



Main Street Monday!



SATURDAY
SEPTEMBER 19, 2020
10:00 am - 1:00 pm

Coldstream Park
1850 Pisacano Dr
Lexington, KY

PRESENTED BY



Kentucky Main Streets in the central KY region have participated in this program for many years. Another great partnership with Bluegrass GreenSource who also hosts other programs such as rain barrel workshops.

Main Street Clean Sweep is a one-day, community-led litter clean up in participating cities and towns throughout Central Kentucky. Community members gather to pick up and dispose of litter in their communities. This event encourages community engagement, pride in place, and beautifying communities, which boosts support for local businesses. Clean ups are held rain or shine.

Main Street Clean Sweep is presented by [Commonwealth Credit Union](#) in partnership with [Ale-8-One](#), [PNC](#), [Republic Services](#), Community Trust Bank, and Blue Grass Chemical Agent-Destruction Pilot Plant.



It's Derby Week in the Commonwealth!

It is quite different when your national holiday gets changed due to a pandemic, but the weather looks to be perfect and while we cannot attend in person or have the usual extravaganza it is still Derby time in KY. This year we will celebrate with family or our quarenteam and it is a great time to shop your local small businesses for all things Derby. Pick up your beer cheese and biscuits from your local farmers market and be sure to get cucumbers for your Benedictine and fresh mint for your Julep. Hats, socks, bowties, glasses can all be found downtown. Don your hat and get a front row seat and enjoy the 146 running of the greatest two minutes in sports!

There will be no MSM next week due to the Labor Day holiday. Enjoy time with family and stay safe and healthy.

Happy Birthday

Sept 4—Beverly Ingram, Taylorsville
10 -Deana Wright, Murray



Fans of the Walking Dead now have a place to park their bike and take a rest with the new additions to the site in downtown Cynthia.

Announcing WPA Annual Conference #5 keynote speaker: Jeff Siegler of Revitalize, or Die. WPA Members \$10 / Non-members \$30

Register your tickets today!

<https://windowpreservationalliance.org/event-3915194>

Let's Talk Race: Conversations on Diversity, Equity & Inclusion for Nonprofit Leaders Facing Race and Equity Together |September 3, 2020 2:00 PM - 3:00 PM Thursday, Kentucky Non-profits <https://kynonprofits.growthzoneapp.com/ap/Events/Register/kLxRZR0p?sourceTypeId=Website>

Free Online Classes Throughout the Southeast from Small Business Association

SBA.gov

[Close, Survive, or Thrive: SBA & SCORE](#) Aug 31 (12PM EDT)

[You Have PPP, What's Next?](#) Sep 2 (9AM EDT)

[Update on the EIDL Program](#) Sep 9 (9AM EDT)

[Close, Survive, or Thrive: SBA & SCORE](#) Sep 14 (12PM EDT)

[Building a Sustainable Business Strategy During Covid-19](#) Sep 16 (9AM EDT)

[Close, Survive, or Thrive: SBA & SCORE](#) Sep 21 (12PM EDT)

[Fueling Your Business with SBA Funding](#) Sep 23 (9AM EDT)

[Close, Survive, or Thrive: SBA & SCORE](#) Sep 28 (12PM EDT)

[World's Largest Opportunity for Small Businesses: US Govt](#) Sep 30 (9AM EDT)



Now open in downtown Pineville

How do you repurpose a former bank with drive through? A locally owned drugstore of course! They even carry pet supplies. Stop by and see Jamie Partin RPH, for all your pharmacy needs.



Ms. Ladara Hicks, Bardstown Main Street board member, gives it a thumbs up!

How about a two for one day trip! That's right, you can visit in downtown Carrollton and less than 30 minutes away you can enjoy downtown LaGrange.



Downtown Danville is masked up and ready to assist you with all your shopping needs. In-person or pick-up/ carry out. We've got you covered!

The 2020 LaGrange Arts Fest and Traskside Market! Saturday, September 12th 9am-5pm! We will be filling East Main and Walnut with vendors. Don't forget the Farmers Market Artisans on the courthouse lawn.



American Café in downtown Guthrie has re-opened just in time for Take-Out Tuesday! They have completed work on the outdoor patio and are ready to serve you.



Congratulations! It's not a new business, but new owners of Sacred Grounds Coffee in downtown London! Rebecca, Pam and Roger and ready to serve you!



Another COVID casualty

It makes us very sad to announce that this years KYMS fall conference has been cancelled. We are sure this is a surprise to no one. We love getting together to network and learn from each other and the cities we visit every fall.

We were looking forward to seeing these smiling faces in September as we explored the communities of Carrollton, LaGrange, Shelbyville, and Taylorsville. The conference will be held in this region in the fall of 2021. That doesn't mean you can't visit before then, they will welcome you any time! (Sept 12 looks like a good day to do so, see page 3)



We know that Eilene, Sam, Sandi, and Beverly all worked very hard to create a wonderful event. We will still cover some of the topics that were to be included in virtual form. We will keep you informed of the dates for these.

The city of Winchester, a Nationally Accredited Main Street community and one of the very first programs in the state, is now accepting applications for the position of city manager. You can find out more at www.winchesterky.com/jobs or call 859-744-2821

City Hall is Hiring!

APPLY TODAY!

The City of Winchester is accepting applications for City Manager. Applications will be accepted until 4:00 p.m., Tuesday, September 8, 2020. Interested parties may pick up applications and a minimum list of qualifications at City Hall, 32 Wall St, Winchester, KY 40391 or download at <https://www.winchesterky.com/jobs.aspx>. NO RESUMES WILL BE ACCEPTED WITHOUT COMPLETE APPLICATION. Questions? Please call 859-744-2821.

THANK YOU

OVER \$250,000

of collective sales by vendors at the Covington Farmers Market



The sky is the limit in downtown **Maysville**. Their new wayfinding signage provides information to many areas of interest and there are lots of them to see on your visit. They look forward to seeing you soon!

Last week we received a question regarding food trucks from the Mayor of one of our KYMS communities. It is always a good conversation and is different in every community. Some cities have ordinances, other choose to do it per permit or the situation. It has been difficult during COVID to make sure we are helping all businesses succeed and that includes our restaurants. I have included a little information for you in case you too are interested or having this discussion in your community outside of a special event or festival. We don't see food trucks going away anytime soon.

4 Surprising Food Truck Facts

- 1. They're Restaurant Incubators** Starting a food truck is much more affordable than opening a restaurant, so a lot of talented chefs, some of whom have extensive training, are opting for the mobile route. A food truck can be a proof-of-concept for an aspiring restaurateur, who may go on to open a brick-and-mortar location later.
- 2. Food Trucks Maximize Public Space** A parking spot might be useful to a few people over the course of an afternoon, but from the same location, a food truck can serve hundreds. As an added benefit, since customers don't have to drive to find a great meal, food trucks can reduce vehicle traffic.
- 3. They're Good for Restaurants** People like to be where food trucks congregate, increasing foot traffic which is good for all businesses. Along with shops and theaters, local restaurants also enjoy a boom whenever food trucks move in.
- 4. Food Trucks Are Clean** Every kitchen that serves the public, including those on wheels, have to be inspected by the health department several times a year. In some areas, food trucks are actually subjected to more thorough, more frequent inspections than brick-and-mortar restaurants.



Spotz gelato started as a food truck and expanded to several. They have expanded to 3 brick and mortar locations. The first in Georgetown, their community, then to Versailles and most recently to Shelbyville. All of these and they still have their mobile businesses. Several KYMS cities have seen local food truck owners have both including Southern Roots in Pineville, and others that were bricks and mortar to include a truck even Chick-Filet and other chains have become mobile.

Who knew? This coming Saturday the Inaugural Kentucky Food Truck Championship will take place at the Kentucky Music Hall of Fame. Food Trucks will open at 11am. There will be multiple award categories including a \$5,000 award presented to the Grand Champion food truck! The event will include free live music all day and an awesome concert at the end of the night. Mark your calendars and bring your friends and family for a chance to try some of the best food around and enjoy some great music! If you own a food truck now is your chance to show Kentucky what you can do! Register now by following the application link on our Facebook page, space is limited! More about food trucks on the next page.



KYMS communities continue to partner and work together to support local restaurants too. Working in collaboration with Bell County Chamber of Commerce and Charles Collins we were able to get paint for the facade of Shades Cafe and Steakhouse on Cumberland Ave. Keep watching as the outside gets a fresh coat. Thank you Bell County Chamber for your help on this great project.



<https://www.acitydiscount.com/info/Food-Truck-Trends-for-2019.358.1.htm>

While many food truck owners are expanding their mobile operations, there are still others who have held onto their dreams of owning a brick-and-mortar establishment. More and more, owners with years of branding under their belts are converting their mobile businesses into brick and mortars – and they are keeping their food trucks.

For some business owners like Christian and Danielle Murcia of [Crepes Bonaparte](#) restaurant in Fullerton, Calif., having a brick-and-mortar restaurant makes food truck operations more efficient. Having food prepared in a central location and then loaded onto food trucks, has reportedly helped the business keep better stock and increase quality control, enhancing overall operations.

On the flip side, many restaurant owners are enhancing their brick-and-mortar operations by adding food trucks, further capitalizing on different market segments by providing different menu options at lower price points. Many use their vehicles to focus on private events, offering restaurant-quality products in remote locations— meeting customers where they are.

Culinary schools and programs across the nation are keeping up with how the mobile food industry is evolving and getting on the food truck bandwagon by offering students classes and fully immersive programs geared toward managing and owning food truck operations.

For many students, who upon graduation may have little to no funds to invest in a brick-and-mortar establishment, starting a food truck business or using one to test a business concept provides a more promising way to get one's foot in the door. With most programs, students learn about all aspects of the mobile food business, from food trucks to private catering. Many culinary schools even own their own food trucks to help students learn in real time.

Maybe its time for more food truck businesses to offer internships

Here is a list of the most food-truck-friendly cities in the US (with 3-4 employees per truck) the number next to the name is the number of trucks they have. We know this are larger cities, but the number employed per truck is the same in most all situations. How are we creating incentives for them to become bricks and mortar in our communities? Below are some links to additional information. Cincinnati is also looked to for their ordinance.

1. Austin, TX 1200+
2. LA, CA 1000+
3. Portland, OR 500+
4. Seattle, WA 500+
5. Columbus, OH 250+
6. Nashville, TN 200+
7. Raleigh/Durham, NC 175+
8. Orlando, FL 150+
9. Charlotte, NC 130+
10. Las Vegas, NV 120+

<https://ij.org/cities-that-push-out-food-trucks-are-only-hurting-themselves/>

<https://www.foodtrucknation.us/wp-content/themes/food-truck-nation/Food-Truck-Nation-Full-Report.pdf>



Not all murals are on walls, this one in Batesville, Indiana brightens up the alley way.

SQUARE
On **Main**

Cumberland Tourism presents

SQUARE SATURDAYS!
Saturday, September 5th, 9-2 p.m.
YARD SALES FOOD TRUCKS

Anyone is welcome to have a yard sale on Main Street in Cumberland. Please do not set-up on the sidewalks of the Square.

- Self-set-up
- Please don't set-up in front of an open business
- First come, first serve
- Set-up on sidewalks only
- No parking on sidewalks
- Please use tables, boxes, or racks to keep a neat appearance
- No knives, guns, items of profanity, or items offensive to others
- Please clean-up when done
- It's all free of charge

If you have any questions please call the Cumberland Tourism office, 585-5812.

Southern Grind
MOBILE COFFEE
Premium • Single • Sweet

PACCO
HOLLER

NO MORE ICE
BE GOOD
FOR GOOD
PHOTO: TRACY

TASTE & SEE
Hot fresh donuts

The owner of Paddock Coffee, Eats and Gathering in downtown Shelbyville says it well.

It's safe to say that all of us have had to muster up a healthy dose of courage and perseverance in recent months. Today, many of us are entering into new routines and new outlooks on life. Let's take a collective deep breath (and perhaps grab a cup of coffee or two). There's strength in this courage and perseverance perspective. We can do this!! Our KYMS communities are working hard everyday! We are Kentucky Main Street Strong.



Helpful information for KY communities as we continue to work from home and students get back to school. FREE Wi-Fi internet signals coming to all 120 KY counties! Kentucky Farm Bureau is now providing free Wi-Fi access to Kentuckians from 155 of our offices across the state – with 42 additional locations coming soon!

In a world that demands video meetings, online education, virtual events, and continual email communications, internet connectivity is a must. Unfortunately, reliable broadband internet service, especially in the rural parts of our state, is something that far too many Kentuckians still don't have access to. That's why we've taken this step to help keep Kentucky connected. To learn more about our exciting new initiative, click the link: <https://kyfbins.co/3htPzkS>.



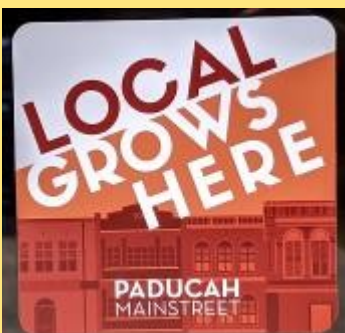
As the dog days of summer begin to fade we love this photo of downtown Campbellsville. Nothing better than your own car, your dog, and some ice-cream.

If you are in the southeastern part of the state you can now stop in Marketplace on Main & 3rd. Being an old-fashioned ice cream and candy store in Williamsburg, KY, Moonbow Mercantile at the Marketplace has already made a significant impact to the Williamsburg community and has brought in hundreds of customers already into its store after opening last Friday.



Does your downtown have a little free library? A pocket park or other downtown location is the perfect place to have one.

Downtown Murray's is located in the court square and even has a place you can sit and enjoy your book. It would be great to read a book with a beverage or snack from a local eatery/coffee shop and enjoy the beautiful downtown.



Local Grows Here is a slogan that describes how Downtown is a place where local businesses flourish. A vibrant business district and neighborhood where people work, live, and play, Downtown continues to grow. With Paducah Main Street working to support local businesses, this neighborhood welcomes residents, entrepreneurs, and visitors alike to its streets to experience local city life at its finest. We encourage you to take the slogan and make it yours. [#localgrowshere](https://www.instagram.com/localgrowshere)