

July 27, 2020

# Main Street Monday!

We are Main Street!

I would like to talk about how resilient we are.

Businesses and Entrepreneurs that could have folded up and surrendered to the fallen economy have changed their plans and converted to other lines and deliveries for their customers in a split second.

#We Are Main Street

They have revamped and changed how they make, employ, survive and create on a moments notice. They've adapted, persevered and reinvented themselves, all while trying to keep themselves and their employees safe.

#We Are Main Street

We need to see the Good, The Hard Working, The Strong and Dedicated, keeping food on the table, food in the stores, hairs cut, lawns mowed, shelves filled, production lines moving, providing for their families whether from home or returning to work...see the GOOD.

Be the GOOD. #We Are Main Street

Regardless of the uproar of chaos, we are still going strong, still promoting, still revitalizing, still creating, making, selling, buying, showing up, standing up, going to bed and waking up and doing it all over again.

#We Are Main Street

Don't surrender to the negative agenda. Resist the urge to join everyone in how awful things are, how terrible this and that is, how disappointing things can be...and who isn't meeting your expectations. Stay the course. Be your own best in these times. Share all the positives that abound in your communities.

#We Are Main Street

It is okay to be grateful and look around and smile, even during hard times.

Please encourage everyone to follow the safety guidelines so that we can help our businesses stay open and continue to support your locally owned businesses. Mask up, Space Out, Wash Your Hands, and Protect yourself and others.



Mrs. Claus (Downtown London director, Julie Rea) was out for early shopping on Christmas in July on Saturday during reminding everyone to shop small! She set the example of how to protect yourself if you are out shopping small, shopping local, on a summer day with her Santa mask and sun hat!



We love how a little paint can liven up the downtown! Planters can provide a little public art. This one and others can be found in downtown Murray!





We are always sad to lose a director. We are thankful for the time Dustin has given to the Heart of Danville and his community. We wish he and his family well on their move and their next adventure!

**Hello Everyone! This is Dustin Duvall, Executive Director of the Heart of Danville Main Street Program. I wanted to be the first to tell you of my resignation effective August 1. My family and I will be moving closer to family.**

**To the HOD Board: I deeply appreciate the opportunities you have provided me with during my time as an Office Manager and then Executive Director. I am incredibly grateful for all of your assistance along the way and have learned valuable techniques, information, and characteristics that will help me in my future endeavors.**

**To Downtown Danville Businesses: I could never fully express my appreciation of your kindness, patience, and acceptance of me as HOD's Office Manager, Interim Director, and then actual Executive Director over the last almost 3 years. I have enjoyed getting to know each and every one of you and the passion you have for Danville. Please know that our Board is ready and willing to assist however necessary until the position is filled.**

**Thank you to everyone else not mentioned that has been helpful for me and HOD. Please continue to support Main Street and our downtown businesses especially through these trying times.**

### **Lots of learning opportunities this week!**

#### **Tuesday—Ohio Heritage**

**Tuesday—Thursday Virginia Main Street Conference** has graciously invited the Main Street network to attend their virtual conference from 9:30-1:00 each day. FREE!

<https://viriniamainstreet.com/downtown-intersections/>

Register at [https://events-na13.adobeconnect.com/content/connect/c1/2916586178/en/events/event/private/4081433594/8306842016/event\\_landing.html?sco-id=8306495406](https://events-na13.adobeconnect.com/content/connect/c1/2916586178/en/events/event/private/4081433594/8306842016/event_landing.html?sco-id=8306495406)

Also this week :

Kentucky Heritage Council, Council Meeting Wednesday 1:30

Kentucky African American Commission Meeting Thursday 1:00

See [heritage.ky.gov](http://heritage.ky.gov) or Kentucky Heritage Council Facebook page for further information on these meetings

**The HartBeat on Main Street Grant Program.** As the economy continues to deal with the effects of COVID-19, we are committed to supporting small businesses as they work to reopen safely. In partnership with The Hartford, we have created a **grant program to support brick-and-mortar businesses in commercial districts** as they enter the next phases of reopening across the country. The HartBeat of Main Street Grant Program will fund solutions that help small business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts. Grants of \$5,000 to \$15,000 will be awarded on a competitive and first-come, first-served basis. Learn more. <https://www.mainstreet.org/howwecanhelp/hartbeat>

## **Our Town Grants for Community Engagement   Deadline August 6** **National Endowment of the Arts Civic Engagement/Community Development**

Project-based funding for projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. These projects should be a partnership between a local government entity and a nonprofit organization for an artistic excellent project that brings new attention to or elevates key community assets and issues, voices or resident, local history, or cultural infrastructure, injecting new or additional energy that connects communities and envisions new possibilities for a community or place.

Funding is for Arts engagement, cultural planning, design and artist and creative industry support  
Grants ranging from \$25,000-\$150,000 with a cost share requirement

## **Kresge Foundation: Arts and Culture Program: Local Systems**   <https://kresge.org/programs/arts-culture/local-systems-0>

The Kresge Foundation's Arts and Culture Program seeks to build strong, healthy cities nationwide by promoting the integration of arts and culture in community revitalization. The Local Systems focus area funds organizations that infuse creativity into comprehensive community development and urban planning practices. Support is provided for cross-sector and cross-disciplinary projects that embed arts, culture, and community-engaged design into municipal governments and departments and in other non-arts disciplines and sectors. Priority is given to projects that take root in economically distressed communities and ensure that residents with low incomes contribute to, engage in, benefit from, and are empowered by activities. Collaborations of multiple partners from different sectors (public/private) and disciplines (arts, health, environment, human services) are eligible to apply. Online applications may be submitted throughout the year. Visit the Foundation's website to learn more about the Local Systems focus area.

**For Main Street communities who are also CLG communities:** "FORUM 2020: Preservation Coast to Coast ~ at Home". The National Park Service will be providing a Certified Local Government/Main Street Scholarship Opportunity. CLG commissioners or staff, and Main Street board members or staff from a CLG community may compete for a registration scholarship to the virtual conference, taking place August 3-9th. The registration fee without a scholarship is \$100.

This is a great historic preservation conference - the best conference for Certified Local Government staff and review board members - and participation will meet educational requirements for CLGs.

Don't wait ! **Applications are due July 27th, 2020.** NAPC FORUM website: <https://napcommissions.org/forum/>

Walk/Bike/Places: An Online Conference from Project for Public Spaces

August 6-7



# Small is the New Mall!



Now open on Main Street in downtown Bardstown!



### Your great work continues!

In February KYMS directors met for their winter conference. As part of our training we worked with the residents of Gratz and created a strategic plan for their community.

I am happy to announce that the owners of the Gratz Café have purchased 2 more buildings, the bank building across the street which housed the gift shop and the large white house across the street from the shoe repair building. We are excited to see the continued progress in this small community and to know the impact that the KYMS directors had there.

Congratulations to London’s board chair Brittany Riley as been recognized as one of the Top 10 Family Law Attorneys Under Age 40 for 2019 by the National Academy of Family Law Attorneys.

Congratulations to Pineville director, Jacob Roan, who was chosen for the Readers Choice awards in Bell Co. and the best city official.

Photo rendering of a new mural coming downtown Murray! Their small businesses love it as much as we do!

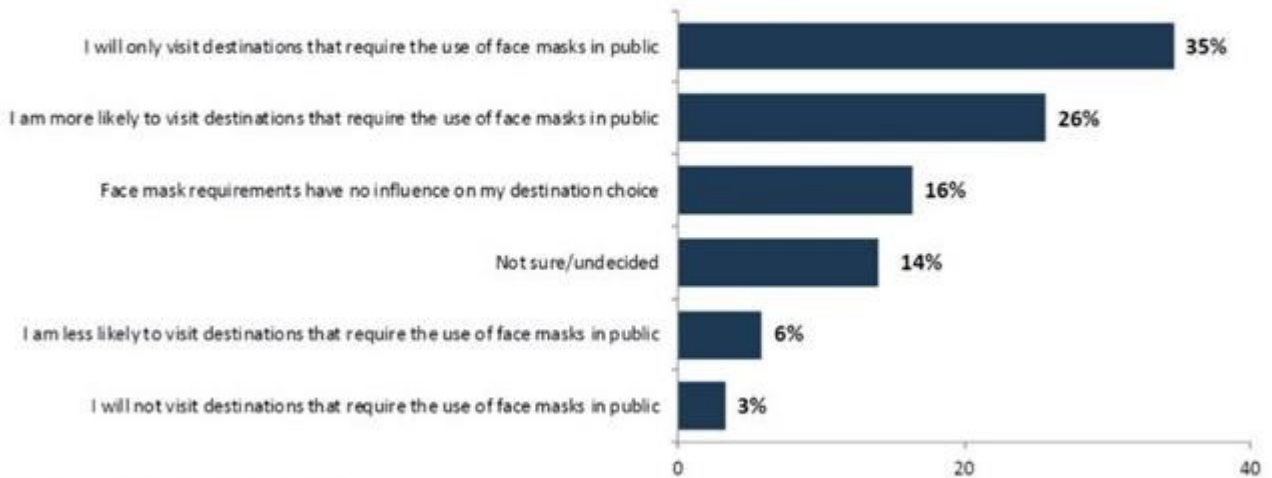
[Helix Creative](#) [Kentucky Main Street](#)



Beautification continues in downtown Paintsville thanks to Linda and her dedicated volunteers and partners.

## IMPACT ON TRAVEL PLANS

### Influence of Face Mask Requirements\* on Destination Choices



\* In public where social distancing is not possible

Travel Sentiment Study Wave 16

Longwoods | miles  
INTERNATIONAL | RESEARCH

Here's an interesting finding from a just-released survey commissioned by the tourism research firm Longwoods. 35% of respondents said they would only visit a place that required wearing masks in public. Another 26% say they are more likely to visit a destination that requires masks in public. At the other end only 3% say they will not visit a place that requires masks. Lesson? Opening the local economy and mandating masks are not only not incompatible, they are necessarily paired.

Here is a nice reminder from Paducah



X marks the spot at the Scottsville Farmer's Market held on the Square. Remember, Hands, Face, and Space. Wash your hands, wear your masks, 6 ft. apart. Let's do this Kentucky!

**PADUCAH CARES**

Thank you for visiting!  
Before entering, please review our standards and requests to keep our visitors, staff and community safe!

What You Can Expect From Us	What We Ask of You
 <b>Clean Spaces</b> Frequent cleaning and sanitization of surfaces	 <b>Limit Entry</b> Follow the latest health regulations
 <b>Healthy Team Members</b> Daily temperature/health checks	 <b>Maintain Your Distance</b> Give fellow guests space (at least 6 feet) at all times
 <b>Frequent Handwashing</b> Hand sanitizers readily available	 <b>Wear a Mask</b> Upon entering the building and when around others
 <b>Protective Equipment</b> Masks on every team member	 <b>Use Hand Sanitizer</b> At sanitizer station upon entry
 <b>Social Distancing</b> Barriers and reminders to reinforce physical distancing	 <b>Do Not Enter</b> if you are sick

Thank you for your understanding and cooperation!



What a great place to cool off in downtown Shelbyville! Homemade gelato and more! Everyone should be spotted at Spotz!



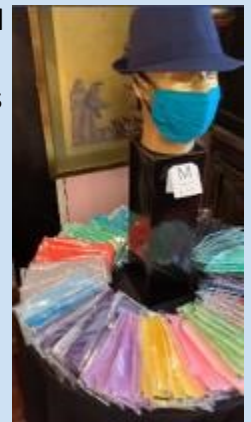
Mayor Wakefield and city staff are staying Healthy at Work The masks were provided by KLC.



We love the creativity and the adaptability of our downtown merchants. Mason, owner of Mason's on Main has a very eclectic, vibrant shop at 70 South Main St. in downtown Winchester.

Known for his beautiful bow-ties, he began making masks and they are just as beautiful. They come in all patterns and colors and basic black as Mason models above. Locally made, locally owned, we love his entrepreneurial spirit.

We also love his shop's motto: We're a local small business that is dedicated to making our Main Street a better place to shop !



Reinvestments for the month ending in July will be due Friday, August 7th. Send to [KYMainStreet@ky.gov](mailto:KYMainStreet@ky.gov)