

June 7, 2021

Main Street Monday!



Today is the beginning of the end so to speak. On Friday, June 11th, mask restrictions will be lifted. Many people have reached the 450th day of the pandemic, which is certainly nothing any of us had on the Bingo card as the jokes go.

It has been a long and interesting time. One visit to the State Capitol is a powerful reminder of the Kentuckians we have lost and lives that have been forever changed due to COVID

Through it all we have stayed as we were in the beginning Main Street Strong.

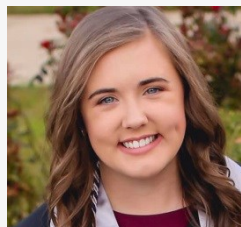
We have pivoted how we do things, learned an immense amount of new technology, found we can accomplish a great deal more from a home office than anyone ever imagined. The KYMS network helped businesses get on-line, use social media, and assisted with PPP and safety items that were needed to continue their work. We worked with local governments and directors met weekly to share successes and find answers to problems. We helped make outdoor dining happen in places it had never been much to the satisfaction of the public. Entertainment districts became not only a desired thing for downtowns, but an economic engine. We worked to create curbside pickup and helped support local restaurants with Take Out Tuesday dedicated to making sure they could continue to operate.

We continued to make new partners and even onboarded a new community. Our time spent in communities over the years prior to COVID made our work easier as we know the community and they know us. We were all committed to making sure our communities thrived even as we faced hard times. It is a real tribute to the dedication and work of the local directors, boards, governments, business owners and more.

As we move ahead be patient with those not quite ready to lose the mask, continue to follow recommendations and do what you are comfortable with. We will still be limiting our travel and our time in the office, but will continue to serve you as we look forward to seeing you in person in the future.

WELCOME!

We are pleased to introduce our newest directors!



Laura Smith starts with Springfield Main Street today!

We are excited to have Laura. She served as an intern with Nell Haydon

and has a great understanding of Main Street as does our new director in Williamsburg, Jonathan Wyatt.

Jonathan served as the board chair under Nannie as well as being one of her former band students He is excited (and a bit nervous) as he steps in to this roll. He has already made the rounds to businesses and has hit the ground running.



Terri Branham Clark will be serving as the director of Catlettsburg Main Street, our newest community. Terri loves Main Street and has a lot of experience in the non-profit sector. Terri most recently served her

hometown as the state representative.

Terri's father was also involved with the Catlettsburg Main Street program when they were a part of the KYMS program in the early 80's.

We look forward to working with all of these individuals and having them as part of the KYMS team.

We shared our Kentucky numbers earlier this year and now we have national news to share.
Even during a pandemic Main Street communities continue to thrive!

The National numbers are in! In 2020, Main Street America communities generated \$4.14 billion in local reinvestment, helped open 4,356 net new businesses, generated 14,988 net new jobs, catalyzed the rehabilitation of 8,488 historic buildings, and clocked 983,702 volunteer hours.

Put simply: Main Street = Economic Impact.



View the full reinvestment statistics here: <https://www.mainstreet.org/mainstreetimpact>

**SAFETY
FIRST**
**SAFETY IS
EVERYBODY'S
JOB**

As we begin to fully reopen businesses and offices in our downtowns there are a few things that Main Streets and local governments should look

at providing. Many places have been unoccupied or not in full operation and it would be a great time to conduct safety checks in your downtowns and government buildings. None of us want to be front page news for a disaster.

Energy audits could save a significant amount of money over a years time. If you are in the Mountain Association region this is a service they provide. The local fire department/fire marshal can look for any issues with electric and many fire departments supply fire alarms if needed.

It is getting hot and several places will have window units that may not be up to code or not in the right amp outlet.

This is a great opportunity to help building/business owners feel safe as we begin to re-open.

SPECIAL OPENING RECEPTION
SATURDAY, JUNE 12-5:30 PM



PHOTOGRAPH BY LLY ESTELLA THOMPSON

JUNE 12 - AUGUST 13, 2021
EXHIBITION | WEDNESDAY THROUGH SUNDAY 11AM-6PM
MOUNTAIN WORKSHOPS
CYNTHIANA, HARRISON COUNTY
IMAGES FROM THE 2019 MOUNTAIN WORKSHOPS PROJECT
PHOTOGRAPHED FROM OCTOBER 29 - NOVEMBER 2, 2019
BOYD'S STATION GALLERY, 203 E. PIKE STREET, CYNTHIANA, KY
WWW.BOYDSSTATION.ORG ALWAYS FREE ADMISSION
ORGANIZED BY WESTERN KENTUCKY UNIVERSITY | SPONSORED BY BOYD'S STATION

We are super excited to see this new art gallery, Boyd's Station, located in downtown Cynthiana next door to Burley Market. Another building saved and a new business begins! Stop in and check them out!

Vendors Wanted!

**Christmas
IN JULY**

SATURDAY JULY 24
4-8 PM
FARMER'S MARKET



LONDON
Downtown

Now Open!

WELCOME TO
**DOWNTOWN
PIKEVILLE**



**BEAR'S DEN
NUTRITION**

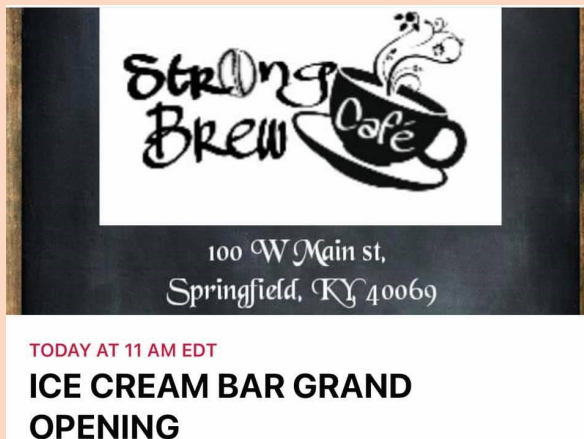
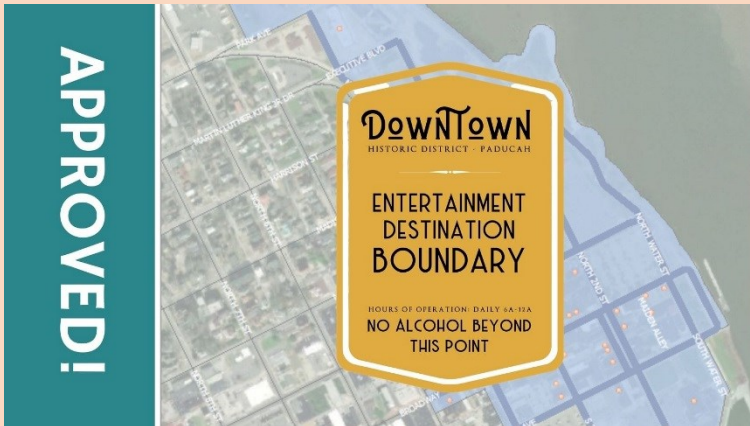
175 COLLEGE ST.

We are excited to share the news!!! Paducah is one of several Kentucky Main Street communities that have been or are in the process of creating these districts. The directors have shared their work and assisted each other as they move to create these destinations in their communities. The value of the KYMS network. A huge thank you to Katie Axt, Paducah director for sharing her experience and tools with others.

It's official! The State has approved Paducah's Entertainment Destination Center. It's a new way to enjoy downtown and the riverfront as you walk, shop, and dine your way through the historic district. This State license allows to-go alcoholic drinks in designated cups from participating bars and restaurants to be carried within a specific area of Paducah's downtown. In the next few days, participating businesses will be receiving their shipments of the designated to-go cups.

News release: <http://paducahky.gov/.../state-approves-Paducah's...>

When your festival is cancelled, just make it a whole week celebration!



Another tip on Civic Pride from Jeff Siegler, Revitalize or Die: To revitalize a place, we must revitalize it's people.

Cities have to stop viewing themselves as destinations. Far too much money is wasted promoting places that aren't ready to accept guests.

A community is a home first. Residents must be the top priority.

Make your home nicer and more people will want to visit.





Elevate your Main Street leadership skills by registering for the Main Street America Institute's Advanced Principles of Leadership Development. Taught by Norma Ramírez de Miess, Vice President of Revitalization Services, this live, virtual course will help Main Street staff learn how to bring diverse stakeholders together

Learn more and register <https://mainstreet.talentlms.com/>

June 8, 15, and 22 | All live webinars from 1:00 – 2:30 pm CDT.

To extend the life of a downtown Paducah building, a sturdy roof is a key element. Today, the City held a check presentation celebration at 401 Broadway with Chad and D'Che Beyer of [Luxe Properties](#). The City is providing \$16,930 in roof stabilization funds which are matched by the business or property owner. Thank you to Luxe Properties for partnering with the City to protect downtown's infrastructure.

Pictured (back row): Planning Director Nic Hutchison, Assistant City Manager Michelle Smolen, and Paducah Main Street Director Katie Axt (front row): Business Development Specialist Kathryn Byers, D'Che Beyer, Chad Beyer, and City Manager Jim Arndt



Roof stabilization assistance program: <http://paducahky.gov/downtown-development-programs>



It's back! The Great American Brass Band Festival is returning to Danville this week-end. While scaled down there is still great things to see and do. Gallery Hop, Parades, music and more. See their FB page for complete schedule of events and locations.



Check out Downtown Morehead's 2021 Spring Raffle event on Facebook and hear all the details from board chair Nich Hollan.



After the year we have experienced everyone has a reason to celebrate and what better way that with the Kentucky elixir. A great place to start is in the Main Street community of Bardstown home to a number of distilleries and the downtown is the perfect place to start with breakfast, take a break for lunch or end with a great dinner and cocktail.

A number of our communities have Bourbon opportunities for you to experience including the upcoming Bourbon and Moonshine festival on July 15th in downtown Beattyville that will feature our own MS director and Moonshiner, Teresa Mays.

As they say, you can't have Bourbon without Moonshine.



It was a great honor to serve as the 90th Grand Marshal for the Kentucky Mountain Laurel Festival. It is a grand tradition that everyone should experience at least once. This 4 day event brings people in from across the nation and traditions have been passed down for generations. To hear people comment on the transformation of their downtown was amazing. It shows what a dedicated community with civic pride and good partners can accomplish.

The secret is out! Director, Nick Wade has been enticing us with small details and now we know the secret. Renaissance Covington, the Covington Main Street program, has moved their office to make way for a new year-round pop-up shop will debut in downtown Covington next month.



They will be moving upstairs over their original office at 2 West Pike Street which will now be home to Pike St. Pop-Up.

The new retail space will host local entrepreneurs and makers in a rotating storefront, welcoming one or two businesses on a quarterly basis.

The first business to open in Pike St. Pop-Up on July 1 will be Mud Lane Blooms, a farmer-florist, a full-service florist, and event designer which grows its own cut flowers and greenery. Mud Lane Blooms has been a part of the Covington Farmers Market since 2019.

The new pop-up shop follows RCOV's work in that format over the past several years where vacant storefronts would host local shops for set periods of time. The goal, the organization said, is to help newer entrepreneurs test their business models or to explore expansion opportunities into Covington. The storefront is part of RCOV's Pathways to Entrepreneurship focus area, which includes the Covington Farmers Market and MORTAR Covington programs. "I'm excited to take our support of entrepreneurship a step further by offering a permanent, rotating pop-up shop," said MORTAR Covington Program Manager Jill Schneider. "Pike St. Pop-Up will give both space and opportunity to small businesses at a time when affordable retail space is hard to come by."

MORTAR Covington launched in August 2020 to provide entrepreneurial knowledge, resources, and connections for historically underserved communities. "It's been an incredible journey working with local entrepreneurs over the past year," said Schneider. "This project will be the next step for MORTAR Alumni as well as other entrepreneurs to be a part of the ever-growing Covington Business District, and we're excited to see it come to fruition!"

Portions of this story were provided by River City News





It's never too early to get them started appreciating their downtown and working with the Design committee :) Middleboro has some great volunteers of all ages!

SHELBY MAIN STREET IN PARTNERSHIP WITH SHELBYKY TOURISM PRESENTS

2021 SUMMER KICK OFF CONCERT

JUNE 19 **4:30-6:30PM**

-AT STARGAZER PLAZA-

ACT III BAND

Join us - bring your chair, visit our downtown eateries for dinner, listen to music, shop! Then head over to the Fair activities, including the Tractor Pull in the evening!

Interested in serving Kids through your Farmer's Market? Deanna Wright, Murray Main Street director can give you details. Deanna and Main Street have operated the market for over 20 years! It's a great way to engage children and help them be a part of the downtown learning about money, business, how to shop and how to eat healthy. So many great benefits.

The Kids club goes June-August. At the beginning of each month, the child gets \$5 in kids club money to spend at the market. Throughout the timeframe, there will be 5 activities. Two of those activities are a market scavenger hunt and a kids cooking class. We also give each child a kids club t-shirt.

Downtown FARMERS MARKET

MURRAY, KENTUCKY

OPENING MAY 22nd

SATURDAYS

MURRAY COURT SQUARE
7AM — NOON

Kentucky Proud | CFSB

www.MurrayFarmersMarket.com



Discussion for Kentucky Partners: Access to Food and Nutrition

KY Webinar | June 17, 2021 | 11:00 am - 1:00 pm | [Register here](#)

CHLPI will lead a KY specific follow-up meeting and discussion for Kentucky partners.

Almost every month PlaceEconomics conducts a survey on issues of interest to the preservation community we call PresPolls. The last three in particular demonstrate a sharp contrast between what preservationists are accused of being (NIMBY, neighborhood in amber, indifferent to housing affordability, etc.) and who they really are.

You can download the survey results on attitudes toward Deconstruction:

<https://www.placeeconomics.com/results-of-prespoll-8-deconstruction/>; on Auxiliary Dwelling Units (ADUs):

<https://www.placeeconomics.com/results-of-adu-prespoll/> and most recently on Affordable Housing:

<https://www.placeeconomics.com/prespoll-results-historic-preservation-and-affordable-housing/>. In brief, most preservationists recognize the environmental benefit of deconstruction when all other means of saving an older structure are exhausted. Preservationists are very strong supporters of ADUs, including in local historic districts. Preservationists not only recognize the seriousness of the shortage of affordable housing, but want to be leading the effort to address the issue.

You are most welcome to read, download, and distribute these findings. Preservationists have to stop being mischaracterized by others. Our hope is that these PresPolls can assist in more accurately reflecting who preservationists actually are.

Thanks to all of you who have participated in our PresPolls and we invite all of you to participate in future ones.



The photo is a little dark, but we wanted you to be able to see the numbers on the check. This is the final piece of the puzzle in completing the downtown Pineville beautification/streetscape project that has been in the works for five years! Our communities have had to be patient over the years with changes and COVID and Pineville can't wait to have this project come to fruition.

Pictured L to R: Jacob Roan, Pineville Main Street director, who could barely control his enthusiasm, Governor Andy Beshear, and Mayor Scott Madon.

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

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