



June 4, 2018

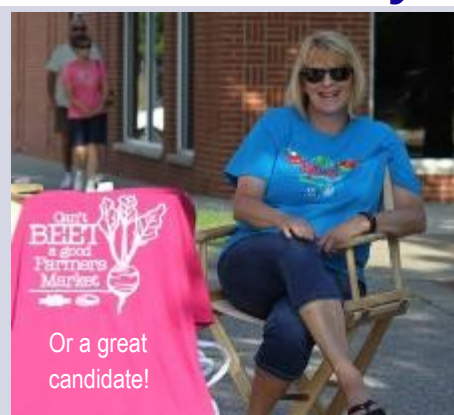
# Main Street Monday!



We had a great regional meeting on Thursday! We are excited about the upcoming conference August 21-24. They have planned some great things! Registration will be coming to your inbox soon!!!

L-R Julie Wagner-Harrodsburg, Randi Mouser –Bardstown, Kecia Copeland-Bardstown councilwoman, Vicki Goode-Perryville, Donna Logsdon-Campbellsville, Nell Haydon-Springfield, and Nick Wade– Danville

We will be attending the southeast Regional Meeting this Thursday! This region consists of Beattyville, Tri-Cities (Cumberland, Benham & Lynch), London, Middlesboro, Pineville, and Williamsburg,



Congratulations to Murray Main Street director, Deana Wright! She is on the ballot in November for City Council. She is [#WrightforMurray](#)

**We love when our KYMS communities are recognized!**

**Congratulations to Paducah! Officially one of USA Today's 10 Best Small Towns for Culture.**



The launch of the new Main Street America online member community: **The Point**. This powerful member-exclusive tool makes it easier than ever to network with your peers across the country, any place and any time. The Point enables you to:

- Connect and communicate directly with peers.
- Access user-generated document libraries.
- Share resources and post questions online.
- Receive daily email digests of community activity and participate directly from your inbox.

**Sign up today if you haven't already done so!**

**Forum Webinar June 12:**  
"National Treasures: Shaping the Future of Preservation"

Tuesday, June 12, 1:00–2:00 p.m. ET

[Savingplaces.org](#) to register



**Cadiz is getting ready for the Ham Festival!**





I want to share a few insights and resources with you and would like feedback on the following question.

The current term being used is Entrepreneurial Ecosystem.

What are your thoughts on this term? Please share with KYMS.

Main Street America has a great resource that can be found at: <https://www.mainstreet.org/ourwork/projectspotlight/entrepreneurialecosystems>

This will be helpful when you are looking at your transformation plans. You will find page 4 and 5 are particularly helpful I think.

Let me know your thoughts, questions, etc. We will cover this more in the near future.

May 14-16 KYMS attended the Rural Rise summit in Davis, WVA.

A wide range of individuals and organizations shared their visions and their work in rural communities and several opportunities were presented.

Organizations/business such as AARP, ARC, Colleges/Universities, Etsy, Foundations, MSA, NACCE, USDA and many others. There were 170 participants, 90 resources shared and 1200+ insights.

- Did you know that of the 1.9 million active sellers on ETSY, 87% of the are women. 28% live in rural areas. This is a great audience to have at a pop-up event. Invite your local ETSY sellers. 99.9 of all us counties have ETSY sellers!
- Knoxville has branded itself as the Maker City and Memphis has mapped their makers. (Did you know we have a few directors who are makers?)
- USDA has dollars for broadband. Fundamental services, access to internet affects health outcomes ( useful words in grants) , 30% of rural communities do not have access which affects business development along with other issues. You can partner with USDA through farm bureau. The SBA is also working with USDA
- Rural Development Innovation Center—new website for best practices and innovations
- 42% of Appalachia is rural compared to 22% of the rest of the US, 54 KY counties are considered to be in Appalachia.
- Did you know culture is the primary driver of economic development
- The communities that will thrive in the new economy are those that best help people make ideas happen.
- KCTCS have entrepreneurship classes. Maysville is one of the leaders in this area.
- Keys to Rural Business Opportunity 1. Brand your destination 2. Creating an Entrepreneurial Environment 3. Sense of Place ( sounds like Main Street to us)

## Resources

Rural Community Development Initiative

AARP—Ready to Launch

National Center for Resource Development

US Department of Commerce

Federal Reserve –Gardening on Main Street (not about veg. gardens)

ARC– Small Scale Manufacturing on Main Street

Main Street America







Lots of events happening in our Main Street communities!

Note: Dinner in White presented by Pikeville Main Street has been rescheduled for June 16th due to weather. If you are considering something like this for your town it's a great chance to visit and participate! Contact Minta for information.

Turn out for events continue to increase! Stop by the Beer Cheese festival this week, Winchester Main Street's largest fundraiser!

The brass band festival had an amazing turnout! So glad it didn't rain on their parade!



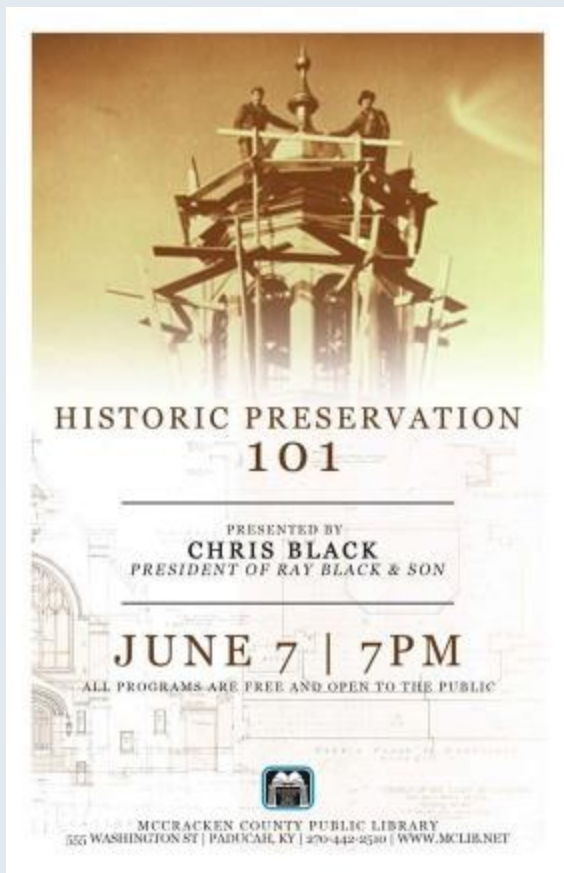
### Mark Those Calendars for upcoming Webinars!

**June 7:** Join America Walks and ioby for [Crowdfunding for Walkability Initiatives](#), a free webinar on how walkable community advocates can use crowdfunding as an effective fundraising and community-engagement tool.

**June 13:** Explore the benefits that come to individuals and communities when we take steps towards walkable and livable communities for all ages. Calculate the benefits of walkability and join us for, [A Good Investment: The Benefits of Walkable Communities](#),

**June 21:** America Walks hosts [Walkable Transformations: Healthy, Active, and Engaged Communities](#), a free webinar highlighting three communities that have undergone transformations to create spaces that put people first.

For more information and to register go to [Americawalks.org](http://Americawalks.org)



It was great to see New Castle director, Jeff Thoke, and other individuals including William Smith with the New Castle Grand United Order of Odd Fellows Washington Lodge No. 1513 Preservation Consortium receive their Ida Lee Willis Grassroots Preservation Award in Frankfort last week. Chris Black presented the award.



### Music returns to Middlesboro this summer!

The Levitt AMP Your City Music Series has become a point of pride and excitement for the city. Over a dozen local businesses have sponsored the event and the anticipation for the announcement of the 2018 line-up finally paid off on Thursday.



Middlesboro Main Street (formerly Discover Downtown Middlesboro) held an Artists Reveal lunch at the Bell County Tourism office for all of the sponsors to attend.

The sponsors were treated to a brief history of the Levitt series in Middlesboro by Bo Hoe,

Whitlock stated that Levitt personally called Middlesboro the “poster child” for the music series and relays the success of the Middlesboro series any chance she gets.

Whitlock and Main Street Middlesboro Director Emily Ayers then chose which sponsors would represent the performances by randomly picking them out of a jar. After the raffle was over, Whitlock handed the floor off to Dana Greene, who introduced the Artist Reveal video produced by head of Bell County Tourism, Jon Grace.

The line-up for this year’s series, starting July 19, begins with Devon Gilfillian.

Other artists who will be taking part in the series include: Flor De Toloache, Mountain Park Old Time Band, Mo Pitney, Samantha Fish, Caleb Caudle, The Black Lillies, Liz Vice and John Moreland. Sierra Hull will close out the festivities on Sept. 20.

As with years past, the Levitt AMP Your City Music Series will run all summer long in Downtown Middlesboro with opening acts beginning at 6:30 p.m. and headliners hitting the stage at 7:30 p.m.

By Tyler Eschberger of the Middlesboro Daily News



Exciting events in the new Main Street Park in Guthrie!

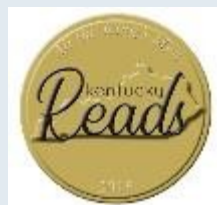


Join the celebration at Park and Court Streets in Roebling Point as Renaissance Covington and Cincinnati Bell launch FiOptics Free Wi-Fi in downtown Covington.

And what better way to celebrate than to take that free Wi-Fi for a spin. Enjoy a gaming experience and live demonstrations. Of course, this wouldn't be a network celebration without a chance to connect, right?

Enjoy food, drinks, the chance to win event tickets & giveaways! Event is free and all are welcomed to attend. You can RSVP @ <http://info.cincinnati-bell.com/light-up-covington>

The Public Wi-Fi initiative is made possible by the generous support of the Carol Ann and Ralph V. Haile Jr./US Bank Foundation, R.C. Durr Foundation, & Rebekah Gensler & Matt Butler.



In other exciting news for Guthrie, Kentucky Humanities Council announced the statewide literacy initiative Robert Penn Warren's Pulitzer Prize winning novel, All the King's Men

is the "Kentucky Reads" book for 2018. I expect tourism to Guthrie, his home place, to increase this summer. They have a new downtown restaurant to serve the needs of these visitors in the restored historic Opera House. It was great to see both the Opera House and Penn home last fall during our conference. For more information see

<https://www.kyhumanities.org/kentuckyreads.html>



Flowers are up in our Main St communities! These beauties are in Maysville!

And this cool mural is going up in Pikeville. Can't wait to see the finished design

