

KENTUCKY  
MAIN STREET



On occasion we like to share what the Main Street© program is all about and what it does for communities. We are always adding new individuals who receive the newsletter and this is one way to inform them and remind others with educational information on the program and the Four Points. Budgets for the fiscal year are being finalized and programs need to receive funding. It also serves as a reminder that revitalization is invaluable to our downtowns across the Commonwealth and why support for programs is so important.

The Kentucky Main Street program is a program of the Kentucky Heritage Council, the State Preservation Office. We are also a member of Main Street America© which is the national organization who sets for the rules and regulations for the state and local programs.

Each participating state has a state coordinator who oversees the local programs. We adhere to the standards and principals set forth by Main Street America© to certify local programs. The 4-point© approach uses local assets to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises & community pride. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

For more info visit: [mainstreet.org/home](http://mainstreet.org/home)

### The Kentucky Main Street Program

“Creating a Sense of Place”

#### **Preservation Based Economic Development**

The Main Street program advocates a return of community self-reliance, local empowerment, and the rebuilding of downtowns based on traditional assets: distinctive architecture, historic character, a pedestrian friendly environment, personal service, local ownership, and a sense of place.

In 1979 the Kentucky Heritage Council initiated the Kentucky Main Street Program to target the preservation and adaptive reuse of historic structures in Kentucky’s downtowns. Kentucky was the first state wide program in the U.S.

The Main Street Approach is a highly successful, grassroots, community driven, comprehensive methodology used to revitalize traditional downtown districts throughout the United States developed by the National Trust for Historic Preservation and administered by the Kentucky Heritage Council. It is a common-sense way to address the variety of issues that face traditional business districts and help reverse downtown decline and re-establishes downtown as the community’s focal point and center of activity.

**Main Street America® & the 4 point approach® are registered trademarks of the National Main Street Center**



**PRESERVING**

**KENTUCKY’S HISTORIC DOWNTOWNS**

Main Street © is a trademark and only programs participating with the Kentucky Main Street program can use in the name of their organization. Each program signs a sublicense agreement with Main Street America to use the trademark.

## **The Main Street program is built around Four Fundamental Key Points:**

### **Sustainable Organization: Develops Partners**

Spearheaded by a broad based dedicated Board of Directors and working committees develops and plans the direction of the program, striving to improve the quality of life and economic vitality of the community.

### **Quality Design: Develops Space and Place**

Enhances the physical appearance of downtown by maintaining and restoring historic buildings and facades along with additional physical elements that make downtown special.

### **Effective Promotion: Develops Customers**

Sells a positive image of downtown marketing it as an exciting and enjoyable place to live, work, shop, play, and invest in the Main Street District.

### **Economic Vitality: Develops Entrepreneurs & Retains and Expands Current Businesses**

Strengthens the existing economic assets while expanding and diversifying its economic base by recruiting new business, converting unused space into housing, offices, entertainment, or cultural facilities.

**Main Street communities are eligible for services provided by the Kentucky Heritage Council including site visits, trainings, design assistance, tax credit assistance, National Register support and Grant opportunities when available.**

## ***Why is Revitalization Important?***

- It increases the tax base of the community by converting unoccupied or underutilized buildings into revenue producing businesses
- Creates jobs
- Increases employment tax revenue
- Increases downtown property values
- Increases sales tax revenue from both new business and restoration/renovation construction materials
- When a strong mix of retail establishments exists, dollars that might have been spent elsewhere are circulated locally.
- It promotes the downtown as an attractive, active place that serves as the hub of community life and re-establishes downtown as the "heart" of the community.
- An economically, healthy, attractive downtown attracts new businesses, industries & residents to a community.
- A vibrant downtown instills pride and commitment in the community and enhances the quality of life.
- Creates Heritage Tourism: Rich in heritage, Kentucky's Main Street communities attract tourists nationwide. Tourism dollars directly support the local economies of these communities and the state.

Communities interested in participating in the Kentucky Main Street program must make application and a community presentation to a committee to be accepted. Application does not guarantee acceptance. Funding and staffing capacity limit the number of communities we can currently serve. Contact [Kitty.Dougoud@ky.gov](mailto:Kitty.Dougoud@ky.gov) for additional information

KY Main Street includes small towns, cities, and commercial districts across the state into a network of volunteers, professionals, and partners with simple goals: to provide training, networking, and educational opportunities to galvanize community leaders, merchants, and citizens with tools necessary to help turn their downtowns and neighborhood commercial districts into powerful economic development engines.

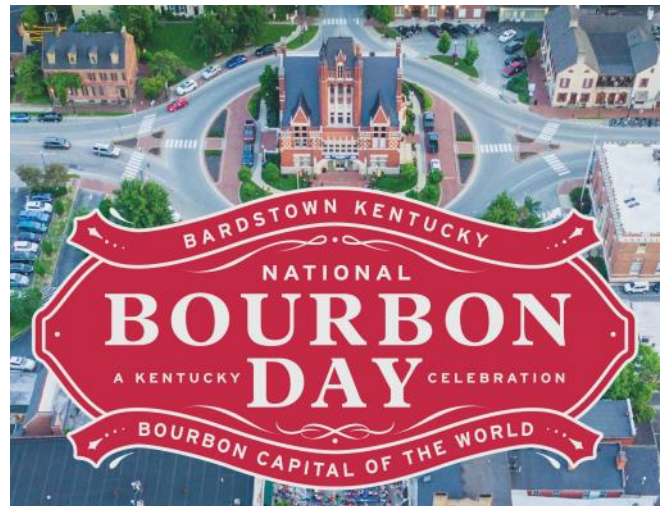
The Four Point approach inspires people young and old not only to give back to their community but also to come back to their hometowns: to live, to become entrepreneurs, to breathe new life into our downtowns and neighborhood commercial districts, and most importantly to remember what is old can be new and thriving again. Main Street isn't just about Building Better Downtowns – it is about making your hometown the best it can be. We encourage you to celebrate the successes in your hometown, we look forward to ongoing success in making our state better through the vitality of our downtowns.

And here is a great way to start celebrating our heritage by celebrating Bourbon who always brings many people to our state and the KYMS community of Bardstown, the Bourbon Capitol of the World! Others may make it, but we all know if it's not made in KY it's not Bourbon!

Tomorrow is a great day to visit Bardstown!

And then Beattyville this weekend!

Great experiences to share with dads too!



**JUNE 17-18, 2022**

## BEATTYVILLE BOURBON & MOONSHINE FESTIVAL

**YA CAN'T HAVE BOURBON WITHOUT MOONSHINE**

Kentucky's largest export...bourbon. Tours and tastings of KY bourbon attracts visitors from all over the world. Add the rich history of moonshine production in the hills and hollers of Appalachia and you have one exciting new festival!

Beattyville, KY is home to a few of these local moonshiners. Located near the Red River Gorge and Natural Bridge State Resort Park. Also close by in Slade, Ky is the new location of the Neeley Family Distillery.

Join in on panel discussions and meet several Discovery Channel Moonshiners and Master Distillers while enjoying live music, crafts, food, and tastings of both bourbon & moonshine.

**BEATTYVILLE'S LIQUOR STORE**  
26 KY HWY 52  
Beattyville, KY 41311

**ABV NETWORK**

[www.beattyvillebourbonandmoonshinefest.com](http://www.beattyvillebourbonandmoonshinefest.com)

**HILL BILLY BIKEFEST**  
Saturday June 18, 2022  
at 12:00 PM

**DISTILLERS**  
Moonshiners

**6/17 @ 7PM**  
**HANK WILLIAMS IV**

**6PM-9PM**  
**JUNE 17TH, 2022**

**10AM-7PM**  
**JUNE 18TH, 2022**

Distillers Panel  
Meet the Moonshiners  
Bike Show, Live Music,  
Crafts, Food, & Raffles

Enjoy Responsibly.

[www.beattyvillebourbonandmoonshinefest.com](http://www.beattyvillebourbonandmoonshinefest.com)

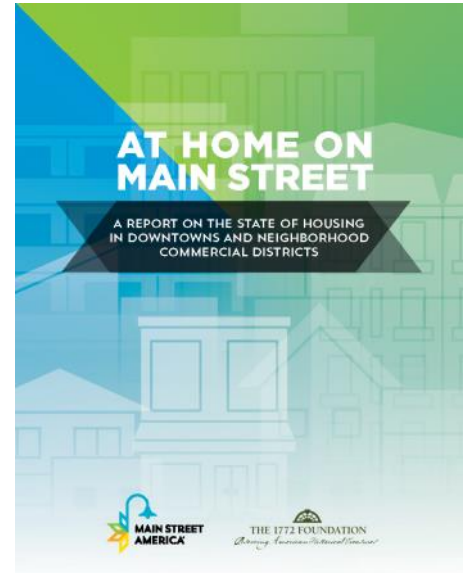




Main Street is a place for all. It is the heart of our communities and a place where all should feel welcome to engage as an entrepreneur, a visitor, or a local to dine, shop, and invest. Main Street celebrates the wide diversity of our communities and all of the great things that Main Streets so special across the Commonwealth.

With the generous support of [The 1772 Foundation, Inc.](#), Main Street America is excited to share 'At Home on Main Street: A Report on the State of Housing in Downtown and Neighborhood Commercial Districts'. This data-centric report on the state of housing in Main Street districts features insights from Main Street programs, developers, and activists across the nation on existing housing stock, needs, challenges, and potential solutions.

Learn more here: <https://bit.ly/3wm5Y3p>

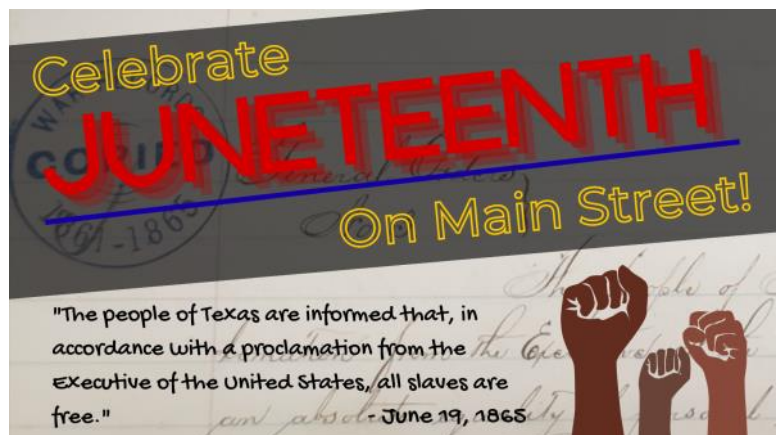


Main Street America's research team analyzed PPP loan data from 2020 and 2021 and found that there are about 1,032,078 jobs that are based within Main Street districts.

This means that Main Streets employ almost as many people as Amazon (1.1 million) and Walmart (1.6 million). The Main Street Movement has a real, tangible impact on millions of workers and the small businesses and communities that depend on them!

Juneteenth is a celebration of the emancipation of enslaved Black Americans in 1865. The news did not reach Texas until June 19th hence the day to celebrate.

First recognized as a federal holiday in 2021, the date is typically commemorated by celebration and reflection, often centered around freedom and community. You can learn more about Juneteenth at [www.juneteenth.com](http://www.juneteenth.com)





Do your city's building owners struggle with underutilized space due to strict or confusing code regulations? Please join us for the upcoming virtual workshop, **Building Codes on Main Street**, hosted by [APT - The Association for Preservation Technology International \(APTi\)](#), to explore ways to work with modern building code regulations to reinvigorate underutilized areas of your downtown.

This interactive three-day experience will be filled with educational sessions and exercises aimed to provide participants with advanced tools and strategies to address building code regulations for Main Streets.

Dates: Tuesday, August 2, 2022 at 10 am CDT to Thursday, August 4, 2022 at 3 pm CDT

Learn more: <https://conta.cc/3ld7Lm6>



**We are so excited for Middlesboro!! They have been chosen by the National Main Street program as one of 4 communities across the US as a pilot site for this new program!!**

Middlesboro Main Street has been selected as one of the pilot programs for the MSA/AARP Equitable Entrepreneurship (EE) Program. The MSA/AARP EE program was created to determine best practices, models and resources for institutionalizing equity and inclusion in entrepreneurship ecosystems. Findings will be added to the MSA Entrepreneurship Ecosystem Audit Tool.

**Middlesboro Main Street program will receive a stipend of \$15,000** to implement and/or improve inclusive and equitable entrepreneurship in your community. Given your current efforts and expressed vision, we feel confident that your work will serve as an example or model for inclusive and equitable entrepreneurship within the small business ecosystem.



Music has the power to transform our downtown spaces by bringing people together and encouraging vibrant placemaking. The Levitt Foundation's AMP Grant Program capitalizes on these benefits by bringing the joy of free, live music to small to mid-sized towns and cities.

Check out the impact the AMP Grant had in Middlesboro Main Street, 64.6 Downtown, and Gallup Main Street Arts & Cultural District:

<https://bit.ly/3zrhQEs>

Chapel Hart - July 14  
 Dedicated Men of Zion - July 21  
 Michael Cleveland and Flamekeeper - July 28  
 Kelsey Waldon - August 4  
 Hannah Wicklund - August 11  
 Magnolia Boulevard - August 18  
 Dan Tyminski Band - August 25  
 Robert Jon and the Wreck - September 1  
 Victor Wainwright & the Train - September 8  
 Los Coast - September 15

**LEVITT AMP MIDDLESBORO 2022**

Logos: Bell County, LEVITT FOUNDATION

**THE JUSTIN REYNOLDS BAND**  
 GUTHRIE MAIN STREET'S *Music in the Park*

FRIDAY JUNE 17TH | 7:00 PM | LONGHURST PARK DOWNTOWN GUTHRIE

Sponsored by

Logos: BTJ, CLARKSVILLE FENCING, Guthrie Tourism Commission, Novelis, KOPPERS, THE CITY OF GUTHRIE

**Downtown LIVE**  
 6/18 • 7/16 • 8/20  
 2022  
 6-10 PM  
 MUSIC • VENDORS • ACTIVITIES

Downtown Paducah

**HISTORIC MERCHANTS ROW**  
**Ghost Walk**  
 JUNE 25TH 9PM  
 \$10/PERSON  
 STARTING AT JOHNSON BRITTON HOUSE  
 207 S BUELL ST.  
 WALK THE STREETS WITH THOSE WHO STILL CALL IT HOME

Be like Noah, plan ahead! Lots of holiday celebrations being planned with partners and Main Street organizations. Here are a few so that you can get an early start on where you would like to celebrate!

It's also time to support our INDEPENDENTLY owned businesses in our communities. Independents Week encourages Kentuckians to "go local" by supporting as many locally owned businesses as possible. Each year, traditionally over the first week of July, first-timers and returning customers across the state discover new and fun ways to support Kentucky's small, independent businesses! And what a great thing to celebrate!

*Independence Day*

Celebrate 4th of July weekend in Downtown Springfield!

**July 1**  
6:00 - 10:30

Contact the Springfield Main Street office for more information!  
(859) 336-5412 ext. 1  
springfieldmainstreet@gmail.com

**FAZOL'S FREEDOM Fest 2022**  
July 2, 2022

**FIREWORKS STARTING @ 9:30 PM**

**MOREHEAD RAILWAY MUSEUM**  
WILL HAVE TOURS AND ACTIVITIES ALL AFTERNOON

**SATURDAY MARKET**  
ARTS CENTER LAWN 11AM-3PM

**VENDOR VILLAGE**  
IN THE CONFERENCE CENTER PARKING LOT  
SELLING BEERS @ 4:30 PM

**GOSPEL STAGE**  
102 WEST 1ST STREET NEW HIGHWAY BLUEGRASS  
THE BAKERS, THE MCUNNEY FAMILY, T.L.C.

**GIOVANNI'S CAR SHOW**  
700 EAST MAIN ST. REGISTRATION @ 4 PM.

**THE MOONLIGHT STAGE**  
HOSTING THE LITTLE MISS INDEPENDENT AND LITTLE MR INDEPENDENT BEERS AT 5 PM. PRE-REGISTRATION BY CARD ONLY. FREEDOM FESTIVAL AND BYWARDS.COM OR BY CALLING 606-266-2100.

**THE SLURRIN TURTLE**  
CORNHOLE, BOO, & MINI GOLF COURSE SET UP IN PARKING AREA AT CAREY AVE.

FOR INFORMATION ON BEING A VENDOR  
DOWNTOWNMOREHEAD@GMAIL.COM

**BANDS ON BATTSON OATES COMMON AREA. MUSIC BEGINS AT 5 PM.**

**SHELBY LORE** **JEREMY SHORT** **ELIJAH MILLER**

THANK YOU TO OUR SPONSORS:

The City of Salyersville and the Magoffin County Judge and Fiscal Court Present the 2022 Annual **4th of July** CELEBRATION EVENTS:

**Friday July 1<sup>st</sup>, 2022**

**3:00 pm - 6:00 pm**

- Opening of the Farmer's Market Hosted by Magoffin County Extension Office Located at West Maple St Pavilion

**7:00 pm @ City Park**

- Watermelon Social Hosted by Salyersville Main Street
- Music & Live Entertainment Zoey Howard & Yellow Line
- Cornhole Tournament Hosted by Magoffin Co. Youth Baseball/Softball League
- Kids Games Hosted by Magoffin County Public Library
- Free Painting Class Taught by Jessica Salyer with Art Positive Project, Inc.

**Saturday July 2<sup>nd</sup>, 2022**

**11:00 am**

- Salyersville DAV Chapter 15 Flag Raising Ceremony Located at Veteran's Memorial in Ramey Memorial Park.

**1:00 pm**

- 4<sup>th</sup> of July Parade ATV's allowed to ride through if decorated for 4<sup>th</sup> of July

**5:00 pm @ City Park**

- Music & Live Entertainment
  - The Midnight Promise
  - Black Powder Express
  - Eddie Jenkins & The 606 Sound
- Bring your own chair

Food booths set up Friday evening and all-day Saturday

**JULY** Independents month

**Celebrate your Independents!**

Independent businesses build economic opportunity, local character and community.

**PADUCAH** 4TH OF JULY CELEBRATION

5:00-7:00pm: Meet & Greet / 7:30-9:00pm: Concert / 9:05pm- Fireworks

Live Music by J.D. Shelburne

Fireworks on the River

**Monday, July 4**  
Sponsored by **Independence Bank** A REVOLUTION IN BANKING

**RIVERFRONT PLAZA** **AND WILSON STAGE**