



10-15-2018

# Main Street Monday!

John Cox from the National Endowment for the Humanities will host a grant writing workshop in Louisville

**It's free and open to the public.**

Date: **Thursday, October 18**

Time: **1:30 – 4:00 pm**

Speaker: **John D. Cox, Deputy Director  
NEH Division of Education**

Venue: **Seminar Hall, 210W  
Jefferson Community and Technical  
College**

If you are not participating in the certified KYMS director training on November 7th this would be a great webinar to tune into.

<https://register.gotowebinar.com/register/2634402765927542787>

**Wed, Nov 7, 2018 12:00 PM - 1:00 PM EST**

The Main Street Approach facilitates strategic implementation of a community's revitalization efforts through market understanding, local vision, and place-based assets. A strong Economic Vitality effort that facilitates entrepreneurship, business recruitment and retention, real estate development and capital tools, is critical to successful implementation of the Main Street Approach. However, in today's hyper-competitive economic environment, communities need innovative and creative offerings that differentiate themselves within the market. This webinar will share scalable and innovative examples. Most importantly, it will show attendees how to create an Economic Vitality effort within your program that establishes an innovative mindset and process for solving key revitalization issues.

**Join us for a webinar from National  
Main Street Center staff Wed, Dec 19,  
2018 2:00 PM - 3:00 PM EST**

How to effectively educate stakeholders about your organization and its impact. Main Street programs are used to promoting their community, their local businesses, and their events – but many programs struggle when it comes to promoting themselves. Are you documenting and sharing compelling impact? Do stakeholders understand what you do? Doing this right can translate to more volunteers, higher levels of engagement, and increased funding.  
<https://register.gotowebinar.com/register/5253744028016341249>

**REINVESTMENTS ARE DUE TODAY!!**

Remember to send them to  
**[KYMainStreet@ky.gov](mailto:KYMainStreet@ky.gov)**

**It's getting close! Be sure to  
send in all your Halloween/Fall  
events for next week's edition of  
MSM!**



**Thursday, Oct 25, 2018 1:00 PM - 2:00 PM EDT**

Join us for a webinar all about Small Business Saturday! You'll hear from Alexa Brandt, Director of Small Business Saturday with American Express, about the holiday and how Main Streets can get involved. Then, Kathy La Plante, Senior Program Officer with the National Main Street Center, will discuss best practices for Small Business Saturday promotions, effective strategies for engaging businesses, and how to connect it to your overall retail support strategy. You'll also hear from a local Main Street Neighborhood Champion who will share their success bringing Small Business Saturday to the next level. Learn more about Small Business Saturday and the Shop Small Movement at [ShopSmall.com](http://ShopSmall.com) and sign up to be a neighborhood champion at [shopsmall.com/NMSC](http://shopsmall.com/NMSC)



There is gold to be found in Kentucky Main Streets! Can you identify this community? It should look familiar to you :)



Angel wings and more in downtown Pikeville.



This beautiful ceiling can be found inside the Salyersville Main Street office. Their office also can be rented out for event space providing a revenue stream for their program.



Did you know Salyersville has a farm on the National Register just outside of town? It is a working farm with a large family cemetery and has remained in the same family since 1830! When we arrived the farm was closed due to the rain and mud, but we will see it during our 2019 fall conference in eastern KY.

If you have had musicians at your event that you would recommend let us know. We love supporting our local musicians. They love local and love working in local venues in Main Street communities.

MUSIC : Looking for musicians for fall/holiday events or next years summer concert series? Check out TA and the Soul Miners. Lead singer TA Clayton and Lyssa Halley were playing in a local community this weekend and KYMS happened to be there and hear them and have a chat. They were very good and they are interested in what we do and your communities. To learn more check them out on Facebook







We had great site visits and training last week. Our first stop was Salyersville and despite the rain, director Emma Wireman, and I had a great visit. We looked at various properties, discussed upcoming events, visited with merchants, and stopped in Seasons and saw Jeff at Prater Pharmacy lunch counter for slaw dogs!



We arrived in Pikeville in time for a meeting about branding and what it could do for the community. That evening we were joined by Pineville director, Jacob Roan and we had a tour of the 2-D district. Jacob was in town to meet with city officials regarding the Pineville incentive package to and share at the board training which was a packed house. We also had guests from Salyersville and Whitesburg join us. An added treat was a tour of the new distillery, Dueling Barrels!

KYMS also stopped in Paintsville on the way to Pikeville and visited with downtown merchants there to see how things were going and to drop off some KHC materials to the Johnson Co. Library. Due to the downpour of rain we have no photos. Please continue to keep director, Bonnie Porter in your thoughts.



CC Belle, a new shop in downtown Pikeville was packed at 5:45. The owner stated that later business hours are definitely paying off for them! (top photo is from FB showing all they have to offer)







The current Main Street office. The window had a great display.



It was a little overcast when we arrived in Harrodsburg, but the town looked very festive and lots of great vendors were on site for Oktoberfest Friday afternoon.

There were lots of great ideas that you can R & D.

A free standing mural for the event!

Loved the Where are you from maps! You could see both the state and the US!

Ask director, Julie Wagner, if you are interested in these for your events.



There was even a Ferris wheel on Main St. Check out Harrodsburg First FB page to see why this was a BIG deal!

Be sure to check out the shops and restaurants in Harrodsburg. The Fudge Co. has a fantastic historic building and the food looks amazing! The sample of butternut squash soup was yummy!!



National Register coordinator, Lisa Thompson, joined KYMS on Friday and Sunday to see some KY places she had never visited and to see NR sites along with former colleagues. Lisa was formerly a Paducah Main Street director.



It was a cold night in Danville on Friday! We arrived in time to visit a historic home project, see the new mural, and decked out participants in the Bourbon Chase that goes through many small towns in the area. We enjoyed dinner with director, Nick Wade, at Harvey's a new restaurant in town. The owner is also a Danville Main St board member.



On Sunday Lisa and I attended the Urban Loft Upstairs/Downtown Tour in Winchester, a chilly, drizzly day, but it was packed! Winchester was another first for Lisa. We chatted with director, Rachel Alexander who was very busy! And Mayor Burtner. Lisa also tasted Ale-8 for the first time and she liked it. Beer cheese is next.



This mural project was just completed in Winchester. The mural is located on the side of the new community center building. The mural is comprised of faces of local children. How excited they are to see themselves!



# YOUR BUSINESS\$\$ ON TV!

**Major TV network is  
seeking small town feeling  
businesses that  
need a makeover.**



**DEADLINE TO  
APPLY IS 10/19**

**Do you know of a business in need of sprucing up?**

From the creators of “Master Chef” and “Biggest Losers,” our NEW show is a blend of “The Profit” meets “Extreme Makeover,” where an expert host is ready to advise a small business owner, whose business may be struggling or wants to refresh their brand, as the town around them thrives.

**EMAIL pictures (inside & out) of your business and pic  
of owner, their name and cell # to start casting process.**

**[Casting@INEentertainment.com](mailto:Casting@INEentertainment.com)**



“Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.” **Lou Holtz.**