



## *Berea* **Kentucky** *Facts about Berea*



*We Are always open for business*

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**Berea and Madison County are one of the fastest growing areas in Kentucky. Berea is the fastest growing city in the Bluegrass Region and the eighth fastest growing city in Kentucky. Berea has a lower cost of living than the larger cities in the Bluegrass Region.**

**City of Berea has a population of approximately 15,000 and the county 93,000.**

**Berea retail market area is a ten county region with over 306,000 in population.**

**Berea has two interchanges from I 75 at exits 76 and 77. The City of Berea has over 275,000 visitors at our Artisan Centers off I 75. Median age of Berea's population is 31.7.**

**Median household income for the county (2005) is \$32,861 with 27,152 households with 2.4 persons per households.**

**Median price for a new home (2007) is 135,000 for the county and 111,500 for the city.**

**Approximately 31,000 people are employed in Madison County. The City of Berea has a 25 bed critical access hospital (Saint Joseph Berea) which includes a fully staffed 24-hour emergency department with 9 beds, a full surgical service, out patient surgery, Heart Institute and Diabetes and Nutrition Center.**



## *Berea* **Kentucky** *Facts about Berea*



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**Berea College located in Berea has been rated one of the best small college bargains in the nation. Berea is also the home to 2 highly credited high schools, 2 middle schools and 3 elementary schools.**

**Berea has direct access to our local Madison County Airport as well as a major airport in Lexington KY. Berea has 2 exits and entrances to I75, exit 76 and 77. Berea is also served by CSX Railroad as well as R.J. Corman railroad.**

**BEREA LISTED AS #8 IN THE STATE AND #1 IN THE BLUEGRASS DISTRICT IN POPULATION GROWTH**

BLUEGRASS ADD-VANTAGE

	2000	7/1/2008		RATE OF	STATEWIDE	BGADD
NAME	CENSUS	ESTIMATE	DIFFERENCE	GROWTH/LOSS	RANK	RANK
Berea	9,851	14,431	4,580	46.5%	8	1
Nicholasville	19,680	26,444	6,764	34.4%	14	2
Sadieville	263	319	56	21.3%	27	3
Richmond	27,152	32,895	5,743	21.2%	28	4
Stamping Ground	566	678	112	19.8%	32	5
Georgetown	18,080	21,589	3,509	19.4%	36	6
Lancaster	3,734	4,403	669	17.9%	40	7
Lawrenceburg	9,014	9,978	964	10.7%	85	8
Lexington-Fayette Urban Co.	260,512	282,114	21,602	8.3%	122	9
Carlisle	1,917	2,074	157	8.2%	125	10
Eubank	358	376	18	5.0%	178	11
Clay City	1,303	1,358	55	4.2%	190	12
Versailles	7,511	7,828	317	4.2%	191	13
Stanton	3,029	3,149	120	4.0%	197	14
Millersburg	842	865	23	2.7%	222	15
Harrodsburg	8,014	8,192	178	2.2%	228	16
Wilmore	5,905	6,004	99	1.7%	235	17
Crab Orchard	842	853	11	1.3%	239	18



# *Berea Kentucky*

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## **Demographic, Economic & Quality of Life Data**

September 2010

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**David Rowlette**

**Executive Director**

**August 27, 2009**

**To whom it may concern**

### ***"Working Together for a Better Berea"***

**The Berea Chamber of Commerce is a non-profit, membership driven organization comprised of 300+ members with a rich heritage and has served as a catalyst for community and economic development in Berea and Madison County for nearly six decades. Founded in 1950 by leaders of Berea's business community, the Berea Chamber of Commerce, as most fledgling organizations, operated for approximately three decades as a group of community minded volunteers that worked to promote the area, strengthen existing businesses, and create new jobs. As the voice of Berea's business community, we have strength in numbers and are able to speak to the unique needs of business and industry on the local, state and national levels.**

**Today, we continue our efforts to promote prosperity and enhance the quality of life in Berea Kentucky by:**

- **supporting current businesses.**
- **encouraging new business development.**
- **enhancing communication and collaboration.**
- **promoting Berea as a place to live and work.**

**We look to the future with great hope for our community and are actively seeking new retail businesses to locate in Berea.**

Broadway Center, 204 N. Broadway, Suite 1, Berea, Kentucky 40403  
Phone (859) 986-9760 FAX (859) 986-2501 Website: [www.bereachamber.com](http://www.bereachamber.com)





# Berea, Kentucky

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## Introduction

Berea and Madison County are one of the fastest growing areas in the state. Berea is the fastest growing city in the Bluegrass Region with many of the amenities associated with living near the city of Lexington in Fayette County. Berea's growth will continue as the Bluegrass Region continues to expand. Lexington's development limitations and higher cost of living and land cost means significantly more people will seek the Berea life style alternative.

An abundance of housing, from affordable to executive, has created a diverse and fast growing population for the city and county. Homes in the Berea area are approximately 40% less in price than the same size homes in Fayette County.

As the city expands its regional leadership role in the years to come, its leaders are focused on targeted growth that will provide new retail opportunities and jobs for its citizens. Madison County is expected to grow to at least 96,102 by 2020.

Berea's location has made it the logical gateway for the southern and eastern migration of retailers and businesses from Lexington and Fayette County to a community that offers many opportunities now and in the future. Growth is inevitable as the Berea area has reasonable lease and housing costs, competitive labor costs and uncontested access to the key transportation routes of I-75, I-64, I-65 and I-40.

While seeking retail and restaurant offerings in Berea, many citizens still have to travel to Lexington to find the stores and restaurants they desire. **As Berea pulls from a market area of ten counties with an additional population of 236,000, retail opportunities abound for businesses to provide local citizens with options to shop in their own community as well as making Berea a bigger draw among its neighboring counties.**

Recent proprietary research data showed that up to 50% of retail spending in Berea comes from residents who live outside Madison County. This spending will only

## Introduction (continued)

grow as new stores, restaurants and hotels build upon the expanding base of shopping options within the community.

The City of Berea and Madison County is a solid mix of blue-collar workers, young professionals, college students, retirees, military personnel, government and education workers, and growing families. Unemployment is below the state average of 5.7% with Madison County at 5.3% as of March 2008.

Employment is expected to be 57,000 in 2025, a dramatic increase from 27,950 in 2000. This growth estimate does not take into account major military growth initiatives at the Blue Grass Army Depot, located just north of Berea, which is projected to bring in thousands of military and civilian personnel jobs over the next fifteen years.

Local retail growth is encouraged and promoted by very active local merchants, the City of Berea, and the Chamber of Commerce with its successful “Shop Berea” each holiday season to keep retail dollars in the community to support existing businesses and attract new ones. **Berea is the home to a new area Veterans health clinic that will see approximately 150 people per day from Madison and surrounding counties. Berea will be the home to a new Lowe’s Home Center and a CVS Pharmacy to be opened late 2010 or early 2011.**

Berea offers the very best of Kentucky’s rich traditions and heritage with arts and crafts, antique shops, civil war sites, architectural and historical tours. Berea has one of the finest arts districts in the state. Berea has been named the Arts and Crafts Capital of Kentucky.

Berea, although the second fastest growing city in the state, continues to remain a “small town” at heart with a wealth of southern hospitality. Consider Berea in the heart of the Bluegrass, a rich land, rich in tradition and rich in the growth ideas of tomorrow. Berea is “always open for business”.

This document is intended to give you an overview of the retail, restaurant and lodging market conditions in Berea. Check on [www.thinkkentucky.com](http://www.thinkkentucky.com) or [www.cityofberea.com](http://www.cityofberea.com) for more information. As the market continues to evolve, opportunities abound and we look forward to hearing from you and answering your questions. Thank you for your consideration in placing Berea in your growth plan options.



# **Berea, Kentucky**

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## **Retail Development**

Retail, restaurant, lodging and development have prospered over the last few years with many more shopping opportunities for citizens within the Berea market area to frequent. Berea businesses are easy to shop with accessible locations that are convenient to visit.

Berea has plenty of opportunities for companies looking to expand their location in central Kentucky or come for the first time to this rapidly growing city. While growth opportunities exist in virtually every category, key opportunities have been identified by the City of Berea and the local Chamber of Commerce in the following categories of businesses.

- |   |  |
|---|--|
| 1. Clothing stores                        | 7. Extended stay facilities            |
| 2. Children's clothing                    | 8. Specialty casual dining restaurants |
| 3. Supermarkets                           | 9. Buffet style restaurants            |
| 4. High-school or college clothing stores | 10. Book stores                        |
| 5. Steak house restaurants                | 11. Craft/Hobby stores                 |
| 6. Specialty clothing stores              | 12. Specialty stores                   |

**Recent labor statistics data demonstrate the buying power of the county residents with approximately \$105 million dollars spent annually by citizens of Madison County in Lexington for products that in large part could be made more readily available locally.**





# Berea, Kentucky

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## Retail Market Survey

Berea businesses draw primarily from a ten county region, as retail is under-developed in the smaller communities outside of Berea. Shoppers also come from Lexington to visit Berea and Madison county tourist sites and to visit specialty retailers and craft shops.

Many shoppers prefer to visit Berea due to the lack of heavy traffic congestion, as is the case in Lexington.

Berea is the "Arts and Crafts Capital of Kentucky" and the home of the Kentucky Artisan Center at Berea one of only two in the State of Kentucky.

The result of the survey showed **that over 90% of the shoppers in the craft areas came from outside of Madison County. Over 40% of the shoppers came from outside of Madison County to visit our retail locations.** For restaurants, the number was almost identical.

To complete the auto tag survey, over 200 shoppers were personally interviewed at the Berea Wal-Mart. It was found that 40 % of the shoppers were from outside of Madison County. With increased offerings in the city, this number will increase as well.



# Berea, Kentucky

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The following is a listing of selected retail categories in the City of Berea listing both the national chains as well as local and regional merchants.

## **Auto Parts**

Advanced Auto parts  
Carquest  
Jennings Auto Parts  
O'Reilly  
A&A Auto  
D & C Auto

## **Book Store**

Robie and Robie Fine Books  
Berea Book Store

## **Building Supplies**

Tri-State Wholesale  
Hicks Lumber  
Lowe's ( 2011)

## **Carpet**

S&S Home Town Covering  
Berea Carpet Connection  
Berea Discount Carpet  
Jax Rugs

## **Clothing**

Betty's Fashions and More  
Berea Attic

Slones Inc.

Evelyn's Fashions

## **Coffee Shops**

Berea Coffee and Tea  
The Black Feather

## **Discount Retail**

Wal-Mart  
Dollar Store  
Dollar General Store  
Family Dollar  
Don's Discount  
Walgreen

## **Fitness Center**

Contours Express  
Curves  
New Energy Fitness

## **Furniture**

Berea Furniture  
Finell Furniture  
Beds and More  
Hayes Furniture

## **Gift Stores**

Berea Treasure  
Jewell box

## **Grocery**

Save-A-Lot  
Wal-Mart

## **Hardware**

Jennings Do it home Ctr.  
Ace Hardware  
Area Electric  
Carpenters  
Tractor Supply (2010)

## **Jewelers**

Berea Treasure  
Beads and Needs  
Hosfeld Jewelry

## **Pharmacies**

Berea Drug  
Knights Pharmacy  
Rite- Aid  
Wal-mart  
Walgreen



# Berea, Kentucky

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## Restaurants

Eating out is part of the American shopping experience today and Berea is no exception. Berea has over 35 restaurant, snack bars and take-out facilities serving the needs of hungry shoppers, students, and visitors to the city.

**Berea restaurants also attract a high percentage of visitors from the surrounding counties with over 50% of customers coming from outside of Madison County.** This shopping pattern is due in part because of underdevelopment of acceptable dining alternatives in their respective small towns and rural areas, but also because of shopping and related things to do in Berea.

There are over 1500 students at Berea College located in the City of Berea most of the year with a high percentage living in dorms, so there is a constant swirl of dining out occasions for these students, parents, visitors and others throughout the year. Berea being the Arts and Craft Capital of Kentucky brings thousand of visitors to Berea with a high percentage dinning out while they are there.

The restaurant listing on the next page shows the presence of national chains as well as regional and local companies that have established in Berea to ensure their share of market in this growing community.

Those listed in bold are national chains and brown denotes historical district.

The restaurants listed in bold are national or regional chain restaurants.



# Berea, Kentucky

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## Berea Restaurants

Arby's

**Boone Tavern**

**Burger King**

Casa Fiesta

China Chef

**Cracker Barrel**

**Dairy Queen**

Dinner Bell

**Domino's Pizza**

Rio Grande

Hong Kong Restaurant

**Huddle House**

**Kentucky Fried Chicken**

**Lee's Famous Recipe**

**Little Caesars Pizza**

La Casa Real

**Long John Silvers / A& W**

Artisan Center Cafe

Mariachis Mexican Restaurant

Mario's Restaurant

**McDonalds (2)**

Main Street Cafe

**Papa John's Pizza**

Papa Leno's

Pantry Restaurant

Penny Sue's Cafe

**Pizza Hut**

**Sonic Drive-In**

Smoke House Grill

**Subway (3)**

**Taco Bell**

Wanpen Thai

**Wendy's**

Black Feather



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## Lodging

Berea is serviced by a number of national lodging chains that have been built within the last ten years. However, "extended stay" facilities are in increased demand by local manufacturers.

Especially important to the success of an extended stay facility is the fact that the Bluegrass Army Depot and its military contractors are expected to hire thousands of professional and blue-collar workers over a 15-year project. Long-term stay facilities are needed to house their visiting employees and specialists. No extended stay facilities are currently located in Berea.

## Berea Motel and Hotels

Motel/Hotel	Rooms
<b>Boone Tavern Hotel</b>	<b>63</b>
Comfort Inn and Suites	60
Country Inn and Suites	60
Days Inn	60
Econolodge	42
Fairfield Inn	62
Berea Lodge	56
Holiday Motel	32
Knights Inn	80
Super 8 Motel	60

**Total: 575**



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## STUDIO ARTIST AND GALLERIES

Berea is charming college town that is home to a thriving population of potters, sculptors, and instrument makers, furniture artisans, jewelry designers, glassblowers, painters, sculptors and musicians.

Berea is a magical destination, located just off Interstate 75, it is the perfect place to spend a day, a weekend, or more.

Listed below are the many of the studio artist and galleries.

### The Berea Welcome Center

#### Old Town Artisan Village

Honeysuckle Vine  
Hot Flash Beads  
Images of Santa  
I Love my Stuff  
Jeannette's Jewelry  
Top Drawer Gallery  
Hosfeld Jewelry  
Weavers Bottom  
The Glass Studio  
Music Maker  
Gastineau Studio  
Fish Wisdom Beads  
Haley Daniels  
Berea Fudge Shoppe

### Chestnut Street

Mitchell Tolle Studio and Gallery  
PeaceCraft  
Robie and Robie

### College Square

Fireside Gallery  
The Gallery  
Appalachian Art & Crafts and Quilt Shop  
Warren A. May  
The Blue Tail Fly  
The Promenade Gallery  
Gallery 103  
The Log house Craft Gallery

### Area Studios

Tater Knob Pottery  
Martin Studio





# Berea, Kentucky

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## POPULATION AND DEMOGRAPHICS Madison County and Market Service Area

Berea and Madison County are one of the fastest growing areas in the State of Kentucky and Madison County is the second largest market in the Bluegrass Region. Berea has a growing base of retail businesses, but there are plenty of opportunities for profitable growth for retailers, restaurateurs, and lodging chains wanting to take advantage of the current and projected growth in the community.

### Population for Berea market Area

County	1990	2000	Increase
<b>Kentucky</b>	<b>3,686,892</b>	<b>4,041,769</b>	<b>10%</b>
<b>Madison</b>	<b>57,508</b>	<b>70,872</b>	<b>23%</b>
Clay	23,287	24,821	06%
Estill	14,614	15,307	05%
Garrard	11,579	16,163	28%
Jackson	11,955	13,495	13%
Laurel	43,438	52,715	21%
Lee	6,911	7,786	08%
Lincoln	20,096	23,361	16%
Owsley	3,981	4,749	02%
Rockcastle	14,803	16,582	12%
	<b>208,172</b>	<b>244,480</b>	<b>18%</b>



## **Berea, Kentucky**

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### **POPULATION AND DEMOGRAPHICS Madison County and Market Service Area**

#### **Earnings by place of work for Kentucky Counties**

<b>Area Name</b>	<b>Total Earnings</b>
Kentucky	68,645,875
<b>Madison</b>	<b>1,515,810</b>
Clay	316,020
Estill	245,765
Garrard	311,475
Jackson	160,388
Laurel	979,655
Lee	397,021
Lincoln	401,085
Owsley	340,817
Rockcastle	248,182



# Berea, Kentucky

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## POPULATION AND DEMOGRAPHICS Madison County and Market Service Area

### Population Projections for Kentucky Counties Census Projections

County	2000	2005	2010	2015	2020	2025	2030
Kentucky	4,041,769	4,246,743	4,442,374	4,640,916	4,843,219	5,043,016	5,235,685
<b>Madison</b>	<b>70,872</b>	<b>77,378</b>	<b>83,629</b>	<b>89,741</b>	<b>96,102</b>	<b>102,500</b>	<b>108,732</b>
Clay	24,586	24,503	24,376	24,441	24,167	24,068	23,954
Estill	15,307	15,730	16,048	16,283	16,424	16,460	16,373
Garrard	14,792	16,943	19,251	21,840	24,683	27,722	30,920
Jackson	13,495	14,504	15,490	16,492	17,460	18,368	19,209
Laurel	52,715	58,091	63,370	68,810	74,334	79,783	85,088
Lee	7,916	7,995	8,081	8,220	8,298	8,333	8,327
Lincoln	23,361	25,450	27,520	29,709	32,012	34,336	36,637
Owsley	4,858	4,799	4,810	4,866	4,870	4,873	4,863
Rockcastle	16,582	17,680	18,723	19,716	20,622	21,530	22,299
	<b>244,484</b>	<b>263,073</b>	<b>281,298</b>	<b>300,118</b>	<b>318,972</b>	<b>337,973</b>	<b>356,402</b>

Source Kentucky State Data Center



# Berea, Kentucky

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**MARKET AREA POPULATION BY AGE AND SEX: 2000**  
**Source: US Census Bureau, 2000 Census of Population and Housing –**  
**Kentucky, Profiles of General Demographic Data, May 2001.**

	Total	Total Male	Total Female	Under 5	5-19	20-24	25-34	35-44	45-54	55-59	60-64	65+	Med Age
Kentucky	4,041,769	1,975,368	2,066,401	265,901	847,743	283,032	568,108	642,665	556,932	204,483	168,112	504,793	35.9
<b>Madison</b>	<b>70,872</b>	<b>34,208</b>	<b>36,664</b>	<b>4,505</b>	<b>14,788</b>	<b>9,541</b>	<b>10,808</b>	<b>10,053</b>	<b>8,591</b>	<b>3,190</b>	<b>2,463</b>	<b>6,933</b>	<b>30.7</b>
Clay	24,660	13,062	11,598	1,394	5,511	1,590	3,938	4,062	3,284	1,192	1,160	2,529	34.6
Estill	15,307	7,410	7,897	922	3,184	977	2,155	2,308	2,078	886	735	2,062	36.7
Garrard	14,792	7,724	7,518	904	3,081	813	2,055	2,516	2,012	838	644	1,929	37.1
Jackson	13,495	6,654	6,841	893	3,023	922	1,921	2,044	1,813	661	621	1,597	34.9
Laurel	52,715	25,765	26,940	3,738	11,061	3,452	7,621	8,428	7,324	2,782	2,267	6,042	35.5
Lee	7,916	4,136	3,780	411	1,593	503	1,163	1,239	1,091	404	377	1,135	37.4
Lincoln	23,361	11,463	11,898	1,580	4,962	1,409	3,310	3,641	3,020	1,249	1,139	3,051	36.0
Owsley	4,858	2,451	2,407	268	1,059	297	599	714	668	295	227	731	38.2
Rockcastle	16,582	8,201	8,381	993	3,456	1,062	2,432	2,535	2,215	898	795	2,196	36.3
	<b>244,558</b>	<b>121,074</b>	<b>123,924</b>	<b>15,608</b>	<b>51,718</b>	<b>20,566</b>	<b>36,002</b>	<b>37,540</b>	<b>32,096</b>	<b>12,395</b>	<b>10,428</b>	<b>28,211</b>	



# Berea, Kentucky

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## POPULATION BY RACE FOR U.S. KENTUCKY AND KENTUCKY COUNTIES: 2000

Source U.S. Census 2000 redistricting Data (Public Law 94-171) Summary

Area	Total	White	Black or African American	Asian	Some Other Race	Two or More Races	Non- White	Percent Non- White	Hispanic or Latino	Percent Hispanic
Kentucky	4,041,769	3,640,889	295,994	29,744	22,623	42,443	400,880	9.9	59,939	1.5
<b>Madison</b>	<b>70,872</b>	<b>65,918</b>	<b>3,150</b>	<b>510</b>	<b>240</b>	<b>843</b>	<b>4,954</b>	<b>7.0</b>	<b>685</b>	<b>1.0</b>
Clay	24,660	23,063	1,178	29	56	175	1,597	6.4	333	1.3
Estill	15,307	15,165	17	9	9	75	142	0.9	81	0.5
Garrard	14,792	14,163	453	6	64	87	629	4.3	195	1.3
Jackson	13,495	13,383	7	2	6	70	112	0.8	72	0.5
Laurel	52,715	51,484	331	182	44	476	1,231	2.3	291	0.6
Lee	7,916	7,528	300	8	5	52	388	4.9	29	0.3
Lincoln	23,361	22,454	592	23	88	169	907	3.9	208	0.9
Owsley	4,858	4,848	5	2	1	26	38	.1	35	0.7
Rockcastle	16,582	16,385	23	21	7	105	197	1.2	102	0.6
<b>Total in</b>										
<b>Mkt Area</b>	<b>244,558</b>	<b>234,391</b>	<b>6056</b>	<b>792</b>	<b>520</b>	<b>2078</b>	<b>10195</b>		<b>2031</b>	



# Berea, Kentucky

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## BUILDING AND SITES

Berea has an excellent selection of prime locations for retail, restaurants and lodging, both developed and undeveloped in the city. Both exit 76 and 77 have growth potential as well as other areas of Berea.

Due to constant change in properties coming on and off the market, it is not possible to list all the properties in this booklet and keep the list up to date. Please call for an up to date listing of available property in Berea.

## REGULATIONS AND PERMITS

Other local regulations/permits may apply. Please call the City of Berea for additional development details.

### Kentucky Public Protection and Regulation Cabinet

Department of Housing, Building and construction

Permitting Information: <http://www.state.ky.us/agencies/cppr/dhbc/>

Typical building permits	Responsible Division	Time Frame (Days)
Site Plan	City of Berea	45
Minor Plats	City of Berea	15
Development Plans	City of Berea	45
Plumbing Plans	State Plumbing Inspector	30-60
Fire Protection	Berea Fire Department	30
Zoning Change	City of Berea	60





# Berea, Kentucky

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## UTILITIES AND TAXES

### Local Government

**Berea** 859-986-8528  
Mayor, eight council members,  
City Administrator

**Madison County**  
County Judge and four Magistrates

### Property Taxes 2000 (Tax Rates per \$100 Assessed Valuation)

	City	County	School	State	Total
Land /Buildings	0.10	0.222	0.488	0.136	1.098
Tangibles	0.10	0.261	0.504	0.450	1.315
Inventory	0.10	0.261	0.504	0.500	1.365
Cars/Boats	0.10	0.248	0.558	0.450	1.356

### Utilities

#### Electric Power

Berea Municipal Utilities  
859-986-4391 Berea City of Berea

Blue Grass Energy Cooperative  
859-885-4191

#### Water

Berea Municipal Utilities  
859-986-4391

Southern Madison Water District  
859-986-942

#### Natural Gas

Delta Natural Gas Co.  
859-986-4292

#### Solid Waste Disposal

Rumpke of Kentucky  
859-986-3045

#### Sewer

Berea Municipal Utilities  
859-986-4391

#### Recycling

Rumpke of KY 859-986-8083



# Berea, Kentucky

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## Transportation and Communication

### Air

#### Commercial Airport

Bluegrass Airport (Lexington KY)  
Runways 3,500 ft. & 7,000 feet  
Airlines: Delta, US Air, ASA, United  
Express, ComAir, Northwest Airlines,  
and Continental Express.

#### Local Airport

Madison County Airport (Berea) 859-986-3913  
Runway 5,000 (2008) with turn around  
Local flights available upon request.

### Railroad

Served by CSX with mainline rail service

### Motor Freight

Interstate: I-75 with two interchanges – Highways: U.S. 25 and 421 – State Roads 21 and 595 – Motor Carriers :29

## Communications

### Telephone

Windstream [www.windstream.com](http://www.windstream.com) 800-347-1991

### Radio Stations

WKXO AM 859-985-1500  
WCBR FM 859-985-1500

### Newspaper

#### Local

Berea Citizen 859-986-0959  
(Circulation 6,200)  
Richmond Register 859 623-1669  
(Circulation 8,200)

#### Regional

Lexington Herald – Leader 800-274-7355  
(Circulation Mon-Thur 115,000 F-S-S 148,000)

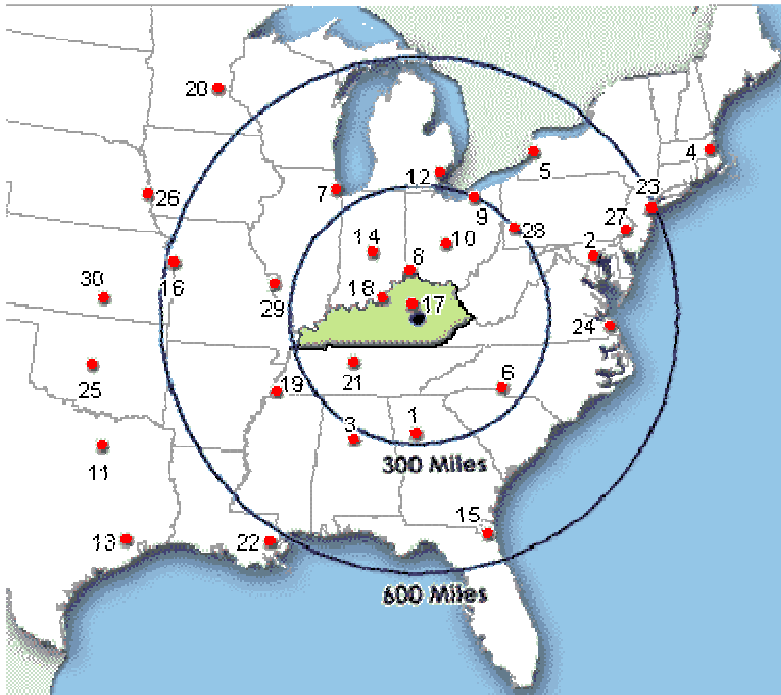
### Cable TV

Time Warner 986-7277  
5 local TV stations broadcast from  
Lexington with coverage area that  
includes most of the Market area.



# Berea, Kentucky

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## Percent of U.S. Within 600 Miles of Berea

### Population

54%

### Personal Income

53%

### Retail Sales

51%

### Manufacturing

Employment  
60%

	City	Miles		City	Miles		City	Miles
1.	Atlanta, GA	344	11.	Dallas, TX	871	21.	Nashville, TN	211
2.	Baltimore, MD	552	12.	Detroit, MI	381	22.	New Orleans, LA	732
3.	Birmingham, AL	389	13.	Houston, TX	1,056	23.	New York, NY	720
4.	Boston, MA	934	14.	Indianapolis, IN	229	24.	Norfolk, VA	598
5.	Buffalo, NY	556	15.	Jacksonville, FL	680	25.	Oklahoma City, OK	870
6.	Charlotte, NC	364	16.	Kansas City, MO	623	26.	Omaha, NE	934
7.	Chicago, IL	411	17.	Lexington, KY	40	27.	Philadelphia, PA	654
8.	Cincinnati, OH	122	18.	Louisville, KY	113	28.	Pittsburgh, PA	412
9.	Cleveland, OH	368	19.	Memphis, TN	422	29.	St. Louis, MO	374
10.	Columbus, OH	225	20.	Minneapolis, MN	822	30.	Wichita, KS	823



# **Berea, Kentucky**

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## **QUALITY OF LIFE**

Berea is many things to many people; we are a College town, growing community, and a manufacturing hub providing jobs for surrounding communities, retail shopping, as well as being the "Arts and Crafts Capital of Kentucky". To our north is the Blue Grass Army Depot, which has been a stable part of Madison County for decades and will continue to be a multi-million- payroll contributor to the local economy over the next 15 years bringing many new people to the region. Berea being the "Arts and Craft Capital of Kentucky" tourism is strong in the county with many unique artists to pull regional as well as out of state travelers into the city and county.

The following are some of the main attributes that support a good quality of life in the fastest growing area in the Bluegrass Region of Kentucky.

## **EDUCATION**

### **Universities**

**Berea College** 859-985-3000

[www.berea.edu](http://www.berea.edu)

Accreditation: Southern Assn.  
Of Colleges and Schools  
Enrollment 1500

**Eastern Kentucky University** 859-622-2106

[www.eku.edu](http://www.eku.edu)

Degree Programs 240+  
Accreditation Southern Assn. of Colleges and  
Schools Enrollment 15,500

### **Public Schools**

**Berea Independent School** 859-986-8446

[www.berea.k12.ky.us](http://www.berea.k12.ky.us)

K through grade 12.  
Enrolment 1050

**Madison County Public Schools**

859-624-4500 [www.madison.k12.ky.us](http://www.madison.k12.ky.us)

Enrollment K – 12 15,000



# Berea, Kentucky

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## RECREATION

### Baseball/Softball

Berea Community Park  
Berea College Fields

### Basketball Courts

Berea Community Park  
Berea College

### Horseback Riding

Arrowhead Training Center  
Whistle Stop Stables

### Horseshoes

Berea Community Park  
Berea College Campus

### Fishing

Owsley Fork Lake

### Picnic Area

Owsley Fork Lake  
Berea Community Park  
Memorial Park  
Berea College Campus  
Chestnut Street Square Park

### Skating

Club Arena

### Soccer

Berea Community Park  
Light House Park  
Harrison Road Fields  
Berea Community School  
Berea College Campus

### Tennis Courts

Berea Community Park  
Berea College Campus

### Golf Courses

Berea Country Club  
Battlefield Golf Course  
Bluegrass Army Depot

### Walking/Fitness Trails

Berea master plan of walking trails  
595 Walking trail  
Berea College Fields  
Berea Community Park  
Indian fort mountain hiking trails  
Berea College cross-country hiking trails



# Berea, Kentucky

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## Parks & Recreation







## Berea, Kentucky

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### **COST OF LIVING (ACCRA) DATA**

Composite Index.....	99.3%
Housing.....	94.6%
Grocery Index.....	91.7%
Utilities.....	89.1%
Transportation.....	91.9%
Health Care.....	99.6%

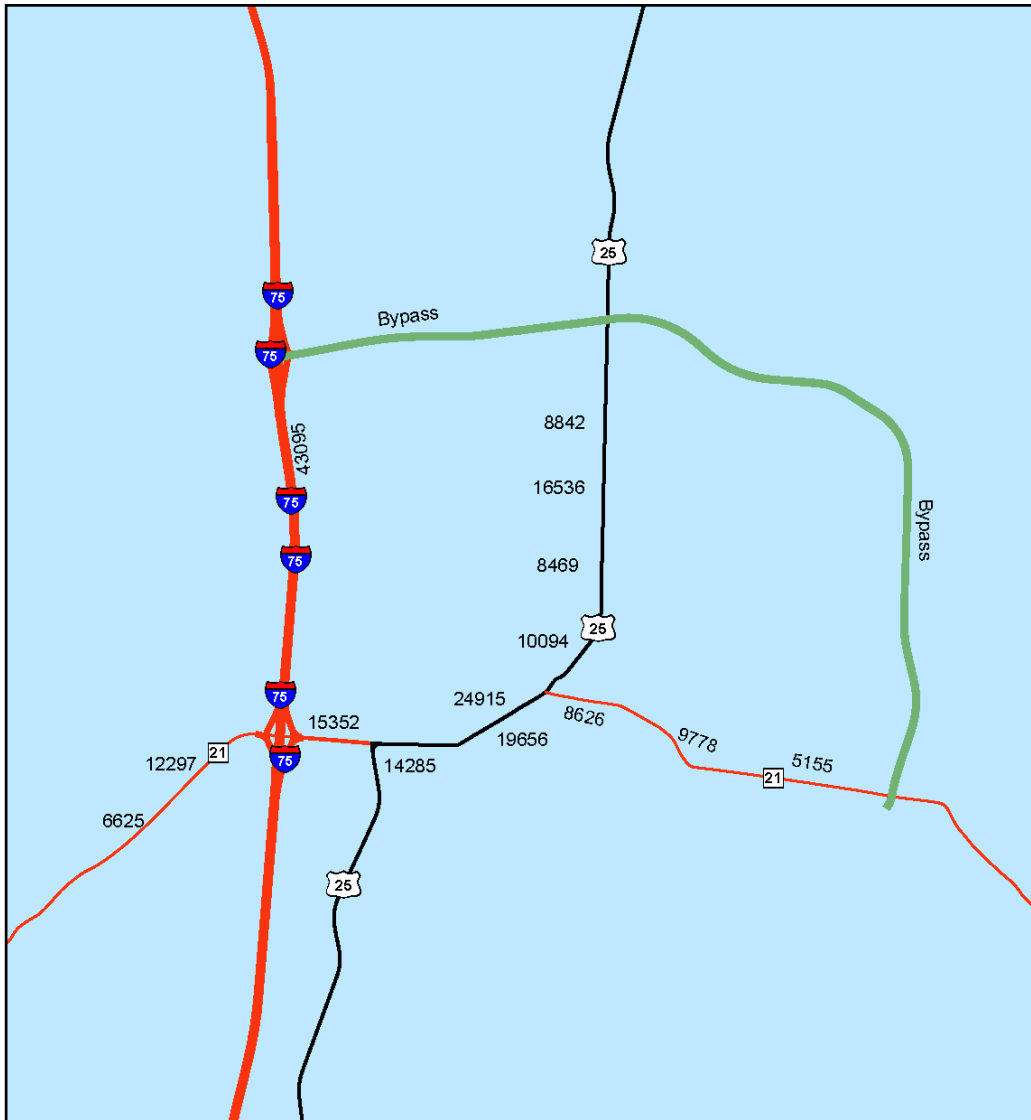
\*Source is the American Chamber of Commerce Researchers Association for The Lexington, KYMSA, Indexed to the U.S. Average.

### **CLIMATE**

Normal (117 year record).....	55.2 degrees (F)
Average annual (2006).....	56.3 degrees (F)
Recorded High .....	103 degrees (F)
Recorded Low.....	-21 degrees (F)
Normal annual rainfall.....	45.9 inches
Mean annual snowfall.....	15.7 inches
Prevailing winds.....	South

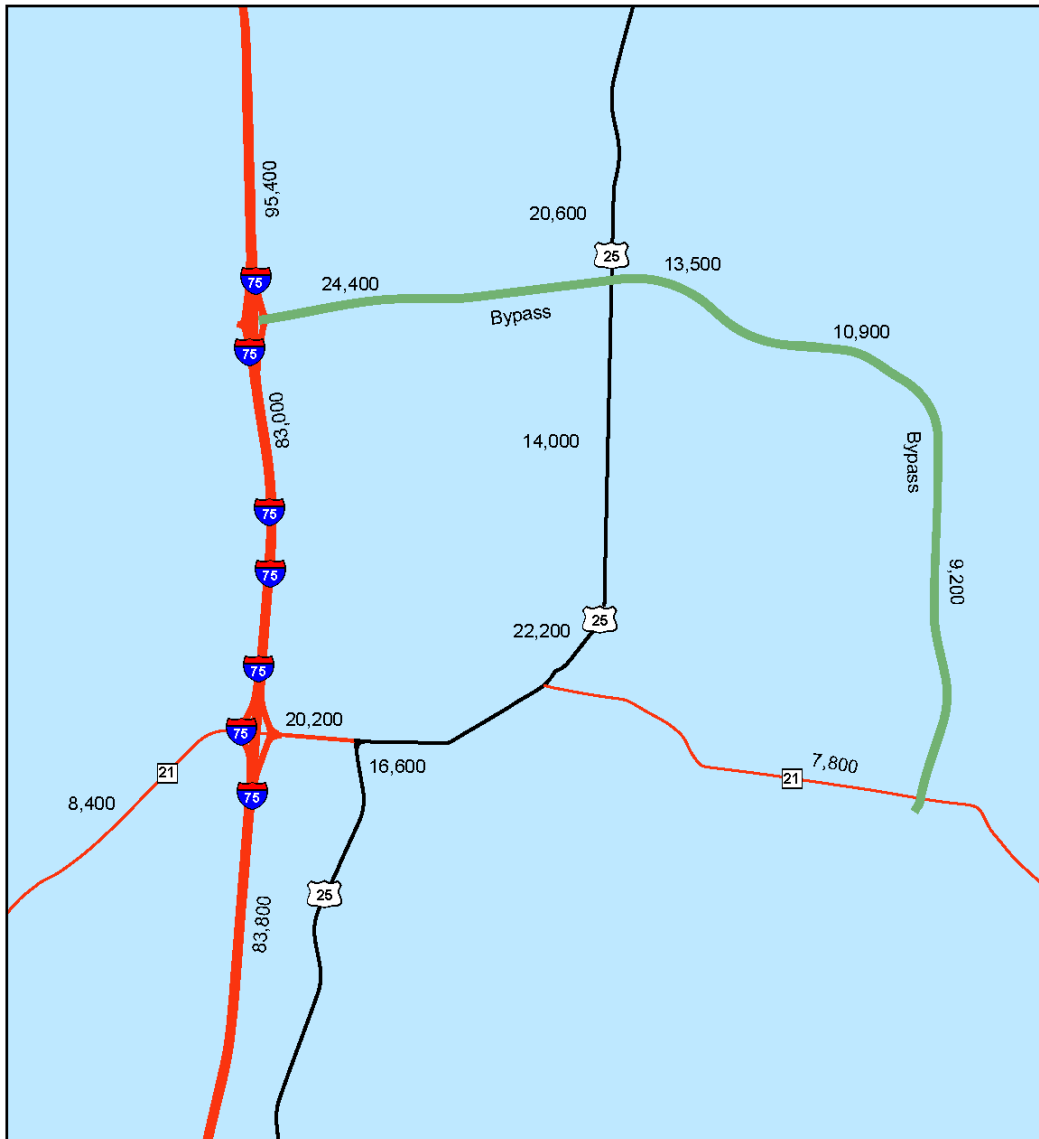


## Existing Berea Levels of Service



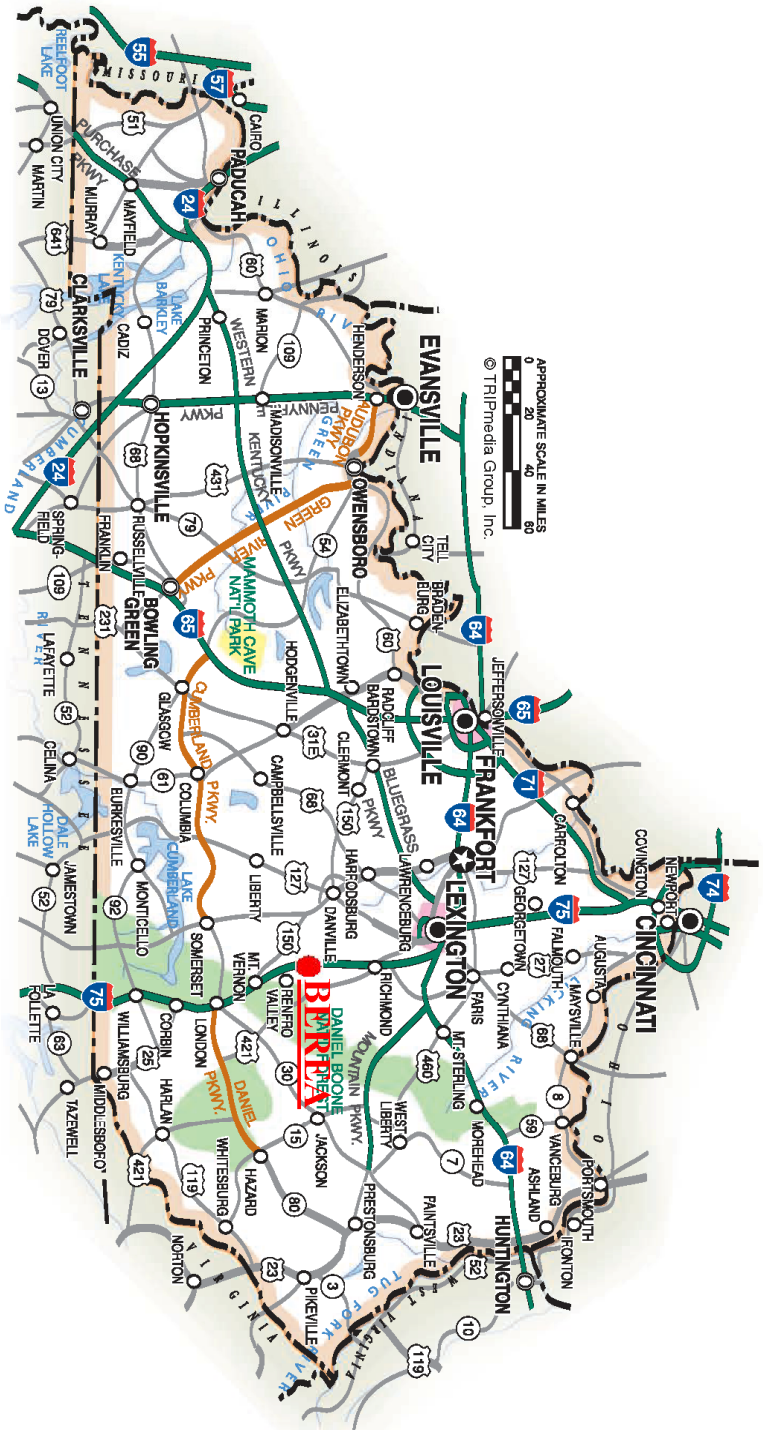


## Year 2025 Levels of Service Analysis Berea



## Map of KY with Major Arteries

### Kentucky



For more maps, please visit [www.TRIPinfo.com](http://www.TRIPinfo.com)