



July 20, 2020

Main Street Monday!

As we continue to battle COVID across the nation it is now, more than ever so very important to support your local downtown businesses. While we focus on our Main Street communities we know that you may not be in one of our towns and your small businesses are also important to us to have a strong Commonwealth.

KYMS is looking to the months ahead as it doesn't seem COVID is going away anytime soon. That includes holiday shopping, outdoor dining, etc. We are all in this together so if you have ideas please share them with us. KYMS directors will continue working closely with their businesses and local governments, but as always we need to think outside the box and ensure that our communities continue to thrive during this unprecedented time.

In addition to our business community, our local programs are also experiencing hardships. KYMS programs have diversified budgets and many depend on summer events and other fundraising activities for a portion of their annual operating expenses. Most all of these events have been cancelled or are likely to be. Some programs are having on-line fundraisers and those will be announced in future editions of MSM.

Now would be a great time to make a donation to your local program or one of your choice. Most are 501c3 so your donation is tax deductible. Your donation goes back into your downtown community to continue the great work that these programs do every day. It's a great time to LOVE YOUR DOWNTOWN.

If you need additional information please contact your local director or the program of your choice.

All contact information can be found on our web-site heritage.ky.gov.

Main Street America

"The two-part question that all place managers are asking now is: How will COVID-19 permanently impact retail shopping, and what types of new business opportunities will result?"

Stay-at-home orders and the shutting down of millions of small businesses across the country triggered one of the most sudden and global shifts in how and what we consume. And in many cases, the shutdown accelerated existing shopping trends. In his two-part blog, Matthew Wagner, Ph.D., presents an agglomeration of many economic and societal trends resulting from COVID-19 and explores how those shifts may translate into new product/service opportunities.

COVID-19 Trends and the Impact on Retail: Part 1 - <https://bit.ly/307Z6qo>

COVID-19 Trends and the Impact on Retail: Part 2 - <https://bit.ly/2CVthcf>

[#COVID19Trends](#) [#MainStreetForward](#) [#ImpactOnRetail](#)



Downtown Paducah! We are excited to see new businesses continuing to open across the KYMS network!





Coming to downtown
Beattyville!

This will be a great addition to
the heart of downtown.

Enter to Win
\$100 in Downtown Dollars
in
Carrollton Main Street Program's
**Sizzlin' Summer
Cash
Give Away!!**

Drawing will be held on the first business day of the month beginning in August. You may enter at any downtown business during the month of July. You must be 18 or older to enter. No purchase necessary



Another new business in downtown
Scottsville on the Square!

SENIOR FARMERS MARKET NUTRITION PROGRAM



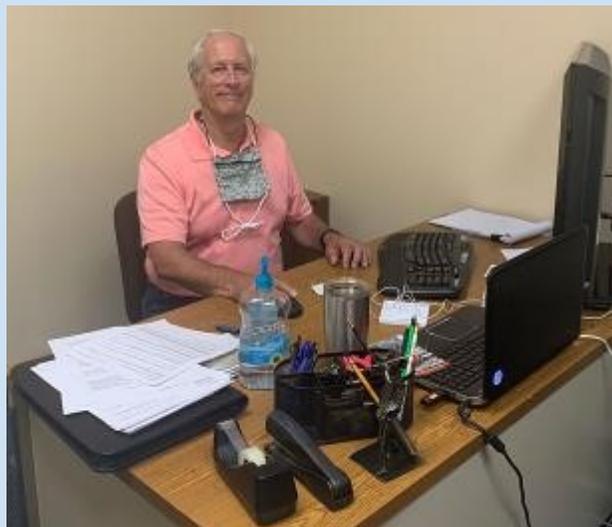
Low-Income Adults Over Age 60 in Kenton County are eligible to receive a FREE booklet of vouchers to spend on \$30 worth of fresh fruits, vegetables, herbs & honey at Covington Farmers Market!

HOW TO SIGN UP:

- Visit Covington Farmers Market**
 Saturday 7/18 or 7/25 9am-1pm,
 3rd & Court, Mask Required!
- Bring Proof of Age & Address**
 Driver's License or Other Records
- Self-Declare Income**
 Must be less than or equal to
 185% of the Federal Poverty Level



1 PERSON:
 <\$23,606
 (+\$8,288 each
 additional family
 member in
 household)



Middlesboro director, Larry Grandey is getting set up in his new donated office space at City Hall. He has all the essentials, technology, mask, and hand sanitizer. MMS is a 501c3 organization and very appreciative of the support of the city. His new address is 121 21 street Middlesboro KY 40965

\$\$\$ THRIFTY \$ Thursdays

SHOP YOUR LOCAL LA GRANGE STORES & SAVE!
 SHOP EACH WEEK'S FEATURED SHOP & GET
\$2 off your purchase!

7/16 MERCANTILE ON MAIN 127 E. MAIN STREET	8/27 Q & A SWEET TREATS 211 E. MAIN STREET
7/23 DOWNTOWN BARBER 107 N. FIRST STREET	9/3 NEVERIA Y PALETERIA CINCO DE MAYO 201 S. WALNUT STREET
7/30 PICKED 'N PAINTED 101 E. MAIN STREET	9/10 OLD OAK FRAME HOUSE 121 E. MAIN STREET
8/6 UPTOWN COUNTRY 105 E. WASHINGTON STREET	9/17 PLANT ONE ON ME 109 E. MAIN STREET
8/13 UTOPIA STUDIO "EVERYONE CAN PAINT" 102 E. MAIN STREET	9/24 FRIENDS AND FIBER 106 E. MAIN STREET
8/20 BLOOMS BY ESSENTIAL DETAILS 111 W. MAIN STREET	10/1 RAINY DAY RESALE 102 E. MAIN STREET

EVERY WEEK SAVE AT A DIFFERENT MAIN STREET DISTRICT BUSINESS. *courtesy of:*

Cruisin' with the Quads 2020 On La Grange Main Street

Sponsored by Quads Rod & Custom Car Club
 Come visit Historic Downtown La Grange- have dinner and enjoy the wonderful pieces of rolling art!

Restaurants & stores will be open
 D.J. and music
 Door Prizes
 50/50 Drawing

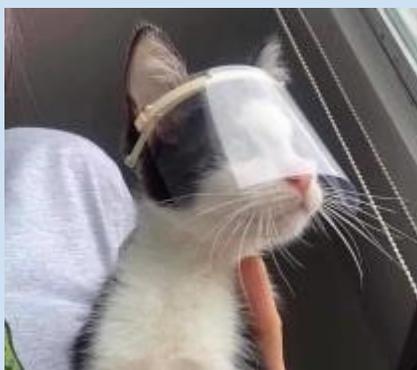
If you have a car, bring it and enjoy the camaraderie. All cars/trucks/motorcycles welcome.
 Visit <http://www.quadsrodandcustom.com/> for more details.



Downtown Maysville is masked up and ready to serve you!



Grill 21 in Paducah is masked up and face shielded ready to serve you.



Please wear your mask so I can have a Meowy Christmas!



Backroads of Appalachia opens a visitor center in Lynch.



This is a great opportunity for Main Street communities to elevate and celebrate the incredible work of local volunteers who play a pivotal role in revitalizing our downtowns and commercial districts. We strongly encourage eligible communities to apply!

Learn more: <https://bit.ly/2WqTpTb>

It's the dog days of Summer! And you can see some hot dogs in downtown Perryville this weekend.

The Dock Dogs are back.

Friday July 24, 2020

Let's Try DockDogs 10:00 am

Onsite Registration/Practice 10:00 am

Big Air Wave # 1 12:30 pm

Big Air Wave # 2 1:30 pm

Big Air Wave # 3 3:00 pm

Big Air Wave # 4 4:30 pm

Extreme Vertical # 1 6:15 pm



Saturday July 25, 2020

Onsite Registration/Practice 9:30 am

Extreme Vertical # 2 10:00 am

Big Air Wave # 5 11:30 am

Big Air Wave # 6 1:00 pm

Practice as time allows 2:00 pm

Speed Retrieve (All in one) 2:30 pm

2020 Youth Art Show

Public viewing of the student artwork

July 23 through July 25, 2020

10am until 4pm

At Wakefield-Scearce Gallery

525 Washington Street

****All current safety protocols will be followed****

Retailers Must Reassure Nervous Shoppers

Consumers have developed new shopping habits during the shutdowns, most notably a greater reliance on e-Commerce, contactless pickup and delivery and mobile payment methods. Owners of the non-essential retail stores that are reopening as COVID-19 restrictions are being eased should note that **shoppers expect retailers to operate very differently than they have in the past** in order to protect their customers and staff.

According to the [McKinsey](#) survey, among consumers in areas where their activities are still restricted by state or local regulations, **19%** do not plan to regularly participate in those activities until a vaccine or treatment is available. While **21%** are willing to do so as soon as government restrictions are lifted, **60%** need more than the government's go-ahead before they venture out, including the recommendation of medical authorities (**31%**) and assurances that stores, restaurants and other indoor locations are taking safety measures (**20%**).

According to [Salesforce Research](#), "shoppers of all generations — particularly those in the 40-plus group — expect stores to enforce mandatory social distancing and PPE (personal protective equipment) policies." In its May 14-15 poll of U.S. adults, Salesforce found that their top three requirements to return to physical stores were social distancing measures (**62%**), employees required to wear personal protection such as masks and gloves (**57%**), and personal protection required of customers (**50%**).

Getting consumers to feel comfortable with returning to stores "is largely within retailers' hands," Salesforce said.

Consumers responding to [Resonate's](#) COVID-19 survey in mid-May provided a similar list of requirements:

- All staff wearing masks and gloves (**50%**);
- Knowledge that stores would be disinfected each night (**48%**);
- "Forced" social distancing (**46%**);
- All customers wearing masks and gloves (**45%**); and
- Reduced occupancy in the store (**41%**).

To help retailers implement these actions, as well as to ensure the health of employees, the **National Retail Federation** has launched a program called "[Operation Open Doors – Path to Reopen Retail](#)."

It provides a checklist (free to members and non-members) that retailers can use before and after reopening, including information on signage, protective barriers, capacity limits, preserving six-foot separations, PPE recommendations and details on cleaning and sanitization.

Consumers Say They Follow Safety Regulations

When the [Centers for Disease Control and Prevention](#) (CDC) surveyed more than **4,000** U.S. adults last month, it found "broad support for recommended COVID-19 mitigation strategies," with **79%** of the respondents reporting that they "always or often" keep a distance of six feet or more between themselves and others. Of the **90%** of respondents that had left their homes for essential activities during the pandemic, **74%** reported that they "always or often" wear cloth face coverings in public.

Although there has been some controversy about wearing masks in public, most Americans are willing to do so, according to Morning Consult's [June 11 Coronavirus Outbreak Tracker](#): "A new poll finds **65%** of U.S. adults 'always' wear masks when going to public places where they might interact with people, and another **19%** do so at least 'sometimes.'"