



New Designated City Application Workshop

Wednesday, October 27, 2021

Agenda



- Overview of the Kansas program and Main Street Approach
- Review the application process
- Application requirements/local commitment
- Requirements for satisfactory progress
- Review application form
- Questions

Kansas Main Street



- Program started in 1985; closed in 2012
- Gov. Kelly and Office of Rural Prosperity brought program back in 2019
- Currently 28 designated communities
- Self-help program
- Partnership with the Main Street America (National Main Street Center)

A Model for Success



- More than \$600 million in reinvestment
- More than 3,800 small businesses started or expanded
- Nearly 9,000 new jobs created
- In the last year of the program alone, 25 designated communities established 194 new and expended businesses, created 568 new jobs and generated \$18 million in reinvestment.
- Nationally, the return on investment is as high as 36:1

The Main Street Approach



- Preservation-based economic development tool
- Comprehensive and incremental
- Based on assets and utilizing existing resources
 - Architecture
 - Personal Service
 - Sense of place/traditional values

Main Street Four Points



- Oranization
- Design
- Promotion
- Economic Vitality

Organization



- Establishes consensus and cooperation between public and private sectors
- Volunteer development
- Making sure the local organization is solvent
- Communication/public relations

Promotion



- Re-establishing downtown as a compelling place to shop, visit and invest
- Marketing downtown unique characteristics
 - Retail promotional activities
 - Special events
 - Image development

Design



- Enhancing downtown's visual quality and appeal
 - Buildings and storefronts
 - Signage
 - Window displays
 - Streetscape

Economic Vitality



- Sharpening the overall competitiveness of downtown
 - Market-based business retention and recruitment
 - Entrepreneurial development
 - Business Planning and succession planning
 - Financial incentives and capital

Eight Guiding Principles



- Comprehensive
- Focus on quality
- Public/private partnerships
- Changing attitudes
- Utilizes existing assets
- Self-help
- Incremental
- Implementation oriented

Next Steps

Starting from Scratch?



- Look at your downtown as if you are a first-time visitor
- Start discussions with merchants, property owners, city hall and other organizations
- Schedule a town-hall meeting
- Utilize the media and social media
- Become an Affiliate member

Ready to Apply?



- Establish a Main Street planning committee
- Think about organizational structure
- Office location
- Staffing
- Budget considerations

Organization Structure



- Board of Directors
- Executive committee
- Director (paid)
- Committees in each of the four points

Funding an Organization



- 30% public
- 30% downtown businesses and property owners
- 30% residents, non-downtown businesses and other organizations
- 10% miscellaneous income (fund raisers, events, etc.)

Once Selected

Services Provided to Designated Communities

Services Provided by KMS



- New Community Training
- Quarterly Training
- Business Development Assistance
- Design and Preservation Assistance
- Other Advice and Assistance

New Community Training



- Board/Organizational Training
- Executive Director Training (once on board)
- Market Analysis
 - Survey, vision, issues, strategies
- Committee training (using market analysis)
- Access to program grants (when available)

Quarterly Training



- Generally, each quarter will focus on one of the Four Points
- Usually these are in other communities
- One and one-half days
- Required that Executive Director attends
- Highly suggested that board and committee members participate

Business Development



- Available to assist with Economic Vitality related issues
 - Market-based business retention and recruitment
 - Entrepreneurial development
 - Business Planning and succession planning
 - E-Commerce
 - Financial incentives and capital

Design and Preservation

- Design Assistance
 - Architectural services on an as-requested basis
- Assistance with SHPO



Additional Services



- Annual Progress Visits
- National Membership and Conference Registration
- Networking with other programs – in the state and nation

Additional Resources



- Access to Grant Programs (when available)
 - IWW
 - Upper-floor Housing
 - Re-Imagine Spaces
 - Entrepreneurial Development

Year One



- Hire and train a director
- Complete board and committee training.
- Complete short and long-term goals and objectives.
- Complete a building and business inventory.
- Submit and execute an annual work plan with activities in each of the Four Points.

Year One (continued)



- Participate in required training opportunities (quarterly training, state conference, National Main Street conference).
- File economic impact reports to document activities and progress of local program and identify topics for training and technical assistance.
- Execute Memorandum of Agreement acknowledging the above requirements.

Year Two and Beyond



- Continued commitment to maintain a downtown revitalization program based on the Main Street Approach
 - Paid Executive Director
 - Board of directors
 - Standing committees
 - Sufficient program funding
- Participate in Training, site visits, and attend State and National Conferences
- Continue to Submit Economic Impact reports
- Annual Memorandum of Agreement

Economic Impact Reports



- Critical in understanding the program's effectiveness
 - Data helps maintain and increase funding
 - Justifies and reinforces your efforts
 - Helps the state and national programs

Economic Impact Reports



- Businesses open/closed
- Jobs created/lost
- Private and Public Reinvestment
- Volunteers Hours

Application Timeline/Process

Application Timeline



- Applications go “live” – December 1, 2021
- Applications due – January 28, 2022
- City presentations – week of February 14-18, 2022
- New city/cities announcement – late February
- Services begin in March/April

Application Requirements



- Separate non-profit organization focused on downtown
- Willing to establish consensus and partnerships with public and private sectors
- Understand and will follow the Main Street Approach
- Sufficient level of funding for the local program
- Hire a professional, qualified director

Application Review

The Realities



- There are no hand-outs
- Most resources are local
- Forge coalitions
- Create the culture & priority for renewal
- No magic wand

Finally...



- Ask us for assistance if you have questions or need clarification
- We want you to be successful!
- We are here for YOU!!!

How to Reach Us



- **Scott Sewell, Director**
 - scott.sewell@ks.gov
 - 785-296-7288
- **Shelley Paasch, Business Specialist**
 - shelley.paasch@ks.gov
 - 785-276-9995

Questions?