

Opportunities around the National Main Street Network!

One thing COVID has provided us is a wealth of learning opportunities begin done virtually. We all miss our in person events and the fellowship of sharing outside of the educational sessions, but we have also been blessed with ways of sharing across the Main Street network to enhance learning for everyone. This page has something for everyone. Be sure to register for the National Main Street conference and take advantage of the great rates being offered!!!



Registration rates

Main Street America Member	\$99
Non-Member	\$149
Civic Leader	\$50
Student	\$50
Small Business	\$25*
Exhibitor Member	\$699
Exhibitor Non-Member	\$999

*Limited access to Small Business Day content and special plenaries only.

Registering a group? Main Street America members are eligible for a discounted rate of \$75/person for groups of 5 or more attendees representing the same organization.

New this year! Small Business and Entrepreneurship: For the first time, Main Street Now will host "Small Business Day" on April 13. We are inviting small business owners to join us for sessions and workshops offering real time solutions as they look ahead to recovery. Other conference content will address ways in which communities can better support, retain, and recruit entrepreneurs.

To register visit <https://www.mainstreet.org/howwecanhelp/mainstreetnow/now2021>



Missouri Main Street will host Mornings on Main on Wednesday, **March 3rd at 8:30 AM**. During these challenging times, our local Main Street programs have had to adapt in order to continue fundraising. Three Missouri Main Street programs will share how they have been resourceful in developing new and unusual virtual fundraising techniques which include games, auctions, raffles, sponsors, and educational events.



North Carolina Main Street Virtual Conference March 9-11

This was my last outing in 2020 before COVID. I was honored to be asked to be a speaker at this event in 2020. It was a wonderful conference. NC is the largest state conference in the country, specifically designed for downtown economic development. Now is the perfect time to learn how to grow your downtown economy in NC.

This is a great opportunity to generate excitement for downtown, and increase local knowledge and capacity for revitalization, by registering your community leaders, Main Street board members, elected officials, and business and property owners. At the great price of just \$90 per person, the NC Main Street conference is a great valued added training to receive this year. You will hear great speakers like Ed McMahon, Michael H Shuman, Kennedy Smith and more.

To register or find information on the schedule <https://ncmainstreetpartners.regfox.com/2021-nc-main-street-virtual-conference>



SMALL SUPPORTING SMALL



HOSTS

THE BURLEY
MARKET
& CAFE

AT SECOND STREET MALL IN
HISTORIC DOWNTOWN MAYSVILLE

Main Street communities supporting one another.

How's this for one local business supporting another...Local Kentucky 68 is hosting Cynthiana's Burley Market and Cafe here in downtown Maysville. By next Saturday, February 27th, the snow will be gone but your sweet tooth will remain.

Get the famous cinnamon rolls at Second Street Mall starting at 9. You don't want to miss out! You can also pre-order at <https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.theburleymarketcafe.com%2Fproduct-page%2Fpre-order-cinnamon-rolls-coffee-feb-20->



Hey, did you know it's National Margarita Day??? While you are scraping the rest of winter away take a break to celebrate that spring is coming!

Stop in your favorite downtown restaurant for a little R&R and if you are in western KY go see the folks at Jalapeno Grill in downtown Guthrie. They are located in the restored historic Opera House building and the food is amazing. You are likely to run in to the entire Guthrie Main Street board too.

Our friend Jeff Siegler has a new blog site! It is much easier to find topics of interest to your revitalization efforts.

Jeff is the former Ohio State Main Street coordinator and a partner in Proud Places.

Are you cultivating civic pride in your community? Jeff occasionally has some harsh words, but he says they are for emphasis and agitation to get things done! He is also available as our the others at Proud Places for workshops, trainings, etc. The new site is <https://revitalizeordie.com/blog>



Also coming in March from Proud Places, the 3-day Bender is back!
March 23-25. 2021

Last year was great! It had so many sessions that were good for directors, boards, gov't officials, and so much more. It was a great experience especially after the NMSC and all others had to be cancelled.

National:

Thursday, Feb. 25: SBA Black History Month Online Panel: Recognizing the Resilience, Grit & Tenacity of America's African American Small Business Heroes:

Registration is required. visit: <https://sbablackhistorymonth.eventbrite.com>



Kentucky Small Business Assoc. District Office

Helping Small Businesses in Kentucky Start, Expand and Recover

Due to the pandemic and its impact across the United States and the globe, this past year has been perhaps the most challenging for small businesses and for SBA. Revenue has dropped dramatically for most companies, and working capital is crucial for small businesses to survive and come out stronger on the other side of this crisis.

The federal stimulus bills created a more flexible Economic Injury Disaster Loan program, Paycheck Protection Program, debt relief and other programs to address the impact of COVID-19, helping small businesses and non-profits survive. SBA lenders, including banks, credit unions, Community Financial Institutions and nonprofit lenders, assisted small businesses in accessing recovery program funds.

In Kentucky, SBA and its resource partners have been offering numerous webinars on funding, both recovery-focused and traditional loan programs. SCORE, the Small Business Development Centers, the Women's Business Center, Veterans Business Outreach Center and our SBA lenders have filled the calendar with funding-themed webinars and topics related to ways to improve marketing efforts and attract new customers.

The SBA Kentucky District Office also introduced new Business Basics and Business Sustainability courses to address the needs of underserved entrepreneurs. These eight-week courses focus heavily on access to capital and understanding revenue sources and opportunities. Later this year, the Kentucky District Office will offer an Accounting 101 module to help these small business owners better understand working capital needs and ways to better leverage working capital.



Due to inclement weather Sweet Week had to be postponed in Paintsville. We will keep you up to date with new days and times.



One positive from COVID is the ability to attend Main Street board meetings during COVID, especially those held in the evening. We have attend many virtually. Pictured above is Paintsville Main St.



Handmade goods from the **Tri-Cities** are now available on Etsy.

Poor Folks Arts & Crafts is located in downtown **Cumberland**.

A big **THANK YOU** to all of the Public Works, KYTC, local governments, EMT, fire, police, power, water, everyone who worked around the clock across the state during the storm. They all had a very difficult job and are continuing work in the eastern part of the state. We are thankful for all they have done during the storm.



Black History Month is a time to both honor the past and celebrate the history being made every day. This year, Main Street programs around the Network have created engaging and COVID-safe ways to honor and celebrate the histories and lives of Black Americans in their commercial districts.

From the African American Heritage Trail in Winchester, Kentucky, to a new series spotlighting Black-owned businesses in Richmond, California, check out this week's Community Spotlight to read more about the ways Main Streets are honoring this national celebration this year: <https://bit.ly/3cH1hcl>



Art washes away from the soul the dust of every day life. Pablo Picasso

We love the arts! We love public art and the creative economy that can bring so much to a Main Street district.

Check out our friends at the Kentucky Arts Council and join in their Arts Week!

Today, our sister agency, KAC begins Arts Week. There are many sessions that you may find of interest for yourself or your community. You may register at ARTSCOUNCILKY.org Registration is FREE.



Now more than ever, the local restaurants on our Main Streets need some extra support. That's why we're excited to team up with American Express to launch the American Express Shop Small 'Order, In, Help Out' Innovation Challenge! Tell us how your downtown is encouraging your community to support local eateries for an opportunity to win.

Entries are open now until 12:00 p.m. CT March 17! Learn more and enter here: <http://bit.ly/3jYzoOr> Official Rules apply.

The first-place winner will receive \$5,000. The second-place winner will receive \$2,500, and five third-place winners will receive \$1,000 each in recognition of their efforts.

To be eligible, entries must have been Main Street America members as of 2/16/21



Love our college town fellas!

These guys never hesitate to jump in and help in downtown Morehead. The shovel brigade didn't hesitate to come to assist the community when the snow and ice hit the town. Morehead's Main Street director Tony Pence helped to organize the volunteers from Theta Chi fraternity with this great public service. To read more visit Downtown Morehead Inc's Facebook page.



Murray Main Street recently honored their 2020 Volunteer of the Year. Mike Faihst was this years recipient and the organization states he is such a valuable volunteer and we are proud to give him this high honor!!



You may not realize that your local Main Street program is the one community organization across the state where community members can be actively engaged with the local organization to transform their downtown community. There are many opportunities to serve on a committee, on the board, on a project, or simply express an idea. Main Street is made up of volunteers who are passionate about their community and want to share their civic pride with others and encourage others to become involved. Main Street is for volunteers of all ages and backgrounds. Main Street is for everyone.

Volunteers are priceless, but what they provide is so very valuable not just in dollars, but in the changes that can occur when we are all working together to create the very best community for all. The most recent statistic of monetary value of a volunteer in KY by Independentsector.org is \$22.18 If you cannot volunteer, but would like to help, make a monetary donation to the organization, your dollars go through the organization to assist in many things that provide for the quality of life in our downtowns.

To volunteer with your local Main Street program contact your local director or board member and discover all the opportunities available to you. To those already volunteering THANK YOU FOR YOUR SERVICE!