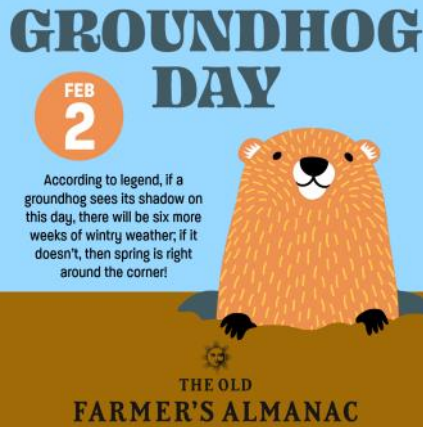


# Main Street Monday!

February 2, 2026



Regardless of what Phil  
sees we want to see you  
downtown!!

LOVE YOUR DOWNTOWN  
Month is here!

We want you to support the  
small locally owned businesses  
in our communities along with  
those that are owned by  
minorities during the month  
dedicated to Black History.

The recent snow and ice made it  
even more difficult for these  
businesses as a day or two of  
closure affects them greatly.  
Celebrating Valentine's Day,  
Galentine's or Palentine's head  
downtown for some really cool  
items that you can't find at any  
big box store!

The **Legend** of Groundhog's Day and Punxsutawney Phil are a fun legend to celebrate every Feb. 2, but in **Reality** spring is 6 weeks away regardless if the sun shines for him to see his shadow or not. And for the record he has only been right 39% of the time. Our track record is much better! Of course Main Street too has a few legends or myths & realities Here are a few to know.

- **Legend:** Main Street is just about pretty buildings  
**Reality:** It's about economic vitality, small businesses, and people—buildings support the work and the culture of downtown they are a part of the work, not all the work.
- **Legend:** Main Street is only for historic towns  
**Reality:** The program works in small towns, rural communities, neighborhoods, and emerging downtowns—historic or not.
- **Legend:** Main Street just does events  
**Reality:** Events are a tool, not the mission. Core work includes organization, promotion, design, and economic vitality.
- **Legend:** Main Street will fix everything  
**Reality:** It's a framework, not a magic solution. Success requires partnerships with the city, businesses, and property owners as well as those outside the downtown district.
- **Legend:** You need a large budget to succeed  
**Reality:** Strategy, consistency, and partnerships matter more than money. If those things are happening the money and support will follow.
- **Legend:** Main Street is run entirely by volunteers  
**Reality:** Volunteers are essential, but strong programs also depend on professional directors, management and planning.
- **Legend:** Main Street is just a feel-good program  
**Reality:** The program produces measurable outcomes like jobs created, businesses opened, and private & public investment.
- **Legend:** If it worked once, it will always work  
**Reality:** Main Street must evolve with market trends, technology, and community needs.

Did someone say chocolate???? There are some fun events to help our downtown businesses and you can join in the fun! Check out the fun community engagement events on page 4.



*If the following looks familiar that is a good thing!* This information was shared in an early November newsletter, but accreditation work is now in process and communities will be receiving their designations in the next 4-6 weeks. KYMS spent a lot of time the last two years visiting, providing reports etc. Those reports provided both what is going well and what needs attention. Follow up visits assessed if program were addressing those items and at what level standards were being met. Why is Accreditation important? Accredited programs are part of a nationwide network using a consistent, time-tested approach to downtown revitalization. We will share the list in a future edition.

## WHY IS ACCREDITATION VALUABLE

**Main Street Accreditation is important because it validates a community's commitment to excellence in downtown revitalization and ensures alignment with proven standards for economic and community development.**

- + Recognizes programs that operate with the highest standards and assists coordinating programs in providing services that are needed
- + Requirements help programs with fundraising, volunteer development, and overall sustainability
- + Illustrates accountability and credibility to partners, community, and volunteers
- + Challenges the board to organize and grow
- + Continues to help build the Main Street brand
- + Eligibility to apply for the Great American Main Street Award
- + Eligible for occasional grant programs (Simons Foundation)
- + Ongoing track record of performance

### Recognition of Excellence

- **Accredited status is the highest tier of recognition** offered by Main Street America. It signals that a community has a strong track record of planning, implementing, and measuring results using the Main Street Approach.
- It distinguishes programs that meet rigorous performance standards across six Accreditation Standards, including community engagement, strategic planning, and preservation-based economic development.

### Accountability and Continuous Improvement

- The accreditation process includes **annual self-assessments, onsite progress visits, and required reporting**, helping communities reflect on their progress and identify areas for growth.
- It encourages transparency and accountability, ensuring that programs remain focused and effective in their revitalization efforts.

### Credibility and Support

- Accredited programs gain **greater credibility with stakeholders, funders, and local governments**, which leads to increased support and investment.
- They become part of a national network of high-performing communities, benefiting from shared resources, training, and peer learning opportunities.

### Long-Term Impact

- Accreditation helps communities **sustain momentum and build lasting impact**, reinforcing their commitment to creating vibrant, economically resilient downtowns.
- It's a framework for success that guides programs toward meaningful, measurable outcomes, creating successful communities that are vibrant and economically thriving.

### Enhances funding and grant competitiveness

Many grants and funders view accreditation as a sign of readiness, capacity, and responsible stewardship.

## Plan your work, work your plan!

Many of you are working on your 2026 plans (or should be!) and a lot of you have already reviewed and completed your work. Here is a great blue print that will help you look at what you are doing, why you are doing it, what may be a roadblock, etc.

In addition, it is imperative as part of accreditation that Main Street boards are doing board training. There are many opportunities on the Main Street America website that you can do as a group or in the comfort of your own home for free! We also encourage you to attend our state trainings.



**February 3** is your last chance to save big on registration for the 2026 Main Street Now Conference in Tulsa, OK, April 13-15. There's so much to experience, learn, and explore at the Main Street movement's biggest gathering of the year. Looking for more reasons to register? Here are just a few:



100+ education sessions, 17 mobile workshops, 2 super fun receptions



Discounted rates at conference hotels



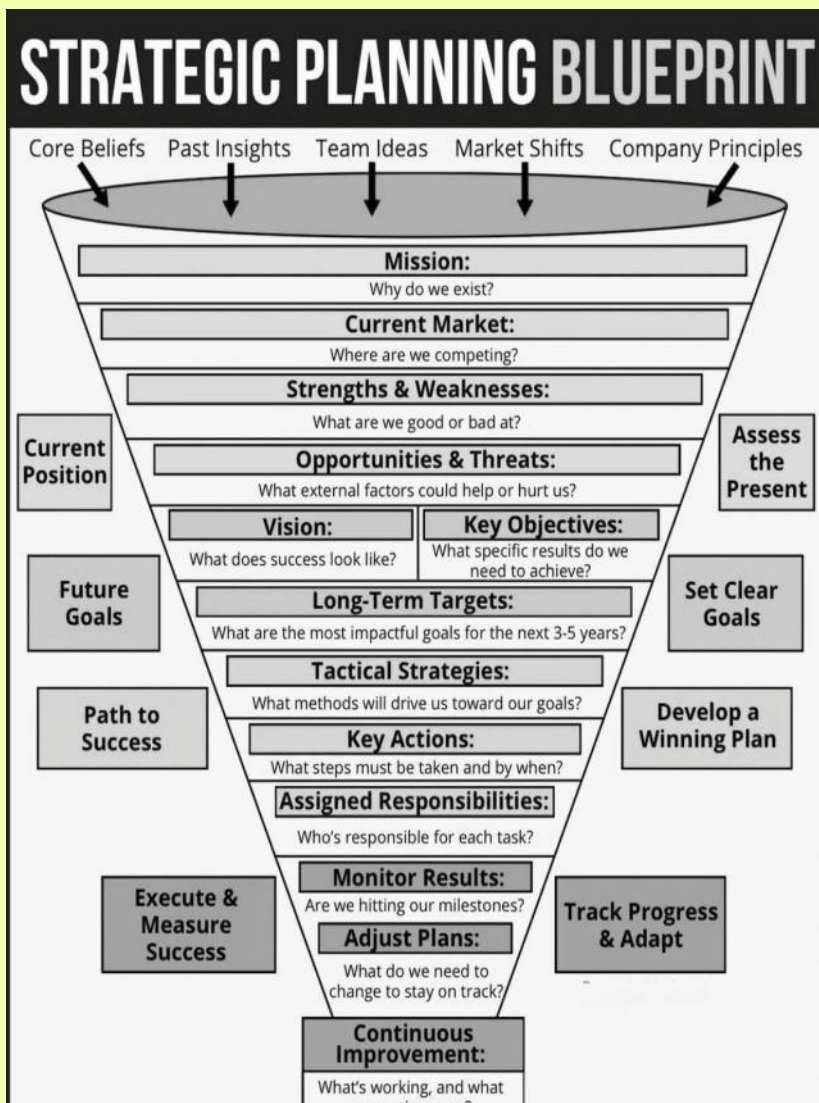
Dance on Route 66 at the Big Bash (tickets are limited and selling fast!)

Act now to save big > <https://mainstreetnow.regfox.com/2026-main-street-now...>

### Important Date for KYMS

**MSA on-line Accreditation is to be completed by February 13th.**

Volunteers are a vital part to any MS program. These Main Street Perryville board members are passionate about their historic downtown. To learn more about each of them check out Main Street Perryville FB where each is being highlighted. We are thankful to all those who give their time & talents to our KYMS communities!





Crawl or walk, head to a KYMS community for some great fun and scrumptious treats!



**CHOCOLATE CRAWL**

**FEBRUARY 7, 2026**  
11AM-4PM

ENJOY A **SWEET** TREAT AT OVER 20 LOCATIONS IN DOWNTOWN LA GRANGE.

**GIVE AWAYS • CHOCOLATE • SHOPPING**



**Shelbyville's CHOCOLATE WALK** 3rd Annual

**Sweet Deals and Sweet Treats!**

INDULGE in shopping and DELICIOUS chocolate during the Second Annual Shelbyville Chocolate Walk. Come downtown for a DECADENT good time!

**February 7, 2026**



brought to you by the Carrollton Main Street program

**Love your Downtown GIVEAWAY**

DON'T MISS THE OPPORTUNITY TO WIN A BASKET OF CHOCOLATES AND DOWNTOWN DOLLARS! ENTER TO WIN AT PARTICIPATING DOWNTOWN BUSINESSES!

OPEN FROM FEBRUARY 9<sup>TH</sup> TO 13<sup>TH</sup>

MAIN STREET AMERICA

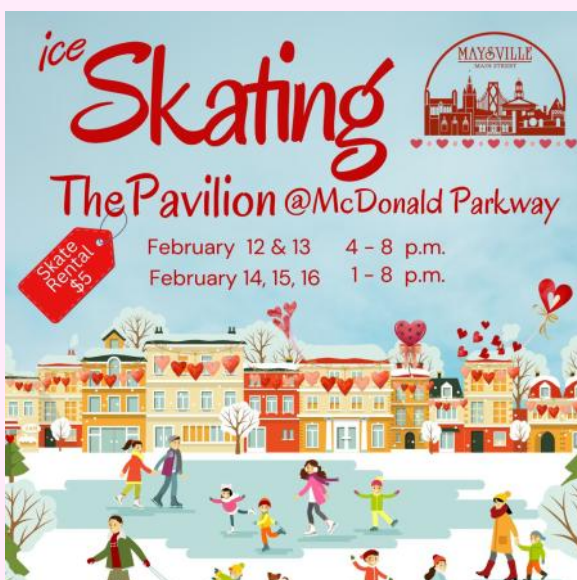


**LOVE DOWNTOWN MKY**

Show your love for Downtown Murray!

Downtown Valentine's Day Social Media Giveaway

Facebook: [downtonwmurraykentucky](#)  
Insta: [downtownmurray](#)



**ice Skating**

**The Pavilion @ McDonald Parkway**

February 12 & 13 4 - 8 p.m.  
February 14, 15, 16 1 - 8 p.m.

Slate Rental \$5



**Save these dates!**

**February**  
All Month - Love Local!  
7- Chocolate Walk

**May - Art Month**  
9 - Wild about Shelbyville Arts & Music Festival  
9 - Bourbon, Bacon and Butter Bakeoff  
16 - Family Art Night

**June**  
6 - Family Bingo Night

**July**  
23 - Jubilee Breakfast  
(There will be no Best Car Cruise in 2026 due to bridge construction. It will be back in 2027!)

**Love Local on Shelby Main Street**

Visit Shelby Main Street and fall in love with local!

We love supporting local all year long, but February is the perfect time to show some extra love! You never know... you might just discover your new favorite spot downtown.

[www.ShelbyMainStreet.com](http://www.ShelbyMainStreet.com)



Here are some other cool things happening from the Kentucky Heritage Council. Visit our website [heritage.ky.gov](http://heritage.ky.gov) to learn more about all the programs that are in the KHC agency, your State Preservation Office including KYMS. There is a lot of great information to be found there!



## Upcoming Workshops:

### Historic Rehab Tax Credit Workshop | Virtual

In partnership with Blue Grass Trust  
for Historic Preservation

Wednesday, Feb. 18th, 2026 | 6:00  
PM ET via Microsoft Teams

Visit [Heritage.ky.gov](http://Heritage.ky.gov) to register!



Don't forget to share with us your  
events to celebrate America 250!

Google America 250 and see what  
your screen does, it is very cool!

We are excited to celebrate with  
you so be sure we have your de-



Yes, we're yelling! Have  
you taken the survey  
yet? Why not?? You just  
scan the QR code. This is  
your opportunity to tell  
us your thoughts.

We need your input! KHC is  
developing the next 10 year  
State Historic Preservation  
Plan, and we want your voice  
to help guide it.  
This is your state plan.

