

# Main Street Monday!

January 5, 2026



Wishing you a bright and successful 2026 filled with opportunities, collaboration, and the resources necessary to turn your downtown dreams into reality.

**Share with your small businesses today!**

## AMEX SHOP SMALL GRANTS PROGRAM



To help small businesses grow, innovate, and support their local communities, American Express is teaming up with Main Street America to launch the Amex Shop Small Grants Program, which will fund 250 grants of \$20,000 each to eligible small business owners across the U.S.

**Applications are currently open with an 11:59 CT January 16, 2026, deadline for submission!**

Grant funds must be used to help the small business grow and/or innovate and support their local communities.

Example projects:

- Large capital expense projects, a physical or marketing refresh, or adding new revenue streams.
- Creating or improving a community-centric space within the business such as a patio, performance stage, or area used for community gatherings, or hosting events in existing spaces.

Read any book about great leaders and you'll find the words "great communicator."

At a thriving nonprofit or organization, you will always find a strong culture of storytelling. A compelling story told by a credible messenger brings you new stakeholders and builds your "army of the engaged."

Your grant applications are stronger. Your website is more compelling. Your media pitch is first rate.

A story well told serves as an invitation – and a critical one.

As you prepare your annual reports tell your story! Your organization has been doing amazing things and no one can tell the story better than you! Write a news article, share with your local media, etc.

The work you do is transformative. Let the people know!

Did you know Guthrie Main Street has a Market?? They are currently supporting 52, yes 52, entrepreneurs and small businesses!



# MAIN STREET AMERICA ACADEMY

Your go-to destination for learning experiences that are practical, engaging, and built to grow with you. From self-guided virtual courses to immersive in-person workshops, this is professional development made for Main Street.

**Introducing All About Organization January in the Main Street America Academy!** The start of a new year is the perfect time to strengthen your understanding and practical knowledge of Organization principles, board management, and lasting leadership. The Academy is here to help! This January, we invite you to focus on your foundation with our curated suite of top-notch learning opportunities and invaluable resources. Dive in > <https://bit.ly/3Lv5bZy>

**All board members should be taking this FREE course! Focus on the Four Points | Main Street America**

Whether you're new to the field or decades into your journey, the Academy offers a curated learning experience built for Main Street changemakers — with resources, recognition, and relationships designed to help you develop your skills, grow your impact, & lead with confidence in your community.



## Kentucky Angel Collective Launches to Back Startups.

A new investment group has launched to support early-stage startups across the commonwealth by connecting founders with and pre-seed capital.

The Kentucky Angel Collective is part of the national US Angel Collective network and is modeled after the Ohio Angel Collective. It is led by Patrick Henshaw, founder of Render Capital and backed by venture firm Vessel, which helped form the original Ohio group. It is open to accredited and non-accredited investors. The group plans to invest in up to 12 startups each year, with individual investments starting at \$2500. There are no membership fees or caps.

For more info. [KAC - The Kentucky Angel Collective](#)

## Did you know the Economic Cabinet has webinars every month?

Kristine McNiel, Senior Project Manager is always happy to assist you.

KY Innovation [www.kyinnovation.com](http://www.kyinnovation.com)

Mark Your Calendars!

## Kentucky Cabinet for Economic Development

The listing of the dates? It's the 3<sup>rd</sup> Tuesday of every month

Webinar ID	814 3870 7653
Description	KY Innovation presents a monthly meeting providing ecosystem updates from cross the commonwealth for service providers in the entrepreneurial space. Each month features different regional partners with updates, events announcements and Q&A opportunities.

Jan 20, 2026 10:00 AM Eastern Time (US and Canada)  
Feb 17, 2026 10:00 AM Eastern Time (US and Canada)  
Mar 17, 2026 10:00 AM Eastern Time (US and Canada)  
Apr 21, 2026 10:00 AM Eastern Time (US and Canada)  
May 19, 2026 10:00 AM Eastern Time (US and Canada)  
Jun 16, 2026 10:00 AM Eastern Time (US and Canada)  
Jul 21, 2026 10:00 AM Eastern Time (US and Canada)



More Beattyville Blue Business Signs

The Beattyville Blue Business Sign Project began after the 2021 flood as a way to show cohesiveness through out Main Street.

Businesses that wanted to participate were provided a blue sign through the Love Local Fund, made possible by continued fundraising and grant support.

We're excited to share that we picked up three additional blue signs today, and will order more over the coming months to welcome new businesses that are investing in our community.

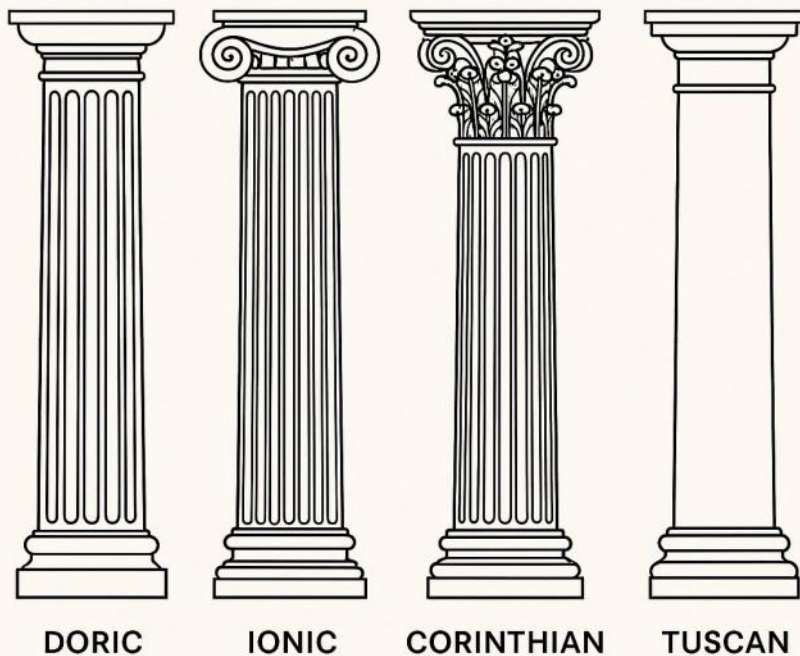


Third Street Tap House is ready for you and BRRRR-BON Season. Stop in and see them and take a respite from the holidays!

Now open on Main Street in Beattyville!



This week's preservation information is columns. Which ones can you find in your community?



There's a whole language hidden in the columns of an historic structure. And once you learn to read it, you'll never look at a porch the same way again.

One of the things about historic architecture is how the builders communicated style, status, and craftsmanship through details most folks walk right past.

Columns are a perfect example. Each type has its own personality—its own accent, you might say and you can often tell the age and influences of a house just by studying its posts.

- Doric — The simplest and oldest of the classical orders. Thick, strong, and unadorned. If a column could roll up its sleeves and get to work, it'd be Doric.
- Ionic — More refined, with those famous "scrolls" (volute) at the top. Graceful, learned, and a little more delicate.
- Corinthian — The fanciest of the Greek orders, crowned with carved acanthus leaves. These were meant to impress guests before they ever knocked on the door.
- Tuscan — A simpler Roman style—clean, plain, and often used in early American homes where practicality mattered more than decoration.
- Composite — A blend of Ionic and Corinthian, ornate but balanced. You'll see this on ambitious 19th-century buildings that wanted to make a statement.
- Turned Wooden Columns — A staple of Victorian porches in our region. Think of them as lacework in lumber—decorative, shapely, and full of charm.
- Square or Chamfered Columns — Common in Greek Revival, Folk Victorian, and Craftsman homes. Strong geometry, sometimes with subtly beveled edges.

Once you start recognizing these styles, it becomes almost like genealogy you can trace where the inspiration came from, what era shaped it, and who might've built it. Every house isn't just a structure... it's a storyteller.

Column information provided by Daniel Shew, The Old House Agent Bristol, TN



Early December was an exciting day in downtown Paducah!

After 38 years, the iconic Columbia Theater marquee is glowing once more on Broadway in Paducah! This historic 1927 theater is finally coming back to life, thanks to the incredible work of the volunteer board and supporters who flipped the switch during the Paducah Christmas Parade

The Columbia Art House is one of Paducah's true architectural gems blending Palladian, Moorish, and Greek styles, with blue and white terra cotta tiles and a stunning stained-glass ceiling. The ongoing restoration aims to preserve this landmark and bring new cultural and economic energy to downtown Paducah.







The NC Main Street Conference is open to ANYONE, not just NC Main Street program participants. Anyone with interest in downtown revitalization and downtown sustainability will benefit from attending this sizable statewide conference.

## Registration OPENS | January 9, 2026

### Plan Ahead:

Mark Your Calendar: March 10–12, 2026

Start planning now for conference attendance! The more community members who attend, the better they'll understand downtown economic development through the lens of historic preservation.

Talk with your board about creative ways to fund participation—consider a training sponsorship to help cover volunteer costs.

Encourage town staff and leadership to join you. Programs thrive when public and private sectors work together and attending the conference as a team strengthens relationships and shared learning.

### A goal without a plan is just a wish.

As you work on or review your strategies for 2026 use the SMART method to evaluate the goals you have set to see if they meet the criteria for success.



From inspiring plenaries and immersive mobile workshops to engaging education sessions and interactive activities, the 2026 Main Street Now Conference in Tulsa, Oklahoma, April 13 – 15, offers countless opportunities to strengthen your network, gain new skills, and find solutions to issues impacting your community.

Early Bird rates are LIVE now through February 3. Explore what's in store <https://mainstreet.org/.../get-registered-2026-main...>

A bonus if you are looking for a little vacation during April. Route 66 is celebrating it's 100th Anniversary and depending on your location you might want to drive to Tulsa.



Transformation is bigger kind of change.

Don't go wide go deep.



## Top 3 reasons to Become a PARTNER of Murray Main Street:

- #1 Support the Farmers Market and Support Local Farms
- #2 Support our Local Mom & Pop Businesses
- #3 Help make downtown Murray the Best Place to Live, Work, Shop & Play!



### BECOME A PARTNER TODAY!

Murray shows you just one example of why being a Main Street community partner is so important. Contact your local KYMS community or one you would like to support and become a partner today!

Here's a fun idea from the Heart of Scottsville as we look forward to February and LOVE YOUR DOWNTOWN!

SHOP SMALL

## SCOTTSDVILLE BINGO

Buy a gift under \$10	Buy something handmade	Schedule an appointment with a local service provider	Leave a positive Google/Facebook review for a business	Bring a friend downtown
Purchase a locally made ornament	Grab stocking stuffers	Take a photo with holiday decorations in the square	Donate to a local nonprofit while shopping today	Buy a gift card from any small business
Visit the Fieldstore	Check in at a business on social media	<b>FREE</b>	Buy a product made in Kentucky	Try a new coffee or treat from a local café
Take a photo of your favorite storefront window display	Tip a server or barista extra generously today	Take a photo with town Christmas tree	Pick up something vintage/secondhand	Purchase from a woman-owned business
Shop at a store you've never visited before	Buy from three different shops	Share a photo of your shopping haul on Facebook/IG tag Heart of Scottsville	Buy a food or drink item from local restaurant	Collect three business cards from shops you visit

Tag @downtownscottsville in your adventures!



We're excited to announce that Brothers Wright Distillery (formerly Dueling Barrels) restaurant on 2nd Street in downtown Pikeville is now open!!



Another example of becoming involved from Shelbyville. Main Street is grassroots and all KYMS programs welcome you to become involved!



### Resolution #3: Spread the Word

Be an advocate for our amazing downtown! Tell your friends, share posts, and invite others to experience the charm of Shelbyville. Together, we can make 2026 the best year yet for local businesses!