

August 2, 2021



Main Street Monday!



We have provided a lot of information about the importance of street trees this summer because they make a big impact whether it be stormwater runoff, street design, or heat. Our friend Joe Borgstrom of Place + Main Advisors shared this last week. This simple thermometer shows a significant difference with trees in place which result in lower energy costs and greater economic vitality.

Remember if it's too hot to walk, its too hot to shop.

In case anyone was curious about the impact street trees can have during warmer months. This was from Huntsville, AL yesterday afternoon, where it was 102 with the heat index. Top was open pavement, bottom was on the sidewalk under a tree.



We love our downtown Farmer's Markets and several as you know are operated by our Main Street programs. This is a great opportunity to celebrate the work they do. Having a supply of fresh food items for our community, local restaurants, and even tourist is something to celebrate.

Many markets also have educational components for children and adults along with arts and artisans.

Thank you for supporting the work of these individuals and our downtown markets.

THE ANNUAL FARM TO FORK
 AT THE STANDARD
 AUGUST 8, 2021
 3:00-6:00 PM
 WEAR YOUR BEST POLKA DOTS
 TEXT "GIVE" TO 859-600-6490

Logos: COVINGTON FARMERS MARKET, STANDARD COVINGTON, RENAISSANCE COVINGTON, STONEBROOK WINERY, Kentucky Proud.

This year's Farm to Fork menu will be created by [The Standard Covington's](#) Chef, Ryan Hanson.

To purchase tickets visit the Renaissance Covington Facebook page!

Looking for more ways to celebrate? Check out the [Farmers Market Coalition's](#) new toolkit to help market managers, partners, and vendors prepare for the week. View it here: <https://bit.ly/3hBdSP4>

In Downtown Middlesboro on Cumberland Nagle Law Office is doing some sprucing up 😊!! We love our downtown business owners.



Grand opening today in Bardstown!



This Thursday, August 5th at the Levitt stage in downtown Middlesboro enjoy the soulful sounds of Grammy nominated artist, Amythyst Kiah.



Opening in Downtown Danville this Friday!!



The Stargazer Plaza in downtown Shelbyville is a lovely addition to the downtown community complete with public restroom facility.

This has become a place of various activities and a great place for workers in the downtown to enjoy their carryout lunch from downtown restaurants.

Thanks to everyone who had a hand in making this happen.

Heres' a new fun twist for the young car enthusiast. How do you get car show attendees into downtown stores and restaurants? Please share your ideas.



The next Cruise-In Event in downtown Beattyville will be Friday August 6th! Bring out friends & family to enjoy music, cars and games at this "Family Fun" Themed event before school starts back.

An inflatable will be set up for the kids to play in the water to beat the heat, and watermelon slices snack for kids will be available! There will also be a special cruise-in opportunity! Between now & next Friday we are encouraging all families to craft together! Make, paint and decorate kids cardboard box cars to showcase! Parking for the Kids box cars will be on the Beattyville Town Square and they will each receive their own special dash plaque.

Join us for Food, Fun and Music on the Courthouse Square! We have our Watermelon Relay Race back again at 6 p.m. with some local groups participating including the Carrollton Police Dept., Sheriff's Dept. and Board of Education office with Laman Stark officiating! The Watermelon Seed Spitting Contest is on - register at the event to win Downtown Dollars. The Decadent Dog Curbside Cafe' by owner Paula Skirvin-Rice from Ghent is our fantastic food vendor this month and live music will be provided from 6 to 8 p.m. by the Southern Sirens, a popular local band. In addition, Carrollton Federal Bank is sponsoring the KONA ICE truck from 6 to 7:30 p.m. with free snow cones! The Farmers Market Vendors will be available as always. This is jam-packed FREE event you don't want to miss. Bring a chair, your family, and friends and come on down!

**August First Friday - Watermelon Mania!
Courthouse Square downtown Carrollton**



🍷 The FIRST Downtown Happy Hour kicks off August 6th! 🍷 Your favorite places are already prepping to stay open late, so hit that RSVP now and invite your friends to meet up for drinks or dessert then walk, shop, and dine your way through Downtown Paducah!

Look for later hours, sales, and specials from these restaurants and retailers!

Happy Birthday to Randi Mouser-Bardstown who celebrates a special birthday on Wednesday!





Kentucky League of Cities will be holding their 92nd Annual Conference and Expo meeting this fall in the Main Street community of Covington. The meeting will take place September 21-24. For more information consult their web-site, KLC.org

We would also like to thank Terri Johnson from KLC on her blog post (which is included below) [Activating Alleys](#) where several of our Main Street communities were spotlighted.

City alleyways often get a bad reputation as dark and spooky places. That's changing. In fact, alleyways are a big deal in downtown development.



“Activated alleys” has been a featured topic in the national Main Street program in recent years. What is an activated alley? It's a public alley space that allows people to feel welcome, safe, and comfortable. Several Kentucky cities have created new gathering spaces and “selfie spots” by simply cleaning, painting, and lighting alleys. Some also have tables and chairs, benches, planters, and murals.

[Pikeville's umbrella alley](#) is a beautiful example.

According to Main Street Director Minta Trimble, the alley was an idea she had seen work in other cities and was a great way to brighten up an area between two buildings. [Pikeville](#) installed the umbrellas in July 2020, took them down in early November for the winter and reinstalled early in 2021. This spring and summer, the alley has also been the backdrop for paintings and photography displays by local artists.

“It's really become a photo destination,” said Trimble, noting that there was recently a photo shoot with a Lamborghini in the umbrella alley.

Kitty Dougoud is the State Main Street Coordinator/Historic Preservation Program Manager at the Kentucky Heritage Council. She said the idea for alleys or other small spaces like pocket parks is to take unused space and make it useable – and enjoyable.

“Quality of life investments don't have to be big projects or cost a lot of money.”

Your first step is to determine who owns the alley. If it belongs to the city, next consider your goals for the space. Will it be a gathering place, how will it contribute to the area's overall architectural character, and will it enhance a business area during day or night hours? What about your pedestrian infrastructure? Are the pathways and building wall areas within the alley safe? Is it ADA accessible and compliant? Does it have adequate electricity for lighting, small music events, or food trucks? While these considerations are not necessarily difficult to address, codes, planning, police, maintenance, streets/public works, and your city attorney as well as your insurance carrier all need to be part of the conversation.

Planning and zoning considerations or approvals need to precede any type of work because alleys are part of a downtown's transportation infrastructure, and some are still functional thoroughways or delivery routes. For those that are, simple things like murals, keeping the street clean, and lighting can add to the space. For alleys that are not used for vehicles, options are numerous.

(continued on next page)

As with other downtown beautification and development initiatives, stakeholders must be part of the activating alleyways process, and can make or break it. Businesses and restaurants, your tourism office, as well as nurseries and landscapers can all be partners in the process.

“You can have a city parking lot next to an intimidating ‘dark alley’... string some lights and you’ll have a much safer walk-through space,” said Dougoud. “It’s good for businesses, too.”

The [City of Cynthiana](#) created an inviting alleyway in partnership with Main Street Cynthiana and the Chamber of Commerce. [Maysville](#) has an alley that includes outdoor dining. [Campbellsville](#) used a break between buildings as a space to landscape with flowerpots. [Bardstown](#), [Paducah](#) and [Georgetown](#) are additional examples of cities that have turned alleyways into inviting pedestrian spaces.

When considering activating alleys, there are some things to keep in mind. The City of Spokane, Washington, created a [guidebook and toolkit](#) for what it calls “Innovation Alleyways.” The toolkit includes a number to technical and design considerations.

In downtowns, some alleys are private properties. In those cases, beautification and safety measures are a matter of working with the property owners, but many are eager and open to create safer, more highly trafficked areas because it increases their visibility and ultimately improves business.

The Pikeville Umbrella Alley is between two private buildings so Trimble worked with the owners for the project. She said one of the buildings is now leased by the city and its first floor is an incubator space for small businesses and artisans. The [Shoppes at 225](#) is set to open in early September. It will house a plant shop, a home décor shop, a candy store and more as well as a creative space where the small business owners can hold classes and events.

Trimble said the larger goal for the building is to move the small businesses to their own brick and mortar spaces downtown Pikeville. They will be eligible to participate in Pikeville’s downtown incentive and rent subsidy programs.

“It all started with the alleyway,” said Trimble.

The [City of Howell, Michigan](#), was recently named [Main Street America’s Great American Main Street](#). In addition to its alleyways, the downtown has several pocket parks, which are another creative way to use downtown space.

Kentucky cities also have a number of unique examples of pocket parks including Paducah’s Art Park and some new spaces - [Millstone Park in Richmond](#) on a sliver of land between two buildings, [Pineville’s](#) renovated pocket park, and [Salversville’s](#) brand-new downtown pocket park. [Check out an article in Kentucky City magazine](#) about some of Kentucky’s pocket parks.

Pocket parks and activated alleys take some planning and forethought. As with any type of downtown revitalization, collaboration is the key to success. They require a relatively small investment and can become a wonderful addition to your downtown. There are [numerous grants available](#) for landscaping, greenspaces and public art, and who knows, you may have a downtown business that would foot the bill for an entire alleyway rehab or park.

With planning, input, and safety as the priority, creative thinking can bring new life to invisible downtown areas.

Activated alleys and pocket parks are small spaces that can bring big results.



Applications are open for Love Your Block

Applications are now open for Love Your Block, a grant program that brings city leaders and residents together to build stronger neighborhoods, one block at a time. Through the program, cities award mini-grants to residents and community partners to reduce blight and spur neighborhood-driven change. Eight U.S. cities will be selected to receive a \$100,000 grant over two years to support resident-led efforts fighting blight and to fund a Love Your Block Fellow drawn from the community, as well as up to two AmeriCorps VISTA members and technical assistance from expert Cities of Service staff. The AmeriCorps VISTA member(s) and Fellow will serve in city hall to build capacity for resident engagement.

Now situated at Johns Hopkins University, Cities of Service is pleased to continue the Love Your Block program with support from Bloomberg Philanthropies and AmeriCorps. **The deadline to apply is August 9, 2021.** [Apply - Cities of Service \(jhu.edu\)](https://citiesofservice.jhu.edu) **More information and webinars for this grant are available on their website.** <https://citiesofservice.jhu.edu/loveyourblock2021/>

IN PARTNERSHIP WITH MAIN STREET OF PAINTSVILLE, MARKET 606, PAINTSVILLE TOURISM, AND MANY LOCAL ORGANIZATIONS AND BUSINESSES

BRING A

BACK TO SCHOOL BASH

WHILE SUPPLIES LAST!

MUS BE PRESENT TO RECEIVE!

DURING MARKET 606 | SATURDAY, AUGUST 7TH FROM 6-8PM
INSIDE THE 404 PAVILION ON MAIN STREET

FIND OUT HOW TO DONATE HERE:



SCHOOL SUPPLIES, CHILDREN'S ACTIVITIES, FAMILY HEALTH SCREENINGS, AND SO MUCH MORE!

WE HOPE YOU CAN JOIN US!

Every day, engaged citizens across America are volunteering their time and talents to support local organizations and municipalities. They do this without an expectation of a reward or recognition. This is particularly true in smaller communities and rural counties, where volunteerism has not only been welcomed, but has been essential to the delivery of key public services.

Today, however, “small town America” is facing a significant decline in the availability of civic volunteers to serve as local government board/committee member, firefighters, EMT personnel, library, parks and recreation support teams, and more. This emerging crisis threatens the very fabric of grassroots local government.

A National Program to Spotlight the Problem, Recognize Extraordinary Civic Volunteers

The Small Town America Civic Volunteer Award is was launched in 2020 to raise awareness of these major challenges, and recognize local “heroes” from across the country for their extraordinary service and creative efforts to retain and recruit public service volunteers in localities of 25,000 people or less. STACVA is being sponsored by CivicPlus.

“Over the past 20 years working with local governments, we have seen first-hand that the most successful cities, towns and counties are powered by passionate people who want to make a difference in the place they call home,” said CivicPlus CEO Brian Rempe. “We are hoping to accomplish two critical goals with this initiative: bring attention to the need for more civic volunteerism, and recognize those who have found solutions to declining participation and are building powerful community networks focused on civic engagement”, Rempe added.

STACVA is an annual program that honors 100 extraordinary public service volunteers in localities under 25,000. It spotlights the urgent need for citizens to fill critical civic volunteer roles including local government boards and councils, volunteer firefighters, EMTs, and the many advisory committees that support key local government functions.

CivicPlus will provide a cash award of \$20,000 to the national Small Town America Civic Volunteer Award winner, \$10,000 to the first runner-up and \$5,000 to the second runner-up. Awards will be made directly to the local governments represented by the award winners, and are intended to support the retention and recruitment of local public service volunteers. In addition, each of the local governments represented by the top 100 honorees may qualify for a volunteer management module with 12 months of complimentary support services from CivicPlus.

What is the Purpose of the Program?

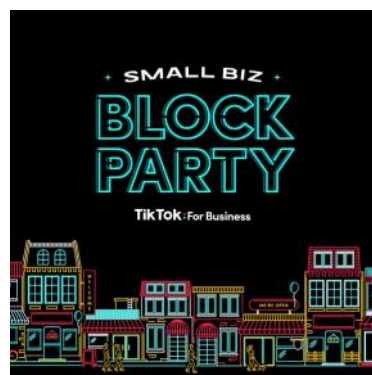
Research shows that the percent of people volunteering in small communities and rural counties has dropped substantially over the last 12 years. Civic volunteerism is the lifeblood of small town and rural America. STACVA is intended to help address this critical shortage by recognizing and supporting “hometown heroes,” and by promoting best practices designed to spur a cadre of new civic volunteers to fill these vital roles.

How Do I Nominate My Civic Volunteer?

Local government representatives from towns, cities and counties with populations less than 25,000 may nominate public service volunteers or public service volunteer organizations for STACVA recognition.

<https://www.civic-volunteer.com/home/department/pages/more-about-small-town-america-civic-volunteer-award>

It's almost time for the TikTok #SmallBizBlockParty! Main Street America is co-hosting a FREE virtual workshop on August 5 from 1 - 2pm ET with TikTok For Business. Join us to learn how you can get started and grow your business on TikTok. RSVP today: <https://bit.ly/3rD6kzU>






The new addition now accompanies the popular working stained glass studio that teaches hands-on techniques for creating stained glass art and other forms of art glass to all interested people and groups. The studio also has a retail space with completed art glass projects for sale to the general public, along with art supplies available for purchase as well. Julie Pitts teaches stained glass classes to all ages and runs the organization.

FEATURING
RIFLETOWN

R **A** **U** **G** **T** **S** **T** **6** **T** **H**
T
B



7:00 PM-9:00 PM
SPONSORED BY STOCK YARDS BANK & TRUST

Rock the Block this Friday in downtown Winchester!