



Nov 16, 2020

# Main Street Monday!

We know the days ahead will prove to be challenging for all of us as the busiest shopping season of the year is upon us. Please know that while we continue to promote our ExploreKentuckyMainStreets campaign, we are also acutely aware that things will be different in our communities and especially on what has been in the past Shop Small Saturday. This event will take place, but it may be different in each of our communities based on the level that of COVID in each of them.

Our retail businesses have in place measures to keep their customers safe including curb side pickup, on-line shopping and even scheduling appointment times when appropriate. We know that this is hard on everyone, but we also know that our KYMS businesses are ready to meet the continued challenge.

Please support locally owned businesses and restaurants as you have throughout the pandemic. They need it more than ever. We know everything may not be able to be found locally, but when it can please patronize those businesses.

Remember these are your friends and neighbors who need our help. Amazon provides a great service, but they don't support your schools, your ball teams, your community events, and more, but your local business owners do. (some of your small businesses or local artisans may be on line with them so ask)

Support you favorite businesses to make sure they are there for you the next time you need them.

## THANKSGIVING GUIDANCE

- Avoid in-person gatherings with people who do not live in your household.
- Always wear a face covering or mask.
- Maintain a social distance of at least 6 ft. or more.
- Avoid large gatherings, especially those held indoors.
- Do not host or attend crowded parades.
- Avoid shopping in crowded stores before, on, or after Thanksgiving.

KYCOVID19.KY.GOV TEAM KENTUCKY



### Main Street directors, literally do it all!

Murray Main Street Inc. Program Manager Deana Wright, left, and Murray Convention and Visitors Bureau Marketing Director Kayla Speis near the end of their task Friday of decorating the roof line of the Calloway County Courthouse above downtown Murray with clear LED lights ahead of the Christmas season. Wright said this was the first of three layers of the LED bulbs that will be placed on the courthouse with the customary green and red floodlights that have enhanced the venerable building's appearance the past several years being added later in the month.

JOHN WRIGHT/ Ledger & Times

*Deana will also be a featured speaker this Thursday for an Oregon Main Street program event.*

## RED ZONE REDUCTION RECOMMENDATIONS

- Employers allow employees to **work from home** when possible
- Non-critical **Government offices to operate virtually**
- **Reduce in-person shopping:** order online or curbside pickup
- **Order take-out;** avoid dining in restaurants or bars
- Prioritize **businesses that follow and enforce mask mandate and other guidelines**
- **Reschedule, postpone or cancel public and private events**
- **Do not host or attend gatherings of any size**
- **Avoid non-essential activities** outside of your home
- **Reduce overall activity and contacts, and follow existing guidance,** including 10 steps to defeat COVID-19

KYCOVID19.KY.GOV



## EXPLORE KENTUCKY MAIN STREETS FOR THE HOLIDAYS

- |                            |                          |
|----------------------------|--------------------------|
| Bardstown Main Street      | Owen Main Street         |
| Beattyville Main Street    | Paducah Main Street      |
| Cadiz Main Street          | Paintsville Main Street  |
| Campbellsville Main Street | Perryville Main Street   |
| Carrlton Main Street       | Pikeville Main Street    |
| Renaissance Covington      | Main Street Pineville    |
| Cynthiana Main Street      | Main Street Salyersville |
| Heart of Danville          | Heart of Scottsville     |
| Guthrie Main Street        | Shelby Main Street       |
| La Grange Main Street      | Springfield Main Street  |
| London Downtown            | Taylorsville Main Street |
| Maysville Main Street      | Tri-Cities Heritage      |
| Middlesboro Main Street    | Williamsburg Main Street |
| Downtown Morehead          | Main Street Winchester   |
| Murray Main Street         |                          |

#ExploreKYMainSt  
#ShopKYMainSt

### From Paducah Main Street

We know there's no place like local for the holidays! The Small Business Saturday shopping event on November 28th is a day of socially distanced fun with free, outdoor carriage rides, food trucks spread throughout Downtown, and safe shopping with local merchants! Support local businesses AND check off your gift list by shopping local. Visit their Facebook page from more information.

You can shop in person, online, and get elevated service with curbside pickup. Hit that ★ RSVP and tag a friend you want to shop local with! [#ShopLocalGiveMore](#) [#Localgrow-shereSmall](#) [#ExploreKentuckyMainStreets](#)



Don't forget to mail those cards, letters, and packages early this year. Santa and his post office friends have a lot of work to do to assure things arrive in time. Extra cookies may be necessary.

## Shop local. Give More.

Local businesses are a vital part of your community. When you shop for gifts locally, you give twice.

*There's No Place Like Local for the Holidays!*  
Small Business Saturday Shopping Event  
November 28th – Downtown Paducah

Socially-distanced fun with free historic carriage rides, holiday music, and food trucks.

PADUCAH  
MAIN STREET

DOWNTOWN  
HISTORIC DISTRICT - PADUCAH

## Paintsville Main Street's

### Christmas Tree Contest

December 5<sup>th</sup>, 2020

Businesses are invited to decorate a tree for display in their storefront window.

Awards for  
Best Tree Decoration  
& Most Creative Tree

To register your tree or  
for more info contact  
606-793-4006

Sponsored by Jim Gambill in partnership with Paintsville Main Street



## America in Bloom grants-due December 1

**Grants of up to \$25,000** to USA nonprofit organizations and government agencies in multiple states for community beautification and public greening projects. Eligible projects will enhance the natural environment through landscaping, ground cover improvement, floral displays, and healthy urban forests along CN's rail lines.

[Get more information and view application.](https://www.americainbloom.org/programs/cn-grant/)

<https://www.americainbloom.org/programs/cn-grant/>

**Municipalities, townships, other local governments, and locally active nonprofit groups in communities neighboring CN rail lines in the US are eligible to apply. The following components are not eligible for funding under this program:- Hard landscaping such as paving stones, fencing- Urban furniture- Play structures- Annual maintenance (although plans must show how annual maintenance will be performed)**

**Benefits to the Community:** Successful projects will leverage the power of flowers, plants, shrubs, and trees to bring multiple benefits to the community. They will demonstrate how community beautification will improve economic vitality, boost civic pride, encourage active enjoyment of the landscape, and improve quality of life. Projects that also contribute ecosystem services such as air and water quality improvements, stormwater benefits, screening, energy conservation, and habitat are favored.

**Community Engagement:** Working together to create lasting, beautiful landscapes also builds community. Successful projects will involve many partners in planning, fundraising, site preparation, planting, and maintenance.

City of Pikeville and Pikeville Main Street  
Welcomes New Business



**Ribbon Cutting Ceremony**  
Tuesday, November 17th | 11am



Downtown Pikeville Main Street, Inc. • Minta Trimble, Director • 606-899-2489 • [minta.trimble@pikevilleky.gov](mailto:minta.trimble@pikevilleky.gov)

City of Pikeville and Pikeville Main Street  
Welcomes New Business



**Ribbon Cutting Ceremony**  
Tuesday, November 17th | 1pm



Downtown Pikeville Main Street, Inc. • Minta Trimble, Director • 606-899-2489 • [minta.trimble@pikevilleky.gov](mailto:minta.trimble@pikevilleky.gov)



A work in progress! We are so excited to see this transformation in downtown Middlesboro. We have commented for years about the beautiful details of this building and to see its façade being painted and those details coming to light is wonderful. Lots of great things have been happening for many buildings on Cumberland Ave. this year. Stop in and see for yourself!



Now open in downtown Pineville at  
527 West Kentucky Avenue



Share your love of local this holiday season, from shirts, pillows, ornaments, and more. Local love to share can be found in every KYMS community



The witches at the Seasonal Shop in downtown Salyersville are now working hard to prepare for Shop Small for the holidays. This is the site of KYMS Shop Small photo op in 2019.



**NOW OPEN** in Covington, the Purrfect Day Cat Café located at 25 West 8th Street Just the place you have been looking for! Play with adoptable cats while you eat and drink. Purr, Play, Sip!

Teresa Mays and the Beattyville crew are making their list and checking it twice in preparation for the holiday season.



Looking for the perfect gift for the Bourbon lover on your list? Cynthiana Main Street is raffling off a Basket of "Holiday Cheer" which includes not one but TWO hard to find bottles of Bourbon! Help our non-profit Main Street program continue to revitalize downtown and buy a chance at this Holiday Basket of Cheer!

Drawing will be held November 21st!

For tickets contact Stephanie 859-954-5060 or [cynmainstreet@gmail.com](mailto:cynmainstreet@gmail.com)





Little Mountain Lavender in downtown Shelbyville certainly knows about branding! We love all of the lavender and purple. It's a lavender lovers dream location with numerous products inside. Learn more about them and their business on their Facebook page.



206 N. Main is hosting a Holiday Artisan Market in **Downtown London**. The market will feature local artisans and their crafts, as well as fresh local produce, baked goods, demonstrations, Now through December 24



December 5, 2020 @ 6:00 pm – December 31, 2020 @ 10:00 pm

*A Christmas Festival*  
*Saturday, December 5<sup>th</sup> until Christmas Day*

Decorate your home, church, school or business & register the decorated site at <https://form.jotform.com/203074585227153>. Site Maps of registered locations will be available by Friday, December 4<sup>th</sup>. Drive through the Christmas Festival route with your family any time between Saturday, December 5<sup>th</sup> and Christmas Day. Enjoy the lights & sounds of Christmas!!

Another completed mural in downtown Maysville!

We love how art is enhancing downtowns across the Commonwealth. Many, like this one, are making unattractive areas (rear of buildings, parking lots, alleyways, etc.) much more inviting.

*We do want to remind everyone to not paint unpainted historic brick walls, but to find an alternative way to achieve the same goal.*

If you have questions on alternative ways to create murals please contact KYMS coordinator Kitty.Dougoud @ky.gov or our KHC staff architect Erick.Rawlings@ky.gov



NEW WEBINAR OPPORTUNITY

## Winter Places Creating Outdoor Spaces in Colder Months

Friday, November 20, 11am EST



New webinar opportunity! Join us on November 20 at 11am ET to discuss practical ways to implement outdoor winter activities to draw people to your downtown and help your business community. We'll present some of the innovative ideas submitted as part of Bench Places.

Winter Places design competition for quickly implementable, low cost interventions to drive visitors back to Main Street and shop at area restaurants and

Learn more and register: <https://bit.ly/36f9dga>



Another good source of information is REOPEN Main Street. You can find lots of helpful tips at their web-site [reopenmainstreet.com](http://reopenmainstreet.com)



SHARE  
**JOY**  
SHOP  
**SMALL**  
ALL SEASON LONG

SHOP SMALL BY AM EX

**RETAIL BUSINESSES, RESTAURANTS & SALONS**

In an effort to promote social distancing & wearing masks, are you interested in promoting your business through

**The 12 Days of Christmas in Springfield KY**

From December 1<sup>st</sup> -12<sup>th</sup>

During these 12 days you can have **drive by** specials, **in-store** specials, **FACEBOOK** specials, etc. etc.

**THE SKY IS THE LIMIT—**

but we must ask you to abide by all **COVID 19 REGULATIONS!**

Please contact **Nell Haydon** if you are interested in participating.  
859-336-4255 or [springfieldmainst@gmail.com](mailto:springfieldmainst@gmail.com)

**RSVP by Monday, November 16<sup>th</sup>!!**



Downtown Morehead is having a raffle!

**Prizes totaling over \$7000 as of today!**

Our ticket sales are underway! If you want to buy a ticket, they will be at the St. Claire Gift Shop and Sawstone Brewing Co and available until gone.

**Only 500 tickets will be sold.**  
Get yours by calling: 606-548-1073.

Downtown Morehead, Inc.

**\$25 PER TICKET**

**2020 SHOP SMALL MOREHEAD Holiday Raffle!**

1st Prize: \$2,500+  
2nd Prize: \$1,500+  
3rd Prize: \$500+

Prizes will be gift cards from these local businesses!

La Finca	Morehead Cinemas	Sawstone Brewing	Pasquale's
China Cafe	All Seasons	Mr Gatti's	Expressions Salon
Mt Monterey	Mellini Cucina	Fuzzy Duck/Coffeetree	Major Brands
Wendy's	Frankie's Plaza	New Frontier Outfitters	Fazolli's
The Boot Ranch	Yamato	HEP Plus	Allen's IGA
Head Strong Nutrition	The Cherry Blossom	Holbrook Drug	Bombshells Salon
Roll Over Ice Cream	Pine Grove Gallery	Total Care Pharmacy	Morehead State Bookstore

Add your business today! Call 606-548-1073

It is a great time to start a new family tradition by joining in a Taylorsville Christmas Tradition... the Gingerbread house contest!

Build it with the Family or Friends.  
A great way to start the Holiday Season

Please submit your entry by November 18th.  
(Entries accepted through Friday Nov. 20th)

Beverly Ingram (our Main Street director) at The Red Scooter has hosted this for more than 20 years and displays them in her shop through the Christmas Season.



19th Julie Rea-London



# Mini grants are now available beginning 2/1/2020.

Since its creation in 1972, Kentucky Humanities, with the assistance of the National Endowment for the Humanities and private contributions, has supported public programs in the humanities throughout the Commonwealth.

Public humanities programs include, but are not limited to: conferences, lectures, radio and video productions, exhibits, teacher training and development of curricular materials, interpretive programs for festivals, book discussions, and planning for future projects. These humanities programs should be directed at adults & families, not to the classroom.

The humanities are fields of study primarily concerned with values, ideas, and language, including, but not limited to: history, literature; philosophy; language; linguistics; jurisprudence; archaeology; history and philosophy of art, medicine or science; folklore; religious studies; and those aspects of the social sciences (political science, sociology, anthropology, economics, psychology) which employ a philosophical or historical approach.

## **TO DISCUSS PROPOSAL IDEAS, CONTACT:**

### **Kentucky Humanities**

206 E. Maxwell Street  
Lexington, KY 40508

[\(859\) 257-5932](tel:8592575932)

### **Georgia Pacific Grants-Ongoing**

Georgia-Pacific (GP) Foundation Grants for Education, Environment, Community Enrichment, and Entrepreneurship

More information. <https://www.gp.com/community/>

Kentucky cities are eligible for grants for programs in education, the environment, entrepreneurship, and community enrichment.

**Education:** The Foundation supports a wide array of community-based educational programs that help transition students from school to the workforce with scholarships, job readiness training, and technical programs. In short, funding is intended to provide students and workers with the skills needed to succeed and move forward in today's workplace. Education focus areas include college scholarships, job training, literacy, K-12 public schools & teacher development.

**Environment:** Environment focus areas include resource conservation, clean air, clean water, recycling and environmental education.

**Enrichment:** Enrichment focus areas include affordable housing, community and public safety, arts and culture, youth enrichment and volunteerism.

**Entrepreneurship:** The Foundation is specifically interested in programs that teach practical economic principles, the benefits of a free enterprise system, and real-world business skills to youth. In addition to supporting educational programs for youth, the Foundation also support organizations that build capacity in small, minority, and women-owned businesses. Entrepreneurship focus areas include youth entrepreneur education and women and minority entrepreneur programs.

Before starting your grant application, please review the [funding source's website](#). [Take the eligibility quiz online](#).

#### Contact information:

M. Dossman, Jr. President  
Georgia-Pacific Foundation  
133 Peachtree Street, N.E.  
Atlanta, GA 30303