

Kentucky Main Street Program



Kentucky Main Street is a flagship downtown development assistance program. As part of the Kentucky Heritage Council, the State Historic Preservation Office, (SHPO) Kentucky Main Street program is a coordinating partner with the National Main Street/Main Street America program. By working with communities to provide technical assistance, training and guidance, the program assists in developing strong, broad-based local organizations that work to preserve unique heritage assets, create jobs, support entrepreneurs, build community, stimulate investment and engage volunteers in new and creative ways. Healthy and vibrant downtowns are an essential element of comprehensive economic development and tourism strategies for all downtowns.



During the year 2023 324 buildings were renovated, 214 buildings received façade work, 126 new businesses opened and 649 jobs (full & part time) were created!

During the COVID years 2020 –2022 151,832,423.93 was invested in our Kentucky Main Street communities!



What is Main Street ?



Developed by the National Trust for Historic Preservation over 40 years ago, the Main Street Four-Point Approach® is a proven strategy that continues to transform the way communities think about revitalization and management of their downtowns. As a unique economic development tool, the Main Street Four-Point approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural and/or architectural heritage to local enterprises and community pride. It is unique in the way it address the variety of challenges traditional business districts face in practical yet effective ways.

What is the Four-Point Approach®?

A method that focuses attention on the importance of design, promotion, economic vitality & organization to build a comprehensive and sustainable downtown revitalization and management program.

2023 Community Reinvestment Statistics Kentucky Main Street Program Communities (24 communities reporting)

| | |
|---|------------------------------|
| Net New Jobs | 649 |
| Net New Businesses | 126 |
| Rehabilitation Projects | 223 |
| Amount invested in building rehabilitations | \$31,853,228 |
| New construction | \$ 2,275,110 |
| Private investment | \$17,063,954 |
| Public investment | \$ 32,084,233 |
| volunteer hours | 42,066 = \$ 1,129,527 |

2023 Total reinvestments \$61,369,779

Certification in Kentucky Main Street

Whenever you see a Kentucky Main Street sign or logo associated with a community, you can be assured that something special is happening there.

These communities are following the Main Street Four-Point Approach® and have had their efforts recognized at both the state & national level. What are they doing? These communities have an organization dedicated to the revitalization and management of their downtown with trained professional staff, focused budgets, an annual plan of work and broad-based community support (among other things). Every year, these communities meet the National Main Street Center's rigorous criteria to be recognized as a Main Street program.

We are proud of our Kentucky Main Street communities! No one will say it is easy to become a certified program, but the value speaks for itself. Our annual Community Reinvestment Statistics show the results. Plan to visit a Kentucky Main Street town soon and visit our shops, see activated alleys and more. Main Street districts are great places to work, live, dine, shop, and invest. Come enjoy all things Main Street!



You have an opportunity this fall to learn more about the KYMS program at our fall KYMS fall conference in western, KY Watch our social media and website for updates.

In 2024 to learn more about this great program by attending the National Main Street conference in Birmingham, Alabama May 5-8!



More info at Mainstreet.org

How to get your community excited About downtown revitalization....

- Organize a steering committee to learn more about downtown revitalization
- Start talking about your downtown's strengths and opportunities
- Identify and talk to all downtown stakeholders including property owners, residents, merchants, and civic leaders.
- Learn about the National Main Street movement by visiting www.mainstreet.org
- Visit other communities and see how they got started.
- Walk around your downtown —with a camera.
- Ask another community to visit your community to discuss how they got started.
- Call a meeting to talk about the future of downtown-invite everyone.
- Talk to your city and county leaders about the importance of downtown.
- After you have done the items above and are ready to get started contact the Kentucky Main Street staff for next steps.

Find out more www.heritage.gov

Kentucky is proud to be the oldest state-wide Main Street program in the nation.

Since 1979 Kentucky Main Street communities have contributed over **\$4.7 Billion** to the Commonwealth.

2023 participating Kentucky Main Street Communities

| | | | |
|----------------|-------------|--------------|--|
| Bardstown | Guthrie | Murray | Scottsville |
| Beattyville | LaGrange | Paducah | Shelbyville |
| Campbellsville | London | Perryville | Springfield |
| Carrollton | Maysville | Pikeville | Taylorsville |
| Cynthiana | Middlesboro | Pineville | Tri-Cities |
| Grayson | Morehead | Salyersville | (Cumberland, Benham & Lynch Williamsburg |