

Main Street Buzz

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Frankfort Main Street's Transformational Strategy Fuels Downtown Business Development



Beyond the Bargain: Your Purchase at Hope Collective Resale Supports Local Recovery

Every purchase, EVERY PENNY, helps provide safe housing, resources, and Christ-centered care for women on their journey to freedom from addiction through WeCare Recovery Home.

While you are in the store, take a moment to look at the WeCare Recovery Home Graduate Wall — filled with photos that celebrate the strength, courage, and new beginnings of women who have completed the program. Their stories are living proof that recovery is possible. Your support makes a difference. Together, we are building hope, one life at a time.

Come in to visit and know that every item you buy carries a purpose that goes far beyond the price tag. Join us Wednesday October 29th 10 am - 5 pm for our Expansion Sale! Great sales & American Porkers will be here!

Jeff Stafford, Executive Director for WeCare Recovery Home said "We are grateful for the support of Frankfort Main Street that helped bring the idea of Hope Collective to life. The guidance we received in finding the right space and making key connections was invaluable. As we worked through the process, they continued to provide insights and encouragement which helped tremendously as we prepared to open our doors and serve the community."

Revitalization in Action: Frankfort Downtown is 'Buzzing'

New businesses opening their doors in downtown Frankfort since April 2025.

- Small Town Gal Boutique & Design - new business
- HallelluYah Way Christian Store - new owners
- 27 Leaves Boutique - relocation to downtown
- Hope Collective Resale Shop - new business
- Busy Bee Designs - relocation to downtown
- Pepe's Mexican Restaurant - new owners
- State of Mind Wellness Center - new business
- Avery Home Appliances - new business
- Xinia Furniture - new business
- 765Stylez - new business
- COCA Craft Coffee & Roasters - relocation to downtown
- Open Chair - relocation to downtown
- COMING SOON - two other businesses!

Please contact Kim Stevens if you are interested in downtown Frankfort for your next business adventure! frankfortmainstreet@gmail.com



Transformation Strategy: Business Activation & Development

Frankfort Main Street, Inc. (FMS) launched its Transformational Strategy: Business Activation & Development to drive the continued growth of downtown Frankfort. This plan is focused on the core mission to **educate, empower, and engage** current small business owners, entrepreneurs, and property owners. The strategy aims to fill vacant spaces, support the expansion of established businesses, and cultivate a more vibrant downtown ecosystem.

The strategy is centered around Main Street's Four Point Approach, with an emphasis on recruitment and retention, providing incentives, resources, and relationship building:

Economic Vitality: Investing in Downtown Businesses

- Frankfort Main Street is offering both one-on-one consulting and mentorship to downtown businesses, providing a tailored plan to achieve their growth goals. This hands-on guidance complements our new Biz-Collaboration Micro Grant Program, along with a Business Plan Competition - Rental Assistance Grant. (for more information - contact Kim Stevens at frankfortmainstreet@gmail.com)
- Main Street Mixers: These recurring, informal gatherings—built on the theme of "Connect, Collaborate, Grow"—provide a relaxed platform for all downtown business and property owners to network, share insights, learn about FMS initiatives, and build the relationships vital to a strong business community

Design: Unifying and Improving the Downtown Experience

- Street scape Enhancements: Efforts will focus on a sidewalk and lighting project to create a unified look in the Historic District, block by block.
- Activating Vacancy: FMS will brighten vacant storefronts by using artwork or photos while working with the City and RDC to establish standards and expectations for prime redevelopment properties.

Organization: Building a Stronger Foundation

- Enhanced Welcome & Recruitment: To streamline growth, FMS is developing a new business welcome packet and a dedicated recruitment packet to attract new businesses.
- Communication: FMS commits to publishing a quarterly newsletter and actively promoting "Our WHY" to increase engagement and clarify the value of Frankfort Main Street.

Promotion: Driving Sales and Visibility

- Incentivizing Shopping: The Shop Local Card program will be enhanced to offer more value and greater incentives for customers and participating merchants.
- Sign Share Program: A new group marketing campaign will leverage shared A-frame signs to promote FMS events and allow merchants to highlight in-store promotions.

FMS's commitment is to meet local businesses "where they are" to determine specific needs and craft initiatives that will truly engage the small business community and drive transformational growth.



Helping Our Downtown Grow – Biz-Collaboration Micro Grants; Sign Share Program; Window Painting Grants . . .

BIZ-COLLABORATION MICRO GRANT PROGRAM

The Biz-Collaboration Micro-Grant Program is offered to downtown businesses who are collaborating on an event or promotion that brings people to Downtown Frankfort. The program is administered by Frankfort Main Street, Inc., a local non-profit Main Street organization whose mission is to promote and revitalize Downtown Frankfort and enrich our local heritage.

PURPOSE

To promote creative ways for businesses to collaborate, create excitement and draw attention to their businesses and downtown. It is also a fun way for businesses to get to know one another and receive monetary and promotional support from Frankfort Main Street, Inc.

GRANT AMOUNT & REIMBURSEMENT

Frankfort Main Street, Inc. may award up to \$250 per participating business when matched by the participating businesses in the project.

As a reimbursement grant, Frankfort Main Street, Inc., will reimburse monies for the Biz-Collaboration project in full within 30 days of receiving the grant report form, along with eligible receipt as proof.

PROGRAM FUNDING

Our grant program is funded, in part, by the Shop Local Frankfort Card. Businesses can apply for the grant if they participate on the Shop Local Frankfort Card.

For information on how to participate on the Shop Local Frankfort Card or for more information on the Biz Collaboration Micro Grant, contact Kim Stevens at 765-654-4081 or frankfortmainstreet@gmail.com

SIGN SHARE PROGRAM

Sidewalk A-frames, Pedestal Signs, Window Signs

PURPOSE

To give downtown businesses, nonprofits and event organizers easy access to high-quality, branded signage.

HOW IT WORKS

- Central Storage
- Reservation System
- Usage Period
- Branding & Care Guidelines

FOR MORE INFORMATION

Call Kim Stevens at 765-654-4081/ 765-242-3563 or email: frankfortmainstreet@gmail.com

WINDOW PAINTING GRANT

PURPOSE

The Seasonal Window Art Grant aims to support local artists in creating temporary, themed artwork on downtown storefront windows to celebrate community spirit and attract visitors throughout the year.

HOW IT WORKS

- First come first serve - limited number available
- Complete application with chosen artist & concept
- Windows must be complete by November 23, 2025

FOR MORE INFORMATION

Call Kim Stevens at 765-654-4081/ 765-242-3563 or email: frankfortmainstreet@gmail.com



Save the Dates – Get Involved!

FRANKFORT MAIN STREET PRESENTS

MONSTER MASH*

Trick-or-Treat ON THE SQUARE

OCT 31ST
5:30 - 7:00 PM

COSTUME CONTEST AT 6 PM AT THE GAZEBO

CUTEST * SCARIEST * MOST CREATIVE

- 1) AGES 4 AND UNDER
- 2) AGES 5 - 9
- 3) AGES 10-15
- 4) BEST FAMILY OF 3 OR MORE

Frankfort MAINSTREET

Join us for a "Monster Mash" Trick-or-Treat

Frankfort Main Street, Inc.

Invite businesses, churches & organizations, Thursday Thunder participants & individuals to join us in creating a **SAFE, FUN & FREE Halloween Spooktacular!**

Friday, October 31st, from 5:30-7pm

This is a great opportunity for local businesses, churches & organizations to provide a safe place for families to enjoy Halloween festivities. Instead of walking house to house, children can creatively borrow and decorate car trunk, table or tent that will line the downtown Frankfort Square.

IMPORTANT INFORMATION

- There is no cost to register
- Register by October 20th
- Each team must consist of at least 2 adult participants
- Teams are encouraged to wear costumes and should be prepared to have enough treats available for each child that visits their trunk, table or tent (expecting 4-500+ to attend)
- Set-up will be from 4:30pm on the day of event
- Teams will check-in at 6:25 Main Street to confirm their space before setting up
- Be prepared to hand out supplies, have another licensed professional driver to adults accompanying their children. This is a great way to connect with existing and potential customers!
- **OTD 500.00 - Show Government I.D., Table, Tent or Booth** judging will be based on creativity and overall appearance for the table. If you want to participate in the competition, check the link on the entry form below.
- Start for sale, all age appropriate, open from 7:30-7pm with give-a-way for kids. Main Street and sponsors will be judging to donate the amount.

MOST IMPORTANT! HAVE FUN!

TO REGISTER:
Email: frankfortmainstreet@gmail.com or contact Kim Stearns (765-654-4081)

Table or Trunking AND/OR to Share Table or Trunking YES! I want to be included in the competition

Business/Organization Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Contact Person: _____

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MAIN STREET MIXER
MONTHLY AFTER-HOURS DOWNTOWN SMALL BUSINESS SUPPORT MEETING

Connect, Collaborate, Grow
Creating a welcoming & engaging environment for downtown businesses to connect

Save the Dates

November 13th - 5:30 pm
Fresitas Ice Cream

December - 11th - 5:30 pm
Pepe's Restaurant
Come and join us for Mocktails & Apps

Christmas Parade
"Candy Land Christmas"

DECEMBER
SATURDAY | **06** | AT 3 PM

DOWNTOWN FRANKFORT

REGISTER AT
FRANKFORTMAINSTREET.ORG

FOR INFORMATION CALL
765-654-4081

Let Frankfort Main Street, Inc. help you bring your dream to life! For more information, contact us at frankfortmainstreet@gmail.com

Thank You to our Partners Big Dogs



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TRIPLETr & ALBERTSON, LLP



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Frank Harness * Tom & Janell Crawford * Greg & Kim Stevens * Jim Michaels
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Thank You to Our Partners

Mega Dog



Super Dog



Top Dog Gold



Top Dog

