

Sept. 14, 2020

Main Street Monday!

September is National Bourbon Heritage Month and the KYMS community of Bardstown is known as the Bourbon Capitol of the World. While we are disappointed the annual Bourbon Festival will not be happening this year you can bet 2021 will be bigger than ever. We have a few other KYMS towns that have small distilleries and long histories of Bourbon making. Today Bourbon, craft beer, and moonshine can be found in Main Street districts across the state and add greatly to the economic vitality of the Commonwealth. You can visit one or many during your Stay Close –Go Far adventures this fall.

We really hate good-byes, but this isn't good bye it's an avid Main Street supporter in a leadership role who has and will continue to be his community's biggest cheerleader. At the end of the month David Burch will be leaving his position as the director of the Heart of Scottsville. David has also been wearing the hat of interim Mayor and is running in November to continue in the position. You never see David without a smile and he always goes the extra mile for his community and everyone he meets. We are proud to support David and his future goals of continuing to make his community better. We will have to find a new photographer as David always supplied us with a lot of photos from our KYMS conferences and events.



All the best to you from all of us at KHC and KYMS.












International Parking Day is Friday!

This great event began 15 years ago in 2005 in San Francisco and have become an international event that takes place annually on the third Friday in September. During COVID we have learned to look at many areas in our cities differently. This concept — a park in a parking spot — was the brainchild of Rebar, a design studio working at the intersections of art and activism. Rebar filled the parking meter with coins and thus effectively rented a seven by twenty-two foot curbside parking space in downtown San Francisco. They rolled out sod, added a potted tree, put out a bench, and created a temporary park for several hours. There is an actual manual for parking day at this link.

https://www.asla.org/uploadedFiles/CMS/Events/Parking_Day_Manual_Consecutive.pdf

Some ideas that you can use are included on page 2 or make it your own. It's another way to use the creativity of your citizens and create a buzz for your downtown which everyone could use.



AARP Livable Communities

Transportation Workshop

Free Online Event
Tuesday, September 15, 1-4 pm (ET)
Wednesday, September 16, 1-4 pm (ET)
[AARP.org/Transportation2020](https://www.aarp.org/Transportation2020)

Parking Day Ideas



Putt Putt from Montgomery Co. Maryland.



Knoxville, Tennessee



A dining Parklet in San Francisco. (this would be perfect for a local restaurant)



Locations unknown



Pop Up Parks for Parking Day!

Lighter, Quicker, Cheaper, BIG IMPACT

Send us your photos to share in the Sept 28th MSM!!!



The Importance of a Storefront Window

It only takes people 7 seconds to walk past a storefront window and decide whether or not they're coming in..... Or during COVID will the be shopping on-line with the business or contacting them by phone or social media for a carryout purchase. Storefronts allow the business to introduce themselves to the passerby. They are the first impression of the owner/shopkeeper and their business.

The best businesses know that a great way to lure in customers is with a good window shopping—which often turns into real shopping—opportunity. Your storeowners want to be really strategic about how they market themselves a good storefront is a must.

It might not necessarily be about the products you carry, but how to grab their attention. Above all the storefront should be clean! Many shop owners enter from the rear of their buildings and forget that the shopper sees the front. Clean windows, flowers, a swept entrance make a huge difference.

This is part of the Design component of Main Street. It is a great time to have a Main Street Clean Up day as the cool weather returns and holiday shopping will soon be on everyone's mind. It's also a good time to check it to see what they might need and perhaps hold an online storefront design educational session.



Rustic Roots in Pikeville lets you know she has items that are handcrafted, Appalachian, and shirts/etc. that are all about Kentucky and Route 23. Her windows always make you want to see more.



Artful Gifts in downtown Carrollton also uses the planting bay to entice shoppers. It works, they have expanded to three storefronts!

Window shoppers are incredibly impressionable. If they see something they like, they're more likely to go in, whether it be an item of clothing, a sign for a sale, or another promotional item. Many window shoppers may also see something they like and return another time to purchase it, say after payday or when they have the money saved up. During COVID many people are taking evening walks so window design is very important. They will go home and look on line for your business.



With the spotlight on Bourbon it is not surprising that Bardstown was chosen for this latest honor.



Located in the heart of downtown Maysville you can find the Pogue Distillery and learn the vast history of the brand.



Wildcat Willy's in Downtown Winchester not only has moonshine, but great food for eat in or carry out.



Dueling Barrels in downtown Pikeville is not currently open to the public due to COVID, but ales and moonshine are available in stores and the whiskey is aging. We love how they name their products in honor of the town and it's history.



Launch8 is a program for anyone looking to startup a new business, but would also be helpful to a new business or one thinking about expanding. I watched the Zoom meeting last week and you can do the same at the link below. You may share this with those whom you think would find it helpful. Paul Wright is one of the people involved and lives in Berea. You will know his name from when he worked with MACED.

For the Free Zoom Meeting Recording (Sept 10) go to the link below.

https://us02web.zoom.us/rec/share/h0Nd1nJLeAj0LdsNBzGNf0qmd8o4g2HqQK2_pptL2l1NBfoB5RZTzxHZJq3IEWTY.dksLlfxhJ3g4uJLs



Event Opportunity GoDaddy Open 2020

 GoDaddy
open 2020

Discover ways to sell online, engage more customers, and enhance your brand. Connect with entrepreneurs and experts in keynotes, workshops, and one-on-one guidance sessions.

September 29th @ 1pm ET

Tuesday, September 29
at 1pm ET.

Register and learn
more: [https://
bit.ly/2RuH8up](https://bit.ly/2RuH8up)



Registration now open for our
4th Annual (Virtual) Summit
September 29 - October 1,
2020
12pm - 5pm EST

Our Summit features over 30 sessions in three days highlighting our partners in Winston-Salem and others across the country. You will be able to join interactive workshops, engage with visual and performing artists, connect directly with other attendees, take part in our networking "speed dating", explore the Community Hall, and much more -all from your home!

Why the Artists Thrive Summit?

Artists Thrive is a national tool that helps us imagine the world we want - and then supports us to align our goals and improve our performance so artists thrive. Through shared language, standards, points of excellence and challenge points, individuals and organizations are utilizing Artists Thrive to change conditions in which artists live and operate. The Summit is an annual experience that pushes boundaries on what it means to thrive as an artist.

Registration Fee

Registration fees utilize the Artists Thrive spectrum - from Struggling (free) to Surviving (\$35) to Thriving (\$50). If you are not sure where you are currently consider taking the survey on their website. [Read more artiststhive.org](https://www.artiststhive.org)

As a side note, I have attended this workshop the last two years and it was wonderful. It was held on the campus of Berea College and it is something that you should share with your local artists, businesses, local officials and anyone else who might be interested.



Are you prepared? You are likely more prepared than you were in March, but how do we prepare for the future and other issues that could arise.

September 21 - 25

We are working diligently to offer Kentucky's municipal officials and employees a conference that includes meaningful and informative speakers, customized workshop tracks, an innovative virtual expo, association meetings, and opportunities to network with peers. **Member Full Registration (\$200)** **Nonmember Full Registration (\$250)** Includes participation in all Track Sessions, Welcome Reception, Opening Session, Virtual Expo, Live Streaming of Awards Banquet, Cracker Barrels, Ethics for City Officials, and City Problem Solving Breakout Session.

Track Specific Registration (\$100)

EXCLUDES access to other Track Specific Sessions, Ethics for City Officials, Cracker Barrels, and City Problem Solving

Cheers to Conference!

Enter KLC's First Ever "Signature City Drink" Competition

To be eligible to participate, the entrant must be registered for the 2020 Virtual Conference & Expo.
Work together to create a fun drink name and concoction that represents your city.

- 1 entry per city
- Drinks can be alcoholic or non-alcoholic
- Be creative, have fun!
- Enter Name of Drink, ingredients, recipe and picture of drink in the form below.
- Submission deadline is September 15, 2020.
- J.D. Chaney and Mayor Bill Dieruf will sample the drink finalists and crown a winner during the Welcome Reception on Monday, September 21, 2020.
- The winning alcoholic drink and non-alcoholic drink will be featured at the 2021 KLC Conference & Expo! To enter <https://www.klc.org/EnterpriseWebAwards/SignatureDrink>

We submitted the Hello Kitty Main Street Mimosa (with pink champagne of course :) (we won't be selected because we are not a city,

Grant writing tips— A few weeks ago we included some tips on grant writing, however we discovered the first part was missing so let's try again.

You're doing what most non-profit organizations do before they even write a grant. You're thinking more about how the grant will benefit your organization—and not the other way around.

Believe it or not, getting a funder is like getting into a relationship. Moreover, the best relationships are the ones where everyone's needs are met. The quality and impact of your grant proposal depends on the questions you ask. Specifically relating to funders. So before you write another grant, ask yourself this: How will writing grants from the funders perspective affect my acceptance rate? What will my funder get out of this partnership? If I was the funder Would I want to collaborate with me? What's the best way to craft my message in a way where they see the clear benefits of working with me? How Can I best align my agenda with the funder's Agenda? If it aligns at all? Above all how will awarding you the grant help the goals of the funder?

When you are able to answer these questions about your potential funders, and paint a perfect picture of how your organization can better promote their agenda... they are more likely to work with you.

Best of all it becomes a win-win where they get what they want, and you get funding for your non profit Main Street organization. You can have a social impact on the community and ease your fear of failure and doubts. Most importantly your community gets to reap the fruits of your labor. Now READ the application carefully, FOLLOW all the directions, SELL your organization, tell your authentic story and how this relationship will be beneficial to everyone. Be sure to have someone else proofread your application to assure you have presented your information clearly and concisely and spelling and grammar are correct.

PeopleForBikes (PFB)- due October 16

Category: Community Development

Name: [Recreation & Transportation] Grants to USA Nonprofits and Local, State, and Federal Agencies for Projects to Promote Bicycling

Funder: [Foundation/Corporation] PeopleForBikes (PFB)

Eligible: Local governments; any level of government working locally; nonprofits focusing on transportation, community development, or bicycling.

Application Deadline: LOI – July 24, 2020. Full Application – October 16, 2020

Description: A grant program focused on providing funding to local governments to facilitate bicycle infrastructure projects. Consideration will not be given to projects in which PFB funding amounts to 50% or more of the total project costs. Grants of up to \$10,000 are available.

Funded Activities: Infrastructure projects including:

- Bike paths, lanes, trails, and bridges
- Mountain bike facilities
- Bike parks and pump tracks
- BMX facilities
- End-of-trip facilities such as racks, parking, storage, and repair stations
- Programs transforming city streets

PNC Community Quality of Life Grants

Category: Economic Development

Name: PNC Foundation Grant

Funder: [Foundation/Corporation] PNC Foundation

Eligible: Most organizations obtaining most of their funding from a governmental unit or the general public, including the following IRS designations:

- -170(B)(1)(a)(i) [Religious organizations]
- -170(B)(1)(a)(ii) [Universities]
- -170(B)(1)(a)(iii) [Hospital or medical research organization]
- -170(B)(1)(a)(iv) [Organization operating for the benefit of colleges or universities and is owned or operated by a governmental unit.]
- -170(B)(1)(a)(v) [Governmental unit]
- -170(B)(1)(a)(vi) [Organization receiving substantial support from a governmental unit or the general public.]
- -509(a)(4) [Organization organized and operated to test for public safety.]

Application Deadline: Ongoing

Description: A grant opportunity to nonprofits, schools, IHEs, faith-based organizations, and **government agencies** for programs in the areas of: quality early childhood education, affordable housing, community development and revitalization, community services, and arts and culture.

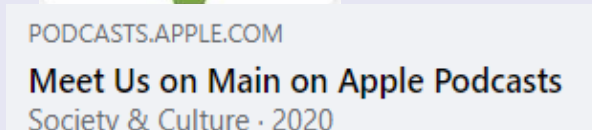
Funded Activities: Direct services for children in their classrooms or communities; professional development for educators; construction of community facilities for low-income regions; cultural enrichment programs; and affordable housing initiatives. Please see the “Additional Information” link for more detail.

Contact: Amy McCain, (248)-729-8529. Refer to the “Additional Information” link below for regional contact information

Once again KYMS communities in the central KY region are partnering with Bluegrass Greensource for the Main Street Clean Sweep. This annual spring event was postponed due to COVID, but will be taking place this fall in several communities. Cynthiana will be this Wednesday. For other locations check out the Bluegrass Greensource web-site.



With Deana Wright, Murray Main Street



Your outdoor space can provide more than green space.
In Middlesboro the sides are lined with blueberry bushes!



Hayes Bakes in the heart of downtown Scottsville is stand in line good!

Main Street Perryville is restoring another building and you can participate.

Karrick Parks Bath House Restoration Project Work Day



Volunteers needed to complete the restoration!

Due to Covid-19 Please wear your mask. Hand Sanitizer and mask will be available.
Saturday, September 19, 2020 • 8:00 a.m. - 3:00 p.m. Lunch provided
403 South Buell Street
For more info: (859) 332-1862 or (859) 319-9762



I'm sure many people feel this way!

So to celebrate our state beverage find your favorite downtown spot and enjoy a fine Kentucky Bourbon or Ale-8 or another KY favorite and look forward to 2021.



Small Town America
Civic Volunteer Award

FINAL CALL FOR NOMINATIONS

Small Town America Civic Volunteer Award

Celebrate the incredible work of your
local volunteers

DUE TUESDAY, SEPT. 15

**Final call for nominations
for the Small Town
America Civic Volunteer
Award! Don't miss this
great opportunity for Main
Street communities to
elevate and celebrate the
incredible work of local
volunteers. Submit your
nominations by
tomorrow
September 15th**

<https://bit.ly/3fYYsCk>