



# Main Street Monday!



**[Building a Community Entrepreneurship Ecosystem - A Self-Guided Training for Communities](#)** provides the foundational knowledge you'll need to begin, including how to integrate this work into existing work-plans and the Four Point framework, and how to comprehensively evaluate your current Ecosystem. Whether you are new to the field or a veteran practitioner, this step-by-step guide will offer you the springboard you need to build a thriving entrepreneurial culture. Directors can download the guide from the Main Street America website.



Last week we failed to include that our staff architect, Erick Rawlings, has taken a job in the private sector. We greatly appreciate the work he did with our Main Street communities. He will be missed. We wish him the best as he begins a new chapter.

**National Preparedness Month (NPM)** is an observance each September to raise awareness about the importance of preparing for disasters and emergencies that could happen at any time.

The 2021 theme is **“Prepare to Protect. Preparing for disasters is protecting everyone you love.”**

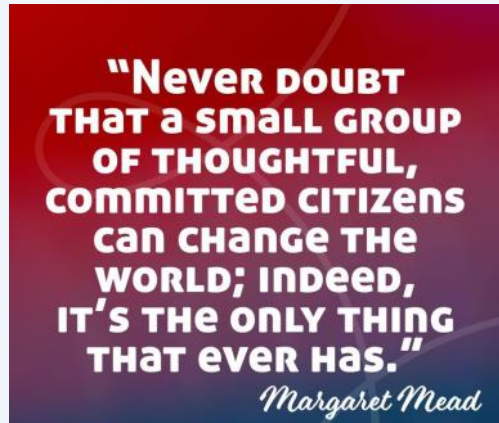
**Make A Plan** Talk to your friends and family about how you will communicate before, during, and after a disaster. Make sure to update your plan based on the Centers for Disease Control recommendations due to the Coronavirus.

**Build A Kit** Gather supplies that will last for several days after a disaster for everyone living in your home. Don't forget to consider the unique needs each person or pet may have in case you have to evacuate quickly. Update your kits and supplies based on recommendations by the Centers for Disease Control.

### Low-Cost, No-Cost Preparedness

Natural disasters don't wait for a convenient time. Preparing for them shouldn't wait either. Start today by signing up for alerts, safe-guarding important documents, and taking other low cost and no cost preparedness actions to lessen the impact of disasters and emergencies for you and your family.

**Teach Youth About Preparedness** Talk to kids about preparing for emergencies and what to do in case they are alone. Reassure them by providing information about how they can get involved.



One of the great things about Main Street! It is a grassroots organization made up of people committed to making their communities all they can be. This include local citizens, local leaders, students and more. If you are interested in being a part of this national movement contact your local director or the state office to see how you can be involved!

The 2021-2022 Flu Season FAQ has been updated with additional information related to flu and COVID-19 at <https://bit.ly/3zHYoAz>, including with resources for health care providers on coadministration of flu and COVID-19 vaccines: <https://bit.ly/3yJ9gge>

Applications for the annual **Community Change Grants** from America Walks and Active People, Healthy Nation are open! This program will award grantees \$1.5k to innovative, engaging, and inclusive programs and projects that create change and opportunity for walking and movement at the community level.  
**Submit your application by September 30.**  
Learn more and apply: <https://bit.ly/3hSCgMZ>

## Funding Availability for FY 2022 Brownfields Job Training (JT) Grants

EPA has announced the availability of funds and solicits applications from eligible entities, including non-profit organizations, to deliver Brownfields Job Training (JT) programs that recruit, train, and place local, unemployed and under-employed residents with the skills needed to secure full-time employment across a spectrum of brownfield-related activities. The application submission deadline is October 5th, 2021. Learn more about this opportunity and see available resources: <https://www.epa.gov/brownfields/brownfields-job-training-jt-grants>



The SOAR Summit is an annual event held in Eastern Kentucky. It's the only event focusing specifically on the issues and activities of our region. Drawing more than 1,000 attendees, participants include local residents and businesses, elected officials, nonprofit leaders, and other change agents across Appalachia.

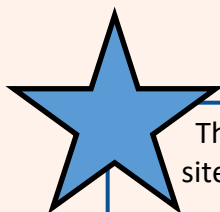
**When Wednesday, October 13, 2021 at 1:00 PM EDT-to-Thursday, October 14, 2021 at 5:00 PM EDT**

**Save your spot for this year's Summit now at <https://www.soar-ky.org/summit/>**

**For more information contact Keriston Smith SOAR (606) 766-1160**

**[keriston@soar-ky.org](mailto:keriston@soar-ky.org)**

**KYMS will be participating on a panel and KYMS/KHC will be set up in the exhibits.**

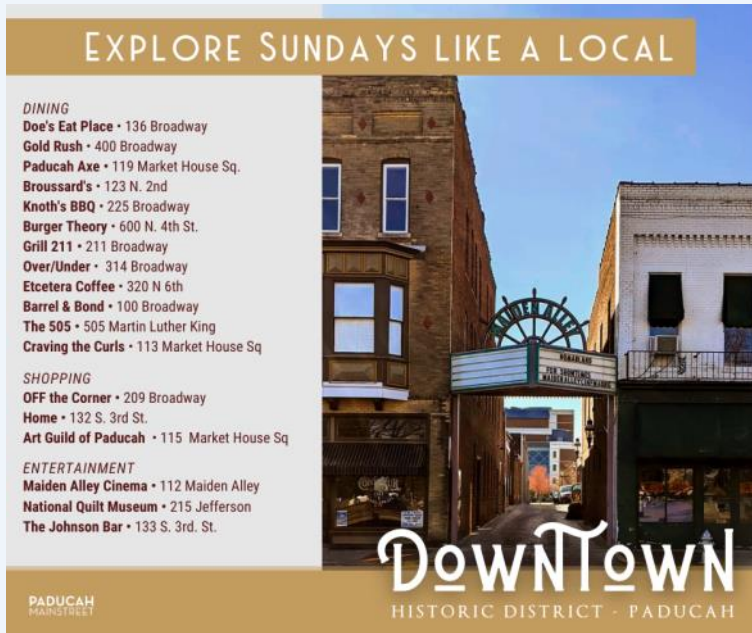


This was a great tip on a non-profit sharing site.

We held an event and instead of charging asked for a donation at the end of the day based on their desire to give. Then it is a tax deductible donation and we made more then if we had charged a flat fee.

**Springfield is the only Kentucky Main Street in the America's Main Street contest.**

**Please vote daily and help them win \$25,000!!! <https://www.mainstreetcontest.com/profile/6>**



Here are some great tips from **Locable** on promoting your organization, the downtown, and your businesses.

**Tell an interesting story!**

**Spotlight a Business**  **LOCABLE**

Simply interview a business  
Potential Prompts include:

- What is [business name]? How would you describe it to a friend?
- How and why did you start the business?
- What's something you wish people know about [business]?
- What's your most popular product or service?
- Other than your business, which is your favorite in town?
- How are you involved in the community?
- What would you say to someone thinking about starting a business on Main Street?

[www.locable.com/downloads](http://www.locable.com/downloads) for this and more

**Create human interest!**

- ✓ Highlight a Creation
- ✓ Spotlight an Experience
- ✓ Product Overview / Unboxing
- ✓ Professional Services Example
- ✓ Employer or Volunteer Recognition
- ✓ Profile Cause or Relationship

**Main Street Prompts Include:**

- ✓ Spotlight Articles
- ✓ Event Story Arcs
- ✓ 4-Points Projects

**Promote what your Main Street organization is doing!** New mural, new sculpture, new business incentive, assistance with tax credits, ribbon cutting, new flowers, activated alleys, take credit for what you are doing!!! If you are not telling your story someone else is and sometimes taking credit for all your hard work!

Local media is happy for you to send them the article! Give them information before the event, why they should come, what's different from last years event, why it is being held, etc. Then recap after it is over. Send photos, make their job easy, but promote your story! They are always looking for content!



**Recap Article(s)**

- Surprises
- Photos & Videos
- Attendee quotes & thank you's
- Call for UGC content

**Equip merchants to tell their stories**

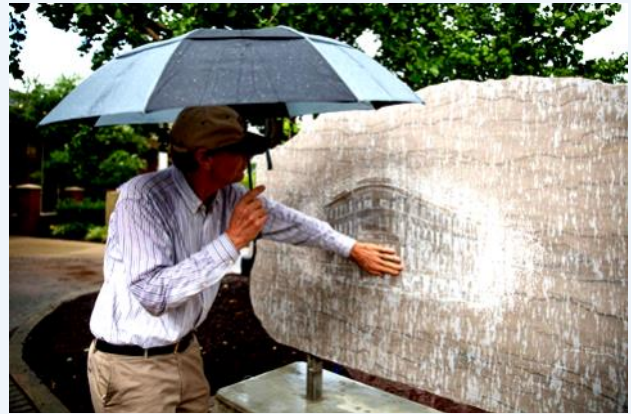
Tell your stories & amplify your merchants activities.



On a very rainy day a piece of Scottsville's history was given new life on Saturday. Local artist, Andrew Wielawski wiped rain droplets off of the new marble sculpture in downtown Scottsville on the Square.

The Jacksonian was a hotel which stood until 1973. Wielawski and four area high school students, Ella Burch, Sno Browning, Daphnica Wood, and Dillan Blankenship created the sculpture which is the first of four historical markers that will stand on the square.

Chris Cathers from the KY Arts Council was on hand for the unveiling.



Andrew Wielawski



Chris Cathers & Daphnica Wood

**Join us on September 24th for the... Fourth Friday**

The following shops open until 7pm or later!

Spotz Gelato Tracy's Home  
 Impress Boutique Furnishings  
 Copper Daisy Boutique The Beauty Pros  
 The Green Bird Give a Chance Boutique  
 Gypsy Sisters Shelbyville Tattoo & History Museum  
 Cable Shotokan Karate Do  
 Paisley Pig Reclaimed on Main  
 Serendipity Kandy Kitchen  
 Dogwood Gallery in Blue Gables

Paulie Felice will be performing live music at Stargazer Plaza from 5pm to 7pm. Follow him at [Facebook.com/pfelice](https://www.facebook.com/pfelice)

Polkadotted Pineapple will be celebrating the 10th anniversary of their business that night starting at 3pm!

The Barrel Room will be open!  
 The Bell House, The Red Lion, La Cocina de Mama will be open regular hours!

**TAJ MAHAL BAR & GRILL**

TRADITIONAL AND AUTHENTIC INDIAN FOOD

**NEW BUSINESS ALERT**

We are excited to welcome Covington's first Indian restaurant, [Taj Mahal Bar & Grill](#), to the neighborhood!

Serving traditional and authentic Indian food, the menu includes a selection of popular and unique Indian dishes. Find them at 726 Madison Avenue!



Outdoor concert series are sadly coming to an end as summer fades in to fall. While there will be a few remaining here and there this is a great week to get out and enjoy the weather and great tunes across our KYMS communities.

These events are held for a number of reasons: to promote the downtown community and create a place to make memories

To elevate the visibility of our downtown merchants & restaurants as well as our Main Street organizations.

To enhance the quality of life for all citizens.

Ask how you might partner in your town to sponsor these events!



[Pedrito Martinez Group](#) explodes on the Levitt stage in Downtown Middlesboro this Thursday evening (09/23/21).



It's a must see event that closes our 2021 Music Series. All the fun begins at 6:30 with [Few Miles On](#).



To Nick Wade, Covington, who will celebrate this Friday, Sept 24!

Did you know?



Downtown Cynthiana, listed as a historic district in the National Register of Historic Places, has the second-largest collection of buildings with mid 19th century cast iron storefronts in Kentucky.

These outstanding examples of Federal-style architecture have survived from the community's earliest years and are still now home to great small businesses!

Make a date to dine and shop and enjoy downtown Cynthiana.



Activating spaces!! One thing COVID gave us was an opportunity for placemaking and the ability to create outdoor spaces that people wanted to enjoy, to continue, and to make better. These were great for many Main Street design committees as a new excitement was created in our downtowns. This spot in downtown Morehead was brought to life and we couldn't be more excited for their community!



New mural in Paintsville speaks to what makes them special. This mural has so much detail in it. All the letters have something that is unique to Paintsville. Do you see country music star Chris Stapleton in the S and the country music highway along the bottom? Leslie Heinze and Becky Grace did a great job making this happen. Becky serves on the Paintsville Main Street board.



And painters...and masonry workers... and roofers...and plumbers...and electricians. With our Maysville Main Street Historic Building Improvement Grant in full swing, all sorts of workers are in demand. Please give us a line on some of your favorites!

Contact Caroline Reece to find out more!  
[Carolinereece@maysvilleky.net](mailto:Carolinereece@maysvilleky.net)



Heart of Danville Presents 

# BOURBON & BLUEGRASS

Party to create a downtown that all love



**SOLD OUT**

September 24th  
Constitution Square

KYMS organizations know how to put the “fun” in fundraisers. These funds are then put back into their historic downtown commercial districts. They might be used for beautification, façade grants, incentives, summer concerts, a number of things that make these KYMS communities great places where you want to invest your time, talent, and dollars. Not to mention you also get to have great food, great entertainment, great company and a lot of fun!

We hope you got your ticket early because The Heart of Danville’s first fundraiser is **SOLD OUT!**

HALLOWEEN COSTUME DANCE PARTY

# The Dead Ball

APPALACHIAN CENTER FOR THE ARTS 2ND STREET, PIKEVILLE

SATURDAY, OCT 23  
8PM 'til MIDNIGHT | CASH BAR  
21 & OVER

TICKETS  
\$25 PRE-SALE • \$30 AFTER OCT 18  
pikevillemainstreet.com

HOSTED BY  
PIKEVILLE MAIN STREET & THE APP

MINTA TRIMBLE, DIRECTOR: 606-899-2489 | minta.trimble@pikevilleky.gov



MURRAY MAIN STREET DINNER

**September 30, 2021**

PRE-COOKED DINNER  
WITH FOUR COURSES

FIRST COURSE  
Apple Cheddar Soup

SECOND COURSE  
Pear and Kentucky Bleu Salad

THIRD COURSE  
Buttermilk Brined Chicken  
Wild Rice Pilaf  
Roasted Brussels Sprouts  
Sweet Potato Biscuits  
Cornbread Muffins

FOURTH COURSE  
Pumpkin Pie Crumble Bar  
Spiced Carrot Cake Swirled Cream Bar  
Bourbon Caramel Apple Pie Bar  
Pecan Pie Brownie Bar

BOX FOR TWO: \$50  
BOX FOR FOUR: \$80

Paying with credit card? There will be a small administration fee included in price.

HOW TO PLACE YOUR ORDER:  
Call 270-759-9474 or visit  
murrayfarmersmarket.com/events/market-to-menu




**SATURDAY, OCTOBER 9 • 5PM - 9PM**

## LC FARMER'S MARKET

**MAKER'S MARKET • FOOD TRUCKS • DESSERTS  
BEVERAGES • FRESH CIDER & HONEYBUNS**

**LIVE MUSIC BY  
Bourbon Branch • CHRIS SHOUSE**

**CIDERNIGHT  
at the Market**

EVENT SPONSORS



Fun Fact: Did you know London is the home of the Honey Bun? Cider + Bun = Fun