

June 22, 2020

# Main Street Monday!



It's official! While we made our announcement several months ago, but the National program was delayed due to Covid-19. We are proud to announce that 860 Main Street America programs across the nation have earned Accredited status, our top tier of recognition. This exclusive designation signifies a demonstrated commitment to comprehensive community revitalization and a proven track record of successfully applying the Main Street Approach™. We also congratulate the 341 programs that have been designated as Main Street America Affiliates this year. These programs are on the pathway to achieving meaningful economic, social, physical and organizational improvements in their downtowns and commercial districts.

Check out the interactive map to explore all the Accredited and Affiliate Main Street America communities across the Main Street Network: <https://bit.ly/37D5Olc>

We can never recognize our communities enough for all of their hard work so once again congratulations to:

Bardstown, Beattyville, Campbellsville, Carrollton, Covington, Cynthiana, Danville, Guthrie, LaGrange, Maysville, Middlesboro, Morehead, Murray, Perryville, Pikeville,

Pineville, Salyersville, Scottsville, Shelbyville, Springfield, Taylorsville, Williamsburg, Winchester Affiliate Programs: Cadiz, London, Paducah, Tri-Cities and our Network programs Owen and Paintsville.

Check out this great new billboard in Taylorsville!

## REINVESTMENTS!

Don't forget second quarter reinvestments are due **JULY 15th!** Also your reinvestments for the month of June. These numbers are extremely important as we look at budgets and other monies that might be available to communities from COVID-19. This also helps us and the national program to document the impact of the pandemic over the last 4 months. Kentucky has fared far better than a lot of places and our KY Main Streets have shown tremendous resilience. We are proud of all the hard work that has taken place.

Submit your reinvestments to  
[KYMainStreet@ky.gov](mailto:KYMainStreet@ky.gov)

Kentucky Main Streets are frequently in the top 10 of places to live or visit. LaGrange is one more example of the great things that happen in a KYMS community.

By [Thrillist Travel](#)

**Updated on 6/12/2020 Must Visit Small Town in Every State**



Romanticizing small towns has been an American tradition for as long as “quaint” and “charming” have been adjectives. We love to idealize tree-lined hamlets populated with four-square homes. We long for a life of unhurried conversations and free parking, where a night out involves seeing actual stars, not dropping \$250 on cocktails and cabs. When you fall in love with a small town, you fallhard. And even the most literary among us struggle to find an alternative to “charming.”

**Kentucky: Bardstown Population: 13,206**

The so-dubbed Bourbon Capital of the World is no pulling punches when it comes to the brown stuff -- Bardstown is home to Four Roses, Willett, Maker's Mark, Barton 1792, the Jim Beam American Stillhouse and the Heaven Hill Distilleries Bourbon Heritage Center, in addition to the oldest bar in Kentucky, Talbott Tavern. Still, you can score hooch anywhere. What sets Bardstown apart is its old-timey southern hospitality, gorgeous landscapes, and an architecturally astounding downtown that's remained strollable and affable since 1780. And also, you know, all that bourbon. -- AK

“10 Historic Towns In Kentucky That Will Transport You To The Past” <https://bit.ly/3e7R4TX>. For more about Trains on Main in LaGrange visit HERE: <https://>

**Beattyville to be featured in upcoming documentary called “The Hills I Call Home.”**

“I just came to fall in love with it and realize so much of the stereotypes and the media representation is so unfair and I think it's about time that people get the chance to actually tell the stories themselves without having the media say it for them,” said filmmaker Ashton Gleckman.

Gleckman also wanted to feature the wonders of Lee County ‘Literally it has been probably the most eye-opening experience of my life and I hope that more people after seeing the film and more people, in general, ‘Literally it has been probably the most eye-opening experience of my life and I hope that more people after seeing the film and more people, in general, will come

‘Literally it has been probably the most eye-opening experience of my life and I hope that more people after seeing the film and more people, in general, will come out here and see it with her own eyes because it really is an extraordinary place,” added Gleckman.

Gleckman hopes to release the film in early 2021.



The City of Bardstown Electric Department, Bardstown Tourism, and Evolve KY have teamed up to place a new electric vehicle (EV) charging station in downtown Bardstown! The station can charge two vehicles at the same time and is located in the Farmer's Market parking lot on E Flaget Street.



A trunk full of flowers from Lowe's donated to **Campbellsville Main Street** has made a huge impact on downtown beautification with the help from Design Chair Marilyn Neumann and volunteer Master Gardeners. Thank you!

A beautiful shot of downtown Maysville.



The Levitt lot in downtown Middlesboro is not only a place for great music (although postponed this year) but is a great spot for coming together as community. The Yoga Nook which is located in a newly renovated building downtown is taking advantage of the beautiful weather to hold classes in the park.

Check out their schedule online at [www.myyoganook.com](http://www.myyoganook.com) or on the MINDBODY app. Can't wait to see you all. Please feel free to read class descriptions under the "About" / "Group Classes" section on the website or reach out to us on messenger or email!



The beauty of the mountains and outdoor dining. While a brief shower postponed dining a few minutes, the beauty of a rainbow was worth the wait. And while a rainbow doesn't come every day the beauty of nature can be found on any day in downtown Morehead.

## Retailers Must Reassure Nervous Shoppers

Consumers have developed new shopping habits during the shutdowns, most notably a greater reliance on e-Commerce, contactless pickup and delivery and mobile payment methods. Owners of the non-essential retail stores that are reopening as COVID-19 restrictions are being eased should note that **shoppers expect retailers to operate very differently than they have in the past** in order to protect their customers and staff.

According to the [McKinsey](#) survey, among consumers in areas where their activities are still restricted by state or local regulations, **19%** do not plan to regularly participate in those activities until a vaccine or treatment is available. While **21%** are willing to do so as soon as government restrictions are lifted, **60%** need more than the government's go-ahead before they venture out, including the recommendation of medical authorities (**31%**) and assurances that stores, restaurants and other indoor locations are taking safety measures (**20%**).

According to [Salesforce Research](#), "shoppers of all generations — particularly those in the 40-plus group — expect stores to enforce mandatory social distancing and PPE (personal protective equipment) policies." In its May 14-15 poll of U.S. adults, Salesforce found that their top three requirements to return to physical stores were social distancing measures (**62%**), employees required to wear personal protection such as masks and gloves (**57%**), and personal protection required of customers (**50%**).

Getting consumers to feel comfortable with returning to stores "is largely within retailers' hands," Salesforce said.

Consumers responding to [Resonate's](#) COVID-19 survey in mid-May provided a similar list of requirements:

- All staff wearing masks and gloves (**50%**);
- Knowledge that stores would be disinfected each night (**48%**);
- "Forced" social distancing (**46%**);
- All customers wearing masks and gloves (**45%**); and
- Reduced occupancy in the store (**41%**).

To help retailers implement these actions, as well as to ensure the health of employees, the **National Retail Federation** has launched a program called "[Operation Open Doors – Path to Reopen Retail.](#)"

It provides a checklist (free to members and non-members) that retailers can use before and after reopening, including information on signage, protective barriers, capacity limits, preserving six-foot separations, PPE recommendations and details on cleaning and sanitization.

## Consumers Say They Follow Safety Regulations

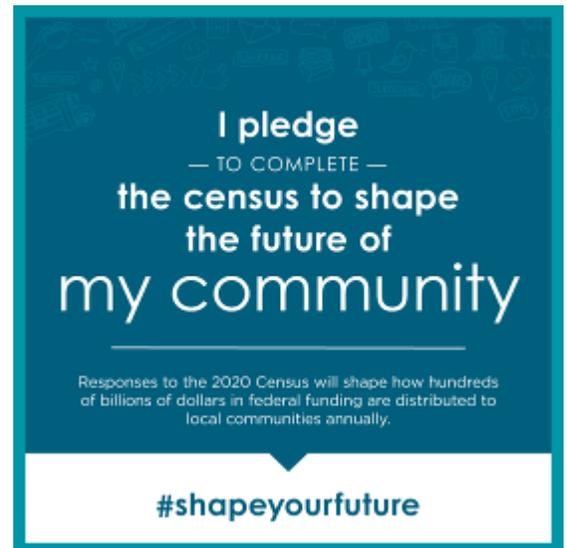
When the [Centers for Disease Control and Prevention](#) (CDC) surveyed more than **4,000** U.S. adults last month, it found "broad support for recommended COVID-19 mitigation strategies," with **79%** of the respondents reporting that they "always or often" keep a distance of six feet or more between themselves and others. Of the **90%** of respondents that had left their homes for essential activities during the pandemic, **74%** reported that they "always or often" wear cloth face coverings in public.

Although there has been some controversy about wearing masks in public, most Americans are willing to do so, according to Morning Consult's [June 11 Coronavirus Outbreak Tracker](#): "A new poll finds **65%** of U.S. adults 'always' wear masks when going to public places where they might interact with people, and another **19%** do so at least 'sometimes.'"

## News from AMBIA (American Independent Business Council)

As business and community leaders, living the values of racial equity and justice effectively isn't as easy as it might sound. On **Wednesday, June 24, at 2 PM Eastern**, AMIBA will combine its Leaders of Local Roundtable with a special Race and Equity Dialogue hosted by the [American Sustainable Business Council](#) to discuss policy reform and solutions to racism, inequity and economic injustice, both nationally and locally. After a brief overview of national policy initiatives, participants will join facilitated break out sessions on topics ranging from local responses to racism, facilitating equitable investment, and food systems. AMIBA Executive Director Derek Peebles will facilitate a breakout group entitled "Asset-Based Approaches to Building Equity and Racial Diversity."

The session is free but pre-registration is required <https://us02web.zoom.us/join/91012020000>



U.S. Small Business Administration [Administrator Jovita Carranza](#) announced the launch of a dedicated online tool for small businesses and non-profits to be matched with Community Development Financial Institutions (CDFIs), Minority Depository Institutions (MDIs), Certified Development Companies (CDCs), Farm Credit System lenders, Microlenders, as well as traditional smaller asset size lenders in the Paycheck Protection Program (PPP).

SBA's [Lender Match](#) is an additional resource for pandemic-affected small businesses who have not applied for or received an approved [PPP loan](#) to connect with lenders.

The forgivable PPP loan is emergency relief assistance aimed at sustaining businesses and keeping employees on payroll. Lender Match does not accept Economic Injury Disaster Loan applications.

"The SBA is focused on assisting eligible borrowers in underserved and disadvantaged communities and connecting them with forgivable PPP loans, especially before the June 30, 2020, application deadline," said SBA Administrator Jovita Carranza. "As communities begin to carefully reopen across the country, there are still many more opportunities to provide this assistance to businesses who have yet to access these forgivable loans. SBA is utilizing these partnerships with CDFIs, MDIs, CDCs, Farm Credit System lenders, Microlenders and many other participating small asset lenders to ensure that access to this emergency funding reaches the most small businesses and their employees in need – a key priority for President Trump."

### Lender Match Background

Within two business days after entering their information into the Lender Match platform, a borrower receives an email from lenders who have been matched with them. The borrower can see lenders' requests for them to begin an application. Borrowers are then able to begin the application process directly from the email they receive.

Lender Match was on pause due to CARES Act implementation priorities and loan volume. It is now being reinstated for CDFIs and other Small Asset Lenders. Leads will only be forwarded to CDFIs and Lenders with < \$10b in assets until the PPP program ends on June 30, 2020, at which time Lender Match will be open to all participating SBA Lenders. Lender Match not only connects borrowers with accessing PPP loans, but also other SBA lending products, such as 7(a), 504, Microloans, and Community Advantage loans which are currently offering [debt relief](#).

<https://www.sba.gov/>



**This Week:**

## Revitalizing Your Town From the Bottom Up

In this webcast, you'll:

- Learn how local leaders are approaching revitalization from the grassroots, nonprofit and government levels
  - See inspiring examples of downtown revitalization efforts
- Learn new approaches to engaging neighbors, businesses, nonprofits and other groups to work together for economic prosperity
- Hear how communities are creatively responding to the economic challenges created by the pandemic.



### **Putting the Paint in Paintsville!**

Thank you for assisting in the maintenance and beautification of downtown Paintsville!

Community is what Main Street is all about. The ability for community to be engaged in activities and beautification efforts, economic development projects, and promoting your town. Sometimes it requires hard work and sometimes its planning a celebration to honor achievements., but collectively we are able to transform communities. Thank you to all of the volunteers that serve as board or committee members or just show up because there is work to be done. You are the heart of our KYMS programs.

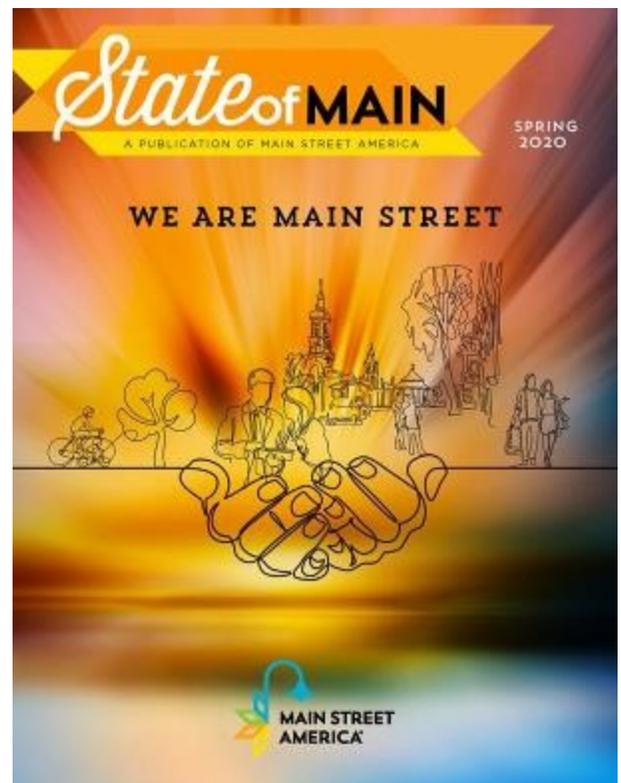


The Main Street Network's 2019 reinvestment statistics are in! Communities reported some of their most impressive gains in more than 10 years. Main Streets generated \$6.45 billion in reinvestment in 2019—the network's highest annual reinvestment amount since 2006, and the third highest amount in our history. With 6,466 net new businesses in 2019, we saw the highest number of net new businesses since 1996. The network also reached some major cumulative milestones, surpassing \$80 billion reinvested cumulatively—from \$78.98 billion in 2018 to \$85.43 billion in 2019. We also broke the 150,000 threshold for cumulative net new businesses—from 143,613 in 2018 to 150,079 in 2019.

View the full reinvestment statistics here: <https://www.mainstreet.org/mainstreetimpact>

The 2020 digital edition of our annual publication State of Main is now live. With our We Are Main Street campaign as the guiding theme, this year's edition takes a look back at our year together and celebrates the broad diversity of champions that make up our powerful network. We hope it serves as a source of inspiration in the days ahead as well as reinforces our core belief that Main Streets are for everyone. Read it here: <https://bit.ly/3hqXJL3>

The publication also offers resources and solutions for leading revitalization efforts and information on the programs and services we provide to advance the movement. We encourage you to check out our Main Street Forward campaign for the latest guidance on how to navigate the recovery process: <https://bit.ly/3d0kr9D>



We would like to take this opportunity to wish everyone a safe and Happy 4th of July. **This is the last newsletter until July 13th.**

The Main Street office will be working on a flexible schedule the next few weeks unless of course something happens that needs immediate attention. We will be providing directors information if needed and checking emails and phone messages, but not at my workstation all day and then some as I have been the last almost 4 months. We all need a little rest from the intensity we have all felt since March. Many of our

directors and programs are taking time to relax and refresh during the holiday and it is well deserved. We look forward to seeing you soon!