

March 14, 2022

# Main Street Monday!



It has been a busy past few weeks! On a Monday that was March 16, 2020 I left my office for what we thought would be maybe a month and here we are today, 24 months later just beginning to know how this pandemic has affected us, but also provided us with so many new opportunities. Zoom was and is great! It allowed Main Street directors to be present and for new directors to be engaged. Seeing everyone in person is not seeing strangers. The last few weeks I have met with multiple boards and have seen the great work that continued even through a pandemic to bring economic vitality back to our small towns. This has been a wonderful opportunity as we move to the new standards from National Main Street. Tomorrow we will visit in western KY a few days and then back to prepare for next weeks spring Main Street Conference. Yes, we have left lots of time to be social and connect. We look forward to seeing everyone!



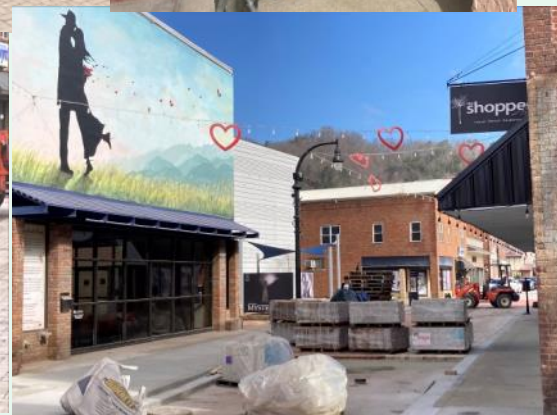
From Pikeville to Covington and stops in between, it has been great to work with Main Street boards the last few weeks!



Zoom allows us to have training on line with speakers from across the US like this one on Fundraising held Feb. 1 with Dr. Linda McNay and Our Fundraising Search in Atlanta.



Pikeville is in the midst of a wonderful street scape project on Second St. to enhance their arts and entertainment district! Wider sidewalks, brick streets, and so much more will continue to activate this downtown area with lots of placemaking taking place to create a pedestrian friendly environment.







Kentucky Main Street participated in the SOAR Mini Summit in Ashland last week!

Front row, from left, are Joanie Beaver, Middlesboro Main Street; Terri Branham Clark, Catlettsburg Main Street; and Julie Rea, Downtown London; back row are Kitty Dougoud, KYMS; Teresa Mays, Beattyville Main Street Tony Pence, Downtown Morehead, Inc.; and Jacob Roan, Main Street Pineville.

Not pictured are Caroline Reece, Maysville Main Street; Emma Wireman, Salversville Main Street; and Laura Haydon Springfield Main Street



I have to brag just a little as Ashland is my hometown. They have been working hard on

celebrating the creatives that reside in Appalachia and becoming a spot for the arts of all kinds and creating a new economy as coal and steel have left a large void. They have a new brand and lots of exciting things happening and the Paramount Theatre is a true treasure. While not a KYMS community, they are certainly using that model for success.

The clouds make it a bit more difficult to see, but you can use a guide wire to crisscross your lights over an alley or city sidewalk when over the street is not possible. Connections should be made in the mortar, not in the brick. It is really lovely at night.



Caroline Reece asks a question during Q&A along side moderator, Les Stapleton, Mayor of Prestonsburg. Later she and Julie hit the streets to explore.



## AmEx Neighborhood Champion



WITH



**From the National Main Street Center:** We want to hear about the innovative ways you celebrated Small Business Saturday® as an American Express® Neighborhood Champion in 2021

How did you encourage your community to Shop Small and support small businesses not only on Small Business Saturday, but also throughout the holiday season? If you were a Neighborhood Champion, fill out our short Neighborhood Champion Innovation Contest form for an opportunity to win. The Main Street program that had the best celebration and/or promotions will receive \$5,000, one second-place winner will receive \$2,500, and three third-place winners will receive \$1,000 in recognition of their Small Business Saturday innovation.

Winners will be announced at the 2022 Main Street Now Conference. Applicants must have signed up and been approved to be a Neighborhood Champion in 2021 and be members of Main Street America to be eligible to win. For official rules visit [Small\\_Business\\_Saturday\\_Neighborhood\\_Champion\\_Innovation\\_Contest\\_Terms.pdf](#) ([higherlogicdownload.s3.amazonaws.com](https://higherlogicdownload.s3.amazonaws.com))

Grow with Google

Get Your Local Business on Google Search & Maps

Tuesday, March 22 12 PM (ET)

Dave Delaney  
Google-supported Trainer

AMERICA'S SBDC KENTUCKY

KENTUCKY HIGHLANDS INVESTMENT CORPORATION

MOREHEAD STATE UNIVERSITY

SOAR

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of SBA.

Tuesday, March 22

12:00 - 1:00 PM ET

Get Your Local Business on Google Search and Maps

<https://attendee.gotowebinar.com/register/6121819480859880975>

**Don't forget!! The Kentucky Main Street Spring Conference is next week!!! March 23-25!!** We are so excited to finally be back in person so if you don't want a hug we will have a sticker for you to put on your name tag! I know folks are eager to be with & see one another & the Main Street communities of Carrollton, Shelbyville, LaGrange, & Taylorsville are excited to show you what all they have to offer.

We will have a focus on the creative economy and public art! Registration can be found on the last page of the newsletter. Everyone welcome!!!

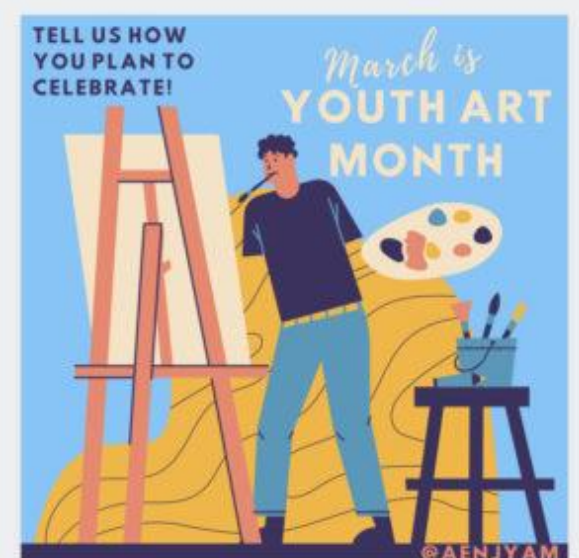


Today is the last day to take advantage of Early Bird registration rates!

Gather with us in Richmond to celebrate the resiliency of our communities over the past few years and explore the ideas that will shape the future of the Main Street movement. We can't wait to be together again, so secure your spot today

Register here: <https://bit.ly/3hR9jk2>



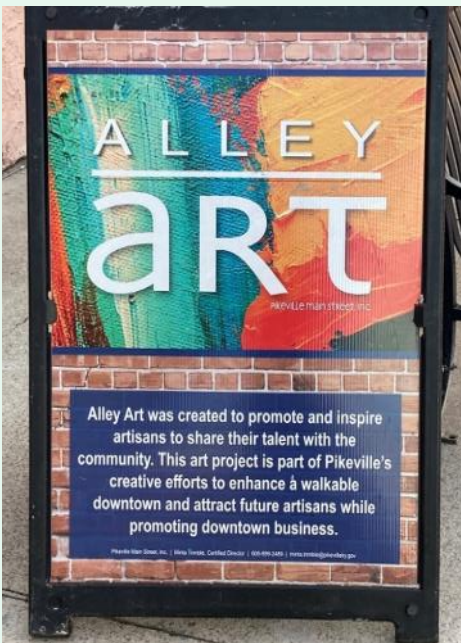






We love these open signs that can be found in several of our communities including Bardstown and Danville. We would love to see them in all of our communities as a branding of Main Streets. The concept of Under One Roof that Pikeville director, Minta Trimble has been working on for a few years has come to fruition and we love it. The Shoppes at 225 feature several local businesses and they have one POS with one shopkeeper. Below Minta is at the desk talking with a new jewelry vendor. It is located in the arts & entertainment district on Second Street. It's a great idea for a large under utilized space.

Plants, furniture, specialty food items, jewelry and more can be found at the Shoppes 225.



We discuss the activation of alley ways a lot. They are very underutilized spaces that can be art spaces or even dining. Lights enhance the safety of the area and create a more pedestrian environment that brings people to the downtown. They can be every changing as the ones shared last week or they can be permanent installations. What ever you choose please capitalize on the unique spaces in your downtown!



While we were in Pikeville we also met with the Certified Local Government (CLG) team . Orloff Miller the CLG coordinator at KHC shared a lot of great information with the team. Pictured is Orloff & city engineer, Ashlie Childers.



It was an honor for KYMS to cut the ribbon to reopen Main Street in downtown Beattyville just one year after the devastating flood. Mayor Scott Jackson, the city, Teresa Mays & the Main Street team, Dedra Brandenburg with tourism, and so many others have worked tirelessly to reimagine the downtown. And more great things are coming! This time next year it will have a town square and more! We can't wait!



A new entry sign to the downtown and new signage for all the shops will be in place soon.



Donna McClure from Senator Mitch McConnell's office was also in town for the reopening.



Two Main Street businesses were awarded start up grants at the opening. One will be a fishing/bait/kayak shop and one is a new bakery!!





The City of Covington is offering to help renovate small business exteriors and pay startups' rent as part of it's Small Business Program!

The program offers up to \$500 a month for first-year rent for 12 months, or a forgivable loan of up to \$6,000 to match dollar-for-dollar investments in façade improvements to a commercial building, such as for paint, lighting or windows.

With the March 25 deadline only days away, businesses should apply soon!

The City set aside \$150,000 this fiscal year for the program and has \$95,665 available to be awarded by June 30

A side note from KYMS these projects could possibly also be eligible for historic preservation tax credits.

**CALL FOR ARTISTS**

Murray Main Street has opened a Request for Qualifications and Proposal for a mural project in the pocket park, "Imagination Alley" South 5th Street on the court square.

Interested parties: Contact Murray Main Street.

Email inquiries only:  
murraymainst201@gmail.com  
for details of project.



Just an example of how to make your storefront pop!

Now to get them one of those open signs!

### Coming to downtown Paducah!

Milestones are being met in the City Block project! The developer, Weyland Ventures, has received an official notice from Paducah Bank of a commitment of the financing portion of the Paducah Downtown Boutique Hotel which will be along Jefferson Street. The City and Weyland Ventures have completed the requirements in the development agreement signed by both parties in 2020. Expect groundbreaking later this spring.





**Kentucky Main Street Conference**  
**Arts and Culture as an Economic Catalyst**  
**March 23-25, 2022**  
**Carrollton, LaGrange, Shelbyville, Taylorsville**

**Registration Form**

**Please submit a registration for each attendee**

*Full Conference **early bird** registration **\$100** per person  
via check or credit card between **March 15 and March 22, 2022***

**\$125** *after 3-22-2022*

Single day registration **\$35** **Board members/government leaders are encouraged to attend.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Program Name: \_\_\_\_\_

Address/City/State: \_\_\_\_\_ - \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ Full Conference Registration/s      \_\_\_\_\_ Single Day Registration

\_\_\_\_\_ Total Amount

Did you complete this form for each attendee? (one for each person attending). Submit payment to:

**Vicki Goode**  
**PO Box 133 Main Street Perryville Inc.**  
**Perryville, Kentucky 40468**

Please make checks payable to: **Kentucky Main Street Association**