

January 25, 2022

Main Street Monday!



We continue to support our neighbors in western KY. Nothing can prepare you for seeing the devastation in person, but the kindness of others, the support of so many organizations from so many places around the country and monetary donations from around the world are making an impact.

The Kentucky Heritage Council, the State Historic Preservation Office and home to our KYMS program is working tirelessly with state and federal officials to assist these communities.

While Mayfield's downtown was hardest hit several smaller communities were lucky to have a mostly intact downtown where many roofs and windows were damaged, but numerous homes were destroyed.

As we continue to help these areas on the journey of rebuilding let us not forget the very small towns who did not make the news, but have suffered severe losses in their communities.

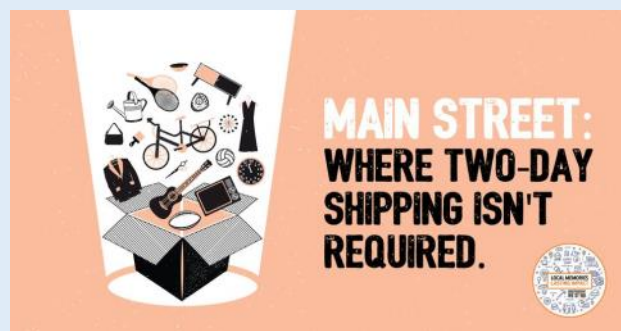
Main Streets are the socio-economic centers of communities. Their ability to thrive is essential to the continued economic success of small cities and towns like those in western Kentucky. These centers provide their residents with a sense of place. This awareness is often tied to the past, being set in the present and looking toward the future. Facing today's challenges means keeping Main Street surviving and thriving. Tomorrow's future doesn't mean leaving everything behind but, rather, acknowledging what to save and what to improve. Reimagining Main Streets can enliven stakeholders and residents in new ways. Know that we at KHC/KYMS are here to assist even if you are not part of the KYMS program. We are happy to provide guidance and resources as we are all Kentucky during times of need.



We look to 2022 as a year of change where we can continue to grow and learn and embrace others both physically and in our good work. Accreditation is changing for our programs and you can tune in to learn more 12:00 – 1:30 EST

We encourage all boards and city leaders to attend.

Get Ready to **Love your Downtown!**



2022 National Preservation Awards: Application Deadline

Is there a person, organization, or project in your city or town that deserves the national spotlight? Have you seen a transformation in your community because of preservation? The **National Trust** wants to hear from you on how people and places are redefining preservation in your world.

Submit your nominations by February 17.

Learn about the new accreditation standards for Main Street this week on one of these webinars!

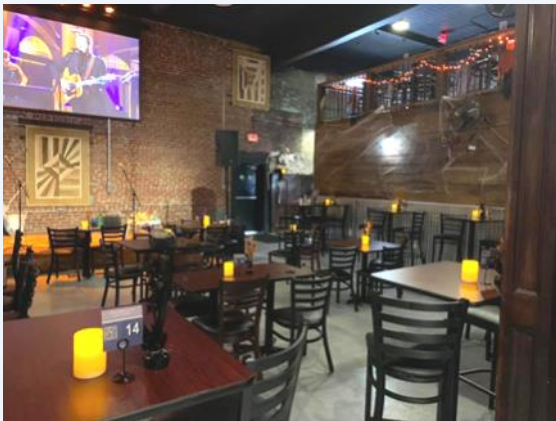
1/27 webinar link: https://savingplaces-org.zoom.us/webinar/register/WN_P-NTmAvnQViQrxIxaRmdNQ

1/28 webinar link: https://savingplaces-org.zoom.us/webinar/register/WN_zdE8_BkHTyadHg-JwxuS_g



New businesses continue to open in our Main Street communities! From tasty donuts to music venues, places to relax, and outdoor spaces, they are all what make a downtown great. Take time to Explore our great Kentucky Main Street towns and all they have to offer!

Another happy customer at the new Double J's Donuts 112 East Kentucky Avenue in downtown Pineville next door to the Bell Theatre!



If you're a music fan and who isn't you need to check out Alley on Main at 214 Main Street in downtown Paintsville, the City of Note located on Country Music Highway US 23. You can also stop in for lunch or dinner and enjoy the patio weather permitting. Keep up to date on who is performing on their Facebook page.



Grab your friends and head to Downtown Danville! Boogie Knights is open at 217 W Main Street, with a kitschy 70's themed cocktail bar that's a perfect place to meet friends and relax with a cold beer or cool cocktail. The Da-Nashville Hot and Ricky Bobby Ricardo sandwiches are sure to be crowd pleasers too! Congratulations Justin! Hours are 4 PM to Close, Wed to Saturday.



There may be snow on the ground, but it's always a sunny day when you get NATIONAL attention. America's Best Restaurants was in Maysville shining its spotlight on a TRIO of local faves: downtown's Delite's and M's Eatery and Tater's Tavern in Old Washington. Three cheers for Maysville's trifecta of tastiness!!

ooh La La VALENTINE'S WEEKEND
FEB. 11 TO 13
La Grange

Saturday, Feb. 12th
11TH ANNUAL CHOCOLATE CRAWL
 11 TO 4 PM ♥ \$10 PER PARTICIPANT
 ON MAIN STREET

Saturday, Feb. 12th
LA GRANGE LIVE!
 WITH COUNTRY MUSIC ARTIST JD SHELBURNE!
 8 PM TO MIDNIGHT ♥ \$25 GENERAL ADMISSION | \$100 VIP
 AT GATEWOOD

Friday, Feb. 11th
VALENTINE'S FINE DINING EXPERIENCE
 BY CHEF SANDRA GUGLIOTTA
 7 TO 9 PM ♥ \$130 PER COUPLE
 AT GATEWOOD

Sunday, Feb. 13th
THE OLDHAM COUNTY WEDDING EXPO
 11 TO 3 PM ♥ FREE!
 AT CITYPLACE EXPO CENTER

TO LEARN MORE ABOUT ALL THE *ooh La La* FUN:
WWW.VISITLAGRANGEKY.COM

BAKED GOODS CUSTOM TEES HOME DECOR
 ARTS & CRAFTS PAMPERED CHEF CANDLES
 BOUTIQUE CLOTHING CONCESSIONS RADA KNIVES
 SCENTSY JEWELRY
 POLYMER CLAY CREATIONS WREATHS
 HAIR PRODUCTS KIDS CLOTHING
 RED ASPEN TUMBLERS & CUPS
 PINK ZEBRA WOOD CRAFTING

ONE STOP CUPID SHOP

February 5, 2022
 9am-4pm
 Lloyd M. Hall Community Center
 Salyersville, Kentucky

SAT FEB 12TH
LAGRANGE LIVE!
 JD SHELBURNE
 The Gatewood Building
 LaGrange, Kentucky

Here is a great event from our friends at KY State Parks! They are even taking you shopping in downtown Carrollton a nationally accredited KYMS community. Check out Carrollton Main Street FB page for all their fun shops!



It's a great time to show some love to your favorite small business and those you love by shopping local.

Gather the girls on February 18 & 19 for Galentine's Self Care Weekend only at General Butler State Resort Park! This two-night special package for two includes yoga, guided hiking, three-course dinner, brunch with mimosas, a paint-n-sip class, shopping and more. For package details go to <https://parks.ky.gov/.../events/galentines-self-care-weekend>.



TRIVIA NIGHT

February 18, 2022

Team of 8 • \$200/team • Dinner
• Cash Bar • Cash Prizes • Door
Prizes • Gift Card Wall

Call Murray
Main Street to sign up!
Space is limited.
270-759-9474

Open 5:30 p.m. • Dinner 6 p.m.
Competition begin at 6:30 p.m.

Mulligans 5/\$20, one set per team

Location: Springhill Suites Marriott
1512 N 12th St.



Only 8 Mondays Before Spring



Coming Soon!



Main Street in the news!

In addition to being featured on magazine covers our directors and their communities are being featured in publications such as the Kentucky League of Cities magazine, local and state news channels and newspapers.

Main Street makes a difference everyday. You can be a part of the movement. Contact your local program for more info.

The new bridge and walkway in downtown Perryville is complete! This will give better access to the historic downtown and the Battlefield. It was a lengthy process, but the completed walkway for pedestrians is a wonderful thing.



Preserving our historic assets and telling our story is foremost in the economic vitality of our communities. It is what our locals cherish and our tourists come to enjoy. The Old Talbott Tavern is one of those places. Since the late 1700's it has been telling the story of Bardstown. It's a great place to enjoy a meal and an over-night stay while visiting the Bourbon Capital of the World. You might also enjoy how this KYMS town measures its snowfall.



He's Open!!! It's been a long time in the making, but Ike's Artisan Pizza is open in downtown Middlesboro at 2020 Cumberland Ave. We can't wait to enjoy the outdoor patio too!

One positive from COVID was it has allowed us to be creative. This is not just something in the US. We are also sharing a few seen in other locations that we can R & D .



Paint was used to create the feeling of being on a city street and not an alley. And while you may not have an old cable car what do you have?? A caboose? A bus, what fun thing could you repurpose into outdoor seating??





NPS-STLPG offers a lot of different grants, fyi: <https://www.nps.gov/subjects/historicpreservationfund/grant-programs.htm>

Many Main Street districts have Sacred Places located in or very nearby them. They too tell the history of place and bring people to the downtown. Here is an opportunity for those that might be in need of assistance.

Explore the New National Fund for Sacred Places Website

The National Fund for Sacred Places provides training, planning grants, technical assistance, capacity-building support, and capital grants up to \$250,000 to congregations of all faiths. Explore the program's new website to dive deeper into the stories of historic houses of worship nationwide and to submit a letter of intent for the next round of funding.

Letter of Intent due March 7, 2022 11:59 p.m.

NEXT STEPS: ARPA WEBINAR WITH ILSR

Small Business's Big Moment:
A Webinar on How Communities Can Use ARPA Funds to Spur Small Business
Thursday, February 10th, from 2:00-3:15pm ET.



- Buying commercial property and transferring ownership to a community land trust to provide affordable space for small businesses
- Improving small business procurement policies and practices
- Cultivating small-scale manufacturing and filling gaps in local and regional supply chains
- Closing the racial entrepreneurship gap
- Creating a local restaurant delivery service
- Investing in infrastructure improvements that help small businesses operate more effectively

The American Rescue Plan Act offers communities a once-in-a-lifetime opportunity to fundamentally refocus their economic development strategies. Join [Institute for Local Self-Reliance](#) and Main Street America for a special panel to discuss the ways that communities can maximize the impact of the ARPA funds. This panel will outline ideas to cultivate and support small businesses, including closing the racial entrepreneurship gap, cultivating small-scale manufacturing and filling gaps in local and regional supply chains, and buying commercial property and transferring ownership to a community land trust to provide affordable space for small businesses.

February 10 from 2-3:15 EST. Register here: <https://bit.ly/3AkBRQh>

Time to start thinking about that Community Garden

Slow Food Bluegrass seeks to carry out the Slow Food mission of good, clean and fair food for all, which means a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet. Slow Food Bluegrass micro grants support individuals and groups in Kentuckiana who grow food and foster education about access to good, clean, fair food. Special priority is given to limited resource communities and to projects that demonstrate a strong buy-in from participants.

Grants range from \$500 - \$1,000 and may be awarded throughout the year.

Shelby Main Street and the Small Business Development Center presents - SBDC SMALL BUSINESS SEMINAR ON FACEBOOK MARKETING

| Tuesday, January 25

| 09.00 - 10.00 AM

| 30 minute seminar and
30 minute Q & A

| 601 Main Street
Shelbyville, KY



JC Phelps

SBDC Business Coach

Register now on our website
www.ShelbyMainStreet.com

A big business started as a small business!

Seminar is free
Seats are limited

Our friends at [Project for Public Spaces](#) are bringing their popular "How to Create Successful Markets" online. Over four weeks in March, market operators, developers, policymakers, and advocates will learn how to create a thriving public market that is economically sustainable, maximizes community benefits, and contributes to the creation of inclusive public places. The training will cover topics ranging from how to measure the value of your market to the essentials of community engagement, and more.

Registration is now open!
Learn more: bit.ly/3z8KsA1

T-MOBILE HOMETOWN GRANT PROGRAM

- + Year 2 of five-year program
- + 4 cycles per year (quarterly)
- + Nationwide, with a focus on rural
- + Community revitalization grants of up to \$50,000 each
- + Example project types include, but are not limited to: public art; revitalization of a town square pavilion, a historic building, an outdoor park, a ball field, a library, or streetscape
- + www.t-mobile.com/brand/hometown-grants



Congratulations to Deana Wright and Murray Main Street!!

They were winners of the T-Mobile Grant this past cycle.

What great project do you want to do? Apply!!! As they say, someone has to win, might as well be you!



LOOKING TO 2022: ARPA

- + American Rescue Plan Act (ARPA) Interim Rule was released in May; MSA submitted comments on its use for small businesses/business districts in July.
- + Final Rule was released on January 6. This is generally positive for Main Street.
 - Gives floor of \$10M in Revenue Replacement – great for smaller communities!
 - In QCTs, eligibility for expenditures includes rehabilitation of commercial properties, storefront improvements, and façade improvements, technical assistance, business incubators, and grants for start-ups or expansion costs w/o specific measurement of impact.
 - Clarifies measurement on proportionately impacted industry as 8% loss of employment. Tourism is always an impacted industry!
 - Allows capital expenditures for negative economic impacts. Under \$1M = no justification.
 - Emphasizes and expands uses for broadband, non-profits, and housing.
- + Updated materials/web updates coming soon.

Reflect & Recharge

Self-care is the practice of taking actions to improve health both physically and emotionally. The most important thing to remember about self-care is it looks different for every individual! Some people practice self-care through relaxing yoga classes and bubble baths, while others practice by taking 5 minutes to sip their favorite cup of coffee. Self-care is spending time to better ourselves so that we can better take care of others. At KYMS, we say “you can’t fill from an empty cup”. Take the next several days as January comes to an end to reflect on what fills your cup so you can take on the remainder of 2022 refreshed and ready to take action!



It's time!! Registration will begin this week! This is a great learning opportunity for everyone. Civic Leaders have a reduced rate and we encourage you to attend along with your Main Street director and organization. We will continue to provide updates in MSM and on our Kentucky Main Street social media pages.

Save the Date!!

May 16-18

Richmond, Virginia

– Early-bird rates will close at 11:59pm CT on March 14th

- + Civic Leader rates will be offered
- + Hotel blocks will open on the same day
- Blocks and Hilton Richmond Downtown & Richmond Marriott Downtown

Registration Rates

	Early Bird (Mid-Jan. - Feb. 2022)	Regular (March - May 2022)
Member	\$415	\$515
Non-Member	\$565	\$665
Civic Leaders	\$100	\$100
One Day	\$375	\$375
Students	\$175	\$175

EDUCATION HIGHLIGHTS – THEMES & TRACKS

Themes

- + Main Streets for the New Economy
- + Community Preservation and Expression
- + Housing and Small-Scale Development

Tracks

Core Concepts / Civic Leader / Climate Resiliency / Design for All / Digital Promotion / Equity & Inclusion / Historic Preservation / Leadership / Making the Case / Rural Focus / Supporting Entrepreneurs / UrbanMain



EDUCATION HIGHLIGHTS – SESSION PREVIEWS

- + *Main Street, Monopolies, and the Post-Pandemic Economy* with Kennedy Smith, Institute for Local Self-Reliance
- + *Community-Centered Economic Inclusion: A Strategic Action Playbook* with Hanna Love, Brookings Institution; Tunua Thrash-Ntuk, LISC Los Angeles; and William Taft, LISC
- + *Disaster Preparedness and Resilience: Funding & Resources* with Manuel Ochoa, Ochoa Urban Collaborative
- + *The Importance of Cultural Heritage in Neighborhood Commercial Corridors* with Dionne Baux, NMSC
- + *Upper Story Housing in Historic Downtowns* with Kathleen Frazier, Frazier Associates, Architects & Planners
- + *Benefits of Pollinators and Public Art Mash-Ups within the Built Environment* with Dawn Kopp, Downtown Business Association of Bismarck and Molly McLain, Dakota West Arts Council



t h e f i r s t e v e r

Mini SOARSUMMIT



Register NOW

Save \$15 with Early Bird Registration through Feb. 4

soar-ky.org/summit

March 7-8

Paramount Arts Center
Ashland, KY

Presented By



Tourism is a
\$60 Billion a
year industry
in Appalachia.
The majority
of that goes
to three
communities.

***That has to
change!***

SOAR's first-ever Mini
Summit on Tourism
and Downtown
Revitalization will
feature:

- Breakout Sessions
- **No Hotel? No Problem!** We're leveraging Airbnb and other platforms to create unique and *destination-driven* lodging to your community.
- **Your destination begins with your downtown** — Positioning your downtown to be welcoming to tourists
- **The Digital Space** | How are you telling your story
- **Small Towns Big Impact** | Small communities making a big splash attracting tourists
- Panel Discussions
- Country Music Highway Tribute Show
- Reception