

March 8, 2021



Main Street Monday!



To celebrate Women's History Month we wanted to share some words of wisdom from the woman who made it all happen. Mary Means was instrumental in beginning the Main Street movement. We are also sharing an article with her insightful words about the importance of Main Street and the 4-point approach.

Quote of the Week

"A lot has changed [since last March], but what hasn't is the important role our Main Streets play in community building... Forty years ago, a group of preservationists took steps to save downtown's historic buildings. In the process, we learned that Main Street lives in America's heart and is vital to our collective sense of well-being."

- In her latest interview with the American Planning Association, Mary Means, Founder of the Main Street movement, discusses the origins of the movement and the essential role that Main Street programs will play in COVID-19 recovery.

The full article is found on pages 5-6



One of the best things about living in a small town is that no matter how we may disagree on things, in times of crisis we are all there for one another. Thank you to everyone who donated or contributed in some way to our communities who were impacted by not only the floods, but snow and ice. It has been quite the year with COVID and weather, but we know brighter days are ahead.

We are all a part of commUNITY .



This week we say thank you and Happy Retirement to Linda Duncan, Paintsville Main Street director. 2021 continues to be a time of change amongst the KYMS network. Linda served PMS as a board member for many years and will continue to do so after stepping away from her official duties as director. Linda has worked tirelessly with the board to rebuild the PMS program and her work is greatly appreciated. We won't say good-bye as we know she will continue to be an active member and we'll see her at MS meetings and on our visits when they resume.

WWW.CRISISCLEANUP.ORG

CRISIS CLEANUP

KENTUCKY FLOODS CLEANUP HOTLINE
CALL: 800-451-1954

If you need assistance with damage from the flooding in Kentucky, call the number above to ask for help. We will connect you with volunteers from local relief organizations, community groups and faith communities who may be able to assist with:

- Cut fallen trees
- Drywall, flooring & appliance removal
- Tarping roofs
- Mold mitigation

All services are free, but service is not guaranteed due to the overwhelming need. This hotline will remain open through March 26, 2021.

PLEASE NOTE: this hotline CANNOT assist with social services such as food, clothing, shelter, insurance, or questions about FEMA registration. Volunteers work free of charge and provide the tools and equipment necessary to complete the work.

The NC Main Street Conference Week Is HERE! It's not too late to register! <https://www.ncmainstreetandplanning.com/> The conference runs March 9-11 See their Facebook page: North Carolina Main Street Center for more information.

Coming to a computer/phone near you!



Last year when the National Main Street conference and many others were cancelled our friends, Joe Borgstrom, Jeff Siegler, and Ben Muldrow and friends put together a free conference via Facebook live for 3 days! I can say it was one of the best things I attended in a long time and all from the comfort of my home office. The sessions were informative and the participants had the ability to engage with the presenters. There was a topic for everyone. From this event Proud Places began and they have continued to provide excellent resources for anyone who is interested.

Do you have a session you would like to share? They would love to hear from you. If you have a session that you think fits the 3 Day Bender, take a second and submit a session. You do not have to be a Main Street director to do so. Go to the link below to submit your idea.

<https://www.surveymonkey.com/r/3dbender>

Please [join](#) us Tuesday, March 16 from 9:30 am to 10:00 am EST for the free mini-webinar [Healthy Food Access: Change from the ground up!](#) with [Community Farm Alliance \(CFA\)](#) Food Access Program Director Brittany Steffey!

Register here: <https://register.gotowebinar.com/register/4709592444381702926>



If you are not familiar with the television series, *Aerial America*, you can find it on the Smithsonian Channel or streaming on Netflix and likely other places. It is a wonderful program that typically has a focus on a particular state. They feature many small towns along with historic properties, culture, and history along with other interesting facts. One recent show was about great small towns & featured our own Main Street community of Maysville! The only they missed was interviewing Caroline.



This is a great educational series for adults and children alike.



She's going to Hollywood! And don't be surprised if she becomes the next American Idol. She is likely from the smallest town ever featured on this program. Downtown Perryville received some excellent national PR in the introduction of Alyssa Wray and we believe there will be more to come in the future..

This is what host Ryan Seacrest had to say. Alyssa Wray's audition will go down in American Idol history. There are not words to describe this amazing moment. So if you are looking to have Alyssa at a future event now is the time to start asking.



Welcome to the neighborhood Rivertown Entertainment!!! We are so excited that one of our old buildings can be a new destination for the young citizens of Maysville. Here's hoping you keep laser focused on your goal and have many years of success!



There's a new dog in town! Erin's Dog Grooming is open for business in downtown Middlesboro. Asa has been supervising all the work and is ready to greet you and your furry friend for a doggone great experience. Stop in at 106 North 20th Street. It's pawisitively delightful.

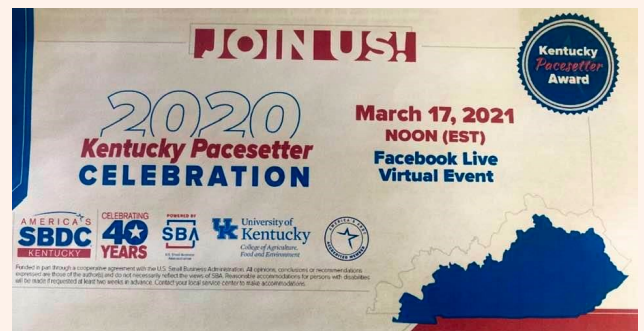


We are celebrating the opening of Postbrew Pub in La Grange! Join us in welcoming Tom, Sarah and the staff to Historic Downtown. Be sure to try the sauerkraut balls Sandi says they are delish!



Congratulations to Mammy's Kitchen and Bar in downtown Bardstown on receiving the SBDC Pacesetter Award!

Here is a message from owner Christy Clark. It is my honor to invite you to this uplifting celebration where I'll be accepting along with others the 2020 Kentucky SBDC Pacesetter Award! I've been so anxious and extremely thrilled waiting for the opportunity to accept this prestigious award! We all know that 2020 was a difficult year for small businesses, I know first hand that I was truly afraid of losing what we've worked so hard for! Receiving this during that time was a humbling experience and continues to be an uplifting and a very proud moment for me personally! So join us!!

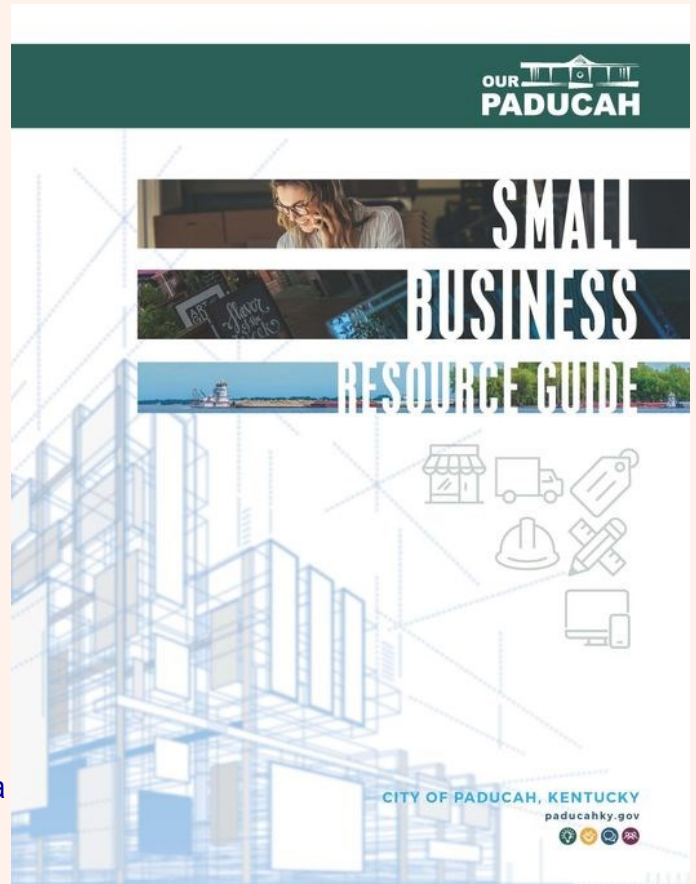


"THE KEY TO COMMUNITY IMPROVEMENT ISN'T BRINGING IN MORE FROM OUTSIDE, BUT KEEPING MORE LOCAL. ONLY WHEN LOCALS ARE THE INVESTORS AND WHEN LOCALS OWN THE REAL ESTATE AND COMMERCE WILL THE ECONOMY BEGIN TO WORK FOR THE COMMUNITY."

-HELP ISN'T ON THE WAY



When we help locals we all succeed! How are you helping those in your community start a business, expand their business, or try something new? A great way is to have a resource for them. We love Paducah's Small Business Resource guide. For more information on what is inside the cover contact Katie Axt, Main Street director at kaxt@paducahky.gov



Later this month we will be featuring a story on adaptive reuse and vacant, blighted, and abandoned property. If you have a success story you would like to share please email them to kitty.dougoud@ky.gov for possible inclusion.

APPLY NOW:
bit.ly/SEKYFloodReliefApp

Emergency Flood Relief Grants Now Available
from the Southeast Kentucky Flood Relief Fund

- \$500 emergency grants intended to address immediate needs
- Residents of all Appalachian counties effected by flooding are eligible to apply. Priority will be given to the following counties identified by the State of Kentucky as most effected: Elliot, Johnson, Pike, Breathitt, Estill, Knott, Magoffin, Owsley, and Perry
- Apply by March 14, 2021

FOUNDATION OF APPALACHIAN KENTUCKY
www.appalachianky.org



Potential ways to mitigate the impact of daylight saving time:



Get at least 7 hours of sleep per night before and after the transition to daylight saving time



Go to bed 15 to 20 minutes earlier each night 2 to 3 days before the springtime clock change



Head outdoors the morning of the first day of daylight saving time to increase exposure to morning sunlight and help regulate the body's internal clock



By Julie Von Bergen

Mary Means is widely known for leading the team that created the National Main Street Center. More than 1,600 towns and historic neighborhood corridors in 40-plus states have successfully used the Main Street Approach to bring people back to their historic cores. The movement has been called the most effective economic development program in America.

Her new book tells the stories of how citizens, small business owners, and civic leaders in hundreds of towns and city neighborhood corridors have brought life back to the heart of their communities — and they can emerge strongly from the COVID-19 pandemic. Means received the National Trust for Historic Preservation's 2020 Louise du Pont Crowninshield Award.

The book is available through your local main street bookseller.

PLANNING: Main Streets and downtowns in small towns across the country are facing huge challenges due to COVID-19. How are today's challenges similar to or different from the ones they faced when the Main Street program first started?

MEANS: Main Streets are surprisingly resilient. Most have come through other existential challenges that were expected to kill them off — think of the Great Depression or the proliferation of shopping malls in the 1970s. When the Main Street program began 40-plus years ago, towns had to figure it out by themselves, in isolation. There was no internet, no Google. There were few, if any, downtown organizations. Today there are networks of help and support for towns and civic leaders across the country.

Last March as everything shut down, it was amazing to see how fast Main Street organizations sprang into action — helping retailers and restaurants navigate PPP applications, working with local government to create safe outdoor eating and shopping spaces, coaching novices to online selling, and sharing experiences with their peers across the nation.

Though vaccines now exist, we still don't know when some semblance of life before COVID will be here to stay. But savvy towns are already taking steps towards recovery. There's a river of practical information coming from the [Institute for Local Self-Reliance](#), [Main Street America](#), and [APA](#) — filled with doable actions that can help smooth the path forward.

A lot has changed, but what hasn't is the important role our Main Streets play in community building. In isolation, we humans long to be with others, to celebrate, to mark holidays — or just to hang out. Forty years ago a group of preservationists took steps to save downtown's historic buildings. In the process we learned that Main Street lives in America's heart and is vital to our collective sense of well-being.

PLANNING: It can be overwhelming to planners and other leaders to know where to start the recovery process. What should come first?

MEANS: Whether or not they know it, most communities — certainly those with downtown organizations — have already begun to ready themselves for "after COVID." They are learning from their emergency responses: changing policies and regulations about outdoor eating and selling, for instance, or zoning that disallows business uses in homes, or land-use policies that tilt toward outlying chain store development rather than supporting locally owned downtown businesses.

Our Zoom lives have proven that quality internet access is essential infrastructure. Zillow reports that towns with good schools, affordable housing, and a vibrant Main Street are already attracting relocation interest from big city residents who can work from anywhere. Anywhere with broadband access, that is. Savvy states and municipalities are actively taking steps to fill gaps in internet service.

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A caution: helping individual small businesses alone is not going to lead to economic recovery. Urban economist [Bruce Katz](#) points out that *places* must recover as hives of commerce and community if individual small businesses are going to make it. Katz coined the term "regenerator" to describe place-based organizations that are the vital accelerators of recovery. Main Street organizations meet that test.

By the time this is published, hopefully state and local governments — including "regenerator" organizations — are benefiting from the American Recovery and Reinvestment Act, strengthened to stem the virus's spread and rebuild better.

PLANNING: How do you inspire community members and groups during an ongoing pandemic when there are so many problems to tackle at once?

MEANS: By giving them hope and something to rally around even now, during the pandemic. In the book I highlight several heartwarming initiatives that brought communities together — in socially distanced ways, of course.

PLANNING: How can equity, inclusion, and resilience be built into a town's recovery efforts?

MEANS: The pandemic has painfully revealed widespread inequality. Last summer's powerful worldwide marches for racial justice even reached into the nation's small towns. Resulting activism has led to enhanced effort to dismantle unfair systems of privilege. Amending zoning to increase affordable housing by allowing accessory dwelling units in single family houses is an example.

A number of Main Street organizations are proactively reaching out to help minority entrepreneurs gain access to financing and mentoring. Baltimore's Downtown Partnership recently announced BOOST — Black Owned & Operated Storefront Tenancy — an initiative that will provide robust technical and legal services and help with permitting, plus up to \$50,000 for build-out and operations. Providing free or low-cost broadband service to the entire community will lift everyone's boats.

PLANNING: How will Main Streets change in the next several years? Should expectations or goals change going forward?

MEANS: My sense is that we're entering a period of transition in terms of recovery. Even with vaccines and more widespread immunity, it's not likely that everything on Main Street will return to "normal" quickly.

However, Main Street is a distinct place, one where people want to be, so its recovery will happen. That said, we mourn the loss of familiar businesses that were unable to make it through. There will be vacancies. Towns with active main street organizations have a leg up in that many are already preparing to help landlords attract complementary tenants to fill them. Community celebrations — Fourth of July, festivals, and other events that draw people together will once again enliven town centers. And the flexible "[Main Street Four Point Approach](#)," tested in thousands of towns over the last 40 years, will continue to frame the work of bringing life back to downtowns.

Julie Von Bergen is APA's senior editor.

For more than 30 years, [Mary Means & Associates](#) provided strategic planning services to public interest clients — communities, state agencies, universities, and nonprofit organizations, helping them build bridges between plans and people.

To order the book visit <https://store.bookbaby.com/book/main-streets-comeback>

