



Dec. 21, 2020

Main Street Monday!

It's the holiday season like no other, and Kentucky Main Street is grateful for another successful year. Although 2020 didn't turn out like any of us expected it would, we were quick to pivot and help our communities respond to what has been the worst pandemic to hit the U.S. in over a century. While we have seen a few closures only a few are directly related to COVID-19 we have had many new businesses open and directors and communities were able to make the best of a difficult situation as always. You likely don't realize how much your Main Street director and your local Main Street organization contributed to your downtown community's success during this time. And while it was extremely stressful for everyone there were opportunities for businesses to do things in new and different ways. Buildings were renovated, facades were re-done and more and more people took an interest in supporting their local businesses. There were many lessons to be learned and to be carried in to the new year.



Looking forward to 2021, we are encouraged by the vaccine that will enable our communities and their local economies to begin to return to some sense of normalcy. As we have done for the last 9 months will continue to help our local Main Street programs navigate the ever-evolving landscape of executive orders and best practices for local businesses. KYMS looks forward to being able to visit communities in person, hopefully by mid-year. We know our communities and their building and business owners are excited to share their new businesses and appearances and welcome everyone to the heart of their communities. It is going to be a great year to Explore Kentucky Main Street communities.

We cannot thank you enough for all of your support and your willingness to be flexible and do things in a different way. We are excited about all the new possibilities for 2021 and seeing each of you again.

May you and yours have a safe and joyous holiday season and we look forward to serving you in the New Year.!

****DON'T MISS OUT**** A new round of Save America's Treasures grants has been announced by the National Park Service earmarked from the federal #HistoricPreservationFund for preservation and/or conservation assistance for nationally significant collections and historic properties - for example those listed as nationally significant by the National Register of Historic Places –NPS.

Grants up to \$500,000 are awarded through a competitive process and require a dollar-for-dollar, non-federal match.

Paducah's River Discovery Center, Breckinridge County's Save the Judge Joseph Hold House and Louisville's Marine Hospital are among Kentucky's past recipients.

<https://www.nps.gov/preservation-grants/sat/>



One more time.

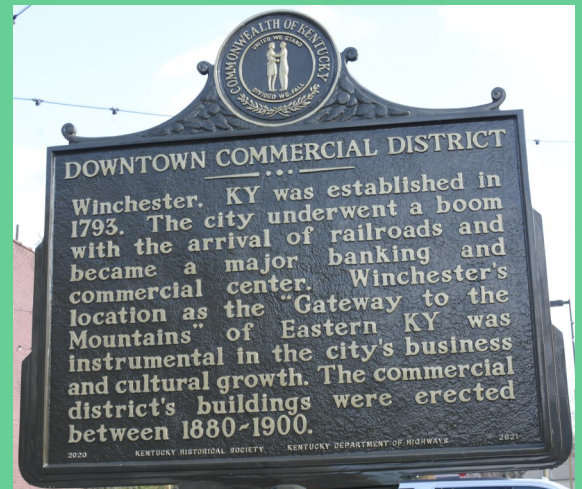
Thank you ladies for your years of service. You have truly inspired us all with your dedication to Main Street.

We will see you in person for a proper send off when allowed!





L-R Rachel Boyd, MSW interim director, MSW board president, Tim Smith Santa, downtown business owner Sherry Richardson and Clark Co. Magistrate, Robert Blanton



During downtown businesses' Jingle & Mingle Christmas open house, representatives of Main Street Winchester gathered at the parklet on North Main to unveil a historical highway marker to celebrate downtown.

County Magistrate Robert Blanton read a statement about the history of downtown before removing the covering for state Historical Marker No. 2621.

According to the wording, Winchester was established in 1793 and it underwent a boom with the arrival of the railroads, and most of the commercial district's more than 100 buildings, which are mostly intact, were erected in the 19th century.

The district extends from Washington Street to Ogden Court and includes such landmarks as the old Leeds Theater, Winchester City Hall and the Clark County Courthouse. It was listed on the National Register of Historic Places in 1982.

Forty years have passed since Winchester participated in the first Kentucky Main Street initiative, and in the early days, what is now Main Street Winchester was a model program. It is again seeing a resurgence, Blanton said.

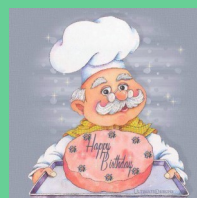
"Right now, I think we're in the middle of a renaissance again," Blanton told those gathered for the occasion. Last year, before the coronavirus pandemic, more than \$10 million was spent in downtown Winchester, he said. "That says a lot about where people think downtown Winchester is going" to invest that kind of money, he said, and the plaque is a representation of where downtown has come from and where it's going.

Among the recent developments are the development of the North Main Arts District (NOMAD), renovation of several buildings, establishment of new restaurants and retail businesses and the refurbishing of the old theater as the Leeds Center for the Arts, the launching of Build a Better Block and the Downtown Development Investment Fund, and the creation of the Beer Cheese Festival, to name a few improvements.

We would like to give a shout out to Magistrate, Robert Blanton. He is one of the biggest supporters of Main Street across the state and he is Winchester's biggest fan. Thank you for all you do Robert!

Reminder:

All certification documents and Main Street Award nominations are due January 15th!



Happy Birthday January 1st Larry Grandey–
Middlesboro



The Annex by Greenline Salon operates at 130 W. Sixth St., adjacent to its original location.

Program awards \$\$ for rent, façade work; new round to begin

COVINGTON, Ky. – A City incentive program that has helped 55 small businesses in Covington with first-year rent or façade improvements since the beginning of 2018 is scheduled to add five more businesses – from five different neighborhoods -- to the list on Tuesday. The consent agenda of the Covington Board of Commissioners includes recommendations from City staff for four rent subsidies and one façade incentive for a collective total of \$28,500 in help.

The Commission set aside \$150,000 for the Small Business Program in this year's budget, leaving \$111,300 available for the last two rounds before the end of the fiscal year June 30, 2021.

"COVID continues to challenge us all, but we are still laser-focused on supporting Covington's small-business growth, filling storefront vacancies, and improving the look and feel of our neighborhoods," explained Ross Patten, assistant economic development director at the City.

Recipients are a video production firm, a boutique public relations firm, a hair salon, a human resources technology company, a personal trainer, and a nutrition club. The proposed projects fall in five different neighborhoods: Eastside, Old Town/Mutter Gottes, the Central Business District, Westside, and MainStrasse Village:

- **B Squared Partners LLC** would receive a \$6,000 forgivable façade loan toward a \$19,053 exterior improvement project at 823 Scott Blvd. The building is home to the video production firm Spotted Yeti Media and the boutique public relations firm Scooter Media, and the ownership group consists of the women who founded and own the two companies, Molly Berrens & Shannan Boyer, respectively. The project would use two local contractors to enhance lighting, signage, and the awning and add flower boxes. The group has already invested \$93,000 in interior renovation. "A positive streetside presence and visibility is of huge value to small businesses like ours," Berrens said. "This opportunity to beautify our façade is greatly appreciated."
- **The Annex by Greenline Salon** – a salon/spa that specializes in hair, lashes, microblading, and Aveda at 130 W. Sixth St. would receive a \$6,000 rent subsidy spread over 12 months. The business signed a five-year lease for a 1,456-square-foot expansion adjacent to its original location and is open for business. It represents a \$127,544 investment. The Annex employs four full-time equivalents and would hire five more full-time equivalents.
- **Cloverleaf** – a nationally known human resources technology company that opened in September at 434 Madison Ave. would receive a \$6,000 rent subsidy spread over 12 months. This represents a \$188,000 investment, and the company signed a three-year lease for a 3,955-square-foot office. Cloverleaf has 17 employees and expects to create 10 more jobs. The company offers automated team-based coaching to improve performance and team management for companies.
- **ModelFit** – a small, private studio that provides personal training in a group setting – would receive a \$4,500 rent subsidy spread over 12 months. The owner signed a two-year lease in a 700-square-foot storefront at 331 W. Pike St. that has sat vacant since 2018. It opened in September, represents a \$38,000 investment, and expects to create one additional job. The studio works with four clients at a time and caters to the individual needs of each trainee.
- **AIM Nutrition** – a nutrition club that serves healthy meal replacement shakes and herbal teas, as well as Herbalife retail products, and offers free wellness checks – would receive a \$6,000 rent subsidy spread over 12 months. The company signed a five-year lease for a 980-square-foot storefront at 617 Main St. and is working on a construction build-out. With a total investment of \$93,100, the woman-owned business hopes to open in January 2021 and create five to 10 jobs.

The rent subsidy program offers a grant of up to \$500 a month for first-year rent. The façade program is a forgivable loan of up to \$6,000 to match investment dollar-for-dollar in exterior improvements to a commercial building.

To learn more of businesses who are interested in applying for either façade or rent programs should contact Patten at (859) 292-2144 or rpatten@covingtonky.gov. The applications themselves and information about the programs can be found on the City's website



Donna Smith (green jacket) and her gardening club crew never let a good sunny day or a great opportunity to beautify the city pass them by.

Donna has been a Middlesboro Main Street board member for a number of years as well as a downtown business owner. They are busy preparing for Spring by planting bulbs. We can wait to see the fruits of their labor.

Thank you Donna and gardening girls for all you do and all your hard work.



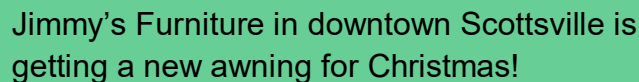
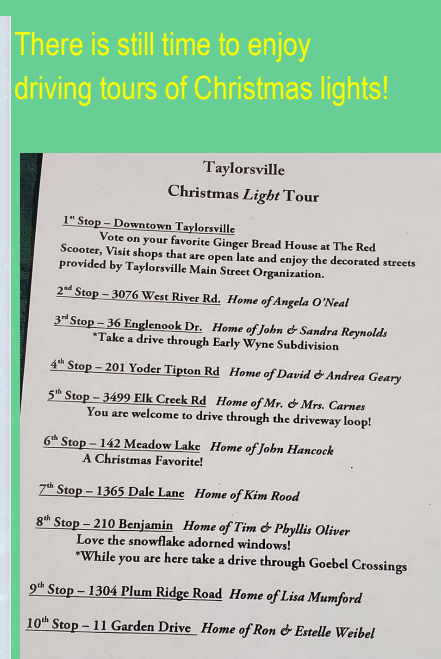
You still have time to win the window in Downtown Paducah!



Our sympathies to Springfield Main Street and their community on the passing of Sister Elaine DesRosiers.

- the most talented, kindest and dearest lady ever. She served on our Springfield Main Street/ Renaissance Committee. She will be missed by our community, the Dominican Sisters of Peace and so many friends/family. Our Opera House houses one of her many art collections. Blessings to all who loved her.

L to R Mayor Debbie Wakefield, Sister Elaine, Nell Hayden and Laurie Smith.



The events of the past year represent what could have been an existential crisis for America's Main Streets. While recovery will take years, Main Street programs have stepped in to rebuild more sustainable, resilient, and equitable communities.

To celebrate these efforts, we are pleased to introduce the Main Street Forward Awards. This special awards program seeks to showcase forward-thinking Main Street recovery and resilience efforts at this unique and challenging moment. Our goal is to collect a series of award winners that can serve as examples for the network, and for the country at large, of the power and perseverance of Main Street.

Winners will receive a \$1000 prize to support their program and be featured at a dedicated awards plenary at the Main Street Now virtual conference in April.

Learn more and apply here: <https://bit.ly/3r5Y62s>

#MainStreetForward #MainStreetAmerica #WeAreMainStreet