

April 5, 2021



# Main Street Monday!

Kentucky Main Streets continued to work extremely hard during the most unusual experience any of us could have experienced. You can tell from the reinvestments that the work did not stop, it was just different. Communities had to adapt to some unusual circumstances and it was decided at both the national and state levels to carry over their previous level of certification to 2020. While we are not yet on the road again as they say we have all adapted to doing things differently, but all that will continue to move our communities forward.

We congratulate our communities on all their hard work during a most difficult year.

### Accredited:

Bardstown, Beattyville, Campbellsville, Carrollton, Covington, Cynthiana, Danville, Guthrie, LaGrange, Maysville, Middlesboro, Morehead, Murray, Perryville, Pikeville, Pineville, Scottsville, Salyersville, Shelby, Springfield, Taylorsville, Williamsburg, and Winchester

### Affiliate:

London, Paducah, Tri-Cities

### Network: Owen, Paintsville

There will be no newsletter for the next two Mondays. We will be attending the National Main Street Conference next week and KYMS will be away on April 19th.

We are also planning for National Preservation Month in May!

KYMS will be celebrating Main Street Week May 9-15th

### Economic Development since day one!

Notably, since the program's inception in 1979, **Kentucky Main Street can document \$4.7 billion of public-private investment** throughout the state.

### A remarkable comeback!

Like elsewhere in 2020, when Covid ground the economy to a halt mid-March, the pandemic left 27 Kentucky Main Street communities reeling with a loss of 1,344 jobs and 231 businesses over the first several months. But the good news is the Main Street Approach™ works – and these communities bounced back due to the resiliency of local directors and their ability to take advantage of tools they had learned to utilize through participation in the statewide program. Things like assisting businesses to create space for open-air retail and dining, encouraging a shift to online sales, and networking with other directors to see what was working in their communities and apply different approaches.

By year's end, participating programs **cumulatively reported \$45,501,384 of investment in downtown commercial districts**, representing \$28,129,794 of private investment matched by \$17,371,590 in public improvements. Statewide, the program also reported 842 (net) new jobs in Main Street districts, 122 (net) new businesses created, 66 rehabilitation projects completed, and 22,299 volunteer hours invested.



### First quarter reinvestments are due April 15th.

We are looking forward to seeing much different results that the first quarter of 2020. We appreciate everyone who invests their time, money, and talents in our communities. You make downtown better!

It's Spring! Time for Spring Cleaning in our downtowns. It's a great time to rally the community to prepare for the months ahead. People are starting to venture out more and we need to make sure we have our Welcome mats out. Earth Day and Arbor Day are this month, a perfect time for clean up, and preparing flowers, etc. for our downtowns, but hold on to those tender plants just a tad longer.



Even Jelly Bean came out early to help with clean up in downtown Murray!



**April 17 Projects:**

- Painting Bath House
- Weeding Karrick Parks Flower Beds
- Sorting and Bagging Bottle Caps for Benches (These will be sorted, bagged, weighted then delivered to manufacturer and traded for complete benches for downtown Perryville!

**April 24 Projects:**

- Clean up in the Park
- Planting planters downtown



Mark Your Calendars

**Perryville  
Spring Clean Up & Work  
Day  
Saturday April 17 & April 24, 2021**



**Come and Join Us!**  
Drinks and Lunch will be provided!

Due to Covid 19 please wear your mask.  
For more information: Call Main Street Perryville, 859-332-1862



**AARP Community Challenge - due April 14**

Eligibility: 501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, **government entities** and other types of organizations will be considered on a case-by-case basis <https://www.aarp.org/livable-communities/community-challenge/>

**Lowe's 100 Hometowns Projects Grants - due April 19** <https://lowes100hometowns.com/>

**Old National Bank Community Grants - due April 28**

<https://www.oldnational.com/about/community/giving/foundation>

**Rehabilitation of Historic Rural Properties Funds - due May 12** <https://www.grants.gov/web/grants/view-opportunity.html?oppld=332070>

**Grants for Arts Programming - ongoing deadline**

Cities are eligible for grants of up to \$2,000 to USA nonprofit organizations and government agencies in multiple states for arts programming in rural communities. Funding is intended for activities featuring artists in the fields of film, performing arts, literary arts, and visual arts. Eligible applicants are located in Alabama, Florida, Georgia, **Kentucky**, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee

<https://www.southarts.org/community-organization-grants/express-grants#guidelines>

We are thrilled to have Julie Rea move from interim director to the executive director position in London. Julie has worked tirelessly and volunteered her time with the Main Street board to move London Downtown forward. Congratulations!!



**We are excited to share recent awards and recognition for our communities and directors.**

**Main Street Winchester was selected for the Main Street Resiliency Grant from the National Main Street program. Their winning submission is a fabulous idea!**

Subscription Box: Main Street Winchester will create a downtown subscription box program to support local merchants and encourage residents to rally around downtown businesses. Boxes will include products and ephemera from local stores, gift cards to local restaurants, early access to downtown events, and special branded marketing products unique to each box. Plus, each box will be curated around a theme that the downtown embodies: Pioneering, Illuminating, Boundless, and Local Flavor. Subscribers will receive four boxes for a set price via mail or pick-up over the course of the summer, and individual boxes will be available for purchase at participating retailers.

**Pikeville Main Street director, Minta Trimble** was selected for a scholarship to the Main Street America Institute (MSAI) a series of in-depth educational trainings.

Project for Public Spaces has an article about the healing of Main Street that you might find of interest. It can be found at the link provided.

<https://www.pps.org/article/the-joy-of-being-in-dr-mindy-fullilove-on-trauma-healing-and-main-street?fbclid=IwAR0pfRwzYgmhx6cdYGAK7lcroFWr4o-L5VPUTfWXpSK0FeCIUhFEi84Bpvo>



Jelly Bean's friend made a visit to city hall in downtown Springfield to help celebrate with the boys and girls.

**Paducah was recently featured in Southern Living magazine article as one of "The South's Best Small Towns 2021"**

Whether you have a passion for history or cultivating your creative spirit, Paducah has something for you.

You can find the entire article at <https://bit.ly/39bcFuf>



Join in the fun with the Bardstown Main Street's 1st Annual Golf Scramble Friday May 7th!

If you are a business and would like to be a sponsor or if you have a team of 4 that would like to play please contact Director Randi Mouser at [mainstreet@bardstown.com](mailto:mainstreet@bardstown.com)



**It's back!** The tradition continues in Pineville and Pine Mountain State Park. This is an experience like no other and something everyone should attend at least one. Guidelines have been put in place and some things will be different, but this great Kentucky tradition will be taking place May 27-30 for more info see their new web-site. <https://www.kmlf.org/>



We want to thank Brian and Micca Gunter of Scottsville for their generous support!

They have graciously provided a fence to protect the Pocket Park from mischief and damage overnight.

The Park will remain open to the public each day until dusk. We invite you to enjoy the warmer weather in this beautiful space! If you see Brian or Micca, please join us in showing appreciation for their many contributions to Scottsville and Allen County.



Did you know that Cynthiana offers a self guided tour of historical churches, downtown walking tour and muraled city tour? Stop by the brochure box at the courthouse on Main Street to pick up a guide & EXPLORE a KY Main Street community !

Stop in a local restaurant for breakfast or lunch and enjoy all the great things in the downtown!

What started as a contest for Kentucky Main Street's 40th Anniversary has become a tradition in downtown Shelbyville. What could be better than the three ingredients of Bourbon, Bacon, and Butter?! Sign up and enter your submission with Darlene Snow at Shelby Main Street!



The Harlan County Jeep Crawl is coming back to Harlan County!

This 2-Day celebration of all things Jeep will be cruising and climbing the charming towns as well as breathtaking mountains of Harlan County from April 9th-April 10th.

You can visit the KYMS communities of Cumberland, Benham, and Lynch and experience the beauty of spring in the mountains!

☆☆☆☆

SHELBY MAIN STREET PROMOTION COMMITTEE PRESENTS

## 2021 BOURBON, BACON & BUTTER BAKE-OFF

Come celebrate  
"No Longer Tax Day" with us!

APRIL 15TH 2021  
5:30 - 7:30PM

THE BARREL ROOM, 622 MAIN STREET

CELEBRITY JUDGE - JC PHELPS OF JCP EATS

TWO DIVISIONS - PROFESSIONAL & AMATEUR

ALL RECIPES MUST CONTAIN BOURBON, BACON & BUTTER

You must pre-register - call Darlene Snow at 633-5029 or email  
darlene@shelbymainstreet.com





Here's a great idea to R & D. You don't have to wait for Shop Small Saturday!



### Shop Local Saturday

Please join us as we support our Local Chamber Members

Enjoy a day of shopping local with one of our Chamber Members, snap a selfie, post on the Chamber FB Page and tag that store to be entered for prize drawings!

- |                           |                                  |
|---------------------------|----------------------------------|
| Ale-8-One                 | Haggard's Flower House           |
| American Dream Basket     | Harper's Pawn Shop               |
| Bargains on Broadway      | Harkness Edwards Vineyards       |
| Beech Springs Farm Market | Howards Overhead Doors           |
| Bluegrass Heritage Museum | Luxe Med Spa                     |
| CC's Closet               | Rural King                       |
| Clear Water Pools         | Sam's Floor Covering             |
| Court Street Gifts        | Spectrum Photography and Framing |
| Created By You            | The Craft Nook                   |
| Creative Coliees Roastery | Walmart                          |
| D&S Hardware              | Winchester Therapeutic Massage   |
| Dirty South Pottery       | Willow Hill Supplies             |
| Frames on Main            |                                  |
| Full Circle Market        |                                  |

## Worthy Three with Ed Burtner



**A Hobby Worth Taking Up**  
Growing Venus Flytraps. I have quite a few that line my windowsill here at City Hall. Sometimes you can catch them outside getting some fresh air.

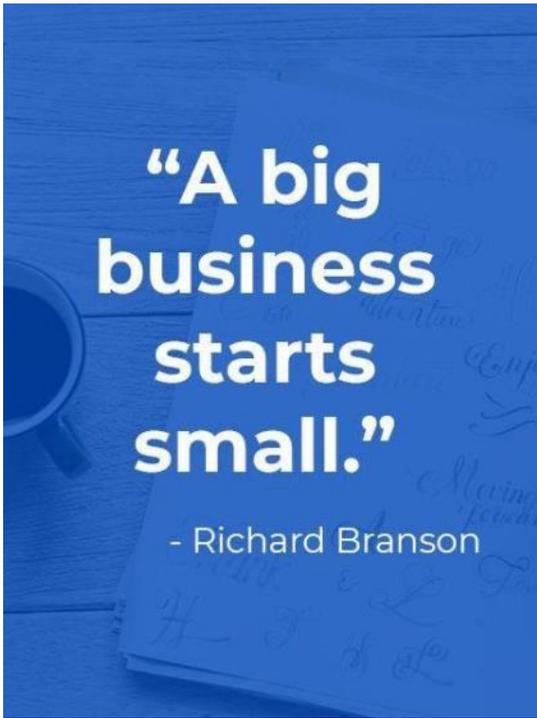
**A Moment Worth Taking**  
I really like to sit on Main Street and watch our downtown. I like to sit right in front of City Hall and sometimes at the Community Trust Bank Park and watch our downtown come to life.

**A Symbol Worth Honoring**  
As a proud Veteran, one of my favorite things to see is the American Flags that are displayed downtown during patriotic holidays. When the flags go up, it really is a sight to see.

Ed Burtner is Winchester's Current Mayor and has served the city for twenty-four years as City Manager and as Mayor from 2007 to present.

@MAINSTREETWINCHESTERKY

Another great idea from Winchester. This is a great way to introduce your Main Street board and city officials to the community.



Derby is right around the corner and LaGrange had a wonderful socially distanced fashion show to get everyone in the mood.

Everybody was twisting and shouting and rocking around the clock in downtown La Grange for the Kentucky Derby Hat Show. The event, a 1950s themed hat show and party, was held by Formé Millinery and Judith M Millinery Supply shop. Jenny Pfanenstiel, the official milliner of the Kentucky Derby, opened her new millinery supply shop in La Grange earlier this month.



In London, Kentucky, restaurants not only serve GREAT food but they also DO GOOD for their community. Thanks Sauced: Craft Pizza. Pasta. Salad - for partnering with Make-A-Wish America to make dreams come true!

♥ [#londonkydowntown](https://www.instagram.com/londonkydowntown)

Sauced also has a location in downtown Pineville.



**What a great honor for this business in downtown Maysville!**

Congratulations to Lasting Impressions Salon & Spa for being named one of the Top 200 salons in the whole United States by Salon Today Magazine!!! These ladies do it all - hair, nails, facials, massage, permanent makeup - and do it in award winning style! !

**Earth Day is April 22nd and Arbor Day is April 30th** Lets makes sure we know the difference between the Arbor Day and Earth Day. Arbor Day's purpose is to plant more trees in the community, while Earth Day's purpose is to pay attention to the condition the environment is in and what we can do to help it. The benefit of street trees in a community are numerous as the info graphs below indicate. A tree lined street is much more inviting than asphalt. It's time to rethink having trees and the appropriate trees in a downtown.

This can be a value added to the economic recovery of our communities.

**20,000 gallons PER DAY** An acre of maple trees can put as much as **20,000 gallons of water** into the air each day.

**Reduce noise BY 50%** Trees muffle urban noise almost as effectively as stone walls. A properly designed buffer of trees and shrubs can reduce noise by about 5-10 decibels. —USDA National Agroforestry Center

**Controls SOIL erosion**

In 50 years **one tree produces** \$31,250 worth of oxygen, provides \$62,000 worth of air pollution control, recycles \$37,500 worth of water and controls \$31,250 worth of soil erosion. —USDA Forest Service

**one person causes 10 TONS OF CO2 PER YEAR**

one person causes about 10 tons of carbon dioxide to be emitted a year. **One tree removes about 1 ton of CO2 per year**, and 1 acre of trees absorbs 2.6 tons of CO2 per year.

**DAVEY** *Proven Solutions for a Growing World*

**A single tree produces approx. 260 lbs of oxygen per year**, meaning two mature trees provide enough oxygen for a family of four. —CarbonDay.com

enough **OXYGEN** for a **Family of 4**

## Why We Love TREES

**Social Benefits**

- Filters pollutants from the air
- Cools the atmosphere
- Filters rainfall and the sun's ultraviolet rays
- Provides shade and comfort
- Increases recreation opportunities
- Absorb sounds

**Economic Benefits**

- Improves human health and reduce medical costs
- Improves property values
- Reduces costs associated with other means of improving air quality
- Reduces energy costs in summer by providing shade to facilities
- Reduces energy costs in the winter by creating a wind barrier

**Environmental Benefits**

- Conserves water and prevent water pollution
- Replenishes underground water reserves
- Provides food and habitats
- Reduces wind speed
- Stabilizes soil to prevent erosion

**Spending time near trees improves physical and mental health by increasing energy, while decreasing blood pressure and stress.**

**A mature tree produces as much oxygen in a season as 10 people inhale in a year.**

**Homes and small buildings with tree shade can stay up to 30 degrees cooler!**

**City of Cumberland**  
**SPRING CLEAN-UP**  
**APRIL 12-16, 2021**

Now is the time to clean up our community. Spring Clean-Up gives you the opportunity to get rid of old appliances, furniture, and other items to keep our neighborhoods clean.

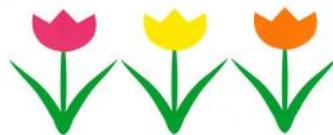


Pick up will be on your regular trash day April 12<sup>th</sup>-16<sup>th</sup>, so gather your trash and **SPRING CLEAN!**



**NO TIRES**  
**NO SHINGLES**  
**NO BATTERIES**  
**NO T.V'S**

Call City Hall 589-2106 if you have any questions



## City of Williamsburg Spring Clean-Up

April 5 - April 9 - Highland Park Side  
April 12 - April 16 - Highland Park Side

April 19 - April 23 - Downtown Side  
April 26 - April 30 - Downtown Side

The City will pick up anything except for Tires, Batteries, Shingles & any Type of Acids.

One and Only One Pick-Up Size Load per Household!

Please set all Brush and Limbs to the Side and Do Not Put in your Container.

**ALL FURNITURE MUST BE WRAPPED IN PLASTIC OR IT WILL NOT BE PICKED UP!**

Call 549-6036 when you are ready for your one free pick-up!

Winchester City Hall

April 22nd @ 11:00am



Join Bluegrass Greensource for our annual

**LITTER CLEANUP**  
*Presented by*



London Downtown's great fundraiser, the **Redbud Ride** is just around the corner! They have been busily preparing for your arrival. Routes are marked and guidelines are in place to assure you have a wonderful experience. Come enjoy the beauty of the mountains, experience downtown, and the new restaurants since your last visit!

Online registration is now closed. Don't worry, though, you still have time to see what 933 riders are excited about experiencing at our Walk Up Registration opportunities on **Friday, April 16 3-8pm** at FBC London & **Saturday, April 17 6-7:30am** at Laurel Co Farmer's Market.



**5 THINGS YOU NEED TO KNOW TO MAKE YOUR REDBUD RIDE EXPERIENCE AWESOME!**

- 1 DRIVE-THRU PACKET PICK UP**  
FRIDAY 4.16 @ FIRST BAPTIST CHURCH LONDON  
**3-8 PM**
- 2 WEAR A FACE MASK**  
AT REST STOPS OR WHEN YOU ARE NOT ABLE TO KEEP A 6 FOOT SOCIAL DISTANCE  
**EACH RIDER WILL RECEIVE AN OFFICIAL REDBUD RIDE BUFF IN REGISTRATION BAGS**
- 3 SAFE & HEALTHY REST STOPS**  
REST STOPS WILL FEATURE A VARIETY OF PREPACKAGED FOODS, BEVERAGES & CLEAN REST ROOMS. VOLUNTEERS WILL MAINTAIN HEALTHY A SOCIAL DISTANCE & PROPER SANITIZATION OF ALL AREAS
- 4 START TIMES IN WAVES**  
TO ENCOURAGE SOCIAL DISTANCING, START TIMES WILL BE IN 15 MINUTE WAVES BEGINNING AT 7:30 AM
- 5 ENJOY YOURSELF!**  
SATURDAY AFTERNOON INTO THE EVENING THE FARMER'S MARKET WILL TRANSFORM INTO A HUGE BLOCK PARTY!  
**LIVE MUSIC • FOOD • GAMES • BEVERAGES • AND LOADS OF FUN!**

OUR RIDE HAS USED USA CYCLING PROTOCOLS AND WE HAVE DEVELOPED OUR OWN 11 PAGE DOCUMENTATION. A COPY OF THIS DOCUMENTATION CAN BE FOUND ON OUR FACEBOOK PAGE @REBUDRIDE

**LONDON Downtown**

# WE NEED YOU!

**Volunteers needed for:**

- Rest Stops
- SAG Drivers
- Registration
- Packet Stuffing
- Block Party
- Set up/Clean up

**Contact us to learn more!**

**Redbud Ride**

# Block PARTY

**SATURDAY APRIL 17 NOON-8PM**

**Live Music Food Fun**

London-Laurel County Farmer's Market | Contact London Downtown at 606-224-1126