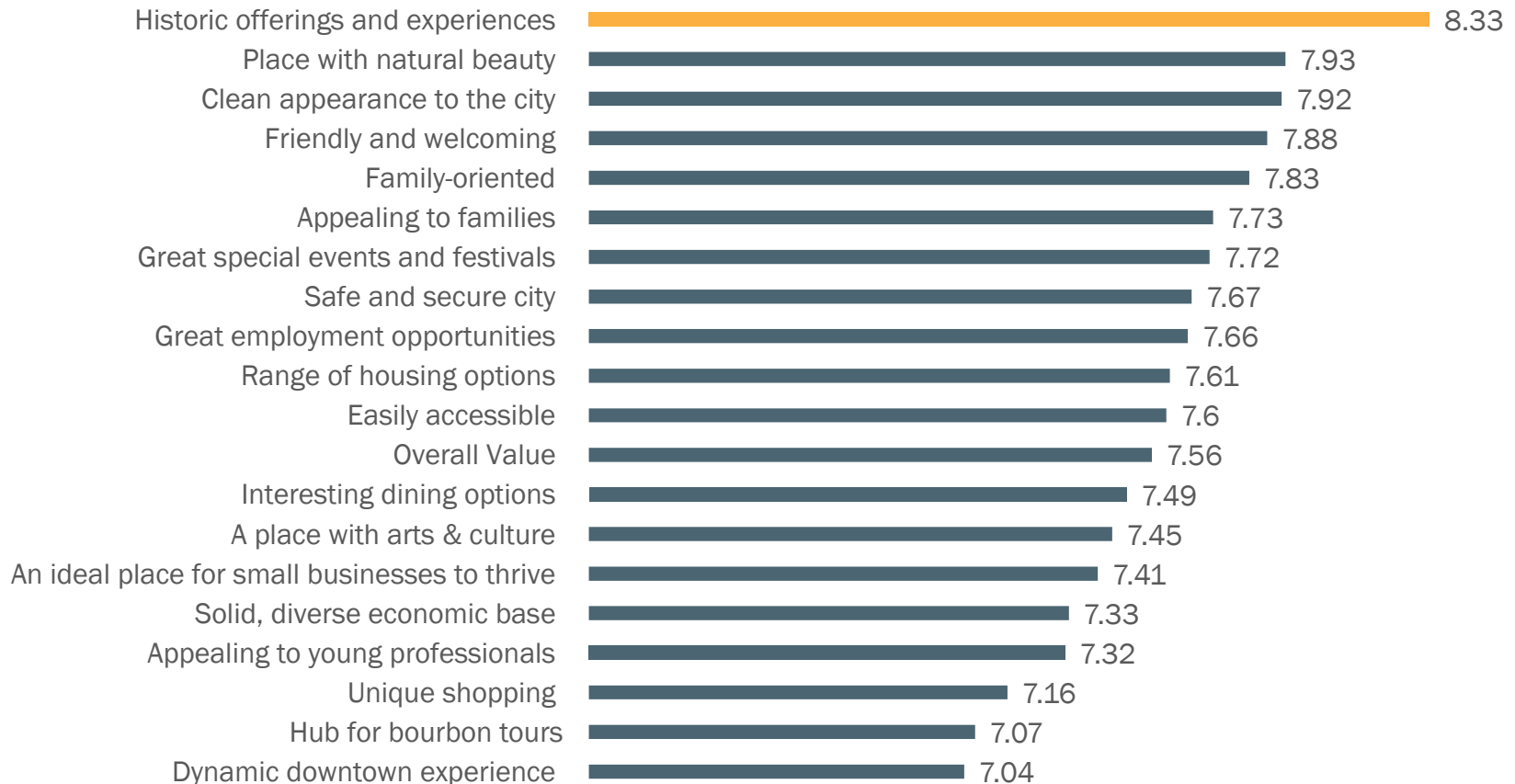
What changed your perception?



Other: Don't know, Being there

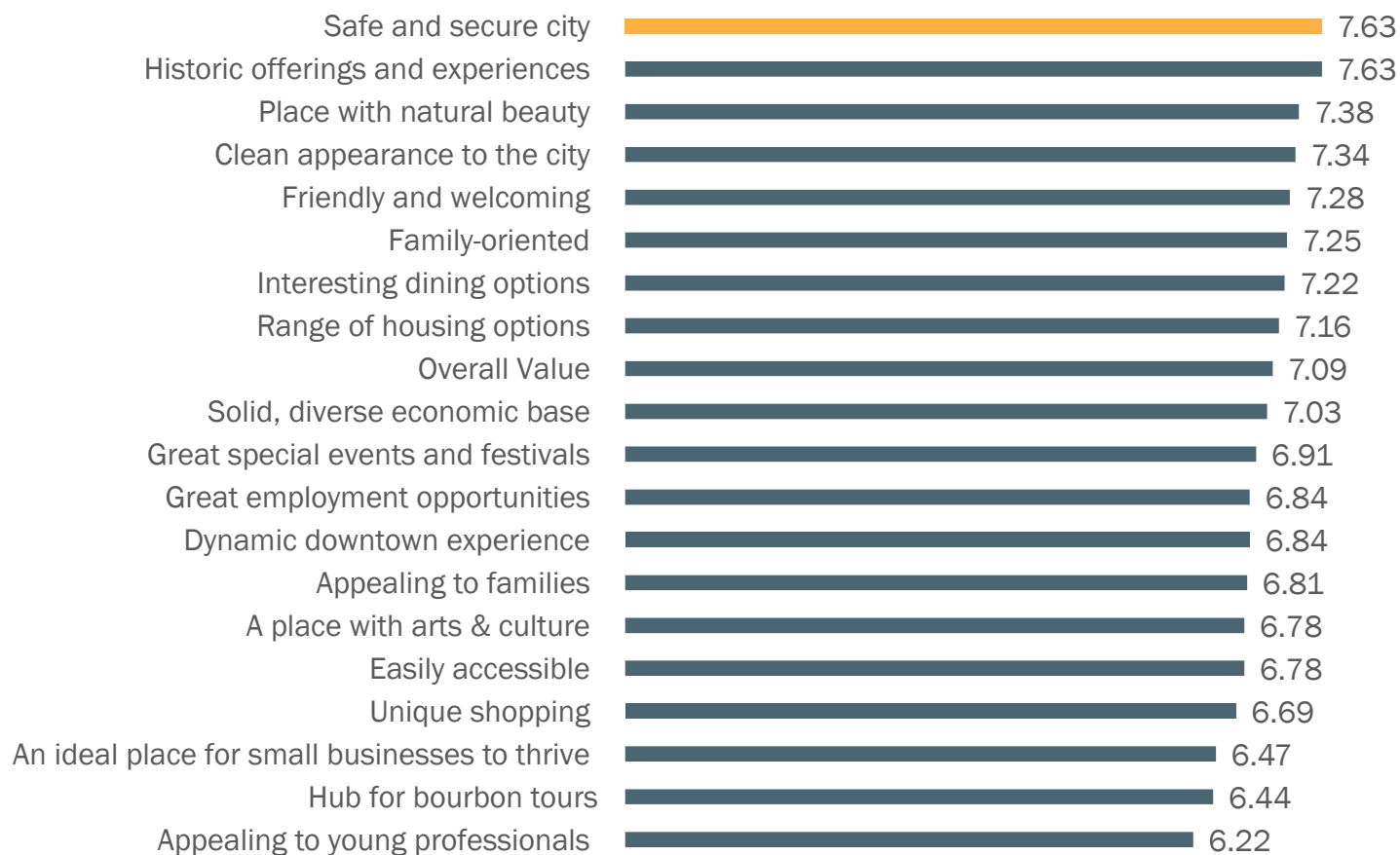
CAP STUDY

Based on your past experiences visiting Frankfort, how would you rate the following attributes regarding Frankfort on a scale of 1 to 10, with 1 being “does not describe Frankfort at all” and 10 being “is an exact description of Frankfort”?



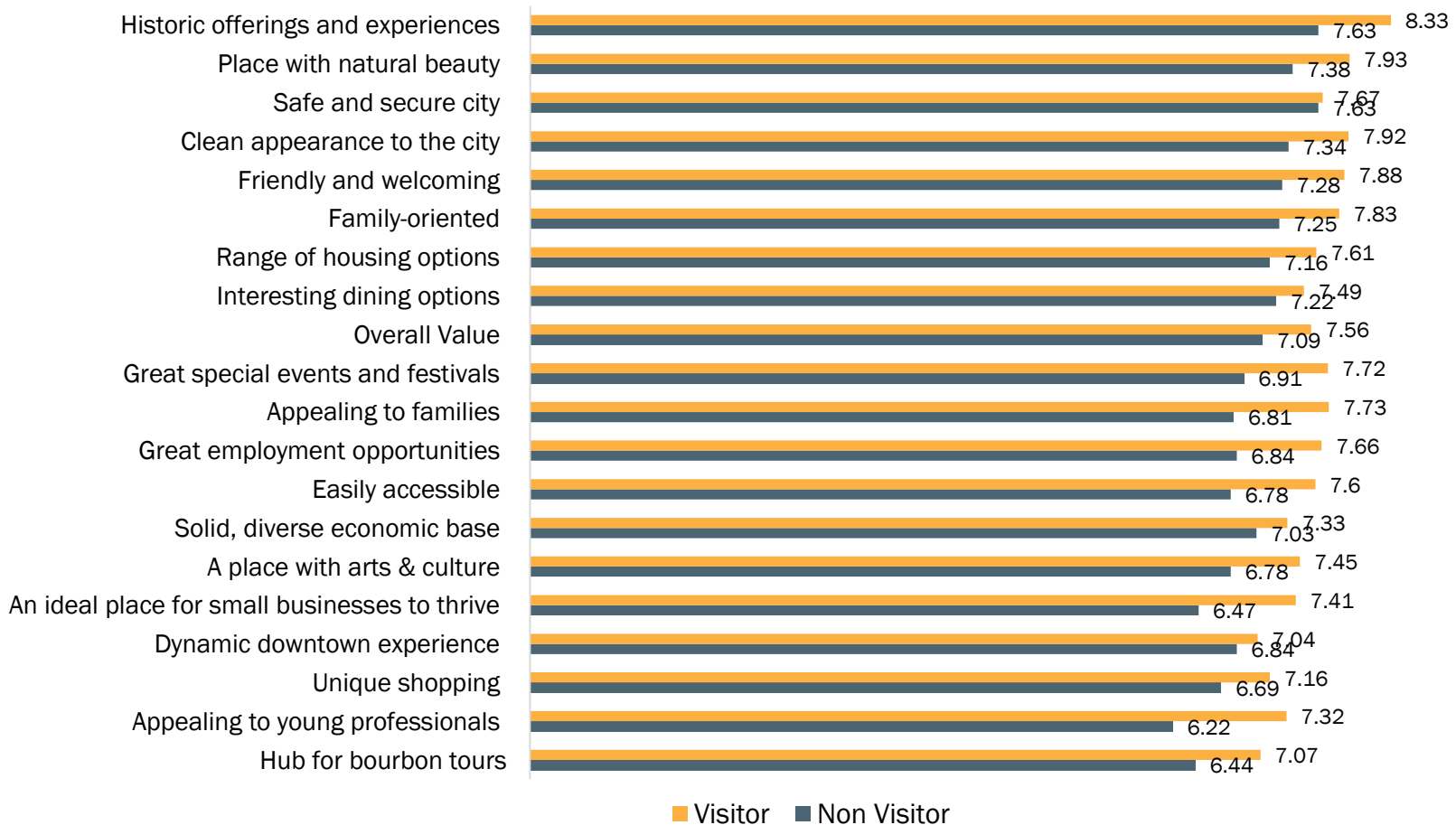
CAP STUDY

You mentioned you have not visited Frankfort before. Based only on you perceptions of Frankfort, how would you rate the following descriptions on a scale of 1 to 10, with 1 being “does not describe Frankfort at all” and 10 being “ is an exact description of Frankfort”?



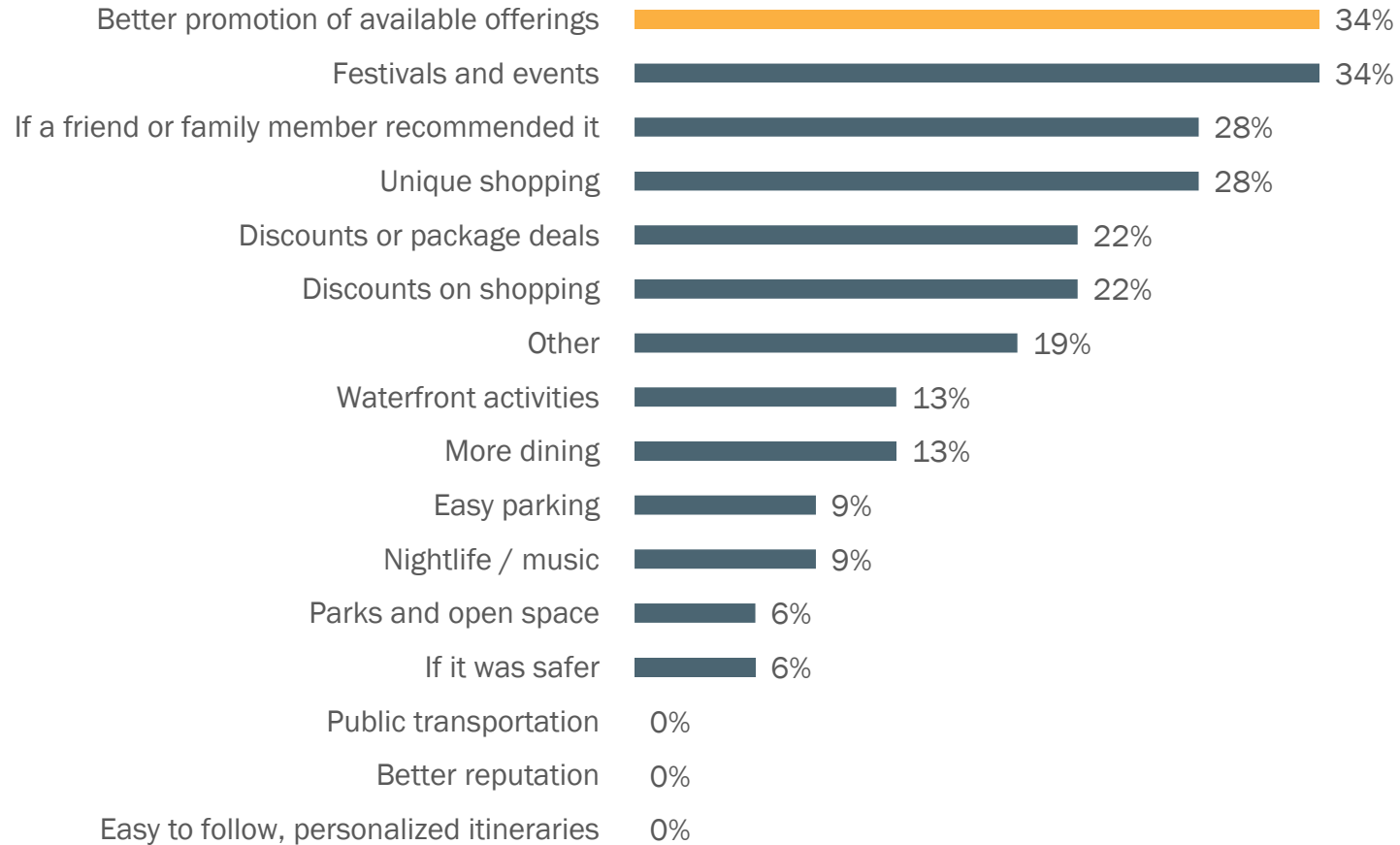
CAP STUDY

Based on your past experiences visiting Frankfort, how would you rate the following attributes regarding Frankfort on a scale of 1 to 10, with 1 being “does not describe Frankfort at all” and 10 being “is an exact description of Frankfort”?



CAP STUDY

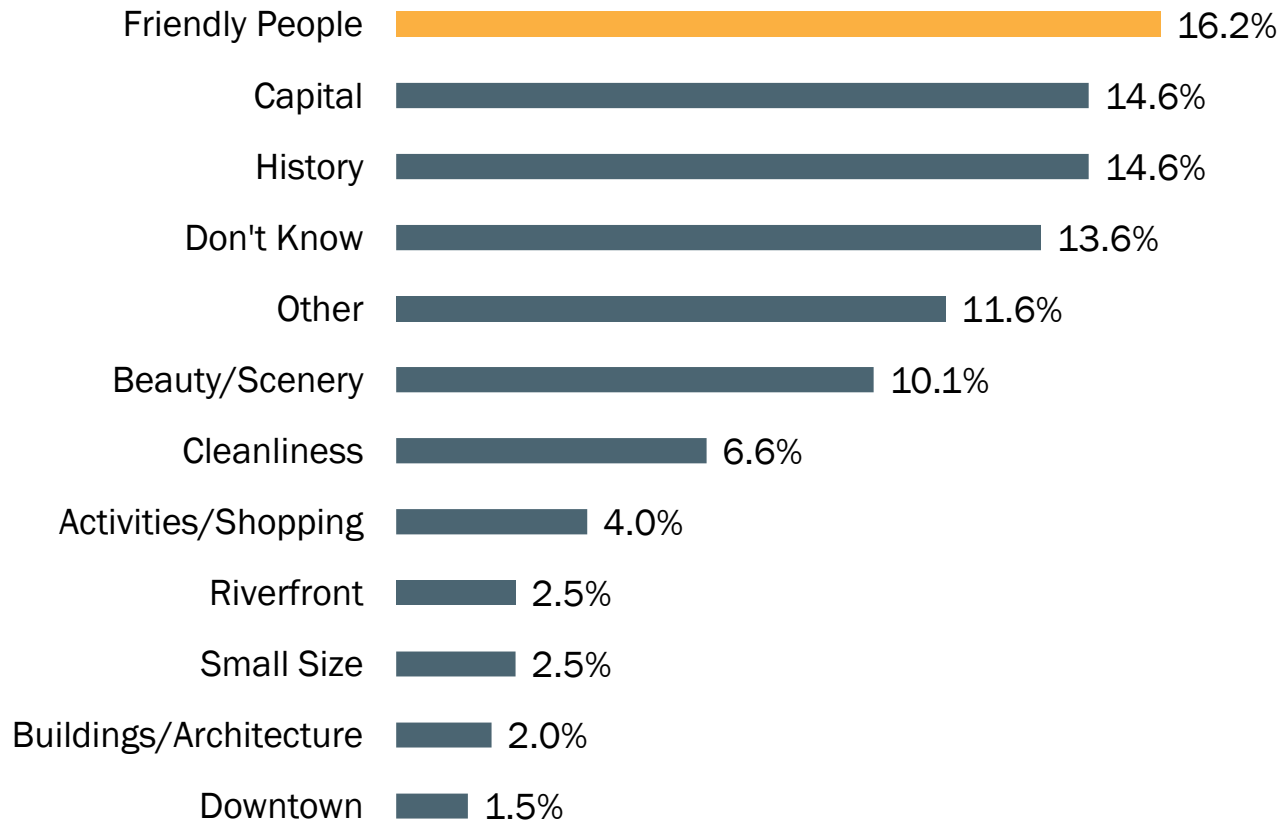
What would make you more likely to visit Frankfort? Choose all that apply.



Other: Money to get there, More information on it, Family

CAP STUDY

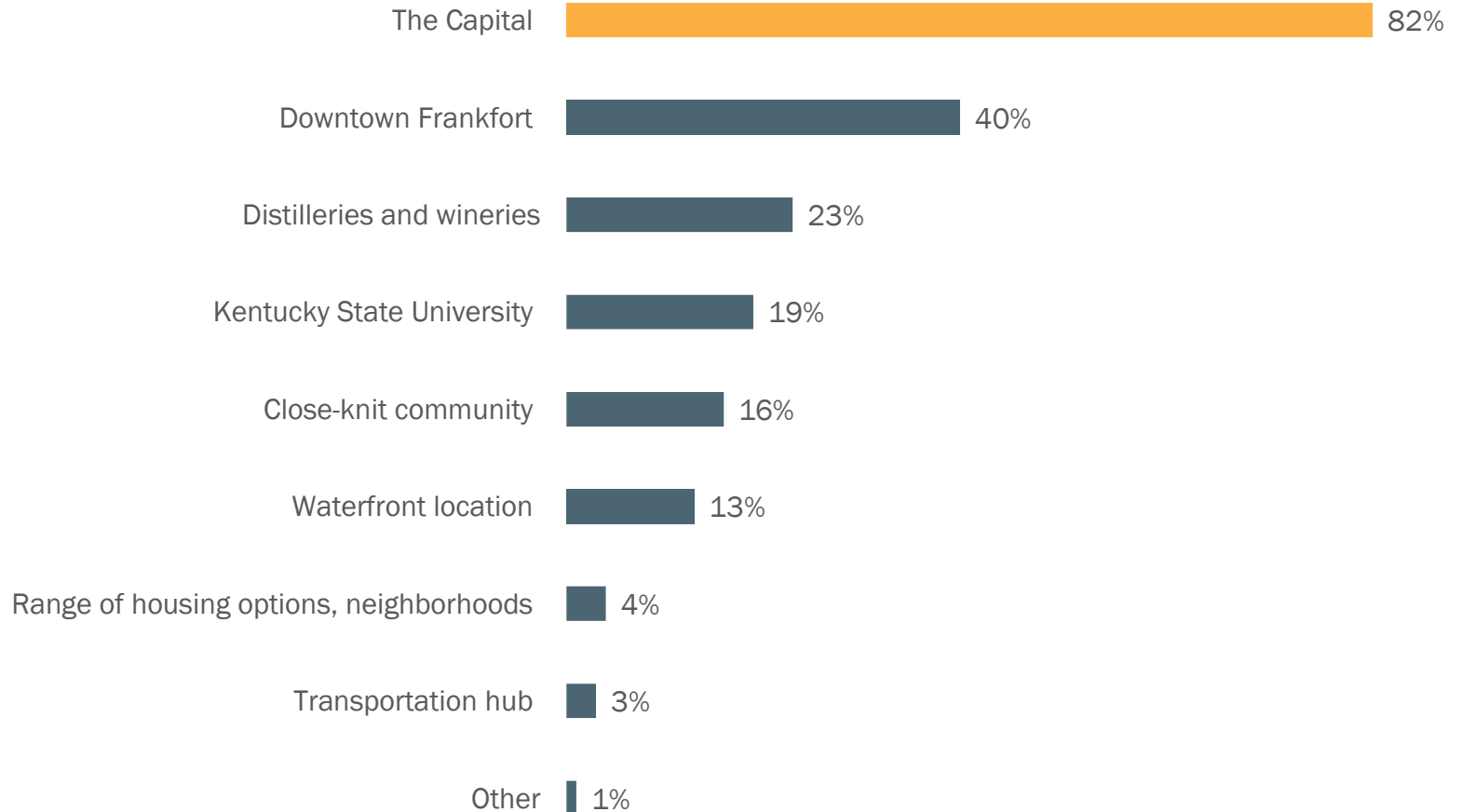
In your own opinion, what aspect of the Frankfort community leaves the greatest positive impression on visitors and newcomers?



Other: Bourbon, Job opportunities, Culture

CAP STUDY

Of the options below, which is most important to the identity and reputation of the Frankfort community? Choose two answers.



Tapestry

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA
 Total Population: 317,468,300 Median Income: \$51,000 Home Ownership Rate: 64%
 Total Households: 118,979,000 Median Net Worth: \$27,900 Average Household Size: 2.58
 Median Age: 37.6 Diversity Index: 82.1 Home Value: \$177,000

10,000+ 1 AFFLUENT ESTATES
 \$11,488,000 Median HH Income
 97% of US Households

10,000+ 2 UPSCALE AVENUES
 \$4,442,000 Median HH Income
 37% of US Households

10,000+ 3 UPTOWN INDIVIDUALS
 \$4,235,000 Median HH Income
 38% of US Households

10,000+ 4 FAMILY LANDSCAPES
 \$4,035,000 Median HH Income
 72% of US Households

10,000+ 5 GEN X URBAN
 \$3,400,000 Median HH Income
 11% of US Households

10,000+ 6 COZY COUNTRY LIVING
 \$3,287,000 Median HH Income
 12% of US Households

10,000+ 7 ETHNIC ENCLAVES
 \$3,137,000 Median HH Income
 82% of US Households

10,000+ 8 MIDDLE GROUND
 \$2,654,000 Median HH Income
 10% of US Households

10,000+ 9 SENIOR STYLES
 \$2,585,000 Median HH Income
 16% of US Households

10,000+ 10 RUSTIC OUTPOSTS
 \$2,504,000 Median HH Income
 8% of US Households

10,000+ 11 MIDTOWN SINGLES
 \$2,341,000 Median HH Income
 62% of US Households

4,000+ 12 HOMETOWN
 \$2,285,000 Median HH Income
 64% of US Households

3,000+ 13 NEXT WAVE
 \$2,244,000 Median HH Income
 3% of US Households

10,000+ 14 SCHOLARS AND PATRIOTS
 \$2,077,000 Median HH Income
 22% of US Households

1A	Top Tier	2A	Urban Chic	3A	Laptops and Letters	4A	Secor Moms	5A	Comfortable Empty Nesters	6A	Green Acres	7A	Up and Coming Families	8A	City Lights	9A	Silver & Gold	10A	Southern Solitudes	11A	City Strivers	12A	Family Foundations	13A	International Marketplace	14A	Military Proximity
1B	Professional Prods	2B	Pleasantville	3B	Metro Renters	4B	Home Improvement	5B	In Style	6B	Soft of the Earth	7B	Urban Villages	8B	Emerald City	9B	Golden Years	10B	Rooted Rural	11B	Young and Restless	12B	Traditional Living	13B	Las Casas	14B	College Towns
1C	Boomburbs	2C	Pacific Heights	3C	Trendsetters	4C	Wildeberg	5C	Parks and Rec	6C	The Great Outdoors	7C	American Dreamers	8C	Bright Young Professionals	9C	The Elders	10C	Diners & Movers	11C	Metro Fusion	12C	Small Town Simplicity	13C	MidWest Residents	14C	Dorms to Diplomas
1D	Savvy Suburbanites	2D	Enterprising Professionals	3D	Urbanites	4D	Midlife Controversies	5D	Busbelt Traditionalists	6D	Parents Living	7D	Barrios Urbanos	8D	Downtown Making Pot	9D	Senior Escapes	10D	Down the Road	11D	Set to Impress	12D	Modest Income Homes	13D	Fresh Ambitions	14D	Unclassified
1E	Exurbanites																										

10-MODEL SUMMARY GROUPS

- Affluent Estates, Middle Income, and Upscale Avenues**
- Urban Chic, Pleasantville, and Pacific Heights**
- Urbanites, Metro Renters, and Trendsetters**
- Urban Chic, Pleasantville, and Pacific Heights**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**
- Urbanites, Metro Renters, and Trendsetters**

ORGANIZATION SUMMARY GROUPS

- Highly Urban Centers**
Some work, some in transit, 3.1 million people
- Urban Proximity**
Close to downtown, 1.5 million people
- Major City**
Diverse, multi-ethnic, working professionals, millionaires
- Suburban Proximity**
All are in the suburbs, middle class, millionaires
- Suburbs**
Suburbanites, millionaires
- Rural**
Only a few million, mostly in the suburbs

SEGMENT LEGEND

Segment Name

Median HH Income

Home Ownership Rate

Home Value

Home Size

Home Age

Home Type

Home Style

Home Location

Home Density

Home Age

Home Style

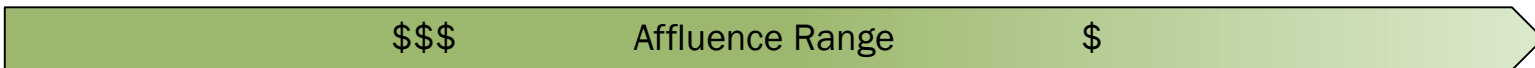
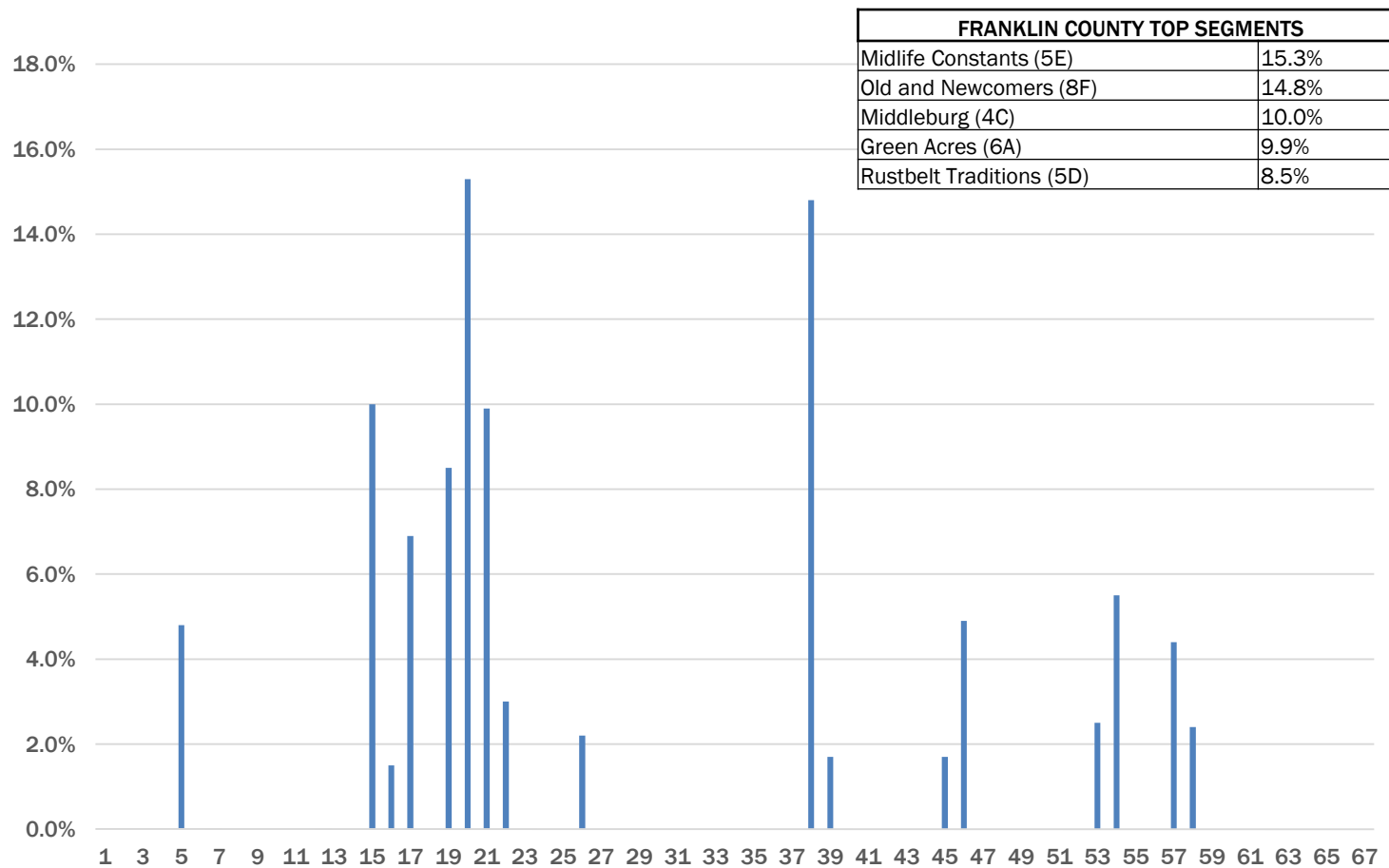
Home Location

Home Density

FOR MORE INFORMATION ABOUT TAPESTRY SEGMENTATION
 Call 1-800-441-7878
 www.esri.com



TAPESTRY WHO REPORT | FRANKLIN COUNTY





LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: \$48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRK MRI.



Midlife Constants



AGE BY SEX (Esri data)

Median Age: 45.9 US: 37.6

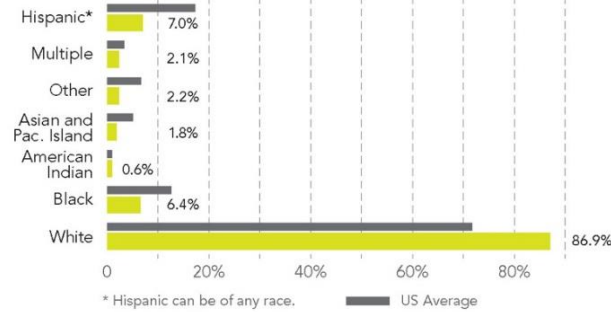
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 34.0 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

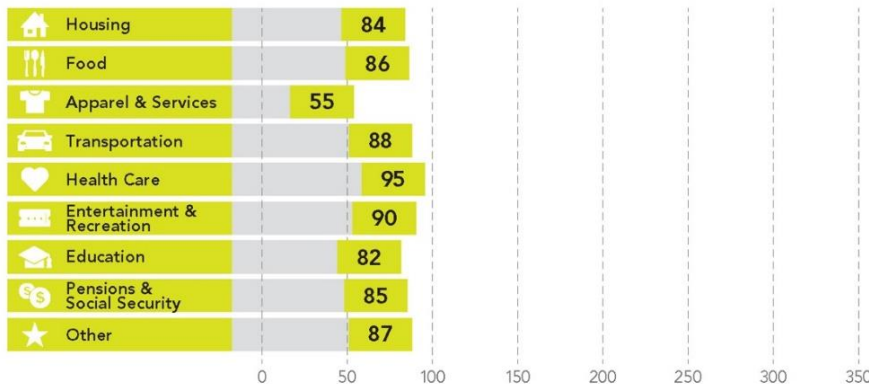


Median Net Worth



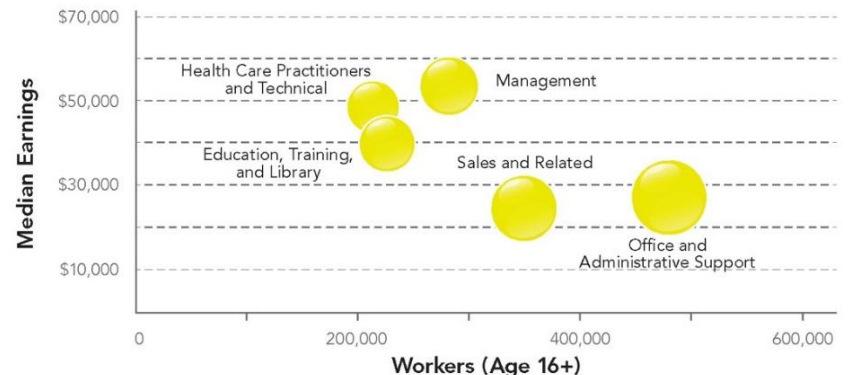
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

HOUSING

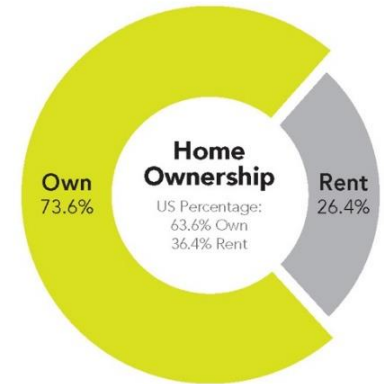
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

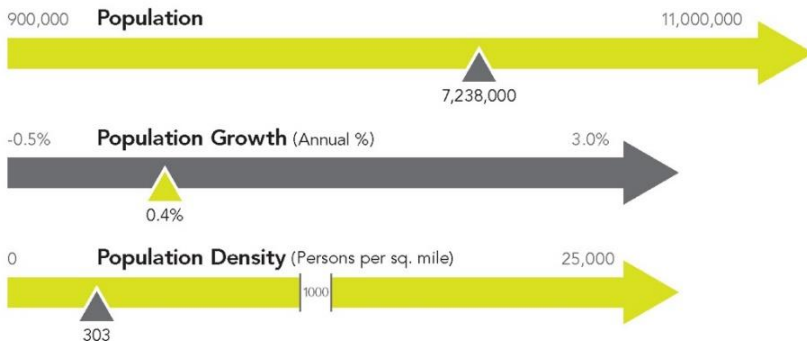
Median Value:
\$141,000

US Median: \$177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

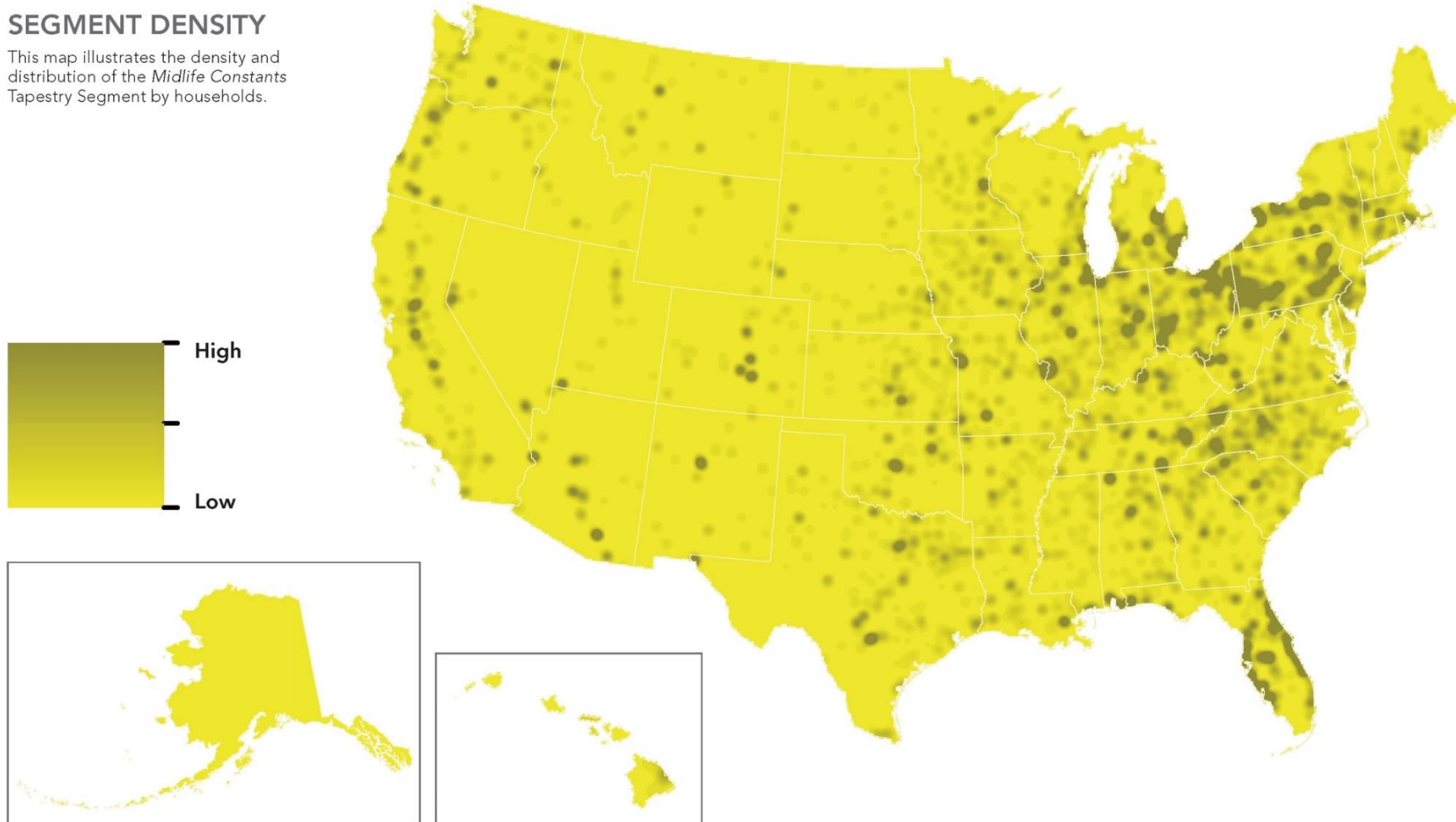
Midlife Constants



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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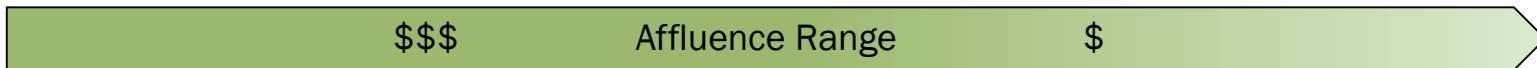
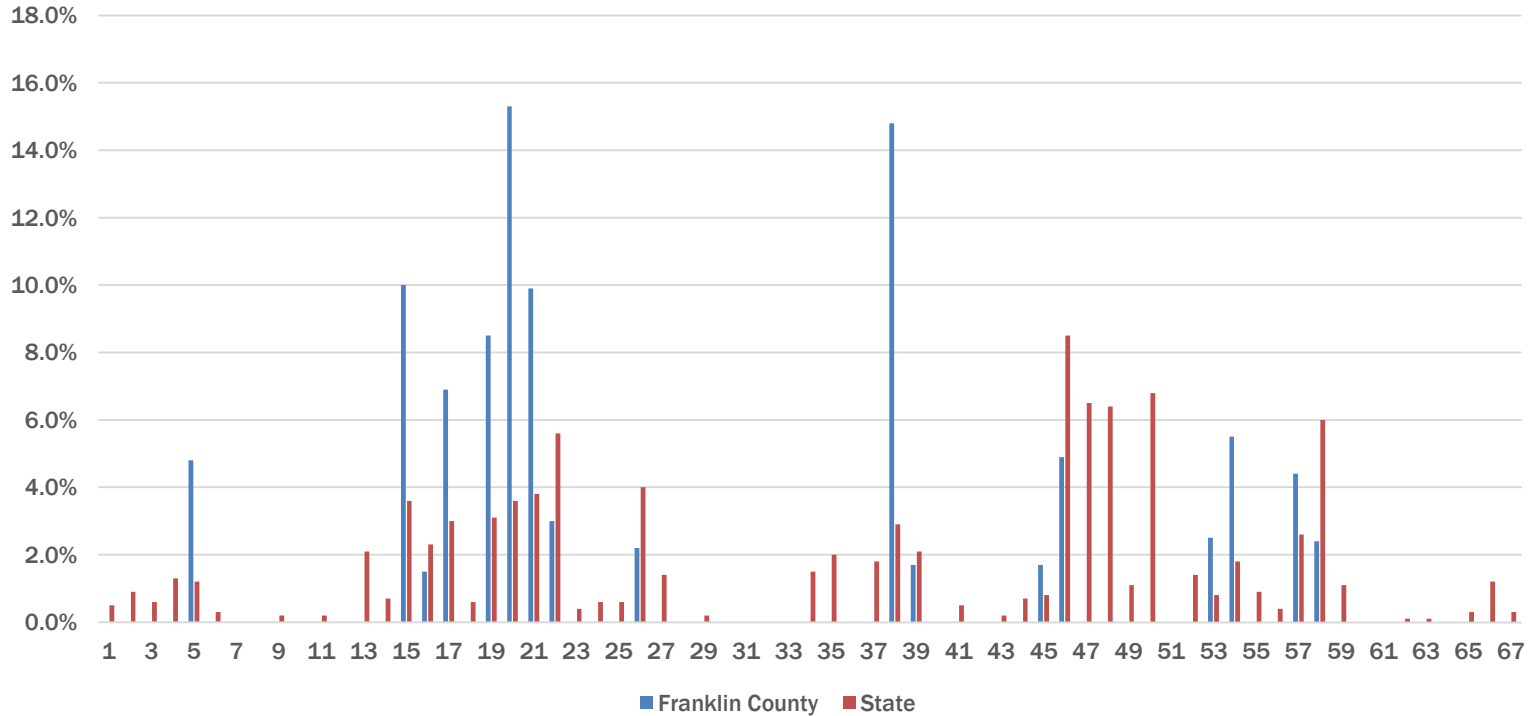
For more information
1-800-447-9778
info@esri.com
esri.com



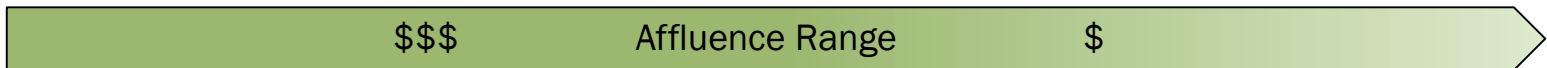
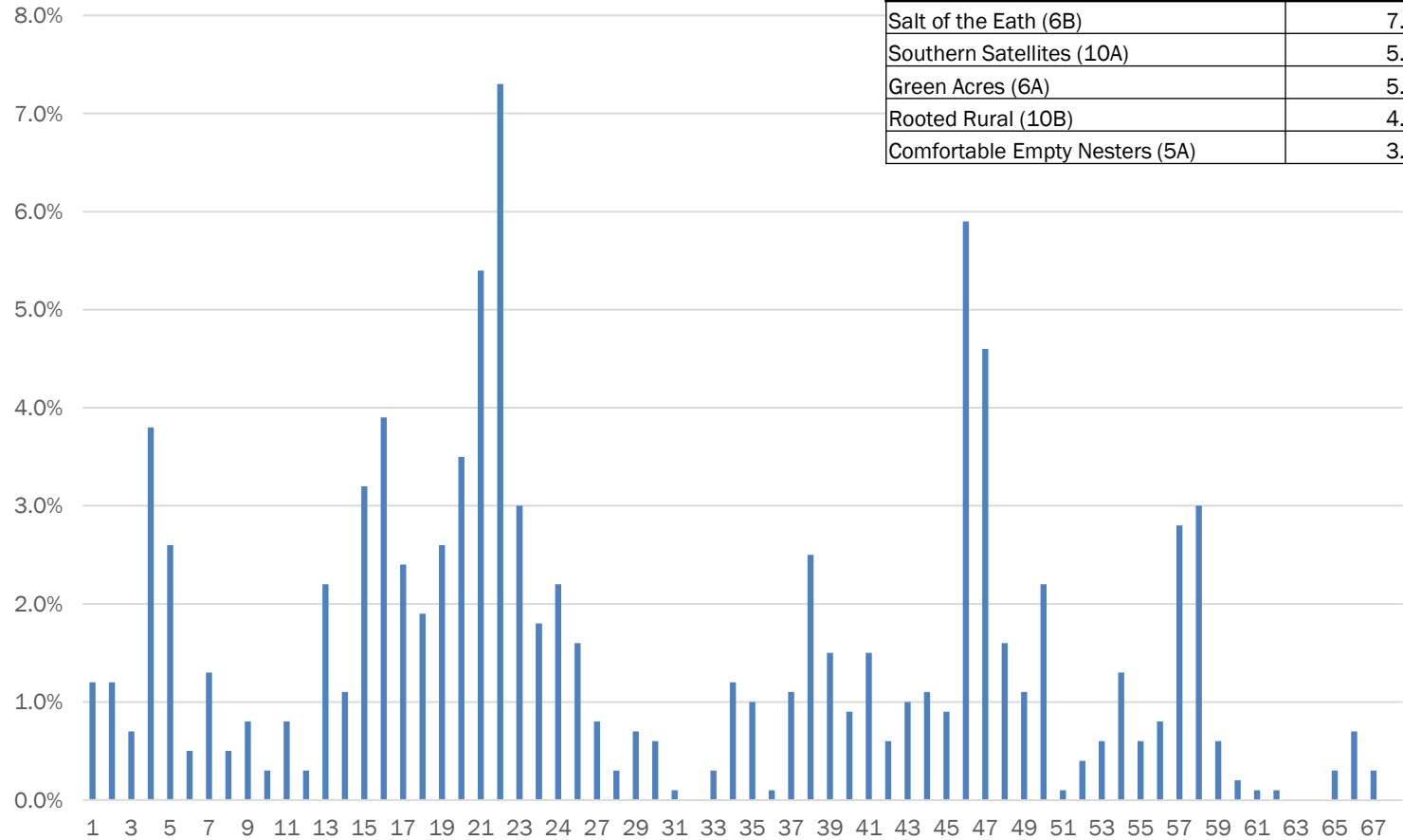
TAPESTRY WHO REPORT | FRANKLIN COUNTY & STATE

FRANKLIN COUNTY TOP SEGMENTS	
Midlife Constants (5E)	15.3%
Old and Newcomers (8F)	14.8%
Middleburg (4C)	10.0%
Green Acres (6A)	9.9%
Rustbelt Traditions (5D)	8.5%

STATE TOP SEGMENTS	
Southern Satellites (10A)	8.5%
Rural Bypasses (10E)	6.8%
Rooted Rural (10B)	6.5%
Diners & Miners (10C)	6.4%
Small Town Simplicity (12C)	6.0%



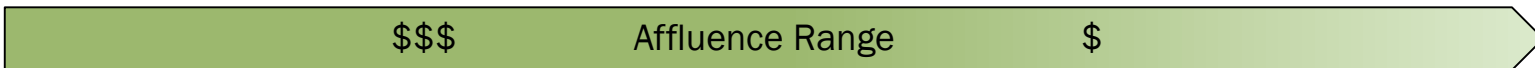
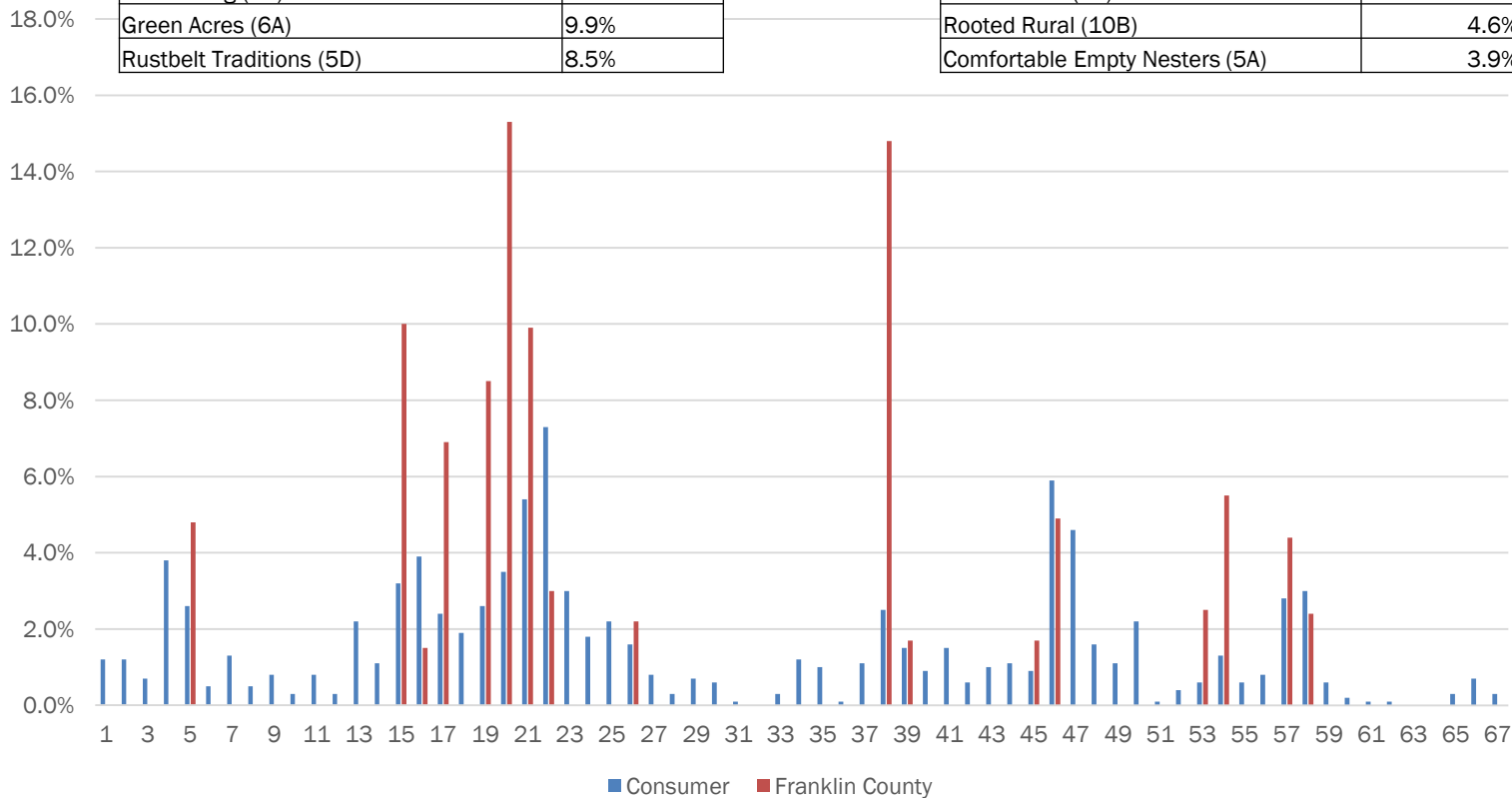
TAPESTRY CONSUMER WHO REPORT | INQUIRY/REQUEST DATABASES



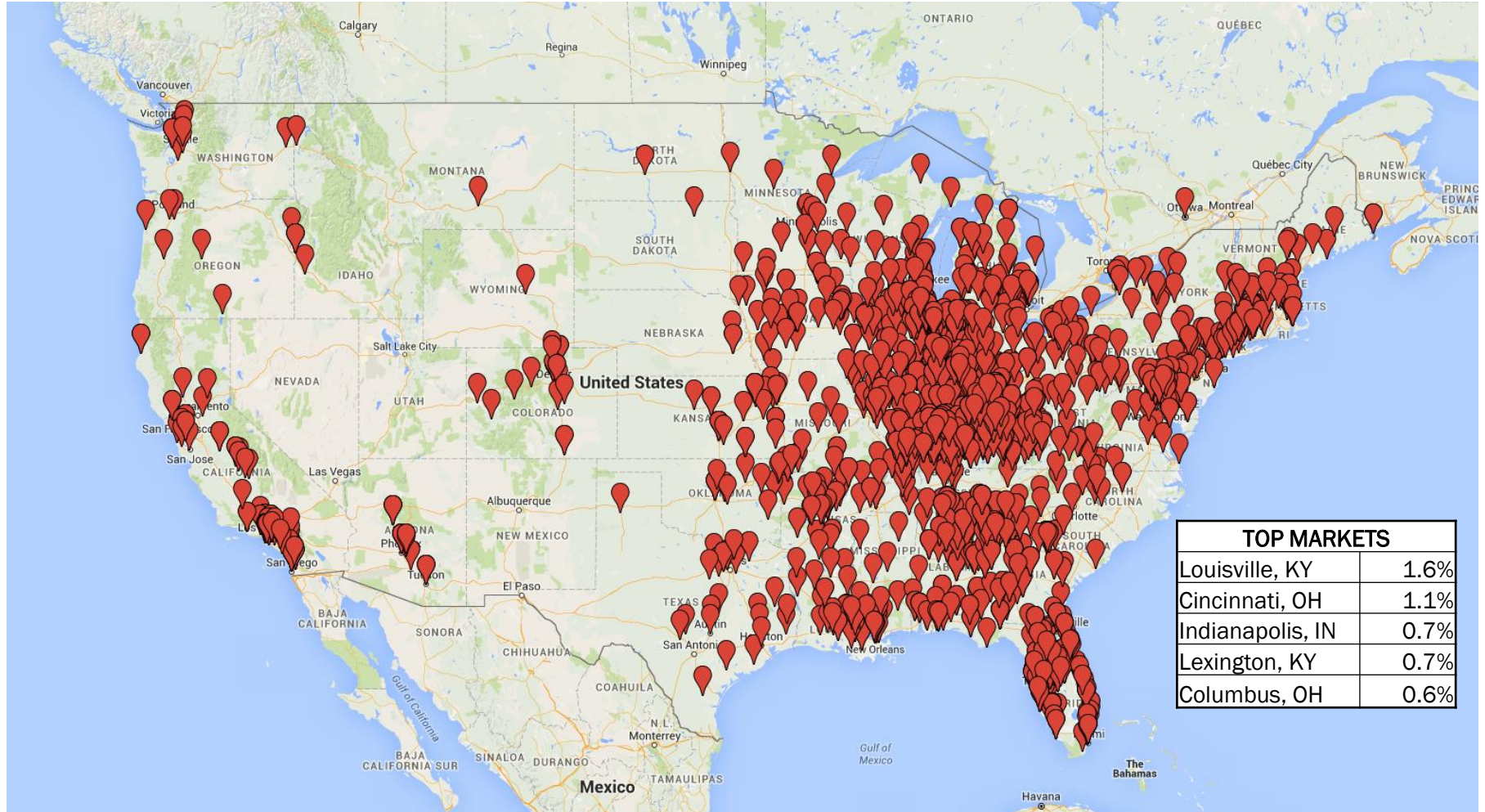
TAPESTRY CONSUMER WHO REPORT | CONSUMER & RESIDENT

FRANKLIN COUNTY TOP SEGMENTS	
Midlife Constants (5E)	15.3%
Old and Newcomers (8F)	14.8%
Middleburg (4C)	10.0%
Green Acres (6A)	9.9%
Rustbelt Traditions (5D)	8.5%

TOP CONSUMER SEGMENTS	
Salt of the Eath (6B)	7.3%
Southern Satellites (10A)	5.9%
Green Acres (6A)	5.4%
Rooted Rural (10B)	4.6%
Comfortable Empty Nesters (5A)	3.9%



TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES



TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

Once segments have been identified, we can draw conclusions about consumer habits and lifestyle preferences.

Lifestyle/Media Groups:

Apparel, Appliances, Attitudes, Automobiles, Auto/Aftermarket, Baby Products, Alcohol, Books, Cameras, Civic Activities, Convenience Stores, Electronics, Financials, Furniture, Garden/Lawn, Grocery, Health, Home Improvement, Insurance, Internet, Leisure, Yellow Pages, Watch, Read, Listen, Personal Core, Pets, Restaurant, Shopping, Smoking, Sports, Telephone, Tools, Toys/Games, Travel, Video/DVDs, Miscellaneous

TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

Attitudes - Top	Index
Political party affiliated with: Republican	130
Served on committee for local organization	128
Political outlook: very conservative	126
Do not use Internet for banking transactions	126
Wrote or called a politician in last 12 months	123

Automobiles - Top	Index
Bought motor oil last 12 mo: at Walmart	192
Bought veh battery last 12 mo: Advance Auto Parts	159
HH owns/leases truck	159
Bought veh battery last 12 mo: Walmart	154
Bought motor oil last 12 mo: at Advance Auto Parts	148

Attitudes - Bottom	Index
Have seen ad on phone booth in last 6 months	82
Have seen ad on top of taxi in last 6 months	81
Have seen ad inside taxi in last 6 months	81
Have seen ad at bus stop/train station last 6 mo	81
Buying American is slightly important to me	78

Automobiles - Bottom	Index
Rented truck/trailer in last 12 months	96
Add/change motor oil: Jiffy Lube	95
Used professional moving van line last 12 months	92
Most recent HH vehicle purchase/lease: Honda	92
Most recent HH vehicle purchase/lease: Nissan	90

TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

Pet Products - Top	Index
HH purch pet food last 12 mo: from discount store	159
HH used 9+ pounds pkgd dry cat food last 30 days	156
HH used 25+ pounds pkgd dry dog food last 30 days	154
HH owns 2+ dogs	153
HH owns 2+ cats	152

Restaurants - Top	Index
Fast food/drive-in last 6 mo: Hardee`s	230
Fast food/drive-in last 6 mo: Long John Silver`s	198
Fast food/drive-in last 6 mo: A & W	185
Fam rest/steak hse/6 mo: Bob Evans Farms	180
Fast food/drive-in last 6 mo: Captain D`s	173

Pet Products - Bottom	Index
HH used <3 containers of dog food in last 7 days	119
HH owns 1 dog	118
HH purch pet food last 12 mo: from PetSmart	108
HH purch pet food from pet specialty store/12 mo	106
HH purch pet food last 12 mo: from PETCO	99

Restaurants - Bottom	Index
Family restaurant/steak house last 6 mo: snack	87
Fast food/drive-in last 6 mo: Carl`s Jr.	84
Fast food/drive-in last 6 mo: Baskin-Robbins	82
Fast food/drive-in last 6 mo: Del Taco	80
Fast food/drive-in last 6 mo: Jack in the Box	75

TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

Shopping - Top	Index
Shopped at SuperAmerica/Speedway in last 6 months	162
Appl/hardware/electr store/12 mo: True Value	162
Shopped at BP Food Mart in last 6 months	150
Drug store shopped at last 6 mo: Walmart Pharmacy	144
Bought at c-store/30 days: cigarettes	135

Sports - Top	Index
Participated in hunting with rifle in last 12 mo	217
Participated in hunting with shotgun in last 12 mo	210
Participated in archery in last 12 months	175
Watch on TV: bull riding (pro)	173
Watch on TV: rodeo	168

Shopping - Bottom	Index
Shopped at AMPM in last 6 months	82
Shopped at 7-Eleven in last 6 months	82
Dept/cloth/shoe/spec store/3 mo: H&M	81
Dept/cloth/shoe/spec store/3 mo: The Disney Store	79
Dept/cloth/shoe/spec store/3 mo: Forever 21	78

Sports - Bottom	Index
Watch on TV: boxing	89
Watch on TV: soccer (World Cup)	87
Watch on TV: soccer (MLS)	86
Participated in soccer in last 12 months	82
Attend sports events: basketball game-NBA reg seas	81

TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

Leisure Activities/Lifestyle - Top	Index
HH owns ATV/UTV	250
Member of veterans club	151
Did woodworking in last 12 months	142
Bought book last 12 mo: mail order	142
Did birdwatching in last 12 months	140

Listen - Top	Index
Radio format listen to: gospel	298
Radio format listen to: country	175
Radio format listen to: classic hits	131
Household subscribes to SiriusXM satellite radio	129
Listened to/purch last 6 mo: gospel music	129

Leisure Activities/Lifestyle - Bottom	Index
Attended movie in last 90 days: once a month	88
Movie genre seen at theater/6 mo: crime	87
Movie genre seen at theater/6 mo: thriller	86
Movie genre seen at theater/6 mo: horror	86
Attended movie in last 90 days: 2-3 times a month	85

Listen - Bottom	Index
Listened to/purch last 6 mo: R&B music	89
Listened to/purch last 6 mo: hip hop music	88
Listened to/purch last 6 mo: reggae	79
Radio format listen to: rhythmic	75
Listened to/purch last 6 mo: Spanish/Latin music	74

TAPESTRY CONSUMER WHAT REPORT | INQUIRY/REQUEST DATABASES

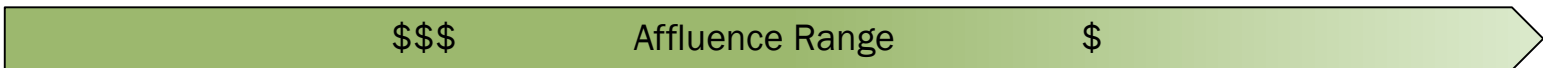
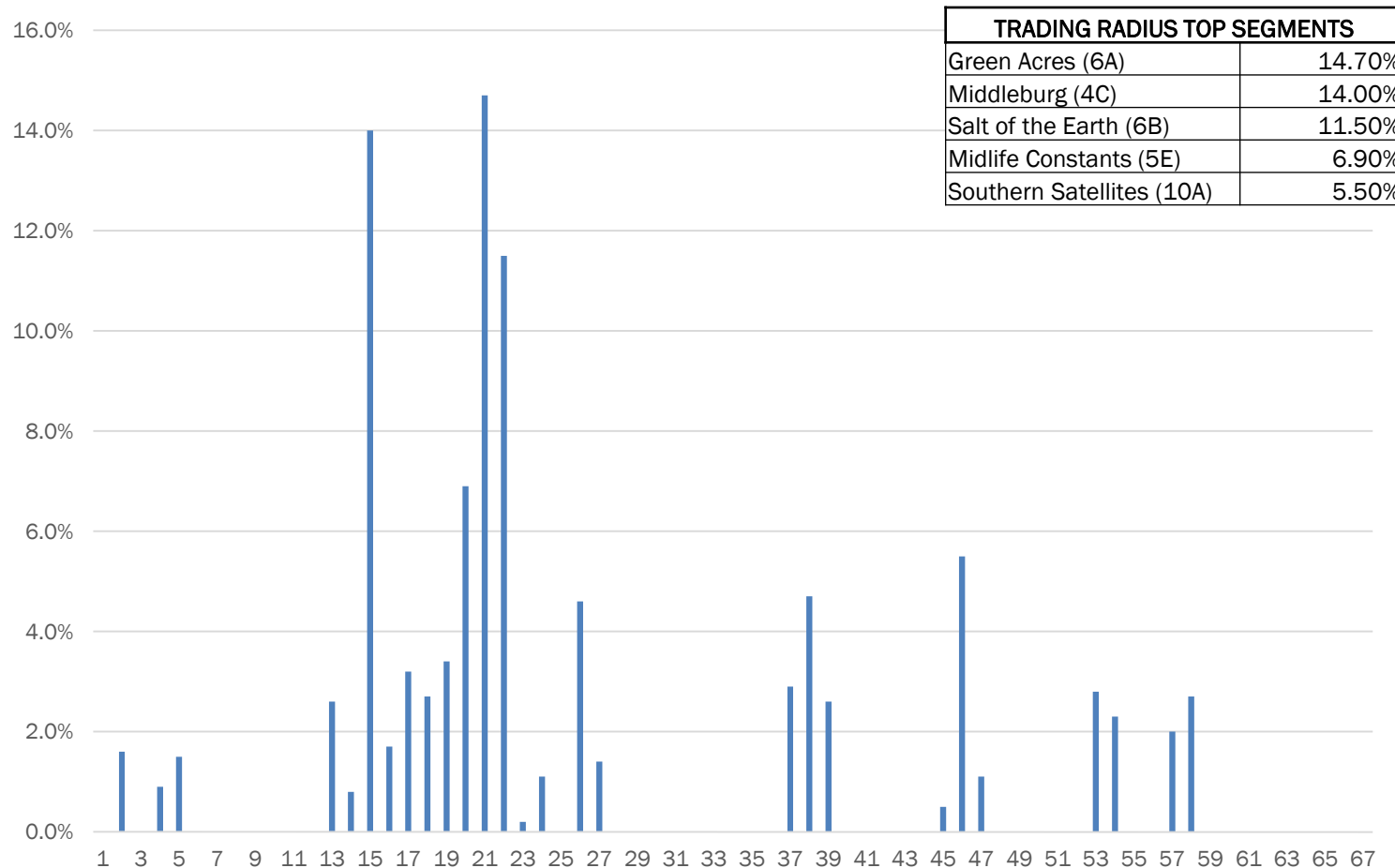
Read - Top	Index
Read magazine (hard copy)/6 mo: fishing/hunting	167
Read newspaper: classified section	139
Read newspaper: circulars/inserts/fliers	128
Read newspaper: editorial page	128
Read magazine (hard copy)/6 mo: motorcycle	127

Watch - Top	Index
Watched last week: Outdoor Channel	241
HH has satellite dish: Dish Network	201
Watched last week: CMT (Country Music Television)	189
HH has satellite dish	171
Watched last week: TV One	159

Read - Bottom	Index
Read magazine (hard copy)/6 mo: news/entertainment	92
Read magazine (hard copy)/6 mo: bridal	90
Read magazine (hard copy)/6 mo: music	89
Read magazine (hard copy)/6 mo: women`s fashion	83
Read any Spanish lang magazine (hard copy)/6 mo	80

Watch - Bottom	Index
Watched last week: Bravo	87
Watched last week: Cinemax	87
Watched last week: Showtime	87
Watched last week: HBO	85
Watched pay-per-view TV last 12 mo: sports events	79

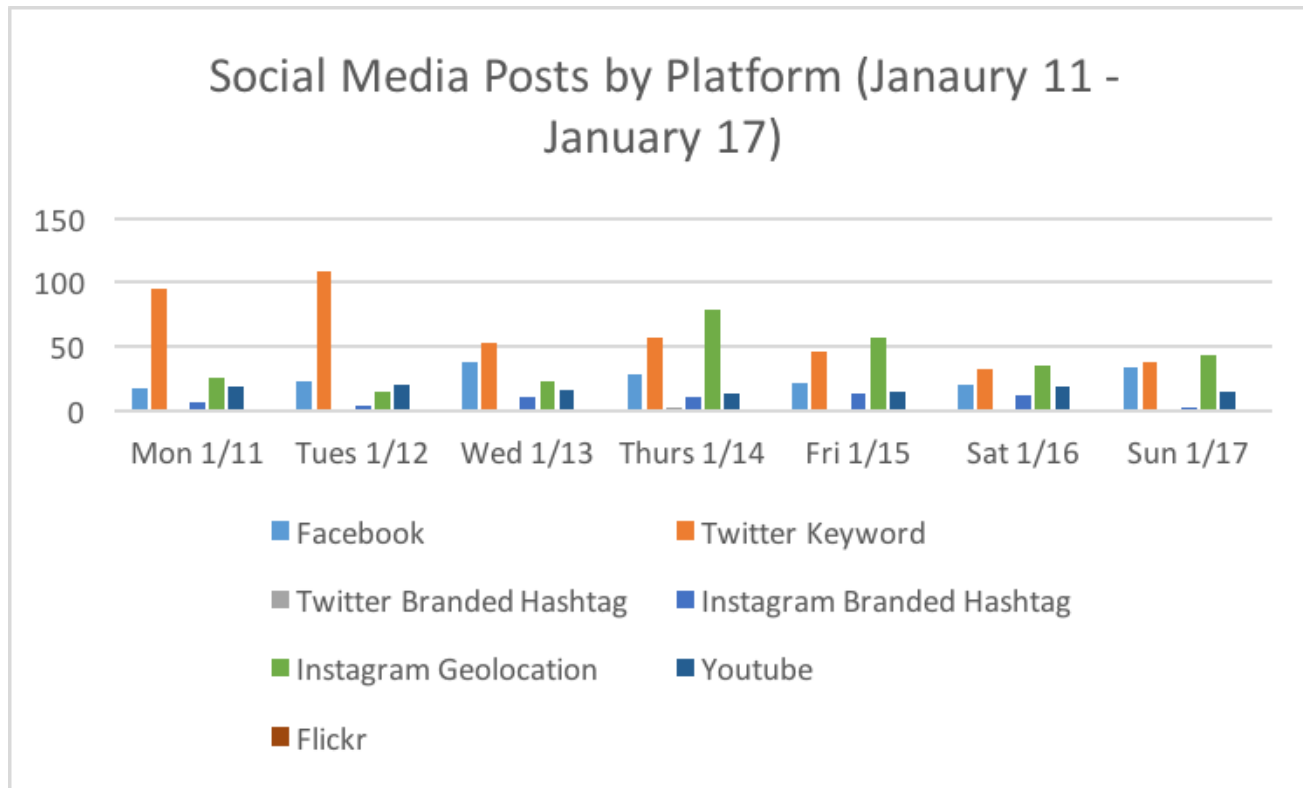
TAPESTRY CONSUMER WHAT REPORT | TRADING RADIUS



Social Media

Online Brand Monitoring

Data on branded **KEYWORDS**, **HASHTAGS**, and **GEOTAGGED POSTS** was collected every day, January 11 through January 18. This is the breakdown of posts featuring or mentioning Frankfort, KY by platform over the course of one week.



Key Content Themes

Summary

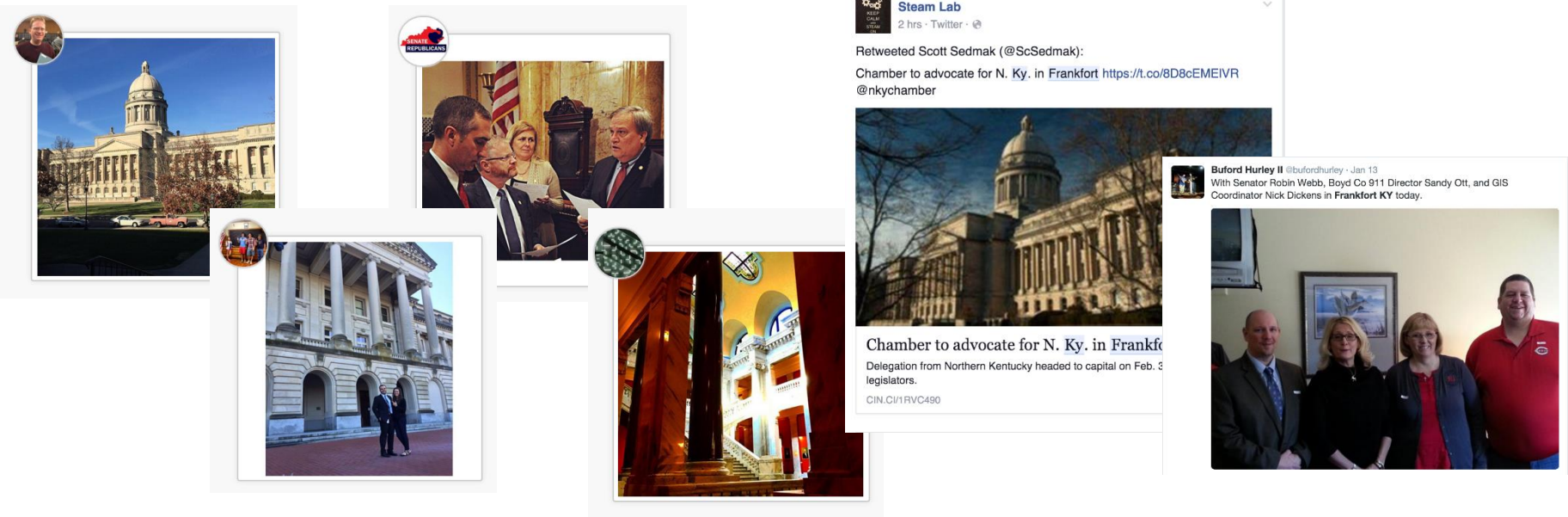
- The two most popular platforms for content about and from Frankfort, KY were Twitter and Instagram – but both had distinctly different content. Twitter was used more by local businesses, influencers and politicians, while Instagram was used by local residents and travelers
- There were identifiable themes within the data set.
- There are two themes which had significantly more posts than any other theme: State Capitol/ Politics and Bourbon
- Though almost 300 photos were posted from Frankfort, KY there was a lack of keyword and branded hashtag usage by travelers. Most of the photos that included a branded hashtag or keyword were posted by local businesses and used for promotion purposes.
- Branded hashtags were also commonly used in photos of the city's landscapes.
- Instances of the two top themes, State Capitol architecture and Bourbon were found across all popular platforms (Facebook, Twitter and Instagram)

Key Content Themes

Top Themes In Frankfort, KY – State Capitol Architecture/ Politics

Observations

- By a landslide, the most popular theme of content sourced in Frankfort, KY revolves around the State Capitol
- Most of the photos capture the architecture, some photos give a behind the scenes look at the state's political leaders
- Common points of interest include the Capitol Building, Governor's Mansion and state capital museum

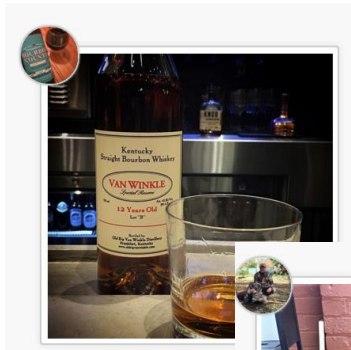


Key Content Themes

Top Themes In Frankfort, KY- Bourbon

Observations

- The second top theme (again by a landslide) in Frankfort, KY is Bourbon
- Buffalo Trace Whisky Distillery is one of the top talked about points of interest
- An average of about 10-12 people post pictures from the Buffalo Trace Whisky Distillery each weekend
- Another popular mention included Old Rip Van Winkle Distillery, as well as an abandoned Old Taylor distillery (YouTube)



1897 distillery Frankfort KY

richardoky

5 days ago • 7 views

Old Taylor Distillery abandoned.

NEW

Bob @BourbonTrailBob - Jan 16
So old is distilling in Frankfort Ky that bricks alone have tales to tell. Hear them all with @MintJulepTours & BT

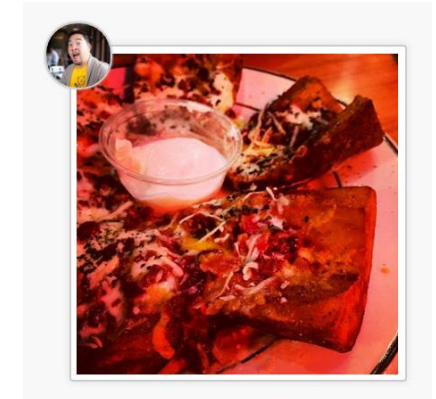
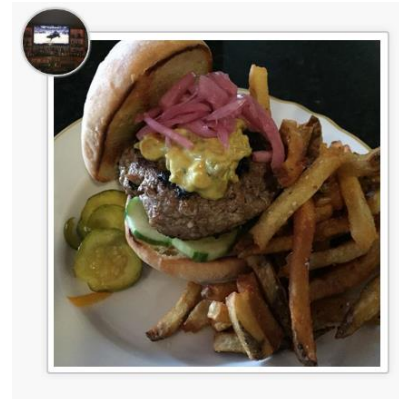
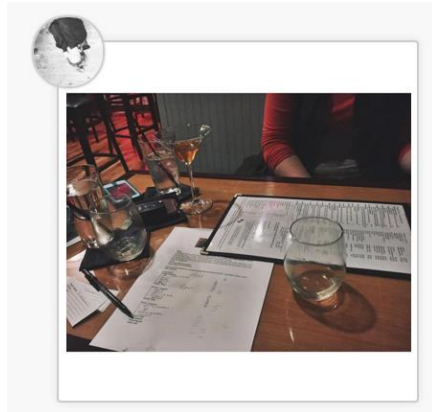
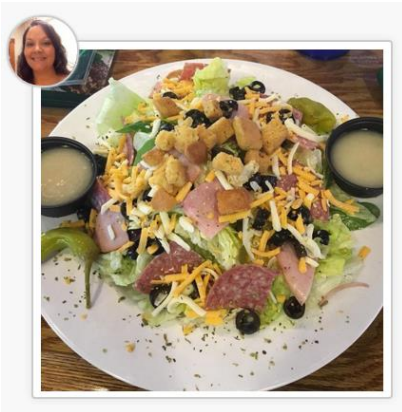


Key Content Themes

Top Themes In Frankfort, KY- Food & Drink

Observations

- There was a high volume of food and drink posts
- Though there was no one cuisine that outranked another, Bourbon on Main was the top mentioned restaurant during the data collection period
- Among the most popular drinks included beer and whisky



Key Content Themes

Top Themes In Frankfort, KY– Outdoor Recreation

Observations

- Though in the colder months in Frankfort, KY outdoor recreation was a popular theme
- Local parks, mountains and bike trails were popular during the data collection period

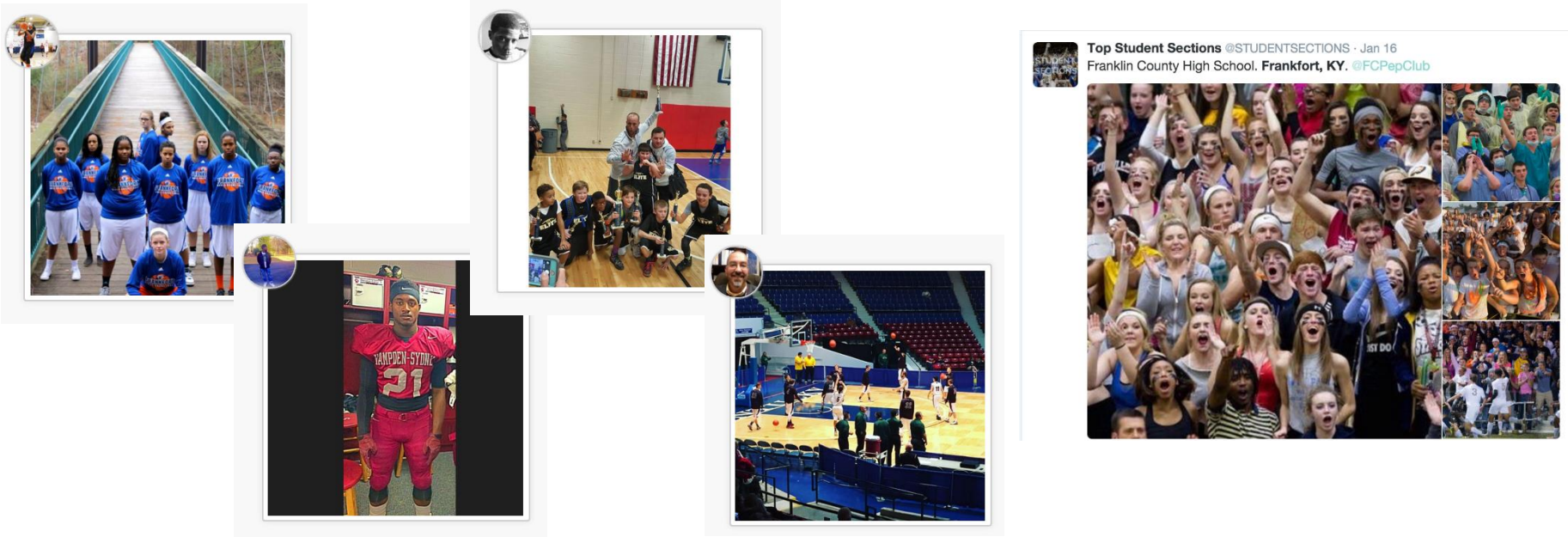


Key Content Themes

Top Themes In Frankfort, KY– Local Sports

Observations

- Local sports were also a really popular theme among the posts from Frankfort, KY
- The span of sports featured included junior leagues, high school and colleges



INFLUENCER PERCEPTION STUDY

ASSETS

“Capital. Bourbon. River.”

“Small Town Charm Meets Government.”

“It’s perfectly situated, right in between...don’t get too prideful about riding the coattails of Lexington and Louisville. Frankfort can be territorial.”

“It is a lovely Kentucky town situated on the Kentucky River, one of the world’s top distillery tours, I love railroad street in Frankfort. Little boutique shops and restaurants.”

“They can live up to a good experience, just not for several days.”

“Great topography - love the way the capital sites upon the hill. The way that the river interacts with it.”

“I would drive from Lexington to go to Sage and Bourbon on Main.”

ASSETS

“Progressive town...political savvy...they know how things work.”

“Hometown feel but in a larger situation.”

“Ricks White Lighting Diner - have to go here. And most of the time Rick is in a bad mood and that’s just part of it.”

“It smells sour mash all the time and that’s fantastic. There’s something about the way the wind blows that’s unique to Frankfort, bourbon smell is like perfume for KY girls.”

“Good quality of life story – big enough and small enough.”

“Because they’re the capital I would expect good infrastructure...fiber, education, access etc.”

“Small capital...more sophisticated and educated than a typical city that size.”

CHALLENGES

“All the people that are mover and shakers in Frankfort are tied into State government, not Frankfort.”

“Frankfort has so much opportunity but not enough entrepreneurial spirit.”

“Nowhere to live downtown...they don't want the students down there.”

“Frankfort has the bones (to thrive) and maybe the muscle but not the willpower.”

“No one is ever happy in Frankfort (politics).”

“Too small of a town to have the 3 sides – Eastside, Westside and Downtown.”

“Always expect government is going to fix things...its like an addiction.”

“Education system is lacking – resources are spread too thin with 3 high schools.”

“Hard to recruit to Frankfort because it doesn't show enough activity.”

“Old money is hanging on to buildings instead of redeveloping them.”

“Not at all progressive...just look at growth”

“It is a charming destination but what is their main pull. Can't be all things to all people.”

OPPORTUNITIES

“They could be the celebration of all things Kentucky,”

“Huge potential for tourism...don’t know why there isn’t more focus on it.”

“There is a tremendous amount of KY history and they are the backdrop to meaningful decisions...they could play host to important conversations...the center for excellence and debate.”

“Leverage access to power...every deal has to start in Frankfort.”

“Meetings and events are huge opportunities – not willing to do the work to get it though.”

“The Capital Plaza redevelopment will foretell the next 25 years for Frankfort...typically unwilling to tackle the game changer project.”

“There is a history of being of risk takers there...they need to get it back.”

“They don’t maximize the state Capital like they should.”

“Buffalo Trace and Jim Beam are booming...there is opportunity to round out that product for tourism.”

“Like everywhere workforce is an issue...you have to create a workforce...expansion should be a focus.”

“They should be the shining star...they represent Kentucky.”

Commutation Study Top Business Prospects Competitive Analysis

Insights

Conclusions based on research

“We are the capital. That’s’ not going to change. Why are we doing this branding – it’s what we are.”

Stakeholder

**“Whatever you do don’t come back and tell us that we are
the capital of Kentucky – we know that already”**

Stakeholder

State Home Government Family
Capitol River Bourbon History capital historic river
Government Family
Quaint bourbon work
Beautiful Historical walkability church
Small date city
City center friends friendly
hometown
wanna be Local community pillheads
Political democrats
Historic
Quiet neat art
Trace historical lazy static Affordable cup state
New
friendly
Buffalo
antiquated fun
East
home scenic quiet
towns beauty kentucky's
Candy rundown shopping warm struggling
Pretty Beauty Distillery
growing
capitol vacancy old
4th Bluegrass potential west arts
dirty
active slow
KSU easy growth University Static Bankers
offices Politics Rebecca sleepy grow alma
governor calm welcoming
Town
pleasant Old lives
Distilleries

SMALLEST STATE CAPITALS

Capital Population

Montpelier – 7,705

Pierre – 14,072

Augusta – 18,444

Frankfort – 27,382

Helena – 29,939

Juneau – 30,796

Dover – 36,560

Annapolis – 36,879

Jefferson City – 41,297

SMALLEST STATE CAPITALS

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Dover – 36,560

Annapolis – 36,879

Jefferson City – 41,297

State Population

Vermont – 625,741

South Dakota – 814,180

Maine – 1,328,361

Kentucky – 4,339,367

Montana – 989,415

Alaska – 710,231

Delaware – 897,934

Maryland – 5,773,552

Missouri – 5,988,927

SMALLEST STATE CAPITALS

Capital Population	State Population	Ratio
Montpelier – 7,705	Vermont – 625,741	1 to 81.2
Pierre – 14,072	South Dakota – 814,180	1 to 57.9
Augusta – 18,444	Maine – 1,328,361	1 to 72.0
Frankfort – 27,382	Kentucky – 4,339,367	1 to 158.5
Helena – 29,939	Montana – 989,415	1 to 33.0
Juneau – 30,796	Alaska – 710,231	1 to 23.1
Dover – 36,560	Delaware – 897,934	1 to 24.6
Annapolis – 36,879	Maryland – 5,773,552	1 to 156.6
Jefferson City – 41,297	Missouri – 5,988,927	1 to 145.0

“Hometown feel but in a larger situation”

- Influencer

“Small Town Charm Meets Government.”

- Stakeholder

“Frankfort is the coziest capital I the nation”

- Stakeholder

“I got lost but it wasn’t unpleasant”

- Stakeholder

Frankfort, KY

Strategic DNA

- Target Audience:* For people who appreciate the charm of history and the influx of new ideas,
- Frame-of-Reference:* the capital city of Frankfort, beautifully balanced between Louisville and Lexington on the banks of the Kentucky River,
- Point-of-Difference:* is small but spirited – shaping and reflecting the nature of Kentucky
- Benefit:* so you enjoy cultural and civic sophistication on an intimate scale.

Frankfort, KY

Strategic DNA

Target Audience:

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Frame-of-Reference:

Point-of-Difference:

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Congratulations!



Thank you Frankfort, Kentucky.

Don McEachern
President & CEO, North Star
ed@northstarideas.com