

Kansas Main Street and How it Can Help Your Community



Grassroots Economic Development 101: Session 8

Monday, January 24, 2022



A Strong Downtown:

- Builds a positive image for the entire community
- Attracts new businesses, creates jobs, strengthens retail and service markets
- Keeps dollars in the community
- Stabilizes and improves the tax base
- Preserves the historic character of the community



Main Street Is...

- An incremental and comprehensive process (local)
- A self-help program (local)
- A technical-assistance program (state)
- It is NOT a quick fix



Main Street Four-Point Approach

- Began as a pilot program in the 1970s in Texas
- Historic Preservation based
- Kansas program began in 1985 and lasted until 2012
- Kansas program returned in late 2019
- Best Bang-for-the-Buck Economic Development Tool



Main Street Four-Point Approach

- Builds on Assets
 - ✓ Architecture
 - ✓ Sense of Place
 - ✓ Personal Service
 - ✓ Character
- Four-Points:
 - ✓ Organization
 - ✓ Design
 - ✓ Promotions
 - ✓ Economic Vitality



Organization

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



Design

- Enhancing the visual quality of downtown
 - ✓ Buildings and storefronts
 - ✓ Signs
 - ✓ Window displays
 - ✓ Graphics
 - ✓ Streetscape



Promotion

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



Economic Vitality

- Strengthen and diversify economic base of downtown
 - ✓ Helping existing business expand
 - ✓ Recruit new business
 - ✓ Provide a balanced mix of business
 - ✓ Convert unused space into productive property
 - ✓ Sharpen the competitiveness of downtown merchants



Eight Guiding Principles

- Strengthen and diversify economic base of downtown
 - ✓ Comprehensive Approach
 - ✓ Relies on Quality
 - ✓ Public-Private Partnership
 - ✓ Changing Attitudes
 - ✓ Focus on Existing Assets
 - ✓ Self-Help Approach
 - ✓ Incremental
 - ✓ Implementation Oriented



Next Step(s)

- Affiliate Community
 - \$400/year
 - Send up to four people to quarterly training
- Designated Community
 - Workshop in late 2021
 - Competitive application process
 - Demonstrate need and commitment to Main Street Approach
 - Communities receive extensive training and technical support



Benefits of Designation

- Specific assistance for your community
 - ✓ Training for staff, board and committees
- Market Analysis
- Progress Visits
- Quarterly training
- Design assistance and training
- Technical assistance as needed
- Access to grants (when available)
- Registration to national conference



What is Your Commitment?

- Understand and commit to the Main Street Approach
 - ✓ Including the Eight Principles
- Sufficient local program funding
- Hire a professional, qualified director
- Create an organization to carry out the work



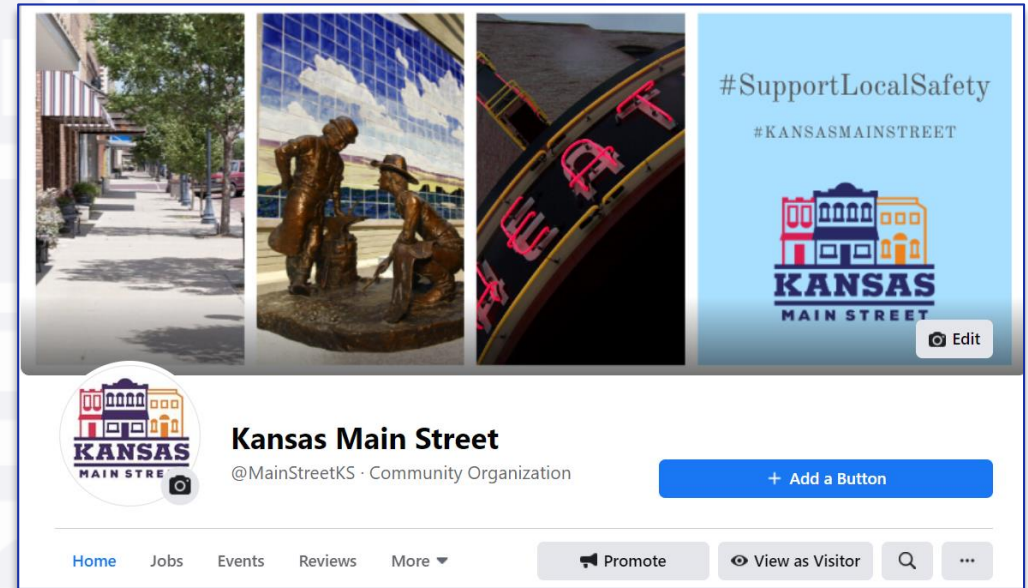
Contact us with questions

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CDBG Downtown Commercial Rehabilitation

- CDBG-CR is designed to assist private property owners in the rehabilitation of blighted downtown buildings.
- The goal is that the strategic investment of grant funds will help prevent the spread of blighted conditions to other nearby structures.



CDBG-CR General Overview

- Slum and Blight or LMI Job National Objective
- Limit of one building per application
- Only for-profit buildings
- Applicant must be the local unit of government



CDBG-CR Funding Details

- Applications accepted until December 2, 2022
- \$1 million set aside for Slum and Blight
- \$1 million set aside for Job Creation and Retention
- Maximum Grant amount \$250,000
- 25% match required by private owner of building



CDBG-CR Questions?

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