

July 12, 2021



Main Street Monday!

REBOUND: The word has many definitions, your told not to date someone who is on the rebound, but in Kentucky it often is associated with basketball a rebound is a second chances. Kentucky is on the Rebound and we are excited for all the things that we learned and have implemented due to the pandemic. KYMS likes to look at hard situations as opportunities and silver linings. We learned so much during this time and our organizations across the state helped businesses get on line, expand to outdoor dining, create pocket parks and pop ups many things that have lead to increased economic vitality in our downtown districts. KYMS organizations do so much more than making sure things look good and that activities take place. KYMS organizations get things done! These talented men and women and their boards were the backbone of success during a time that could have been devastating. We will continue to work together and take advantage of our second shot rebound opportunities because with KYMS you are always on the winning team!



These stars teamed up recently on Taylorsville’s Main Street! Where else can you find a county music star and a former Miss America together, but KYMS. We thank both JD Shelburne and Heather French Henry for their support!

Hello and Good-bye. We seem to have done this a lot in the past year, but as it is said, “Change is a chance to have a new growth experience.

So first, the Hello. We would like to introduce our new colleague at KHC, Orloff Miller. Orloff began July 1 as the new Certified Local Government (CLG) Coordinator for KY. He comes to us with a wide range of knowledge and experience and we are happy to have him on our team. Several Main Street communities are also CLG communities and work closely with both programs. You can reach him at Orloff.Miller@ky.gov



Good-bye; First to Nick Laracuent. Many Main Street folks know him as the Bourbon Archeologist who in fact had a much larger role at KHC as the Site Protection Manager. You may have worked with him or his team if a federally funded project took place in or near your downtown you worked with him. He is going to his dream job with Sazerac and will be housed at Buffalo Trace. It will be all things Bourbon. Nick has always been a big supporter of Main Street. We are so excited for him and this opportunity, but we will certainly miss him at KHC. Jenn Ryall will be the contact if needed at this time. You may reach her at Jennifer.Ryall@ky.gov



And sort of a good-bye, but not totally. Sandi Fulks is stepping down as the director for LaGrange Main Street, but will continue to serve on the board. Sandi is passionate about Main Street and our work, but has other obligations that need more of her time than is allowed being a director. We all know that Main Street really is 24-7 and takes a lot of time and commitment. We appreciate the time she has served and look forward to working with her in her new role and we will see her in the fall when LaGrange is on our conference tour.



Reinvestments due July 15th Please send to KYMainStreet@ky.gov. If you have questions please contact Lisa at LisaM.Thompson@ky.gov



We are excited to announce that after two long years of hard work and renovations, Leonz House of Steak and Subs on Walnut Street in Pineville is now open for sit-down dining.

“This community has supported us 100 percent during this renovation process and we’re not even from here. It’s really opened my heart to the great people of Bell County,” said Scotty Brown, who owns and operates Leonz with his partner Beth Neal. Brown said Leonz is here to provide Pineville and Bell County with a different type of food than was available.

“It’s a more relaxing atmosphere. It’s not fast food — everything is made fresh and cooked to order,” he said. The couple has done all of the remodeling in the restaurant themselves.

“We’ve worked two years day-in and day-out. We’d come and run the restaurant during the day work on the building at night and it’s turned out,” he added. “Every piece of wood on these walls has been done by hand. Everything in here came from this building.”

Leonz has been providing carryout and delivery service for the last two years. They’re now open for dine in Tuesdays, Wednesdays, Thursdays and Sundays from 11 a.m. to 6 p.m., Fridays 11 to 9 p.m. and Saturdays from 4 p.m. to 9 p.m.

Stop in and tell them you found them in the Main Street News!

LONDON Downtown PRESENTS
Christmas IN JULY
SATURDAY JULY 24 • 4-8 PM
FARMER'S MARKET
Santa & Mrs. Claus 4-6pm
 PRESENTED BY *Daniel Carmack* (FALLEY, DAVIDSON & FALLORS)
MAKER'S MARKET OVER 30 VENDORS!
FOOD, BEVERAGE & DESSERT VENDORS
CORNHOLE TOURNAMENT
 PRESENTED BY *Southern*
LIVE PERFORMANCES BY
kites **STUDIO LONDON**
REGISTER TO WIN PRIZES!



Please welcome Ivy & Grace Brow Boutique to downtown Danville!! Stop in to say hello, book an appointment or just check out the renovation!

SHORT STAFFED
 It's the new pandemic!
 Please, be kind to our Staff!
NOW HIRING

Seen recently and it surely speaks to all of our communities.

More businesses continue to choose Main Street districts! Why? Because they are vibrant and exciting places across the state. Businesses receive assistance and additional promotion of their offerings. They have a point person to help them navigate what are sometimes uncharted waters and they can participate with the Main Street organization either on the board or a committee and have direct input as to how their downtown can be.

Main Street districts are the places we choose to live, shop, dine, work, play, and invest.

We love sharing all the new businesses that are choosing to call their Main Street districts home.

Here are some additional reasons why your Main Street is important:

- Commercial districts are prominent employment centers
- The commercial district is a reflection of community image, pride, prosperity and level of investment
- Main Street represents a significant portion of the city tax base
- Main Street is the historic core of the community
- A healthy Main Street core protects property values in surrounding residential neighborhoods
- The commercial district offers convenience to neighboring residents by providing easy access and reducing reliance on auto dependent shopping
- The district is often a center for government offices and an important service center for attorneys, physicians, insurance and other services.
- Main Street provides an important civic forum for members to gather for parades, special events & other celebrations.
- The commercial district represents a huge public and private investment. Imagine how much it would cost to re-create all of the buildings and infrastructure in your downtown.



Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work and play. – www.preservation.org



CITY LEADERS:
FOCUS MORE ON WHERE LOCALS WANT TO LIVE AND LESS ON WHAT DEVELOPERS WANT TO BUILD.
REVITALIZE, OR DIE.





Locally Made Market
FARMER & ARTISAN VENDORS

JULY - DECEMBER 2021
THURSDAYS & FRIDAYS 9AM-4PM
FIRST & SECOND SATURDAYS 9AM-12PM

PRODUCE **SOAPS**
BAKED GOODS **MASKS**
CANDY **EMBROIDERY**
JEWELRY **DECOR**
JAMS & JELLY **AND MORE...**

26 KY HWY 52, BEATTYVILLE, KY
THE BONEYARD BUILDING ACROSS FROM SHELL

Visit [Facebook/locallymademarketbeattyville/leecounty](https://www.facebook.com/locallymademarketbeattyville/leecounty) for a list of vendors and more information.

Partner with your local SBDC and SBA and help your small businesses learn how to be successful. Need a business plan? How to increase sales? What is the market like? Sales is what they are their business, do you know the 80/20 rule?

It states that 80 percent of sales come from 20 percent of clients, or group of clients. It can be expanded to say (on average) 80 percent of sales revenues come from 20 percent of the products or services offered. This can obviously fluctuate a few percentage points up or down, but the general principle still holds.

If you know what products are bringing in +/-80 percent of your sales revenues, then you have a firm handle on which products/services are actually keeping your doors open. Many clients are surprised to find they are spending too much time, money, and energy pushing much lesser products/services at the expense of what's already working.

Also, many clients will find that 20 percent of customers (or a customer group) are generating 80 percent of revenues and treat these "A-list" customers no different than their B-, C-, or even D-list customers. When you understand this value, plus the statistical advantage that an existing customer is 70+ percent more likely to purchase other relevant products of services from you, then paying attention to your "A-list" and investing the time to keep and grow them will become an "A" on your own list. The 80-20 is the market telling you what they come to you for – all you need to do is listen and respond accordingly.

Did you receive a Paycheck Protection Program loan? You may be eligible for loan forgiveness. Follow the four steps below.

1. Contact your lender and complete the [correct form](#)
1. Compile documentation
2. Submit the forgiveness form and documentation to your lender
3. Communicate with your lender throughout the process



The SBA extended the application date for the Community Navigator Pilot Program from July 12, 2021 to July 23, 2021, and anticipates making award decisions by September 2021. Established by the American Rescue Plan Act of 2021, the community navigator approach will reach our nation's smallest businesses, with a priority focus on those owned by socially and economically

disadvantaged individuals, as well as women and veterans. The Biden-Harris Administration has made delivering equitable relief to hard-hit small businesses a top priority and will continue to take steps to ensure equitable distribution of relief.

The Community Navigator Program will have a significant impact in revitalizing small businesses through a Hub and Spoke "Navigator" featuring a lead "Hub" – at the center of a network of "Spoke" organizations that deploy trusted community advocates to work with small businesses during recovery. These networks leverage the business development expertise of the central hub organization and the community credibility of spoke organizations to better connect critical resources with small businesses, with the priority focus on those owned by women, veterans, & socially and economically disadvantaged individuals.

Upcoming Webinars

Join Preservation Leadership Forum this summer for the following webinars to enhance your efforts doing the important work of saving places.

[Women Are Essential: Interpretive Strategies that Reveal Women Are Everywhere](#)

August 12 at 3:00 p.m. ET

Many sites and organizations are looking for guidance on how best to identify, research and convey the history of women that are “hidden” in plain sight, particularly in unexpected places that have—until now—have been predominately associated with men. This webinar will explore interpretative strategies including tools, resources, processes, and programs that can help elevate the important roles women played and reveal the difficult relationships and problematic power dynamics associated with women as wives, business managers, caregivers, and owners of enslaved people.

Learn more about these webinars, and previous Forum webinars, at Forum.SavingPlaces.org.



Bardstown Tourism and Bardstown Main Street are a great example of how these two programs work together to make a community all it can be. Samantha Brady knows first hand as she is the former Main Street director and understands how each organization has an important role to play. She and Main Street director, Randi Mouser, work so closely together that on a recent visit they were even dressed alike which was not a surprise to them, it's not the first time. They set an example of what great partners can do. They also work closely with the Chamber and the CLG coordinator. They really understand the team concept and make it work.

Urban Agriculture and Innovative Production (UAIP):

Applications due on 07/30/2021 (11:59pm EST)

The purpose of UAIP is to encourage and promote urban, indoor, and other emerging agricultural practices, including: community gardens and farms located in urban areas, suburbs, and urban clusters; rooftop farms, outdoor vertical production, and green walls; indoor farms, greenhouses, and high-tech vertical technology farms; hydroponic, aeroponic, and aquaponic farm facilities; and other innovations in agricultural production, such as agroforestry and food forests. See more info on page 6.

Urban Agriculture and Innovative Production (UAIP) - Planning Projects

Rural Innovation Stronger Economy (RISE):

Applications due on 08/02/2021 (11:59pm EST)

The Rural Innovation Stronger Economy (RISE) Grant Program offers grant assistance to create and augment high-wage jobs, accelerate the formation of new businesses, support industry clusters and maximize the use of local productive assets in eligible low-income rural areas.

[RISE - United States Department of Agriculture \(USDA\)](#)



Urban Agriculture and Innovative Production (UAIP) - Planning Projects

Deadline:

07/30/2021 (11:59 EST)

Eligible Entities:

Native American tribal governments; Nonprofits; local government; and any school that serves any of the grades kindergarten through grade 12.

Funding Amount:

\$50,000 - \$200,000

Overview:

The purpose of Planning Projects is to support the development of projects that will either initiate, build upon, or expand the efforts of farmers, gardeners, citizens, government officials, schools, and other stakeholders in urban areas and suburbs. They may be, but are not limited, to accomplish one or any number of the following:

Develop recommendations for implementing community gardens and farms that can include urban agroforestry practices, food forests, or orchards, that respond to community needs as it relates to how food is grown, distributed, and marketed in target area(s);

Facilitate urban agriculture assessments and identify opportunities that connect community needs with the benefits of urban agriculture such as food access, nutrition education, conservation, innovation, and economic development;

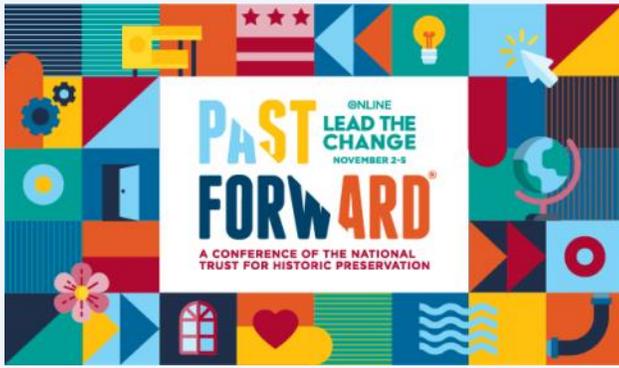
Support the development of business plans, feasibility studies, and strategies to help offset start-up costs for new and beginning farmers in urban and suburban areas;

Provide support for municipal planning that consider policies to meet the growing needs of and zoning for community gardens and farms, urban agroforestry, orchards, rooftop farms, outdoor vertical production, green walls, indoor farms, greenhouses, high-tech vertical technology farms, and hydroponic, aeroponic, and aquaponic farm facilities; or

Assist schools that seek to increase knowledge of food and agricultural disciplines such as nutrition, crop and biology science, technology, engineering, and mathematics and to develop and implement programs that create future leaders, farmers, gardeners, and entrepreneurs in agriculture and innovative production.

Links:

<https://www.fsa.usda.gov/news-room/news-releases/2021/usda-announces-grants-for-urban-agriculture-and-innovative-production>



Diversity Scholarship Program

The National Trust is now accepting applications for both scholars and mentors for PastForward Online 2021 Diversity Scholarship Program. All diversity scholars and the first 50 mentors will receive complimentary registration. **Apply before August 13.**

The Diversity Scholarship Program honors diversity by providing scholarship opportunities to historically underrepresented groups in the historic preservation profession and in its leadership positions, including ethnicity, race, gender and gender identification, sexual orientation, and socioeconomic background. Those who identify with one or more of these groups are eligible for the Diversity Scholarship.

Learn more about PastForward at SavingPlaces.org/Conference.



It takes the entire village for Main Street districts. These fellas in Beattyville help change out the banners. The current ones depict the Heroes who have served our country from their community. It is a great way to honor them. It also made for a wonderful backdrop to the recent 4th of July celebration and the Bourbon and Moonshine Festival which was a huge success. Congratulations to the team in Beattyville. They have had a rough go of it with COVID and the flood, but are making a comeback stronger than ever.



You might recognize this Moonshine lady, our own Teresa Mays.

Boozy Scoops & Vintage Games

A FUNDRAISER FOR MURRAY MAIN STREET

WALLIS LOUNGE

412 MAIN STREET

JULY 23, 2021
7:00 - 9:00PM

Alcohol-infused desserts
Ticket includes four desserts

Sneak Peek Options!
Margarita Popsicle
Blackberry Bramble Sorbet
Cherry Amaretto Ice Cream

\$25/PERSON • 21 & OLDER To reserve your spot, call (270) 759-9474

WET N' WILD WEDNESDAYS

HOLLY STREET BETWEEN FIRST BAPTIST AND PLAYGROUND
10:00 AM UNTIL 3:00 PM EVERY WEDNESDAY IN JULY!

WATER SLIDES!
SLIP N' SLIDES! **WATER GAMES!**
MUSIC!

TUNES ON TUESDAY at Stargazer Plaza!

UPCOMING SCHEDULE

- July 13 - Wyatt Toloczko
- July 20 - No Tunes this week
- July 27 - Dulcimer Group
- August 3 - Brandon Porter
- August 10 - Paulie Felice
- August 17 - Reggie Van Stockum
- August 24 - To be announced
- August 31 - Reggie Van Stockum
- September 7 - Paulie Felice

weekly from 11:30am to 1:00pm

Grab your lunch at one of downtown Shelbyville's eateries, then enjoy it while listening to music!

Rain or shine, it's covered!



On June 30, Paintsville Main Street hosted its first Community Market event at the 404 Downtown Pavilion, aimed at providing local organizations a chance to fundraise and local small business owners a platform and venue to network with one another, as well as attract and combine new clientele.

The Market will take place every Wednesday from 3:00-7:00 pm

SAVE THE DATES

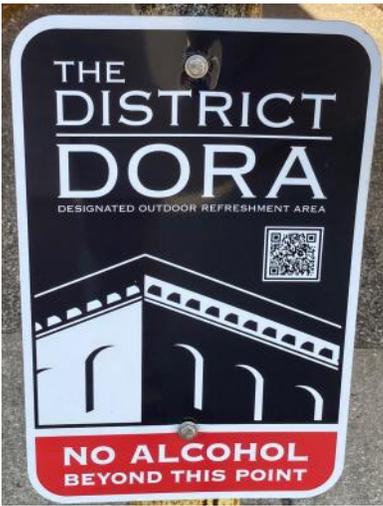
2021

Presented By:

downtownwinchesterky.org

EXPERIENCE DOWNTOWN WINCHESTER

- Rock the Block: July 9
- D&S Hardware Anniversary: July 17
- Rock the Block: August 6
- Sip & Stroll: August 19
- Labor Day Festival & Parade: Sept. 3-6
- Daniel Boone Pioneer Festival: Sept. 4-5
- Arts on Main: Oct. 2
- Historic Loft Tour: Oct 16
- Holiday Open House: Nov. 4-7
- Shop Small Saturday: Nov. 27
- Christmas Parade: Dec. 4
- Jingle & Mingle: Dec. 4



We are always on the lookout for good ideas to R& D. These are a few sightings from other states.

The District Dora stands for Designated Outdoor Refreshment Area. Many of our communities are currently or looking to have downtown entertainment districts and this is one from Harrison, Ohio.

This was a take on the Little Free Library in Bluffton, SC. It is located in front of a restaurant. What a great idea to share the love of cooking with those who walk by or dine with them. It would also be a great place for a book signing and have a few signed copies to use as a promotion with a coupon to the restaurant perhaps. Lots of ideas



This was a great Eagle Scout project. It could certainly be a valuable asset in any downtown community.



Also a nice item for businesses or city halls and courthouses.

This could also be a good item at the downtown Farmer's Market.

ARPA dollars could likely be used for this type of item to continue promoting good health measures.

Sanitizing wipes with trashcan included.



This pet station was located in front of a downtown business that has a good sized yard in front. It would be a great item for visitors who may not have come prepared and you have the trash can right there.