

March 15, 2021



Main Street Monday!



While this day did not turn out so well for Caesar, did you know it is really the day to pay off your debts. Do you owe membership dues to your local Main St program? Today is a great day to take care of that. Your program might not have a membership component, but they need always need support. A gift to them is a gift to your downtown through the local program.

Our KYMS community of Beattyville has been severely impacted by the recent flooding and I have learned a lot in assisting them. Did you know FEMA only assists businesses by making SBA low interest loans available. There are at least 51 businesses that have suffered devastating losses. They don't have the resources for a loan. Most could not afford flood insurance and that only covers the structure, not contents. Many fundraisers have taken place to assist the multiple communities affected by the flood, but most will go towards assisting with housing. Beattyville's Main Street program has a fund for small businesses and even a small donation will help. If you would like to contribute can do so on their Facebook page Downtown Beattyville Alliance You may send or give donations to:

-Teresa Mays (Main Street Dir) PO Box 307, Beattyville Ky 41311 606-567-7703 Or PayPal at: tmays@beattyville.org

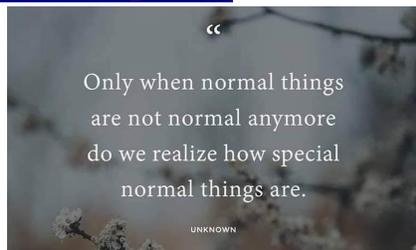
-Dedra Brandenburg (Tourism Dir) PO Box 738 Beattyville Ky 41311 606-464-5038

https://www.paypal.com/donate?hosted_button_id=6CG2C4BQ3AH7L

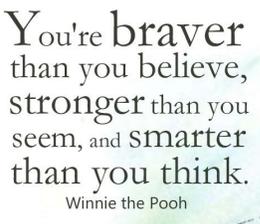
Make checks payable to the Downtown Beattyville Alliance/ Beattyville Main Street Love Local Fund.



They will also be accepting donations at Citizens Bank & Trust



What a year it has been! March 16th I left the KYMS office and remarked to our director, Craig Potts, I'll see you in July. No one could have imagined the year we would have. What have we learned? In Main Street we learned Winnie the Pooh was correct in his statement. We have weathered the storm and while we have faced many challenges we have learned so many things. We have adapted to know more about our purpose, we have watched our small businesses get on-line, do curbside pickup, make appointments to shop, learn social media, use technology to their advantage and so much more. We have all learned to Zoom which has kept us in touch with friends, family, and co-workers. While trying at times many have spent more time with their families and children have learned things you can't learn from a book. Many have suffered loss and for that we are deeply sorry. A brighter day is coming and I am so proud of all the work our KYMS directors and boards have accomplished in spite of the pandemic. While we might not be Irish, Wednesday will be a great day to make a toast to the year behind us as we look toward a brighter future.





Welcome Bardstown Main Street 2021 Board of Directors! They were able to have an in-person, socially distanced retreat last week. They are ready to get to work for Bardstown Main Street and the Main Street district.

ONLY \$25!

GET REAL TIME SOLUTIONS *for your* SMALL BUSINESS

Learn more at mainstreet.org/smallbusinessday

APRIL 13, 2021

MAIN STREET Now
ONLINE CONFERENCE

Have you checked out the sessions we have lined up for Small Business Day at Main Street Now ?

From a workshop on increasing customer engagement during the pandemic to a live happy hour on gaining visibility for small businesses, sessions are uniquely designed for Main Street entrepreneurs.

For a discounted registration rate of only \$25, small business owners will get practical, actionable tools to move forward in the changing commerce landscape. Plus, small businesses located in a Main Street America or UrbanMain district are eligible for free registration for Small Business Day! Contact your local director contact for the coupon code.

Check out the full lineup of Small Business Day content: <https://bit.ly/30kkFo0>

COVID-19 RELIEF LOANS

- 3% INTEREST RATE**
- 5 YEAR REPAYMENT**
- \$50k MAX LOAN**

Loans are intended to provide critical gap financing to small businesses and entrepreneurs to meet short-term needs such as payroll, rent, utilities, supplies, inventory management, and/or payment to vendors.

Calling all businesses in the Northern Kentucky Area Development District They are accepting applications for COVID-19 Relief Loans. All businesses are welcome to apply. You can request up to \$50,000 in support for your business! Learn more and apply at <http://www.nkadd.org/businesses.../covid-19-relief-loans>.

Keeping that personal touch in the community is critical. “The more we keep our local main streets bustling, the better all of our local economies will be,” says Lauren Beitelspacher Ph.D., an associate professor of marketing at Babson College.

March 17th is a great day for a Grand Opening!

Over/Under, Downtown Paducah's NEW locally owned Sports Bar! Located at 314 Broadway, Over/Under is the perfect place to enjoy great food, cold beer, and a variety of premium sports entertainment.



THEME NIGHT THURSDAY
GOLDEN EGG HUNT

**SHOP & DINE
TO WIN PRIZES!**

CHOOSE 1 EGG FOR EVERY PURCHASE
AT PARTICIPATING STORES & RESTAURANTS.

WIN \$25 - \$100 GIFT CERTIFICATES TO
YOUR FAVORITE MAIN STREET PLACES!

Thursday, March 18 5 - 9pm
La Grange Historic Main Street

Excited to see new wayfinding signage in Middlesboro! Thanks to Donna Smith, volunteer extraordinaire and her team for all their hard work in making Middlesboro beautiful and inviting.




**Looking for Antique Dealers,
Vintage Lovers, Local Artisans, etc.**

BLUEGRASS VINTAGE MARKET
APRIL 23+24
PERRYVILLE, KY

859.691.0161
MARKETPLACEGRAY@GMAIL.COM



Spring is Coming!!
It arrives on Saturday and we can't wait to see you on the streets and in our businesses in our KYMS communities.

WHAT SHUCK PODCAST

MOREHEAD KENTUCKY
SAWSTONE BREWING CO.
ESTD 2018

ROCKIN AROUND THE MOUNTAIN: AN APPALACHIAN FLOOD RELIEF CONCERT

MARCH 27TH

LINDSEY ELAM
CLARKE SEXTON
BRETT HORTON
JARROD STRATTON
CLARK KISSICK

MOREHEAD, KY



Our Main Street network is such a valuable resource, we are family. Thank you to Morehead director Tony Pence and Tammy Sloan from the KY Folk Art museum for taking the men of Theta Chi to assist in the clean-up in Beattyville.

Speaking of Morehead, here is a great shirt that you can acquire from Holbrook's Embroidery Plus, LLC to benefit Morehead's Main Street program for only \$10 Contact them or Tony for more info.



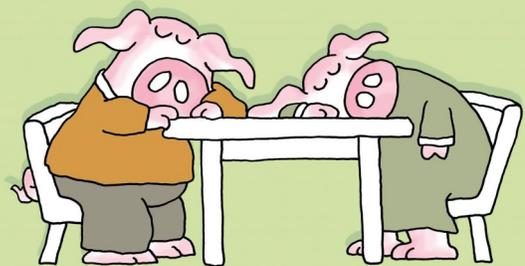
Thanks to Angela Hatchett from the TAH cabinet for creating our logos to help you Explore KYMS. This is a great idea to R&D

And for the Morehead Eagles, located in downtown Morehead and the only team in the NCAA basketball tourney, we are cheering you on!



Main Street directors always go above & beyond. Recently Main Street Winchester interim director, Rachael Boyd and her pal Joseph were scouting locations from the rooftop for an upcoming out-reach program. Stay tuned for more information.

The day after Daylight Saving Time begins is
National Napping Day



Boynston

We know you're feeling it. Changing on Friday at 4:00 would be so much better for all of us!



In honor of all of us trying to catch up and having shorter attention spans today. This is the last page of MSM.

Enjoy your week!

Jelly Bean is coming to town in downtown Murray!!

Easter on the Square

Saturday, April 3, 2021 • 9:00 a.m.
Courthouse Lawn & Renaissance Park

Kids can hunt eggs and grab a photo with Jelly Bean the Easter Bunny!



Ages 0-8

New COVID-approved Layout

9:00 a.m. - North side, Courthouse lawn, Ages 0-2

9:30 a.m. - South side, Courthouse lawn, Ages 3-4

10:00 a.m. - Renaissance Park, Ages 5-8

Jelly Bean photos begin at 9:30 a.m., 5th St. Pocket Park

Please follow current COVID requirements for outdoor activities.

For more information call, 270-759-9474.



TOP 10 REASONS TO DRINK AT NEIGHBORHOOD PUBS

1. STRENGTHEN COMMUNITY
2. SUPPORT YOUR ECONOMY
3. SEE OLD FRIENDS
4. MAKE NEW FRIENDS
5. HAVE A LAUGH
6. BEER
7. RELAX
8. CELEBRATE
9. LIVE LONGER
10. BE HAPPIER

CHEERS!

Wear your mask, keep 6 feet apart, follow the guidelines while out on Wednesday and know by doing all of these things brighter days are coming!

