

Sept. 28, 2020

Main Street Monday!

This week we look at Public Art around our KYMS communities. Public art helps create a sense of place and has energized our downtowns during COVID and has helped diminish a bit the sense of anxiety many have been feeling.

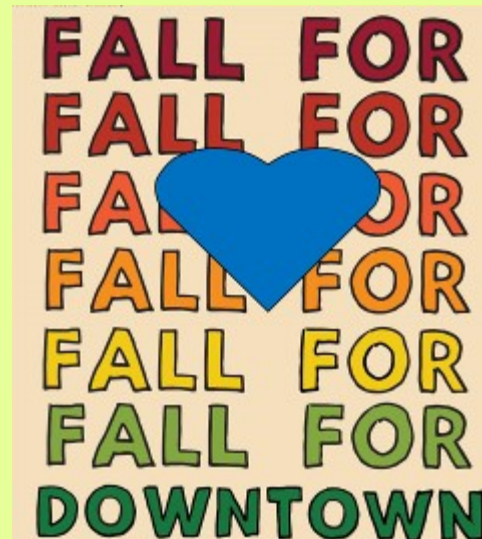
What is the impact of public art besides being interesting or pretty or other adjectives one might use to describe it? It is also an economic driver. In addition to public art, according to the U.S. Bureau of Economic Analysis (BEA) reports that arts and cultural production accounts for:

\$763,569,485,000 (yes billion)
4.2 % of the US economy
4,916,922 jobs
Core Arts \$152,954,118,000
Supporting Arts \$583,764,667,000

The creative economy is second only to retail. How are you partnering business and art? Some communities have art districts, others have Makers Markets, theatres, and more. The people who create public art provide a sense of place to our community other local artisan help us create a sense of place in our home or office, or perhaps a article of clothing or jewelry that feeds our souls.

U. S. BEA Analysis	
Retail	\$1,057,827,000,000
ARTS Total	\$763,569,485,000
Construction	\$739,918,000,000
Transportation	\$546,242,000,000
Mining	\$327,576,000,000
Utilities	\$282,909,000,000
Education Services	\$199,012,000,000

How do you go about tying these two entities together in your community? One way is to hold an ABBBA, Art Builds Business Builds Art workshop. Pikeville participated in one this past week and it was great. ABBBA is part of the AIR Institute program and serves as a starting point. It is the perfect compliment to a Main Street program.



Don't forget to check out our sister agency, the Kentucky Arts Council, (KAC) for other art opportunities.

<http://artscouncil.ky.gov/>

What makes Air Institute programs unique is cross-sector collaboration – they serve artists, creatives, business people, educators, & the community together.

We teach design thinking, business planning, and entrepreneurial spirit using the latest business development strategies and tactics. If you are interested in learning more visit airinstitute.org

We talk a lot about place making and a statement in the book, The Power of Place by Dolores Hayden sums it up quite well for our communities. It is the “personality of a location”. All of our KYMS towns offer a unique authentic experience based on their particular place. The artwork we share today show many sides of these communities. Some depict their history, some depict the place, some are refreshed ghost signs and some are creative crosswalks. Some are brand new, some have been in place for a long time such as the beautiful flood wall in Paducah. Each of them add to the personality and vibrancy of the community.

Listening to a webinar from the Center for Community Progress, I learned another new phrase called Placekeeping. Here is its meaning: Placekeeping as the active care and maintenance of a place and its social fabric by the people who live and work there. It is not just preserving buildings but keeping the cultural memories associated with a locale alive while supporting the ability of local people to maintain their way of life as they choose.

One important thing to remember: Do not paint unpainted brick on a historic building. That is a big preservation no-no. The work you see that appears to be on brick are actually panels that are hung in non damaging ways.



A small sampling of the Paducah flood wall

This work in downtown Cumberland depicts the great outdoors and their depiction of the George Ella Lyon poem, *Where I'm from*.



This one in Maysville was designed and created by students. It greatly enhanced their playing area

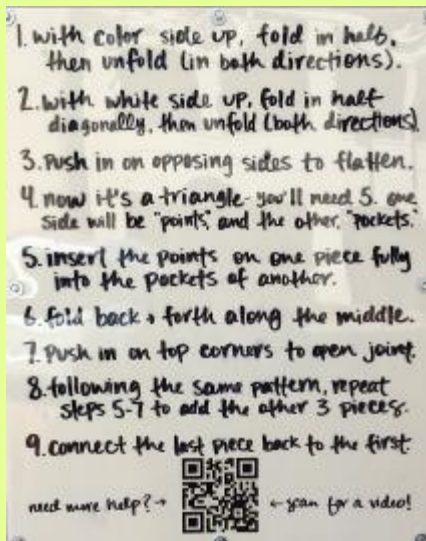
This crosswalk in LaGrange has become piano keys. We anticipate creative pianos to be along soon.



Downtown Mural – Treasures of Salyersville, Past and Present

A beautiful mural was established in the downtown area to celebrate Salyersville's past and present landmarks including the Old Brick Courthouse, Old Jail, Old Phoenix Hotel, Old Salyersville Nat. Bank, Salyersville Christian Church, Old Board of Education, Old Dixie Bridge, Old Salyersville School, Old Magoffin Institute, and the Gardner Estate. The mural is located on the side of the Frazier's Prater Drug building and is a beautiful depiction of Salyersville. The mural was sponsored by the Salyersville Renaissance Group.

Some are interactive like this one in Paducah.





Public art is not a new thing, this mural in Campbellsville was installed in 2010.



Don't get excited, this building is actually painted a brick red color. They did not paint on unpainted brick!



Even signage can be creative like the Welcome to Downtown Williamsburg.

KYMS fall conference will be a 1/2 day virtual event.

October 8th from 8:30-12:30!!

8:30-9:00 Greetings/introductions

9:00-10:00 Kim Nyberg will speak to the value of public art

10:00-11:00 Panel discussion

11:00-11:30 KY Retail Federation

11:30-12:00 Small Business Administration

12:00-12:30 Wrap-up

Middlesboro is currently having two murals painted that will likely finish up this week. One is on the Levitt lot where great music events take place and the other is on the left as you enter the Main Street district adding beauty and interest to previous large blank walls.



WYMT will have a news story on this today at 4, 6, and 11!



The new sculptures in Shelbyville are awesome! They also have murals and other creative works in their downtown.



Cynthiana is known for it's murals of the Walking Dead and former UK coach Joe B. Hall (and now cinnamon rolls!) This is the latest, by Wylie Caudill and will be hung on the wall at Burley Market across the street from the Walking Dead. Wylie is a great young artist and you can find him at [WylieCaudillart](http://WylieCaudillart.com). You can find more about Cynthiana <https://www.onlyinyourstate.com/kentucky/mural-town-ky/amp/>



Pikeville has a number of public art projects including the Pikeville bears, several murals, the refreshed ghost signs and this latest activated alley that we love.



Murals in Scottsville tell the history of the area in their pocket park.



Lincoln left his mark in Springfield in more ways than one!

As you know the National Main Street conference was cancelled this year due to COVID-19 and along with that the opportunity to receive these awards in person. GAMSA for 2021 was also cancelled due to restricted travel and not being able to visit the sites of the applicants. However there will be an awards

From the National Main Street Center: Join us in a celebration of Main Street, including the announcement of the 2020 Great American Main Street Awards and the inaugural Mary Means Leadership Award, at a special plenary during [PastForward](#), the National Trust for Historic Preservation's virtual conference.

This year marks the 40th anniversary of the National Main Street Center. NMSC's President, Patrice Frey, will explore how the movement has evolved over the past four decades and discuss the crucial role that Main Street programs are playing in supporting local economies through the current crisis. This will be followed by the awards presentation. This event will take place October 30 at 12 PM



And from downtown Winchester. Storefronts missing, no worries, just paint them in ! This was done by a local artist, Phil May, who has created a number of murals in the downtown.



It's Boutique Week in Downtown Danville! Check out their FB page for additional information on this event.



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 artists thrive.org

Fundraising webinars are coming. However, you must be a member of KNN.



[Webinar: Fundraising and Donor Outreach in a COVID-19 World](#) | Thursday, October 15

[Webinar Series: Ask, Thank, Report, Repeat - Year-End Fundraising](#) | | 10/22/2020 - 11/12/2020



It's looking like fall fun in downtown Carrollton!

Downtown London will be the place to be on 10-10-20

Cyclists won't see redbuds, but they will see some beautiful fall color and countryside as they enjoy their ride. We are so glad that this is taking place as it is a large fundraiser for the London Main Street program, so sign up, grab your bike, and make it a great day in downtown London! For more info. see <https://www.facebook.com/redbudride>



5 THINGS YOU NEED TO KNOW TO MAKE YOUR REDBUD RIDE EXPERIENCE AWESOME!

1 DRIVE-THRU PACKET PICK UP
FRIDAY @ FIRST BAPTIST CHURCH LONDON
3-8 PM

2 WEAR A FACE MASK
AT REST STOPS OR WHEN YOU ARE NOT ABLE TO KEEP
A 6 FOOT SOCIAL DISTANCE
EACH RIDER WILL RECEIVE AN
OFFICIAL REDBUD RIDE BUFF IN REGISTRATION BAGS

3 SAFE & HEALTHY REST STOPS
REST STOPS WILL FEATURE A VARIETY OF PREPACKAGED
FOODS, BEVERAGES & CLEAN REST ROOMS.
VOLUNTEERS WILL MAINTAIN HEALTHY A SOCIAL DISTANCE & PROPER
SANITIZATION OF ALL AREAS

4 START TIMES IN WAVES
TO ENCOURAGE SOCIAL DISTANCING,
START TIMES WILL BE IN 15 MINUTE WAVES
BEGINNING AT 7:30 AM

5 ENJOY YOURSELF!
TAKE IN ALL LONDON-LAUREL
COUNTY HAS TO OFFER DURING YOUR STAY!
WE ARE HAPPY YOU'RE HERE!

Redbud Rides
London, Kentucky

OUR RIDE HAS USED USA CYCLING PROTOCOLS AND WE HAVE DEVELOPED OUR OWN 11 PAGE DOCUMENTATION.
A COPY OF THIS DOCUMENTATION CAN BE FOUND ON OUR FACEBOOK PAGE @REDBUDRIDE

ARTS ON MAIN STREET FAIR
OCT 3, 2020 10-5
Arts • Crafts • Food
SPONSORED BY THE WINCHESTER ART GUILD & MAIN STREET WINCHESTER

FALL
IN LOVE WITH MAIN STREET!

Downtown Winchester, KY
invites you to come out on October 3, 2020.
10 AM to 5 PM
*Arts and Craft Vendors on Main,
socially distanced, with food
from our Fabulous Eateries*

EXTEND YOUR DAY AND ENJOY
Harvest Moon Art Bazaar on West Lexington Avenue
5 P.M. - 9 P.M.

 EVENT HELD RAIN OR SHINE, NO RAIN DATE AND WE WILL BE COMPLYING
WITH ALL STATE/LOCAL HEALTH REGULATIONS IN PLACE ON OCT 3, 2020.

www.streetfair.winchesterartguild.com

Happy Belated Birthday to Nick Wade-Covington, he entered a new decade on Sept. 24th.



Not to scare, but be aware. We wear our masks to show we care about you and that we want you to stay healthy and safe. Health and safety should always be one of our foremost concerns in our downtowns. The information below was shared with us from the Kentucky Retail Federation and we want your businesses to be aware as they continue to serve their communities.

Anti-Mask group targeting retail, grocery and restaurants

Nation Retail Federation is monitoring a newly aggressive anti-mask effort that purports to target retail, grocery and restaurants with its message and resources. The group is “organized” under the website TheHealthyAmerican.org, which presents a variety of do-it-yourself resources and paper-work that encourage followers to “educate” retailer workers and businesses, and then potentially file formal complaints of religious, disability and other instances of discrimination by businesses and employees with the U.S. Dept. of Justice.

The website instructs individuals to take photos of employees, businesses and other examples of such discrimination for an official complaint. They also encourage bringing complaints to state and local health departments. Outreach efforts by these individuals include podcasts and daily video testimonials on YouTube to further expand its anti-mask messaging and reach more consumers.

Businesses targeted include retail businesses, grocery stores, bars, restaurants and gas stations; transportation outlets including buses, taxis, metro and airlines; public & private schools; medical offices, clinics and hospitals; city, state, county and federal offices and court houses; and parks and beaches.

Here’s a fund campaign to support your local businesses. Cynthiana is spotlighting a different business each day.

Fall in love with Cynthiana and help support your local businesses and Main Street Program- Shopping Passports are now available, to purchase please visit: <http://www.cynmainstreet.com/love-local-campaign>



Another new business coming to downtown Covington!

For \$30.00, shoppers will receive a Fall in Love with Cynthiana t-shirt and shopping passport. The passport includes special offers from more than 20 locally



owned downtown businesses. These offers can be redeemed any time before October 31st. Each offer is good for one use per passport holder.



Continue supporting our farmers at the local farmer's market. They have great fall items of all kinds.

We know this is something on a lot of people's mind, not just Main Streets. The following are the guidelines from the CDC

Halloween

Many traditional Halloween activities can be high-risk for spreading viruses. There are several safer, alternative ways to participate in Halloween. If you may have COVID-19 or you may have been exposed to someone with COVID-19, you should not participate in in-person Halloween festivities and should not give out candy to trick-or-treaters.

Lower risk activities

These lower risk activities can be safe alternatives:

- Carving or decorating pumpkins with members of your household and displaying them
- Carving or decorating pumpkins outside, at a safe distance, with neighbors or friends
- Decorating your house, apartment, or living space
- Doing a Halloween scavenger hunt where children are given lists of Halloween-themed things to look for while they walk outdoors from house to house admiring Halloween decorations at a distance
- Having a virtual Halloween costume contest
- Having a Halloween movie night with people you live with
- Having a scavenger hunt-style trick-or-treat search with your household members in or around your home rather than going house to house.

Moderate risk activities

- Participating in one-way trick-or-treating where individually wrapped goodie bags are lined up for families to grab and go while continuing to social distance (such as at the end of a driveway or at the edge of a yard)
- If you are preparing goodie bags, wash your hands with soap and water for at least 20 second before & after preparing the bags.
- Having a small group, outdoor, open-air costume parade where people are distanced more than 6 feet apart
- Attending a costume party held outdoors where protective masks are used and people can remain more than 6 feet apart
- A costume mask (such as for Halloween) is not a substitute for a cloth mask. A costume mask should not be used unless it is made of two or more layers of breathable fabric that covers the mouth and nose and doesn't leave gaps around the face.
- Do not wear a costume mask over a protective cloth mask because it can be dangerous if the costume mask makes it hard to breathe. Instead, consider using a Halloween-themed cloth mask.
- Going to an open-air, one-way, walk-through haunted forest where appropriate mask use is enforced, and people can remain more than 6 feet apart
- If screaming will likely occur, greater distancing is advised. The greater the distance, the lower the risk of spreading a respiratory virus.
- Visiting pumpkin patches or orchards where people use hand sanitizer before touching pumpkins or picking apples, wearing masks is encouraged or enforced, and people are able to maintain social distancing
- Having an outdoor Halloween movie night with local family friends with people spaced at least 6 feet apart.

Lower your risk by following CDC's recommendations on hosting gatherings or cook-outs.

Higher risk activities

Avoid these higher risk activities to help prevent the spread of the virus that causes COVID-19:

- Participating in traditional trick-or-treating where treats are handed to children who go door to door
- Having trunk-or-treat where treats are handed out from trunks of cars lined up in large parking lots
- Attending crowded costume parties held indoors
- Going to an indoor haunted house where people may be crowded together and screaming
- Going on hayrides or tractor rides with people who are not in your household

Using alcohol or drugs, which can cloud judgement and increase risky behaviors

- Traveling to a rural fall festival that is not in your community if you live in an area with community spread of COVID-19