



1. **GM's Downtown Grant donation for \$50,000 in placemaking/placebranding was approved by City Commission last week** – we are working with General Motors to be stewards of their dollars, Public Works to take most of the lead on this project because most of it involves traffic/road safety.
2. **Riverfront Park Master Plan revealed** – find the plan's features and flyover video on City homepage.
3. **Duncan Hines Days: June 3-9 Road Map & Menu revealed at Open House on February 1** – the website got a facelift with new photography, the road map is at the end of this agenda. Do you know a business that would be a good sponsor fit? Sponsorships begin at \$1,000 and the full list of sponsor packages is also at the end of this agenda.
4. **City IT continues exploring improved music playing experience at Fountain Square Park**
5. **Downtown website updates needed** with event calendar and new businesses – please submit any events you're hosting throughout the year via [bgkydowntown.org](http://bgkydowntown.org)
6. **Parking structure projecting signage, parking lot signage, leased parking spot form and processes** are all still in the works.
7. **Fountain Row new decorative sign posts** order is in process.
8. Mill House Coffee is taking the old Starbucks location at Stadium Park Plaza and should open by mid March. As should GameYard Social by Goodwood Brewing at the Roebuck on State St.
9. BG Hot Rods Opening Day is April 5. Fountain Row night presented by Downtown is Thursday, May 30. Telia will have a sign up link for free tickets and a concourse table for your business at the April 10 Downtown Meet Up.
10. **WKU Public Relations Senior Capstone is considering an April 18 night "Hilltopper Cruise" Downtown, where they rent the Trolley to do a loop between Fountain Square, Ballpark, and White Squirrel** – asking you all if anyone would like to offer deals and discounts, inspiring WKU student awareness of all Downtown amenities from late afternoon into the night. WHO is interested and is OK with me sharing your contact info to the class?
11. **Leadership BG's Media & Arts Day is returning to Downtown on Wednesday, March 13.** Is there anything from your business you want me to include in participant bags? THERE WILL BE NO MEET UP ON THIS DAY.
12. **Over 50 Citizens Academy is including a Downtown component during its curricula March 4-8.** Is there anything from your business you want me to include in participant bags?
13. **Academy for New Americans is returning Thursday, April 25;** half the day is Downtown. Is there anything from your business you want me to include in participant bags?

Minutes reported by Telia Butler, Downtown Development Coordinator, City of Bowling Green. The next Downtown Meet Up will be Wednesday, April 10, 3-4pm, at the BG Ballpark Performance Club.

February 14, 2024, 3pm, George Washington Carver Center  
Downtown Meet Up Agenda

\*\*there is no Meet Up on March 13 because of Leadership BG Media & Arts Day downtown. The next Meet Up will be Wednesday, April 10, 3-4pm, at the BG Ballpark Performance Club – where Telia will have the Fountain Row Night sign up live and the City Parking Lot Lease form live.



# ROAD MAP & MENU JUNE 3-9, 2024

@DUNCANHINESDAYS | DUNCANHINESDAYS.COM

THE REIMAGINED COMMUNITY EVENT REVIVED IN 2023 RETURNS AFTER WELCOMING 16,000+ ATTENDEES FROM 28 STATES TO 20 LOCAL EVENTS. ITS MISSION IS TO PROVIDE ACCESSIBLE, SIGNATURE BOWLING GREEN AREA EXPERIENCES PROVIDING CORE MEMORIES, CELEBRATING THE DUNCAN HINES LEGACY OF GOOD FOOD AND GOOD FUN, OFFERING A SEAT FOR EVERYONE AT THE COMMUNITY TABLE. PLEASE HELP BRING THESE TO LIFE:

## ALL WEEK

### SUNDAY

JUNE 2

### TUESDAY

JUNE 4

### WEDNESDAY

JUNE 5

### FRIDAY

JUNE 7

### SATURDAY

JUNE 8

- **RESTAURANT WEEK.** OPEN TO ALL DINING & DRINKING ESTABLISHMENTS AND FOOD TRUCKS  
CROSS PROMOTIONS ENCOURAGING LOCAL SPOTS "RECOMMENDED BY DUNCAN HINES"  
27 PARTICIPANTS IN 2023.



- **FOUNTAIN SQUARE NOSTALGIC BLOCK PARTY**

- **DUNCAN HINES DAY AT RUSSELL SIMS WATERPARK**

- **PICKLEBALL SOCIAL AT ROLAND BLAND PARK**

## ALL IN DOWNTOWN BGKY

- **FOUNTAIN SQUARE VINTAGE CAR SHOW**
- **UNCLE DUNCAN'S SUMMER STROLL & ROLL** THROUGHOUT DOWNTOWN BCKY
- **COMMUNITY ICE CREAM SOCIAL AT SOKY MARKETPLACE**

ALL FREE EVENTS. 1,000+ ATTENDEES IN 2023.



- **DUNCAN'S DUCK PADDLE RACE & REGATTA** FROM THE DOWNTOWN BOAT RAMP TO BOATLANDING PARK
- **EATS & BEATS MUSIC FEST** AT CIRCUS SQUARE WITH MULTIPLE BANDS, FOOD TRUCKS, AND ACTIVITIES.  
5,000+ ATTENDEES IN 2023.



## SPONSOR DOLLARS ALSO COVER:

- PROMOTIONS FOR ALL THE WEEK'S EVENTS
- WEBSITE/SOCIAL MEDIA MAINTENANCE/CAMPAIGNS
- MARKETING MATERIALS SUPPORT FOR ALL EVENTS
- OPERATIONS/LOGISTICS FOR ALL EVENTS

TENTATIVE AS OF 1.30.24



February 14, 2024, 3pm, George Washington Carver Center  
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# SPONSORSHIP OPPORTUNITIES

## JUNE 3-9, 2024

	Presenting \$50,000	Restaurant Week \$25,000	Friday Kickoff \$20,000	Eats & Beats \$10,000	Road Tripper \$5,000	Hometown Hero \$2,500	Stagehand \$1,000
Your logo on ALL event branding		PENDING					
Your logo on ALL promo collateral							
Mention in earned media							
Inclusion on DHD billboards							
Social mention + link on DHD site							
4 VIP tix for Eats & Beats							
Company table at Eats & Beats							
Logo on event t-shirts							
Logo on Eats & Beats Stage							

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