



August 1, 2022

# Main Street Monday!



We are heartbroken for all of the communities in eastern Kentucky who have suffered the loss of so much this past week. We were lucky that our Main Street communities did not experience the devastation experienced by other counties and while they did have some flooding, their small businesses were not greatly affected. There are a number of ways in which one can help if you are looking to do so.

We know many of you reading this are from the eastern part of the state and we know others who are recipients are busy with cleanup and may not see this edition.

Please reach out to us if we can be of assistance. In times of need we are here to be of service, not just our Main Street Communities. We all remain Kentucky Strong when those among us need help.



The Foundation for Appalachian Kentucky has a site to contribute as does the state.

In addition, a company from Morehead is selling t-shirts <https://www.newfrontierbrand.com/.../appalachia-strong-tee> and a personal favorite for me being from eastern KY, the popular saying "Hell or Highwater" is available from Hill & Holler purchase here <https://hollernothollow.com/.../the-hell-or-high-water..>



WWW.CRISISCLEANUP.ORG

**CRISIS CLEANUP**  
**EASTERN KENTUCKY FLOODING**  
**HOME CLEANUP HOTLINE: 606-268-0896**

If you need assistance with damage from the flooding in eastern Kentucky, call the number above to ask for help. We will connect you with volunteers from local relief organizations, community groups and faith communities who may be able to assist with:

- Cut fallen trees
- Drywall, flooring & appliance removal
- Tarping roofs
- Mold mitigation

All services are free, but service is not guaranteed due to the overwhelming need. This hotline will remain open through Friday, August 19, 2022.

PLEASE NOTE: this hotline CANNOT assist with social services such as food, clothing, shelter, insurance, or questions about FEMA registration. Volunteers work free of charge and provide the tools and equipment necessary to complete the work.



Join Coach Cal, Kelly & Joe Craft, and the Kentucky men's basketball team as they host an open practice with Rupp Arena, the American Red Cross, and LEX 18 and support the Kentucky Flood Relief Telethon. MORE: <https://bit.ly/30MQhCp>

KENTUCKY

# FLOOD RELIEF TELETHON

TUESDAY AUG. 2 · 5-8pm

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More links to places you can donate to or that you can help are on Page 2. Thanks to our sister agency the Kentucky Arts Council for compiling this list.

# RESOURCES FOR FLOOD-IMPACTED KENTUCKIANS

GOVERNOR.KY.GOV/FLOODRESOURCES

## TO DONATE

TEAMEKYFLOODRELIEFFUND.KY.GOV

TEAM  
KENTUCKY

Governor Beshear has established the Team Eastern Kentucky Flood Relief Fund to assist those impacted by the floods and the severe weather system beginning July 26, 2022. All donations to the Team Eastern Kentucky Flood Relief Fund are tax-deductible and donors will receive a receipt for tax purposes after donating. If you wish to donate to the Relief Fund, please select an amount and click on the donate button below.



Emergency Assistance calls for artists, arts organizations and others in the arts and culture field will begin this week with the National Coalition for Arts Preparedness and Emergency Response (NCAPER). If you are in the flood affected region in eastern Kentucky and work in the arts and culture field, these calls will be important for you. If you want to

sign up to receive information about the calls, leave your email address, send it to us in Messenger, or email Kentucky Arts Council Executive Staff Advisor Emily Moses [emilyb.moses@ky.gov](mailto:emilyb.moses@ky.gov).

The Kentucky Arts Council has a number of other resources on its website and Facebook page. Emily Moses is the contact person at KAC if you need additional information to help artisans including musicians, theatrical sites, artists etc. please reach out to her. [Emilyb.moses@ky.gov](mailto:Emilyb.moses@ky.gov)



<https://www.fema.gov/assistance/save-family-treasures>

FEMA and the Smithsonian Institution co-sponsor the [Heritage Emergency National Task Force](#), a partnership of more than 60 national service organizations and federal agencies created to protect cultural heritage from the damaging effects of natural disasters and other emergencies.

The Task Force offers the following guidance to help you recover your family treasures from a disaster.

### Our Main Street family at work today!

We would like to say a heartfelt thank you to Tony Pence, the Morehead Main Street Director & Rachel Bowling from the Morehead Small Business Development Center! They have spent the last few days collecting donations for Allie Marshall's family and delivered them to Beattyville today!

Allie's family lost their home in the 2021 flood and again in last week's flooding. Allie is the owner of Sweet Obsessions Bakery & Diner on Main Street!

Allie started her business in downtown Beattyville after the flood last year with guidance from Tony, Rhonda, and others and has been wildly successful.

She, her family, and the community of Beattyville are on our hearts today as the rain continues.



This week we look at a few more items associated with the Organization Committee.

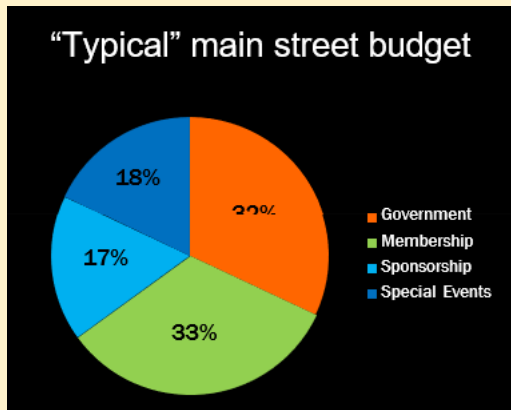
We have discussed they are the committee charged with the funding of the organization. They are also tasked with forging partnerships and the volunteer base. This doesn't mean that the board and other committees are not assisting, they are & they should also be engaged with attracting dollars and volunteers, but it is not their primary responsibility.

How we promote the work of the organization is different than the promotions committee

We want to be sure that our Main Street budget is derived from a variety of sources and that all of our eggs are not in one basket so to speak.

We want to have develop our volunteers and provide them with the tools they need and to thank them, often! Main Street is one of the few programs that allows the citizens to be engaged in making a direct impact in their community!

The value of a volunteer hour in 2021 in KY was valued at \$24.83 up 7.5% since 2020. Many Main Streets can log in over 1000 hours+ saving the city thousands of dollars! Why would a local government not support a Main Street program! The value they save in volunteer hours alone would help defray the costs of a Main Street director.



- ### Ways to promote the organization
- Newsletters
  - Website
  - Blog
  - Social networking
  - Media releases & coverage
  - Visual identity
  - Annual gifts/membership materials
  - Annual report
  - General brochures

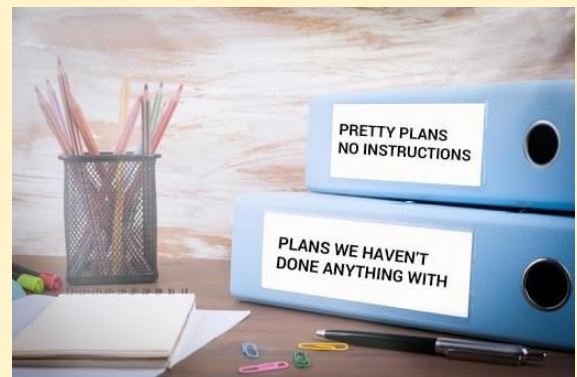
- ### How many volunteers do we need?
- Main Street organizations typically need hundreds of volunteers each year
  - Goal minimum: 40
  - Building the volunteer and partner base is critical
  - You will need MORE volunteers each year!



- ### Focus on Revenue you control
- Annual gifts
  - Signature fundraising events
  - Sponsorships
  - Over time, make these segments at least 50% of your operating budget

- ### Annual gifts
- Identify how much you need to raise
  - Identify target sources – merchants, property owners, residents, others
  - Develop materials for "pitch"
  - Advance letters/other cultivation
  - Personal contact
  - Follow-up, answer questions
  - Collection
  - Thank you for gift
  - Recognition of gift
  - Solicit for other projects
  - Start renewing 3 months before end of year

- ### A great volunteer experience
- Clearly defined tasks and timeline
  - Provide appropriate training
  - Orient to organization
  - Use time well
  - Make it fun
  - Give additional responsibilities to star performers
  - Thank, praise, thank, praise
  - Let them REST!



Do you have a plan that engages your volunteers?  
Do you provide training annually for them to know the mission and vision of your organization?

When your volunteers understand these two things and feel they are valued and having input they will put their heart and soul into their work.

# BREAKOUT LEADERSHIP

SMASHING THE STATUS QUO

8:30am - 4:15pm  
**13 SEPT**

**break-out (brāk'out') - n.**

- A forceful emergence from a restrictive condition or situation.
- A sudden manifestation or increase.
- A sudden or dramatic improvement in performance or popularity.

**JASON ROBERTS**  
Founder & CEO of The Better Block Foundation

**CHAD J. WILLET**  
Motivational Speaker, Actor & Author

**NELL ANN GOSSETT**  
Owner of the premiere wedding venue The Prizing House

**JAMES SMITH**  
Co-Owner of the historic Rohns Opera House

**If you are looking to breakout of the status quo, then this conference is for you!**

**DISCUSSION & INSIGHT**

- Thinking, planning & leading outside of the box
- Being creative, unapologetic & courageous in your career
- Finding solutions in the workplace & beyond
- Developing yourself, your business, & those around you
- Positive perception, social media & more

**CONTACT US**

- Tickets available online now:  
\$125 Non-Members  
\$100 Chamber Members  
*Bulk Ticket Pricing Available*
- 859-234-5236
- [cynthiakychamber.com](mailto:cynthiakychamber.com)

Main Street America’s new strategic plan has been release. This plan will guide their/our work for the next 5-10 years. In the new plan, you will find our updated vision, mission, values, and long-term objectives.

Together, these provide a roadmap for Main Street America, and most importantly, it is the starting point for a conversation about where we can go as a network.

The most exciting work is ahead of us, and we sincerely look forward to partnering with you to make good on its promise.

Read the plan here: <https://bit.ly/3OBT08Z>



**Mark your calendars!!! The fall KYMS conference will be taking place on Sept. 27-29th** in the southeast communities of London, Pineville, Middlesboro, and Williamsburg. Those of you who were there 6 years ago will notice a lot of change in this region.

Everyone is welcome to attend. More details and registration will be coming very soon. Those of you who are local officials, board members, or are just supporters of our work we would love to have you join us.

It’s going to be a great conference and we look forward to being together once again!

The Certified KYMS Director program will be starting on September 27th. If you are a new director or experienced and would like a refresher please contact the state office. [Kitty.dougoud@ky.gov](mailto:Kitty.dougoud@ky.gov)

Information on classes, times, etc. will be available in the next week and we will be sure to sign you up!

Want to take your knowledge/career to the next level? We are pleased to share this new program from the University of Kentucky. This is a perfect program for Main Street directors looking to advance their knowledge also earn a degree. This new degree and has an online option. This may benefit you or someone you know so please share with others.

The Department of Historic Preservation has developed in collaboration with the Martin School of Public Policy and Administration a 36 hour Master's degree in Heritage Resources Administration (MHRA). As its name suggests, it combines historic preservation coursework with courses in public administration (Nonprofit Management, Financial Management, Strategic Planning, etc...). The new degree complements the on-campus MHP by providing an online option for people who might already work with historic resources in differing capacities, but who are also asked to be administrators (e.g. Main Street Directors, nonprofit directors, city planners, archaeologists and architects already working in private firms, etc...). The on-campus degree remains the best option for students at the beginning of their careers, while the online degree would be most useful for people who are working their way into preservation from a different career path. Incidentally, our collaborator in the Martin School is Dr. Rhonda Trautman, who is the former director of Renaissance Glasgow. So it has Main Street in its DNA, so to speak...

We are currently accepting students into the program, and students are able to apply for admission in both the fall and spring semesters.

For questions about the program please contact Doug Appler

Chair and Director of Graduate Studies Department of Historic Preservation University of Kentucky  
117 Pence Hall  
Lexington, KY 40506  
(859) 257-6411 (office)  
<http://design.uky.edu/people/douglas-appler/>

Our Partners at Kentucky Retail Federation are here to assist our small businesses. One way that can be done is with saving on Credit Card processing fees. Contact them for additional information to share with your small businesses today!

credit card fees too high?  
**SAVE WITH THE  
KRF CREDIT CARD  
PROCESSING PROGRAM**



**KENTUCKY  
RETAIL  
FEDERATION**

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today!

Nancy Wylie  
Sales & Marketing Manager

nwylie@kyretail.com  
502.875.1444





Music continues across the KYMS network this week!

Guthrie Main Street's **Music in the Park** presents  
*Cindy McElroy Band*  
**60S 70S AND 80S CLASSIC ROCK**  
 Saturday | August 6 | 7pm  
 Longhurst Park | Downtown Guthrie  
**free concert**      **food vendors**

THANK YOU TO OUR SPONSORS    CLARKSVILLE FENCING    CITY OF GUTHRIE    ELKTON BANK & TRUST    GUTHRIE TOURISM COMMISSION    KOPPERS    NOVELIS

Week 4 of the Levitt AMP Middlesboro Music Series will host Kelsey Waldon!

Raised in Monkey's Eyebrow, Waldon learned music while working on the farm. She was the first artist to sign with John Prine's Oh Boy Records in 15 years. In 2014 she released her first album, "The Goldmine". Three more followed and her next will be out August 12th.

AUGUST 4, 2022  
**KELSEY WALDON**  
 6:30PM AT LEVITT PARK  
 LEVITT AMP MIDDLESBORO 2022  
**FREE LIVE MUSIC!**

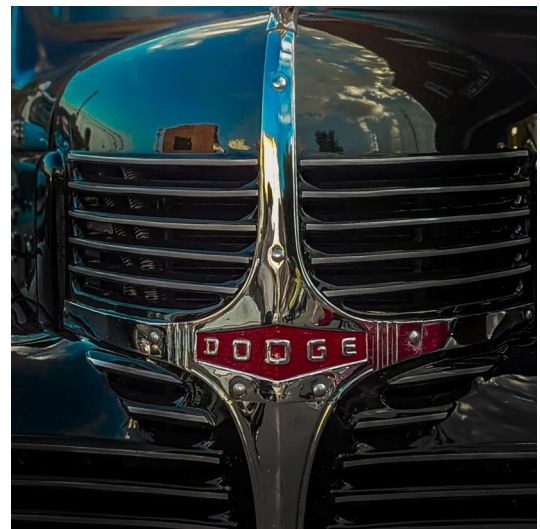
PRESENTED BY LA GRANGE KENTUCKY MAIN STREET PROGRAM  
**TRACKSIDE TUNES 2022**  
 AT THE ALLEYLOOP CORNER OF WALNUT AVE & POPLAR ALLEY  
**IDA CLARE**  
 Aug 5 7-9 PM

BRING YOUR OWN CHAIR    CRAFT BEER - ENJOY -

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It's time for First Friday in downtown Scottsville and this week the vintage/historic automobiles are back! Get to town early and enjoy all the shops before the evenings events!

Thanks to Matthew Brown for letting me steal his photos. I'm not sure if he sells them, but this one is a beauty!







Daybreak: A Handmade Collective is the newest shop in Campbellsville. The owner, Christina, has been a maker herself for over twenty years. She's sold her wares online, but wanted a more hands-on shopping experience for her clients.

From fine art to fine living, Daybreak curates a collection featuring 30 artists and makers, many from central Kentucky. There are thoughtful items, like the all-natural, hypo-allergenic candles, and fun pieces, like the handmade Dolly Parton pillows. Everything comes with a story, perfect for gifting or to just treat yourself.

I get excited for places like Daybreak. Not only do they give artists a place to showcase their work, but they also give folks a chance to connect. It's the ultimate "shop local" experience! Next time you're near Campbellsville, stop in and take a look around. While you're there, tell Christina I said hello!

We thank Matthew from Wandering KY for his review and works about this new shop in downtown Campbellsville. Check out his FB page for more great reviews on other KY Main Street communities he has visited.

Consumers have shifted their approach to e-commerce quite a bit in the past year.

Consumers who shifted to digital in record numbers during the pandemic, are now transacting online less frequently and changing their behavior in a wide variety of ways in light of inflation, according to the 2022 edition of the Digital Experience Consumer Survey from digital intelligence technology provider FullStory.

**18th Annual African American Heritage Festival**

**August 5**

**6:00 Food Vendors Open**  
**Cattlemen's Association**  
**Holy Rosary Fish Fry**  
**Lady J's Lemonade**  
**Southern Style Kettle Corn**

**7:00 Band Begins**  
**Higher Ground**

Located behind the Judicial Center.  
 Fireworks at dark.

Springfield  
 @SpringfieldMainStreet  
 Springfield Main Street

KENTUCKY MAIN STREET

Beattyville  
 Lee County Kentucky  
 Beattyville Main Street

MAIN STREET AMERICA

**Cruise-In Fabulous 50s**

**FRIDAY, AUGUST 5TH**  
**6:30PM | WOOLLY WORM PARK**  
**MAIN STREET, BEATTYVILLE**

**WEAR YOUR BEST 50S COSTUME!**  
**CHANCE TO WIN \$25.00. SOCK HOP. MUSIC.**  
**FREE DASH PLAQUE TO THE FIRST 30 TO REGISTER**

CRUISE-IN DATES..... AUGUST 5, SEPTEMBER 2, OCTOBER 7