



Main Street Monday!

April 27, 2015

Happenings Around the State



Not saying good-bye, only see you soon to Nancy Griffin in the city of LaGrange. Nancy has taken the position as the

With the Chamber of Commerce. She will still be involved in the Main Street program and will help with the transition when a new director is in place. She can now be reached at ngriffin47@hotmail.com 859-494-9975 We send our best wishes to her in her new position.



In honor of the Kentucky Derby this week's front page is Red for the Roses.

Since it is the beginning of our tourist season in KY I have included some information from the Ohio Travel department webinar from a week or two ago regarding tourism and how Main Street can take advantage of tourist. It begins on page 5.

Enjoy a Julep & may your horse win!!!

Toot Your Horn!



National Preservation Month begins on Friday! The KHC will focus on Main Street the week of May 18-22. Please let Diane and I know what activities you are doing in your communities so that we may share around the state and get on our heritage.ky.gov web-site! You may contact Diane at diane.comer@ky.gov

Don't forget!

START EACH DAY WITH A POSITIVE THOUGHT

BUY SELL TRADE

Fun! Inflatables! Food!



Main Street, Downtown Carrollton

Saturday, May 9, 2015
9 am - 3 pm

10' x 10' booth spaces with FREE Setup. Bring your own tables & chairs.

WIN \$50

Stop by businesses in downtown & register to win \$50 in Downtown Dollars!

RESERVE YOUR SPACE TODAY!
Call Charlotte at (502) 732-5754

Sponsored by:
Carrollton Main Street Program

No animal or firearm sales.
Contact Main Street for complete information.



News from Main Street Pineville:

As we continue our transition under new management and owners with the City of Pineville, we want to update you on some things we are working on. We are currently working with EKU's Center for the Arts to book a lineup for the Spring of 2016. We are focused on booking some recognizable acts that will be able to sell out our historic theater. Today we have confirmed a bluegrass band that has been nominated for Grammy's, ACM, CMA, and has won multiple IBMA Awards. They have appeared on the revered stage of the Grand Ole Opry in excess of 130 times, and have shared the stage with acts ranging from Lynyrd Skynyrd, Montgomery Gentry, Merle Haggard, George Jones and Brad Paisley to Alison Krauss, Tony Rice, The Avett Brothers, Yonder Mountain Stringband, The Punch Brothers, Levon Helm, and John Fogerty. We will release the band and info on the concert in months to come. We just want to let everyone know that we are planning ahead and working on some big things for 2016.



Megan Funk, Georgetown, making a rain barrel with Bluegrass Greensource.

Did you see who is on the cover of the new NMSC volunteer handbook and the picture on the NMSC web-site?? Our own **Middlesboro, KY**. There was a certain cute little Kremer I am particularly fond of on the web-site, Isaac's son. While others will know that is Middlesboro, we do. Kentucky Main Street is really getting a lot of publicity recently, keep sending out info to your media and tell them all the great things your programs are doing!!! Especially during Preservation Month. I know it is hard sometimes, but the more people hear the words Main Street the more they can help advocate for what we all do!!



Come to Downtown Frankfort on Saturday May 2 for the Governor's Derby Breakfast!!!

Main Street Clean Sweep in Central Kentucky. A partnership between Kentucky Main Street & Bluegrass Greensource

Many Main Street groups participated in the Main Street Clean Sweep. It is a great program and can bring a lot of attention to your downtown and a great opportunity to acquire new volunteers



Senior Citizens participated in downtown Paris



In Georgetown, Mayor Tom Prather, joined firefighters, police officers, local officials, and others in the Clean Sweep of their downtown.



Winchester director, Rachel Alexander gathers trash, I bet she is picking up cigarette butts!

Harry Carver and I participated with the river Otter in Frankfort. (not my best photo ever!) We decided the largest amount of litter is: cigarette butts! The people who throw these out would not likely throw a fast food wrapper out. They don't see this as trash. However, they do not decompose and the chemicals go into our water systems. UCK We only found one plastic water bottle and one glass bottle, no cans, and little other items. What was the biggest item in your community?



In downtown Cynthiana the fire department helped with cleaning of the John Hunt Morgan Bridge the main entrance into downtown. Cynthiana will have another clean up day on May 23rd!



And we had cool t-shirts!



Where are you from and where do you live now? **I grew up in Nashville, TN and live in Cadiz now**

How long have you been a Coordinator? **5 ½ years**

How did you get involved with the Main Street movement? **I was Promotions chairperson when our program began back in 2000. We owned a florist at the time and after we sold the florist shop I ended up working out of town. When this position became open, I applied and got it! It was great to be back in Cadiz and back to something that I feel strong about.**

Which of the Four Points is your favorite? **Promotions**

What project is consuming most of your time right now? **All of our spring events and preparing for our 39th Trigg County Country Ham Festival.**

Do you have any favorite activities or hobbies? **I love working with our local art museum. I love to read, but do not have the time. I love to travel.**

What is your favorite author or book? **Nicholas Sparks**

What is your favorite movie? **The Blind Side, The Notebook and all of Nicholas Sparks movies**

What is your favorite song or band? **I love 70 or 80's music**

What is your favorite sports team? **UK**

Which actor/actress would you choose to play you in a movie? **Sandra Bullock**

Name something you can't live without. **My children, grandchildren, family & most of all God.**

If you had an alternative career, what would it be? **Tour Guide**

What's the most adventurous thing you've done recently **Not really anything recently, but I learned to snow ski in Europe and enjoyed night skiing a lot**

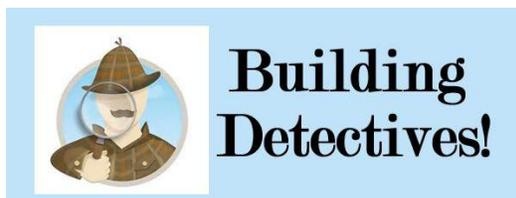
If you won \$20 million in the lottery, what would you do with it. **I would open a rehab/resort for women who could not afford to come and let them relax, enjoy and rejuvenate their bodies and souls.**

Somewhere you would like to visit **The Asian countries also, would like to go to all of the Christmas Markets in the big cities at Christmas time**

Fun facts? **I was a Girl Scout for 30 years** Hidden talents? **I can sew, I love to scrapbook, swim and practice yoga**

Something no one in Main Street knows about you. **I lived in Germany for 3 years while we were in the military and my oldest daughter was born in Stuttgart.**

Julie Wagner has a great project going on in Harrodsburg! This could be a great project for your organization and would provide additional historic information for your building inventories.



One of the most frequent questions we receive at Harrodsburg First is, "Do you know the history of _____ building?"

Visitor's and residents are usually intrigued by the origins, architectural style, materials, past owners and events associated with our buildings.

There is extensive information in the community, but there doesn't seem to be a complete story for each property. Our National Register listings were done before much information was required on each property, so we don't even have a description of each building's architectural style, elements and original uses.

Harrodsburg First has started investigating our downtown buildings to create a "genealogy" of our downtown properties. Who owned them? Why did they sell? What businesses were in there? It's a massive project! Our director has already spent 3 full days in the courthouse researching deeds for two properties - and we have just begun!

Why? Because preserving our downtown buildings is just the beginning! Sharing the stories behind the bricks and mortar will hopefully bring an even greater community appreciation for our past... so that we can preserve these buildings for future generations!

If you are interested in this project, please do not hesitate to contact Julie Wagner at 734-6811 or email us at harrodsburgfirst@gmail.com.

A few webinars that are available on line or upcoming. I listened in on two on the 23rd. America walks has some great low cost things you can do and the NMSC had a great webinar on how to train and keep volunteers. Hopefully you received Main Street weekly on Friday that has a hand-book with forms that you can personalize to your community and Middlesboro, KY is on the cover! The webinar will be available on line in a week or so.



"Take Action" Webinar Series

Following the first "Inspiring Stories" Webinar series, "Taking Action at the Local Level" will target advocates and professionals working to build community and institutional support for walkable design. Each of the Webinars in this series will include a "Call to Action" - a specific task for webinar participants from all over the country to complete that will help move the needle at the local community level. We will also ask you to report back to us what you did and what happened as a result.

April 13, 2015: The Fine Art of Messaging (see americawalks.org for recording)
Presenters: Jennifer Messenger-Heilbronner and Karen Saverino of Metropolitan Group, Kate Kraft of America Walks
This webinar is available for viewing online at www.americawalks.org

April 23, 2015: Lighter, Quicker, Cheaper - and Healthier
Presenters: Kate Rube and Kelly Verel of Project for Public Spaces, Jennifer Smith of Greater Kennedy Plaza

May 22, 2015: Mayors' Challenge for Safer People, Safer Streets
Presenters: Representatives from the Department of Transportation and mayors currently participating in the Challenge

Preservation Month webinar: Restoring Your House Top to Bottom

Join Frank Quinn from Heritage Ohio for tips on making your house project a success (or at least a memorable experience!) Frank will share some tips gained through personal (sometimes painful) experience, with his Columbus residence as the main backdrop for this webinar. Plan to join Frank on May 6 beginning at 1:00 PM. [Register here.](https://attendee.gotowebinar.com/register/4983533520166886914) <https://attendee.gotowebinar.com/register/4983533520166886914>



This webinar was presented by the Ohio Department of Travel and Tourism.

The information applies to everyone in a Main Street community!

1. Get to Know Your Guests



- *Where are they coming from and why are they coming?
- *Look at license plates, what are they looking at?
- *Connect history to dining! They want local/state memorabilia is it available in your downtown?

Take a look at your own life

- Information overload
 - Lack of time
 - Homogenous living
- ↓
- Search for emotional connection
 - "How can I get more out of my life . . . and my time?"
 - "Give me something unique"



What's more authentic than Main Street??



What are Visitors Seeking?

	All Travelers
Want my travel to always be educational so I make an effort to explore and learn about local arts, culture, and the environment	56%
Willing to pay more for travel experiences that don't harm the environment	47%
Spend more money on cultural and/or heritage activities while I'm on a trip	43%
Would pay more for lodging that reflects the cultural and/or heritage destination I am visiting	40%



Why are they Traveling?

	All Travelers
Stimulate your mind, be intellectually challenged	68%
Pursuing outdoor recreational activities	62%
Pampering yourself	64%
Providing educational experiences for my children	49%
Pursuing a hobby	49%
Seeking out solitude and isolation	52%

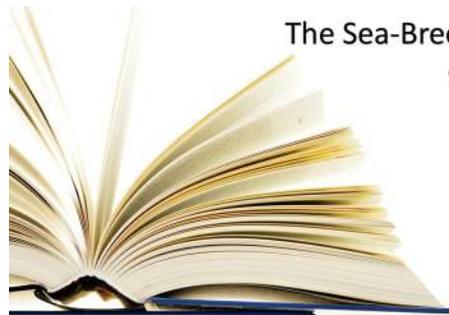


Why are they Traveling?

	All Travelers
Creating lasting memories	88%
Relaxing and relieving stress	89%
Trying a new experience	82%
Explore a different culture	67%
Enriching my relationship with my spouse, partner, children	79%
Learning more about history and local cultures	69%
Having stories to share back home	72%

The Sea-Breeze Hotel

Written by Marcia Vaughan



This is a great story about hotel owners who was only open one month a year and how that all changed when they realized people were coming to fly kites while they were gone! It changed their entire business model and their business! They now open for 11 months and close for one !



2. Identify Your "Kite"



Ummm.
Where is this?
And why would I go there over another lovely community?

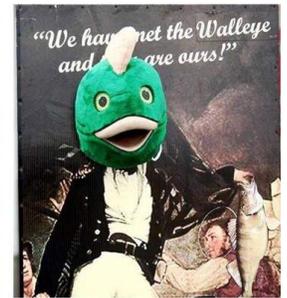
"A lovely community filled with small town charm is perfect for your groups. Visit a Victorian era home which is open as a museum, browse our one-of-a-kind shops . . ."



3. Promote Each Other

Not just cross promoting businesses and retail, but promote your neighboring Main Street communities. Each offers a different experience!

This could be any community.....what is unique about your community????? What is your Kite? Why is this community lovely, why is it filled with charm, give more than adjectives !!



They were known for walleye so.....they made the most of it. They drop a walleye at New Years Eve. You can be a little hokey, promote the Crater, promote the bourbon, promote the coal mine, promote what makes you special!! (are you starting to see a theme here?)



Difference in Visitor Spending



Spends \$110 per trip



Spends \$335 per trip

Source: Tourism Economics. (2014). The Economic Impact of Tourism in Ohio. Development Services Agency, Office



5. Redefine community

Travelers care about experience not, political boundaries, focus on the experience. The Bourbon Trail, the Craft Brew Trail, Horse farms, horse history, the ??????? what defines your entire community? You need to capitalize on the experience....the Bourbon Hotel, or the Paddock (a boutique equine themed hotel) make it an experience!



No one drives miles to look at the same interstate exit!!! They all look alike, be different!

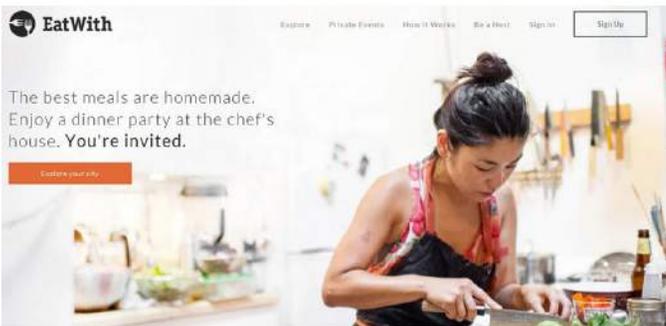
6. Create experiences



Create your own personalized CD, that is how we listen to music, traveling is the same thing. Make it personal to your community through the experience. You make more money with good experiences. Not just drinking wine, but the experience associated with the wine!



A good example is a painting party, you can paint, or you could drink wine, but the two together with others creates an entirely different experience. (why didn't I think of this, jeez) If you Google Wine & Canvas they



Julie Wagner could do this! She is a great cook!



Create the experience! Travelers are looking for unique experiences!

7. Deliver Exceptionally



Are You Ready?

Checklist to Consider

- Set quality standards with your employees
 - Set time to greet guests walking in the door
 - Offering visitor information assistance
- Set an example for your employees
- Give your employees a chance to experience the visitor attractions in the region
 - Visitor in their Backyard
- Customer satisfaction surveys

"People will come where they are invited, where they have been made to feel welcome, and where they have been asked to return"

June Brandow, Fireside Dinner Theatre, Fort Atkinson, WI

Welcome the visitor, It would be great to have employees visit the local attractions, visit local businesses, you, your businesses and their employees need to know more about the community than anyone!

8. Make Your Community Visit-able



BE OPEN!

16% of the \$ is spent on recreation

14% is being spent on retail, are you providing the product they want?

26% is food and beverage!

What is unique about the food experience in your community ?



Checklist to Consider

- Parking, with signage
- Motorcoach parking
- Restrooms available to the public
- Landscaping
- Appeal to sight, sounds, smells
- Connect safely to trails
- Sign trails
- Identify where to go for visitor information
- Maps of region as well as downtown
- Offer shipping
- Improve your out-of-town return policy
- Take care of tour guides and drivers
- Pay attention to sidewalks
- Accessible hours

View your community from the eyes of a guest

The first impression is huge!
I say this all the time!

Does your town look good, is it clean? Are things easy to find? What does your store or town smell like? Think Bath and Body, they create an experience! Are we connecting trails to our downtown by signage? To pull them off the trail we have to tell them why and what is waiting for them and telling them where to go for visitor information. You need maps of the region, visitors don't care about boundaries. Businesses need to offer shipping, visitors can't always carry large packages with them. Think of our biking events, you can't carry a large package on a bike and they have \$ to spend, but if they can't get it home, they will leave it behind no matter how great it is.



8 1/2. Communicate Value of Visitors

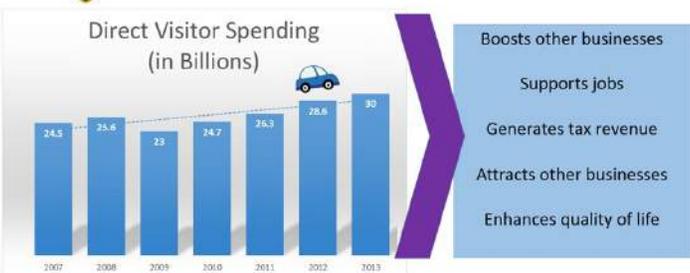
more positive experiences equal more \$ and more visitors
Word of mouth is huge, people hear its great, they'll visit!

10 Reasons Why Tourism is One of Kentucky's Most Important Industries

- 1 Creates over 175,000 Kentucky jobs
- 2 Contributes \$12.5 billion to Kentucky's economy in visitor and industry expenditures
- 3 Generates over \$1.3 billion in local and state tax revenue
- 4 Drives demand and brand awareness for Kentucky products
- 5 Delivers quality experiences and services to Kentucky visitors with surveys indicating that 87% of out of state visitors are very or extremely satisfied with their trip to Kentucky
- 6 Visitor spending generates \$1,167 in annual tax savings for Kentucky families
- 7 Promotion of Kentucky by the tourism industry projects a positive image of the state and our people to a global audience
- 8 Every dollar spent on advertising by the Kentucky Department of Travel and Tourism generates \$151 in expenditures by visitors to Kentucky and returns \$15.69 in tax revenue to the state
- 9 Supports economic development efforts to attract businesses to Kentucky
- 10 Visitor attractions supported by tourism, such as museums, historic and cultural sites, and festivals and events enhance Kentuckians' quality of life



Power of Ohio Travel



I could not find a graph for Kentucky, but I did capture this information from the KTIA web-site.

In Ohio if they didn't have visitors they would spend \$650 more to maintain current services.

Because we have travelers our communities are able to support things we couldn't if we depended only on residents.

When a community promotes themselves the people are also more likely to see it as a good place to start a business, start a career, purchase a home, etc. The communities getting the greater market share promote themselves and can have a 2% increase over those that don't.

Questions to ask in your communities?

Sales tax that comes in from visitors ?

9. Make it Shareable

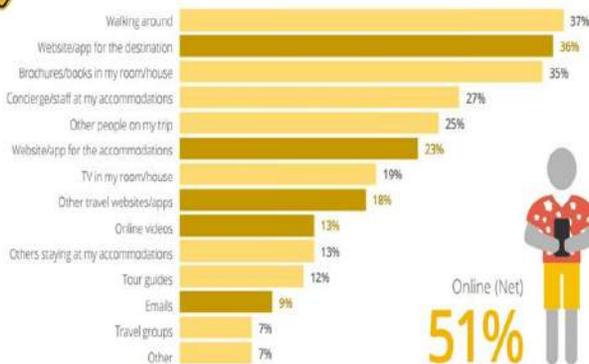


Free Wi-fi is a must! Japan is launching a national wide availability of wi-fi because it is important to share the experience with others. Offer accessibility. If its not free, don't offer it. Restaurants with free wi-fi have better sales and intentions to return in the future. Carrollton has had free wi-fi for years!



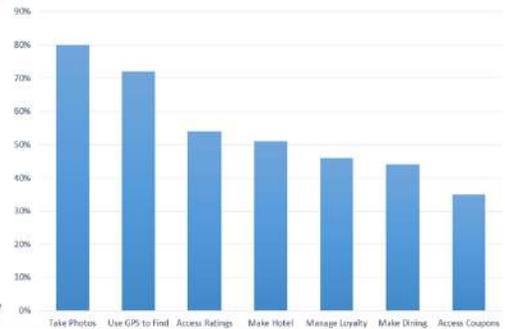
How Travelers Make Decisions

SOURCES USED FOR ACTIVITIES/EXCURSIONS



Your greatest opportunity is getting their feet on your street and in the door of your downtown businesses. Need storefronts that are appealing, signage, an app for the destination, are you connected to your local CVB, is their on-line info about your community. 35% choose where to go based on brochures and information in their hotel or where they are staying. Take an ad in the visitors guide! Get your materials in hotels. 27% of the info. comes from the hotels. Do you know the desk clerk? Do you know the staff? Most are young and may only give the info to the things they can see out the front door!

How Travelers Use Mobile



Source: Hospitality Technology Magazine, 2014 Global



10. Collaborate



Who are you seeking to attract? How can you work with tourism? Heritage travelers. Get them in your doors! Contribute high quality images and videos that you can share. You can give them to the CVB, that's one less thing for them to do and can increase your local partnerships.

Bonus



Kentucky is blessed to have so many different offerings on our Main Streets for tourists that we need to get them and keep them here!