



January 11, 2021



Main Street Monday!



And we did it in style. KYMS cannot tell you how proud we are of all the work that our Main Street programs and their communities did in 2020. It was a year like no other, but due to the network of wonderful individuals and the hard work

we all did we made it! While the restrictions and safety measures will continue for some time we know that we will continue to serve our collective mission of transforming communities to be the very best they can be. [Here's to 2021!](#)



We are excited for our colleague, Vicki Birenberg, but sad for KHC and MS. Vicki has been an important part of our agency and the MS training team. We know she will do great things for Frankfort. We wish her all the best.

Frankfort created its first staff historic preservation officer position in early December! This position is responsible for "coordinating, promoting, and implementing the City's Historic Preservation Programs" and "functions as the...primary contact for historic preservation activities."

Duties of this position include "developing and administering City policies and procedures for the protection of cultural and historic resources; ensuring that City activities comply with historic preservation regulations; and providing technical, architectural, design, historical, and policy guidance to City staff, City Commission, governmental officials, boards and committees, and regional, state, and national preservation agencies."

Vicki's last day at KHC is Friday, January 15th. If you would like to send a card/note you can still send to 401 High Street and we will make sure she receives them.

Volunteers!

We all know volunteers are the heart of our Main Street programs and January and June are two times that a number of volunteers join our organizations, but we cultivate and acquire new volunteers throughout the year. What makes a good volunteer? How can we assist them in getting the most out of their experience? We have an agency that helps us do just that. Serve KY serves us as a partner in providing this training. [Serve Kentucky](#) is seeking ideas on how to deploy service and volunteerism as strategy to solve local problems and value feedback from Kentuckians across the state. [Please take this survey https://survey.zohopublic.com/zs/ZbDj5D](https://survey.zohopublic.com/zs/ZbDj5D) to share your opinions! And please share the survey across with people and networks you admire. To have your feedback included, please respond by **January 30, 2021.**

You can find more at serve.ky.gov serve you!

There will be no Main Street Monday next week in observance of Martin Luther King Jr. Day.

Reminder!

Certification documentation must be postmarked by this Friday, January 15th, 2021!

Don't forget to include your Main Street Award nominations!

Checks should be made to Friends of Kentucky Main Street.



We are now accepting [nominations](#) for the 2021 list of America's 11 Most Endangered Historic Places. Deadline for submissions is Monday, February 1 at 11:59 p.m. EST.

Since 1988, the National Trust has used its list of [America's 11 Most Endangered Historic Places](#) to raise awareness about the threats facing some of our nation's greatest treasures. The list, which has identified [more than 300 sites to date](#), has been so successful in galvanizing preservation efforts that less than five percent of these sites have been lost.

When evaluating a potential site for inclusion on the list, we consider a range of factors, including its significance, whether there is a local group engaged in its preservation, the urgency of the threat the site faces, and potential solutions to that threat. As part of the National Trust's commitment to [telling the full American story](#), we particularly encourage nominations for places that illuminate a unique or overlooked aspect of American history and that expand our understanding of our shared national heritage.

If you have a suggestion for a potential site, the 11 Most team would love to hear from you! Please email 11most@savingplaces.org with any ideas.

Please join us on Tuesday, January 19 at 9:30 am EST for our first webinar, [Food Choices in Communities: How Small Changes Can Make Big Improvements](#), with UK's Dr. Alison Gustafson. Dr. Gustafson's research focuses on changes in the food environment that improve dietary intake in rural communities. This webinar is free and open to the public, but you must [register in advance](#): <https://register.gotowebinar.com/register/8694022470905613327>

Help us make this series as engaging as possible! **If you have an idea for a presenter or topic, or want to share recent innovations in your work, please [fill out this survey](https://www.surveymonkey.com/r/QHNDJC7)**: <https://www.surveymonkey.com/r/QHNDJC7>

Hungry? Check out Mimi's Place in Salyersville, they are front page news!



Check with your locally owned small businesses to see what Santa left behind for you! Many are clearing out winter inventory preparing for Spring! Stop in and help by finding a treasure for you or a loved one or heck even a stranger!





Main Street businesses are always helping their community and CNN picked up a story of the Coffee-House in downtown Paintsville. Below are a few excerpts from CNN. To see the whole article visit Paintsville Main Street Facebook page or visit <https://www.cnn.com/2021/01/05/us/coffee-shop-free-coffee-front-line-workers->

The promotion hits home for the owner

"I don't just want to have good drinks, I want to also be a real part of our community and focus on making connections with all the customers that come into our shop. This has allowed us to really capitalize on the mission we already aim to pursue," he said. "Being a part of the community and making connections with people right now, what that looks like, is intentional kindness."

The promotion also hits particularly close to home for Melvin. "I take a very particular joy and thrill at seeing the community come into the coffee shop," he said. "My dad is a first responder, and his co-workers will come down rather frequently to support me, and they were particularly thankful because they always pay for their coffee." Melvin said one of his favorite moments was when some police officers came in for a break during their shift to enjoy a free cup of coffee. "I was really thankful that my landlord, wants us as a business, to do well, and allowed this idea to come to fruition and we could use this to become even more a part of the community," said Melvin.

JOIN THE MAIN STREET AMERICA INSTITUTE'S

Advanced Principles of

SUSTAINABLE ORGANIZATION

Get the tools to build a healthy foundation for your commercial district revitalization organization in this live three-part series.



Course begins Jan. 12!

Time is running out to register for the Main Street America Institute's Advanced Principles of Sustainable Organization course! Whether you are positioned in a long-standing program or starting anew, this course will help you develop the skills to strengthen your Main Street organization

You'll learn to: define and share your organization's message with key stakeholders to expand your reach; foster active community engagement through a solid volunteer development program; and understand how to develop a diverse funding structure and alignment of resources.

Live sessions will take place on January 12, 19, and 26 from 1 - 2:30 pm CT. Learn more and register here:

<http://bit.ly/39apkWL>

The HOPE VI Main Street Grant Program offers support to small communities to assist in the renovation of a historic or traditional central business district, or "Main Street" area, by replacing unused, obsolete, commercial space in buildings with affordable housing units. The objectives of the Program are to redevelop central business districts, preserve historic or traditional Main Street area properties by replacing unused commercial space in buildings with affordable housing units, enhance economic development efforts in Main Street areas, and provide affordable housing in Main Street areas.

The application deadline is January 19, 2021

Grantor: U.S. Department of Housing and Urban Development (HUD)

Details:

The purpose of the HOPE VI Main Street Program is to provide grants to small communities to assist in the renovation of an historic or traditional central business district, or "Main Street" area, by replacing unused, obsolete, commercial space in buildings with affordable housing units.

The objectives of the program are to:

- Redevelop central business districts (Main Street areas);
- Preserve Historic or traditional Main Street area properties by replacing unused commercial space in buildings with affordable housing units;
- Enhance economic development efforts in Main Street areas; and
- Provide affordable housing in Main Street areas

Main Street grant funds can be used to build new affordable housing or reconfigure obsolete or surplus commercial space (or extremely substandard, vacant housing) into affordable housing units. The grant funds cannot be used on general infrastructure or commercial development. Main Street housing units must be affordable to the initial residents that occupy the Main Street housing project, as described in the Use Restrictions section of this NOFA. The funds in the NOFA must be used to assist Units of Local Government that have existing Main Street area rejuvenation projects

Funds Available for Historic Preservation - due January 26

National Park Service The Save America's Treasures Grants program helps preserve nationally significant historic properties and collections that convey our nation's rich heritage to future generations. The program has separate applications for preservation projects (for properties listed on the National Register of Historic Places for national significance or listed as a National Historic Landmark) and for projects involving collections (including artifacts, museum collections, documents, sculptures, and other works of art).



A big Main Street welcome to Riva Chic in downtown LaGrange.

They are located at 107 Walnut, Stop in and tell them you saw them in Main Street Monday.



While it is only January our minds are looking ahead to spring. More and more individuals will be using our sidewalks and they provide so much more than just a pathway from one place to another. Good sidewalks also lead to increased economic vitality. There is an article I think you will find interesting. Copy the link below into your search bar to locate.

After a personal fall a few weeks ago I encourage all of you to conduct a walking audit for the safety of your residents and visitors. Are your sidewalks safe, are they ADA compliant? An ounce of prevention is worth a pound of cure as they say. If you encounter issues it may be possible to use CARES/COVID funds for repairs due to the need of getting outdoors.

Even when it is rainy and cold outside Main Street is planning for our summer to be GREATER than ever. Lots of work going on at Levitt Park Thanks to Kevin Barnett and the City of Middlesboro Street Department.

<https://www.sociallifeproject.org/to-save-the-planet-start-with->



Announcing the Second-Round Recipients of the HartBeat of Main Street Grant Program

Congratulations to Bricolage Art Collective in downtown Paducah!!!

Thank you to Main Street America in partnership with The Hartford.

Bricolage is a recipient of the HartBeat of Main Street Grant Program. Funds were awarded to 31 businesses across the country with Bricolage located at 107 Market House Square in downtown Paducah receiving one of these amazing grants that are provided to help businesses respond and adapt to the COVID-19 pandemic and help revitalize and strengthen our historic downtown commercial district.

Learn more: <http://bit.ly/3ooPPVC>

Public Works & Economic Adjustment Assistance

Funder: [Federal] Economic Development Administration (EDA); U.S. Dept. of Commerce (DOC)

Eligible: Local governments including cities and townships, state governments, and special districts.

Application Deadline: Currently ongoing

Description: This grant is intended to provide support for economic development, particularly in distressed communities, which would facilitate private investment and job creation. This opportunity emphasizes the use of regional assets and creativity in the creation and execution of plans to promote economic stability. Preference is given to Opportunity Zones throughout the U.S. among other activity-based criterion. Additional emphasis is placed on coal communities.

Funded Activities: Recovery and resilience projects for long-term recovery following natural disasters. Critical infrastructure projects (i.e. broadband, roads, energy, etc.). Workforce development, including the planning and implementation of skills-training and related educational/skills-based initiatives.

Contact:

Atlanta Regional Office

H. Philip Paradise, Jr., Regional Director

401 West Peachtree Street, NW, Suite 1820 Atlanta, GA 30308-3510

(404) 730-3002 Main Office

[Ahttps://apply07.grants.gov/apply/login.faces?oppld=321695&origin=vgo-apply](https://apply07.grants.gov/apply/login.faces?oppld=321695&origin=vgo-apply)

PNC Community Quality of Life Grants

Funder: [Foundation/Corporation] PNC Foundation

Eligible: Most organizations obtaining most of their funding from a governmental unit or the general public, including the following IRS designations:

- -170(B)(1)(a)(i) [Religious organizations]
- -170(B)(1)(a)(ii) [Universities]
- -170(B)(1)(a)(iii) [Hospital or medical research organization]
- -170(B)(1)(a)(iv) [Organization operating for the benefit of colleges or universities and is owned or operated by a governmental unit.]
- -170(B)(1)(a)(v) [Governmental unit]
- -170(B)(1)(a)(vi) [Organization receiving substantial support from a governmental unit or the general public.]
- -509(a)(4) [Organization organized and operated to test for public safety.]

Application Deadline: Ongoing

Description: A grant opportunity to nonprofits, schools, IHEs, faith-based organizations, and **government agencies** for programs in the areas of: quality early childhood education, affordable housing, community development and revitalization, community services, and arts and culture.

Funded Activities: Direct services for children in their classrooms or communities; professional development for educators; construction of community facilities for low-income regions; cultural enrichment programs; and affordable housing initiatives. Please see the "Additional Information" link for more detail.

Contact: Amy McCain, (248)-729-8529.

Grants for Bike Trails and Parks - due January 22

[Additional Information and application](#)

The PeopleForBikes Community Grant Program supports bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride.

PeopleForBikes focuses most grant funds on bicycle infrastructure projects such as:

- Bike paths, lanes, trails, and bridges
- Mountain bike facilities
- Bike parks and pump tracks
- BMX facilities
- End-of-trip facilities such as bike racks, bike parking, bike repair stations and bike storage.

We also fund some advocacy projects, such as: Programs that transform city streets, such as Ciclovías or Open Streets Days and campaigns to increase the investment in bicycle infrastructure.

[PeopleForBikes](#) will fund engineering and design work, construction costs including materials, labor, and equipment rental, and reasonable volunteer support costs. For advocacy projects, we will fund staffing that is directly related to accomplishing the goals of the initiative. PeopleForBikes accepts requests for funding of up to \$10,000. We do not require a specific percentage match, but we do look at leverage and funding partnerships very carefully. We will not consider grant requests in which our funding would amount to 50% or more of the project budget.

**The online application for this grant cycle opens on December 14, 2020.
An online Letter of Interest is due January 22, 2021.**

Eligibility:

PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation, or community development, city or county agencies or departments, state or federal agencies working locally

Program Contact:

Zoe Kircos, Director of Grants and Partnerships
(720) 726-3335



We are excited to share Renaissance Covington's announcement of a new partnership between St. Elizabeth Healthcare and Covington Farmers Market to help address food insecurity in their community!

St. Elizabeth Healthcare's support will help the market by providing the necessary funds to bring increased awareness to the market's nutrition assistance programs, and providing matching funds to support the Double Dollars program.

We all thank them for the continued investment in the community's wellbeing.

[#LoveTheCov](#)



Smart Growth America's **Equity** **Summit:**

Improving racial equity,
economic inclusion,
and restorative justice
through smart growth

January 26-28

<https://smartgrowthamerica.org/equity-summit/>



REGISTER NOW FOR SMART GROWTH AMERICA'S EQUITY SUMMIT

Improving racial equity, economic inclusion, and restorative justice through smart growth

At Smart Growth America, we deeply believe that improving racial disparities is at the core of a smart growth approach. But what does that mean? How does it work in practice? And how can smart growth advocates do it better?

This January we are convening an exciting group of experts, practitioners and policymakers to discuss how to elevate improving racial equity in smart growth work in a **free** three-day virtual summit (January 26th-28th from 11 a.m. to 1 p.m. EST each day).

The centerpiece of each day is a discussion between a panel of experts, moderated by a Smart Growth America expert. The impressive lineup of speakers will discuss how to promote equity in housing and land use, why strong Black & brown businesses are key to neighborhood vitality, and how to right the wrongs of past damaging transportation decisions and promote restorative justice.

Do not miss it! Registration is free!

[An article you might find of interest.](#)

[Why Small Towns Are Boons for Small Business | Inc.com](#)

<https://https://www.inc.com/charley-moore/why-small-towns-are-boons-for-small-business.html?cid=homesub1&fbclid=IwAR3vECgftwLN4-7K0mLKWRbfl3whoUXIbQ1JGD9G1Ah9dY7PRIRGEFO3g>

[/www.inc.com/charley-moore/why-small-towns-are-boons-for-small-business.html?](https://www.inc.com/charley-moore/why-small-towns-are-boons-for-small-business.html?)