



City Commission Agenda Item

Meeting Date: January 18, 2022
From: Randy Frazer, City Manager
Item: Approve Kansas Main Street Community Application

Purpose: Consider a Resolution authorizing the Arkansas City Area Chamber of Commerce and Arkansas City Main Street Association to submit an application to become a designated Main Street community through the Kansas Main Street program, a self-help technical assistance program that targets revitalization and preservation of downtown districts through the development of a comprehensive strategy program offered by the Kansas Department of Commerce and the Office of Rural Prosperity. **(Voice Vote)**

Background:

The Kansas Main Street program was created by the Kansas Department of Commerce to provide communities with resources that will help to create a framework of success for revitalization and economic development.

The Kansas Main Street program soon will select Kansas cities to participate in the Kansas Main Street program based on a competitive application process, and it is hoped that Arkansas City will be one of those cities.

The City Commission has previously expressed its support of the **Arkansas City Area Chamber of Commerce** and **Arkansas City Main Street Association** as they work to submit such an application, which is due later this month.

At the **Nov. 2, 2021**, commission meeting, City Manager Frazer presented information about the Main Street program and led a discussion with commissioners about the possible merits of supporting the program locally.

The four main points of the Main Street program are **organization, design, promotion** and **economic vitality**. It establishes consensus and cooperation between the public and private sectors, helps to develop volunteers, makes sure the local Main Street organization is solvent, and provides communication and public relations.

The promotional goal is re-establishing the **Downtown Historic District** as a compelling place to shop, visit and invest, while also marketing downtown's unique characteristics through retail promotional activities, special events and image development. Design-wise, the goal is enhancing downtown Arkansas City's visual quality and appeal, including buildings and storefronts, signage, window displays, and Streetscapes.

For economic vitality, the goal is to sharpen the overall competitiveness of downtown businesses through market-based business retention and recruitment efforts, entrepreneurial development, business planning and succession planning, and various financial incentives and capital for development.

Also participating in the Nov. 2 discussion were Arkansas City Area Chamber of Commerce CEO **Paisley Howerton**, plus Main Street Association planning committee members **Candace Hendricks** and **Molly Kuhn**.

By approving the attached resolution, the City Commission would be endorsing the following actions:

- the submission of this competitive Kansas Main Street application and agreeing to participate in the Kansas Main Street program, if Arkansas City is selected;
- the goal of economic revitalization of the Downtown Historic District within the context of the preservation and rehabilitation of its historic buildings;

- the Arkansas City Main Street Association members' participation in all required meetings and training sessions for the Kansas Main Street program; and
- the Chamber of Commerce and Arkansas City Main Street Association as the organizations to house the Downtown Revitalization Steering Committee and serve as the financial conduit for associated grants.

Approval of this item also will authorize Mayor Kanyon Gingher to sign a Letter of Support for the application.

Commission Options:

1. Approve the Resolution.
2. Disapprove the Resolution.
3. Table the Resolution for further consideration at a special meeting prior to **January 28**.

Fiscal Impact:

Amount: \$30,000.00 in **2023**

Fund: _____ Department: _____ Expense Code:
 Included in Budget Grant Bonds Other (explain):

Chamber of Commerce CEO has requested **\$30,000** from the City in the 2023 budget as startup funds for the organization if the Main Street application is ultimately approved and Arkansas City selected for the program.

Attachments:

1. Resolution No. 2022-01- _____
2. City Letter of Support

Approved for Agenda by:



Randy Frazer, City Manager