

March 8, 2006

SEKTDA's mission is to promote, develop and expand the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. For additional information about SEKTDA and the Kentucky Certified Main Street program please contact Jeff Crowe at 606-677-6095.

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Explore an American Original

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FOR IMMEDIATE RELEASE

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SEKTDA Attends Kentucky Main Street Conference



From left to right: Renee Alexander, Executive Director, Renaissance on Main; Jeff Crowe, SEKTDA NSB Director, Cara Morris and Morgan Wilson, Governor's Office of Local Development (GOLD)

Somerset, Kentucky... Jeff Crowe, National Scenic Byways Director for Southern and Eastern Kentucky Tourism Development Association (SEKTDA) attended the Kentucky Main Street Certification meeting, January 25-26 in Georgetown, Kentucky.

Mr. Crowe who is a Kentucky Certified Main Street Manager attended the conference to recertify and to learn of the new guidelines and updates offered by the Main Street program. The main topics of discussion at the conference were: Design, Organization, Promotion, and Economic Restructuring for downtown revitalization.

C.I.T.Y., a new program announced by Congressman Hal Rogers, stands for *Community Initiatives in Tourism for You*. The C.I.T.Y. program will assist communities in the 46-county service region with downtown revitalization efforts. This continued education by Crowe will assist in the education and marketing of this new program with its release in November of 2006.