



July 19, 2021

Main Street Monday!



Via the National Main Street Center:

Applications for the 2022 Great American Main Street Award (GAMSA) **open Monday, July 26th!** Be sure to mark your calendar!

The GAMSA program recognizes communities exemplifying the use of the Main Street Approach to revitalize commercial districts. After a year's hiatus due to the pandemic, we are looking forward to the return of this prestigious awards program.

In the meantime, explore <https://www.mainstreet.org/mainstreetamerica/mainstreetawards/gamsa> to see previous GAMSA winning communities (including Danville, Paducah, and Covington) and be inspired to apply by meeting the 100+ communities that have been awarded this great honor.

Please join us in welcoming Deshea Agee to the National Main Street America Board! Deshea is the Vice President of [Emem Group](#), a Milwaukee-based design build real estate firm specializing in residential and commercial real estate development services. Previous to this position, Deshea served as the Executive Director of Historic King Drive Business Improvement District No. 8 and the Director of the King Drive Main Street in Milwaukee, Wisconsin, where he oversaw implementation of the organization's annual operating plan, property owner relations, business engagement and recruitment, and community outreach.



Learn more about Deshea in the MSA Board Spotlight: <https://bit.ly/3wKOo7t>

Murray Main Street has had some great **FUN**raisers this summer! Certainly R&D worthy!

New businesses continue to choose downtown!



Big smiles and lots to love as Maysville celebrates the grand opening of Christie Toffen Salon and Boutique at 51 W. Second. There are gifts galore and so many unique finds here! Come see for yourself!!!!!!



Look at that gorgeous tin ceiling!

We are looking forward to Ike's Pizza opening in downtown Middlesboro a little later this summer complete with patio!

Thanks to the volunteers who are also working on the district with beautification. They continue to do an excellent job in making downtown look good.





We believe in downtown! That's what the owners of Over/Under say about investing in the property at 314 Broadway. [Over/Under](#) is a sports bar with 30 televisions, a premium location for sports entertainment in addition to brunch, lunch, happy hour, dinner, a full bar, and more! Today, the City of Paducah was proud to provide Over/Under with a new business grant. Come out and enjoy one of the latest additions to historic downtown Paducah.

Pictured (left to right): Business Development Specialist Kathryn Byers, Over/Under Owner Blake Calhoun, Over/Under Owner Dru Hardin, and Planning Director Nic Hutchison

It was a great day in downtown Paintsville as they hosted ribbon cuttings for five antiques shops: [Good Old Days Antiques and Collectibles](#), [Peddlers Home Decor & More Paintsville](#), Tuesday & Thursday Antiques, [Treasures On Main Paintsville](#) and [Our House Antiques](#). It was a fantastic community event in celebration of our Antiques District!



Now open at 106 E Public Square
Downtown Scottsville

Grand Opening & Open House

**Willing Hearts
Clay Art Studio**

Monday July 26, 2021
4:00pm - 7:00pm
503 Main St - Cumberland

*Ribbon Cutting
Music & Refreshments*

Willing Hearts, Inc.
Creating Willing Hearts. Through the Art of Glass & Clay

HISTORIC DOWNTOWN SCOTTSVILLE

THE LOFT
airbnb

**Riley Dental
Group**

FAMILY | IMPLANTS | SEDATION



Smart Growth @ 25

Smart Growth @ 25 Session 2: What We Have Learned About the Smart Growth Principles

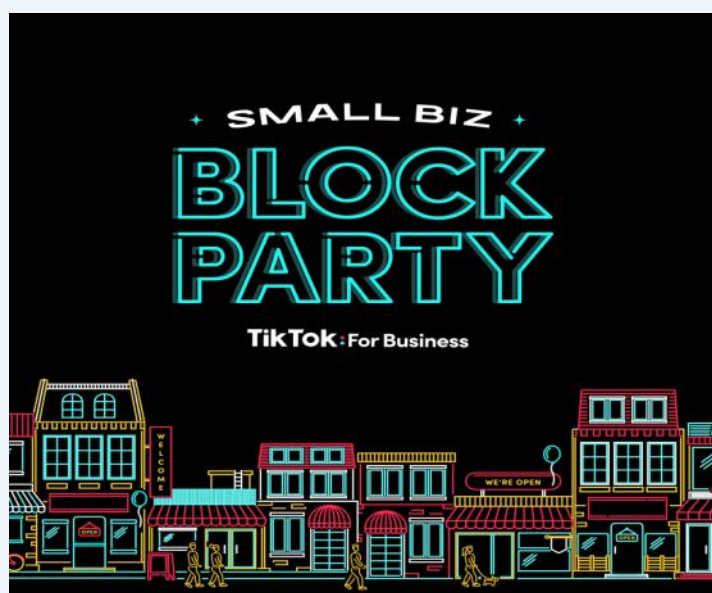
Thursday, July 22 at 1:00 p.m. EDT

Participants of this live webinar are eligible for 1.5 AICP CM credits.

The Smart Growth @ 25 webinar series continues with "What We Have Learned About the Smart Growth Principles" on Thursday, July 22.

- David Newburn of the University of Maryland examines farm and forest land preservation efforts;
- Emily Talen of University of Chicago explores the creation of vibrant communities with a sense of place; and
- Kelly Clifton of Portland State University looks at the concept of walkability, with a focus on what makes a neighborhood walkable and how residents respond.

Find out more and register for this free webinar via Registration (gotowebinar.com)



Main Street America has teamed up with TikTok For Business to co-host a fun and FREE virtual workshop on **August 5 from 1 - 2pm ET**, where you'll learn how to tap into TikTok's massive popularity and create scroll-stopping content to grow your business.

Don't miss out - RSVP today: <https://bit.ly/SmallBizBlockParty>



"Get used to it – the pivot is not going away," says Matthew Wagner, Ph.D., Chief Program Officer at Main Street America. As small business owners and the Main Street programs that support them look to the next phase of recovery, Dr. Wagner reminds us that interactions between businesses and consumers have fundamentally changed: creating new opportunities for how small businesses can generate revenues.

Check out Dr. Wagner's most recent article detailing 11 actions for small businesses to consider as part of their long-term "pivot plan." View them all: <https://bit.ly/36hT5e6>

Beattyville, KY - Downtown Beattyville Alliance Changes Name to "Beattyville Main Street"

Downtown economic development organization changes its name to reflect its commitment to Main Street America and Kentucky Main Street.

Downtown Beattyville Alliance, an organization which has been working since 2006 to develop a more vibrant community, announced July 12, 2021 that it has changed its name to Beattyville Main Street.

Organization officials said the new name would help underscore its connection to the highly successful Main Street programs in Kentucky and nationwide. Beattyville is one of more than 1,200 Main Street communities across the country pursuing a common goal of preserving America's historic downtown as economically vital centers of the community.

"This new name cements our commitment to the Main Street methodology, a time-tested framework for community-driven, comprehensive revitalization," said Beattyville Main Street President Allen Begley. "While we may have changed our name, our dedication to the future of downtown Beattyville remains strong. And we think that future is bright."

Beattyville Main Street is a team of residents, business owners, property owners, and civic leaders working together to ensure that downtown Beattyville is vibrant place to live, work, shop, dine, visit, and play. The non-profit organization is accredited by Kentucky Main Street and the National Main Street Center.



The Main Street "Four-Point Approach" is a unique preservation-based economic development tool that enables communities to revitalize downtown by leveraging local assets from cultural, historic, and architectural resources to local enterprises and community pride. The four points are: Economic Vitality, Design, Promotion, and Organization. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

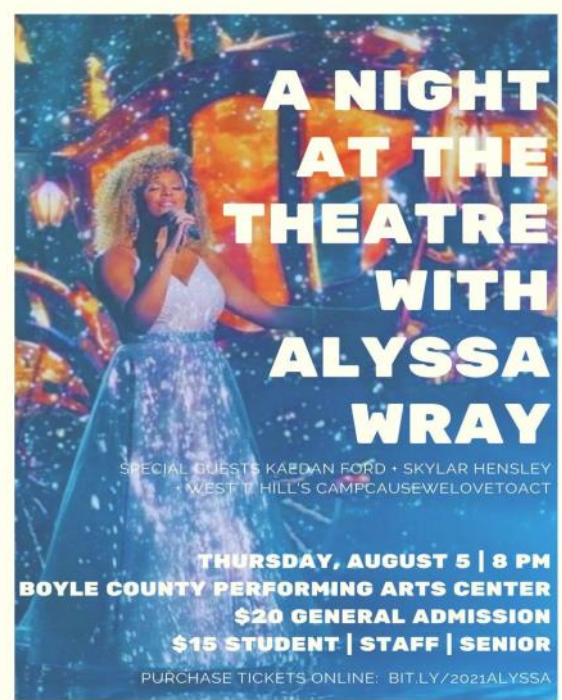
KYMS is excited for all the things happening in Beattyville. It has been quite a time since the flood and we have encouraged them to see this devastating event as an opportunity. Many buildings have received updates and they have a Town Centre Plaza project in the works. Lots of good things are happening and we are glad to be able to help them along with additional partners in their downtown revitalization process.

A little conference info! Our fingers are crossed that COVID will be on it's way from KY and that we will be able to gather following CDC guidelines this fall for our annual fall mobile tour conference. We are staying with the 2020 schedule and will be visiting Carrollton, Shelbyville, LaGrange, and Taylorsville on September 15-17. New director training and afternoon refreshers courses will take place in Carrollton on Sept. 14th. The following room information is for Main Street directors. Others are certainly invited and welcome to attend, but you will need to book through the park individually. An agenda will come out in August as we continue to plan for this event.

General Butler rooms: General Butler State Resort Park has blocked 20 rooms at the lodge for September 14 (for those coming on Tuesday) and September 15 for the rest of those attending the conference. Reservations must be made by August 14. The park will release all of the unreserved rooms after that date. Again, the direct number for the park is (502) 732-4384. The block is in the name of Kentucky Main Street Program. Rooms are \$97.45 for single or double plus applicable taxes. Also, there are one and two bedroom cabins, but I don't know the rate on them. We are looking forward to having you in Carrollton in September!



Look at these cute items available for back to school in downtown Carrollton. These past few school years have been tough. You can support a small business and a teacher too. Contact [Emily Kinder Prince](#) on the Carrollton Main Street FB page.



You saw this Perryville star on American Idol, now see her in person.





A wide variety of things are happening in our communities this summer. There is certainly something for everyone. Mark your calendars so you don't forget!





City of Frankfort Planning, Community Development and Special Projects departments host

HISTORIC PRESERVATION WORKSHOP

With Bob Yapp – host of PBS show "About Your House" and syndicated radio show "The House Doctor"



**FRIDAY, AUGUST 20
9:00AM - 3:00PM**

**THE RIVER ROOM,
PAUL SAWYER
PUBLIC LIBRARY**

Friday Workshop topics:

- Are You the Paint Police or Preservation Collaborators?
- Preservation Doesn't Cost, It Pays (Lunch Workshop)
- Additions that work!

Lunch provided by Tacos & Tortas



**SATURDAY, AUGUST 21
8:30AM - 4:30PM**

**HISTORIC BUILDING
LOCATION IN
DOWNTOWN
FRANKFORT**

Saturday Hands-On Workshop:

- Historic Masonry (limit 12 participants)
- Lunch provided

Workshop Cost:

All day Friday (includes lunch): \$15

Friday Lunch Workshop: \$10

All day Saturday (includes lunch): \$25

All day Friday & Saturday: \$35

Register: <https://historicalfrankfort.eventbrite.com>