



April 20, 2020

# Main Street Monday!

I know many of my directors are thinking, please no more emails, no more webinars, no more Zoom meetings, no more conference calls. While lots of great information is coming to us it is hard to sometimes to know what is good, what is repetitive, who is trying to capitalize on the situation and sell a product.

It can all be overwhelming!

We miss being on the streets with our businesses or in the case of KYMS seeing you in your communities. We have learned more technology than thought possible and we all need a young teen to keep us up to speed on the latest "it" thing and make sure all the technology works correctly.

While these times have been unique we have all learned to do things a bit different and all the information, while daunting at times, is providing us new ways to do business.

Main Street communities will come back stronger and will be able to use new ways of reaching out to customers than we have in the past. Your local directors and those of us at KYMS and KHC are here to assist you today and the days ahead.

We will get through this together because we are today and always Kentucky Strong.



It's national volunteer week!



This week we thank not only those who volunteer for our Main Street organizations but everyone who has been doing something to assist during this unprecedented time. From running an errand to feeding our children, assuring others' needs are met, and simply checking on your friends and neighbors. We thank you for giving of your time to make your community a better place. While the value of an hour of volunteer time in Kentucky is \$21.42 (independentsector.org) to us and those you are helping your time is priceless. You are appreciated today and every day!

**THANK YOU!**

**Historic Tax Credit applications are due April 29th! Applications can be found on the Kentucky Heritage Council web-site, [heritage.ky.gov](http://heritage.ky.gov)**

If you are in a Main Street community contact Erick Rawlings if you have questions. Since we are all mostly teleworking email is the best way to reach him.

[Erick.Rawlings@ky.gov](mailto:Erick.Rawlings@ky.gov)



Get those Shop Small banners and signs back out!

R & D from Pennsylvania what a great idea! Read more here [https://](https://www.independentwestand.org/virtual-small-business-saturday-will-give-pennsylvania-small-businesses-boost/?fbclid=IwAR1mUz1Ao-oTDUBG)

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Copy and insert your town and go.....



Another great idea that can be R&D'd. Our towns are known for our small town charm and one of the things I love about my town is that prom photos were always in the local photographers window.

This year why not honor your local seniors, both high school and college. Nannie-Williamsburg and David-Salyersville are already making plans. Students could submit photos that could be framed or printed on a poster whatever creative idea you have and displayed in the storefronts along Main Street. Store owners/restaurants could showcase new items for Mother's Day and graduation and it encourages people to also get out and take a walk.

Remember some will not have caps and gowns as many had not been ordered so you might include that in a display of their Senior pictures. (I bet the school or a former graduate has one)

### You can be doing this!



You too can have a Kentucky Strong shirt to support your local businesses and the work of Kentucky Main Street network

Proceeds will be used to further the mission of Friends of Kentucky Main Street, which advocates a return of community self-reliance, local empowerment, and the rebuilding of downtowns based on traditional assets: distinctive architecture, historic character, pedestrian friendly environment, small business, personal service, local ownership, and a sense of place.

Shirts are \$20 and includes shipping.

To order call Vicki Goode 859-319-9762

Credit cards are accepted!

**Help Local Retailers...  
...Get Over the HUMP!**



**WEDNESDAY  
APRIL 22, 2020**  
#ShoppingNightInAmerica

[www.Facebook.com/ShoppingNightInAmerica](http://www.Facebook.com/ShoppingNightInAmerica)



Shop **LIVE.**  
Shop **LOCAL.**  
Stay **SAFE.**

## **Shoppers:**

- **Tag** your favorite retailers on Twitter, Instagram and Facebook
- **Tune in** on Wed, April 1, 2020 using Facebook Live, Insta Live, etc.
- **Buy** using safe, secure methods! (e-commerce, Venmo, Paypal, etc.)



## **Retailers:**

- **Promote** the event to your email list, social followers and fans
- **Go Live!** on Wed, April 1, 2020 using Facebook Live, Insta Live, etc.
- **Sell** using safe, secure methods! (ecommerce, Venmo, Paypal, etc.)

**#ShoppingNightInAmerica**

This was from an earlier event, but has some directions for you.

Find more at Shopping Night in America.

**MAIN STREET MURRAY**  
PRESERVING HISTORY'S FUTURE

**EVERY LITTLE BIT COUNTS!**

*We are proud to help*  
**Downtown Businesses**

BIG THANK YOU TO OUR DISASTER RELIEF GRANT PARTNERS

**CFSB**  
COMMUNITY FEDERAL SAVINGS BANK

**FNB Bank**

**The Murray Bank**  
That's My Bank

Rotary Club of Murray

**AARP COMMUNITY CHALLENGE**

Grants to make communities livable for people of all ages

[aarp.org/CommunityChallenge](http://aarp.org/CommunityChallenge)

Grant Opportunity—Deadline Extended!

The AARP Community Challenge “quick-action” grant program is now accepting applications for 2020. AARP’s Community Challenge is aimed at sparking change and improving the quality of life for people of all ages in communities nationwide.

Learn more about the program and how eligible organizations can apply: <https://bit.ly/3aIVNyI>

Applications are now being accepted through Friday, May 15th at 11:59 p.m. ET.





## Virtual Architectural Scavenger Hunt Answer #1




Murray Middle School-East entrance. This building is the third school building erected at this location. It was built in 1922. The east entrance was the Girls Entrance while the west entrance was the Boys Entrance.

Murray Main Street is a 2020 Main Street community accredited by the Kentucky Main Street Program and the National Main Street Center

Murray's Virtual Architectural Scavenger Hunt has been a great way to add an activity for children and adults alike and to have them look for details and become more observant. For more information on how you can promote the historic assets in your downtown contact Deana at Murray Main Street.

Here's a great idea from Paintsville Main Street



Executive Director Linda Duncan and Paintsville Main Street board members decorated Paintsville with green bows to honor those we have lost to [#COVID-19](#). All while maintaining social distancing . [#TogetherKY](#) [#TeamKentucky](#) [#HealthyatHome](#) [#Patriot](#) [#WEAREMAINSTREET](#) □ credit: [Photos by Myssi](#)





Work continues in downtown Williamsburg. We are excited to see all these great shops when it is completed! (And travel restrictions are lifted)



Saw this idea and thought it would be a good idea for those of you with theatres.

Curbside concessions! Popcorn, candy, and soda. This would be especially good for when an event such as a concert is being shown on tv or they are having their own movie night.

It is a fun thing to offer and it reminds them that you still need operating dollars/



One of the best things about living in a small Kentucky town is the overwhelming sense of community! It is heartwarming to see the many individuals and organizations who have stepped up and made a difference during a very difficult time!