



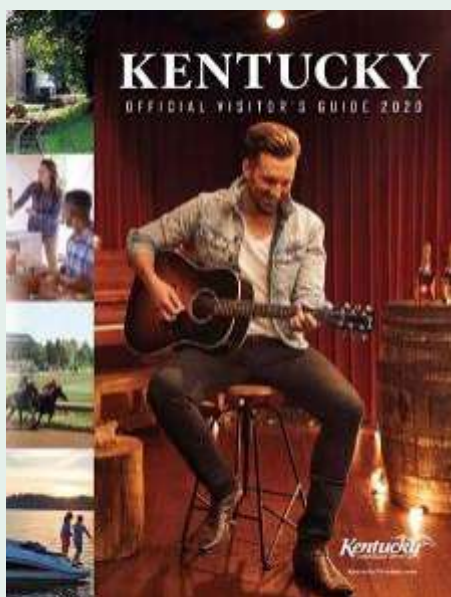
# Main Street Monday!



*It's the year of music!*

The theme of Kentucky tourism this year is music and Kentucky Main Streets have the best. From the Country Music Museum to the Levitt Series to our own local directors who are great musicians, music can be found in KYMS communities across the state.

Taylorsville's own JD Shelburne graces the cover of the tourism travel brochure. Be sure to not only let KYMS know about your music series, your music events, and any other things planned, but share that information with your local and state tourism commissions to help with promotion of all the great things that are happening downtown!



The National Trust for Historic Preservation is now accepting applications for the 2020 list of America's 11 Most Endangered Historic Places. This list raises awareness about the threats facing some of our nation's greatest treasures—successfully galvanizing preservation efforts so that less than 5% of these sites have been lost.

If you know of an important site that could benefit from this national spotlight, please email [11most@savingplaces.org](mailto:11most@savingplaces.org).

Applications will be accepted until Wednesday, February 5 at 11:59 p.m. EST. To apply, please visit <https://bit.ly/36wHBSx>.



State offices will be closed on Monday, Jan. 20 in observance of Martin Luther King holiday. There will be no Main Street Monday next week.

## Certification

Documents are due to the KYMS office Wednesday, January 15th or postmarked by this date.

**Kentucky Main Street Winter Meeting** will be held in Frankfort February 10-12, 2020.

Main Street Awards will be presented in the Capitol Rotunda on February 12th at 1:00.

Capitol Plaza will be the conference hotel and rooms are reserved. Mention KY Main Street for conference discount.

Information regarding façade grants was sent to directors last week. Deadline for letter of support to participate is due to the KYMS office January 15th, 2020 by 4:30 pm.



## Congratulations to Bardstown!

What a cool list! Bardstown is one of twelve southern towns to be named to TripAdvisor's list of "12 Charming Small Towns in the South with Warm Hospitality & Abundant Natural Beauty." Yes, we think they've got all of that and more. Visit them in 2020! Lots of exciting things happening!

## More new businesses!



Bardstown Burger is now open!  
126 North Broadway , Bardstown



Sweet and Savory Blessings  
422 Main Street, downtown Carrollton



Sauced Pizza which began in downtown Pineville now has a second location in downtown London! 202 S. Broad Street



Wildcat Willy's distillery is now open in Winchester! It is located at 31 E. Broadway

## Music scene

Did you know Maysville director, Caroline Reece, programs music over the public address system that places in the downtown! You might even find her at open mic, she is a great singer!



Put down the hair brush, get out of the shower - you can now show off your talents in a real venue. Tonight begins Open Mic Night with Nick Denham at the **Maysville** Brewery. The fun starts at 7, and you can sign up only a half hour before going on....plenty of time to drum up (or drink up) some courage.



Morehead director, Tony Pence, recently emceed Songwriters in the Round at CoffeeTree books. Patrons listened to original music, the stories behind the songs, and got to know the songwriters! They also had a great cup of coffee and enjoyed the wonderful atmosphere! Admission was FREE and all ages were welcome!



## 2020 Levitt AMP Middlesboro Music Series - Call for Acts

Middlesboro is a community of just under 10,000 people located in the mountains of Southeastern Kentucky at the foot of the Cumberland Gap. We're in driving distance to Lexington and Knoxville with major airports, and also near several cities and destinations including Bristol, Asheville, Gatlinburg, Huntington, Chattanooga, Nashville, Bowling Green, Louisville, and Cincinnati. The 2020 Levitt AMP Middlesboro Music Series will feature



a musically diverse lineup of high caliber entertainment in keeping with the signature Levitt program. For the sixth consecutive year we're looking for a mix of premier headliner acts and local and regional opening acts for our series that starts July 16, 2020, and runs every Thursday for 10 weeks. If you are interested or know someone who is, ask them to fill out this form at <https://docs.google.com/forms/d/e/1FAIpQLScVmo0KhREOhfVLZHlqVltyXgRuDceH4UqkDrFW7ArZwyWXug/viewform> ASAP. Applications will be reviewed as they are received and selections made based on programming needs and space availability.



Covington director, Nick Wade, received a new ride from Santa. Nick is switching from fossil fuel to electric for his daily commute. KYMS finds this ride just a bit scary. Someone needs to get him a helmet!



It was great to see Eilene Collins, Shelby Main Street director today! She dropped off their certification and then we enjoyed a lunch meeting.



New daycare opens in downtown Pineville!



The Guthrie Main Street board of directors and volunteers enjoyed a year end get together to celebrate all of their great work in 2019. They are all looking forward to a great 2020!!





Coming Saturday, February 8, 2020 at 11 AM – 4 PM  
Downtown LaGrange.

What a SWEET event for all chocolate loving folk. Visit over 20 participating businesses, sample decadent chocolate treats, shop our wonderful, local shops and enjoy the day making new friends in historic downtown La Grange.

Cost per person: \$10 (until Feb 1), \$15 from Feb 1-7, and \$20 the day of event.

Only 500 TICKETS AVAILABLE. So tell all your friends & get yours FAST! Tickets can be purchased at: <https://www.lagrangemainstreet.org/chocolatecrawl.html>

Please call 502-269-0126, or [director@lagrangemainstreet.org](mailto:director@lagrangemainstreet.org) for questions.

This is a fundraiser for the La Grange Main Street Programs (Concerts, Light Up La Grange, Promotions, Ghost Stories, Murals, and Facade Grants)

Door prizes. Contest for best chocolate & other fun in-store activities!



The numbers are in: Studies from the [Institute for Local Self-Reliance](#) show that locally owned businesses employ more people and retain more employees during economic downturns, while big-box retailers decrease the number of retail jobs in a region. Need more reasons to shop local?



Cadiz director, Casey Parrent encourages everyone to shop small all year long!



## Business Spotlight

MOREHEAD – Is a hidden gem located on Morehead’s Main Street? Judges of the 2019 Martha Layne Collins Award believe so. New Frontier Outfitters took home an award for excellence in international trade last month. It was in the “micro-enterprise” category of the award mentioned above. Currently, the business, which started in a kitchen, now provides an income for seven people. It all started with a pair of brothers, a laptop, a few hundred dollars and some passion.

Joshua and Jared Ravenscraft founded New Frontier on the idea they could improve the Appalachian region. They believe a unique outdoor clothing brand could start this movement. “We want to bring good things back to Appalachia,” Joshua said. “By focusing on putting people first, crafting innovative, eco-friendly, clothing, we will continue to provide people with the highest quality gear for their everyday journey,” the brothers told the Kentucky World Trade Center, an international trade consulting organization in Lexington.

They started a couple of years ago with hats and sold them street side around Morehead. It wasn’t long before they launched an online store with an expanded line of clothing. *New Frontier has seen an 835% increase in online sales over 2018 figures, according to Joshua.* They’ve shipped globally, first to Canada and furthest to Israel and Afghanistan. A soldier, who was not able to be home for the holidays, requested the brand’s clothing for Christmas.

Until now, the brothers have “bootstrapped” their efforts and built and earned everything they have accomplished. Investors have not been part of the business. But that might change soon as the brand grows. It is being worn by celebrities like Channing Tatum, Tyler Booth and members of the country band “Midland.” They hope the exposure helps land investors willing to buy into their brand.

Joshua says they use the same manufacturing outlets as larger brands to buy their base clothing. Then they customize it with their branding. Their marketing plan is interesting, too. They have only used social media and word of mouth to spread their name. “Word of mouth, I think, is bigger than social media,” Joshua added.

The brothers have a vision of one day having many stores across the region. Their headquarters would stay in Morehead. They’re currently in Switchback Cycling’s former space, with which they share a lease on the property.

Joshua describes his prices as “blue-collar.” They want to keep their products affordable. Most products are between \$20 and \$50. He added that about half of his base product is produced in the United States. The brothers attempt to source what they need for their operation from local sources, whenever possible.



Did you know that hundreds of people a day watch the trains that come through LaGrange on a live feed! Many of those come to visit in person. This has been a great promotional tool.

**Congratulations** to Williamsburg who was recently listed on the National Register making the downtown now eligible to participate in the state and federal historic preservation tax programs.

**STRENGTHEN YOUR ORGANIZATION IN 2020**

**Register for Advanced Principles of Sustainable Organization**



Instructor: Mary Helmer  
President of Main Street Alabama

When: January 14, 21, & 28 from 1 - 2:30pm CST  
*All webinars will be recorded*



MAIN STREET AMERICA INSTITUTE

Get the tools to make your Main Street organization stronger in 2020 by registering for Advanced Principles of Sustainable Organization through the Main Street America Institute.

Mary Helmer, President of Main Street Alabama, will teach three 1.5-hour live webinars starting on January 14.

Learn more and register here: <http://bit.ly/2MNk1cr>

## Did you know that 91% of cyberattacks start with email? (source: Wired.com)

**Phishing** emails are emails that *appear* to be from a trusted source but which are *actually* sent by a malicious source for the purpose of gaining **personal** or **confidential** information. This information is then used for further criminal or malicious activity. Many of these emails use a link in the body of the email which takes anyone who clicks on it to a malicious website. The malicious website is crafted to harvest the information the criminal wants by having the recipient provide it in form fields.

Methods used in phishing campaigns to avoid detection and remain active include using compromised credentials to send phishing emails and changing elements in the phishing email. This means that the sender may appear to be a person or organization the recipient would trust, and it means the email will probably change its message, subject line, malicious link address or other elements often to avoid being caught by filters and extend the duration of the attack.

### More Phishing Awareness Information

Use these guidelines when reviewing email:

Remember the **appearance** of an email or website is **no indicator** of its legitimacy.

It is important to **never** click on a link from an unexpected email, even if it is from someone you know. If in doubt, verify by contacting the sender, but not by using contact information from the phishing email itself.

Remember that phishing emails use the element of surprise and urgency, as well as other tactics

**BE BOSS ONLINE**  
CLASS 1 - FEB 18  
CLASS 2 - FEB 25  
CLASS 3 - MAR 3  
CLASS 4 - MAR 10  
2 - 5 PM  
New topics covered at each class

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Register NOW!  
Call Amanda Kelly  
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<https://conta.cc/2rXP0ew>  
Email: [akelly@centertech.com](mailto:akelly@centertech.com)

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# CREATIVE SIGNS BELONG IN HISTORIC DISTRICTS WEBINAR

Wednesday, January 15th – 1:00 pm - 2:00 pm

Signage can be vital to attracting customers, but how do you create visually interesting signs that enhance the historic streetscape, promote business activity, and are compatible with the surrounding historic context? Learn how Denver's Landmark Preservation Staff works with sign applicants through the design review process to serve business needs while also enhancing historic buildings and the streetscape. Attendees will understand how staff apply design guidelines in relation to different sign types and comprehensive sign plans.

Who Should attend:

Members of design review boards  
Downtown advocates  
Downtown building and business owners  
Preservation Advocates

Speakers: Brittany Bryant and Krystal Marquez



Brittany Paige Bryant, Senior City Planner for Denver Landmark Preservation. Brittany Paige Bryant has a Bachelor's degree in Public Historic from East Carolina University and a Masters of Fine Arts in Architectural Historic from Savannah College of Art and Design. Ms. Bryant has worked at the City and County of Denver Landmark Preservation office for 7 years. Her primary focus is Design Review. Ms. Bryant was instrumental in the development of the Five Points Historic Cultural District Design Standards and Guidelines. Prior to moving to Denver, Ms. Bryant was employed with the Savannah Metropolitan Planning Commission Historic District

Board of Review where she focused on Design Review in Savannah's National Register District and locally designated Historic Districts.



Krystal Marquez, Senior City Planner for Denver Landmark Preservation. Krystal Marquez has a Bachelor's degree in Urban & Regional Planning from California State Polytechnic University, Pomona & a Masters in Historic Preservation from UC Denver. Ms. Marquez has worked for the City of Riverside, California; Douglas County, Colorado and for the City & County of Denver doing zoning and design review for Landmark Preservation.

We are thrilled to have these creative women from Denver help show Ohio how creative signage is a game changer for historic districts.

Webinars are a benefit of membership, thank you to our supporters who make these educational webinars possible. [Become a Heritage Ohio member](#) [Register for the Webinar](#)

Our next webinar will be February 12:  
[Municipal Planning & Zoning Fundamentals](#)

## [\*\*Kentucky Alcohol Statutes and Regulations: A Guide from KLC Municipal Law\*\*](#)

A new tool, created in November 2019, with information about the administration of local Alcoholic Beverage Control (ABC) laws. The guide includes definitions, explanation of statutes, transportation, role of the local administrator, tobacco issues and much more.

This [user-friendly guide](#) is a full resource regarding ABC laws in the Commonwealth of Kentucky.

<https://www.klc.org/News/8664/new-abc-statutes-regulations-guidebook>