



THE CORNERSTONE



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

-Frank Tyger

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Kansas Main Street Quarterly Training

"RX: Prescriptions for a Healthy Business Mix"

Kansas Main Street's first quarterly training of the New Year will be held January 20th in downtown Ottawa. "RX: Prescriptions for a Healthy Business Mix", presented by Hilary Greenberg. Hilary Greenberg is a nationally recognized downtown expert in the area of retail leasing and business development. Topics include:

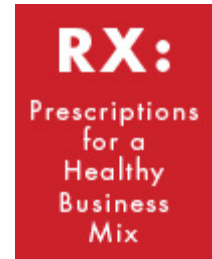
- How well do you know your market?
- How great is your downtown?
- Follow the yellow brick road - developing a strategic plan.
- Establishing a stronger business retention effort.
- Attracting new businesses and investment.

To see the training brochure and for more information on registering for this training, please [click here](#). Registration is electronic - just click on link (or go to our website or Face book page) then click on the "register here" button. 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 at 785-296-3485.

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Interested in Learning More about Downtown & Community Revitalization?

Consider joining the Kansas Downtown Network! Kansas Main Street, a program of the Kansas Department of Commerce, has been in the business of assisting communities across Kansas improve their central business districts for 25 years. Becoming a Network Community gets you in the loop when it comes to revitalizing your downtown district. Kansas Main Street is ready to offer you training on downtown revitalization issues. This tier of the program is just \$300 per community. Any community of any size is invited to become a Kansas Downtown Network Community. You will receive quarterly training workshops that will show you the trends, tools and best practices from around





the country. You can bring up to four individuals to each training. You will have access to a network of peers and resources.

Members receive regular e-mail communications between meetings so they know what's up in the downtown redevelopment field. They also receive information on the Kansas Downtown Symposium held each year in October and are given access to the Kansas Main Street staff to answer questions. If you take advantage of the program, and bring four people to four workshops, your investment breaks down to less than \$19 per person. Where else can you get this much help for so little? For more information, please [click here](#) or call us at 785-296-3485. The first training of the year is January 20th - join today!

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Kansas Main Street New City Application Workshops -February 16 & 17, 2011

Kansas Main Street encourages the development and revitalization of downtown commercial districts in communities across Kansas. Based on the National Main Street Approach, the program follows four basic points: organization, design, promotion and economic restructuring.

- Organization involves building a Main Street framework that is well represented and provides the stability to maintain a long-term effort.
- Design means enhancing the physical quality of the downtown and the potential to attract and keep customers, tenants and investors.
- Promotion creates excitement and encourages consumer traffic in the downtown through special activities, events, tourism and image development campaigns.
- Economic Restructuring is improving the competitiveness of Main Street's traditional merchants, creatively converting unused space to new uses and recruiting new complimentary businesses.

APPLICATION SCHEDULE

Applications will only be available at the workshops, February 16th in Dodge City & February 17th in Wamego.

Applications are due May 13, 2011.

Upon request, Kansas Main Street staff will review draft applications prior to the submission deadline. Applicants will be required to present before a selection panel on June 3, 2011 in Topeka. New designated Kansas Main Street City/Cities will be announced in early July.

REQUIREMENTS & REGISTRATION

- Any community planning on making application must attend.
- Application forms will be distributed at that time only.
- Only communities under the population of 50,000 are eligible.
- No applications will be available without attending the workshop.

Please [click here](#) to register. Registrations are due to Kansas Main Street by February 9, 2011.

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Kansas Celebrates 25 Years of Main Street

This year, Kansas Main Street celebrates our 25th year as the state's coordinating program. Kansas Main Street is a program of the Kansas Department of Commerce which started in 1985 and provides to our designated communities; needs assessments, resource visits, on-site technical assistance, targeted market research, quarterly trainings, annual conference, board training & development, consultation visits, local program evaluation, design assistance, business enhancement strategies, incentive dollars and continuous training in the four-point approach. Designated communities in Kansas range in size from just over 1,000 to over 40,000 and are located in every region of the state, from small rural towns to metropolitan areas. Kansas Main Street also works with over 20 Kansas Downtown Network communities, providing them an opportunity to network with designated communities while attending training on the downtown redevelopment process.



Beginning July 1, 2009 Kansas Main Street implemented a new tiered program. The plan will be implemented over the next three years to include:

- Tier 1 - Kansas Downtown Network Communities: Any community in the state may become a Kansas Downtown Network community. This level of participation will allow up to four individuals from a community to attend Kansas Main Street's quarterly training sessions, access to a network of peers, regular e-mail communications between meetings and access to the Kansas Main Street staff to answer questions. In order to

participate at this level a community must register and pay a fee of \$300 annually.

- Tier 2 - Inside Track Communities: Communities that are serious about downtown development and are giving strong consideration to applying for Kansas Main Street designated status may apply for the Inside Track Tier. Kansas Main Street staff will meet on-site with selected communities to assist them with building a strong organizational and funding foundation. Inside Track Communities may send an unlimited number of people to quarterly trainings. Kansas Main Street staff will provide technical assistance throughout the year to prepare Inside Track Communities to complete the application for full designation in the Kansas Main Street program.
- Tier 3 - Designated Main Street Program: Communities go through a competitive application process to become designated. Once a city is designated, the group establishes a board of directors and develops a local program to bring about revitalization of the commercial core area, as well as hiring a director to administer the program. The community is responsible for raising funds to staff and administer the local program. The Board plays a critical role in the program by establishing policy, determining priorities and partnering with the staff and volunteers to implement activities in all four areas of the Main Street Approach.
- Tier 4 - Honor Communities: Honor Communities have successfully completed at least 5 years as a designated Main Street program, have achieved Kansas certification from attending and completing advanced learning on several Main Street topics and have met National Main Street standards for three consecutive years. Advanced services and benefits are available to Honor Communities.

Grant Funding

Kansas Main Street provides grant funding to our designated communities through the Incentives Without Walls program. IWW was established in 1995 by redirection of existing Department of Commerce & Housing funds from another program to this incentive package, and it's been highly successful. The intent of the IWW Program is "to create or stimulate private investment in designated Kansas Main Street downtown areas." The expected outcome of this program is to create employment opportunities; save existing jobs; provide services and products; develop or strengthen new or existing businesses; acquire, rehabilitate or preserve properties; and create a stronger tax base.

Fiscal Year 2010 projects ranged from Business Start-Up, Business Expansion, Building Rehabilitation, Acquisition, Façade and Interior Renovations. The great thing about the IWW Program is the long-term impact it has on communities! When a grant is received by a local Main Street program -- they loan it out at no interest -- the business pays that loan back to the local Main Street program, where the funds become part of a Local Revolving Loan program. One of the local

programs tracked the "reuse" of the original \$10,000 grant they received from Kansas Main Street in 1996 and learned it had "turned" six times! They had been able to leverage the original \$10,000 for six additional loans due to the Local Revolving Loan program. The applications for all Local Revolving Loans must follow IWW guidelines and still be submitted to Kansas Main Street for approval. It is interesting to note we still receive private investment on local revolving loans.

The Kansas Main Street Incentives Without Walls program provided \$197,588 in IWW funds for FY10, leveraging \$1,244,565 in private investment -- a \$6.30 to \$1 match! The Local Revolving Loan program provided \$294,354 in IWW funds for FY10, leveraging \$1,319,310 in private investment -- a \$4.49 to \$1 match. Total private investment was \$2.5 million.

Still Going Strong

Over the past 25 years Kansas Main Street communities have shown amazing resilience! From natural disasters like floods and tornados to economic hardships when large employers leave town, our Main Street organizations keep fighting to make their downtown and communities a better place. Community owned retail stores & theaters, focus on entrepreneurs, shop local efforts, business recruitment & retention, marketing & social media campaigns, amazing renovations and restorations, creative promotional events, public art and an urban un-renewal project are just a few of the activities our communities have been involved with to strengthen and preserve their downtowns.

25 years of reinvestment!!

- \$556,856,397 total reinvestment
- 3,678 net new businesses created
- 8,518 new jobs created

Call to Arms!

During the 2009 Legislative Session, several tax credits were cut in an effort to reduce state budget deficits. During this last-minute process, legislators were provided with outdated tax credit information that had disastrous implications for historic tax credits. Instead of the intended 10% "haircut," the outdated information led to a 75% reduction in the historic tax credits and a capped distribution system. This error effectively halted most historic preservation activities throughout the state and stopped potential efforts to rejuvenate older buildings.

Fast-forward to January 2010. Casey Woods, Director of Emporia Main Street, was serving as legislative liaison to coordinate information between Kansas Main Street programs and other preservation agencies. Casey and Christy Davis of Davis Preservation worked to put together information on the numbers side of preservation, using Kansas Main Street designated cities' economic numbers and comparing them with tax credit projects in those

communities. The numbers, which were presented in testimony to a legislative committee, were so astounding that it was easy to see the profound importance of the state historic tax credits to this state. The result was the passage of SB430, which resulted in a restart of historic projects throughout the state.

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2011 Preservation Workshops

This is the first in a series of workshops sponsored by the Kansas preservation office. This workshop is co-sponsored by Emporia Main Street and is free and open to the public. Sign up for the 2011 Kansas Historical Society Preservation Workshop, featuring key note speaker Eric Cory Freed. Learn about tax credits, historic districts and why preservation and sustainable development is critical in the new economy. [Click here](#) for more information.

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