



Main Street Monday!

September 29, 2026



There is much sadness in saying goodbye to Microsoft Publisher. For so many years, Publisher has been my go-to for putting together the Main Street Monday newsletter and lots of other items. I know exactly where everything is, how I want it to look, and most importantly it has felt like an old friend that I could count on every week. But, as often happens, technology has decided it is time for a change. So, for a while, the newsletter will be absent until I figure out a new way to deliver the news. When I do the newsletter will likely look different as I work through a new way of putting everything together. Please bear with me as I learn a new system and get things back to looking & feeling like “our” Main Street Monday.

The information and stories will still be here, the format may just be taking a little road trip of its own!

Until then please check Kentucky Main Street and our communities along with the Kentucky Heritage Council social media and websites for updated information on all the happenings around our network.

Thank you being loyal readers and I certainly hope this newsletter provides you with helpful information as you continue in your work of having the finest Main Street communities in the land.

“The format may change, but the mission hasn’t.”



Why documenting accomplishment matters.
With accreditation and annual reporting coming around again it is important to remember:

If You Did It, Tell Your Story!

It is important to keep track of:

- New businesses and businesses that closed
- Building improvements and rehabilitation
- Public improvements
- New jobs
- Events and attendance
- Volunteer hours (You have lots, count them all!)
- Partnerships and grants
- Before-and-after photos

Don’t wait until the deadline is near, start thinking about all the things that have taken place outside of your regular reinvestment reporting. The work you do every day matters, and documenting it helps tell the story of what Main Street means to your community.

Brag on yourself and your organization!

October brings lots of activity to our downtowns.
Fall festivals, shopping, Halloween, football weekends, harvest events, art walks, and holiday shopping preparation.

It’s time to begin refining plans for **holiday shopping promotions** and prepare the merchants and the city for all things holiday from Halloween to Thanksgiving to Shop Small Saturday, Christmas and others that occur prior to the beginning of 2027!

**Main Street Directors will have a
Coffee & Conversation & a special speaker next
Tuesday, October 6th, at 10:00 AM EST.**

Volunteers
do not necessarily
have the time;
they just have the *heart*.



Thank you to all that serve! Behind the scenes work at Main Street is the not so glamorous or the part that people don't see. The board is continually working to support projects and initiatives that make our downtowns safer, more inviting, and more walkable for everyone.

One way to do that is to participate in an AARP walking audit. Materials can be found on line at aarp.org. A walking audit allows you to see if there are areas that need attention such as broken or uneven sidewalks, missing striping in the crosswalk, lighting, finding the "pain points" of the downtown and addressing them to make a meaningful difference. This helps everyone feel safer and more comfortable walking and exploring downtown.

This is a very important part of what the Main Street board or the design committee takes on. It isn't always something you see at an event, but you certainly notice if it there is a problem. Walking the streets, identifying needs, having conversations and doing the behind-the-scenes work that helps move your community forward!

KYMS tip! Don't try to do everything yourself.

One of the greatest strengths of a Main Street organization is its ability to bring people together. Your board doesn't have to do all the work. Your director doesn't have to do all the work. And your volunteers don't have to do all the work.

Look for the people in your community who have an idea, a skill, a business connection or simply a willingness to help—and give them an opportunity to be part of Main Street.



Jacob Roan is still helping us out :) Jacob is a former MS director and now the Asst. City Mgr. in Corbin. There is still time to register for the SOAR conference and he has provided a coupon Good through the end of the day tomorrow!

<https://soar-ky.org/2026-soar-summit-registration/>

Are you a small business owner? Or are you someone who supports small business owners in your community?

The Main Street America Small Business Hub was created for you. When you sign up for this free online platform, you get instant access to expert-led workshops, networking with peers from around the country, a curated resource library, on-demand or facilitated courses, and much more.

Signing up takes 2 minutes. Click here to join now: <https://smallbusiness.mainstreet.org/...>



Start Talking About Holiday Shopping, Santa is already working hard!

It may seem a little early to talk about Christmas, but your downtown businesses are already thinking about it. This is a great time to start building excitement around shopping local.

Think beyond simply promoting an event. What can you do to make shopping downtown an experience? Gift certificates, special shopping days, merchant promotions, giveaways, window displays, children's activities and coordinated social media can all help encourage people to spend their holiday dollars locally.

And remember **your local businesses are the reason people come downtown. Make sure they are part of the conversation from the beginning.**

Before October gets away from you:



- Set your holiday event dates.
- Talk with your merchants.
- Plan your holiday marketing.
- Decide how you'll promote local shopping.
- Get gift certificates/gift cards ready.
- Start photographing products and businesses for social media.
- Make sure your downtown looks ready for visitors.



Something else to put on your radar! **America in Bloom**

20 years ago when I began in Main Street I asked my local grower about something I had seen in a flyer. He actually knew about it and let me know that we weren't ready yet. After this week I know we are oh so close to being ready!

Fast forward to now. Last week, I attended my first **America in Bloom Symposium**, and I came away thinking about the many possibilities for connecting the America in Bloom program with Main Street. In fact, the overlap is pretty exciting. Main Street America President & CEO Erin Barnes was the keynote speaker, and her participation really reinforced the connection between the two programs. I can see America in Bloom working great alongside the Design component of a Main Street program, particularly as communities think about landscaping, beautification, streetscapes and creating inviting public spaces.

We visited several communities and sites during the symposium, and there were awards and grants presented as well. One thing that really stood out to me was the expertise represented by the sponsors. Many are in the landscape, horticulture and floral industries, and they bring a tremendous amount of knowledge about plants, planting zones and what works best in different environments. They also have AIB advisors to help your community. They really are a wealth of information and your community could certainly be an award winner!

I came home thinking that this is a resource our Main Street communities should know about. I highly encourage you to take a look at the America in Bloom website, explore the community awards, explore what AIB has to offer, and sign up for their newsletter. You may find some ideas, resources and connections that could be a great addition to your community's Design work. Sometimes the best resources are the ones we haven't discovered yet!

I also want to take a moment to say thank you to Dan Brenyo for all the years he has spent working on Kentucky Main Street reinvestment reporting. For years, Dan has helped gather, organize and make sense of the numbers that tell the story of what is happening in our Main Street communities. Reinvestment numbers may not always be the most exciting part of Main Street, but they are incredibly important. They help us demonstrate the impact of the work happening across Kentucky and put real numbers behind the stories we tell every day.

Dan, thank you for your time, patience and willingness to take on this work year after year and work with the mathematical challenged coordinator :) It is truly appreciated!

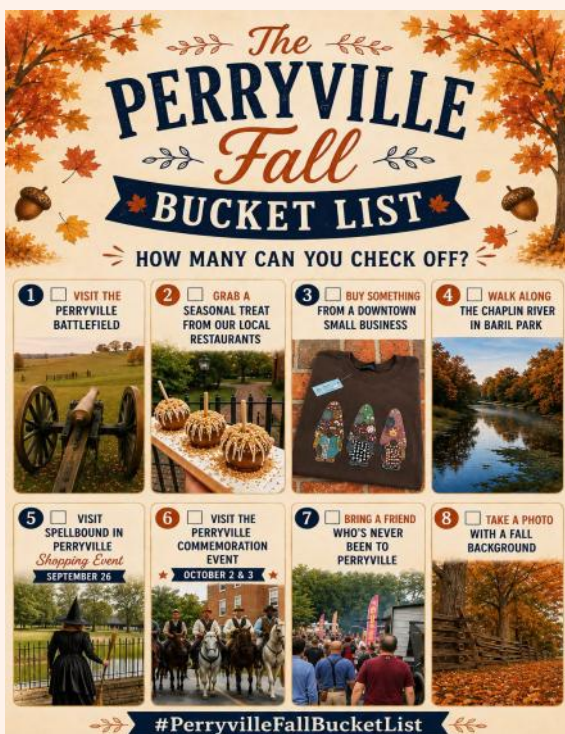


Don't get too excited he's not going away :) Dan is the Executive Director (unpaid I might add) of the Kentucky Main Street Association a 501 C3 whose mission is to promote, educate, and support Kentucky Main Street communities by providing training, technical assistance, professional development, and resources that strengthen local organizations and advance downtown revitalization through economic development, historic preservation, thoughtful design, and community engagement.

Dan has been a volunteer for a decade and we greatly appreciate all he has done to help KYMS with events, trainings, reinvestments, and more! And he would say, put up with the state coordinator :)



History comes alive in Perryville this October!





We've tried to include some of the events that are coming later this month and into November in case we don't figure out this newsletter issue. Always check social media pages for the most up to date information.

The Great American Main Street Awards recognize communities who have demonstrated excellence in fostering preservation-based revitalization efforts through the Main Street Approach™. This year, we are excited to announce that the following eight organizations have been selected as semifinalists for this prestigious honor.

Center City of Amarillo, Inc. – Amarillo, Texas

Astoria Downtown Historic District Association – Astoria, Oregon

Downtown Excelsior Partnership, Inc. – Excelsior Springs, Missouri

Connect Downtown Johnson City – Johnson City, Tennessee

Village of Lake Orion DDA – Lake Orion, Oakland County, Michigan

Montpelier Alive – Montpelier, Vermont

MainStreet Oceanside – Oceanside, California

Sapulpa Main Street – Sapulpa, Oklahoma

**** side note from me. I expect to see Kentucky on this list next year!!!

Don't wait, start planning now and let KYMS know how we can help!



Not only can you learn a lot at a Kentucky League of Cities Conference. You can also have a great time as seen by the city of La Grange! You might also find a Kentucky Main Street booth!



Remember applications are due October 15th. We are happy to proofread your applications. Just don't wait until the day before it is due!

A little Dolly Day
fun was had in
Beattyville!



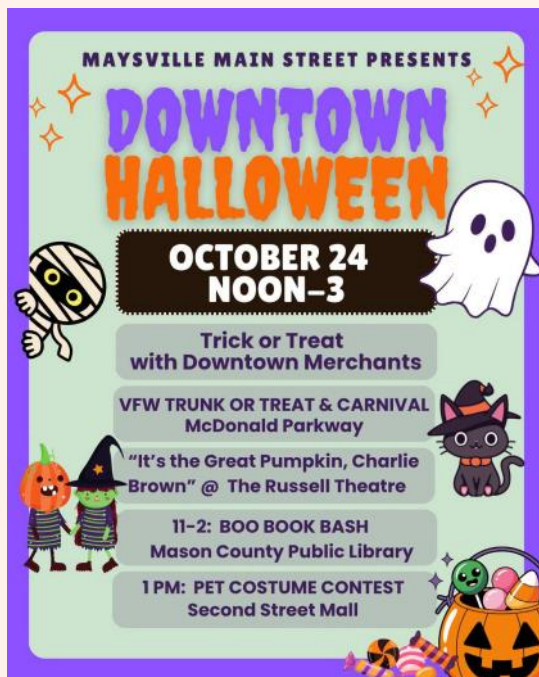
There is a new Asian Market in downtown Murray!!
They are located at 109 S 4th Street. 277 Remy
Avenue Asian Market. Stop in and check them out!
And a new Flower Shop located at 203 S Lp Miller
Street!

Check them out during Farmer's Market or at the up-
coming BeerFest!





Don't forget the 45th Bardstown Arts & Craft Festival October 10th and 11th! Come out and enjoy a beautiful day, great vendors and support the Bardstown Main Street program!



Accreditation Season Is Coming!
If you haven't started thinking about your annual self-assessment, now is the time.

Main Street America recently offered a webinar on the new Community Evaluation Platform, designed to help communities prepare for the 2027 national designation process. Even if you aren't ready to sit down and complete the assessment, this is a good time to begin gathering your documentation, reviewing your work and your evaluation report from the past year and making sure your board and committees understand what will be needed. Don't wait until the deadline to start looking for all those photographs, meeting minutes, work plans and accomplishments!

Main Street America Academy currently has education focused on **Building Your Local Business Ecosystem**—understanding the entrepreneurs already in your community, identifying gaps in the support system and turning that information into action.

Who helps your downtown entrepreneurs write a business plan? Who helps them find financing? Who helps with marketing, bookkeeping, permits or workforce needs? Main Street doesn't have to provide all of those services, but we should know where to send our businesses when they need help.

This is a great resource for your economic vitality committee.

In addition, Preservation Has an Economic Story to Tell

We sometimes spend so much time talking about why historic buildings matter that we forget to talk about what they can do for a community's economy. Preservation can support investment, small businesses, tourism, entrepreneurship and downtown identity. Don't assume everyone understands that connection—**tell the story.**

Kentucky recently announced \$113,500 in federal Certified Local Government grants supporting preservation education, historic surveys, restoration education and heritage trades. One of the funded projects in La Grange is specifically focused on educating property owners about the **financial and economic benefits of owning property in a historic district.**



Tri-Cities is calling on our wonderful community to help us fill the Sock Monster's belly with BRAND-NEW SOCKS for children in need! Every pair donated is a small act of kindness that can make a BIG difference.

Historic Shelbyville Self-Guided Walking Tour



Shelby County Historical Society
Museum and Research Library

627 Main Street, Shelbyville, KY 40065
Open Wednesday through Friday 10-4,
Saturday 10-2, or by appointment
www.shelbykyhistory.org
director@shelbykyhistory.org
(502) 513-5555



The Shelby County Historical Society wishes to thank the following for their assistance in producing this brochure: Shelby Main Street, ShelbyKY Tourism, Helen McKinney, Jim Cleveland, Nancy Hill, Julie Mulcahy, James Mulcahy, Sarahbeth Parabee, Brian Cushing, and the SCHS Publications Committee.



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from ShelbyKY Tourism



Here is a lovely inviting business store front in downtown Taylorsville. This would be an example of America in Bloom. Thank you Brown Realty for making downtown a welcoming place to be.

Take a little time this week to look at your downtown through someone else's eyes. What would a visitor notice? What would make them stop? What would make them want to come back?

And, most importantly, what makes your downtown special?

That's the story we should be telling.

Happy Fall, Kentucky Main Street!

Thank you for all you do for Main Street and for the communities you serve. Every storefront opened, building improved, event held, volunteer hour given, and partnership created makes a difference. Keep doing what you do, keep sharing your successes, and remember that you are never working alone. **Kentucky Main Street is better because of you.** See you soon!

