



Main Street Monday!

October 20, 2015

Happenings Around the State



Wishing you could find some funding to help improve your favorite local stream, river or lake? Are you located in the Kentucky River Basin? If so, please consider applying for a Kentucky River Authority Watershed Grant. Applications are being accepted until November 16, 2015.

In 2003, the Kentucky River Authority (KRA) initiated a Watershed Grant Program to provide financial assistance to organizations within the Kentucky River Basin. These grants encourage local interest in protecting water quality by funding watershed education, water quality sampling or water quality improvement activities. Grants of up to \$3,000 have been provided to recipients annually.

Grants are awarded to legal non-profit organizations, such as schools, city/county agencies, environmental groups, youth organizations, etc. with an interest in:

- Educating the public or students about local water quality status;
- Improving water quality of local streams, rivers or lakes;
- Encouraging appreciation and use of community water resources.

Completed [grant applications](#) are due no later than November 16, 2015. They should be submitted to Malissa McAlister at mmcalister@uky.edu. You may also direct any questions about the grant program to this email address.

Did you miss the Commemoration?



If you didn't get an opportunity to visit Perryville during our 2015 Downtown Commemoration and Reenactment then visit our [Facebook page](#) to check out our photos and videos. Also check out this [wonderful blog post](#) by Pam Wright, assistant director of the Danville-Boyle County Convention and Visitors Bureau, which features photos from the down-

I will be out of the office tomorrow afternoon for the Kentucky Heritage Council Council meeting in Frankfort.

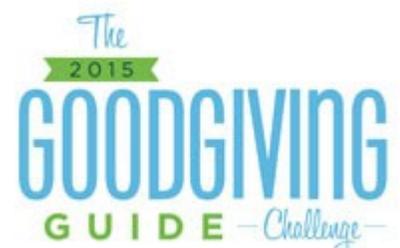
Danville Preservation Conference featuring Daniel Carey begins tomorrow. Vicki Birenberg and I will be out of the office on Wed. afternoon and all day Thursday for this event.

Wait – what's coming?

It's mid-October, and that means that we're less than a month away from one of Central Kentucky's best events – the Bluegrass Community Foundation and Smiley Pete Publishing's GoodGiving-Guide Challenge.

If you haven't experienced it before, the GoodGivingGuide Challenge is an awesome six-week campaign aimed at raising awareness of, engagement with, and funding for the many amazing non-profits providing critical services in the bluegrass. This year's Challenge will begin at 9 a.m. on November 13th and run through December 31st at 11:59 p.m.

UPCOMING EVENTS



Small Is the Next BIG Story in Retail

The nation's highest-potential shoppers are turning away from the mall and back to 'Main Street'

Macy's just announced it will be closing 35-40 stores in 2016. This will likely mark the slow, steady progression toward death for the malls to which those stores are attached. But maybe the closure of these Macy's stores are a symptom of a deeper problem in the mall shopping experience, not the cause of the malls' failure.

Today shopping malls are becoming 21st-century ghost towns. Since 2010, more than two dozen enclosed shopping malls have closed, and an additional 60 are on the brink. By 2025, an estimated 15% or more malls will be closed or repurposed, according to projects by Green Street Advisors.

While mall owners blame the trend on the closing of anchor stores, like Macy's, the real reason behind the demise of malls is that shoppers, especially the high-potential affluent customers, have lost interest.

Today, the sameness and ubiquity of the big-box store experience is beginning to show fatigue. Walk through any of the nation's 1,000 or so enclosed malls and you might notice they all look much the same.

Filled with the same stores offering the same merchandise at the same 'sale' price, it's too much of the same thing. Consumers are beginning to look for something new and different and finding it on 'Main Street' not in the malls.

Shoppers are abandoning malls and coming back to Main Street

Main Streets and the independent retailers that thrive there are on the cutting edge of a new shift in retailing. While the Great Recession took out a wide swath of retailers -- economic natural selection at work -- the successful retailers that remain represent, by and large, the best and brightest. They have come through the worst and emerged onto the other side stronger, smarter and more resilient.

Specialty retailers need to target the affluent customers in their communities. While the middle class lost its spending power in the recession and has yet to recover, the affluent, especially the HENRY (high-earners-not-rich-yet) mass-affluent who are the new mass-market customers with discretion, have the incomes on which specialty independent retailers rely.

The HENRYs are passionate about fulfilling their desires in smaller shops where they know store owners and staff. They tend to demand to be treated with a high level of personal service, and expect a differentiated, experiential sell.

Over the next 10 years, independents will thrive as multi-generational customers cut back on the one-size-fits-all approach of mass retail and the sameness that it engenders. Customers will seek these smaller stores for a variety of reasons, based on their socio-economic, psychographic and demographic outlooks. As a result, growth at mass will slow down and profits will shrink.

The next decade will see a great winnowing down, restructuring, and right sizing of mass-market retail, which will give a new opportunity to independent specialty retailers.

Quoted from Pam Danziger & Unity Marketing Blog

Membership Renewal Announcement

First notices for membership renewal will now be delivered via email. These notices will be sent to the primary email address we have on file for your organization three months prior to your membership expiration date. You will still receive paper notices in the mail one and two months before expiration. If you have any questions or need to update your primary email address, please email us at mainstreet_membership@savingplaces.org

Silver bullets of walkable places.

Side walk cafes are the “single most powerful tool we can use to enhance people’s desire to walk in a place,” according to Steve Mouzon of *Better! Cities & Towns*. In his recent [blog post](#), Mouzon shares four design considerations for sidewalk cafes, which he describes as “both cause and effect of places we want to walk.” And, they are: traffic speed, bollards, planters, and on-street parking.

A facelift in downtown Georgetown. This building housed Lair and Oldham clothing for many years and most recently was the home of Central KY Antiques. It is one of the last facades to be completed on Georgetown’s Main Street. The city has been quite a buzz with this and many other projects.



FY 2016 Brownfield Grant Guidance Announced—Due Dec. 18, 2015

Guidance for the FY 2016 U.S. Environmental Protection Agency (EPA) Brownfield Grants is available at the links below. Applications must be submitted through grants.gov this year. Check out the EPA's [grants.gov tip sheet](#).

[Assessment](#)

[Cleanup](#)

[Revolving Loan Fund](#)

Guidance and more valuable information, including Frequently Asked Questions, will be posted on the EPA Brownfield funding page soon and can be found at <http://www2.epa.gov/brownfields/apply-brownfields-grant-funding>. [Grant Writing Resources](#) including checklists, sample support letters and successful grant applications can be found on the Kentucky Brownfield Redevelopment Program website at <http://dca.ky.gov/brownfields/Pages/grantwritingresources.aspx>.

If you are interested in submitting a grant, you **must have a letter of support** from the state program. Contact amanda.lefevre@ky.gov or herb.petitjean@ky.gov for more information.

Grant Review

The Brownfield Redevelopment Program will be holding its annual grant review party to help applicants strengthen their applications. Participants will bring several copies of their grants for review and will leave with feedback from program staff, consultants and peers. There is no charge for this event.

Brownfield Grant Review Party
Friday, Dec. 4, 2015
9:30 a.m. to 2:30 p.m. (EST)
[300 Fair Oaks Lane](#)

Frankfort, KY 40601
Conference Rooms 301B and 301C

You must register to attend. Contact Amanda LeFevre at 800-926-8111 or envhelp@ky.gov to register.

The program will also be offering individual grant reviews either by teleconference or by appointment at our office. To set up an appointment, contact [Amanda LeFevre](#) or [Herb Petitjean](#) by e-mail or by phone at 800-926-8111.

Informational Resources

The following resources can provide some good stats and data for your application.

U.S. Census Bureau www.census.gov

Kentucky State Data Center <http://ksdc.louisville.edu/>

National Clandestine Laboratory Register <http://www.justice.gov/dea/clan-lab/clan-lab.shtml>

Disaster Declarations <http://www.fema.gov/disasters>

Bureau of Labor Statistics <http://www.bls.gov/eag/eag.ky.htm>

Annie E. Casey Foundation <http://www.aecf.org/work/kids-count/>

America's Health Rankings <http://www.americashealthrankings.org/>

The U.S. Environmental Protection Agency's Urban Waters Small Grants

The EPA is soliciting proposals from eligible applicants for projects that will advance the EPA's water quality and environmental justice goals. Proposed projects will address urban runoff pollution through diverse partnerships that produce multiple community benefits, with emphasis on underserved communities. Visit our [Urban Waters Small Grants website](#) for details on the Request for Proposals (RFP) including eligibility criteria. **Proposals must be submitted by Nov. 20, 2015.**

Urban Waters Small Grants Information Session

Join the EPA on Thursday, Oct. 22, for a webinar to learn and ask questions about this RFP and how your community or organization can get involved! [Click here to register](#) for the Urban Waters Small Grants Information Session.

Kentucky Environmental Justice Workshop—Oct. 30, 2015

The EPA is hosting a **no-cost** Environmental Justice (EJ) workshop for various stakeholder groups in Kentucky. The workshop will provide attendees with fundamental knowledge of EJ, best practices for addressing EJ concerns, benefits of considering EJ throughout the decision making process, community engagement techniques and effective stakeholder communication.

Who should attend? Environmental regulators, industry representatives, city administrators, public officials, educators and community members

What will you learn? Why you should consider EJ in decision making, policy development, etc.; innovative ways of community engagement; how to prepare for stakeholder engagement; how to get involved in the regulatory process; and what opportunities there are for community involvement. You must [register](#) for this event

Guess who was in the Daniel Boone parade, none other than Daniel Boone's great nieces!



Happy Birthday to Julie Wagner, Harrodsburg on the 22nd!



The wait is finally over! Beginning in January you can become a Certified Main Street director through the NMSC.

We are pleased to announce that in January 2016 we will be launching the Main Street America Institute (MSAI), our targeted professional development training program aimed to equip Main Street leaders with the tools they need to lead results-oriented and place-based community revitalization organizations. Building upon the framework of the original Main Street certification program that went on hiatus in 2008, the new and enhanced Institute will offer a comprehensive, intensive, and yet convenient curriculum structure that will support Main Street professionals' career development and growth through lifelong learning opportunities. **Please stay tuned for more information regarding application requirements, curriculum, and course schedule in the October 23rd edition of *Main Street Weekly*.**