



Main Street Monday!

Main Street America has released a video that helps you explain to anyone what Main Street is and what we do and features national director, Patrice Frey. It is located on their Facebook page and easy to share to your social media sites. The best part is there are many shots of Covington! We love KYMS promotion!

The Main Street Approach helps communities get started with revitalization, and grows with them over time. Learn more about the time-tested, market-based, community-led framework: <http://bit.ly/2kKy0UN#MainStreetMovement>

Kentucky Small Business Tax Credit

Kentucky small businesses still have an opportunity to claim a tax credit of up to \$25,000 on their 2017 taxes, but time is limited to apply for this year's credit.

By applying for the Kentucky Small Business Tax Credit program by Nov. 1, small businesses stand the best chance of receiving approval in time for their 2017 tax filings. Tax credits are available for companies that, in the past 24 months, added at least one new employee and invested \$5,000 or more in qualifying equipment or technology.

The program, offered by the Kentucky Cabinet for Economic Development, encourages growth among the state's small businesses.

"Kentucky's small businesses play a crucial role in the state's economy and employment base. As well, they bring a vibrancy that makes their communities desirable places to live and work," said Cabinet Secretary Terry Gill.

Qualifying small businesses may be eligible to receive a state income tax credit ranging from \$3,500 to \$25,000 per year. The tax credit amount varies based upon the number of jobs created and the cost of equipment purchased.

To learn more about the Kentucky Small Business Tax Credit program or to apply, visit www.KentuckyTaxCredit.org.

Using Health Impact Assessment to Improve Our Communities



The use of Health Impact Assessment (HIA) has grown substantially over the past decade, with much of the practice taking place in response to proposed policies and projects in the fields of urban planning and transportation.

Join us for a comprehensive review of how HIA has been used in planning, and how you could apply principles of the practice in your everyday work. Eligible for 1.5 AICP Credits

<https://register.gotowebinar.com/register/2906931008825284355>

Love Bardstown Main Street
Facebook Cover page! Be
sure to send us your fall
events to include next week
for Halloween MAINia!



Apply for Technical Assistance to Create Healthy, Economically Vibrant Communities

Deadline: 11:59 p.m. Eastern Time on October 25, 2017

How to Apply: Submit a completed application and optional letters of support (see each program's application for specific instructions)

Eligibility: See each program's application for specific eligibility requirements

Federal agency partners invite communities to apply for technical assistance to help communities revitalize their economy, improve health, and protect the environment.

Local Foods, Local Places helps communities reinvest in existing neighborhoods and revitalize downtowns through the development of local food systems. To date, nearly 80 communities have benefited from assistance with support from EPA, the U.S. Department of Agriculture, the Centers for Disease Control and Prevention, the U.S. Department of Transportation, the U.S. Department of Housing and Urban Development, the Appalachian Regional Commission, and the Delta Regional Authority.

Learn how to apply for the Local Foods, Local Places Program: <https://www.epa.gov/smartgrowth/local-foods-local-places-2017-2018-application>

Healthy Places for Healthy People helps community leaders and health care partners focus on health as an economic driver and catalyst for downtown and neighborhood revitalization. Health care partners include community health centers (including Federally Qualified Health Centers), nonprofit hospitals, and other health care facilities. To date, 10 communities have benefited from assistance with support from EPA and the Appalachian Regional Commission. Healthy Places for Healthy People provides assistance for communities that are economically challenged, including those in rural Appalachia.



Leida helped check everyone in.



The Lodge was a great place to begin



Sam gave an update on FOKYMS



Katie shared their work and educated us about projects to activate vacant properties.



Minta shared about their business incubator and we watched her commercial for their Tailgate shopping event.



Thank you to Friends of KYMS for the new Main Street shirts and bags! They are awesome! Congratulations to Taylorsville and Springfield, winners of the scholarships to the National Main Street Conference!!!



We finished up our first night with a champagne toast to Katie and Covington to celebrate their GAMS Award!





Tuesday we began in Paducah at City Hall with Melinda. We visited the rehabbed Coke plant with Chris Black and the 1857 Hotel. The conference allowed for a lot of discussion about historic rehabilitation tax credits and their importance to Main Street. We saw work that was just beginning, works in progress, and completed works that are now on the cover of the Rutger's report. Check out Kentucky Heritage Council FB page for more <https://www.facebook.com/KYSHPO/photos/pb.111451656968.->



A huge THANK YOU to Ray Black and Sons



Learning more about the Coke plant restoration.

The American Queen even arrived just in time for the conference!



Walking off all we've eaten or going to Kirchoff's ??? You decide.

We finished up the day on Tuesday with Deanna in Murray. We learned about how Main Street organizations can purchase, sell, or own property before hearing from our special guest, Tennessee State Coordinator, Nancy Williams. Nancy shared with us some of the work going on in her state and incentive programs that are in place. She even joined us on our evening on the boat where we were blessed to hear Tony do a little pickin and grinin!



Below is the Swann Tobacco warehouse tax credit project. Can't wait to see the finished product!



We enjoyed our walking tour with Deana. We learned a lot about her disaster recovery and all the new things happening in Murray!



Kota did an excellent job sharing his community with us! This as he said was his first MS rodeo :)



We learned about Princeton's Main St. Gazebo and grounds project



We met Ms Nancy at Newsom's and learned about award winning ham!!!

Yes, we had cupcakes and ham!



In Princeton we learned about Paint the Town, we met with the judge to learn about their art deco courthouse, toured businesses, and learned about the black patch wars. We learned from MS directors Caroline and Karen about projects in Maysville & LaGrange. Then we visited Melinda's farm and feed the donkey, saw the cows & chickens and enjoyed dinner at Patty's Settlement. MS directors never go hungry!



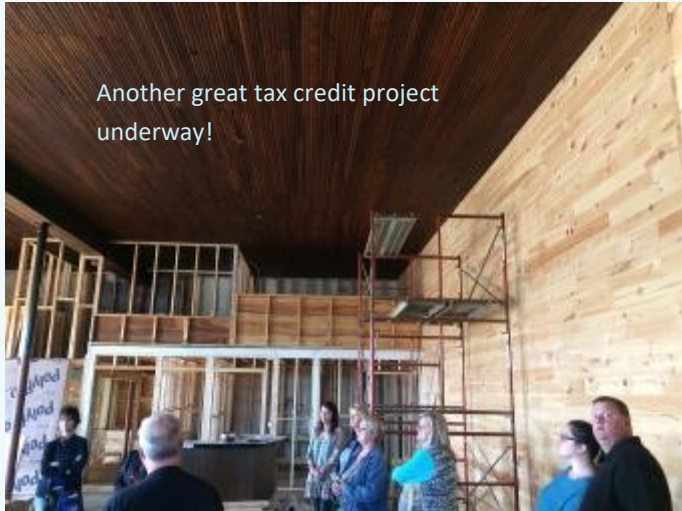
Thursday began in Cadiz with a welcome from the Mayor, Judge and others and yes, it began with a wonderful breakfast! They also provided us with a delicious lunch before heading to Princeton. FIELD TRIP! When was the last time you were on a bus?? MS directors are big kids, they all went to the back of the bus!

We saw beautiful historic homes that are located in the Main St. district, many are homes of Cadiz board members. We did a little retail therapy and talked with shop owners along the way before ending the day at the art museum which is housed in the old post office.





We started out in Guthrie Friday with an amazing breakfast at the Senior Citizens Center. Thank you to Tracy's mother and others, we are grateful!



Another great tax credit project underway!



We toured the award winning Transportation Museum, the home of Robert Penn Warren, a tax credit project, and had a wonderful brown bag to go lunch provided by Bill at the general store!

We had a great conference! Can't wait to see y'all again in January!!





A few of us traveled to visit Franklin, Tennessee. They put us in jail, but decided not to keep us!



We loved seeing the street lights in Guthrie and Beattyville. They closely resemble our National Main Street logo.



Downtown Beattyville was hopping during the Woolly Worm Festival! They had a great turnout! If you need a band you must contact our Morehead director, Tony Pence. His band Big Ugly was awesome! You can check them out on our Kentucky Main Street Facebook page!



Small Town Merchant Program | Beattyville

A Small Town Merchant program will be held from 8 a.m. to 10 a.m. on Wednesday, November 1 at the Happy Top Community Center (500 Happy Top Road) in Beattyville. The program will highlight specialized training on how to make your business a Main Street destination; individual retail/restaurant assessments; overview of today's economic climate; Harvard Business School study on how consumers change their buying habits with technology; differentiation of defining your customer; and marketing and social media. The workshop is FREE but pre-registration is required. Register directly at <https://kysbdc.ecenterdirect.com/events/8603>. For more information, contact Ian Mooers at (606) 438-9972 or Michelle Spriggs at (606) 432-5848. This event is presented by EKCEP, the Kentucky Career Center JobSight, America's Job Center, America's SBDC, City of Beattyville, and Morehead State University Small Business Development Center.

Small Town Merchant Program
November 1, 2017— from 8:00 a.m.—10:00 a.m.
Happy Top Community Center, 500 Happy Top Road, Beattyville, KY



Program Highlights:

- Specialized Training on how to make YOUR business a Main Street Destination
- Individual Retail/Restaurant Assessments
- Overview of today's economic climate
- Harvard Business school study on how consumers change their buying habits with technology
- Differentiation and Defining Your Customer
- Restaurateuring 101
- Marketing and Social Media

Workshop is FREE but pre-registration is required. You may register directly at this link: <https://kysbdc.ecenterdirect.com/events/8603>. If you have questions please contact Ian Moore at 606-438-9972 or Michelle Spriggs at 606-432-5848.



Eventacular
November 2, 2017— from 8:00 a.m.—10:00 a.m.
Happy Top Community Center, 500 Happy Top Road, Beattyville, KY



Team Eventacular Program Highlights:

Local events are a mainstay of small towns throughout the country. Merchants need to take full advantage of the bountiful influx of potential customers before, during and after the event. This workshop is designed to show small businesses how to attract tourism based customer's and keep them coming back.

Workshop is FREE but pre-registration is required. You may register directly at this link: <https://kysbdc.ecenterdirect.com/events/8605>. If you have questions please contact Ian Moore at 606-438-9972 or Michelle Spriggs at 606-432-5848.





Fun shirt in Perryville for all those craft beer, Bourbon tasting events.





Danville's first ever downtown Ice Rink will debut around Thanksgiving and will run until Dec. 23. The board, and myself, are excited to make this a reality. However, in order for it to be successful we will need help from you. We have been working on ideas on how you can support the ice rink:

- Businesses can buy bulk tickets to the rink to use as give-a-ways or prizes for shoppers, restaurants can create date night packages, etc.
- Businesses can offer specials on food & drinks for ice skaters.
- Employers can rent the rink for private skate nights for holiday parties.

I know several communities are in the process of streetscape planning and wanted to pass this along.

"Planters for a Water Smart City"

Save Water, Save Labor, Save Fuel

Say good bye to the high costs associated with daily watering... Our self watering planters feature extra large water reservoirs which allow them to go several weeks in between watering, eliminating high labor, fuel, and water costs associated with daily watering.

Manufactured in North America, our commercial planters come with a 5 year warranty & are built to last in public urban environments. They are UV protected and graffiti resistant.

Peter Klym Urbanscape Self Watering Planters

[\(800\)439-4157](tel:8004394157) [\(204\)590-6050](tel:2045906050)

info@urbanscapeplanters.com



THE REAL WORK

It may be that when we no longer know what to do
we have come to our real work,

and that when we no longer know which way to go
we have come to our real journey.

The mind that is not baffled is not employed.

The impeded stream is the one that sings.

-Wendell Berry

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