

February 1, 2021



Main Street Monday!

MAIN STREET'S COMEBACK



And How It Can Come Back Again

Mary Means

Foreword by Randall Mason

Afterwords by Michael J. Berne, Donovan Rypkema and Kennedy Smith

Don't miss this great read authored by the founder of the Main Street movement! In her new book, *Main Street's Comeback and How It Can Come Back Again*, Mary Means recounts how a three-town pilot project in 1970 evolved into today's robust nationwide network of place-based economic revitalization programs like Virginia Main Street. Read how local Main Street organizations came into being, and how and why Main Street organizations, like Harrisonburg Downtown Renaissance, Cape Charles Main Street, & Gloucester's Main Street Preservation Trust, will be essential to the nation's recovery from the COVID pandemic. You are sure to be inspired by the Main Street movement's history and future!

Find it online via Book Baby: <https://lnkd.in/e7WpN-9>.

Did you know that there are grants that are only available to accredited Main Street communities? Yes, a value added benefit to being a part of the KY Main Street program. See page 3 for the latest opportunity!



"A better Kentucky means prioritizing our communities, providing relief for businesses and families & making bold investments in our future."

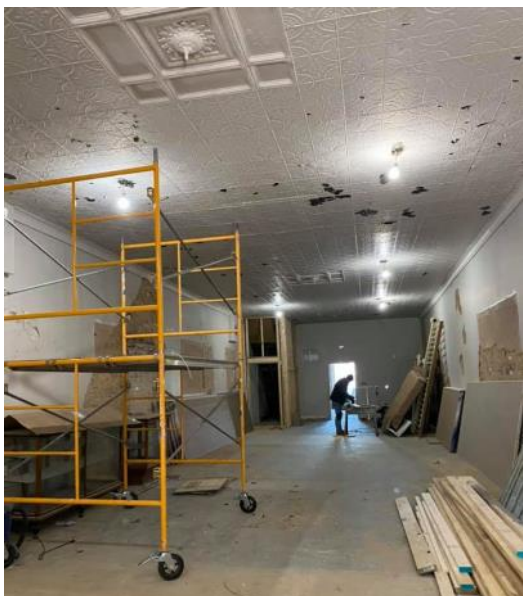
Andy Beshear, January 14



Happy February Birthdays
8—Vicki Goode—Perryville
18—Donna Logsdon—Campbellsville



KYMS has sad news and good news to share. The sad news is another director has retired. Larry Grandy has retired from Middleboro Main Street, yesterday was his last official day. The good news is that Larry will remain on active duty until a new director is hired at which time he will then become a board member. Larry was a founding member of the Middlesboro program and is a passionate supporter of Main Street.



We love to see restoration in our Main Street districts! Look at this beautiful ceiling in downtown Maysville.

Did you know that if your building is in a National Register District you may be eligible to participate in the Historic Tax Credit project to assist you in restoration & renovation?

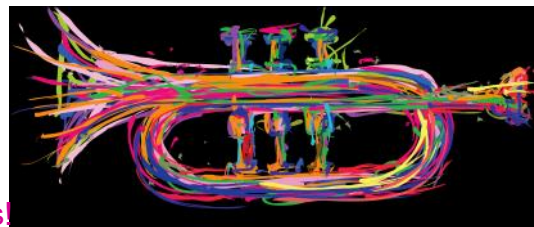
Both of these programs are a part of the Kentucky Heritage Council and have been instrumental in the revitalization of many commercial buildings in our KY Main Street dis-



Thank you to Anita Hatchett from the TAH cabinet for creating our new Love Your Downtown Logo. We have included a few styles in this newsletter and you will be seeing them on multiple social media sites and marketing items across the KYMS network as you Explore Kentucky Main Streets!

Tooting the horn of congratulations!

The following grants were won by our KY Main Street programs



Last March Ky was one of four states in the nation that were chosen by the National Main Street Center to participate in the Main Street façade grant program that was funded from the National Park Service through the Paul Bruhn Historic Revitalization Subgrant program.

Three of our KYMS programs were chosen by the NMSC to participate in of this grant, Maysville, Shelbyville, and Williamsburg. While we have not had the press releases and celebrations we intended due to COVID the work has continued and we look forward to celebrating later this year and showing off the great work that is being done.

Morehead was also awarded a grant from the National Association of Realtors. They will be working in partnership with the Lexington Board of Realtors, the KYMS program, the National Register program and consultant Teresa Lynch, formerly with the National Main Street program to develop the Morehead Business & Property Development Strategic Plan. Morehead's downtown commercial district is currently in the final review stage of the National Register process and when approved will also be eligible to participate in the Historic Tax Credit program.

Grow with Google

Friday, Feb. 5 @ Noon (EST)
"Get Your Local Business
On Google Search & Maps"

Friday, Feb. 12 @ Noon (EST)
"Reach Customers Online"

Friday, March 5 @ Noon (EST)
"Make Better Decisions with Analytics"



Dave Delaney
Google-supported Trainer



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<http://ow.ly/CoXE50DkNZO>



Danville CARES Small Business Relief Grant provides financial relief to small businesses located in the city limits of Danville for expenses impacted by the COVID19 pandemic. ***This grant is targeted to restaurants, bars, and gyms.*** Restaurants must not be a franchise or franchise-affiliated and gyms must be locally owned and operated.

Please see all guidelines for the application https://www.danvilleky.gov/content/articles/1-danville-cares-small-business-relief-grant/danville-relief-program_overview-merged.pdf

Applications should be submitted by the February 26 deadline either by mail or placed in a drop box or dropped off in person at City Hall, 445 W. Main St, Danville, KY 40422 between 8:30am-5:00pm Monday through Friday.

You can email us at blester@danvilleky.gov with questions or call 859-936-6840.



Are you looking to connect with your peers, get inspiration from other communities, make new friends, or simply talk to anyone that doesn't live in your house? Register for our next Pop-up Conversation, **available exclusively to Main Street America members.**

Topic: [Growing Entrepreneurship Programming on Main Street](#)

Date: Thurs., February 4 from 1pm - 2pm CST

Facilitator: Matthew Wagner, Ph.D., Vice President of Revitalization Programs, NMSC

In a recent Main Street America research study, more than 70 percent of small businesses along our Main Street districts were launched by people living right in our community or neighborhoods. But too many times, we find our programming, capacity, and resources dedicated to traditional business recruitment. While COVID has brought many business closures, it also has accelerated the rate of "COVID-preneur" business formation.

Join us as we examine findings and new data points through the lens of local Main Street program executive directors sharing their examples, philosophy, and insights as entrepreneurship ecosystem builders in their respective communities.



Are you aware you can sign up your organization with Kroger (if they are in your area) and people the community can donate to Main Street every time they shop! It is very easy and it is easy for them to support their downtown!

LOVE YOUR DOWNTOWN

BARDSTOWN MAIN STREET
BEATTYVILLE MAIN STREET

CAMPBELLSVILLE MAIN STREET
CARROLLTON MAIN STREET
RENAISSANCE COVINGTON
CYNTHIANA MAIN STREET
HEART OF DANVILLE
GUTHRIE MAIN STREET
LA GRANGE MAIN STREET

LONDON DOWNTOWN
MAYSVILLE MAIN STREET
MIDDLESBORO MAIN STREET
DOWNTOWN MOREHEAD
MURRAY MAIN STREET
OWEN MAIN STREET
PADUCAH MAIN STREET
PAINTSVILLE MAIN STREET
PERRYVILLE MAIN STREET
PIKEVILLE MAIN STREET

MAIN STREET PINEVILLE
MAIN STREET SALYERSVILLE
HEART OF SCOTTSVILLE
SHELBY MAIN STREET
SPRINGFIELD MAIN STREET
TAYLORSVILLE MAIN STREET
TRI-CITIES HERITAGE
WILLIAMSBURG MAIN STREET
MAIN STREET WINCHESTER



Excited to welcome another new business to a Kentucky Main Street community!

Welcome Marquetta Wheeler and this great boutique. Marquetta had her official ribbon cutting yesterday in downtown Guthrie! Stop in 237 S. Ewing and say hello!



PICK 3. SPEND 50. SAVE YOUR LOCAL ECONOMY.

3

What three independently owned businesses would you miss if they disappeared? **Stop in. Say hello.** Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50

If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue. **Imagine the positive impact** if 3/4 the employed population did that.

68

For every \$100 spent in locally owned independent stores, \$68 **returns to the community** through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and nothing comes home.

1

The number of people it takes to start the trend... **you.**



What a delicious Valentine treat! You can find these items and more each Friday at the Beattyville Locally Made Farmers Market!



Make your reservations for downtown Williamsburg!



Yellow Rose & Co in downtown **Campbellsville** is ready to share the **LOVE**, stop in to share the love with your sweetheart.

A Love Your Downtown contest :)

Submit the number of time the word Love appears in this week's newsletter and we will send you a Kentucky Main Street Strong T-shirt. Submit your answer to our Kentucky Main Street Facebook page by 12:00 EST Feb. 3rd. The first person to respond correctly will be the winner!



New! Main Street Resiliency Grant Pro-

Main Street programs have demonstrated time and time again over this past year how essential they are to the health and vitality of their local communities. You've not only supported your small businesses, but also developed innovative strategies to leverage local investment, establish new partnerships, and cultivate entrepreneurship. We've been so inspired by the creativity, experimentation, and entrepreneurial thinking that Main Street leaders have used to address both immediate needs and position their communities to have a successful recovery.

Yet, we know that the road ahead remains unknown and resources continue to be scarce. The coming year may require the most of us yet. But we know that Main Streets are up to the task.

To support your revitalization efforts, we are excited to announce the Main Street Resiliency Grant Program made available exclusively to Main Street America member communities.

This grant program will provide ten members of the Main Street America Network \$8,500 each to fund innovative revitalization efforts to address the current and/or legacy impacts of COVID-19. This grant program is available only to Accredited Main Street America programs and state, county, & city Main Street America Coordinating Programs.

This Main Street Resiliency Grant Program seeks to uplift and support approaches and creative techniques that will help Main Streets navigate the impacts of the pandemic and help position them for a full recovery. Recipients will serve as a model and source of inspiration for Main Street programs across the country as we enter the next phase of recovery.

This new grant program is made possible through the Grills Fund for Main Street Revitalization, thanks to the generous support of Joe and Marge Grills of Rapidan, Virginia. The Grills have been long-time leaders in supporting Main Street at both the national and local level, including funding **\$80,000 worth of grants to Main Street communities** in the spring of 2020. Joe has served as a founding member of the National Main Street Center Board since 2013 and they are dedicated supporters of Main Street America programs in Orange & Culpeper, Virginia.

To be eligible, entrants must complete the entire application and review the program terms and conditions.

We are taking applications through Friday, February 19, 2021.



We need to YOU to please join Team Kentucky to help them fulfill their promise of Broadband across the state. Please take this speed test. It is very simple and needs to be completed by February 18th! If you do not have internet or poor quality internet at your home log in on your phone or in a location like your public library where you can indicate you do not have broadband in your home. Team KY is looking to make sure everyone has access to this much needed resource.

CITY OF WINCHESTER, KY	
SMALL BUSINESS RELIEF PROGRAM	WHO IS ELIGIBLE
WHAT YOU NEED TO KNOW	Non-Essential brick and mortar businesses within city limits.
	2019 Net Profit less than \$100,000 OR less than 10 employees.
WHAT CAN YOU RECEIVE	Not a franchise or franchise-affiliate.
	Retail, service, salons, sit-down restaurants, and small businesses closed by executive orders.
Up to \$1000 for full time businesses. Part-Time business may receive \$400, but preference is given to full time businesses. The money is a "reimbursement" for expenses after March 13, 2020. You must show proof of payment for: payroll rent, lease, or mortgage and/or utilities.	WHO IS NOT ELIGIBLE
	Home businesses, real-estate, attorneys, non-profits, landlords, food trucks.
Limited additional recovery funds (no more than \$700) are also available for those Full-Time Businesses who opened their businesses after March 13, 2020.	HOW DO YOU APPLY?
	Fill out your application - DM us and we will sent you a link.
	Submit your application to COVID-19 Small Business Relief Program, Finance Office, City of Winchester
	Opens: Monday, January 25, 2021
	DEADLINE: 4:00 PM, Friday, February 5, 2021
	Funds are limited. If you are awarded funds, the City will distribute them to you beginning the week of February 8th.



3.5.21 7:30pm Burning Rome
3.6.21 7pm Root Note

OPENING SOON!

6PM
03.05.21

Ribbon Cutting
Music
Beer
Food

MAYSVILLE BREWING COMPANY
PANDAMONEUM AT THE BREWERY

8 West Second Street, Maysville, KY

You have extra time to bone up on your knowledge and watch more episodes of Jeopardy to hone your trivia skills!

Trivia night, one of Murray Main Streets great fundraising events where they put the fun in fundraising has been postponed to June 4th. This year it will be held outside which will allow even more people to come enjoy the competition. Here's your 1st question. "What state has the oldest state-wide Main Street program?" First person to comment with the right answer on the Kentucky Main Street will be the winner!

KHC staff and KY Main Street directors are not eligible to participate :)



The iconic Madison Theatre in Covington reminds us that it is still masks on! Six feet apart, love emitting from our heart, take a stand, wash our hands, soon we'll get a shot to put the light back on the spot where people gather again before the pandemic all began.

Sometimes we just have to share some handy tips.

How many times is that paint not exactly like you thought, especially whites (who knew white had so many shades).

This will help solve that problem in the future.



Save the Date!
June 4, 2021

Location: Renaissance Park
in downtown Murray

