



March 1, 2021

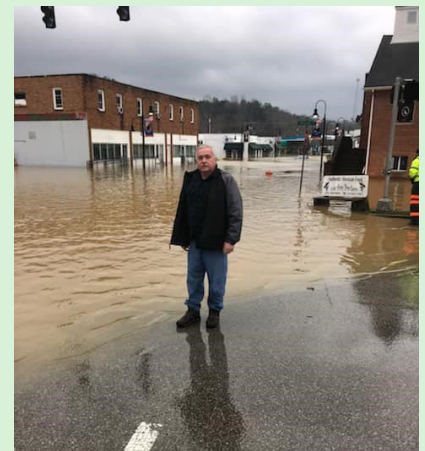


Main Street Monday!



We would like to welcome Hannah Brooks as the new director of the Heart of Scottsville. You will recall our former director is now the Mayor and we are so excited to have such a great supporter of the program. Hannah has a lot of experience with preservation having spent a number of years in Charlestown South Carolina before returning to Kentucky and becoming a small business owner with her sister on Main Street in Scottsville. She also lives in an upper story apartment in the heart of downtown. We welcome Hannah to our Main Street family and look forward to working with her.

Please keep our eastern KY communities in your thoughts today as they deal with major flooding in their areas. Currently Beattyville, Paintsville, and Salyersville have a lot of water in their downtowns. Beattyville is experiencing the worst flooding in decades.



Yes, that is a boat going down Main Street in Beattyville. The KY river begins there. The Licking River begins in Salyersville and Paintsville sits on Paint Creek. As soon as we know how we might help our KYMS communities we will let you know.



Beattyville

Photo by Donnie Benton

Paintsville & Salyersville have also suffered from the flooding.



Salyersville



Paintsville

AARP **AARP COMMUNITY CHALLENGE**

A GRANT PROGRAM TO MAKE COMMUNITIES MORE LIVABLE FOR PEOPLE OF ALL AGES WITH TANGIBLE IMPROVEMENTS THAT JUMP-START LONG-TERM CHANGE

Since 2017, grantees have installed 5,649 tangible improvements and provided 938 resources.

102 Healthy living programs/resources	107 Sculptures/art pieces installed	3,547 Volunteers engaged	54 Murals painted
124 Transportation access and safety trainings	26 Bike fix-it stations mounted	17 Bike-Mobility lanes created	421 Properties improved with home maintenance
154 Bike racks installed	118 Crosswalks improved	428 Garden beds built	522 Benches installed

Explore SUNDAYS like a local.

DINING
 Doe's Eat Place • 136 Broadway
 Gold Rush • 400 Broadway
 Paducah Axe • 119 Market House Sq.
 Broussard's • 123 N. 2nd
 Knoth's BBQ • 225 Broadway
 Burger Theory • 600 N. 4th St.
 Grill 211 • 211 Broadway
 Etcetera Coffee • 320 N 6th
 Barrel & Bond • 100 Broadway
 The 505 • 505 Martin Luther King

SHOPPING
 OFF the Corner • 209 Broadway
 Home • 132 S. 3rd St.

ENTERTAINMENT
 Maiden Alley Cinema • 112 Maiden Alley
 The Johnson Bar • 133 S. 3rd. St.

DOWNTOWN
 HISTORIC DISTRICT, PADUCAH

Oh the Places you can go on Sunday in downtown Paducah!



It's time again for our annual **Strongest Town Contest**. For the sixth consecutive year, our members, readers, and listeners are invited to nominate their town or city for embodying the Strong Towns approach to building stronger and more financially resilient communities. We're not necessarily looking for those communities that somehow already have it made; we're more interested in highlighting towns and cities who are doing the hard work of *becoming* stronger, putting in place the processes, systems, and commitments that build enduring resilience and long-term prosperity.

Does that sound like your community? Here's how the contest process works:

Nominations will be accepted from Monday, February 8 through Sunday, March 7. Initial submissions are judged by a panel of Strong Towns staff and board members. The top 16 contenders will be selected, and through **four rounds of competition kicking off on Monday, March 15th**, you—our readers and listeners—get to vote on match-ups between these towns based on written submissions, photos, podcast interviews, and a webcast. **The winner will be announced on April 9.**

Four of the eight first-round matchups are being published on Monday, March 15. The other four will appear on Tuesday, March 16, so be sure to check back and vote on those!

You can learn about all five previous winners and find official rules and detailed timeline. www.strongtowns.org/strongesttown.



Forme Millinery is expanding to Main Street in downtown LaGrange. We can't wait to see what owner, Jenny Gerst Pfanenstiel has planned!



Congratulations to London Downtown board President Brittany Riley on being selected one of 2020's "Top 10 under 40" attorneys in Kentucky by the National Academy of Family Law! Brittany is a partner at the downtown firm Scoville-Bonham & Riley, PLLC

Middlesboro Main Street is hiring! Love seeing all the great things that happen in Main Street communities? Would you love to be a part of this great network? If you have what it takes and would love to work in the beauty of Appalachia contact Middlesboro Main Street for more information. Downtownmiddlesboro@gmail.com



**Downtown
Cynthiana!**

Mark your calendars, downtown merchants will be hosting their Spring Open Houses on **Friday, March 12th and Saturday, March 13th**. Participating merchants will be open until 7pm on Friday and Saturday from 10-3pm. Enjoy specials, sales and door prizes. All COVID precautions and guidelines will be followed.

From the basketball court to the big stage Alyssa Wray is making her mark and you have a chance to watch it happen on March 7th when she appears on American Idol.

Alyssa is from Perryville and her dad, Chad Blackwell, is not only the owner operator of the Massage Center in downtown Perryville, but serves on the board of Perryville Main Street!

We've let her know that all of KYMS will be cheering her on!



And if we haven't yet had enough fun get ready! The Cicada's are coming! After 17 years underground where they've been since 2004, feeding on sap from the roots of plants, Brood X, one of the largest broods of cicadas, will be emerging soon to lay their eggs in trees. The eggs will hatch 4-6 weeks later and the "big brood" will spend 2-4 weeks in late May and early June courting, mating, flying, and driving people crazy because cicadas can emit sounds between 80 and 100 decibels, equivalent to a low-flying airplane or a lawn mower. You can expect to see them in Kentucky and about 14 other states as soon as the temperature reaches 64 degrees. Their offspring will head back underground until 2038. Surely we can come up with a great Main Street promotion to welcome them ;)

Join us for Small Business Day

MAIN STREET
Now
ONLINE CONFERENCE

APRIL 12-14, 2021

RENEW. RECHARGE. *Reimagine.*

— April 13, 2021 —

About Small Business Day

Get access to a **free day of professional development tailored to small business owners** at the Main Street Now Conference on Tuesday, April 13. The Conference is offering a special education track with a variety of content to help entrepreneurs move forward in our changing commerce landscape— from live, interactive sessions with retail experts to virtual roundtables with fellow entrepreneurs.

While conference registration can cost as much as \$149, small business owners in Main Street America districts can register free! Simply enter the coupon code SB2180 at registration checkout to receive your discount. *This offer is available through March 22.*

Tuesday, April 13, 2021

Sessions run from 12pm – 6:30 pm EDT

Can't make the sessions live?

All content will be recorded

What You'll Learn

Small Business Day attendees can look forward to gaining:

- Trusted insight specific to small businesses, including retailers, restaurants, salons, and more
- Actionable strategies to grow and market your business, including free resources to lean on and learn from
- Supportive direction from industry retail experts, with several sessions led by Nicole Leinbach Reyhle, founder of Retail Minded
- Engaging, interactive experiences that welcome attendees to bring their own perspectives while also learning from others

Schedule-at-a-Glance

- Virtual Roundtable: What Brick & Mortar Stores Need to Know About Being Online
- Small Business Marketing: Three Ways to Increase Customer Engagement for Physical Storefronts
- Shifting Your Business Model: Five Marketing Strategies to Reach Customers Despite the Challenges of COVID-19
- Happy Hour Roundtable: Action Steps to Gaining Visibility & Sales in an Increasingly Challenged Marketplace
- Plenary: Big Plans for the Future of Small Business
- And more!

Thank you to our generous Small Business Day Sponsors!

American Express | GoDaddy | eBay | The Hartford | Square

Learn more at mainstreet.org/smallbusinessday | Questions? Contact mainstreet@savingplaces.org