



October 4, 2021



Main Street Monday!



Here's a chance for some free promotion and marketing of your town. Nominate your town and have hearst publishing and Country Living do an article in their magazine. All KYMS communities should submit their town as a favorite!!!

Reinvestments are due October 15th
KYMainStreet@ky.gov

Help Make Halloween a Local Treat

Did you know that, according to the National Retail Federation, Americans are expected to spend **\$10.4 Billion** on Halloween this year?

Imagine the impact on your local economy if your friends and family would shift just a little bit of their Halloween spending to locally owned businesses?

Honor your volunteers by applying for a Small Town America Civic Award
deadline Oct. 15

This Award spotlights the growing challenge small cities and other localities face in retaining and recruiting volunteers to fill vital public service/public safety roles. These volunteer roles include elected officials, volunteer firefighters, committee and commission members that support tourism, recreation and other essential local government services.

The Volunteer Award is specifically for leaders from communities up to 25,000 population. The top 100 national honorees will be announced on November 15th and the top three winners will receive cash awards of \$20,000, \$10,000 and \$5,000 respectively.

The program is sponsored by the Civic Plus, the National Association of Counties, Main Street America, Points of Light, National Volunteer Fire Council and others.

[STACVA \(Small Town America Civic Volunteer Award\) | \(civic-volunteer.com\)](http://STACVA (Small Town America Civic Volunteer Award) | (civic-volunteer.com))

Our newest community received some great PR last week when Catlettsburg resident, Holly Forbes, received a 4 chair turn on the VOICE! She was amazing and we can't wait to see more of her and Catlettsburg on the screen! You may want to contact her for a booking at your next music event before she is under contract and on the big stage!!



Join us in downtown Shelbyville - find out what you've been missing! So much in one spot!

- Boutiques
- Gift Shops
- Sweet Treats
- Music Studios
- Restaurants
- Furniture
- Antiques
- Pubs
- Horse Supplies
- Nails
- Barbers
- Healthy Lifestyle
- Coffee
- Art Galleries
- Theatre
- Massage
- Restaurants
- Hair Salons
- Tattoos
- Florists
- Plants
- Exercise
- Dog Supplies

Be sure to visit our website at shelbymainstreet.com for a downtown Shop Small Guide on our welcome page!

New businesses continue to open! It is great to have vacant properties become activated and empty storefronts filled! Check out these new spots.

The Dailey Grind 209 South Poplar in downtown Cynthiana.



The pictures of the product are amazing and it even has a drive thru and an outdoor deck!



Everyone should be so excited by a few sprinkles every day!

Meet the owners- Tom & Teresa Dailey.



Many years ago, Tom's dad Bonny ran a bakery known as Bonny's Bakery in Cynthiana, that sold delicious doughnuts, cakes and breads. Tom & Teresa want to recreate some of that magic with The Dailey Grind. The Dailey Grind will start out serving doughnuts & coffee & grow into breads & more.



A HUGE thank you to all of our customers this weekend that made our grand opening so special! You all completely amazed us! Stop in and see them on your next trip to Murray. They are located at 418 Main Street.

You can also stop in the Farmers Market on Saturdays and find KYMS's favorite pumpkin vendor, Jay's Pumpkin Patch.



In coordination with Flea on 53, La Grange, KY Main Street shops will be offering great deals inside and outside participating shops. Visit our alleys, back rooms and sidewalks for super sales, unique treasures and amazing finds.



Looks like these fellas have been waiting on their wives to return from shopping for a while now. They are actually several reenactors who were on site for Commemoration days in downtown Perryville!



After more than a decade in the corporate design world, Ada founded Oliver Creative in September 2019. The dream was to create a boutique branding agency focused on positive client experiences married with truly effective design. Her experience as Art Director, designer, photographer, and sometimes traveler provided the perfect foundation on which to build the new creative enterprise.

As a result, Oliver Creative came out of the gate strong, meeting its initial benchmarks and goals before the end of 2019.

We provide small business owners with creative design and coaching services that reveal existing potential and ignite brands with design that works.

We also host creative workshops and events in our studio space in Scottsville, Kentucky!

Oliver Creative is located at 110 E. Public Square
in downtown Scottsville

Crossroads Signs and Gifts opened their doors Oct 1st. You can visit them at 210 East Main Street suite A, in downtown Springfield.

Located in the old library building next door to Carey and Sons.

Signs & Banner Service · Gift Shop · Home Decor



From the National Main Street Center: Learn how you can join our advocacy movement to make important changes to the Historic Tax Credit! The Historic Tax Credit is an essential tool for Main Street revitalization. Congress's ongoing development of the reconciliation package offers a key opportunity to create important changes to HTC that can have a big impact on the redevelopment of historic buildings in commercial districts. In this upcoming webinar, hear from the National Trust Community Investment Corporation's public policy team to explore the current status of the reconciliation package and the potential for including improvements to the Historic Tax Credit, as well as how you can take action. Join us on October 6, 2021 at 1:00 PM. Register at <https://savingplaces-org>.

Kentucky Brownfield staff will be conducting an **Introduction to Grant Writing** webinar on **Wednesday, October 13**. The webinar will teach participants how to find, prepare and submit grant proposals for community development. As an added bonus, participants will learn how to become 'grant-ready' in order to take advantage of current funding opportunities for brownfield redevelopment. Takeaways include:

- Finding the right grant and determine if your organization is 'grant ready'.
- Understanding how to write, research, and submit a grant proposal.
- Knowing the major components and what to include in a grant proposal.
- Demonstrating community need and program capability.
- Preparing for upcoming infrastructure and brownfield redevelopment grants.

EPA BROWNFIELD GRANTS ANNOUNCED; PROPOSALS DUE DEC. 1

EPA released its grant guidelines for the [FY2022 Brownfield Multipurpose, Assessment, Revolving Loan Fund and Cleanup Grants](#) on Tuesday of this week. These grants provide direct funding to local governments, redevelopment agencies, nonprofit organizations and other eligible entities. This national grant program is highly competitive and the quality of your project proposal and application is important. For assistance with the application & guidance on how to write a successful grant, make sure to look into the following opportunities:

[Register for Ky Brownfield's upcoming webinar for grant writing tips.](#)

[Register for EPA's training on grant guidelines for FY2022 grants.](#)

STATE FUNDING FOR BROWNFIELDS CLEANUP NOW AVAILABLE

The Kentucky Brownfields Program is currently accepting applications for no-interest and low-interest loans to help with costs associated with brownfield revitalization projects. These loans are available to local governments, non-profit organizations, and quasi-governmental agencies, for the purpose of cleaning up sites contaminated with hazardous waste or petroleum. For more information, please contact [Eric Eisiminger](#) or [Lynn True](#) or visit <https://eec.ky.gov/Environmental-Protection/brownfields/Pages/cleaner-commonwealth-fund.aspx>.

Electric Vehicles are no longer an emerging technology as more domestic manufacturers invest in new models. Are we prepared for them to arrive downtown?

Stuart Ungar, co-founder of [Evolve KY](#), will be sharing the basics of EVs and information about Evolve KY's charging station program. Please consider joining us Tuesday, October 5th at 10am ET to learn more. This webinar is part of the ongoing downtown revitalization series.

America in Bloom Beautification Grants - Due December 1

Grants of up to \$25,000 to USA nonprofit organizations and local governments in multiple states for beautification and public greening projects in communities served by the funding source. Funded projects will enhance the natural environment through landscaping, ground cover improvement, floral displays, and healthy urban forests. Priority will be given to high-profile, significant landscapes that are accessible to the public and are in need of beautification. Eligible states include Alabama, Illinois, Indiana, Iowa, **Kentucky**, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Ohio, Pennsylvania, Tennessee, and Wisconsin.

Don't miss the 40th Arts+Crafts Festival
 October 9, 10:00- 6:00 October 10, 10:00-5:00
 brought to you by Bardstown Main Street !

(this is one of their fundraisers)

We are ready with over 250 vendors of handmade crafts, wood-working, artwork, hand paintings, jewelry, boutiques, food and so much more. All vendors will have hand sanitizer at each booth plus extra hand sanitizing stations around the festival, masks are optional, no ticket for entry. Please try your best at keeping a safe distance between you and the person in front of you. We want to keep you safe while enjoying the day outside shopping.

BARDSTOWN - MAIN STREET -



OPENING WEEKEND

the **shoppes** Local Retail Redefined
at 225

GROWING SMALL BUSINESSES

FRIDAY, OCT 8 5-9PM
SATURDAY, OCT 9TH 11-6PM

225 Second Street - Pikeville, KY
 during the Downtown Wine Tasting
 & Retailgating Event

MEET THE SMALL BUSINESSES

HELVEY WOODCRAFTERS	PEACE LOVE PLANTS
HOMELove DECOR & GIFTS	SASSY SWEETS
KATE & KRIS BOUTIQUE	SOUTHERN MERCANTILE

featuring
**Pauley Hollow Moonshine
 & Bourbon Tastings**

The Shoppes at 225 is a City of Pikeville
 & Pikeville Main Street Economic Development Project
 Minta Trimble, Director minta.trimble@pikevilleky.gov

BLOCK 10.23.21

PARTY IN FREE CONCERT
SHELBOURNE AND JOE COE

ON THE SQUARE **MAIN STREET PINEVILLE** **JJ** **MUSIC! DRINKS! FUN!**

SATURDAY, OCTOBER 9 • 5PM - 9PM
LG FARMER'S MARKET

MAKER'S MARKET • FOOD TRUCKS • DESSERTS
BEVERAGES • FRESH CIDER & HONEYBUNS

LIVE MUSIC BY
Bourbon Branch • CHRIS SHOUSE

CIDERNIGHT at the Market

EVENT SPONSORS

herrenfamily security, BIMBO Bakeries USA, FNB, HOMETOWN FIBANK, Flowers Foods

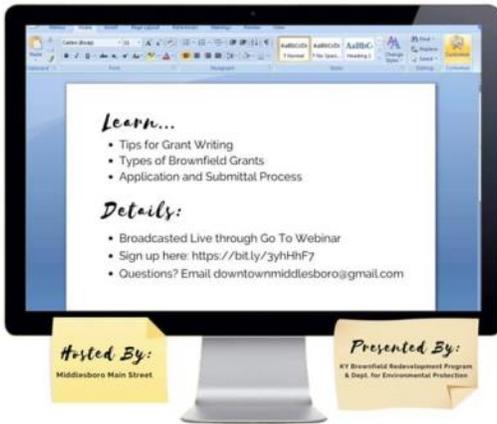
2nd Annual Haunted Trail

Location: Lynch, KY "Walk of Legends"
 Date: Oct. 29th and 30th.
 Time: 7PM - 11PM
 Admissions: \$5

Hot Chocolate and Coffee will be given out at the Depot/Building Room at the start of the trail.
 Hosted by: The Friends of Lynch

GRANT WRITING *basics*

October 13 from
8:30 AM to Noon



**REGISTRATION
CLOSING SOON!**

5

DAYS REMAINING

REGISTER NOW
[SOAR-KY.ORG/SUMMIT](https://soar-ky.org/summit)



Join Us October 11th
12 - 1pm EST
For A ...

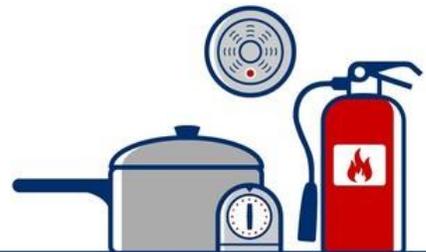
PROPERTY ACTIVATION WEBINAR

Activating Vacant &
Underutilized Properties
RSVP @ bit.ly/PropertyActivation

October 11th on activating vacant and underutilized properties in your Downtown or Main Street. The webinar will be held virtually on Zoom from 12pm to 1pm EST, and you can secure your spot today by going to bit.ly/PropertyActivation.

**Fire
Prevention
Week**

October 3-9, 2021



It's a great time to partner with your local fire department and check with your businesses to see if they have fire extinguishers and smoke alarms.

Register for the upcoming session and watch recordings at <https://www.locable.com/marketing-main-street-4-part-series/>.

Part 1 - [The Repeatable Main Street Marketing Plan](#)

Part 2 - [Board Member Marketing Activities](#)

Part 3 - [Common Main Street Marketing Mistakes](#)

Part 4 - [The Killer Community Calendar \(on autopilot\)](#) - Wednesday 2PM Eastern



We're excited to see the new art work that points the way to Blooming Sensations Florist in downtown Beattyville. This great shop is located just steps from Main Street. These panels were hung appropriately on the building & the artist created the background to also be brick. There is more to come, but stop in and see Blanche and all the great things she has to offer in her florist/gift shop.



Sweet Gracie worked on refurbishing the Welcome to Beattyville Sign. Getting our children/students involved instills pride in their community and actively engages them. They are the future of our cities so involve them in activities, ask their opinion, they are usually wise beyond their years and see what they would like in their town.



Thank you COVID, from drab to fab! This street would likely never have become the activated space that it is today if not for the pandemic. It has made this street in downtown Morehead the place to be and the community loves it!



Join the Heart of Danville, AU Associates and the Kentucky Heritage Council on Tuesday, October 12 from 7:00 PM to 8:30 PM at CentreWorks for an introductory workshop on how a variety of financing sources is creating housing and adding vibrancy to historic commercial districts. See Heart of Danville Facebook page for more information

This has always been one that I think would work. Everyone would love a fundraiser where little work was involved and during COVID is a great time to try it. It is similar to when the school kids come to sell wrapping paper, etc. at my door. I don't need a thing, so I write a check to their school for an amount that seems right at the time.

The Main Street Alternative Fundraiser

This fundraiser is in lieu of having to run a 5K, come to or assist in an event, leaving home for any reason

Please support our community with your donation and help us achieve our goal or revitalizing our community! All funds raised will be reinvested in downtown _____

Thank you in advance for your support!!

1. ___\$20 I don't want to be in a chili cookoff, so here is the money I would have spent to go to the grocery and make a dish.

2. ___\$25 I do not want to ask my friends, family, or co-workers to attend an event, so here is my donation.

3. ___\$50 I do not want to run, walk, or swim in any activity. Here's the money so I don't have to and your organization can save the money another t-shirt would cost.

4. ___\$75 I don't want to attend any fancy events, so here is the money I would have spent on a new outfit.

5. ___\$100 I love downtown, but really don't have time to do anything extra, so here's \$100 to help the cause.

\$_____ I am making this donation to express my appreciation for not having to buy anything, attend an event, run a 5K or any other distance, or get dressed up. I just want to help make my town great for all to enjoy! Hopefully I can participate in an event in person in the future.

Your donations are tax deductible!

Name _____ Address _____ email _____