



Main Street Monday!



We are excited to announce that Brittany Cradic became the full time director of London's Main Street program on Friday, Dec. 1st!

Brittany has been serving as an interim in this role for some time. We are glad that she is now officially the director and we look forward to our continued work with her and her community!

Just 20 shopping days left before Christmas! Make sure your gifts support local businesses. It will help you be on Santa's nice list!



Guess where we found Cadiz this week! Yes, that right, at the UK game! There was even a video shown on the big screen! Great advertising to a captive crowd of 25,000+

We had a great board training in Middlesboro yesterday. We were thrilled to have Shane Barton our CEDIK partner join us and share how our organizations are working together in the southeast region. We also learned about a new projections screen. I'm sure someone thought it was better, but the old school pull & hook is the way to go. Thanks to everyone who contributed to make it a great day! We also stopped in to check out Pineville's building rehabs that are taking place and to see several new businesses!



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Marketing Habits

EVERY BUSINESS SHOULD HAVE

1. START FRESH EVERY DAY
2. GET AND USE BUSINESS CARDS
3. WRITE A BLOG AND SHARE HELPFUL INFO WEEKLY
4. LISTEN TO YOUR CUSTOMERS
5. KEEP AN ONGOING LIST OF CREATIVE IDEAS
6. READ A POPULAR BUSINESS BOOK FOR INSPIRATION
7. CREATE A FACEBOOK BUSINESS PAGE
8. CREATE A TWITTER PROFILE
9. CREATE PINTEREST PROFILE
10. CREATE AN INSTAGRAM PROFILE
11. CREATE A GOOGLE+ PAGE
12. JOIN GOOGLE+ COMMUNITIES TO NETWORK
13. USE YOUR SOCIAL MEDIA TO ENGAGE FANS
14. SEND AN E-MAIL NEWSLETTER
15. USE YOUR SOCIAL MEDIA TO PROVIDE CUSTOMER SERVICE
16. COLLECT E-MAIL ADDRESSES
17. OFFER A DISCOUNT OR SPECIAL OFFER
18. HOST A GIVEAWAY
19. ASK CUSTOMERS FOR REFERRALS
20. ASK FRIENDS AND FAMILY FOR REFERRALS
21. CREATE A REFERRAL NETWORK WITH OTHER PROFESSIONALS
22. ASK CUSTOMERS FOR TESTIMONIALS
23. SPONSOR A CAUSE OR LOCAL EVENT
24. GET INTERVIEWED ON A BLOG, MAGAZINE, OR PODCAST
25. USE SEO TO DRIVE TRAFFIC
26. NETWORK WITH OTHER BUSINESS OWNERS
27. USE GOOGLE ADWORDS
28. ADVERTISE ON FACEBOOK
29. ADVERTISE ON TWITTER
30. ADVERTISE ON LINKEDIN
31. NETWORK IN LINKEDIN GROUPS
32. ADVERTISE ON PINTEREST
33. SEGMENT YOUR ADVERTISING: NEW & EXISTING CUSTOMERS+ YOUR EMAIL LIST
34. ADD A RETARGETING PIXEL TO YOUR WEBSITE TO ADVERTISE TO WEBSITE VISITORS
35. ATTEND A NETWORK EVENT
36. OFFER A FREEBIE TO FANS
37. THANK YOUR CUSTOMERS
38. REVIEW COMPETITORS, SEE WHAT IS WORKING AND WHAT IS NOT.
39. HOST AN ONLINE WORKSHOP, WEBINAR, OR TRAINING
40. WRITE A GUEST BLOG
41. SUBMIT ARTICLES TO LARGE WEBSITES LIKE HUFFINGTON POST
42. WRITE A PRESS RELEASE
43. ASK CUSTOMERS FOR FEEDBACK
44. USE VIDEOS TO MARKET YOUR BUSINESS
45. NETWORK IN FACEBOOK GROUPS
46. CREATE YOUR OWN FACEBOOK GROUP
47. OFFER AN AFFILIATE PROGRAM
48. ASK ANOTHER BUSINESS TO PROMOTE YOUR BUSINESS
49. SEND PERSONAL CARDS TO CUSTOMERS
50. MOST IMPORTANTLY, EVERY DAY: PROVIDE VALUE

MARKETING
SOLVED

marketingsolved.com

CHASE **MARSHALL** **SKYE**

PAW PATROL ON ICE

Dec 16
10am - 12 pm

Danville
KENTUCKY
Historically Bold
HEART OF DANVILLE

Winterfest

PIKEVILLE KY
CITY OF PIKEVILLE EAST KY BROADCASTING

ICE SKATING RINK

PIKEVILLE CITY PARK
DEC. 1-30

\$10 per hour
Weekdays 3pm - 10pm
Saturday 11am-10pm • Sunday 2pm - 6pm
CLOSED Christmas Eve & Christmas Day

2017
Bardstown
Christmas
Crawl

December 16th

Paintsville Christmas

December 9th, 2017
12:00pm-5:00pm

Shop local! Eat local! Make an ornament at Espresso, Photos with Frosty, the Grinch, Elf on the Shelf and more!
 Treasure hunt for the kids for a chance at a huge stocking!
\$100 drawing for the grown-ups too!
Christmas Parade at 5:00pm!

Call Bonnie Porter for more info **606-793-4006**
 Sponsored by Paintsville Main Street



YKMS is going to Beattyville just for this! Stop in one of the newest shops, Chocolat Inn & Café!

There's a new business on the Square in Scottville! "Arts on the Square" opened Tuesday, November 28 next to the Pharmacy. Owner, Kathy McCluskey, will be offering art classes, selling art supplies and displaying local artists' work for sale on consignment. Hours are Tuesday thru Saturday, 11-6. For more information call 270.392.0829



THURSDAY EVENINGS FROM 6PM TILL 8PM
 WITH IN-STORE SPECIALS, AND EVENTS DURING THIS TIME

NOVEMBER 30 TH	DECEMBER 7 TH	DECEMBER 14 TH	DECEMBER 21 ST
<ul style="list-style-type: none"> • Santa Photos by Heather Gatewood with special vendors at The Lyric. • A Music City Christmas Scottsville Baptist Church at 7pm. \$10 per person • Local Craftsmen or Artists in shops around the square • Farmers Market inside Linda's Furniture 	<ul style="list-style-type: none"> • Santa Photos by Heather Gatewood with special vendors at The Lyric. • Christmas Carolers • Local Craftsmen or Artists in shops around the square • Farmers Market inside Linda's Furniture • Ugly Sweater Contest at Jimmy's Furniture Judging at 7 	<ul style="list-style-type: none"> • Live Nativity At Hobby's Too Florist • Holiday Photos by The Lindeau Method with special vendors at The Lyric. • 6 p.m. Joyful Noise conducted by Julie Hartman, 6:30 a.m. ACIC Chorus conducted by Brittany Rust on the square • Local Craftsmen or Artists in shops around the square • Farmers Market inside Linda's Furniture 	<ul style="list-style-type: none"> • Carriage Rides \$3.00 each pick up and drop off at the side of the Public Library • Holiday Photos by The Lindeau Method with special vendors at The Lyric. • Christmas Carolers • Local Craftsmen or Artists in shops around the square • Farmers Market inside Linda's Furniture • Merchant Sidewalk sale weather permitting

LETTERS TO SANTA CAN BE DROPPED OFF AT BETTY'S FLORIST • THE PHARMACY WILL BE OPEN DURING THESE EVENTS

COLORING CONTEST: For Adults & Children due back by Dec 7th pick and drop off at Scottville Antique Mall and Little Dollies. Add name and contact number **ON THE BACK** of entry. Winners will be announced and prizes given out on the 14th at Valerie's Quilt Corner 6:30pm. Do not have to be present to win.

Spend \$10.00 at any participating store to be entered in a drawing for door prizes. Tickets must dropped off at Allen County Florist. Drawing will be on Dec 21st at 8:15pm. *Do not have to be present to win.*

SOME STORES WILL BE GIVING A PORTION OF THEIR SALES TO FEEDING FAITH OR OPEN HEART CAFE.

Design by The Lindeau Method Design & Photography

Heart of Scottville, A Kentucky Main Street Program

*Celebrate the Holidays
in Morehead*

Sponsored by Morehead State University and Downtown Morehead, Inc.

14th Annual Ye Olde Madrigal Feaste
Thursday, Nov. 26, and Friday, Dec. 1 | 6:30 p.m., Burton Drill Room
(Advanced Reservations Required)

Join MSU students for this Renaissance-themed Christmas dinner feast with singing, music, dance, and costumes. \$10. Open to the public. Purchase tickets on-line or receive free correspondence tickets. To make reservations or experience this holiday tradition, call 866.735.2021 or visit www.moreheadstate.edu/madrigal.

Appalachian Holiday Arts & Crafts Fair
Saturday, Dec. 2 | 9 a.m. – 4 p.m., Laughlin Gymnasium
Well over 100 vendors offering handmade goods including holiday crafts, art, jewelry, ceramics and more.

18th Annual Morehead Hometown Holiday
Saturday, Dec. 2 | 5 – 9 p.m., Main Street

Join downtown businesses on Main after dinner, drinks and music for the entire family. The festival will conclude with Downtown Holiday Musical Performances by the City Band Symphony Orchestra at 8 p.m. The CDSP performance is free and sponsored by Larry Rosen Chevrolet. Band - GMC.

Annual Community Dinner
Thursday, Dec. 7 | 4 – 7 p.m., The Carl Perkins Center
Dinner & Music. Dinner will be served to all with a children's traditional holiday meal served free. For more information, contact the Morehead-Pleasant County Chamber of Commerce at 336.334.2222.

**Annual Community Christmas Parade
"Celebrating Merry Christmas"**
Friday, Dec. 8 | 8 p.m., Main Street, Downtown Morehead
For more information or to register, call Jeff Foyce at 606.771.0009. Join Date: November 17.

MSU is an affirmative action, equal opportunity, educational institution.



Murray Christmas in Murray, KY :)



These along with a number of others were on display at Rupp Arena. It could be a great idea in a community when partnering to assist those in need and creating some art at the same time. Maybe you could try to create your logo, the state logo, national, or all 3 !



Santa had to take a rest from all his Shopping Small in Bellevue!



Santa has been busy! He also stopped in Springfield to see director, Nell Haydon. Wonder which list she is on?



The streets were packed in downtown LaGrange last week for Light up LaGrange. This is the view from the virtual railfan Live that director, Karen Eldridge, shared with us at the fall conference!



WINTER CONFERENCE 2018

This years winter conference will once again be held in Frankfort as it is a budget year. We will have **MAIN STREET DAY** at the Capitol on Wednesday, January 24th beginning at 9:00. Please invite your legislator to have a photo op with you for your local paper! This is a sure way to have them come mingle with you and all of the KYMS communities.

Our current plan is to present the Main Street Awards in the rotunda that day at 1:00. I am awaiting a response from the Governor's Office regarding him presenting them.

The Kentucky Certified Main Street Director class will begin on the morning of January 23rd. The year will begin with Organization. Please let KYMS know if you will be participating in this certification. I will give the list to Sam Burgess, chair of the Friends committee and he will be following up with you regarding time, place, cost, etc. This is a great opportunity for point specific training on each of the 4 points.

We will be staying at the Capital Plaza Hotel, 405 Wilkinson Blvd. downtown Frankfort. Call and reserve your room now at 502-227-5100 and ask for the Kentucky Main Street rate.

More information as we confirm our speakers and meeting locations!

This is a busy week at KYMS.

Wednesday is the quarterly Kentucky Heritage Council Meeting

Thursday we will be in Harlan with our Power Grant communities and our CEDIK partners.

Friday will be the Conference on Food & Agricultural with Ag Commissioner, Ryan Quarles & Bluegrass Tomorrow