



Oct. 26, 2020

Main Street Monday!

FRIDAY OCT. 30th 11:45 AM-12:50 PM
Celebrating 40 Years of Excellence on
Main Street

This year marks the 40th anniversary of the Main Street America, a program founded by the National Trust for Historic Preservation. Join president and ceo, **Patrice Frey**, as she explores how the movement has evolved over the past four decades and discusses the crucial role that Main Street programs are playing in supporting local economies through the current crisis. This will be followed by a very special awards presentation recognizing the 2020 Great American Main Street Award winning communities as well as the inaugural Mary Means Leadership Award recipient.

The National Preservation Conference October 27-30, 2020, to network, learn, and be inspired at PastForward Online 2020. There will be several sessions related to Main Street.

Join us online that is totally on-line at a reduced rate to allow more participation. Registration is open! <https://savingplaces.org/conference>

You can see the entire schedule <https://savingplaces.org/pastforward-schedule>

The Great American Main Street Awards will be presented on Friday and is Free to attend, but you must register. Register: <https://bit.ly/2Hx3oSR>



It's always a great time to be in a Main Street community supporting our local businesses!



It's a fun fall in Cythiana!

While we may not be able to have the traditional activities in our down-towns this year we can still provide a backdrop for making memories of fall, Halloween and still social distance.



Sprinkles of Hope Bakery in downtown Maysville recently celebrated Breast Cancer Awareness Month. While we know you are always tickled with anything you get at Sprinkles of Hope, they've been especially pinked-out this week. Thanks for supporting breast cancer awareness with a case and crew full of love and support. 10% of proceeds go to Cancer Fighters, which is a real sprinkle on top. Caroline Reece



As you begin to think about 2021 and what changes you will implement permanently from our COVID experience, remember this.

We can plan to the cows come home as we might say in KY, but if we have a plan or multiple plans and they just sit on the shelf you spent a lot of money that had no return on investment.

Take a look at the old and see how you might turn those plans into action. That is the purpose of your Main Street work plan. You have to work the plan, not just plan the work.

What do you already know? What has worked so far? What is needed? What do you love about some other community? You and your community are the best consultants around to see what is missing. It's time to take action!



A follow up from our article regarding street trees last week. Which one of these do you want in your city?



This beautiful pie and others can be found at the Beattyville Locally Made Market that takes place each week. How great would this look on your holiday table. We all know the holidays will be much smaller and perhaps only a table for two, but no reason to skimp on the good stuff. Continue to support your local farmers!

Farmers Markets have been recognized as an original, authentic "incubator" for artisans and producers throughout history. Renaissance Covington is incredibly excited to welcome vendor Rose & Mary Bakery to Pike Street.



These are a few words from the owners and why we do what we do as Main Street. You can read more on the Renaissance Covington FB page.

Congratulations
Rose & Mary



Get to the Market tomorrow in Paducah for one last shopping trip with area farmers!



Another photo op, this one in downtown Springfield.

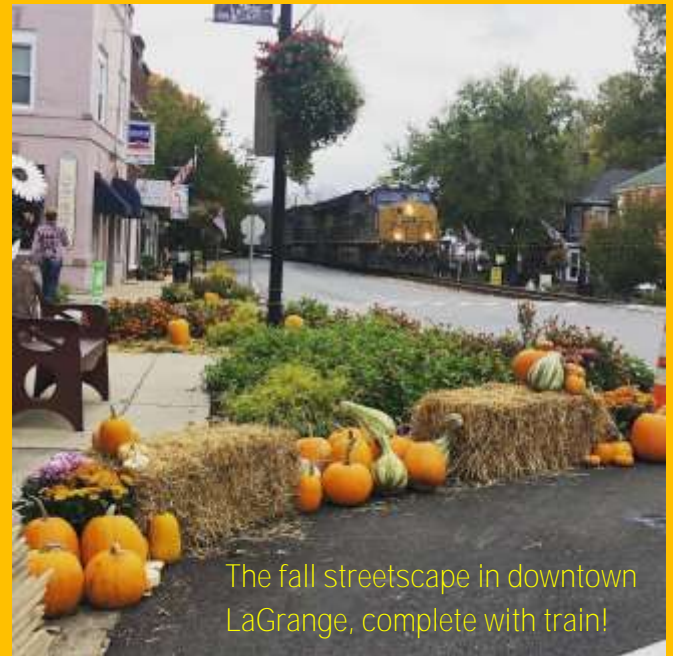
I'm at a loss for words as I write this — the emotion of it all is very heavy for me — but most importantly, I wanted to take the time to thank you all for the overwhelming amount of love and support you have shown us this year. You are the reason why this is happening & we will never be able to express all of the gratitude that we feel. Thank you



The music series that would have happened in person in Middlesboro has been on line. And just in time for Halloween, tune in to the spooky conclusion of the Levitt AMP Virtual Music Series REMIX! This bewitching musical brew features songs from six virtual Levitt AMP concerts spanning bluegrass, roots, rap, rock and more. The music starts on Friday, October 30th at 7 PM EDT!



After consulting with local health officials, local government officials, Governor Beshear's office and more, we have made the difficult but responsible decision to cancel Trunk or Treat due to the increase in COVID cases.



The fall streetscape in downtown LaGrange, complete with train!



Trick or Treat in Tri-Cities, Trick or Treat on Main will be a little different this year, all businesses are asked to put a table outside their business to give out treats, this will make sure no large groups are inside together. We will ask that everyone who is Trick or Treating on Main to wear a mask and stay 6ft apart. If we take a few precautions we can have a great Halloween!



REMEMBER TO VOTE! Your voice matters!

We're loving the newly restored sashes at the Gilcher Hotel, otherwise known as the Hub. With support from the Kentucky Heritage Council, the Heart of Danville worked with the Malcolm Bryant Corporation and CentreWorks to restore one of only 5 intact facades on Main Street according to the National Register nomination for the Downtown Commercial District.

This is just another way, Danville's Main Street program is working to PRESERVE downtown.



New paint and a new awning on the way in downtown Scottsville at Jimmy's Furniture.

The rear of the Sipp Theatre in downtown Paintsville has taken on a new look. This is the first of several community projects that will be taking place.





BEFORE

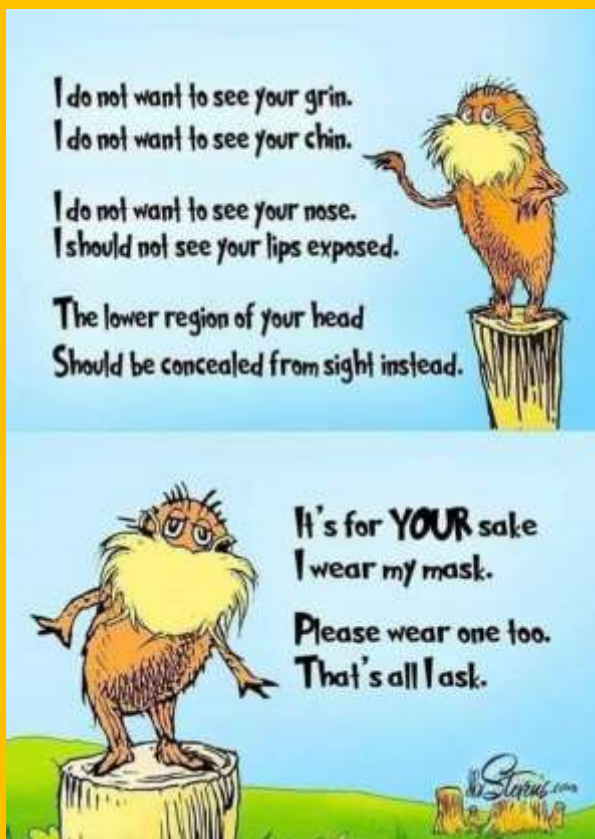
October 20th was the day!

The old Holland Drug Building in downtown Murray received new windows on the second and third floors for the first time in over 50 years!



AFTER

Here's a little Dr. Seuss type rhyme
you're your businesses could use.



Here's a great idea from Shelbyville! They are using it for Halloween, but it would be great for Thanksgiving, Christmas or just because!

Free Online Course: Strong Towns 101

You recognize the economic challenge is facing, and you want to do something about it. We created a free online course to help folks understand the insolvency crisis that is quietly bankrupting cities and towns everywhere. You'll learn how we got to this point, why you're not to blame, and a simple yet radical approach to fix it. You don't need an urban planning degree, experience in local government, or even a good grade in high school math to participate fully. All you need is a passion for helping your town grow stronger. [Strongtowns.org](https://strongtowns.org)

ZOOM, ZOOM, ZOOM with Smart Growth America. This week's offerings.

 Smart Growth America Improving lives by improving communities REGISTER: smartgrowthamerica.org/OctEvents	Driving Down Emissions: Transportation, land use, and climate change	Unrealized Gains: Opportunity Zones and small businesses	Equity in smart growth: A conversation with two experts
	28	29	30

HartBeat of Main Street Grant

Cynthiana was a winner in the last round and this time it could be you! Applications are due Thursday, October 29th by 4:59 PM

From the National Main Street Center: The second round of the [HartBeat of Main Street Grant Program](#) is now open! In partnership with [The Hartford](#), we are thrilled to make funding available to help small business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts.

Applications will be accepted through Thursday, **October 29 at 4:59 PM**. All Round 1 grant applicants have been notified about the status of their submissions. If you are not sure about the status of your previous application, please email hartbeat@savingplaces.org

America Walks Community Challenge Grant due November 9th



You can't win if you don't apply! Remember our tips for Grant writing and above all read the application and follow the directions!