



La Grange Main Street Program
ANNUAL REPORT
2025

2025

At a Glance



6 NEW BUSINESSES



INCREASE IN SOCIAL MEDIA
FOLLOWING



OVER 2,000 VOLUNTEER HOURS

MEET THE TEAM



ALLISON FIETSCH
PRESIDENT
BUSINESS OWNER



PAIGE WRIGHT
VICE PRESIDENT
BUSINESS OWNER
BUILDING OWNER



SANDI FULKS
SECRETARY
DESIGN CHAIR



RUSS MORRIS
TREASURER
CHAIR OF FAMERS
MARKET



JAIME BOWLING
PROMOTION
COMMITTEE
BUSINESS OWNER



JAIME BOWLING
PROMOTION
COMMITTEE
BUSINESS OWNER



SARAH GARRETT
EXECUTIVE
DIRECTOR



NANCY GRIFFIN
PROGRAM
COORDINATOR

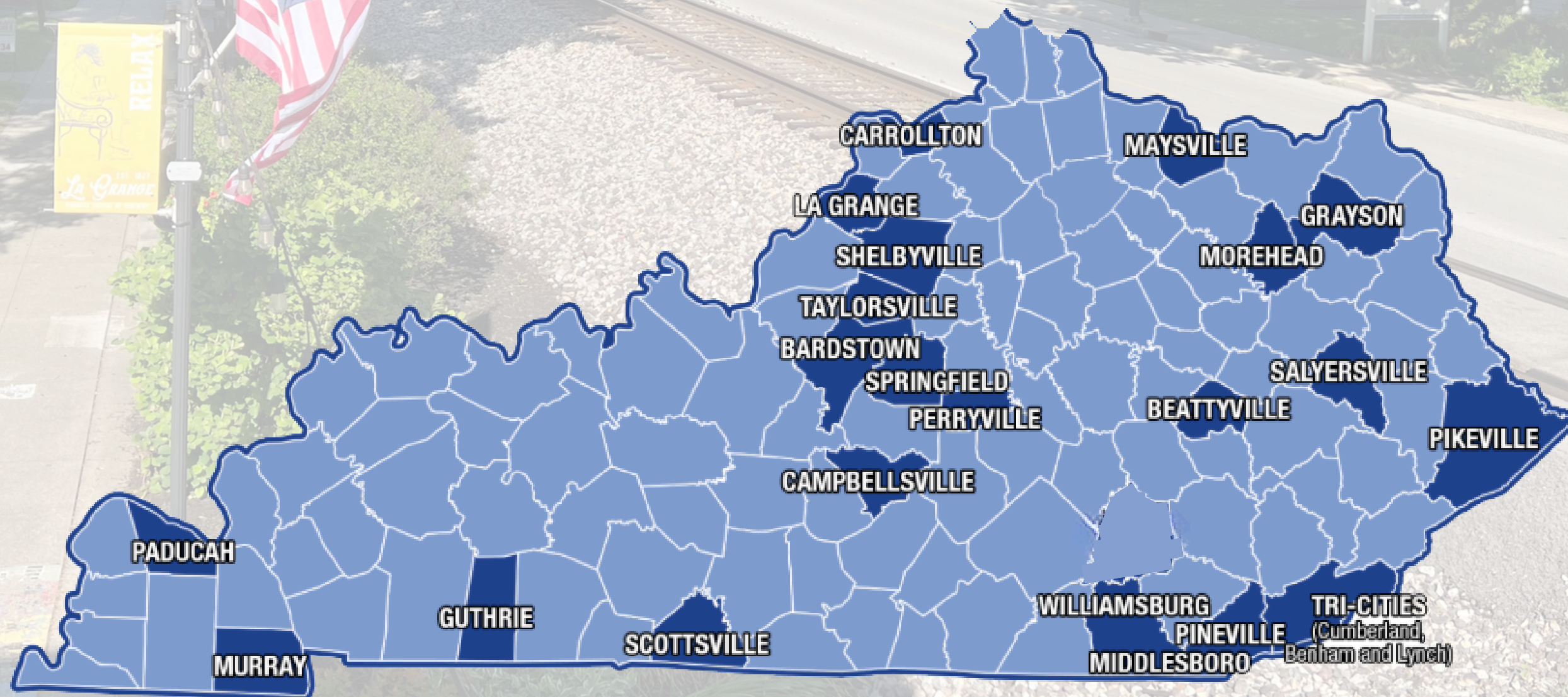


Mission & Vision

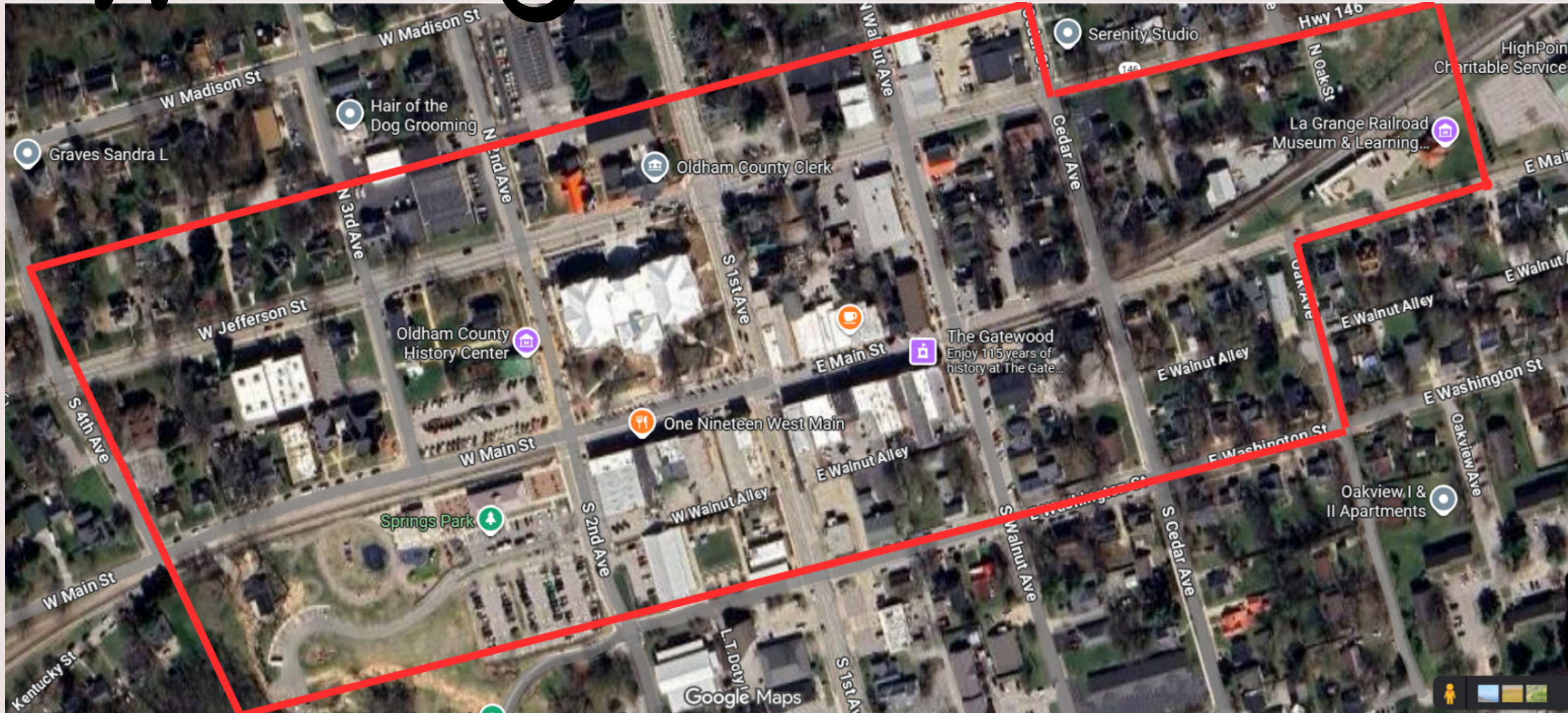
LA GRANGE MAIN STREET'S MISSION IS TO SUSTAIN AND GROW THE DIVERSITY, HARMONY, AND ECONOMIC VIBRANCY OF THE LA GRANGE MAIN STREET DISTRICT.

OUR VISION IS TO NURTURE AND PRESERVE A WELCOMING COMMUNITY IN DOWNTOWN HISTORIC LA GRANGE.

KENTUCKY MAIN STREET PROGRAMS



Who We Serve





Economic Vitality

ECONOMIC VITALITY IS AT THE CORE OF A MAIN STREET COMMUNITY. IT INVOLVES TAKING A PROACTIVE, COLLABORATIVE APPROACH TO BUILDING AND GROWING A DIVERSE ECONOMIC BASE THROUGH SMART NEW INVESTMENT, CULTIVATING A ROBUST ECOSYSTEM FOR SMALL BUSINESSES, FOCUSING ON THE UNIQUE ASSETS OF OUR COMMUNITY, AND FOSTERING EQUITY AND INCLUSION TO CREATE AN ENVIRONMENT TO HELP BUILD LOCAL WEALTH.

Design

DESIGN SUPPORTS A COMMUNITY'S TRANSFORMATION BY ENHANCING THE PHYSICAL AND VISUAL ELEMENTS OF DOWNTOWN WHILE CAPITALIZING ON THE UNIQUE ASSETS THAT SET THE COMMERCIAL DISTRICT APART.

Promotion

PROMOTION POSITIONS OUR DOWNTOWN AS THE CENTER OF THE COMMUNITY AND HUB OF ECONOMIC ACTIVITY, WHILE CREATING A POSITIVE IMAGE THAT SHOWCASES OUR COMMUNITY'S UNIQUE CHARACTERISTICS, CULTURE, HISTORY, AND DEFINING FEATURES. EFFECTIVE PROMOTION ACTIVITIES HELP CHANGE OR ENHANCE THE IMAGE OF OUR DOWNTOWN, PRESERVE ITS UNIQUE HERITAGE, AND SUPPORT ITS REPUTATION AS THE PLACE FOR RESIDENTS TO SHOP, WORK, LIVE, HAVE FUN, AND INVEST.

Organization

ORGANIZATION CREATES A SHARED VISION THAT CONVERTS THE MAIN STREET PROGRAM'S MISSION INTO CLEAR GOALS, DEFINES THE ORGANIZATION'S ROLE IN REVITALIZING THE DOWNTOWN OR COMMERCIAL CORRIDOR USING AN APPROACH THAT FITS LA GRANGE, AND BUILDS STRUCTURE FOR OUR BOARD AND STAFF. ORGANIZATION ALSO INVOLVES CREATING A STRONG FOUNDATION FOR A SUSTAINABLE REVITALIZATION EFFORT THROUGH THE CULTIVATION OF STRONG PARTNERSHIPS, COMMUNITY INVOLVEMENT, AND RESOURCES.

Economic **VITALITY**

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LA GRANGE MAIN STREET'S EVENTS 2025

FARMERS' MARKET: EVERY SATURDAY APRIL 19-OCTOBER 25 AT SPRINGS PARK

FEBRUARY

1 CHOCOLATE CRAWL

MARCH

22 MAIN STREET DERBY

APRIL

19 BLUE HYDRANGEA TEA

MAY

NO MAIN STREET EVENTS

JUNE

6 TRACKSIDE TUNES
7 ARTS FEST

JULY

5 TRACKSIDE TUNES

AUGUST

1 TRACKSIDE TUNES
2 BOOK FAIR

SEPTEMBER

5 TRACKSIDE TUNES
6 TRACKSIDE MARKET

OCTOBER

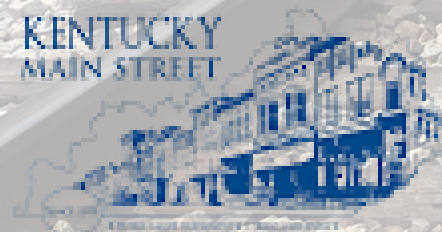
11 ALLEY LOOP FESTIVAL
25 HALLOWEEN MAIN-IA

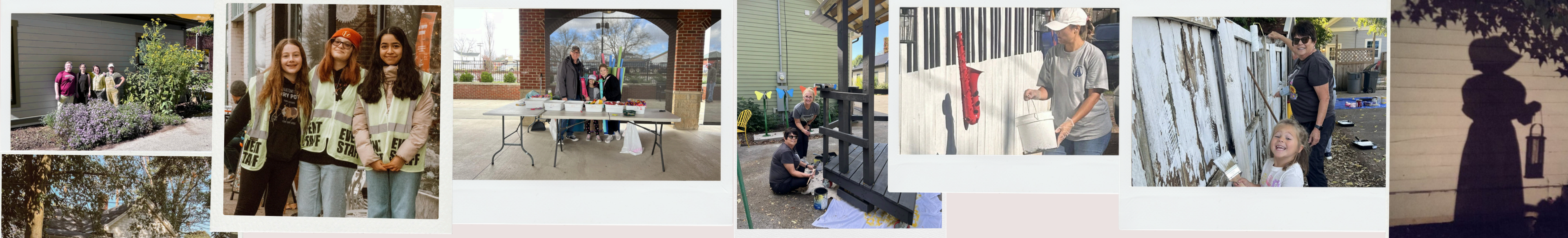
NOVEMBER

29 SHOP SMALL SATURDAY

DECEMBER

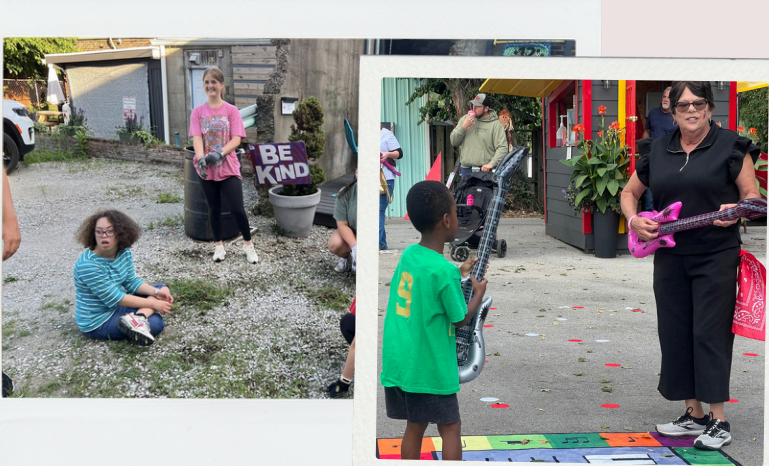
6 LIGHT UP LA GRANGE





VOLUNTEER HOURS

**OVER 2,000 VOLUNTEER HOURS
OVER \$60,000 IN LABOR**



JOIN US FOR OUR

MERCHANT MASTERCLASS

JANUARY 14TH, 8:30 AM



ALL THINGS - "SOCIAL MEDIA"

Content, Consistency, and Connection. This Merchant Masterclass is designed to help La Grange Main Street merchants strengthen their online presence and engage their community.

WHAT YOU'LL LEARN:

- What to post & when
- How to show up consistently
- Ways to connect with customers
- Tips & Tools to save time
- Q & A time with Host



Masterclass info:

📍 204 S. 1st Avenue,
La Grange KY.

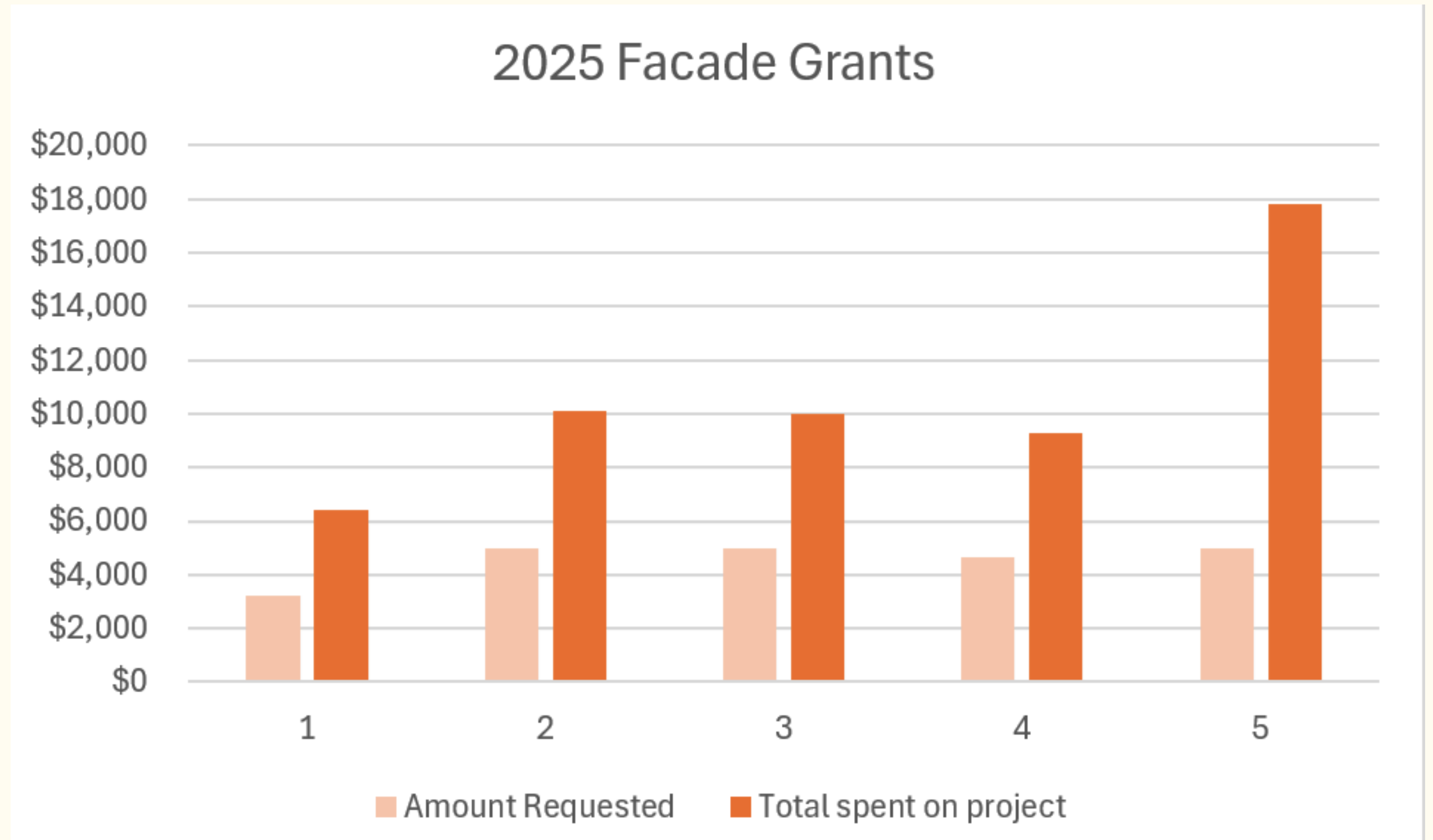
✉ EMAIL FOR MORE INFORMATION
promotions@discoverlagrange.org

DESIGN

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FACEADE GRANT FUNDING IMPACT

THE FACADE GRANT IS FUNDED BY THE CITY OF LA GRANGE AND IS DISPERSED THROUGH A PARTNERSHIP WITH THE MAIN STREET PROGRAM. THIS PROGRAM HAS SPARKED A TOTAL INVESTMENT OF \$53,653 INTO THE HISTORIC COMMERCIAL DISTRICT.



TOTAL INVESTMENT OF \$53,653

PROMOTION

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SOCIAL MEDIA PERFORMANCE

FACEBOOK

JANUARY 1, 2025- DECEMBER 18, 2025

NEW FOLLOWERS
1,902

TOTAL REACH
2,400,000 VIEWS

FOLLOWERS
16,182

CONTENT INTERACTION
30,004*

REACH OF MOST POPULAR POST
95,950

PAGE VISTS
56,530**

*37.2% INCREASE FROM 2024
**15.3% INCREASE FROM 2024



SOCIAL MEDIA AUDIENCE

FACEBOOK

AGE

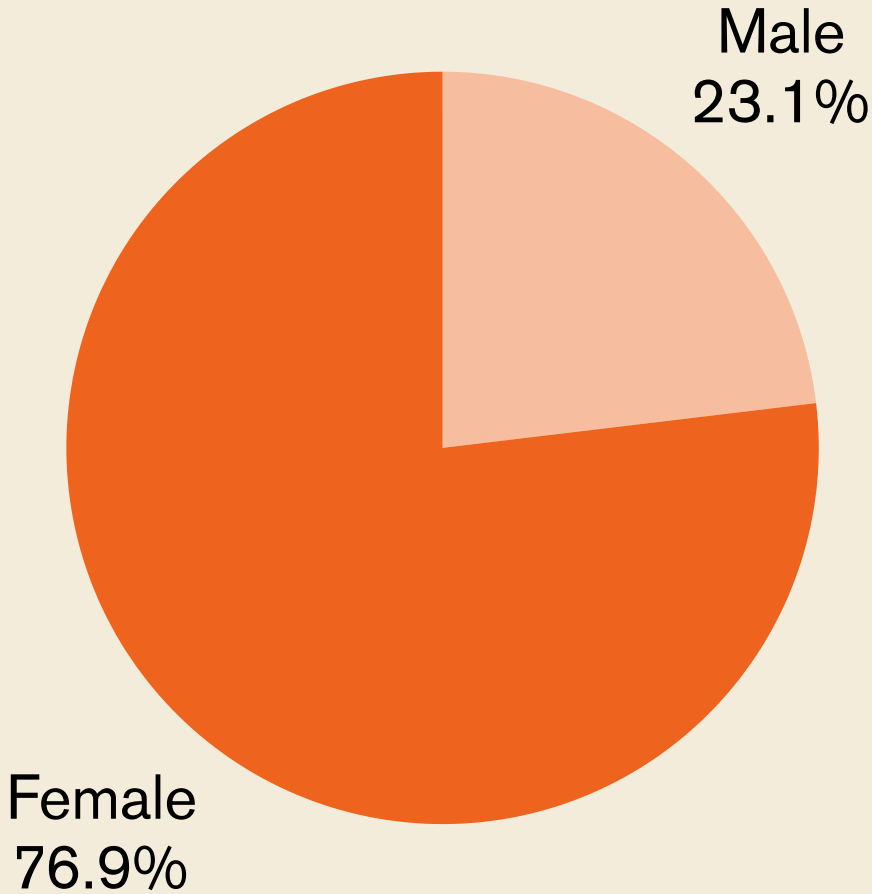
45-54 YEARS OLD	24.3%
35-44 YEARS OLD	22.6%
55-64 YEARS OLD	21%
65+ YEARS OLD	18.7%
25-34 YEARS OLD	11.7%

LOCATION

LA GRANGE	17.4%
LOUISVILLE	15.8%
BUCKNER	5.9%
CRESTWOOD	5.8%
PENDLETON	1.7%

GENDER

Male Female



SOCIAL MEDIA PERFORMANCE

INSTAGRAM

JANUARY 1, 2025- DECEMBER 18, 2025

NEW FOLLOWERS

646

TOTAL REACH

186,845 VIEWS

FOLLOWERS

3,208

CONTENT INTERACTION

3,777*

REACH OF MOST POPULAR POST

1,119

PAGE VISTS

2,764**

*100% INCREASE FROM 2024

**28.5% INCREASE FROM 2024



SOCIAL MEDIA AUDIENCE

INSTAGRAM

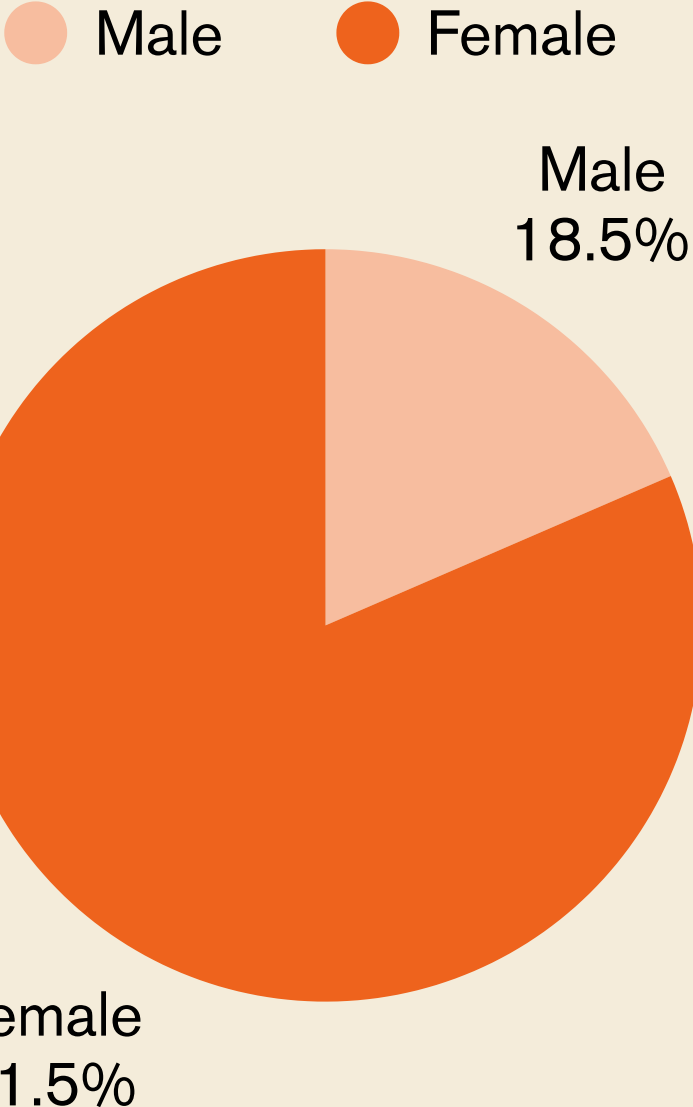
AGE

35-44 YEARS OLD	28.5%
45-54 YEARS OLD	24.7%
55-64 YEARS OLD	17.8%
25-34 YEARS OLD	16.1%
65+ YEARS OLD	9.3%

LOCATION

LA GRANGE	25.1%
LOUISVILLE	13.7%
BUCKNER	7.5%
CRESTWOOD	4.8%
PEWEE VALLEY	2.2%

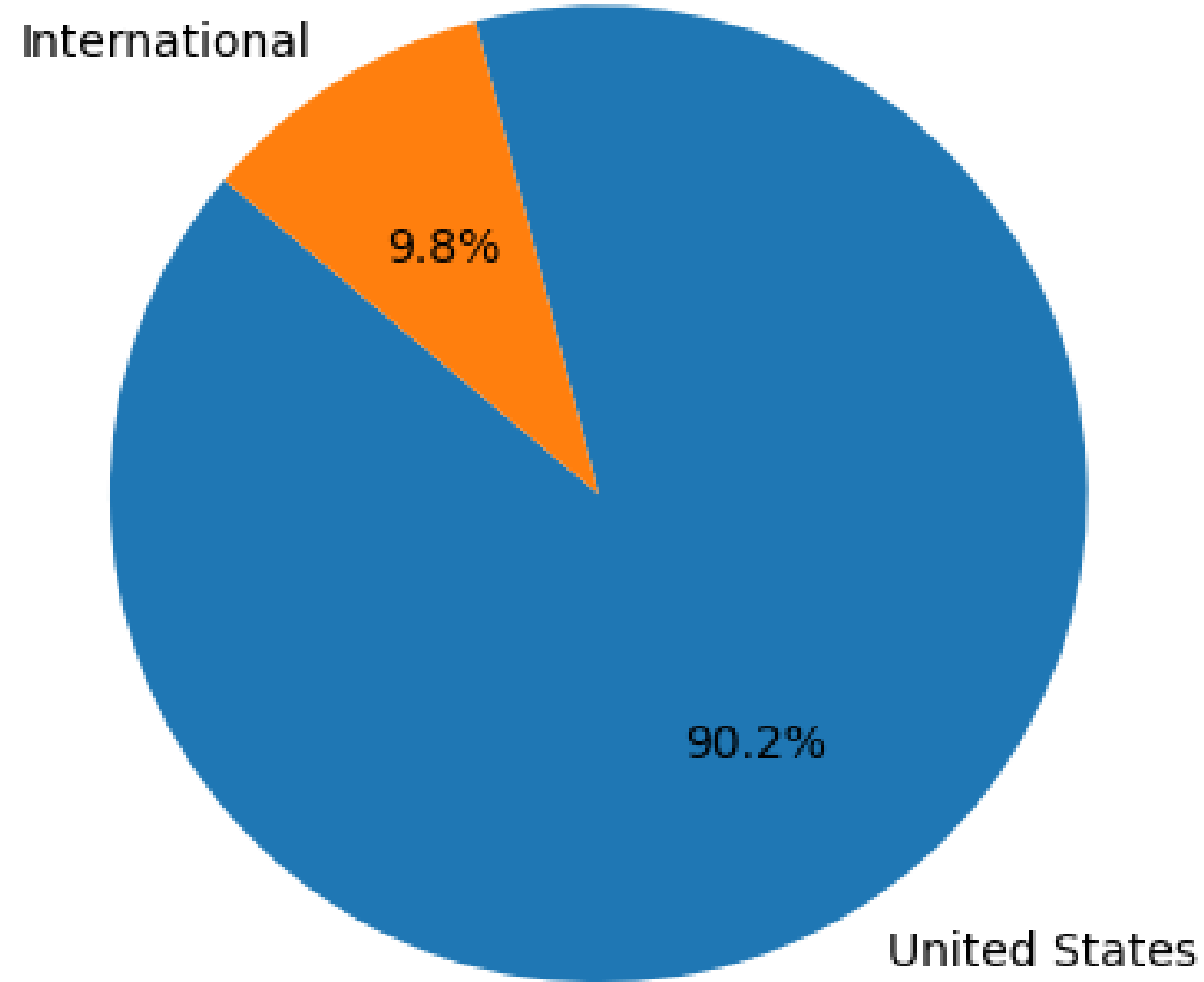
GENDER



WEBSITE VISITS

TOTAL: 35,808

Site Visits: U.S. vs. International



SPARKING CHANGE MINI GRANT

COMMUNITY FOUNDATION OF LOUISVILLE



**LA GRANGE
KY
MAIN ST.
PROGRAM**

*Visit
La Grange!*

(502) 269-0126
LAGRANGEMAINTREET.ORG

SUPPORTED BY:




Retail

BLOOMS BOUTIQUE 111 W. MAIN ST.	LAYERS OF THE EARTH 107 E. WASHINGTON ST.	NOTEWORTHY CREATIVE & THE COUNTY PRESS 213 S. FIRST AVE.
COPPER AWNING 200 W. JEFFERSON ST.	LILY AND LEAF BRIDAL BOUTIQUE 203 E. WASHINGTON ST.	OLD OAK FRAME HOUSE 308 W. JEFFERSON ST.
COUTURE CLOSET 123 E. MAIN ST.	JUDITH M. MILLINERY SUPPLY 115 E. MAIN ST.	PB & J STUFF 118 E. MAIN ST.
FRIENDS AND FIBER 104 E. MAIN ST.	MAINLY CREATIVE 200 E. MAIN ST.	DAINY DAY RESALE 102 E. MAIN ST.
FROM THE GROUND UP BOOKS AND RESOURCES 205 E. MAIN ST.	MERCANTILE MARKET ON MAIN 101 E. MAIN ST.	SIMPLY BLESSED BOUTIQUE 100 E. MAIN ST.
GALLERY 104 104 E. MAIN ST.	MERCANTILE ON MAIN 127 E. MAIN ST.	TIENDA MEXICANA TRES HERMANOS GROCERY 105 E. JEFFERSON ST.
INFORMAL MYSTIC 120 E. MAIN ST.	MUDSPATS CERAMICS 109 E. WASHINGTON ST.	

Dining

CATLETT'S DELI 201 S. FIRST ST.	MADELINE'S NIBBLES & WINE 111 N. FIRST AVE.	ONE NINETEEN WEST MAIN 119 W. MAIN ST.
DOUGH BABY DONUTS 104 W. ADAMS ST.	MAIN STREET BOURBON & ALE HOUSE 209 E. MAIN ST.	RED PEPPER CAFE & DELI 103 E. MAIN ST.
ERNESTO'S MEXICAN CUISINE 117 E. MAIN ST.	NEVERIA Y PALETERIA CINCO DE MAYO 101 S. WALNUT ST.	SOFIA'S MEXICAN GRILL 109 N. WALNUT AVE.
LA GRANGE COFFEE ROASTERS 110 E. MAIN ST.		SPOTZ GELATO 109 E. MAIN ST.

Services

ADAMSON LAW 105 S. 1ST AVE. STE 105.	HAIR DIRECTIONS BY RANDY & COMPANY 204 W. JEFFERSON ST.	MONUMENTAL TITLE COMPANY 113 W. MAIN ST.
AINES, CARTER, & ASSOCIATES 107 S. 1ST AVE.	INKWELL TATTOO 104 E. MAIN ST.	OLDHAM COUNTY ROOFING 115 W. MAIN ST.
BEACH A. CRAIGMYLE, ATTORNEY 105 S. 1ST AVE.	JAMES & WELLS PSC 205 N. 1ST AVE.	PANACHE OF LAGRANGE 107 S. WALNUT AVE.
BERRY FLOYD & BAXTER PSC 117 W. MAIN ST.	LA GRANGE CHRISTIAN CHURCH 214 N. 1ST AVE.	PEARSON & PARIS, PSC 306 W. JEFFERSON ST.
BILL MORIARTY - STATE FARM 304 W. JEFFERSON ST.	LA GRANGE COMMUNITY CENTER 307 W. JEFFERSON ST.	SOOTHING HANDS 310 W. JEFFERSON ST.
DANIELSON & ASSOCIATES INC. 211 N. 1ST AVE.	LA GRANGE POLICE DEPARTMENT 121 W. MAIN ST.	SOUL NEEDS 100 E. MAIN ST. SUITE B
DEHAVEN BAPTIST CHURCH 300 W. MAIN ST.	MANLEY SIGNS AND AWARDS 413 E. MAIN ST.	THAIRAPY HAIR SALON 101 E. JEFFERSON ST.
ENCOMPASS DEVELOP DESIGN & CONSTRUCT 113 E. MAIN ST.	MATT HUDSON LAW OFFICE 100 W. JEFFERSON ST.	THEISS LAW OFFICES, PLLC 209 N. 1ST AVE.
EDWARD JONES 111 E. MAIN ST.	MICHAEL T. PATE LAW OFFICES 101 E. MAIN ST.	THE GROOVE DOJO 311 W. JEFFERSON ST.
FINANCIAL SOLUTIONS 309 W. JEFFERSON ST.		THE OLDHAM ERA 105 S. WALNUT ST.
		THE WADE INSURANCE AGENCY 301 E. JEFFERSON ST.



**LA GRANGE
KY
MAIN ST.
PROGRAM**

*Visit
La Grange!*

(502) 269-0126
LAGRANGEMAINTREET.ORG

BE SURE TO CHECK OUT THE
LA GRANGE WELCOME CENTER!
TUESDAY-FRIDAY: 11:30AM - 5:00PM

EXPLORE

ALLEYLOOP 100 N. WALNUT ST.	CROSSROADS LA GRANGE STREAMING RADIO 114 E. MAIN ST.	OLDHAM COUNTY HISTORY CENTER 104 N. 2ND AVE.
CAMPBELL STUDIO 109 E. WASHINGTON ST.	EMERGE ESCAPE ROOMS 305 E. MAIN ST.	SPRINGS PARK 110 S. 2ND AVE.
CITY HALL 307 W. JEFFERSON ST.	LA GRANGE RAILROAD MUSEUM 412 E. MAIN ST.	TRAIN OBSERVATION TOWER 209 E. MAIN ST.
CITYPLACE 112 S. 1ST AVE.	LA GRANGE TOURISM 309 W. MAIN ST.	THE GATEWOOD 125 E. MAIN ST.

STAY

BLUEGRASS COUNTRY ESTATE 1224 BLUEGRASS PKWY.	SUGARBEET'S SUITES 100 EAST POPLAR ALLEY	THE LA GRANGE LOFT 121 1/2 E. MAIN ST.
BRAKEMAN'S COTTAGE 204 E. MAIN ST.	THE BEJE 304 W. JEFFERSON ST.	THE LADY JINX HOME 302 W. JEFFERSON ST.
LITTLE BLUE COTTAGE 309 W. MAIN ST.	THE BOURBON RAIL 415 1/2 N. 1ST AVE.	THE SWEET RETREAT 211 S. 1ST AVE.
PILLOW & PADDOCK 3262 OLD SLIGO RD.	THE COZY EXPRESS 204 S. 2ND AVE.	

EVENTS IN LA GRANGE

FEBRUARY	SEPTEMBER	NOVEMBER
CHOCOLATE CRAWL FIRST SATURDAY	TRACKSIDE TUNES FIRST FRIDAY	SHOP SMALL SATURDAY FOURTH SATURDAY
JUNE	TRACKSIDE MARKET FIRST SATURDAY	FARMER'S MARKET FOURTH SATURDAY
TRACKSIDE TUNES FIRST FRIDAY	OCTOBER	DECEMBER
JULY	ALLEYLOOP FESTIVAL SECOND SATURDAY	LIGHT UP LA GRANGE FIRST SATURDAY
TRACKSIDE TUNES FIRST FRIDAY	HALLOWEEN MAIN-1A SATURDAY BEFORE HALLOWEEN	
AUGUST	SPIRITS OF LA GRANGE GHOST TOURS THROUGHOUT THE MONTH	
TRACKSIDE TUNES FIRST FRIDAY		
BOOK FAIR FIRST SATURDAY	FARMER'S MARKET EVERY SATURDAY APRIL THROUGH OCTOBER	

LAGRANGEMAINTREETPROGRAM
 LAGRANGEMAINTREET

ORGANIZATION

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New Businesses Downtown

THAIRAPY HAIR SALON



THAIRAPY HAIR SALON IN LA GRANGE, KY, CO-OWNED BY MARY AND DEANNA, IS COMMITTED TO ENHANCING THE BEAUTY AND CONFIDENCE OF ITS CLIENTS. SPECIALIZING IN A DIVERSE RANGE OF HAIR SERVICES TAILORED TO INDIVIDUAL STYLES, THE SALON ENSURES A PERSONALIZED EXPERIENCE FOR EVERYONE. CLIENTS CAN EXPECT A WELCOMING AND RELAXING ATMOSPHERE, WHERE EXPERT CARE IS PRIORITIZED.

SOUL NEEDS



SOUL NEEDS IS A PEACEFUL SPACE TO GATHER, REST, AND GROW TOGETHER. COME AS YOU ARE, FIND BELONGING, AND LET GOD GENTLY MEET YOU WITH COMFORT, HOPE, AND GRACE.

THE TEA HOUSE CAFE



WELCOME TO THE TEA HOUSE CAFÉ AT FROM THE GROUND UP BOOKS! NESTLED INSIDE THE HISTORIC BALLARD HOUSE IN LA GRANGE, OUR COZY CAFÉ SERVES TEA, COFFEE, AND LIGHT LUNCHES WEDNESDAY THROUGH SATURDAY, 11–4. SIP, READ, RELAX, OR HOST YOUR NEXT SPECIAL EVENT.

LAYERS OF EARTH



LAYERS OF EARTH SPECIALIZES IN ONE-OF-A-KIND STONES IN VARIOUS SIZES.

SUGARBEET'S SUITES



JUST STEPS FROM THE HISTORIC DOWNTOWN DISTRICT, GUESTS CAN EXPERIENCE THE UNIQUE SIGHTS AND SOUNDS OF LA GRANGE — FROM QUAINT BOUTIQUES AND LOCAL DINING TO THE FAMOUS TRAINS THAT ROLL RIGHT DOWN MAIN STREET. WHETHER YOU'RE HERE FOR A RELAXING WEEKEND GETAWAY, A FAMILY VISIT, OR A SPECIAL EVENT, SUGARBEET'S SUITES IS YOUR HOME AWAY FROM HOME.

THE RESIDENT HOUSE



FURNITURE AND ART GALLERY
• PRIVATE CURATION • ARTIST IN RESIDENCE

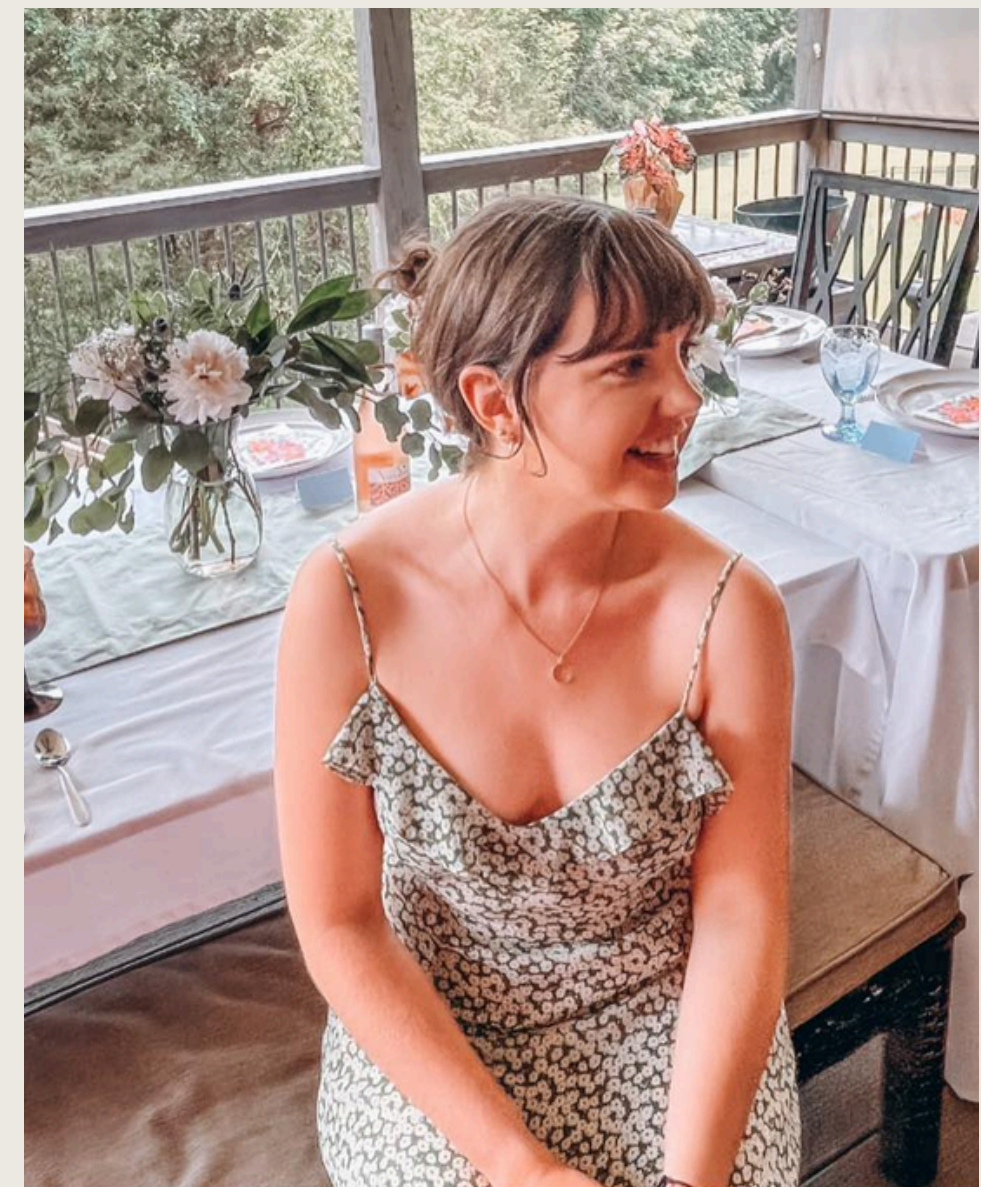


New Hires for Main Street

Nancy Griffin
PROGRAM COORDINATOR

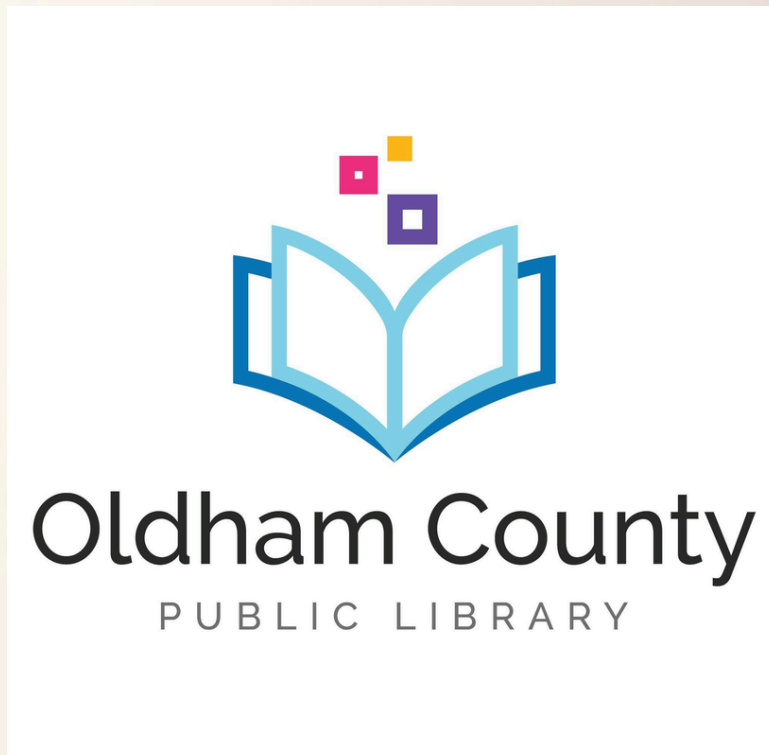


McKenzie Nevins
SOCIAL MEDIA MANAGER





Community Partners



200 ATTENDEES X 31 EVENTS= 6,200

KENTUCKY PROUD

APRIL-OCTOBER + SHOP SMALL SATURDAY

OVER 200 VOLUNTEER HOURS

SUPPORTS 47 SMALL BUSINESSES

7,700 FOLLOWERS ON FACEBOOK



800 ATTENDEES AT ALLEYLOOP FESTIVAL

SPRING, SUMMER, AND FALL VOLUNTEER OPPORTUNITIES

MUSIC ALLEY- REPAINT FENCING, INSTALL INSTRUMENTS, NEW CROSSWALK, NEW STAGE, FLOWERS, GENERAL UPKEEP

2,500 FOLLOWERS ON FACEBOOK



LOOKING AHEAD...

QUALITY EVENTS



THE MAIN STREET PROGRAM REMAINS COMMITTED TO MISSION-DRIVEN PROGRAMMING THAT DELIVERS STRONG COMMUNITY IMPACT WHILE MAINTAINING FISCAL RESPONSIBILITY.

INCREASE VOLUNTEERISM



VOLUNTEERS ARE CRITICAL TO OUR SUCCESS, AND WE ARE COMMITTED TO BUILDING A STRONG, ENGAGED VOLUNTEER BASE TO SUPPORT OUR MISSION.

INCREASE SOCIAL MEDIA FOLLOWING



GROWING OUR SOCIAL MEDIA FOLLOWING IS A KEY PRIORITY, AS IT ALLOWS US TO BROADEN OUR REACH AND MORE EFFECTIVELY PROMOTE DOWNTOWN BUSINESSES, EVENTS, AND PRESERVATION INITIATIVES.

WELCOME NEW BUSINESSES



WE WILL WELCOME NEW BUSINESSES AND FOSTER A DOWNTOWN ENVIRONMENT WHERE ENTREPRENEURS WANT TO LOCATE AND INVEST. WE WORK INTENTIONALLY TO CREATE A VIBRANT, SUPPORTIVE DISTRICT THAT BALANCES HISTORIC CHARACTER WITH ECONOMIC OPPORTUNITY.

NEW PROJECTS



WE WILL CONTINUE TO GROW AND IMPROVE THE COMMUNITY WITH PRESERVATION, ECONOMIC VITALITY, AND DESIGN IN MIND.

