



May 15, 2017

# Main Street Monday!



Even our feline friends enjoy shopping small in downtown Frankfort!

This information will apply to many of you especially those that are or who are seeking to be trail town communities.

**\*\*\*Supporting Community-Led Conservation and Recreation Projects** - The National Park Service helps communities create close-to-home recreation opportunities and conserve natural resources. Our Rivers, Trails, and Conservation Assistance program is accepting applications for help with a wide range of community-led projects.

**Submission deadline is June 30, 2017.**

For information, visit <https://www.nps.gov/orgs/rtca/apply.htm>

This question comes up a lot and different communities have different examples. I found this as I began cleaning out my inbox of emails and thought it might be helpful. You may want to check with Holly Boggess in Hopkinsville to see how this has worked for them.

The City of Hopkinsville has an Abandoned Urban Properties Ordinance that allows a levy of taxes at 5 times the normal property tax rate. There has been some success with seeing improvements and collecting the additional taxes for revenue. If the property is key for a downtown development or inner-city residential development, this tool makes it more attractive for foreclosure because of the additional liens against the property. Link is below:

[http://www.hopkinsvilleky.us/document\\_center/CDS/Ordinances/ORD\\_04\\_2006\\_Establish\\_Abandoned\\_Urban\\_Properties.pdf](http://www.hopkinsvilleky.us/document_center/CDS/Ordinances/ORD_04_2006_Establish_Abandoned_Urban_Properties.pdf)



Taylorsville Main Street and Director Beverly Ingram were featured last week on KET's Kentucky Life along with the Tea Cup, Bennett's, the Red Scooter ( which Beverly owns), and the Sassy Bunny! You can see the show by going to the following:

<https://www.ket.org/episode/KKYLI+002216/>

Here is some good news to share with your boards and with your communities. They may know about our state reinvestments, but seeing the value of Main Street nationally is equally important.

# Main Street's Economic Impact

## Historic Preservation = Economic Development

The cumulative success of the Main Street Approach® and Main Street programs on the local level has earned Main Street the reputation as one of the most powerful economic revitalization tools in the nation.

The National Main Street Center conducts research to document this by annually collecting statistical information on the preservation, revitalization, and economic activities in local Main Street programs throughout the country. These estimates are based on cumulative statistics gathered from 1980 to December 31, 2016, for all designated Main Street communities nationwide



### Dollars Reinvested:

	\$71.3 billion
total reinvestment in physical improvements from public and private sources	
Number of buildings rehabilitations:	267,538
Net gain in jobs:	583,757
Net gain in businesses:	131,916
Reinvestment Ratio (return on investment):	\$39.75:\$1

Speaking of dollars and return, if you are in their service area, has your organization signed up for the community rewards program from Kroger? It's a simple way for community members to contribute to their downtown every time they go to the grocery!

<https://www.kroger.com/communityrewards>

Also, don't forget that several big box stores including Lowe's and Wal-Mart have community grant programs that your Main St. organization is eligible for!

## FREE Webinar: How to Market Without a Marketing Team (*for Communities*)

Thursday, June 8, 2017  
2:00 PM – 3:00 PM EST

Whether you are flying solo or have the support of a colleague, marketing to a broad constituency is no easy job. Large diverse audiences, public perceptions, lofty goals and modest budgets are compounded by the fact that most communities do not have a fully staffed marketing team...or even one dedicated resource.

In this webinar, we discuss the opportunities for making the most of your marketing efforts without the support of a marketing team, and arm you with practical tools to get started.

<https://attendee.gotowebinar.com/register/2067497857854398209>

It's that time of year when business owners are updating their facades, signs, flowers, etc. Whether it is a historic neon or a new hand-painted sign, a sign can say a lot about your business.

Here is an article that was shared a few years ago about signage that you may find interesting and want to share all or some with your business owners.

<http://smallbiztrends.com/2014/04/retail-store-signage-tips.html>



**\*\*\*2017 National Walking Summit** - Join planners, architects, advocates, public health leaders, elected officials and other professionals this fall at the **2017 National Walking Summit, to be held September 13-17, 2017.** Sponsored by America Walks and the Every Body Walk! Collaborative, the Summit is the premier national event centered on walking and walkability. The theme of this year's conference is Vital and Vibrant Communities: The Power of Walkability. Through engaging panels, intensive workshops, keynote addresses, and walking tours, the National Walking Summit will challenge attendees to define, describe & illustrate the influence & power of walkability in creating vital and vibrant places.

For information, visit <http://walkingsummit.org/2017-program-agenda> St. Paul Minnesota

Daytime, night time and in between lots going on in Downtown Henderson

This summer, make plans to wind down to the weekend on the riverfront in downtown Henderson! The **Downtown Wind Down** (formerly known as the Farm & Art Market) is kicking off on Thursday, June 1 with live music, local artisans, food vendors, fun activities for the kids, and an opportunity to shop locally for fresh produce with local farmers. Stay tuned-- next week, we'll release our official entertainment lineup. We can't wait to see you there!



PIKEVILLE

DANVILLE

pikevillemainstreet.com

# PIKEVILLE MAIN STREET LIVE!

Every 1st & 3rd Friday 7-10pm

## SUMMER 2017 LINEUP

LIKE US ON FACEBOOK FOR UPDATES! Pikeville Main Street

- JUNE 2 - JAZZ**  
TEE DEE YOUNG
- JUNE 16 - POP & SOUL**  
PAUL CHILDERS & THE BLACK TIE AFFAIR
- JULY 7 - 50's & 60's**  
JAGUARS
- SAT, JULY 15**  
**MOTORCYCLES ON MAIN**  
EXIT 23 & WHITE MOUNTAINSIDE
- JULY 21 - MOTOWN**  
TIM TALBERT PROJECT
- AUG 4 - BEACH NIGHT**  
THE SUNBURNERS
- AUG 18 - 70's DISCO**  
THOSE GUYS
- SEPT 1 - COUNTRY**  
COUNTY WIDE
- SEPT 15 - ROCK**  
UPIKE NIGHT
- SEPT 22 - RUFF TUFF CUSS**  
DIRTY JONESES

**BILLY JOHNSON STAGE**  
JOHNSON LAW FIRM, P.C.

A Pikeville Main Street Project • Minta Trimble, Director • 606-899-2489

PLEASE JOIN US AS WE CELEBRATE  
*the 225th birthday of the commonwealth of*

# KENTUCKY

the 1st of June 2017  
Festivities 10:00- 3:00  
Celebration 11:00- 12:00  
Visit [www.danvillekentucky.com](http://www.danvillekentucky.com)  
for a full list of events

CONSTITUTION SQUARE HISTORIC SITE  
105 EAST WALNUT ST DANVILLE, KY  
(856) 236-7794



The Brass Band Festival will also be kicking off in Downtown Danville on June 1. It will run through the 4th.

# AMERICA WALKS

## Tracking the Walking Path: Tools and Programs to Measure Walking and Walkability

Join Us for a Free Webinar

Wednesday, June 14th  
2pm ET / 11 am PT

Register Today!

When talking about opportunities to walk, knowing where to walk and what makes an attractive walk are key. Data, mapping tools, and assessments can be useful in making the argument for walkable communities and the development of healthy and inclusive cities. Join America Walks for our next free webinar, "[Tracking the Walking Path](#)" on June 14th at 2pm Eastern, 11am Pacific, to learn about some of the leading tools available to walking advocates. This webinar assumes a basic knowledge of issues related to walking and walkable communities.

Attendees of this webinar will:

- Learn the importance of collecting and using evidence and how to use this evidence to create change in their own communities
- Explore research being done on new and unique ways of collecting walkability data
- Hear from a community working to create walkable communities by collecting data and assessing their finding.

### Another good resource!

#### Katy Moss Warner

President Emeritus of the American Horticultural Society

*How Horticultural Tourism Can Bring Your Town Revenue*

Lots of opportunity from American in Bloom to Tree City communities, horticulture can draw people to your town.

Holland, Michigan is currently awash in visitors at thousands of tulips are planted each year for quite a spring showing all around the community, both in downtown and the surrounding residential neighborhoods.

I have included this piece before from Julie Wagner, but it is always good to check on ways your program can save dollars.

Many Main Street Programs have hard-lines for our office telephone. The rates seem to be increasing at an alarming pace – cramping our already tight budgets! If you have one phone line - no fax lines or other amenities – contact ATT about the Home Wireless Phone System. Harrodsburg First reduced our phone bills from \$127/month to \$20/month by canceling the hard line and picking up the wireless system. PLUS we got to keep call waiting, call forwarding, caller id etc.! AND ATT did all the legwork on switching over the lines etc. All I did was walk out with a \$40 router.



She's back! Those of you who have been in MS for a while will remember Kelly Everman who served as Frankfort MS director from 2008-2011

Kelly will be serving as interim director for DFI for the next 4 months while their program charts their future.



MAYSVILLE

As it grows dark here, we close out a week that saw our downtown host a Grammy award winner, 150 guests from 6 different countries, a prom, the Maysville Players fourth show of its 55th season, the Mason County High School Choir and Orchestra's Spring Concert, an art show opening in ORVAG's Cox Gallery, a new wedding exhibition at the Kentucky Gateway Museum Center, and a special screening of "Secretariat" at the historic Russell Theater. And that's why we love Maysville.....

Last week I was having computer related issues that may have occurred in the move or from the removal & replacement of the railroad tracks near our office. A few photos from the conference didn't make it, so they are included this week.

One of my favorite slides from the conference. We say it all the time, but here it is on the cover of the Southern Business & Development Magazine and while it is from 2002 the message is the same. Companies/businesses/individuals that are looking to locate or relocate are checking out the downtown!



Self watering planters! What a great idea! They are willing to give us wholesale prices depending on the size of the order or the number of communities. They come in different sizes. I want to check with communities that have used them, but this could be a great product for MS

