

KENTUCKY
MAIN STREET



Kentucky Main Street Conference Registration Form Creating Your Own Destination! Tools and Resources for Success

October 1 – 4, 2024

Paducah, Murray, Guthrie, Scottsville

Please submit a registration for each attendee

*Full Conference early bird registration \$100 per person via check or credit card between September 5-20
\$125 after September 20*

Single day registration \$35 Board members/government leaders are encouraged to attend.

Name: _____

Title: _____

Program Name: _____

Address/City/State: _____

Telephone: _____ Email: _____

_____ Full Conference Registration/s _____ Single Day Registration

_____ Total Amount

Did you complete this form for each attendee? 😊 (one for each person attending). You can pay for all at once, but each participant needs a registration form. Submit payment to:

Tony Pence

PO Box 946

Morehead, KY 40351

Please make checks payable to: Kentucky Main Street Association

To pay by credit card contact Tony at 606-548-1073

SEE BACK FOR HOTEL INFORMATION

CONFERENCE HOTEL INFORMATION

DAY 1 - PADUCAH

Holiday Inn Paducah Riverfront | 600 North 4th Street

Sept 7th deadline for reservations

Below is the booking link for the group's special rate. You may click below to secure their reservations. You may also call the hotel direct at 888.465.4329 and request a room with the code KMS.

<https://www.holidayinn.com/redirect?path=hd&brandCode=HI&localeCode=en®ionCode=1&hotelCode=PAHRF&PMID=99801505&GPC=KMS&cn=no&viewfullsite=true>

DAY 2 - MURRAY

Code: KMS

Rate: \$107.99 + taxes

Call Hotel Directly for Booking: 270-767-2226

Cut Off Date: September 20

Hampton Inn & Suites

1415 Lowes Dr.

Murray, KY 42071

DAY 3 - GUTHRIE - TRAVEL TO BARREN RIVER FOR FRIDAY CONFERENCE IN SCOTTSVILLE

Rooms are available for Wednesday, Thursday, & Friday evening

Barren River Lake State Resort Park

1149 State Park Road

Lucas, KY 4215670-

270-646-2151

Reservations need to be made by the 12th.

If you are calling individually or making reservations online through the park website, have them request accommodations in Group #4877



Fall KYMS Conference October 1-4, 2024

Paducah, Murray, Guthrie, Scottsville

Creating Your Own Destination! Tools and Resources for Success

This conference will help empower communities with the latest strategies in business development, real estate management, event planning, marketing, preservation, placemaking, organizational capacity and community engagement. This concise workshop will walk you through the Solution Center's eight key focus areas, offering a roadmap to leveraging these resources for your communities' unique needs.

Conference Highlights

October 1st PADUCAH: Historic Tax Credits, Trolley Tour, Upper Story Development

October 2nd MURRAY: Downtown Destinations, Swann Warehouse Project, Murals-How to Get It Done, Economic Impact of Main Street, Paint N' Sip for Directors

October 3rd GUTHRIE: Story of a Small-Town Main Street, The Blues Mural, Telling Your Story, Charitable Gaming & Fundraising

October 4th SCOTTSVILLE: Personal Branding & Networking, Mr. Muddle, Turner Family Legacy, Grant Applications from Funder's Perspective, First Friday, Civic Pride, Tourism

The following pages have details for each community with times, speakers, activities, etc.



TUESDAY, OCTOBER 1, 2024
Paducah, KY

- 9:00 a.m. **Breakfast at Paducah City Hall, 300 South 5th Street**
Limited parking is available in front of the building.
There is also a parking lot at 400 Clark Street.
- 9:30 a.m. **Welcome**
Mayor, George Bray & City Manager, Daron Jordan
Welcome & News to Know: Craig Potts, Kentucky State Historic Preservation Officer
Who's Who in KY Main Street – Kitty Dougoud, State Main Street Coordinator
- 10:00 a.m. **Historic Tax Credit Panel**
- Melinda Winchester- Historic Preservation Professional, Downtown Development Specialist & owner of the Belle Louise B&B,
 - Chris Black- Ray Black & Sons Preservation specialist
 - Jeff Canter, Architect and Vice President of PFGW. Jeff is involved in all aspects of the design process and also serves as board chair for Paducah Main Street.
 - Craig Potts, SHPO or Katie Wilborn, KHC Site Development Supervisor
- 11:15 a.m. **Break**
- 11:30 a.m. **Trolley pick-up at City Hall, 300 South 5th Street**
- 11:45 a.m. **Lunch at The Cork Room 225 Broadway - Speaker Ben Muldrow of Arnett Muldrow & Associates.** Ben is a partner at AM&A and is responsible for all community marketing and branding functions of the planning firm. Ben helps communities to develop their brand identity through an open process including public design sessions and collaborative small groups. He has designed new branding and marketing elements for revitalizations projects in over 350 communities in 35 states.
- 1:00 p.m. **Incentive Package/Upper Story Development**
- Tour of condos that used the Paducah incentive package
 - Pros and Cons
- 2:00 p.m. **Trolley Tour of Lowertown Arts District and Public Art**
- 3:15 p.m. **Free time to shop and explore Paducah.**
- 5:30 p.m. **Dinner tentatively at The Freight House 330 S. 3rd Street**

2024 FALL KENTUCKY MAIN STREET CONFERENCE MURRAY

WED, OCT 2 🍁 8:00 AM CENTRAL TIME 🍁 MAIN STREET OFFICE

8:00 DOORS OPEN @ 206 S 4TH ST.

Light Breakfast & drinks provided

8:30 EVOLUTION OF A DOWNTOWN DESTINATION

How Downtown MKY made something out of nothing to create a destination point for the community. **Deana Wright**

9:45 BREAK

10:00 TOUR OF SWANN WAREHOUSE PROJECT

Tour inside of the historic tobacco warehouse, where this multi-million dollar HTC project has provided a mixed-use facility, including residential apartments, in the downtown.

Joe Darnall

11:30 LUNCH FROM BURRITO SHACK - TACO BAR

Taco bar set up at the Main Street office; will accommodate all diets. Provided by the Murray CVB

1:30 EVERYBODY WANTS A MURAL - HOW TO GET IT DONE

How MMS and MCVB executed 10 murals in less than two years in downtown MKY and how we maintain them. **Deana Wright** **Erin Carrico**

2:30 BREAK

2:45 ECONOMIC STATISTICS OF MAIN STREET

Dr. Simone Silva **Siaka Traore**

3:15 DOWNTOWN WALKING TOUR

4:30 WRAP-UP

5:30 PAINT N' SIP @ 208 MAIN STREET (HTC)

Help MMS paint a mural inside the new project building (and a fancy tour, too!). Music, Mugsy's pizza, and drinks will be provided. An evening of laid-back fun. Dress comfy for painting!



** Wear comfortable walking shoes - we will be getting our steps in for the day! We keep our office like the polar vortex, so bring a jacket.**

**BUY
EAT
LIVE** **Local.**
Guthrie Main Street

Thursday October 3rd

- 9:00 am** **Welcome to Guthrie Mayor, Jimmy Covington & Guthrie Main Street Board** Light Breakfast at Guthrie Senior Citizens Center 233 South Ewing Street
- 9:30 am** **Tracy Robinson- The Story of a Small-Town Main Street Program** How Guthrie Main Street made a Big Impact in their Downtown
- 10:30 am** **Break**
- 10:45 am** **Kim Radford, Artist - The Blues Mural**
- 11:00 am** **Downtown Walking Tour**
Longhurst Park – The Blues Mural
Robert Penn Warren Birthplace Museum
Guthrie Transportation Museum
Abshire Building
- 12:15 pm** **Lunch catered by American Café**
Provided by Guthrie Main Street
- 1:00 pm** **Dr. Rick Gregory - Telling Your Story**
Rick Gregory received MA and PhD degrees in history from Vanderbilt University. He is a local historian and lives in Adams, Tennessee, the home of the Bell Witch Legend.
- 2:30 pm** **Break**
- 3:00 pm** **Q&A with Tracy Robinson & Julie Perell**
Charitable Gaming & Fundraising
- 3:30 pm** **Tour of Tiny Town Bingo Facility**

For anyone that wants to attend a bingo session that evening, the doors open at 4:30, pulltab sales start at 5pm and bingo starts at 6:45.



**Friday Oct 4, 2024
SCOTTSVILLE**

- 9:00 Breakfast @ Extension office 200 E Main street
Presented by 773 Co.**
- 9:30 Welcome from Mayor David Burch**
- 9:45 Courtney Evans of Cultivate - Personal Branding & Network**
- 10:15 Coffee break @ Solid Grounds Coffee 137 East Main**
- 10:30 Explore & Shop with Downtown Merchants**
- 11:45 City Bus Tour "Turner Family Legacy" presented by
Kathrine Sikora bus pick up at 112 East Public Square**
- 12:30 Lunch - Dugas Community Park followed by speakers
336 N. Bedelia St.**
- 1:00 Grant Applications, funders perspective Katherine Sikora**
- 1:30 Hannah Brooks - First Friday, Civic Pride, Tourism**
- 2:00 Katie Wilborn – KY Heritage Council Mr. Muddle Walking Tour**
- 3:00 Updates from KY Main Street Association**
- 3:30 Closing remarks**
- 6:00 First Friday on the Square presented by The Heart**
- 7:00 Cocktail Reception & Live music @ the Lyric Presented by the
Arts Council 118 East Main Street**