



Oct. 5, 2020

Main Street Monday!

Celebrating 40 Years of Excellence on Main Street



From the National Main Street Center: Join us in a celebration of Main Street, including the announcement of the 2020 Great American Main Street Awards and the inaugural Mary Means Leadership Award, at a special plenary during **PastForward**, the National Trust for Historic Preservation's virtual conference.

This year marks the 40th anniversary of the National Main Street Center. NMSC's President, Patrice Frey, will explore how the movement has evolved over the past four decades and discuss the crucial role that Main Street programs are playing in supporting local economies through the current crisis.

This will be followed by the awards presentation. [This event](#) will take place October 30 at 12 PM.

You may attend the entire event for a fee or the free awards event for Main Street, but you must register. You can do so at <https://savingplaces.org/conference>

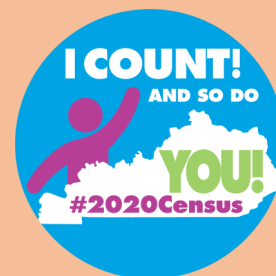
Continued on page 3 see Past Forward

How the Census affects Main Street

The 2020 Census data informs the distribution of more than \$1.5 trillion of federal funds. These funds support essential programs related to economic development, housing, transportation, food assistance, and hundreds of other programs benefiting local governments, nonprofits, small businesses, and households.

Main Street programs and their partners directly and indirectly benefit from the information and allocation of funds determined by the census. Among many, some of the programs whose allocations are determined by the census include the Community Development Block Grants (CDBG), Supplemental Nutrition Assistance Program (SNAP), Medicaid, Workforce Innovation and Opportunity Act Grants, HOME Investment Partnerships Program, and Low Income Housing Tax Credits.

"In many cases, these funds make it possible for public-private partnerships to fuel comprehensive community development," wrote Matt Josephs, Senior Vice President of LISC, in a recent article. "An inaccurate count would exacerbate existing inequities, hindering the vital work of community-based organizations, state and local governments, and others striving to expand access to resources and create healthy, thriving and sustainable communities across the country." Cont. on page 2 Census



VOTING DEADLINES

Register to vote by **Oct. 5** By 4:30 PM

Request absentee by **Oct. 9**

Early, in-person voting begins **Oct. 13**

Election Day, **Nov. 3**

GOVOTEKY.COM

Census data impacts funding for resources like:

- > Libraries
- > Schools
- > Hospitals and health clinics
- > Head Start
- > School meal programs
- > Public transportation
- > Housing assistance
- > Medicare
- > Supplemental Nutrition Assistance Program
- > Fire departments
- > Roads and highways
- > Community centers

For more information, visit: 2020CENSUS.GOV



Census cont.

This sentiment is especially true for rural communities as policymakers use census data to plan and fund many programs that specifically affect small towns. In 2010, the Census data shaped programs related to rural business enterprise grants, rural housing preservation grants, and rural education—just to name a few. Additionally, the Census data informs how funds to these programs are distributed, affecting distribution information such as eligibility criteria, allocation formulas, selection preferences, and interest rates.

"When residents live in an area that's more rural than urban, they are trying to make decisions like how to build schools, what services need to be offered," said Mary Craige, Chief of the Research and Information Services Bureau at the Montana Department of Commerce, [on how the census shapes our communities](#). "Really, the only source of data that we have is U.S. Census Bureau data. The census is the one chance to get that really great information for rural America.

When it comes to the importance of the census for Main Street, every effort counts. If you haven't already, be sure your Main Street program is sharing the 2020 Census and promoting the essential information and vital impact it will have on your community throughout the next decade.

Need assistance getting started on sharing the Census with your community? [Download these easy-to-use social media graphics](https://2020census.gov/en/how-to-help.html) at <https://2020census.gov/en/how-to-help.html> and share on your social channels today!



Our newest Main Street mural

The first, of what Carrollton Main Street hopes will be several, murals was installed today in Downtown Carrollton. The original art work was done by a local artist. As the rivers are of significant importance to our history, we chose that as the subject of our first mural.



Did you know Cynthiana has a brewery?

Check out Maiden City Brewery at 123 E. Pike Street.

Tickets ON SALE, now Reserve Your Spot at the 2020 KyLEAD Virtual Conference!

We are excited to announce that registration and ticket sales for the 2020 [Governor's Conference on Leadership, Equality, Accessibility and Diversity \(KyLEAD\)](#)

Get your ticket for the two-day virtual conference happening on Nov. 18 and 19. This will be a valuable professional development opportunity for both public and private employees and students.

This year's event will be accessible from any digital device, featuring powerful keynote speakers, expert panelists and other resources related to best practices surrounding diversity, hiring, ethics and leadership. **Join us online on November 18 and 19!**

Tickets are \$25 and you may register by going to <https://personnel.ky.gov/Pages/KYLEAD.aspx>

Past Forward cont.

To enjoy all three days of PastForward events, Main Street America members are receiving an exclusive registration rate of only \$75, which includes access to all session recordings for a full 12 months. For the discounted rate of only \$150, members can register up to 10 attendees with the same email suffix address at no additional cost.

Only want to view the Friday plenary where we'll announce the 2020 GAMSA winners? **It is free of charge and open to everyone, but registration is required.**

We are thrilled to offer these Main Street-focused sessions and events at this upcoming virtual conference, and would love your help spreading the word. We've developed a media kit where you can find marketing graphics and sample language to promote the PastForward virtual conference, spotlight Main Street specific sessions and events, and highlight the special plenary—Celebrating 40 years of Excellence on Main Street—where we'll be announcing the recipients of our



The Crossroads region was able to get together last week in Springfield and visit with Abe. Pictured above is Nell Haydon, Vicki Goode, and Donna Logsdon



Oh my gosh, the Cheesecake Lady from Salyersville is mobile! This is definitely some of the best cheesecake on the planet (see their FB page) and just one more reason to visit Salyersville. Emma and the Salyersville Main Street team can attest to its deliciousness. The leaves are beginning to turn and it's a great time to plan a trip to this area of the state.



You just never know who'll show up in a Main Street community. The wagon train made it's annual visit to Perryville.



Ryan Sandwick, a community design specialist for CEDIK told us once that Main Street Monday was like visual jazz!

We took it as a compliment :)

It's a bright spot among newsletters and we wanted to create a newsletter that speaks to the excitement and vitality of Main Streets.

This Thursday KYMS will go virtual for the fall conference. This is a first for us so patience will be appreciated :)

Due to the limited number of participants on our platform we are asking that if you are in a Main Street community please contact your director for a link to the session/s you may want to attend.

Many of you who receive this are not in a KYMS community, but are wonderful supporters and partners. If you would like to join us please send an email to Kitty.Dougoud@ky.gov and a link will be provided. First come, first served.

Thank you all for your understanding as we venture into a new way of providing information to a large number of participants at one time.

Last week we kicked off the celebration of the creative economy and how it can impact Main Street and the economic vitality of communities. If one were to consider it deeply the arts at the core of everything. Most think about visual arts, but think about the streetscape in your downtown, the chair in your office, the music that soothes the soul or excites you and gets you going, the great book you've had time to enjoy. Even the things you watch on TV all those careers that are behind the scenes. Even a great cup of coffee is an art. We are seeing more and more art in our communities and the vibrant places it is creating is so exciting.

Think about where you would be in the pandemic without art.

KYMS Fall Conference virtual agenda

Thursday, October 8th 8:30-12:30

8:30-9:00 Welcome from KHC director Craig Potts and KYMS director Kitty Dougoud, introduction of directors

9:00-10:00 TBA

10:00-10:30 Vallorie Henderson- SBDC, AIR institute, working artist

10:30-11:00 Panelists from Shelbyville:

Mary Yeager - artist

Ryan Libke - Shelby Main Street Design Committee Chair, leader on the public sculptures

Howard Griffin - Shelby Regional Arts Council

11:00-11:30 Cassie Grigsby-Kentucky Retail Federation

11:30-12:00 Michael Ashcraft Louisville Small Business Administration



Many Main Streets have fire stations in their districts and this is a great week to honor those who risk their lives to save others. It's also a great time to check your fire alarms and the date on your fire extinguishers. Did you know they will come do safety checks for local businesses?



The pandemic has disrupted our lives in ways big and small. The nature of our day-to-day work looks different; our rhythms and routines have been upended; and of course, Main Streets and small businesses across the country are facing unprecedented challenges.

This is the new backdrop for our work, and it means that our collective mission is more relevant today than ever before. These new realities also mean that the kinds of in-person gatherings that sustain, motivate, and inspire us need to be put on hold, for now. **The safety and well-being of our network is the highest priority, so after careful consideration we've decided to turn Main Street Now 2021 into a fully virtual conference experience.**

We will miss seeing you all in Boston, but we are committed to bringing you an immersive online event that will be as close to the high-energy Main Street Now experience that you know and love. We look forward to sharing lots more about Main Street Now 2021 in the coming months.

Key things to know:

- The dates are the same, we'll be together April 19th – 21st. Registration will open in January.
- If you registered for Main Street Now 2020 in Dallas, you will automatically be issued a full refund.

We will begin the refunding process ASAP, and it will be completed by the end of the year. If you have not received a refund by January 1st, please contact us at mainstreet@savingplaces.org.

We will be going to back Boston in 2023! Details to come on location and timing for 2022.

We Want to Hear from You!

We'd love to hear your advice, best practices, and your own experiences about digital events on The Point. What tips or challenges do you have while working from home? How can we help? What issues are facing your Main Street that you'd like us to address in conference topics? What kind of digital experience would be most helpful to you? To answer these questions, we invite you to head over to The Point to get the conversation going and provide feedback via our survey [here](#). Please respond by October 15.

Please note, we will not be conducting a formal call for proposals for the 2021 conference. If you have a content or speaker idea, please submit it via the survey.

Here's a shout out and well wishes to director Tony Pence-Morehead. Tony will be presenting the National Register nomination for downtown Morehead to the state NR committee on Tues. October 13th. When accepted at the state level nominations move to the National Park Service for approval. This is a big undertaking and Tony has put in many hours and lots of time with KHC NR coordinator, Lisa Thompson. This will be great for the downtown and if accepted they will be eligible to participate in the historic tax credit program.



Shelby Main Street recently held a fall decorating contest in three categories, commercial, government, and faith-based. The winners were Gogh Crazy, Centenary United Methodist Church and City Hall.



JOIN US FOR AN EVENING AT

THE WALLIS LOUNGE

one night only

412 MAIN STREET
OCTOBER 10, 2020
 6:30pm - 9:00pm

Signature Cocktails & Charcuterie | Live Music

INDOOR & OUTDOOR SEATING
We will be following social distancing guidelines

\$60/COUPLE
\$110/TABLE of FOUR
21 and over only
limited seating

Tigrett & Pennington INSURANCE

MAIN STREET
—PRESERVING HISTORY • FUTURE—

Maysville Main Street Presents

DOWNTOWN SCAVENGER HUNT

Saturday, October 10
Noon - 2 PM

~Two Courses~
 Find the Pumpkins
 Architecture Challenge

Get maps and materials at the
Cox Building
2 E. Third Street

PRIZES!

www.withmastermywall.com

Quote of the Week

"More than other nonprofit or government entities, local Main Street programs have offered more consistent and greater levels of support to small business respondents."

— Michael Powe, Ph.D., Director of Research, and Brittani Batts, Associate Manager of Projects and Research, National Main Street Center, delve into the findings of our most recent survey focused on how small business owners are managing the COVID-19 crisis and responding to recent protests and social unrest

PUMPKIN FODDER PIES JAMS BREAD

Locally Made Market

FARMER & ARTISAN VENDORS

9AM-4PM
OPEN THROUGH DECEMBER!
EVERY FRIDAY & NEWLY ADDED SATURDAY DATES!

OCTOBER
 2nd, 9th, 10th, 16th, 23rd, 24th, 30th

NOVEMBER
 6th, 7th, 13th, 20th, 21st, 27th

DECEMBER
 4th, 5th, 11th, 18th, 19th

26 KY HWY 52, BEATTYVILLE, KY
 (FORMER BRANDENBURG FURNITURE STORE)

Visit [Facebook/LocallyMadeMarketBeattyville/Lee County](https://www.facebook.com/locallymademarketbeattyville/lee-county) for a list of vendors and more information.

Here is a great idea to R & D!! This past weekend the Winchester Design studio partnered with Cynthiana's Main Street to install their new Sidewalk Subway. Throughout the downtown core, visitors can select a route and follow the corresponding colored dots to see local attractions. From murals to historic churches, there are options for any interest.



RUSS & CHRISTINA LONGHURST

Thank you

FOR YOUR CONTINUED SUPPORT!

Guthrie Main Street

Another great R&D Guthrie Main Street has thanked all of their donors both businesses and family/individuals individually on their Facebook page. This is a very public way in addition to an individual note. It's great PR for businesses and others and lets the community know who is supporting the work downtown and encourages them to also become a member. (a little good competition to see their names)



La Grange Main Street Program presents

The Spirits of

La Grange

GHOST TOUR

IN HISTORIC LA GRANGE, KENTUCKY

National Main Street is having Pop Up Conversations!
 Last week focused on Fundraising and more are in the works!

The next one will take place on **October 14th at 3:00 EST**
 Amanda Elliot will be focusing on **Advancing Inclusive Entrepreneurship**

October 27 at 3:00 Gearing Up For Holiday Shopping during COVID with Matt Wagner

Tickets are now available for this year's Spirits of La Grange Ghost Tours. Join us for an outdoor walking tour of La Grange's most historic buildings and stories of some of our most colorful residents, many of whom are said to still be with us... All tours will be conducted within CDC guidelines. For tickets and more info click here: <https://www.lagrangemainstreet.org/spirits-of-lagrange...>