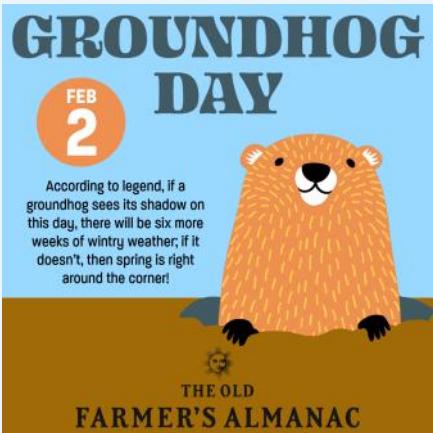


Main Street Monday!

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

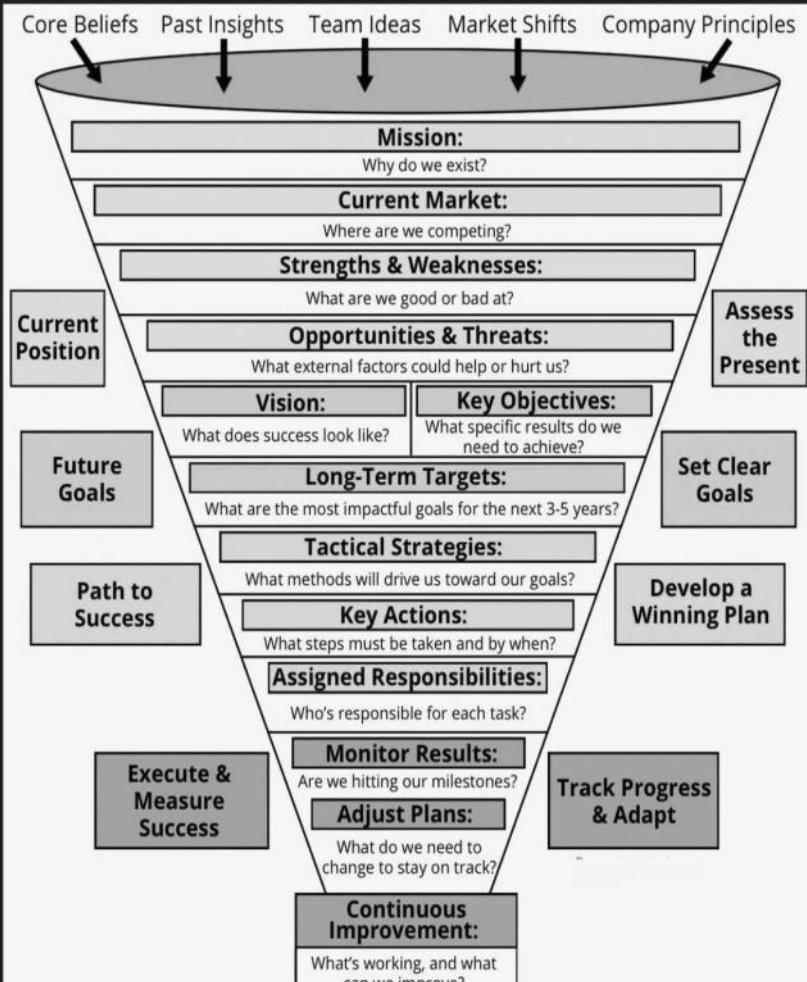
Many grants and funders view accreditation as a sign of readiness, capacity, and responsible stewardship.

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.

STRATEGIC PLANNING BLUEPRINT



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...>

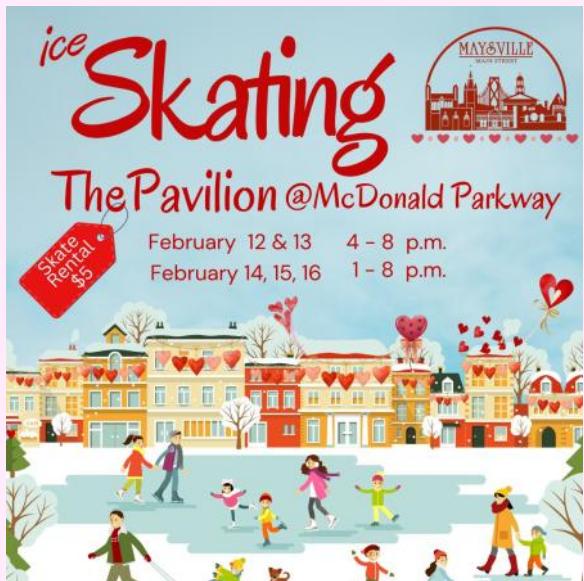
Important Date for KYMS

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

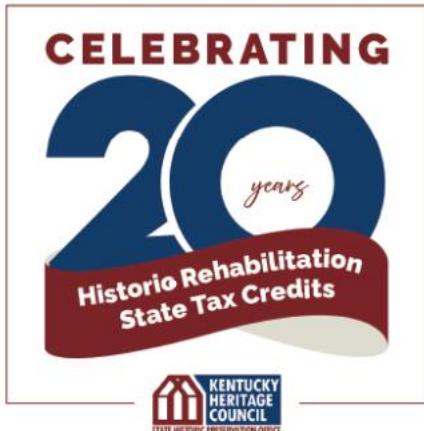
Volunteers are a vital part to any MS program. These Main Street Perryville board members are passionate about their historic downtown. To learn more about each of them check out Main Street Perryville FB where each is being highlighted. We are thankful to all those who give their time & talents to our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



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



Here are some other cool things happening from the Kentucky Heritage Council. Visit our website 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 to register!](http://heritage.ky.gov)



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.

