



Oct. 19, 2020

Main Street Monday!

WE DID IT!

We had a great day at our first virtual Main Street Conference. While we couldn't meet in person we still shared our love for our work, our communities, and each other. The information & resources shared inspired us and we are excited to put them into practice.

Thank you to our regional directors Eilene Collins, Sam Burgess, Sandi Fulks, & Beverly Ingram. We hope to visit with you in your communities next fall.

Thank you to our speakers:

Jon Stover-Stover & Associates

Vallorie Henderson-SBDC & AIR Institute

Mary Yeager-Artist

Ryan Libke -Planner and Shelby Main St. design committee chair

Howard Griffin-Shelby Regional Arts council

Tod Griffin & Cassie Grigsby Kentucky Retail Federation

Michael Ashcraft- Small Business Assoc.



DO SOMETHING BIG FOR YOUR NEIGHBORHOOD

#SHOPSMALL

Unsure of the source of this quote, but Paintsville and others are great examples of how this can work in communities.

Creative people are what activate places. We don't have to spend millions of dollars to have creative places. We need to invest in programs that foster creative people and the creativity inherent in all people.



The first in a series of murals that are being completed in downtown Paintsville. One exciting element to these murals is that they are on the rear of the buildings and will activate activity in the area.

The project, located at Paint Creek Park beside City Hall, underwent a rigorous 48-hour period as master artists Leslie Heinze and Becky Clay of BlueGrace Studio were tasked with displaying a piece of the town's heritage for all to see.

Now the next part begins - which involves the public. Partnering with Paintsville Main Street, the city hopes to have the first mural completed in the coming weeks, which will cap off this year's extent of the project.

Let's grow your business online.

eBay Seller School

Enroll by October 20.

ebay.com/smallbusiness

Help the small businesses on your Main Street develop the e-commerce skills to succeed this holiday season and beyond by forwarding them an invitation to sign up for a free, six-week course: eBay's Seller School

Class begins Weds., October 21 with rolling enrollment.

The course offers a dynamic virtual learning experience, including on-demand lessons, exclusive weekly webinars, and live coaching from expert sellers. **And it's 100% free.**

Hear from national experts in the planning, real estate, and disaster preparedness sectors in this one-day workshop held on Tuesday, October 27th in conjunction with the National Trust's 2020 PastForward Conference.

What: Building Main Street Resilience: Getting Ready for Climate Adaptation Workshop

When: *General Session:* October 27, 11:30 AM-4:30 PM ET

Hands-on Sessions: October 27, 4:30 PM ET and 7:00 PM ET

Cost: Free! ([registration is required](#))

Where: [PastForward Virtual Conference](#)

Registration Questions? Contact **Debra Marshall**, Registration Manager

Phone: 866-792-5399 | Email: debra@sswmeetings.com



Mordecai's in downtown Springfield has a wonderful patio space right out front. We spy a way to enhance the colder weather with a fire pit table to keep you warm. If the space around the fire could be expanded it would be great for winter's outdoor dining with a few heat lamps.

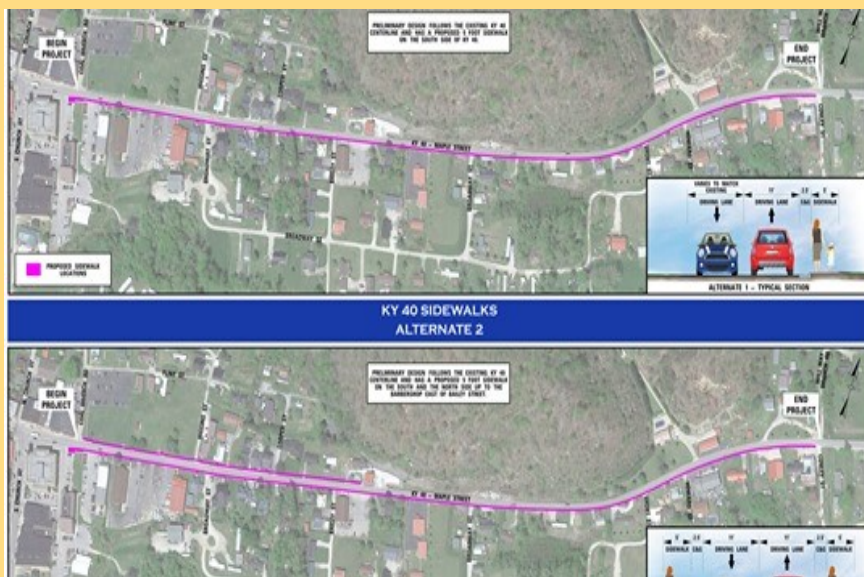
We are looking for creative ways to accommodate people and keep them warm for our restaurants cold weather outdoor dining.

Please share your ideas and photos with us!



We are thrilled to announce that the second round of the HartBeat of Main Street Grant Program will open on **Thursday, Oct. 22 at NOON EST** partnership with The Hartford, the program will continue to fund solutions that help brick-and-mortar small business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts.

Check out our website for details on the application and to review our FAQ: mainstreet.org/hartbeat



Always exciting to see a new sidewalk project in our Main Street communities. This one will be coming to Salyersville. KYTC is currently taking public comments on the project.



APPLY NOW
FOR A \$1500 COMMUNITY CHANGE GRANT
 Oct 5th – Nov 9th

Congratulations to Tony Pence, Downtown Morehead, for making it through the first step of listing the downtown on the National Register of Historic Places. The next step is approval from the National Park Service. Tony worked closely with NR Coordinator, Lisa Thompson to prepare his presentation for the state review board. If approved by NPS contributing buildings will then become eligible to participate in the state and federal historic tax credit program.

If you would like to know more about the National Register or how to go about a submission to be considered please check the Kentucky Heritage Council website heritage.ky.gov or contact Lisa

Lisam.thompson@ky.gov

Happy Belated Birthday to
 Tracy Robinson-Guthrie
 who celebrated on Oct 14



Application for 2020 Community Change Grants

America Walks and generous Active People, Health Nations partners are excited to announce another round of our popular Community Change Grant program. This program will award grantees \$1,500.00 in community stipends for projects related to creating healthy, active, and engaged places to live, work, and play.

America Walks has seen firsthand that the passion, innovation and hard work of advocates and local organizations to advance safe, equitable, accessible, and enjoyable places to walk and move are what create the foundation for walkable communities across the US. This grant program will work to provide support to the growing network of advocates, organizations, and agencies using innovative, engaging, and inclusive programs and projects to create change at the community level.

The goal for this year's grant awards is to knit together seemingly disparate threads too often considered in isolation, including, but not limited to; racism and the public sphere; climate and environmental justice; access and inclusion; walking and moving as a mechanism for bringing about political change; and how COVID-19, the need for economic recovery and a growing awakening around racial injustice might alter the landscape of our work.

We look forward to funding projects that demonstrate increased physical activity and active transportation in a specific community, work to engage people and organizations new to the efforts of walking and walkability, and demonstrate a culture of inclusive health and design. Projects will create healthy, active, and engaged communities that support walking as transportation, health, and recreation. Projects must show a strong and intentional foundation of equity and authentic engagement of the whole community.

Our theme this year is lifting up community, so we are particularly interested in projects that center the concerns of BIPOC residents, reach across the demographics of communities to build coalitions, and/or create unique civic partnerships with new perspectives. Our desire is for proposed projects to have a particular focus on engaging in key issues of the day with new perspectives and diverse partners/audiences while highlighting the vital role that walking and transportation partners can play in a new era.

Applications open October 5th and are due through submission of this form by November 9th at 5pm Eastern.

Awardees will be notified in December 2020. Funds must be used in the 2021 calendar year.

Please contact Nicole Smith at nsmith@americawalks.org

Grant Opportunity

Plant for the Planet Tree Grants-due October 30

There's nothing nicer than a tree lined street and it saves money!

Our Plant for the Planet program is modeled after the United Nations Environment Program's (UNEP) Plant for the Planet: Billion Tree Campaign. The purpose of UNEP's tree-planting effort is to bring individuals, communities and businesses together to collectively plant over one billion trees worldwide each year. Similarly, LG&E and KU's program is designed to encourage nonprofit organizations and local government agencies with a record of successful tree planting to continue their efforts. The company has designated up to \$75,000 each year toward this initiative.



LG&E and KU offer one-year grants of \$500 to \$5,000 for urban, suburban or rural projects in forests and parks, along parkways or roadways that meet program objectives. Applicants must demonstrate that mature trees resulting from their efforts will not interfere with utility lines.

Economic Benefits of Trees

Trees Pay Us Back

The information provided on this page is taken from the [Trees Pay Us Back brochure \(PDF, 280 KB\)](#), produced by the U.S. Forest Service.

Properly cared for, Trees are valuable and growing assets worth three times the investment.

Healthy trees mean... healthy people.(1)

One hundred trees remove 53 tons of carbon dioxide and 430 pounds of other air pollutants per year.

Healthy trees mean ... healthy communities.(2)

Tree-filled neighborhoods are safer and more sociable.

Healthy trees mean ... healthy environment.(1)

One hundred mature trees catch about 139,000 gallons of rainwater per year.

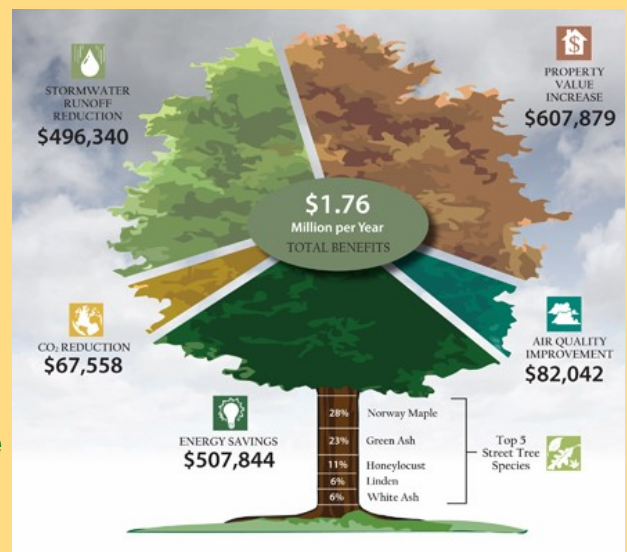
Healthy trees mean ... homeowner savings.(1)

Strategically placed trees save up to 56% on annual air-conditioning costs.

Healthy trees mean ... better business.(3)

In tree-lined commercial districts, shoppers report more frequent shopping, longer shopping trips, willingness to pay more for parking and willingness to spend 12% more for goods.

Healthy trees mean ... higher property values.(4)



Benefits analyzed: Energy savings (electricity and natural gas), Air pollution reduction (carbon dioxide, nitrogen dioxide, sulfur dioxide, ozone, airborne particles, and volatile organic compounds), Runoff reduction (rainfall interception), increased property values.



Welcome to downtown
Covington!

Northern Kentucky University
is moving into Innovation Alley.

The university formally
announced its Collaborative
for Economic Engagement and
opened it at 112 W. Pike St. in
Covington, part of a city block
dubbed Innovation Alley that is
designed to be a hub for entre-
preneurship in Northern KY

Cynthiana Main Street is at it again! CMS Director,
Stephanie Burden, is modeling their "Fall in Love With
Cynthiana shirt.

You can post a picture in the comments on their post
on the Cynthiana Main Street Facebook page wearing
our new fall shirt, and we will randomly pick one
person on October 30th to win \$25 in free downtown
dollars!!!!

Interested in buying a shirt? Here is the link: [https://
checkout.square.site/buy/
RPQ3FDNYWICK3ZA7GIQKRVOK](https://checkout.square.site/buy/RPQ3FDNYWICK3ZA7GIQKRVOK)



Sometimes you just have to go for a drive.
COVID has taken cabin fever to a new level.
Pine Mountain located between the Main
Street communities of Pineville and Middles-
boro is known for breathtaking views in the
fall so my husband and I went for a drive.
It was great to see the new mural in Middles-
boro and see just how big it is!
#StayCloseGo Far

The communities are thriving with lots of work
taking place on historic structures and new
businesses preparing to open. I look forward
to being able to actually do real site-visits and
work in person with our KYMS directors and
communities.



You can still have a Farm to Table event. Murray's Market to Menu found a way to continue this year's event and it looks delicious!

GRAND OPENING in PADUCAH! Businesses grow in Downtown, and Manly Daniels Barbershop & Gentlemen's Supply is no exception. They will reveal their new location at 110 Broadway! Make a stop on your way to riverfront to congratulate them on their big move.



Downtown Pikeville has rolled out the red carpet for several new businesses open recently. This was the ribbon cutting for Hero's. They offer ice cream, frozen treats, hotdogs, and more. Notice Pikeville Main Street's new open signs to the left!

We love the story of this new business in the heart of downtown Scottsville. We agree it is a wonderful space! Congratulations to Oliver Creative.



Today, October 17, 2020 is the day, our official Grand Opening!

When Oliver Creative was born, a studio space was NOT in the plans for the first year of operations, it was simply going to be operated out of home.

But this space.

Almost a year to date before, I'd viewed the space and loved it. A dear friend showed it to me and we knew it was magical, but unfortunately, it went to another renter in line before us.

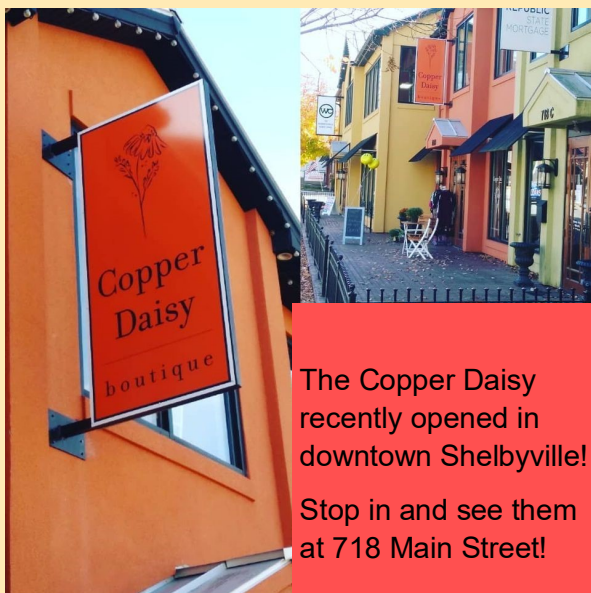
It's important to know Oliver Creative was not born yet at this time...I didn't know what the space would be for but knew it had a pull on my heart.

Fast forward to early February, OC had been in business for 5 months. Hannah and I had been meeting pretty regularly about design projects and big dreams for our hometown. So when a "For Rent" sign made its debut in the large glass windows, it only seemed right to go look at it again, what would it hurt?

Oliver Creative signed the lease on its first brick and mortar space, affectionately referred to as "The Studio," in March 2020. Within days, the entire country was racked by the COVID-19 pandemic and the majority of business came to a screeching halt. Optimistically, a bit crazily, the team kept moving forward. We will not soon forget painting the logo wall while curious onlookers came to a complete stop in the street!

Against all odds, Oliver Creative not only survived the next 6 months, it began to thrive. In addition to branding and marketing projects, The Studio began hosting creative workshops to a pandemic-weary community. We've been thrilled to receive overwhelming support from our hometown as we've labored to establish the first business of its kind in Scottsville.

So come celebrate with us today, come have a coffee and sit on the gold couch, view some of our work, take a mini workshop. We're overjoyed to share this magical space with you.



The Copper Daisy recently opened in downtown Shelbyville! Stop in and see them at 718 Main Street!



The mural hand painted by Wylie Caudill has been put in place on the side of the Burley Market in Cynthiana. It looks wonderful. Wylie does great work and you can check him out on Facebook at Wylie Caudill art.

Some are in, some are out. We know this has not been an easy decision to make. Several communities have created new and fun ways to celebrate. Ghost tours (some have had them for years) Masquerade Masks in LaGrange was very cool. Main Street always find innovative ways to celebrate.

Check their Facebook pages for more information

There are stories to be told...

There is a woman in a mirror...a little girl
who likes to play tricks...a door
that will not stay closed...
the smell of flowers...
a long ago murder...strange noises...
things that get moved around...
the sound of laughter...
and there's no one there...

Or is there?

Only you can decide...
are you brave enough? Do you dare?

The Spirits are waiting for you...

The Spirits of La Grange Ghost Tours

Hear the stories of the Spirits of La Grange for yourself,
if you dare. Tours are Friday & Saturday nights at 7pm.
Get your tickets now at www.spiritsoflagrangecom.com.



Downtown Perryville!

Maysville Main Street
presents

DOWNTOWN HALLOWEEN

SATURDAY, OCT 24 1PM - 4PM

TRICK OR TREAT WITH DOWNTOWN MERCHANTS
AND

VFW



Please wear masks and remember social distancing

Maysville also had a scavenger hunt
and you can see it and more on their FB
page.

HEART OF DANVILLE

DOWNTOWN TRICK OR TREAT

POSTPONED UNTIL 2021!
WE ARE SO DISAPPOINTED,
HOWEVER WE WILL BE
BACK WITH EVEN MORE
TREATS NEXT YEAR!

Celebrate Halloween Safely

This guidance is designed to help curb the spread of COVID-19. It will be reassessed and updated as the situation evolves and we learn more in the weeks leading up to Halloween.

At All Events / Activities



Wear a face covering.



Sanitize hands often.



Maintain six feet distance from others.

Recommended Activities: Trick-or-Treat the Safe Way

If trick-or-treating is permitted in your community, please trick-or-treat the safe way.

- Place individually wrapped candy outside on the porch, driveway, or table.
- Maintain a social distance of at least 6 feet from anyone not within your household.
- Always wear a face covering. Halloween masks DO NOT count as a face covering.
- Clean hands before and after touching the wrapped candy.
- Trick-or-treat in family groups and don't congregate in large groups.
- Trick-or-treat in your own neighborhood. Do not travel to other neighborhoods.
- Use hand sanitizer often, especially after contacting frequently-touched surfaces and before eating anything.

Consider safe alternatives:

- Carve or decorate pumpkins for display
- Decorate your home or living space
- Have a virtual Halloween costume contest
- Watch Halloween movies with the people you live with
- Have a scavenger hunt for Halloween treats in and around your home
- Drive-by costume or car decorating contest with judges who are social distancing

AVOID high-risk activities:

- Traditional door-to-door trick-or-treating
- Trunk-or-treat events with large groups in parking lots
- Costume parties
- Haunted houses
- Hayrides or tractor rides
- Traveling to fall festivals in neighboring towns
- Any event with large crowds

REMINDER

- Stay home if you are sick
- If your child is at greater risk of complications from COVID-19, use extra caution and avoid moderate and high-risk activities
- Consider the people in your household who may be at risk of greater complications from COVID-19
- Focus on keeping Halloween fun and safe for children by avoiding adult activities that further increase the risk of COVID-19 transmission

