

Dec. 7, 2020

## Main Street Monday!

In our last edition we provided you with many places to shop local in Kentucky Main Streets across the Commonwealth. We certainly hope you supported your favorite local retailers and restaurants. I received an article that is a 5-10 minute read that I think will be most helpful moving in to 2021. It's an interesting article that goes far beyond shopping local. The article is "Shopping local won't save small businesses from closing . Here's what will. While about a larger community these things occur even in the smallest of places. What can we do as communities to make sure the regulations we have in place are benefiting our locally owned economic vitality.

<https://www.vox.com/the-goods/2018/10/16/17980424/shop-local-jeremiah-moss>



The events and activities in our downtowns have changed a bit this year, but they have not gone away. From the drive through Santa in Maysville (Caroline's great idea!) to drive through parades, light tours, the twelve days of Christmas and many other social distancing activities Main Street programs are making a difference and creating a joyful holiday experience for every one.



### New Survey for small business owners

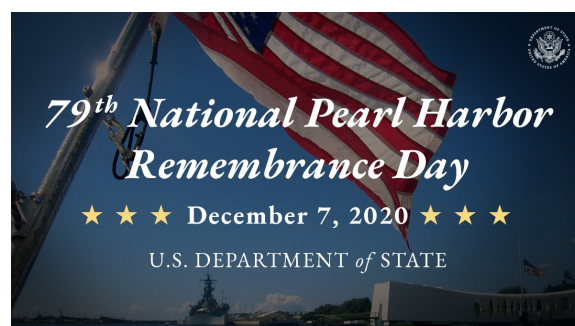


We want to hear directly from small businesses about what they are experiencing now and what they are anticipating the months ahead to look like. To make this process as easy as possible,

we are conducting our first-ever text message-based survey! Take the survey by texting the word "survey" to (833) 945-1313 or by going to: <https://slkt.io/dsD1>.

Please make sure your businesses take this survey! It is imperative to have this information as the national program advocates for Main Street programs and small businesses.

[#SmallBizRelief](#) [#COVIDRecovery](#) [#MainStreetForward](#)  
[#MainStreetStrong](#)



BEATTYVILLE/LEE COUNTY

# Christmas Home & Business Decorating Contests

12.18.2020 • AWARDS ANNOUNCED



**Best Residents: \$50**  
**Best Business: \$50**  
**Best Organization: \$50**

★ ★ ★

Contest will be open to residents, businesses and organizations. Locations will be shared in a custom Google Map so families can drive by and see the beautiful holiday decorations all around Beattyville/Lee County.

To enter call Teresa Mays at (606)464-5007 or Dedra Brandenburg at (606) 464-5038.

Facebook/ChristmasSpirit2020  
 Facebook/DowntownBeattyvilleAlliance  
 Facebook/BeattyvilleLeeCountyTourism

Looking to give back this holiday season?

Thanks to Glemar CPA who shared this info with Renaissance Covington and we now share with you. Thanks Nick.

Previously, charitable contributions could only be deducted if you itemized on your tax return. However the CARES Act allows taxpayers who don't itemize in 2020 to take an above-the-line deductions of up to \$300 in cash contributions to qualifying organizations. As you think about your end-of-year giving consider a donation to your local Main Street program or one near by to help them fulfill their missions of having vibrant, economically viable downtowns. Remember a gift to the Main Street is an organization is a gift through the organization to support your downtown community.

## Shop Local Bingo in Danville!

SHOP LOCAL BINGO

Stock up on supplies	See some art	Share the love	Try a parklet
Update your wardrobe	Treat yourself	Find unique gifts	Discover new toys
Accessorize	Grab a meal	Go for a stroll	Try fine teas
Learn	Decorate	Snap a selfie	Take a coffee break

**HOW TO PLAY:**

Try an activity from this bingo card

Snap a picture of yourself doing it

Post to Facebook or Instagram by December 31st

Use hashtag #shopsmalldanky

The winner will be announced January 4th

The prize is a Bogg Bag with goodies worth over \$50!

**SHOPPING**

A&L Accessories  
 Anderson's  
 Art Center of the Bluegrass  
 Bran's Boutique and Hair  
 Carol's Bridal and Gift  
 Boutique  
 Cerci on Main  
 Chinn's Jewelry  
 Constitution Square Gift Shop  
 Derby Shoppe and Raggs  
 A Lasting Impression Florist  
 Lee Stephen's  
 Maple Tree Gallery  
 Pure Bliss Boutique

**LEARN-PLAY-WORK**

Art Center of the Bluegrass  
 Boyle County Public Library  
 Centre College Bookstore  
 Constitution Square  
 Danville Boyle County  
 African-American Historical  
 Society  
 Danville Bike and Footwear  
 Danville Office Equipment  
 Fire Station  
 McDowell House  
 Mural by Andee Rudloff  
 Mural of Bunny Davis

**FOOD & DRINK**

Bluegrass and Buttercream  
 Burke's Bakery and  
 Delicatessen  
 Elmwood Inn Fine Teas  
 Gypsy Run Brewery  
 Harvey's  
 The Hub Coffee House  
 Melton's Deli  
 Bluegrass Pizza and Pub\*  
 Red Rooster Café  
 Shake It, Danville

\* Parklet!





Look who was shopping small in LaGrange! This was taken before they masked up. They are in the same household so they were following the guidelines, but notice they are still keeping their distance.



The court square in LaGrange is also a great photo op. It is one of the oldest in KY and looks stunning in its holiday finery.





**NOW OPEN in Downtown Cynthiana! We are excited to see a new independent bookseller. Congratulations to the Next Chapter located at 218 S. Walnut Street**

Congratulations to our 2020 Chamber Award Winners! We'll be announcing winners as we get photographs. Today we are proud to announce the following:

**Beautification Award - Carrollton Main Street Program**

The Carrollton Main Street Program was nominated based on the following: the addition of the mural to 501 Main Street, the bump-out adoption program, and the Rental Assistance Program to help fill the empty buildings with businesses in downtown.



**Redeemed has opened in downtown London!  
308 N. Main Street ! This was a before shot.**

Redeemed is a online women's clothing boutique focused on providing you authentic and quality clothing. My goal is to make my customers feel confident and their best in what they wear.



While you are in London keep your eyes peeled for Mrs. Clause. When Mrs. Clause isn't at the North Pole or making the rounds in December you will find her working as the Main Street director :)



**WE HAVE A HUGE ANNOUNCEMENT**

We have moved and opened our organic salon in our new downtown Morehead location on December 1, 2020 at 115 North Wilson Ave. Come see us!



Maysville Main Street  
presents  
**DRIVE THRU  
SANTA**  
-FREE- -FREE-



**Security Bank &  
Trust Drive-Thru**  
Corner of Market Street  
and McDonald Parkway  
Dec 4, 11, & 18, 6-8 PM  
Dec 12, 12:30-2:30 PM

This is just one example from our partnership with the Tourism Arts and Heritage cabinet campaign of Explore KY for the Holidays. Be sure to follow our Kentucky Main Street page (and like it!) for all the latest happenings around the network. A big THANK YOU to Anita Hatchett and Danielle Jones for making this partnership possible. Shop Local, Shop a Main Street town.



Downtown Murray for the Holidays!

**HOLIDAY  
FARMERS MARKET**

Mark your calendars for our 4th Annual  
Holiday Farmers Market!  
Shop indoors with your favorite market vendors!

December 4, 2020 5-8 p.m.  
December 5, 2020 10 a.m.-2 p.m.  
December 12, 2020 10 a.m.-2p.m.

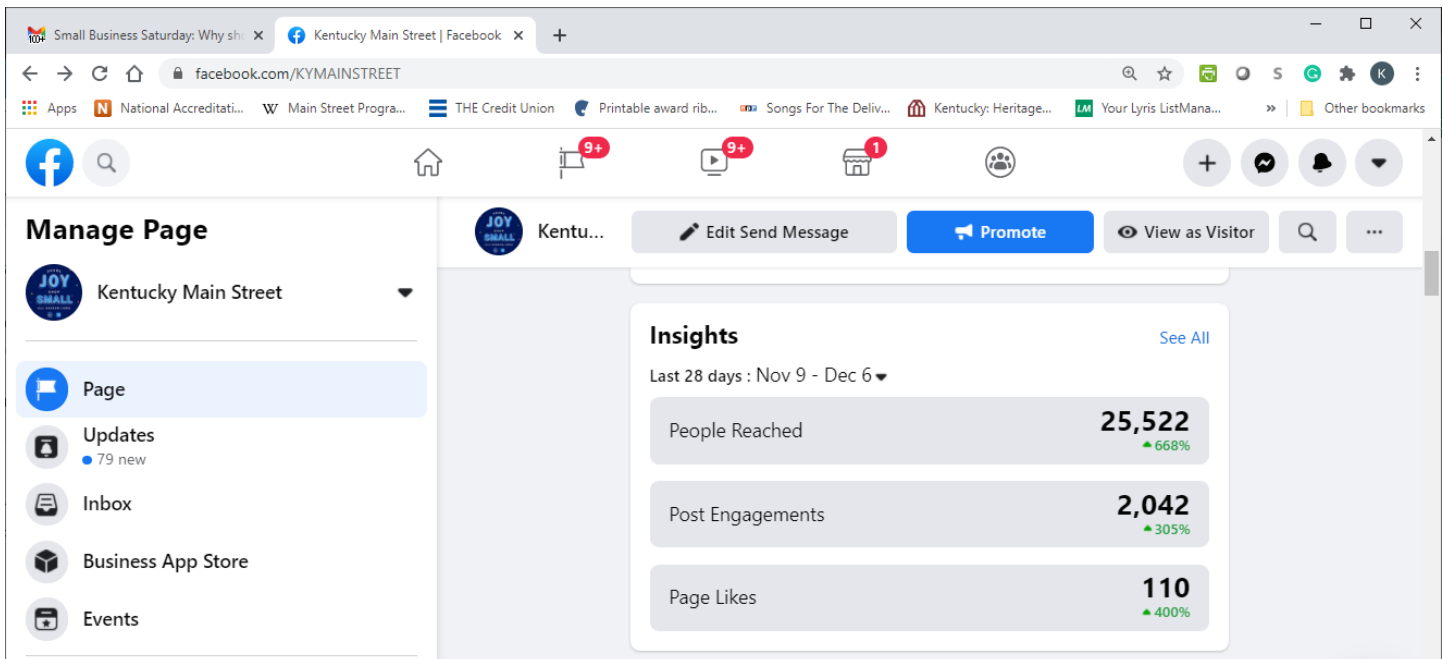
**Two locations: 412 Main Street and 102 N 5th Street**  
Social distancing and masks are required inside locations. No exceptions.



New way finding signage in Middlesboro



Here's a reason I always push you about social media and putting your information on our Kentucky Main Street Facebook page. In the last month we have reached 25,522 people! It has increased 1,740 since Friday! **That is 25,522 who might have seen your information and it's FREE!**



Santa made a stop in Springfield this week-end and had a little chat with Mayor Wakefield. Wonder what was on her list, we have a few ideas.

If you missed his visit look for him again this week-end and next at the 1816 Courthouse from

11:00-1:00 🌲







A Christmas Card photo op can be found in Downtown Pineville. You can pick up a pizza at Sourced and if you pre-order one of these delights from Gem City Cake



## WIN LOCAL LOOT

REGISTER HERE!

### Make Christmas merry & bright!

**Support  
Pikeville's  
Small  
Businesses**

ABOVE & BEYOND  
ART & GIFT SHOPPE  
BELLA POCH  
BOOK NOTES  
BRIDGETT'S QUILTING  
CC BELLE  
DANCE WORLD & GIFTS  
DREAMHOUSE FURNISHINGS  
FAITHLIFE MARKET  
FRIENDS DRIFT INN  
IVY GREY  
LENTAN'S BRIDAL BOUTIQUE  
MOONLIGHT PATHWAYS  
PAGE 3'S GAME ZONE  
PINK PIG YARN SHOP  
PRO FITNESS CYCLING  
RAZZLE DAZZLE UPSCALE CONSIGNMENT  
REJUVENATE FACE & BODY  
RUSTIC ROOTS ON SECOND  
SOUTHERN BLISS  
SPOILED ROTTEN CHILDREN'S CLOTHING  
T-D SPORTING GOODS  
TEED UP  
THE CASTLE  
TWO CHICKS AND CO. HOME DECOR  
UNIQUE BOUTIQUE

chance to win  
**\$1,000 in "Local Loot"**  
(5 - \$200 "Local Loot" Winners)

Get a ticket for  
every \$10 you spend  
for a chance to win!  
Nov. 28 - Dec. 19

**Live drawing Dec. 19**  
**Pikeville Main Street**  
**Facebook page**

"Local Loot" has no cash value and is non-transferable.  
Redeemed only at participating businesses.

City of Pikeville - Minta Trimble, Director • 606-899-2489 • [minta.trimble@pikevilleky.gov](mailto:minta.trimble@pikevilleky.gov)

**#keepitlocalpikeville**

**#explorekymainst**



Taylorsville Main Street Organization hosts a Christmas Home Tour. As we are not able to do that this year, we are putting together a Christmas Home LIGHT Tour for your pleasure. Maps are posted online.

Did you know that former state poet laureate Frank X Walker grew up in the Main Street community of Danville? Each April, Frank writes a poem a day for Poetry Month. This years entries are now in a book, Masked Man, Black Pandemic and Protest Poems. One more way to support local this gift giving season.

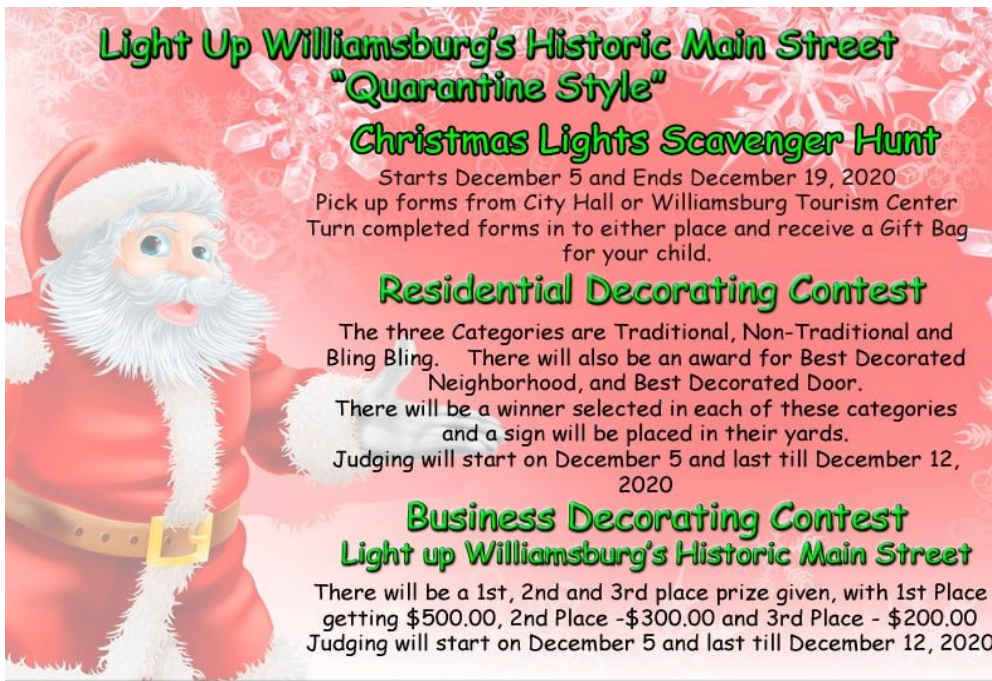


*The Square on Main*  
*Is the place to mail your*  
*letters to Santa Claus!*

**Drop your letters in the box between  
November 23<sup>rd</sup> and December 20<sup>th</sup> and  
at 5 p.m. on the 20<sup>th</sup> an elf from the North Pole  
will come and collect all your letters!**

Pick-up your free Santa paper for you to write your letters on,  
available at the Cumberland Tourism office.





**Light Up Williamsburg's Historic Main Street  
"Quarantine Style"**

**Christmas Lights Scavenger Hunt**  
Starts December 5 and Ends December 19, 2020  
Pick up forms from City Hall or Williamsburg Tourism Center  
Turn completed forms in to either place and receive a Gift Bag for your child.

**Residential Decorating Contest**  
The three Categories are Traditional, Non-Traditional and Bling Bling. There will also be an award for Best Decorated Neighborhood, and Best Decorated Door.  
There will be a winner selected in each of these categories and a sign will be placed in their yards.  
Judging will start on December 5 and last till December 12, 2020

**Business Decorating Contest**  
**Light up Williamsburg's Historic Main Street**  
There will be a 1st, 2nd and 3rd place prize given, with 1st Place getting \$500.00, 2nd Place - \$300.00 and 3rd Place - \$200.00  
Judging will start on December 5 and last till December 12, 2020



Happy Belated to Caroline Reece  
–Maysville who celebrated yesterday

And to Stephanie Burden-  
Cynthiana who will celebrate on  
Wednesday.

### **Kresge Foundation: Arts and Culture Program: Local Systems**

The Kresge Foundation's Arts and Culture Program seeks to build strong, healthy cities nationwide by promoting the integration of arts and culture in community revitalization. The Local Systems focus area funds organizations that infuse creativity into comprehensive community development and urban planning practices. Support is provided for cross-sector and cross-disciplinary projects that embed arts, culture, and community-engaged design into municipal governments and departments and in other non-arts disciplines and sectors. Priority is given to projects that take root in economically distressed communities and ensure that residents with low incomes contribute to, engage in, benefit from, and are empowered by activities. Collaborations of multiple partners from different sectors (public/private) and disciplines (arts, health, environment, human services) are eligible to apply. **Online applications may be submitted throughout the year.** Visit the Foundation's website to learn more about the Local Systems focus area.

**This could be a great grant for a pocket park area.**

### **The KaBOOM! approach-Create safe, community-built playspaces**

As of the end of 2018, KaBOOM! has directly built over 3,100 playgrounds. Combined with our other grants, over 20 years, KaBOOM! has built or improved over 17,000 playspaces. The unique model, called Build it with KaBOOM!, pairs funding partners with under-resourced communities who come together to build safe playgrounds – in just one day – resulting in kids feeling valued. Our community-built playgrounds generate a tangible, achievable win for communities too familiar with broken promises, too much talk and little, if any, action [Apply for a playground grant today, or find out how to fund our important work.](#)

KaBOOM! offers two different grants to help groups build playgrounds: Build it with KaBOOM! and Build it Yourself. Collectively, we call these grants "Community-Built Playgrounds" because they are designed and built by your community. If you wish to receive funding for a playground, select Community-Built Playgrounds on the Start My Application page. Once you complete Part II of the application, we will review your application to see if it's a fit for the Build it with KaBOOM! or Build it Yourself program.

More background: There is a play deficit in America. *Only one in four kids in the US are getting the recommended daily amount of physical activity. That means, in a class of 20 students, only 5 are truly able to be a kid for just one hour each day. Children are not playing at home, they are not playing in schools, and they are not playing in their communities. For the 14 million kids living in poverty, play is too hard to come by as their families face many obstacles to play; from a lack of safe places, under-resourced schools that cut recess and physical education, and too much screen time.*