



May 17, 2021



Main Street Monday!



We had a great Main Street Week! Lots of great activities took place across the state and our Kentucky Main Streets received a lot of recognition for all their hard work. We capped off the week by announcing our newest



newest community to join our KYMS family, the city of Catlettsburg. Catlettsburg is located in north east KY know as the tri-state area where Kentucky, West Virginia, and Ohio come together at the confluence of the Ohio and Big Sandy rivers meet. Catlettsburg is the county seat for Boyd Co and located near Ashland. KY Terri Branham Clark will serve as their director. Terri is a former state representative and we look forward to working with her and her board, Mayor Day, and other elected officials, and the community to transform Catlettsburg.

American Rescue Funds: These words below come from the Brookings Institute and are articulated in an easy to understand format. It is imperative that we look at these likely once in a lifetime funds to assure we make the best long term decisions/investments for our communities and that we will all see the largest return on our investments (ROI) This is imperative for all communities, not just Kentucky Main Streets.

Please read the complete article Information <https://www.brookings.edu/blog/the-avenue/2021/03/23/how-should-local-leaders-use-their-american-rescue-plan-funding/>

The decisions made in the coming weeks— and over the next year regarding the second tranche of funding— will determine whether cities merely enjoy a brief stimulus or seed a new trajectory of inclusive economic growth. The stakes are high. The money needs to move fast and be deployed smartly and equitably. In 10 years, we may look back at this time and ask: Which places merely spent their money, and which places invested it?

Communities should take a three-pronged approach to using their ARP funding: stabilize, strategize, and organize.

Last summer, Brookings Metro released a compendium that provides local leaders in government, business, nonprofits, and higher education—as well as their state partners—a recovery framework and a set of nine concrete ideas for rebuilding better, as well as more than a dozen case studies of leading local and state investments in economic recovery. The funding's magnitude and flexibility suggest that local governments should be strategic in deploying any ARP funds that extend beyond basic budget stabilization. In making investments, local leaders should consider four factors: Immediacy, Inclusivity, future prosperity, and complementarity. To do so will include organization, strategic planning, Now that funding is secure, it's time to act. Local coalitions can stabilize their communities, strategize together to invest in future prosperity, and organize themselves to enable an inclusive recovery from COVID-19.

As we begin to re-open our state and our communities resume some of their events please continue to follow the CDC guidelines and the safety precautions that businesses/events have in place. It has been a long time coming, but we want to make sure that we do not have to experience these restrictions in the future. We need to all do our part to keep Kentucky moving forward. So on to some events. 😊



**ALYSSA WRAY
LIVE!**

**FRIDAY, MAY 28
4:00 PM**

**DOWNTOWN STAGE
ON THE COURTHOUSE SQUARE**



aMAYzing MAYsville

*Festival of Music
May 8*

*Downtown Scavenger Hunt
May 14*

*MCHS Spring Musical
"Newsies"
May 14-16*

*Grand Opening
Two Twelve Market
Formerly Chandler's
May 14*

*Grand Opening
Kenton Stories With Spirit
May 14*

*Local Kentucky 68 Makers Mart
May 15*

*MC Public Library STORYTIME Returns
May 20*

*Small Supporting Small
Mary's Waffles Food Truck & Book Signing
May 22*

*Sunday Stroll
East Coast Eats & City Belle Fried Pies
May 23*

*Library Summer Reading Kick-off
May 29*

*Game Day on Second St. Mall
Premiering Knock-Out High by Hoot Owl Games
May 29*



We are excited to have Perryville's own Alyssa Wray performing in Pineville for the Mountain Laurel Festival. A complete festival schedule can be found at <https://www.facebook.com/kentuckymountainlaurelfestival>



Bought to you by Main Street Winchester



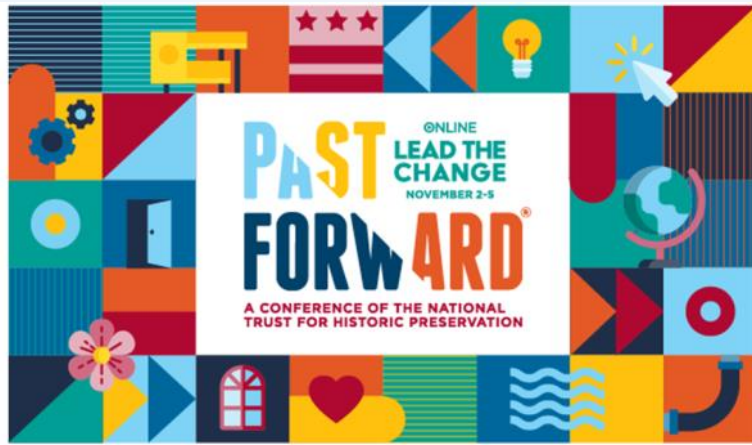
Last Wednesday we focused on Public Art in our Main Street communities. Here are a few things we shared. Public art can be a great source of free PR as people snap photos and share on social media and while we cannot measure the financial impact with other art events such as exhibits, plays, or music events, we do know that it occurs and it also activates spaces and creates a sense of place.

PSA: One word of caution as you add these to your community is to not paint on historic unpainted brick. Most brick was never intended to be painted. Paint traps moisture and can cause structural damage to a building. Moisture comes from the air and the ground, not just rainfall, and the bricks allow for the water to evaporate through the brick's surface. Painting traps moisture inside that can cause damage to the structure mortar deterioration, and blistering/flaking paint in the future. Also have a maintenance plan for any art you install especially painted murals.



The purpose of art is washing the dust of daily life off our souls." Pablo Picasso





Building on the success of last year's online conference, preservationists from across the country and all walks of life will come together virtually November 2–5 at **PastForward Online 2021**, the country's only national preservation conference, to ask ourselves important questions and identify ways to take action based on our shared values and priorities.



Beattyville Main Street director, Teresa Mays and board member Dedra Brandenburg, delivered treats to their downtown business owners during MS week.



We love this idea from Cynthiana.

Did you know we have 4 walking tours downtown? Start at the pocket park and hop on the "sidewalk subway" . There are four paths to choose from. Pick a color line and start your tour!

Orange Path- Mural tour

Red Path- Historic Church tour

Green Path- Downtown Attractions tour

Purple Path- The Main Street Mile

Grab a brochure at the pocket park for more information

Don't be alarmed by this public art piece in downtown Pineville's pocket park. (given our brief lecture on unpainted brick) This wall had been previously painted and had no long term maintenance and was no longer an asset to the area. The enhanced art will bring a new vibrancy to the area.

The downtown is pleased to see our new mural by Kellene Turner going up in Main Street Park! It's a geometric pink & green abstract just in time for plenty of insta-worthy pictures while you're decked out in pink & green for KMLF!



As we continue to celebrate National Historic Preservation Month there are some great educational opportunities coming up. For additional information please contact the organizations listed on their informational flyers or their social media pages.



2021 HISTORIC PRESERVATION WORKSHOPS

Brought to you by Bardstown Historic Preservation

The City of Bardstown Historic Preservation Office is pleased to present this year's Historic Preservation Workshops! Back by popular demand are **historic plaster repair** and **cemetery preservation**. Award-winning local experts will give you all the tools you need to get started renovating, restoring, and repairing your historic home and property!

<p>MAY 27th 2021</p> <p>Historic Plaster Repair</p> <p>Repair your home's historic plaster with skill and confidence! Expert restorationist Eddie Black shows you how.</p>	<p>JUNE 24-25th 2021</p> <p>Cemetery Preservation</p> <p>Experts Stuart Joynt and John Bry's workshop will demonstrate how to restore, clean, and preserve historic cemeteries.</p>
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FREE and open to the public!

Renovate. Restore. Repair.

Workshops are free and open to the public, but **you must preregister**. Contact Rashae Jennings (502) 348-5947 | rjennings@bardstowncable.net

2021 HISTORIC PRESERVATION WORKSHOPS



MAY 27th 2021 HISTORIC PLASTER REPAIR with Eddie Black

Mr. Black will demonstrate the basics of historic plaster repair at **Wickland the Home of Three Governors**. This will be a **live demonstration** on how to repair historic plaster on site. This will include teaching what tools, materials, and techniques are essential for any repair. Pizza and drinks will be provided.

5 PM - 7 PM
550 Bloomfield Rd,
Bardstown, KY 40004



JUNE 24th - 25th 2021 CEMETERY RESTORATION with Stuart Joynt and John Bry

This two-day **hands-on workshop** will focus on cemetery care and restoration. The workshop will begin with a presentation from Mr. Bry on cemetery maintenance and sustainability. Next, Mr. Joynt will demonstrate setting a base for a damaged headstone and discuss cemetery care and how to preserve cemetery monuments. The workshop will include a demonstration on **carving historic headstones**. Breakfast and lunch will be provided.

9 AM - 4 PM both days
June 24th - Begin at City of Bardstown Education Complex (219 E. Muir St.). Then travel to the Old Pioneer Cemetery (110 W. John Fitch Ave.)

June 25th - Bardstown City Cemetery (801 N. 3rd St.)

Preregister today for these incredible free workshops
Contact: Rashae Jennings
(502) 348-5947
rjennings@bardstowncable.net

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MAY 21, 4 p.m.
NAVIGATING HISTORIC HOME REHABILITATION
DESIGN GUIDELINES

BETTIE KERR Office of Historic Preservation, LFUCG
lexingtonky.gov/departments/historic-preservation

Bettie Kerr is the Director and Historic Preservation Officer of the Office of Historic Preservation of the Lexington-Fayette Urban County Government and works with all aspects of historic preservation issues in Lexington-Fayette County, including architectural survey, technical assistance on renovation and design to owners of historic properties, nomination to the National Register of Historic Places, administering the design review process for Lexington's Historic Districts and a number of other programs.

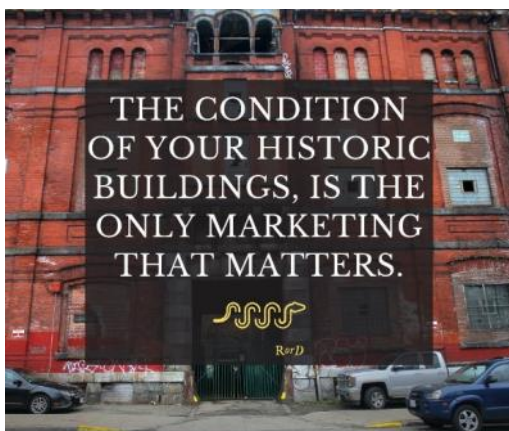
PROGRAM
Local Historic District Design Review Process: Lexington has 17 Local Historic Districts, the first of which, Gratz Park, was designated in 1958. Protected by Ordinance, the work done on structures and sites is reviewed by the Staff and/or Board of Architectural Review, utilizing the Design Review Guidelines. This session will include an overview of what work necessitates a permit, how to make application and how the process works.



RESTORATION WEEKEND
Virtual Event!

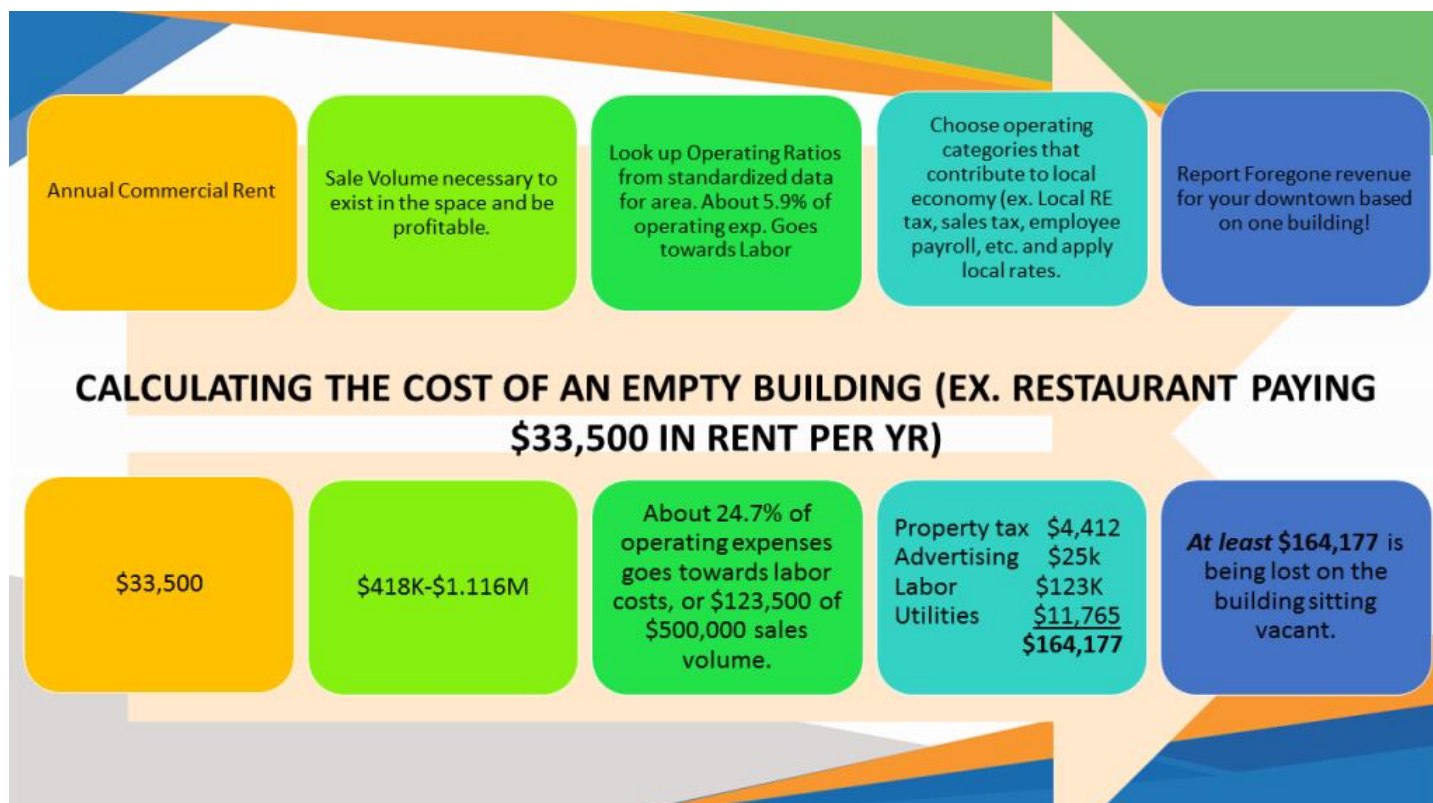
May 21, 22, and 23, 2021

FRIDAY EVENING: KEYNOTE, BOURBON HISTORY, AND BOURBON TASTING.
SATURDAY & SUNDAY: PRACTICAL ADVICE AND COMMUNITY FOR EVERYONE INTERESTED IN HISTORIC HOUSES.
REGISTER: WWW.NKYRESTORATION.COM



As we have mentioned in the past, Good buildings bring Good Business. The conditions of our downtowns speaks volumes to those who come to visit be it residents or visitors. Blighted and abandoned/vacant buildings affect more than just the building, it affects the collective of the community. Many communities are instituting blighted and abandoned property ordinances to address these issues. Do you know the real cost of a vacant property or a vacant storefront ? It is really a staggering statistic in terms of lost taxes, lost revenue and loss of civic pride. Donovan Rypkema of Place Economics has a great presentation on this topic. Below is just one example.

Donovan Rypkema is a leading authority on the economics of historic preservation. He teaches a class on the topic at the University of Pennsylvania. He's author of the book "The Economics of Historic Preservation: A Community Leader's Guide." The book has become the essential reference for anyone needing to articulate a financial argument for historic preservation.



Although these figures will not be perfect, they can be used to further the discussion on development in your community. So, whether you are hoping to start that conversation about development downtown or looking for a way to substantiate the need for a vacant building registry in your community, use this information to gain a new understanding of your vacant building stock downtown. Happy calculating!

E-NEWS FOR SMALL BUSINESS

DID YOU KNOW?

Businesses located in cities with active 'buy local' campaigns reported an average **7.4% sales increase** vs. 4.2% for independent businesses located in cities without such a campaign.

Source: Institute for Local Self-Reliance

We would like to give a big **THANK YOU** to everyone who made our Kentucky Main Street Week a huge success.

We would like to thank Governor Andy Beshear for the press release, our Tourism, Arts, and Heritage (TAH) Cabinet Secretary, Mike Berry, for his video recognizing Kentucky Main Street. Danielle Jones, for support and coordination at TAH, Anita Hatchett, also from TAH, for assisting us with graphics for the week and through out the year, you will see more from Anita as we have more KYMS promotions.

Enchanted Eye Creations Photography, Tara Mapes photographer, for the wonderful photos of our sweet model, Harper and her parents for allowing us to share. (Harper's mother has been a board member for several communities and serves as the board chair for Cynthiana Main Street.

Craig Potts, State Historic Preservation Officer (SHPO) and Kentucky Heritage Council (KHC) agency director, for always supporting our work, Diane Comer, Public Information Officer at the (KHC), and our wonderful Kentucky Main Street directors and their boards who inspire their communities every day helping them transform their downtowns to the wonderful places they are today and our small businesses which add so much to the uniqueness and authenticity of our communities helping create our sense of place.

As we begin to open our state please continue to shop local, support your downtown and support our KYMS programs. Thank you to everyone who has supported our Kentucky Main Street



We love this photo from one of our Kentucky Main Street communities, do you know which one it is???

Gov. Beshear - News Release

Main Street Communities Report \$45.5 Million Investment 122 New Businesses in 2020

*Strong economic growth continues in 2021 as communities
celebrate May 9-15 as Kentucky Main Street Week*

FRANKFORT, Ky. (May 11, 2021) – The latest in a string of positive economic news, Gov. Andy Beshear announced Tuesday that 27 Kentucky Main Street Program (KYMS) communities finished last year strong with a reported \$45.5 million cumulative investment in downtown commercial districts in 2020.

This total represents \$28.1 million in private spending matched by \$17.4 million in public improvements encompassing building rehabilitation, new construction, infrastructure and special projects offset by rehabilitation tax credits, grant funds and local city and county budgets. Additionally, these communities finished the year with a net gain of 842 new jobs, 122 new businesses and 66 rehabilitation projects completed in Main Street districts.

"The positive news continues for the commonwealth with our Main Street communities investing millions, creating jobs and giving tourists more reasons to visit," said Gov. Beshear. "This is another good day for Kentucky with more great news about continued investment in our state that is creating a brighter future for our people and our economy."

"Kentucky Main Streets are critical to the success of our local communities and serve as the foundation for generating travel revenue in historic downtowns across the commonwealth," said Tourism, Arts and Heritage Cabinet Secretary Mike Berry. "As Kentucky continues to focus our efforts on a safe return to travel, encouraging tourism development in rural communities will continue to play a key role in the commonwealth's future economic success and recovery."

"This success proves the Main Street Approach™ works – and these communities bounced back due to the resiliency of local directors and their ability to take advantage of tools they had learned to utilize through participation in the statewide program," said Kitty Dougoud, Kentucky Main Street administrator. "These included assisting businesses to create space for open-air retail and dining, encouraging a shift to online sales and networking with other directors to see what was working in their communities and apply different approaches."

Kentucky Main Street was created by the Kentucky Heritage Council (KHC)/State Historic Preservation Office in 1979 to reverse economic decline in central business districts through historic preservation and redevelopment of commercial buildings. Participation requires local commitment and financial support, with a community Main Street director administering the program with a volunteer board. KHC provides technical and design assistance, on-site visits, a resource center and access to national consultants through Main Street America.

The statewide program also recently announced that 23 communities achieved national accreditation for 2021 as certified by both Kentucky Main Street and the National Main Street Center. They are **Bardstown, Beattyville, Campbellsville, Carrollton, Covington, Cynthiana, Danville, Guthrie, LaGrange, Maysville, Middlesboro, Morehead, Murray, Perryville, Pikeville, Pineville, Scottsville, Salyersville, Shelbyville, Springfield, Taylorsville, Williamsburg and Winchester**. Participating affiliate programs are London, Paducah and the Tri-Cities of Cumberland, Benham and Lynch. Network programs are Owenton and Paintsville.

"Kentucky Main Street continues to prove transformative, especially for rural communities seeking to attract and maintain small, locally owned businesses that invest back into the community and together create strong downtowns that anchor additional growth," said Craig Potts, KHC executive director and state historic preservation officer. "This has been especially important as the entire state works to recover from the impact of COVID-19 and a shift in the way business is done."

Kentucky Main Streets has generated more than \$4.7 billion of investment throughout the commonwealth since its inception. Read the full article at [Kentucky.gov - News](https://kentucky.gov/news)