



January 25, 2021



# Main Street Monday!

**Kentucky Main Street** is our flagship downtown development assistance program. As part of the Kentucky Heritage Council, the State Historic Preservation Office, (SHPO) Kentucky Main Street program is the coordinating partner with the National Main Street/Main Street America program.

The Main Street program is a highly successful grassroots, community driven, comprehensive methodology used to revitalize traditional downtown districts throughout the United States. Main Street programs advocate for a return of community self-reliance, local empowerment, and the rebuilding of downtowns based on traditional assets: distinctive architecture, historic character, pedestrian friendly environment, personal service, local ownership, and a sense of place.

By working with communities to provide technical assistance, training and guidance, the program assists in developing strong, broad-based local Main Street organizations that work to preserve unique heritage assets, create jobs, support entrepreneurs, build community, stimulate investment and engage volunteers in new and creative ways. Healthy, vibrant downtowns are an essential element of comprehensive economic development and tourism strategies.

## What is Main Street ?

Developed by the National Trust for Historic Preservation 40 years ago, the Main Street Four-Point Approach® proven strategy that continues to transform the way communities think about revitalization and management of their downtowns.

As a unique economic development tool, the Main Street Four-Point approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets-from cultural or architectural heritage to local enterprises and community pride. It is unique in the way it address the variety of challenges traditional business districts face in practical yet effective ways.

What is the Four-Point Approach®?

A method that focuses attention on the importance of design, promotion, economic vitality and organization to build a comprehensive and sustainable downtown revitalization and management program.

Learn more from the attached brochure additional information can be found at [heritage.ky.gov](http://heritage.ky.gov) and [mainstreet.org](http://mainstreet.org)

On page 2 you can learn how to attend the virtual National Main Street conference April 12-14, 2021



TREAT YOUR SWEETHEART, TREAT YOURSELF

It is never too early or too often to show love to your sweetheart and your downtown.

KYMS is all about Loving YOUR downtown.

While COVID still impacts our lives, our downtown businesses are ready for you to show some love with great gifts, great treats, and great meals everyday, but especially on special days. Send us the reasons you LOVE your downtown and some photos would be great!!!

## MARK YOUR CALENDAR!!

### Join the National Main Street program April 12-14

The **2021 Main Street Now Conference** will be virtual! They will be bringing you three days of immersive online event that will be as close to the high-energy **Main Street Now** experience that we know and love.



No airlines, no hotels, learn from the comfort of your own space. This is a wonderful opportunity for government leaders, business owners, Main Street board members and community members to learn about this very valuable downtown revitalization program.

*Accredited Kentucky Main Street programs receive special rates as a part of their benefit of being in the KYMS network!*

**If you are a government official at the local, state, or federal level you can attend for a great price of \$50!** This is a great training opportunity for Mayors, Judges, City Managers, council members, legislators and more.

Programs who register 5 or more (their boards etc.) can attend for \$75 per person. (This is less than the normal registration cost for one person to attend in person! What a deal for your program!!)

Individual cost for those in a KYMS community is only \$99 for a 3 day conference!

There will also be a special rate for small businesses with offerings just for you!

This is very exciting to be able to offer this to such a wide audience and help you educate so many in your communities for this value added rate as a member of KYMS!

**REGISTRATION WILL OPEN FEB. 8, 2021** Look for more information in the Feb. 1st MSM

**These early bird rates will be in effect until March 23rd**



Danville is decked out and ready to show their love for **LOVE your Downtown!**





## Applications for the “At Your Side” Small Business Grant Program are now open!

THE "AT YOUR SIDE"  
SMALL BUSINESS GRANT PROGRAM

*Applications are now open!*



Main Street America is thrilled to collaborate with Brother Office USA to support small businesses in Main Street communities across the country. The program will help brick-and-mortar small businesses in designated Main Street districts as they work to adapt to COVID-19 and prepare for the next phases of reopening across the country, while also helping to revitalize and strengthen older and historic commercial corridors.

Grants of \$5K - \$10K will be awarded on a competitive basis. Applications will continue to be accepted through **Thursday, January 28 at 6:59pm CST**

Learn more at [mainstreet.org/brother](https://mainstreet.org/brother). Terms/conditions apply.

### **\*\* Employment Opportunity \*\* Come join our Main Street network!**

Shelby Main Street Corporation the Main Street program in Shelbyville, KY is accepting resumes for the position of Executive Director. The Director will be responsible for coordinating vitalization activities utilizing the Main Street Four-Point Approach. Applicants should have education and/or experience in one or more of the following areas: historic preservation, architectural history, planning, economic development, retail marketing, design, volunteer management, not-for-profit management, or small business development. Excellent computer skills and Quick Books experience are required. Political science experience is preferred. The director must be entrepreneurial, energetic, well organized, and able to work well with others as well as independently. Excellent verbal and written communication skills are essential. The salary range is \$32,000 to \$45,000 per year depending on experience and qualifications. Submit resume, cover letter, and three references by February 12, 2021. Mail to Shelby Main Street, Attn: George Best, P.O. Box 1256, Shelbyville, KY

## 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!**





Winter is still with us, but spring is coming!  
Kentucky is a beautiful place no matter the season and you can enjoy the beauty of winter as you tour the state and explore new places.

KYMS cities are great places to start!

Kentucky Main Street communities are waiting to welcome you to new adventures!

Make a plan to get out and Explore !

- 💡 **When you spend \$100 at a local biz, \$67 stays in your community**
- 💡 **Buying local means less packaging & less transportation**
- 💡 **Local businesses donate to charities at more than 2x the rate of national chains**

*Galentine's*  
**DAY**

WINE, SNACKS & IN-STORE SPECIALS

THURSDAY  
FEBRUARY 11TH, 5-7:30PM


*ANYONE IS WELCOME!*


111. W. MAIN ST. LAGRANGE  
502.222.1626

Here is great idea from a merchant in LaGrange to promote their holiday shopping all while Loving their Downtown!

**HARRISON COUNTY COMMUNITY FUND** **DOWNTOWN CYNTHIANA RESTAURANT RELIEF**

**\$5,000 Match**

 The Harrison County Community Fund, in partnership with Cynthiana Main Street, Inc., is issuing a \$5,000 challenge match to the community: all donations to the Harrison County Community Fund made through February 5 will be matched dollar for dollar, with proceeds going to provide relief to qualifying downtown Cynthiana restaurants.

 **TO DONATE:**  
[bgcf.givingfuel.com/harrison-covid19](http://bgcf.givingfuel.com/harrison-covid19)

We're not the only ones who loves the Murray Main Street Farmer's Market. Looks like they recently added a new vendor to the market. :)





No need to wait until summer, take your sweetie for a sweet treat.

**Yum Yum Golden Gelato Open Now!**

**130 West Pike St.  
Downtown Covington**



### Coming soon to Murray

Big day for Red Bug—ceremonial removal of signage and the promenade (verb) ALL THE WAY across the court square to the corner of 4th and Maple. We cannot wait to reopen and see our RB peeps again! Meanwhile, we're bagging and boxing and ordering in prep for the big day.

SAVE THE DATE: FEB 2, 10:00



A big thanks to Bell County Tourism for providing their help to Middlesboro Main Street with the new signs for the Rail Road Bridge. After more than a year of planning they have gone up! Larry say, "We have the best Street Department and Green Construction is a great partner. It is around 32 degrees and they are up there making it happen. Thanks Kevin Barnett and Crew." MMS will be having a silent auction to purchase the previous signage. Check out their FB page for details.



Interesting webinar planned Feb. 2 hosted by the Department of Historic Preservation: "Ashland Demolished, Ashland Preserved," a talk by Dr. Whitney Martinko of Villanova University, a specialist in the history of the early American republic. Her recent book "Historic Real Estate: Market Morality and the Politics of Preservation in the United States" examines how Americans saw history as embodied in buildings and landscapes throughout the young nation and connected it to ideas about progress, moral order, and nationalism.

Department Chair Daniel Vivian says the webinar "is an analysis of the controversy that erupted when James Clay, Henry Clay's son, announced plans to demolish his father's house soon after the elder Clay's death in 1852. Although many Kentuckians know the basic story of the reconstruction of the house at Ashland, its role in the history of historic preservation in the U.S. is underappreciated. Martinko's analysis shows how important it was in shaping attitudes about preservation and enshrining Clay in national memory. The story is fascinating, and Dr. Martinko tells it better than anyone, with unparalleled detail and insight."

Co-sponsored by Ashland, The Henry Clay Estate and the University of Kentucky Department of History.

The webinar is free and open to the public but pre-registration is required at <https://uky.zoom.us/.../register/>

Applications are still being accepted for National Trust for Historic Preservation's 2021 list of America's 11 Most Endangered Historic Places.

Since 1988, our partners at the National Trust have used this list of America's 11 Most Endangered Historic Places to raise awareness about the threats facing some of our nation's greatest treasures.

For Main Street programs, the attention garnered from this list can raise awareness of local historic buildings and their impact in the community as powerful tool in the economic development toolkit.

Applications due Monday, February 1. Learn more about this opportunity here: <https://savingplaces.org/11-most-nominations>



Cincinnati Gazette, July 4, 1857, p. 1.

## ASHLAND DEMOLISHED ASHLAND PRESERVED

A PRESENTATION BY **DR. WHITNEY MARTINKO**  
ASSOCIATE PROFESSOR OF HISTORY, VILLANOVA UNIVERSITY

In 1853, James B. Clay announced that he would preserve Ashland as a memorial to his father, the famed statesman Henry Clay. Months later, he leveled the house to the ground and built a new house on the old foundation. A nationwide debate—and a challenge to a duel—ensued over the question of whether Clay had desecrated or preserved his father's house. This talk will explore how the Ashland controversy was part of a broader debate over the preservation of family estates and the houses of famous men in the mid-19th century. Join us for a conversation about the surprising intersection of this "evolutionary" model of preservation with rural cemeteries, suburban development, and the politics of demolition in the antebellum United States.

Dr. Whitney Martinko is an associate professor of History at Villanova University and the author of *Historic Real Estate: Market Morality and the Politics of Preservation in the Early United States* (Penn Press, 2020). She earned her AB in History from Harvard College and her MA and PhD in History from the University of Virginia. She lives in West Philadelphia.

TUESDAY, FEBRUARY 2

4:30 PM | ZOOM

SCAN QR CODE TO REGISTER IN ADVANCE



**FRANKFORT, Ky. (Jan. 25, 2021)** – The Kentucky Heritage Council (KHC) quarterly meeting will take place at 1:30 p.m. EST Wednesday, Jan. 27 via Zoom, with board members participating from remote locations. The virtual meeting may be accessed at <http://bit.ly/3sYtAZI>, Password: 396953.

The meeting is open to the public. An agenda and additional options for public access are available at <https://heritage.ky.gov/about/>.



Happy January  
birthdays to

Minta Trimble –Pikeville  
20th

Craig Potts, today! 25th

Bobbie Gothard–  
Tri-Cities (Cumberland,  
Benham & Lynch) 31st