



Morehead Happenings: Check out their video!
<https://www.facebook.com/video.php?v=730878143664440>



Something that might be good for your Main Street retailers:

[The Customer Manifesto - How Business Has Failed Customers & What It Takes To Earn Loyalty](#) was just awarded:

Amazon's Top Pick for 2014 - Editors' Favorite of the Year

For many of your Main Street businesses, they're coming up on the busiest sales cycle of the year. If I were to give them one piece of advice, it would be for them to focus one data point in their business - that of the lifetime value of their customer.

You see, most businesses only think about the single transaction value, and what happens is that the customer experience they provide is significantly lower than if they think about repeat business from that customer, or referrals from that customer. This is the secret to increasing sales - providing an exceptional customer experience every time!

SHIFT THE WAY YOU SHOP.

A LOCAL SHIFT, A BIG LIFT FOR YOUR COMMUNITY.



Choose LOCAL and INDEPENDENT

Holiday Mania – November 1 – 29
 Christmas Open Houses – November 14 & 15
 Christmas Open Houses – November 28 & 29
 Small Business Saturday – November 29

For more information call DHP (270) 827-0016

Murray Main Street

<p><i>Candy Cane Lane</i></p> <p>Where? Third Street</p> <p>What? Candy cane tunnel, kid's activities and more.</p>  <p>MAIN STREET COMMUNITY ORGANIZATION</p>	<p><i>Christmas on the Square</i></p> <p>Where? Court Square</p> <p>What? Lighting of the community Christmas tree, visit with Santa, caroling, storytelling, face painting, roasted nuts Trail of Trees and various sales in downtown shops.</p> <p>For more information on all of the events listed, call 270-759-9474.</p>
 <p>Main Street Merriment December 5 5-8 p.m.</p>	
<p>Where? Alley between Maple & Poplar</p> <p>What? Lights, lights, lights! Carolers and actors in period costume from <i>A Christmas Carol</i>.</p> <p>Dickens' Alley</p>	<p>Where? Robert O. Miller Conference Center</p> <p>What? Take a break, get warm and enjoy musical performances from local favorites all evening long.</p> <p>LIVE HOLIDAY MUSIC</p>

Our Town Grants Now Available

Art works to support creative, economically-competitive, healthy, resilient, and opportunity-rich communities. Excellent art is an essential part of building a strong community, as important as land-use, transportation, education, housing, infrastructure, and public safety. Artists and community development practitioners across our nation -- sometimes one and the same, sometimes working together -- are striving to make places more livable with enhanced quality of life, increased creative activity, a distinct sense of place, and vibrant local economies that together capitalize on their existing assets. The NEA defines these efforts as Creative Placemaking. Through Our Town, subject to the availability of funding, the National Endowment for the Arts will provide a limited number of grants for creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core. <http://arts.gov/grants-organizations/our-town/introduction>

Main Street Tip of the Week - Successful Crowd Funding Campaigns

Crowdfunding campaigns raised more than \$5 billion last year--and that amount is only forecasted to rise. How do you secure a cut of those funds for your own product or business idea? Campaigns with a video raise 115 percent more in funds compared to projects without one, says [Danae Ringelmann](#) co-founder of the crowdfunding site Indiegogo. "We don't require people to have a video but highly encourage it," she adds. "Make the campaign personal and authentic. Some see the pitch video as a marketing video versus an invitation video. What I mean by that is it's an opportunity to not just tell what you're doing but who you are, why you're the right person to be doing it and why it's important to involve the community." Read more at <http://www.inc.com/welcome.html?destination=http://www.inc.com/neil-parmar/6-secrets-for-building-a-successful-crowdfunding-campaign.html>



The Kentucky group in Savannah with our rock star Girl Scout, Julia Bache, a senior at Kentucky Country Day School. She was a panelist for Trust Live streaming session: preservation TOMORROW and spoke about her National Register Rosenwald School project for which she obtained her Gold Award which is equivalent to an Eagle Scout in Boy Scouts. She also spoke with the voice of a young preservationist. It is important to note that she mentioned that no one from the preservation field was present at career day. Are you reaching out to schools to share your work? It's a great opportunity to involve young people! L to R Maya DeRosa: Lexington, Bethany Rogers: Danville, Kitty Dougoud: KHC, Julia, Becky Gorman: Louisville, Craig Potts: KHC, State Historic Preservation Officer.



Main Street
Businesses
Christmas
Open House
December 6th



Christmas
Tour of
Churches
December
14th



The bell still rings for those who truly **BELIEVE**

La Grange Polar Express
at the La Grange Railroad Museum

LIGHT UP LA GRANGE

December 5, 2014
5:30PM-9:00PM

Courthouse Square, Walnut Street,
2nd Street & Main Street,
La Grange Railroad Museum

ICE SKATING RINK, *Swelling Carols*,
Street Entertainment at 3 LOCATIONS
Visit with *Santa & Mrs. Claus*
The Grinch is IN, **OC HISTORY CENTER**
Railroad Museum, *Train Car Tours*
RESTAURANTS & MERCHANTS OPEN LATE

KIDS! Visit Santa at the Courthouse Square and receive your ticket to the La Grange Polar Express-see the train & tour the cars!
--- DON'T FORGET TO WEAR YOUR PALMAMAS!

For more information, contact Discover! Discover! Downtown LaGrange, 502-269-0126.
www.discoverlagrange.org Like us on

Small Business Saturday

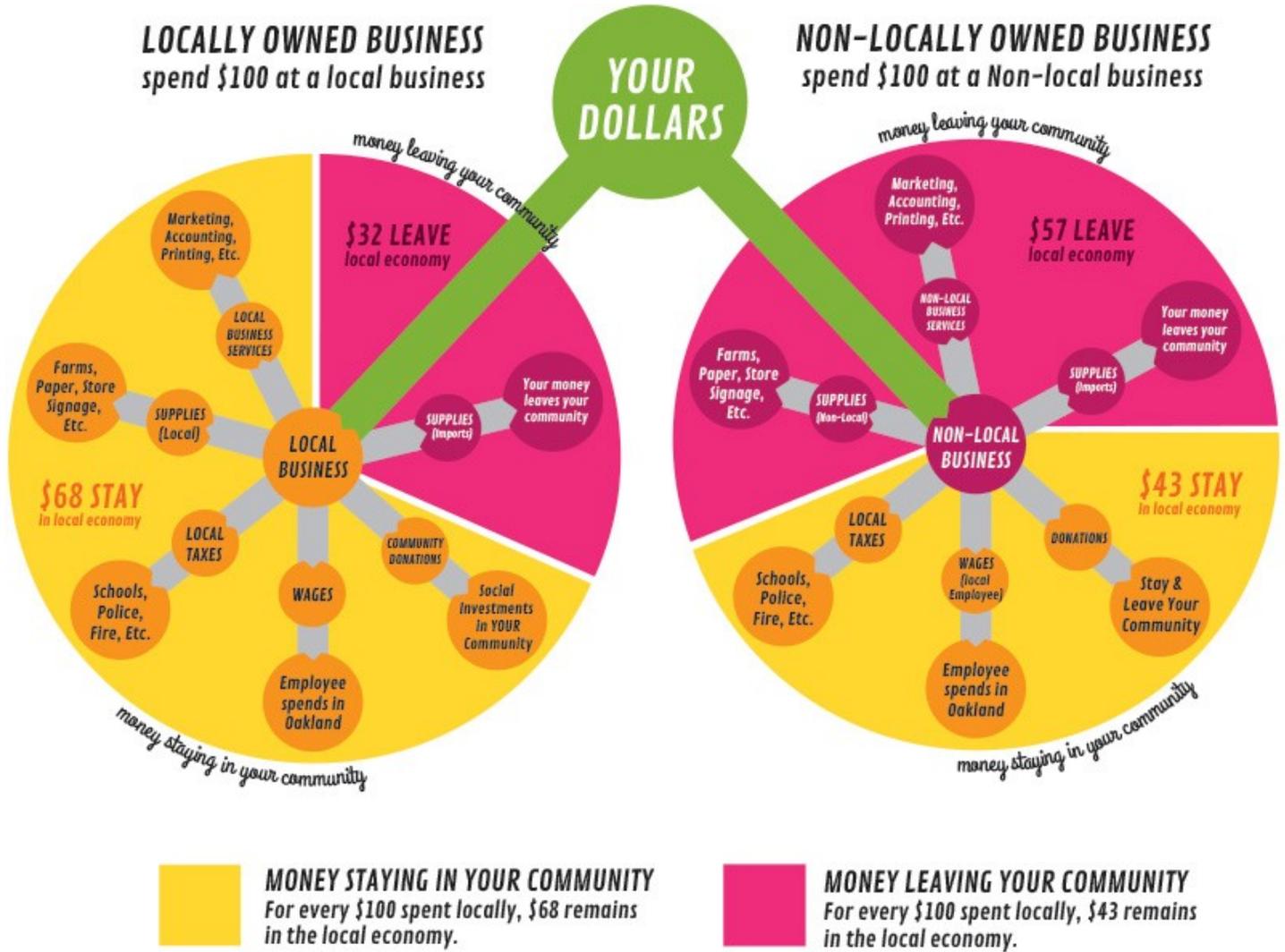
Dickens of a Christmas

SANTA & MRS. CLAUS
Grand Entrance!
Grand Lodge to the Gazebo
- 10 a.m. -
Free Victorian Carriage Rides
Free Gift Wrapping Stations
Dickens Dancers
Free Hot Chocolate & Coffee
Poasted Nut, Bala Sale &
Christmas Cheer Vassal
51 Fires by the Fire
Choirs, Carols & Characters of All Sort
"Catch A Ride with Santa" at Hoopers
Special photos for all critters
Christmas Store time at Court and Boole store

NOVEMBER 29TH - 10 A.M. TO 5 P.M.

HISTORIC
DOWNTOWN PADUCAH
www.paducahmainstreet.org

A little chart to help show where the money goes. I'm thinking of a marketing event for 2015, Hometown Tuesday where people pledge to shop their hometowns every Tuesday all year long (we could use any day, but this just has a good ring to it) I'm also going to see how we might have a week designated during May, preservation month, as Main Street Week. This would require everyone getting on board. Thoughts????? Suggestions?????



Here is an article from StrongTowns to let you know a little about what to expect in Sept. 2015
<http://www.strongtowns.org/journal/2009/10/5/understanding-downtown.html>

I'm challenging you in the Levitt AMP Middlesboro Challenge. If you haven't done so already, please register and vote for Middlesboro today. That will help them win \$25,000 to transform a vacant lot in to a live music venue next summer. <http://amp.levittpavilions.org/voter-registration-page/> The summer sounds of music enriches the lives of our Main Street communities, vote today to help Middlesboro add to the quality of life and have another reason to be "Greater in the Crater!"





FEBRUARY CONFERENCE INFORMATION!!

Wednesday, February 25 – Friday, February 27, 2015

We will be convening at General Butler State Park in Carrolton, KY. Below you will find the information regarding the pricing for rooms that includes several meals and breaks. Please call General Butler State Park at (502) 732-4384 to make reservations **before January 26**. Be sure to mention Kentucky Main Street for conference pricing. More info will be coming, conference will be a 1/2 day Wed, full day Thursday, 1/2 day Friday with a new managers meeting Wed. morning.

The park is giving us State pricing that includes: lodge room (single occupancy), dinner on night of arrival, P.M. break (again on Thursday), breakfast, and lunch. Price and room options are: \$104.95/single, \$72.50/double each, \$65/triple each, and \$61.25/quad each + applicable taxes. For those who do not require overnight accommodations (day guest) this package combines participants lunch for the day of the meeting along with the PM break and AM beverage break. Day guests that want to stay for dinner or breakfast will add the per diem to their registration form.

Early bird registration will last until 4:00 pm Feb. 14th Full conference \$100, single day guest \$35 after the 14th rates will be \$125 and \$50. Registration forms will be sent mid to late Dec. It's going to be a great conference!

Nice article about Pikeville/Paintsville area

Pikeville a jewel in mountains

Gary West/Special to the Daily News

We have heard this phrase used to describe anything that encompasses all of Kentucky. The two cities represent the extreme reaches of our state. Although they are 400 miles apart geographically, they have been separated by light years for generations when it comes to perceived sophistication related to education, the economy and a place tourists want to visit.

That has now changed. Paducah is still a wonderful place, but so is Pikeville.

Through good times and bad times, eastern Kentucky has been driven by coal, with seemingly more despair than elation. Through it all, roads have become more accessible, and travelers are now making their way to the mountains for a number of reasons.

Coal is important, but there are no guarantees it will be able to sustain an economy that has been dependent on it for years. That's why several mountain towns have turned to other resources. The "three Ps" of eastern Kentucky – Paintsville, Prestonsburg and Pikeville – have worked together in recent years to promote their scenic beauty (fall in particular), country music stars, moonshine history, the Hatfield-McCoy feud, ATV road courses, white water rafting, elk viewing, state parks and arts and crafts.

It's been there all along. Now, they're telling the rest of the world about it. Pikeville has emerged as the brightest star in the mountains. It is a jewel worth visiting. As far back as 1973, Pikeville knew it could be better. A progressive mayor had an idea to change the course of a river running through town and redirect a railroad. Not only would it relieve annual floods, but it would create 500 acres of land for development. The Cut-Through project took 14 years at a cost of \$80 million. A total of 18 million cubic yards of earth were moved, making it one of the biggest projects of its kind in the world. Today, the Cut-Through overlook gives visitors a scenic view and a better understanding of the scope of the endeavor. Pikeville is still inching its way back from the depressed coal days. Today, its economy is driven by Pikeville Medical Center, which employs more than 3,000 people; Pikeville University and its medical studies; and tourism, with an emphasis on the Hatfield-McCoy feud and Hillbilly Days. The Eastern Kentucky Exposition Center has hosted basketball tournaments and entertainment acts that have included such stars as Carrie Underwood, Darius Rucker, Tim McGraw, Sugarland and Disney on Ice, just to name a few. To outsiders, Pikeville has taken on a look that resembles a city instead of a town. It has become a place people want to visit. The infrastructure of the downtown has kept pace.

The Exposition Center came in 2007, and a first-class, top-of-the-line Hampton Inn arrived the next year. A grand Hilton Garden Inn opened in 2013. The streets are pristine, sprinkled with hanging baskets of flowers. A beautiful park around the corner from the hotels serves as a carriage ride pickup as well as a place just to stop and smell the roses.

Pikeville is not without interesting food choices. The Blue Raven Pub, Bank 253, Chirico's and the recently renovated LM Restaurant, which is atop the Landmark Hotel, are quality eateries. So is the mom-and-pop Happy Days Diner.

Don't be surprised if the "new" Pikeville reminds you of the "old" Asheville, N.C., when you drive into the downtown area.

There's no excuse. Get up, get out, and get going!

— Gary West's column runs monthly in the Daily News. He can be reached by emailing west1488@twc.com



DIRECTOR SPOTLIGHT!!! JODY ROBINSON, BELLEVUE



Where are you from and where do you live now?

I was raised in Lewiston, NY, a village with a rich history beginning with a glazier-cut escarpment that shaped the landscape. Currently I reside in beautiful Bellevue, 3 blocks from my office in the city building.

How long have you been a Coordinator?

I became a part-time coordinator in Ft. Thomas in 2004, I think, and then moved to Bellevue in February of 2006 to handle the preservation and Main Street work.

How did you get involved with the Main Street movement?

A friend/mentor that was a city administrator in NKY told me about the job and said I "had" to apply because it was a perfect fit since I already walk the talk. Plus running my own marketing firm gave me the flexibility to pick up the part-time work.

Which of the Four Points is your favorite?

Whichever point I am working on is my favorite. That's the beauty of what we do...it's constantly changing and requires pulling from different skills along with right and left brain thinking.

What project is consuming most of your time right now?

The Marianne Theatre, a gorgeous Art Deco movie theater. That needs a tremendous amount of love (money) and figuring out a sustainable new use.

Do you have any favorite activities or hobbies?

Explore downtowns, hike, read, cook...I used to do all sorts of art and craft, but I haven't managed to make that work.

What is your favorite author or book?

I read "Harold and His Purple Crayon" when I was four and it captivated me. I still love to imagine drawing my own universe. It keeps me believing anything is possible. Stop by, you'll find a copy in my office.

What is your favorite movie?

"To Kill a Mocking Bird". It was the first movie I saw when I truly began to see the world for its beauty, kindness and darkness.

What is your favorite song or band?

I think it's impossible to have a favorite because there's so much amazing music out there and with every mood there is perfect music to go with it. I've loved my days of taking rides with my dad on Sunday with him explaining the operas we listened to or living with Peter who ended up in NYC with his punk band. Pop and rap music lovers: you can keep those all to yourselves.

What is your favorite sports team?

There are way too many things to see and do to stop and watch sports, but if I had to pick one it is a family connection to the St. Louis Cardinals.

Which actor/actress would you choose to play you in a movie? Sorry, nothing comes to mind.

Name something you can't live without. Friends

If you had an alternative career, what would it be? Silversmith or retailer (I love retail, especially with art and hand-crafted items)

What's the most adventurous thing you've done recently.

I have been very boring lately. My days of sky diving, rappelling, rollerblading, skiing feel like ancient history.

If you won \$20 million in the lottery, what would you do with it?

I know it is cliché, but I'd give most of it away to causes I am passionate about. Mostly in community development focusing on arts and entrepreneurship. Plus a chunk to Alzheimer's research since watching that dreadful disease take my mother away from us still feels so cruel. And, I'd take that trip to Italy (answer to the next question).

Somewhere you would like to visit Italy!

Fun facts? Hidden talents? I am car free going on 4 (or is it 3?) years in October.

Something no one in Main Street knows about you I'm not the girly girl you think I am. Give me a backpack and send me out on a camping trip with friends and my dog and that will make me happy.

For those of you who may not have seen the KHC press release

<http://www.kyforward.com/shop-small-efforts-including-small-business-saturday-are-helping-revitalize-downtowns/>

Monday, November 17, 2014

'Shop small' efforts, including Small Business Saturday, are helping revitalize downtowns

First there was Black Friday, followed by Cyber Monday. Then, in 2010, the first Small Business Saturday took place the first weekend after Thanksgiving – and today it has grown into a national movement in support of small businesses and the shop small movement, a grassroots effort to drive shoppers to local merchants.

This year, Small Business Saturday will be Nov. 29, the highlight of many holiday events and activities planned and already underway in Kentucky Main Street Program communities. KYMS was created in 1979 to help reverse the economic decline that had taken place in many communities as retailers and housing began to move away from downtown.

“Small Business Saturday fits perfectly with the goals of Kentucky Main Street because our focus is local, independent, small business owners,” said Kitty Dougoud, KYMS state coordinator. “Supporting friends, neighbors and local artisans keeps dollars in the community and creates a thriving downtown.”

Administered by the Kentucky Heritage Council/State Historic Preservation Office, the mission of Kentucky Main Street has been to focus on downtown revitalization and economic development within the context of preserving and reusing unique local assets, such as historic commercial buildings. KYMS requires local commitment and financial support in exchange for technical and design assistance, on-site visits, a resource center, national consultants and grant funding opportunities. Today, 22 programs are accredited and another 23 are designated.

Kentucky is fortunate to have many communities that have distinctive downtowns with large stocks of historic buildings uniquely suited for the restaurants, boutiques and businesses found there. These locally owned enterprises often feature Kentucky Crafted or Kentucky Proud products, specialize in Kentucky-made artwork and jewelry, or feature books on Kentucky history, architecture and cultural traditions.

Go here for a list of special events and holiday promotions in Kentucky Main Street communities.

Here is a Western KY/ SurfKY feature using the release, customized by Downtown Henderson Partnership:

<http://surfky.com/index.php/news/local/henderson/54631-kentucky-main-street-program-encourages-shoppers-to-shop-small-shop-downtown-this-holiday-season>

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Western KY directors met in Guthrie earlier this year. L to R Holly Boggess: Hopkinsville, Deana Wright: Murray, Tracie Robinson: Guthrie, Melissa Heflin: Dawson Springs, Patsy Oliver: Princeton, Jenny Clark: Princeton committee member & Leida Underhill: Cadiz (Photo courtesy Patsy Oliver)