



Main Street Monday!



Welcome to 2020!!! It's a new year and a new decade and we are excited to see what the year has in store for Kentucky Main Street!

If you haven't joined a Main Street organization in your community yet, you're missing out on a valuable networking opportunity. These groups unite small businesses in the community under a local, identifiable brand.

Together, Main Street group members plan seasonal campaigns, revitalize downtown buildings and advocate for small businesses in and around the local area. This work helps to raise awareness for the local retailers, restaurants and service providers that keep the local economy strong and the local culture vibrant. By expanding your network in this way, you can take on 2020 with new, local partners by your side.

Coming soon!

Winter Main Street Meeting
February 10-12, 2020

Conference registration and more information will be sent out next week. We are still firming up the schedule and locations as it is always a little more challenging when we are in Frankfort during the legislative session.

Rooms are reserved at the Capitol Plaza under Main Street so you can now make your reservations.

Certified director training will also take place the morning of February 10th, more information on that will also be included next week.

Feb. 12th is our day at the Capitol, awards day, and city day/night.

January 15th Accreditation packets due to KYMS office.

It's that time of year when many of you are revisiting missions/visions and just who you are which sometimes includes a new tag line.

Your tag line to really communicate what makes your community special, you should include that ONE thing that distinguishes your Main Street.

One of my favorite Ed McMahon Main Street America quotes is: *"If you can't differentiate your community, you will have no competitive advantage."*

Consider that as you develop your tag line. We like to think of a tag line like a short "elevator pitch", *a few words that make the reader want to know more about your community.*

We wanted to share with you one of the winners of the America Walks grants from Kentucky.

In this newsletter we always list as many grant and funding opportunities as possible. The America Walks site has many other examples of what you might apply for in the future on their web-site. We will be having a session on grants at the winter conference to help you secure them for your community :)

Lewisburg Neighborhood Group, Florence, KY: Lewisburg, a neighborhood within Covington, KY, is currently working on a project to create/install lending library boxes to encourage literacy among youth and adults, and create fun destinations to visit. With this America Walks grant, the neighborhood group will work with law enforcement, the health department and other community organizations to identify and mark a safe walking route connecting the lending library locations to promote active transportation and recreation. Walking is an inexpensive and accessible way of improving health outcomes for a diverse population of people within a community. Especially important for the under-served areas, improved access to safe places to walk within the city allow the ability to access resources, meet their basic needs, maintain health and well-being, have economic opportunity, and participate in public life. Goals of this project include encouraging physical activity, as well as increasing the safety of pedestrians. This project will also open up more dialogue among residents on pedestrian safety issues/concerns and help identify other potential projects to improve the walkability of the neighborhood.

Wednesday, January, 15th Roger Brooks will be having a webinar on destination assessment. This is very similar to a windshield assessment that we have discussed in the past. There is a charge for this webinar that takes place at 11:30 am central time and 12:30pm eastern standard time. Check his web-site for more information.

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Destination Assessment is a photographic look at your community through the eyes of a first-time visitor, showing strengths and weaknesses, as well as providing specific things you can do, at low cost, to become an even better, thriving destination. The assessment details suggestions that will attract new investment, new residents, and visitors, while helping local businesses increase their success. In this fascinating and eye-opening workshop, you'll see the process we use—and you can emulate, as you make sure your success is amazing.



What does your social media information tell you? How can you learn more? We will learn from Guthrie at our meeting in February. The graphic to the left was the KYMS FB page last week. We are reaching 3,867 people, but would like to reach more! Please share our page with your community & encourage people who like your page to like KYMS.

Next week we will get back to more information of upcoming events, community successes, and more new businesses that opened since the holidays!!

Don't forget to send us your information to share!

We look forward to an exciting 2020 with all of you! Thank you for supporting Kentucky Main Street and your local programs and remember to always Shop Local!