



# THE CORNERSTONE



**Your future depends on many things, but mostly on YOU.**

-Frank Tyger

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## Save The Date! Kansas Main Street Quarterly Training

"Promotion for Main Street and the New Frontier"

The next quarterly training will be held August 18 in Hoisington. "Promotion for Main Street and the New Frontier", will be presented by Jay Schlinsog of Downtown Professionals Network and Ben Muldrow of Arnett, Muldrow & Associates.

Topics will include:

- Quick Review of Marketing and Promotion Basics for Main Street
  - Promotion Committee Goals
  - Promotion Committee Players and Roles
  - Types and purposes of Main Street marketing and promotion activities
    - Special events and festivals
    - Retail and business events
    - Tourism marketing and events
    - Image development and branding
- Elevating Marketing and Promotion for Main Street
  - The Market Position Statement
  - Branding Systems and Strategies
    - Developing your brand
    - Include case studies and examples
- Marketing and Communications Channels
  - Includes media examples

Session tools, examples and/or exercises include:

- Events planning and logistics checklist
- Fourteen ways to bring a promotion to life
- Fourteen ways to kill a promotion
- Developing your market position statement
- Image development, branding and marketing campaign case studies and examples
- Branding/image campaign media examples

The electronic flyer with more information and registration will be sent out in mid-July. This training is open to Kansas Main Street designated communities and Kansas Downtown Network members. For more information on becoming a Kansas Downtown Network member, contact us via email: [mhelmer@kansascommerce.com](mailto:mhelmer@kansascommerce.com) or call (785) 296-3485.

Grow your Main Street - National Main

## Streets Conference held May 22-25 in Des Moines, Iowa

Kansas was well represented at the National Main Streets Conference last month with over 40 in attendance. The annual conference attracts participants from across the nation to "help communities grow ideas, knowledge and networks."



"For more than 30 years, grassroots organizations in communities across the United States have been using the Main Street Four-Point Approach to amass an impressive track record of preservation-based economic development. By supporting and encouraging local entrepreneurs, Main Street communities have seen support for their downtowns and neighborhood business districts grow. By preserving and reusing their historic buildings, these communities have helped prove that "Old IS the New Green" and that saving buildings instead of constructing new ones is the best way to create sustainable downtowns.

By engaging everyone in the community, Main Street programs have revitalized their commercial districts, transforming them into colorful, welcoming, unique places to live, work, play and visit. Sustainability; smart growth; local investment and job creation; innovative small businesses; and authentic shopping and tourism activities can all be found in Main Street communities. The 2011 Main Streets Conference will enable you to take your success to the next level." - excerpt from the conference program.

The conference opening reception was held at the Iowa State Fairgrounds - our group photo was taken just outside the main reception hall in front of a giant inflatable ear of corn. Iowa did a wonderful job hosting the conference and showing us great hospitality. Our thanks to the National Trust Main Street Center for putting on a top notch conference. An example of some of the educational sessions we attended include:

- Kids Biz: Build Tomorrow's Entrepreneur Today
- Barrels Community Market: How a Main Street Program Opened Its Own Business
- A Four Point Approach to Economic Development
- Keeping Original Windows for Better Energy Efficiency
- Digging in for the Long Haul: Improve Your Business Retention Program
- Incentives to Recruit Business & Redevelopment
- Pop-Ups: Would They Fit Your Main Street?

All the sessions were great and we came home with a ton of notes, re-energized and ready to take on the challenges before us!

## **Anthony and Medicine Lodge Selected as INSIDE TRACK Communities**

The Kansas Main Street program is pleased to announce that the communities of Anthony and Medicine Lodge have been selected for the INSIDE TRACK program SFY2012. To be eligible, the communities had to:

have a population between 1,000 and 50,000, have a traditional downtown district, have the ability to raise a minimum budget to cover program expenses, have a signed endorsement by the local government and have a genuine interest in applying to become a designated Main Street program. Anthony and Medicine Lodge participated in a competitive application process and demonstrated the ability to develop a committed volunteer base to carry out the work of the program and a need for assistance with downtown redevelopment issues.

INSIDE TRACK is part of a tiered system available to communities that desire to become designated Main Street programs. This tier of services helps communities build an organizational and funding base for a comprehensive downtown commercial district revitalization program, as well as prepare them for the Main Street designation application process. Participation as an INSIDE TRACK community does not guarantee selection as a designated Main Street community, but it can help communities strengthen their revitalization efforts.

The Kansas Main Street program uses the successful Main Street methodology developed by the National Trust for Historic Preservation as its foundation for assistance. This approach emphasizes four critical areas of revitalization: *organization* helps everyone work towards the same goals and maximizes involvement of public and private leaders within the community; *promotion* brings people back downtown by helping to attract visitors, shoppers and investors; *design* enhances a district's appearance and pedestrian amenities while preserving its historic features and *economic restructuring* stimulates business development and helps strengthen the district's economic base.

The program provides a range of services and assistance to meet a variety of community readiness levels. A core feature of the services available to INSIDE TRACK participants is access to training by state and national downtown development experts. INSIDE TRACK participants will have the opportunity to learn about best practices in the field and to network with peers from around the state.

If you are interested in learning more about the Kansas Main Street program and its tiers of services, please contact us at:

*Kansas Main Street Program*

*Kansas Department of Commerce*

*1000 S.W. Jackson St., Suite 100*

*Topeka, KS 66612-1354*

*(785) 296-3485*

[KansasCommerce.com/Mainstreet](http://KansasCommerce.com/Mainstreet)

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## Need Data?

The University of Kansas Institute for Policy & Social Research has added the 2010 Census data to the [Kansas Data Archive](#). Check out the [New Kansas Data Portal](#) for an alternative way to explore the IPRS data archive. The Kansas Data Archive Portal allows for greater visualization of the data and provides menus and links that let you switch from map, trend graph (link in each county popup on map) and data table.

We hope that you find the new portal an enjoyable and informative

experience. If you experience any problems or have suggestions, please email: [ipsr@ku.edu](mailto:ipsr@ku.edu).

Provided by Genna Hurd, Institute for Policy & Social Research (IPSR)

## Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings

The National Park Service (NPS) has rolled out a set of richly illustrated guidelines to help improve the energy efficiency of historic buildings while preserving their historic character.

The *Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings* offer practical advice to building owners, developers and preservation practitioners, showing recommended - and not recommended - approaches to projects including solar panel installation, heating and air conditioning upgrades and weatherization and insulation.

The Earth Day announcement by National Park Service Director Jonathan B. Jarvis said the guidelines would advance the growing trend of "greening" historic buildings. "While historic buildings are inherently sustainable because they already exist, by adding energy saving features like cool roofs and solar technology, we can bring these icons of our past into efficient twenty-first century use." He also noted that waterless toilets, recycled pop bottle carpets and compact fluorescent lights are just the latest components of green building. "Remember front porches and shutters? Those were specific designs that save energy."

Jarvis said that more and more developers think "sustainability" when they consider historic preservation projects today. "It makes sense from a couple of perspectives," Jarvis said. "Historic preservation projects generally have a lighter carbon footprint. They also make great economic sense when a project qualifies for the National Park Service's program that confers a 20 percent federal tax credit for historic rehab projects. "

The National Park Service's Federal Historic Preservation Tax Incentives Program incentivizes more than \$4 billion in private investment in historic preservation annually through tax credits. To be eligible for the tax credits, construction projects must comply with The Secretary of the Interior's *Standards for Rehabilitation*. The guidelines issued today are supplementary to the Secretary's Standards.

The new guidelines were developed with assistance from the preservation community, including other federal agencies, the development community, state and local governments and private individuals. They are the latest in a series of NPS publications created by its Technical Preservation Services Division that offer usable, how-to advice for historic preservation.

See the new guidelines on sustainability for rehabilitating historic buildings by [clicking here](#).

Additional information about weatherizing historic buildings can be [found here](#).

## Heritage Trust Fund

The Heritage Trust Fund (HTF) is a state program that provides matching funds for the preservation of properties listed in the [National Register of](#)

[Historic Places](#) or the [Register of Historic Kansas Places](#). The HTF reimburses expenses for projects that preserve or restore historic properties. Qualifying expenses include professional fees and construction costs. Properties owned by the state or federal governments are not eligible, but those owned by local governments, private individuals, non-profit and for-profit entities qualify. Individual grant awards may not exceed \$90,000 and must be matched by the grant recipient.

Grant workshops are held throughout the summer at various locations across the state to provide applicants with step-by-step instructions on filling out this grant application. Information on upcoming workshops is listed below.

June 22, 2011 - McPherson

The McPherson workshop will be held in the NCRA Community Meeting Room on the lower level of the McPherson Opera House at 221 S. Main in McPherson, KS from 1- 4 p.m. The workshop is free and open to the public. Public parking is available in the lot northeast of the Opera House. Seating may be limited, so please contact Cindi at (785) 272-8681, ext. 245 or [cultural\\_resources@kshs.org](mailto:cultural_resources@kshs.org) to reserve your space.

July 15, 2011 - Hays

The Hays workshop will be held in the Main Floor Gallery of the Hays Public Library at 1205 Main Street in Hays, KS from 1 - 4 p.m. The workshop is free and open to the public. Public parking is available on either Main Street or 12th Street. Seating may be limited, so please contact Cindi at (785) 272-8681, ext. 245 or [cultural\\_resources@kshs.org](mailto:cultural_resources@kshs.org) to reserve your space.

August 4, 2011 - Topeka

The Topeka workshop will be held in the Museum Classrooms at the Kansas Historical Society at 6425 SW 6th Avenue in Topeka, KS from 9 a.m. - 12 noon. The workshop is free and open to the public. Seating may be limited, so please contact Cindi at (785) 272-8681, ext. 245 or [cultural\\_resources@kshs.org](mailto:cultural_resources@kshs.org) to reserve your space.

Applications for the 2012 Heritage Trust Fund grant round are now available. Click the links below to download an interactive application form and program information document. Contact us to request a hard copy or different electronic form.

[2012 Heritage Trust Fund grant application](#)  
[2012 Heritage Trust Fund program information](#)

To request a list of previously awarded projects, reserve space at one of the informational summer workshops or to add your information to our contact list for future grant rounds, please call (785) 272-8681, ext. 240 or email [cultural\\_resources@kshs.org](mailto:cultural_resources@kshs.org).

**Applications are due annually on November 1.**