



Aug. 24, 2020

Main Street Monday!

It comes as no surprise that our Main Street communities have been tested – and transformed by COVID-19. The pandemic has forced Main Street programs and downtown businesses to think far outside the box and change the way they do business in almost every conceivable way. Seemingly overnight, Main Street programs have become information clearinghouses, food delivery services, sign shops, webinar producers, cheerleaders, and counselors.

With support from their Main Street programs, many quickly changed to new business models: restaurants introduced online ordering and curbside pickup; retailers showcased their merchandise on social media platforms like Instagram and started selling on Facebook Live with live fashion shows. Some have booked appointments so shoppers would feel safe. Salons are down to one customer at a time, but all are working to be creative while maintaining social distance and safety practices. Today we include a few businesses who have changed their business model to something new and have continued to thrive during the days of COVID.

As we continue moving forward into the fall we will continue to learn from each other and share great ideas, as we continue our commitment of building vibrant downtowns in Kentucky.

We will remain as always



We still have t-shirts available for purchase.

Taylorsville Main Street director, Beverly Ingram, and her small business, The Red Scooter was featured in her local newspaper recently .



Excited to see this placemaking installation going up in Pikeville! Several months ago we shared an idea and challenged a program to implement it in their community. Minta Trimble, Pikeville Main Street director, and the city took up the challenge and we can't wait to see the results on Second Street in downtown Pikeville!



Molly Alexander, owner of two businesses in downtown Elgin, Texas has coined the “Stages of the Pandemic” in terms similar to the stages of grief. Stage 1: Survival. Stage 2: Reinvention. Stage 3: Re-opening. Stage 4: Respond. Pivot. “Repeat.” As we move towards fall we will again return to reinvention for colder weather, but we are Main Street Strong and we will prevail.

A sampling of some creative ideas businesses have come up with.



Who would pass up a private wine tasting in your own backyard? Contact [The Globe Covington](#) for arrangements.

Perhaps a local craft brewery or distillery could do the same.

Another downtown business in a former Main Street community was a baker of wedding cakes, They changed out a small window and created a walk up window and began to serve gourmet milkshakes and now they have a line around the corner. Innovation in time of crisis is providing great opportunity to many businesses who are willing to take a chance and think outside the box.

Cities and counties partnered with Main Street and downtown businesses to create outdoor dining spaces. This is a something we hope will be instituted permanently where it can be and seasonal for others. Patrons love being outdoors.



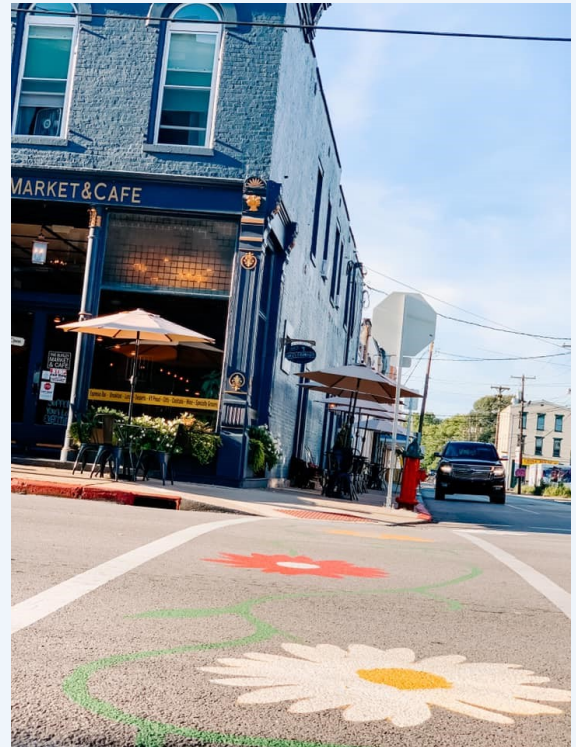
Mason's on Main in downtown Winchester is thinking outside the box and creating experiences along with partnering with Abetter Brewing other businesses. Note the bowtie in the background. We shared his bowties and masks a few weeks ago and Derby is coming in case you need a new bowtie!

From virtual markets to on line fashion shows many of our downtown merchants are doing a great job of shifting to on-line and social media. If you are interested in seeing what is going on around the state check out program Facebook pages where they promote their businesses and specials every day.

This is what partnership looks like. Working together equals big benefits. All of these projects and events are helping keep communities vibrant.



Being a local bank means that you support other local organizations like [Bardstown Main Street](#). We are honored to be a part of a program who supports us right back! Thank you [Carey Sign Company](#) for making the new golf cart look AWESOME!



We love this crosswalk in downtown Cyntiana, created with Cyntiana Tourism.



Bardstown Main Street, Bardstown Chamber, and Bardstown Nelson Co. Tourism Visit Bardstown, teamed up for a direct a campaign focused on revitalizing Bardstown and Nelson County's economy.

All proceeds were used in a joint effort to advertise and promote shopping, dining, and visiting Bardstown for all our locals and visitors once restrictions were lifted.



La Grange Main Street Mending Fences Project

An awesome group of local kiddos wanted to do something to brighten people's day by sharing their love of art. That enthusiasm turned into a fun, creative project for us all to enjoy. Come see the Mending Fences project at the Main Street Welcome Center. It'll put a huge smile on your face. Special thank you to the children and parents of the Oldham County Youth Arts Group for all your hard work.



How about a carriage ride to find fun and hidden gems in downtown Paducah!



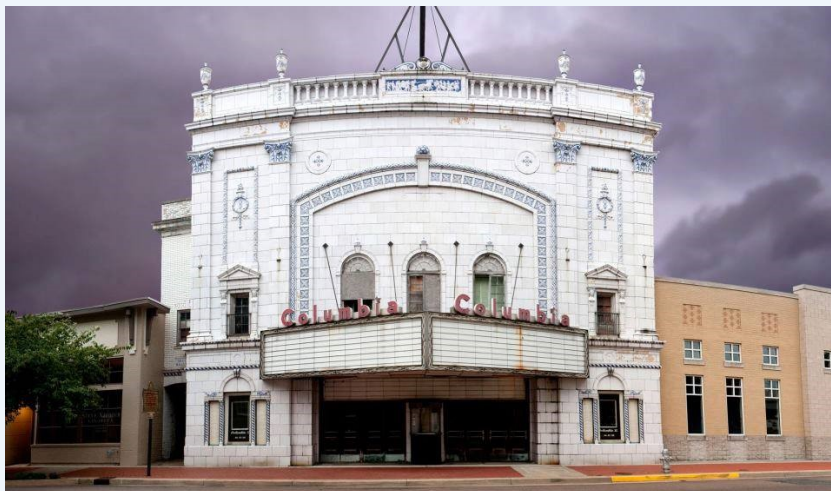
In his most recent article for our COVID-19 Trends Blog Series, Matthew Wagner, Ph.D., NMSC's Vice President of Revitalization Programs, discusses 12 ways businesses can reimagine their business models to ensure both short-term and long-term success: <https://bit.ly/31kX4Fe>



Entries due August 31st!

<https://www.klc.org/News/9098/2020-klc-awards--->

One of our favorite buildings in downtown Paducah and has benefited from the roof stabilization program provided by the city. Other KYMS communities have included this program into their incentive packages. Just another example of the benefits of the KYMS network.



The Columbia Theatre, which is a major restoration project by Paducah Art House Alliance (PAHA), is one of the buildings that has benefited from the City's Roof Stabilization Assistance Program. The stabilization of the Columbia's roof will save this historic building from further deterioration and allow for the work to breathe new life into it. The Roof Stabilization Assistance Program, a grant program, assists property owners within a defined area of historic downtown Paducah. Since its inception in 2013, the program has saved 20 historic properties by providing up to 50% reimbursement on the roof's rehabilitation costs. With \$50,000 in grant funding available for this fiscal year, the City of Paducah is accepting applications for the Roof Stabilization Assistance Program until 4 p.m. on August 24. For more information including the ordinance, area map, and the application packet, visit <http://paducahky.gov/downtown-development->



Little did we know 4 years ago this little park would be a game changer for communities across the state during a world wide pandemic. This little pocket park in Pineville, KY inspired others and was replicated by many KYMS communities after our fall conference. These parks have been filled with entertainment and events during the past and today provide spaces for outdoor dining and a place to social distance with friends. Just another example of working within a network of people committed to making downtowns better.



Longhurst Park, Guthrie, August 2019



The pocket park in Scottsville



Cynthiana

Perhaps Saturday they could use the parks for social distancing music on the Porch.

Main Street FORWARD

We Need Your Input!
New Main Street Small Business Survey on COVID-19 Recovery

Survey Closes August 25

WHAT IF FOR ONE DAY EVERYTHING STOPPED... AND WE ALL JUST LISTENED TO THE MUSIC.

PLAY MUSIC ON THE PORCH DAY WORLDWIDE

ALWAYS THE LAST SATURDAY IN AUGUST
SATURDAY, AUGUST 29, 2020
 WORLDWIDE • 10AM - 10PM

IG - @PLAYMUSICONTHEPORCH
 TWT - @PLAYMUSICPORCH • FB - PLAYMUSICONTHEPORCHDAY

<https://bit.ly/31G4pOp>



**Registration now open for our
4th Annual (Virtual) Summit
September 29 - October 1,
2020
12pm - 5pm EST**

Our Summit features over 30 sessions in three days highlighting our partners in Winston-Salem and others across the country. You will be able to join interactive workshops, engage with visual and performing artists, connect directly with other attendees, take part in our networking "speed dating", explore the Community Hall, and much more -all from your home!

Why the Artists Thrive Summit?

Artists Thrive is a national tool that helps us imagine the world we want - and then supports us to align our goals and improve our performance so artists thrive. Through shared language, standards, points of excellence and challenge points, individuals and organizations are utilizing Artists Thrive to change conditions in which artists live and operate. The Summit is an annual experience that pushes boundaries on what it means to thrive as an artist.

Registration Fee

Registration fees utilize the Artists Thrive spectrum - from Struggling (free) to Surviving (\$35) to Thriving (\$50). If you are not sure where you are currently consider taking the survey on their website. Read more artiststhive.org

As a side note, I have attended this workshop the last two years and it was wonderful. It was held on the campus of Berea College and it is something that you should share with your local artists, businesses, local officials and anyone else who might be interested.



[Another great pubic art piece in Shelbyville!](#)



We are thrilled to be a co-sponsor of the [Small Town America Civic Volunteer Award](#), a new awards program sponsored by [CivicPlus](#). Its purpose is to recognize and reward the efforts of civic volunteers in small towns across America; and, to shine a spotlight on the growing need for people to serve as grassroots volunteers to fill a variety of critical local public service roles.

CivicPlus will provide the top 100 national nominees with custom websites and 12 months of complimentary annual services to each of the local governments represented by these honorees. In addition, CivicPlus will distribute cash awards of \$5,000 (second runner up), \$7,500 (first runner up) and \$10,000 to the national **Small Town America Civic Volunteer Award** winner. Awards will be made directly to the local governments represented by the award winners.

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.

Who is eligible to be nominated?

Public and civic service volunteers and volunteer organizations that are making a big difference in their municipality. The award program is open to all localities of 5,000 people or less.

What will the winners receive?

Local governments represented by the top three winning honorees will receive cash awards of \$10,000, \$7,500, and \$5,000 respectively. Local governments represented by the top 100 nominees will win a free local government website, and these nominees will be honored at the national level in several ways.

How does one nominate a volunteer?

Local government representatives may nominate citizens (or citizen organizations) for the Small Town America Civic Volunteer Award using the online application located at www.civic-volunteer.com. Nominators are asked to describe their candidate's compelling story of local volunteerism and its positive impact on their community.

What is the deadline to submit an application? Entries must be submitted by September 15, 2020.

<https://www.civic-volunteer.com/home/webforms/small-town-america-civic-volunteer-award-stacva-nomination-form>



Williamsburg is welcoming back Campbellsville College Students this week. The Lane is just one of the great buildings in their downtown.

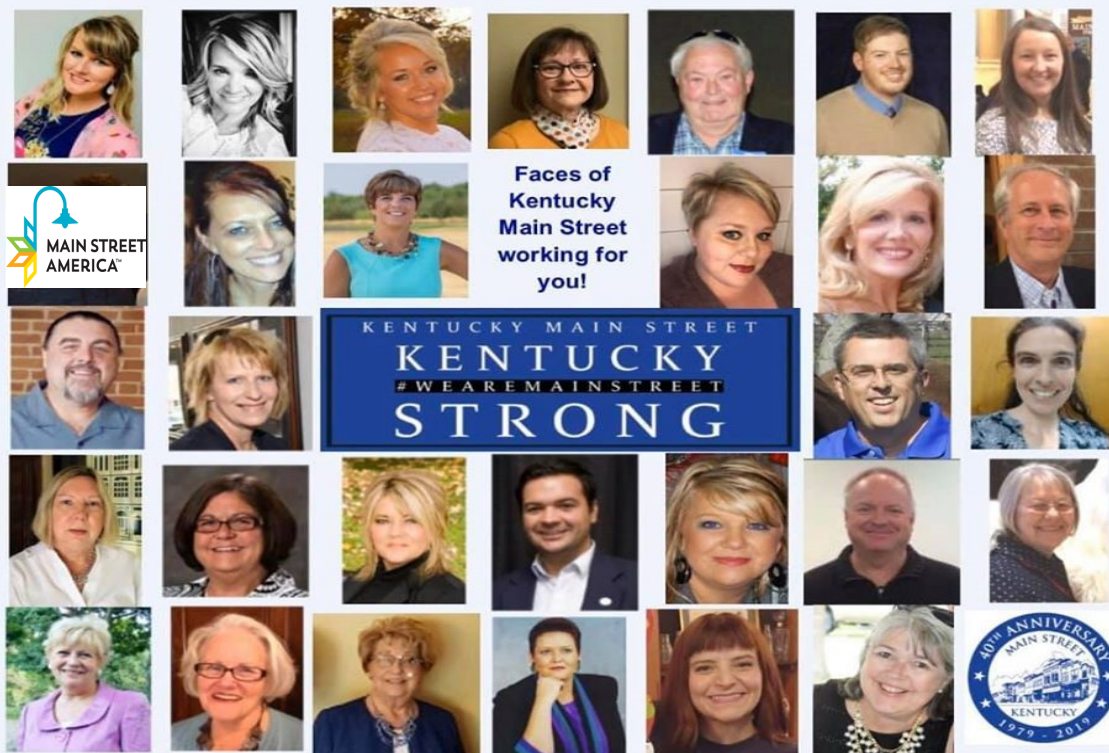
Roger Brooks and Destination Development offer sage advice in their work. Recently this appeared in an email and it is something that Main Street has been saying for a long time and during COVID have been more important than ever for continued success. Retail writers like Lauren Thomas (@laurenthomas) and Anne D'Innocenzio (@ADInnocenzio) do a great job following retail trends, but you ask any Destination Business owner what it's going to take to make it in 2020, they're going to tell you these three (3) points:

1. You better be memorable: Extraordinarily, positively memorable. When people think about your business, they better love it and want to tell others about it and want to spend money in it. When the next consumer slowdown hits during this Fall's cold weather (you heard it here first), your business has to be the place that customers say: "That's the place where I'm spending my money." You have to get the consumer to prefer you over all others, even when those consumers would prefer staying home or are afraid to go out.

2. Be an owner involved in your business: This year, I've never seen so much outpouring of love for independent business owners and it's all because we know many businesses are having troubles, but given all of our choices on where to spend, people are demonstrating that they prefer to help independent owners they know, who they see working hard, who are totally invested in their communities and their businesses. Chains can't replicate that.

3. Learn to shift gears fast: Those owners who aren't afraid to breakaway from what they've always done are already ahead this year. And best of all, independent owners are not afraid to tell other owners what it took to jump ahead. I see this every day: Owners who have had success in some way, willing to tell all the details of their success to another owner in need.

And just as a reminder, here are the faces of individuals who serve as executive directors of Main Street organizations across the state from Bardstown to Winchester. These individuals always give 110%, and have worked tirelessly to help maintain the economic vitality in their communities working with businesses, local leaders, and citizens to assure that even through a pandemic their communities would thrive. We meet every week and realize we are all in this together. The support of the KYMS network and the MSA team have provided a support system for us to continue to serve our communities during a very stressful time. They deserve a huge THANK YOU.



There are always several opportunities for grants and in the future I hope to be able to have a presentation on grant writing for you that I did at the North Carolina State Conference earlier this year, but until then here are a few things to consider when applying.

Before you write another grant, ask yourself/your organization this:

What will my funder get out of this partnership?

(they will be looking for how it will also help them.)

If I was the funder, would I want to collaborate with me?

What's the best way to craft my message in a way where they see the clear benefits of working with me.

How can I best align my agenda with the funders agenda? If it even aligns at all'

Now imagine and ask yourself this.

How will writing grants from the funders perspective affect my acceptance rate?

We usually only think about our perspective, but why would they want to fund us? What do we have to offer? What is our compelling reason that we should be chosen?

The number one rule is to **read all of the directions** and **follow all of the directions.** Do not include more or less than what is asked for.

Always ask someone else to read your application to look for errors and omissions or to assist with any revisions.

Make sure you can meet the obligations and deadlines of the grant.

Grants are wonderful and can be of great assistance to your organization. From small amounts to large, they all add up to help foster the work of community improvement.

NOW ACCEPTING GARDEN GRANT PROPOSALS FOR 2021!



SEPTEMBER 1ST:

LAST DATE TO
SUBMIT DRAFT
PROPOSALS
FOR REVIEW
AND FEEDBACK.

OCTOBER 1ST:

FINAL
PROPOSAL
DUE

FOR ALL QUESTIONS AND TO SUBMIT YOUR PROPOSAL, PLEASE EMAIL:

INFO@GROWAPPALACHIA.ORG

Here is a great site to keep an eye out for a variety of different grant opportunities that can serve your community through your organization.

[http://
www.fundsnet services.com/
searchresult/27/Community-&-
Economic-Development/2.html](http://www.fundsnet services.com/searchresult/27/Community-&-Economic-Development/2.html)