



ROCKETOWN

MUHLENBERG COUNTY

Letter from the Founder

Dear Friends and Neighbors of Muhlenberg County,

I'm reaching out with a heart full of gratitude and a dream—bringing Rockettown to your community.

When I started Rockettown in Nashville back in 1994, it was all about creating a safe, welcoming space where teens could feel loved, supported, and hear the hope of Christ through music and friendship. What began as a small concert venue has grown into a lively teen center where kids skate, make music, play e-sports, and find their purpose, surrounded by people who care. Seeing young lives transformed has been one of my greatest joys.

I've heard about your deep faith, strong family values, and the way you support one another. I've also heard the desire for more—a place where teens can grow, connect, and navigate today's challenges. Rockettown isn't just a building; it's a partnership, a place where young people can discover their gifts and step into their potential. This is more than filling a gap; it's about launching the next generation into a future full of hope.

Muhlenberg already reflects so much of what Rockettown stands for: love, community, and investing in the next generation. Together, we can create something that honors your roots while giving your teens a future to chase. Your prayers, ideas, and passion will make this possible, and I'd be honored to take this journey with you.

Thank you for dreaming with me. I can't wait to see what God does through us together.

With gratitude,

A handwritten signature in black ink, appearing to read "Michael W. Smith". The signature is fluid and cursive, with a large initial "M" and "S".

Michael W. Smith
Founder, Rockettown

Why **Muhlenberg County**?



Rockettown is a **vibrant space for youth to connect, grow, and shape the future.** With a strong community foundation, it serves as a central hub where teens can shine, develop their potential, and make a positive impact. In a county where 46% of youth live in low-income households, Rockettown offers crucial support and opportunities for growth.

Kentucky's Afterschool Alliance reports that for every student in an afterschool program, three more would participate if there was program availability. Expanding programs can keep students engaged and out of trouble during the high-risk hours of 2-6 PM, **ensuring more young people have access to opportunities that help them thrive.**



For more than thirty years, Rockettown has been a cornerstone for teens, offering a **safe space to explore their passions, build meaningful relationships, and develop essential life skills.** This facility will not only offer a refuge from negative influences and societal pressures, but also serve as a center for creativity, learning, and spiritual growth.

Sources:

U.S. Census Bureau, 5-Year American Community Survey Estimates, Table B17024;
Afterschool Alliance. (2020). America after 3PM: Demand grows, opportunity shrinks.

Igniting Possibilities for Muhlenberg County Teens

Inspiring Mentors for Teens

A statewide study conducted by the University of Kentucky identified youth development as one of the state's top needs. This highlights the need for a space where teens can both cultivate their unique gifts and talents and be inspired to grow into leaders within their community, supported by mentors who can help them navigate life's challenges and reach their full potential!

Support for Students

Rocketown provides guidance, encouragement, and caring staff- empowering young people to succeed. According to recent studies, many students benefit from additional support in foundational academic skills like math proficiency. Rocketown is ready and equipped to serve in this area and beyond.

Opportunities for Creativity and Growth

Rocketown will offer Muhlenberg County teens a safe space to create, connect, and grow in faith. With top-tier facilities and mentorship, it fosters leadership and purpose. In a county where over 1 in 5 youth face economic challenges, Rocketown empowers the next generation to thrive.

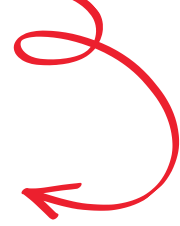
Muhlenberg County's teens are full of potential, and Rocketown is here to spark their growth with **inspiring possibilities and dedicated support. Its vibrant space and caring mentorship turn challenges into **opportunities for a brighter future**.**

Sources:

University of Kentucky's Cooperative Extension Statewide Community Needs Assessment; Kentucky Department of Education, School Report Card data; U.S. Census Bureau; 2018-2022 American Community Survey; Bowen Nation Research



Project Overview



Our mission is to offer hope and change futures through Christ's love, making Rocketown a valuable addition to Muhlenberg. In a world full of distractions, Rocketown would be a place where teens find acceptance, purpose, and encouragement through meaningful relationships.

We propose launching **Rocketown in Muhlenberg County**, a facility with a proven track record of transforming the lives of young people through positive experiences in the arts, recreation, and entertainment. Rocketown's success in Nashville, where it has become a beacon of hope and opportunity for thousands of teens, demonstrates its potential to make a profound impact on Muhlenberg County community as well.

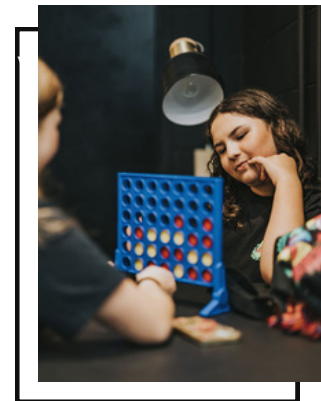
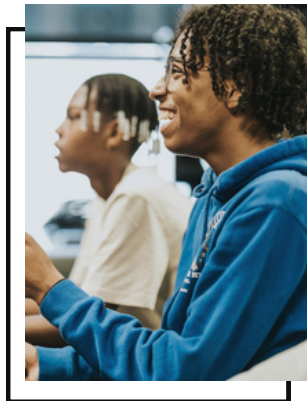
By aligning with Muhlenberg's values and goals, Rocketown can provide a safe, supportive space where youth feel they belong. This proposal outlines how Rocketown can meet the community's needs and why Muhlenberg County is the perfect place for it.

Mission

A place for all young people that offers hope and changes futures through Christ's love.

Vision

To be the place of peace, purpose, and possibilities for youth.



The Approach

Offering hope, together.

ATTRACTION BASED MODEL

Rocketown's approach is an "attraction-based" model, designed to engage teens through activities they are naturally drawn to. This attraction-based strategy is not just about providing entertainment; it's about meeting teens where they are, tapping into their passions, and using these interests as a gateway to deeper engagement, mentorship, and the hope of Christ. By drawing teens in through activities they love, Rocketown creates meaningful connections that can guide them toward stronger sense of belonging within their community.

FORMING SUPPORT NETWORKS

Our desire is to grow and thrive by engaging local leaders, parents, and volunteers in similar support networks. By doing so, Rocketown not only builds a strong base of financial and operational support but also fosters a sense of ownership among community members.



LONG-TERM COMMITMENT

The establishment of Rocketown in Muhlenberg County is not just about building a facility; it's about creating a sustainable, long-term resource for the youth in the community. With the community's strong support, this project has the potential to benefit generations to come. The initial enthusiasm from residents and the leadership's commitment to creating a positive impact will provide a solid foundation for Rocketown's success in Muhlenberg County.

COMMUNITY-DRIVEN PROGRAMMING

Rocketown is designed to meet the specific needs of the communities we serve. In Muhlenberg County, we can develop programs that directly address the interests and concerns of local residents, whether it's through arts and music programs, sports leagues, or job readiness training. This community-driven approach not only ensures that Rocketown will meet the real needs of Muhlenberg County but also will create a deep, ongoing connection with the people it serves.



At Rocketown, we're inspired by the remarkable spirit of Muhlenberg County. We see a community that cherishes its youth, embracing the vital role of providing them with the strongest foundation for a bright and promising future.

We're encouraged by the dedication of parents, educators, and leaders in Muhlenberg County, who are passionately committed to shaping a vibrant future for every child, offering them the support, inspiration, and opportunities to flourish.

So, why Muhlenberg County? Because this is a community that understands the importance of investing in its future, and we would be *honored* to be a part of that journey with you.

Together, we can create even more opportunities for the young people of Muhlenberg County to shine, learn, and lead in ways that will benefit the entire community for years to come.



 **ROCKETTOWN**