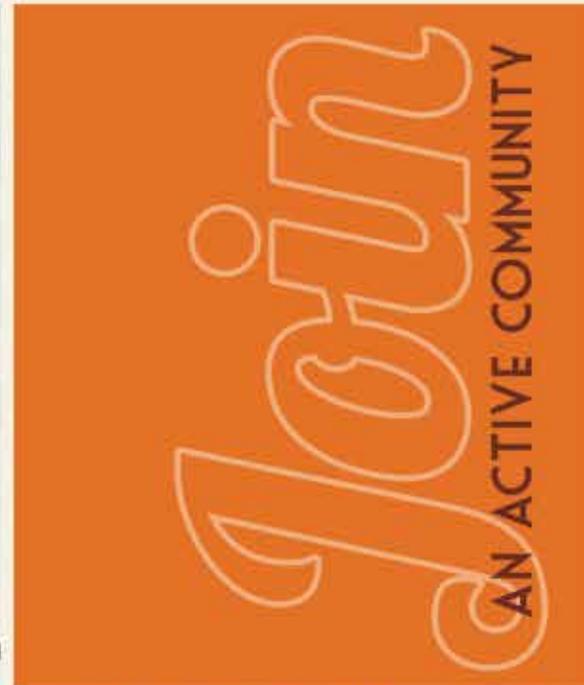


HISTORIC DOWNTOWN EMPORIA KANSAS
BUSINESS INVESTMENT GUIDE



12 E 5TH | EMPORIA, KANSAS 66801 | 620-340-6430 | EMPORIAMAINSTREET.COM

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Who is Emporia Main Street?

Emporia Main Street is an economic and community development philosophy within the City of Emporia. Using a proven four point approach adopted by the National Main Street Center, we create a dense and sustainable community environment where businesses, properties, developments and people can thrive. Our promotions bring thousands of individuals from throughout the nation and beyond into Emporia, exposing our area businesses to potential customers. Emporia Main Street Design work brings traffic beyond traditional vehicles with pedestrian walkways and a bike friendly atmosphere while encouraging aesthetics that promote community pride and profitable properties. Through Business Enhancement research and implementation activities, Emporia Main Street conducts market research necessary to grow our existing businesses and promote entrepreneurship. With a proven record of consulting, incentives, exposure, networking, and unique tools, we are dedicated to working with you so that your business succeeds.

Throughout our twenty-four year history, Emporia Main Street has facilitated over seventy million dollars worth of reinvestment in our community core. Each year we aid entrepreneurs, franchises, and corporate businesses in placement and expansion activities consistent with our downtown master plan. This long range thinking results in long term success for our core business members and our property vacancy rate is well below the national average. Using innovative zero interest loan programs, tax credits, and other financial vehicles, we work with both start ups and business expansions to ensure they have the facilities and tools they need to thrive.

Emporia Main Street, accredited by the National Main Street organization, is the first Main Street program in Kansas honored as a winner of The Great American Main Street Award, an accolade reserved for only a select few economic development agencies throughout the nation. Each year, Emporia Main Street is cited by the Kansas Department of Commerce as an elite economic development program because of our creative work in many different areas. National Publications like *Main Street Now*, *The Downtown Promotion Reporter*, and *The National Tax Credit Advisor* have recognized Emporia Main Street for its efforts in building a stronger economy for our local businesses and developers. Regional print media, television stations, radio and internet media consistently report Emporia Main Street activities as we accomplish our goal of building a better community.

One of our organizational goals is to create a unique downtown urban environment, full of complementary shopping, dining, entertainment, and service options. While we have a good selection of businesses now, every community has market gaps. We have identified your business as a category need. Simply put: we want you! Please keep reading, and we think you will agree that Emporia Main Street offers a tremendous opportunity for you.



reasons

TO DO BUSINESS IN DOWNTOWN EMPORIA

UNTAPPED MARKET POTENTIAL ■

Explore our demographics to find the market gaps YOU can harness.

REASON
1

A THRIVING DOWNTOWN WITH A CLEAR VISION ■

Take a look at current & planned projects.

REASON
2

A WEALTH OF BUSINESS INCENTIVES ■

Loans, tax credits and more make Emporia the business friendly choice.

REASON
3

LOCATION, LOCATION, LOCATION ■

Find the perfect spot in a walkable, centrally located city.

REASON
4

DOWNTOWN EVENTS ■

Emporia Main Street will draw crowds to your door!

REASON
5

EDUCATED WORKFORCE AT YOUR FINGERTIPS ■

Our university and technical college create employees with the skill sets you need.

REASON
6

RESOURCES TO HELP YOU GET STARTED NOW ■

Need advice? A realtor? A code official? Emporia Main Street will put you in touch with the right person.

REASON
7

HIGH QUALITY OF LIFE ■

Don't worry - You'll fit right in.

REASON
8

UNTAPPED MARKET POTENTIAL

Our market analysis shows you have an opportunity in downtown Emporia. In addition to market and demographic data, Emporia Main Street has detailed surveys from our student populations to help you determine business potential.

EXISTING MARKET GAPS¹

Top 15 Categories	Total Potential
Automotive Dealers	\$12,804,005
Building Material and Supply Dealers	\$5,608,295
Full Service Restaurants	\$5,038,148
Other Motor Vehicle Dealers	\$3,635,469
Electronics and Appliance Stores	\$3,108,323
Clothing Stores (New)	\$2,951,936
Limited Service Eating Places	\$2,832,962
Other Miscellaneous Store Retailers	\$1,282,902
Drinking Places- Alcoholic Beverages	\$943,303
Book, Periodical & Music Stores	\$839,083
Sporting Goods, Hobby, Musical Instruments	\$730,863
Home Furnishing Stores	\$652,810
Jewelry, Luggage & Leather Goods	\$352,519
Shoe Stores	\$336,378
Office Supplies, Stationary & Gift Stores	\$216,785

EMPORIA STATE UNIVERSITY AND EMPORIA HIGH SCHOOL SURVEY HIGHLIGHTS²

ESU Most Requested Businesses	Response Ratio
Retail - Clothing	70%
Retail - Entertainment/Games	58%
Retail - Technology	43%
Entertainment - Game Facility	43%
Entertainment - Movie Theatre	39%
Entertainment - Concert Facility	39%

EHS Most Requested Business	Response Ratio
Retail - Clothing	72%
Retail - Entertainment/Games	53%
Retail - Technology	47%
Entertainment - Paint ball/air soft facility	61%
Entertainment - Teen Center	52%
Entertainment - Game Facility (Laser Tag)	47%

65% of ESU students and 42% of EHS students indicated they would support locally owned retail businesses.

77% of ESU survey respondents indicated they spent \$50-\$200 during a shopping trip.



Shoppers at Studio 11



Coffee Club at Java Cat Coffeeshouse

¹ Retail Sales Potential Summary Report, Kansas Small Business Development Center, March 2012
² Business Enhancement Survey, Emporia Main Street, 2011

UNTAPPED MARKET POTENTIAL

RING STUDY³

Demographics within a 2 mile, 10 mile, and 25 mile radius of Emporia's core.

General Stats	2 Miles	10 Miles	25 Miles
Total Population	20,462	29,403	43,293
Total Households	8,271	11,761	17,579
Female Population	50.5%	50.5%	50.4%
Male Population	49.5%	49.5%	49.6%
Population Density (per Sq. Mi.)	1,628.3	93.6	22.1

Age	2 Miles	10 Miles	25 Miles
Age 0 - 4	7.6%	8.2%	7.9%
Age 5 - 14	12.4%	12.4%	12.4%
Age 15 - 19	6.1%	7.3%	7.3%
Age 20 - 24	11.2%	11.9%	10.5%
Age 25 - 34	15.1%	14.0%	12.6%
Age 35 - 44	12.2%	11.1%	10.9%
Age 45 - 54	14.2%	13.0%	13.2%
Age 55 - 64	10.2%	10.0%	11.1%
Age 65 - 74	5.8%	6.1%	7.1%
Age 75 - 84	3.2%	3.7%	4.2%
Age 85 +	2.0%	2.4%	2.7%
Median Age	32.5	31.0	34.3

Housing Units	2 Miles	10 Miles	25 Miles
Total Housing Units	9,607	13,531	20,307
Owner Occupied Housing Units	42.9%	48.5%	54.1%
Renter Occupied Housing Units	43.2%	38.4%	32.5%
Vacant Housing Units	13.9%	13.1%	13.4%

Race and Ethnicity	2 Miles	10 Miles	25 Miles
American Indian, Eskimo, Aleut	0.8%	0.7%	0.7%
Asian	3.1%	2.6%	1.8%
Black	3.3%	2.7%	2.0%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	78.5%	81.9%	86.5%
Other	11.7%	9.5%	6.7%
Multi-Race	2.5%	2.6%	2.2%
Hispanic Ethnicity	26.9%	22.6%	16.5%
Not of Hispanic Ethnicity	73.1%	77.4%	83.5%

³ Demographic Detail Comparison Report, Kansas Small Business Development Center, March 2012

Contact Emporia Main Street at 620-340-6430 for additional information, full studies, and survey results.

Emporia at a Glance

Total Population
24,868

Median Age
31.5

Population Density
117.4

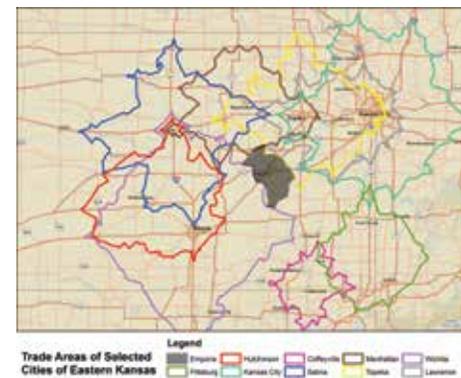
Total Households
11,127

Average Household Size
2.4

Average Household Income
\$42,870

Median Income
\$34,639

Per Capita Income
\$17,914



Emporia is the principal city in the Emporia Micropolitan Statistical Area.

We view your organization as a partner within our core district. While growth has slowed in many areas across the country, downtown Emporia is an exception. Within the past few years alone, tremendous investments have strengthened our core area.

RECENT MAJOR CONSTRUCTION PROJECTS DOWNTOWN

The Granada Theatre..... Completed 2008

This Multimillion dollar renovation project restored Emporia’s Historic Spanish style theatre in downtown Emporia, and converted the building into a beautiful multiuse facility. The Granada still shows films, but is also used for conventions, weddings, concerts, plays and a host of activities that bring thousands of people to downtown Emporia every year.

Granada Plaza and Lofts Completed 2009

An attractive mixed use building in the heart of downtown, the Granada Plaza and Lofts contains three commercial businesses on the lower level with popular loft apartments on the second and third stories. Residents of the Granada Plaza and Lofts are avid supporters of downtown businesses, and this new development is a symbol of downtown revitalization.

City Infrastructure Completed 2010

Streetscape, new water systems, new sewers, new alleys and several aesthetic upgrades show that Emporia is committed to its downtown. From water rated as the best tasting in the nation to volunteers that tend award winning downtown gardens and participate in downtown cleanup projects, Emporia is a community that cares.

Emporia Arts Center..... Completed 2011

Blown glass, pottery, engraving, literature, water color paintings... Several national and international artists can trace their lineage to Emporia, Kansas. After the completion of the Granada Theatre, the addition of the Emporia Arts Center accelerated the eventual formation of an Arts and Entertainment District. This multi-use gem boasts a gallery, gift shop, small theatre and several classrooms.

Orange Leaf Completed 2012

The 1100 Block of Commercial Street is adjacent to Emporia State University, and their 6,000 Students. In 2012, a new mixed use development named the Kellogg Plaza and Lofts created both housing and commercial space within the area. Orange Leaf’s frozen yogurt is a popular draw for pedestrians, cyclists, and vehicular traffic, recently placing the Emporia Orange Leaf in the top ten Orange Leaf Franchises nationally for sales volume.

Broadview Tower..... Completed 2012

Once the Broadview Hotel, the Broadview Tower refurbishment provides wonderful housing options in the heart of the downtown. Revitalized store fronts on the lower level house many different services and award winning cuisine from Bobby D’s Barbeque.

Downtown Emporia Fast Facts

- Over 200 existing businesses
- 93% Occupancy Rate
- Over **\$57 million dollars** worth of reinvestment downtown since the inception of the Emporia Main Street program
- Winner of the Great American Main Street Award



Emporia Arts Center



Granada Theatre

Kellogg Plaza and Lofts Completed 2012

How would you like a business right next to 6,000 Hornets? Well, if those Hornets are the students of Emporia State University, you might be excited about your new location! The Kellogg Plaza and Lofts is a new infill project that provides upper story housing and lower story business suites across the street from Emporia State.

Chelsea Lofts.....In Progress

The Chelsea will ad 49 residential units in a “U” shaped building with first floor commercial. Increased residents will boost area business & the parking addition will solve a tricky infrastructure issue.

Breckenridge Hotel and Convention Center.....In Progress

The Breckenridge Hotel & Convention Center is an abandoned former High School on the west edge of the downtown being converted into an 87 room hotel and 500 person convention center scheduled to open in 2017.

COMMUNITY INITIATED DEVELOPMENT

Each one of these projects contains thriving success stories that include viable businesses and community hubs. Investments in downtown Emporia are generating a return for businesses, developers, and our community. And, we’re not finished.

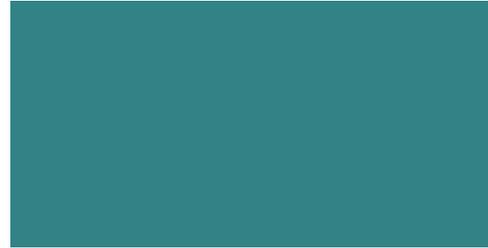
We are currently working with several developers, entrepreneurs, and franchises to find the best position for their projects. Successful investments create momentum which savvy investors capitalize on. Is your business ready to join in Emporia’s success?

Our core development vision is expressed in our Community Initiated Development plan. This plan incorporates market analysis, housing information, community visioning, professional engineering, architectural assessments, and development trend research to identify the future uses of downtown as we create a fully integrated shopping, entertainment, dining, service, and housing base in a downtown urban setting.

EMPORIA MAIN STREET’S VISION FOR THE FUTURE

Emporia Main Street, Inc. is a non-profit agency committed to increasing consumer business, strengthening retail and professional institutions, assisting in the preservation and maintenance of the community’s heritage and promoting pride in the community’s institutions and achievements through design, promotion, business enhancement & organization.

To that end, our goal is to create a community with so many recreational, educational, and entertainment opportunities, from basketball tournaments, to farmer’s markets, from the museum to fine arts, and special events to celebrate our history, that downtown is simply where our residents and their guests love to gather. The pedestrian friendly atmosphere encourages you to stroll among bright flower gardens and lovely shops while you enjoy this vibrant, safe downtown district where you can shop, dine, live and enjoy life!



Updating Store Fronts



Adopt a Garden Program Volunteers

In 2012, Emporia Main Street

volunteers worked over

3,000 hours

on event promotions, cleanups,

beautification and countless other

downtown projects.

A WEALTH OF BUSINESS INCENTIVES

Every business start-up or expansion is cash intensive. Emporia has the mechanisms in place to facilitate your business formation and development.

Zero Interest Business Loans

Emporia Main Street has access to three separate zero interest loan programs for businesses: Incentives Without Walls, The Trusler Loan Program and Network Kansas. These matching loan programs are designed to help businesses start up and expand in certain areas of the community. Conditions apply to each loan program, so contact Emporia Main Street for details.

Tax Credits

Historic Tax Credits, Rural Energy for America Program (REAP) Tax Credits, New Market Tax Credits and other competitive and noncompetitive grant programs are available for qualifying businesses and development projects.

Loan Guarantees

The local Small Business Development Center, USDA, and Kansas Center for Entrepreneurship have access to loan guarantee programs that help mitigate risk for traditional lenders aiding in business and development projects.

Tax Increment Financing (TIF)

TIFs use future gains in taxes to finance current improvements to a district or property. The City of Emporia currently has a TIF policy in place for large scale developments.

Transportation Development District (TDD)

A Transportation Development District (TDD) may be created to act as the entity responsible for developing, improving, maintaining, or operating one or more “projects” relative to the transportation needs of the area in which the District is located. For large scale developments that have a transportation component, a TDD may aid in your efforts.

Community Improvement District (CID)

CIDs are organized for the purpose of financing a wide range of public-use facilities and establishing and managing policies and public services relative to the needs of a defined district. For large scale developments, CIDs can aid in the development of infrastructure, maintenance and amenities within the area through sales tax or property tax assessments within the district.

Local business, contractors and architects are adopting designs standards with encouragement from the city.



Moon Title and escrow represent the conversion of a “non-contributing” building in a historic district to a “contributor.” The multi-use work space utilized zero-interest revolving loans, evoked the NRA and absorbed historic tax credits as part of their renovation finance.

Neighborhood Revitalization Area (NRA) Tax Abatement Program

Through the City of Emporia Neighborhood Revitalization Plan, qualifying developments can earn a percentage of property taxes back through investments in properties within defined areas of the community. Contact Emporia Main Street for more details.

Code Team

Time is money for businesses opening or expanding. Instead of meeting with code officials, fire, engineering, zoning staff, architects, and your construction crew separately, why not call everyone together for one on-site meeting to talk through issues and move projects along quickly and efficiently? The unique Emporia “code team” brings all relevant community elements together at your potential business location to offer assistance. Saving meeting time saves you money!

Case Specific Incentives

For specific types of businesses or developments, additional incentives may apply. Your connection to Emporia Main Street ensures that we will search for programs that best meet your needs, time frame, and business type.

Investment Triggered Incentives

In certain area, like the Black and Gold Zone, the city of Emporia has special incentives for development that meet investment requirement.

Infrastructure Assistance

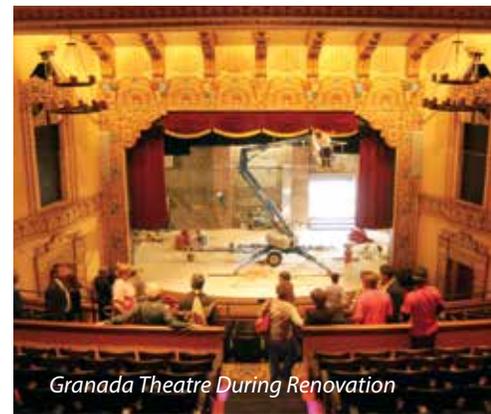
Local government can assist with infrastructure issues that may be present for large scale development.

Continued Support

Emporia Main Street believes in continued relationship building, because we want your CONTINUED success. Many entities can celebrate a new business opening, but we understand that the long term vitality of a community results from the long term vitality of its business members. Through continuing education, promotion, design, market analysis, consulting, and other activities, Emporia Main Street works hard for you and your business.

Contact Emporia Main Street at 620-340-6430 for additional information on these and other incentive programs.

“Tax credits [for the Granada Theatre renovation] took 2.4 million dollars in private contributions and **extended the funding to 3.8 million dollars.**” – *Local businessman Duane Henrickson, speaking on value of historic tax credits. These credits are available for most properties in the core district.*



Granada Theatre During Renovation



Broadview Tower During Renovation

The Broadview Tower renovation project took advantage of Historic Tax Credits.

LOCATION, LOCATION, LOCATION

Downtown Emporia is an emerging hot spot, and a prime location for your business.

ACCESSIBLE MAIN CORRIDOR

Emporia's core district resides at the intersection of State Highway 99 and Federal Highway 50, with Interstate Highway I-35 just a few short blocks away. At the north end of our downtown is Emporia State University. The Lyon County Public Transportation System (LCAT) is based downtown, city & county government is located downtown and most of our community entertainment and athletic venues are located in or adjacent to our core area.

DOWNTOWN DEVELOPMENT PLAN IN PLACE

Unlike many communities, Emporia's downtown has a Community Initiated Development Plan that encourages a variety of traffic types while enhancing public infrastructure to ensure that our community core keeps up with emerging development trends. Detailed aesthetic, usage, development and recruitment plans ensure that your investment is enhanced by cooperative business nodes to facilitate customer traffic and sales among shared demographic groups. Sub-districts identified within our core master plan allow for unique "destination" areas that encourage business growth and expanded opportunities.

BE CLOSE TO YOUR CUSTOMERS IN A MIXED USE DISTRICT

Loft apartment and upper story housing options, when coupled with other dense housing within the community core further support your business goals. According to national studies, residents of a core community district spend approximately forty percent of their disposable income within the district. As we continue to build our housing stock we are also building customers for you.

Emporia State University, County Government, City Government, the majority of our professional institutions, and over two hundred commercial entities currently exist within our downtown. Our proximity to a stable employment base means you have proximity to customers with higher disposable incomes. People live, work and utilize our community core every day, and your business can reap the benefits.

A GROWING UNIVERSITY POPULATION

Emporia State University and Flint Hills Technical College have both experienced three years of significant, sustained growth in student enrollment.

EXTENDED MARKET UTILIZATION

International events like the Dirty Kanza 200, Glass Blown Open, and the Symphony in the Flint Hills, among others bring people from an extended region and the world abroad to downtown Emporia on a consistent basis.

Residents of a core district

spend about 40%

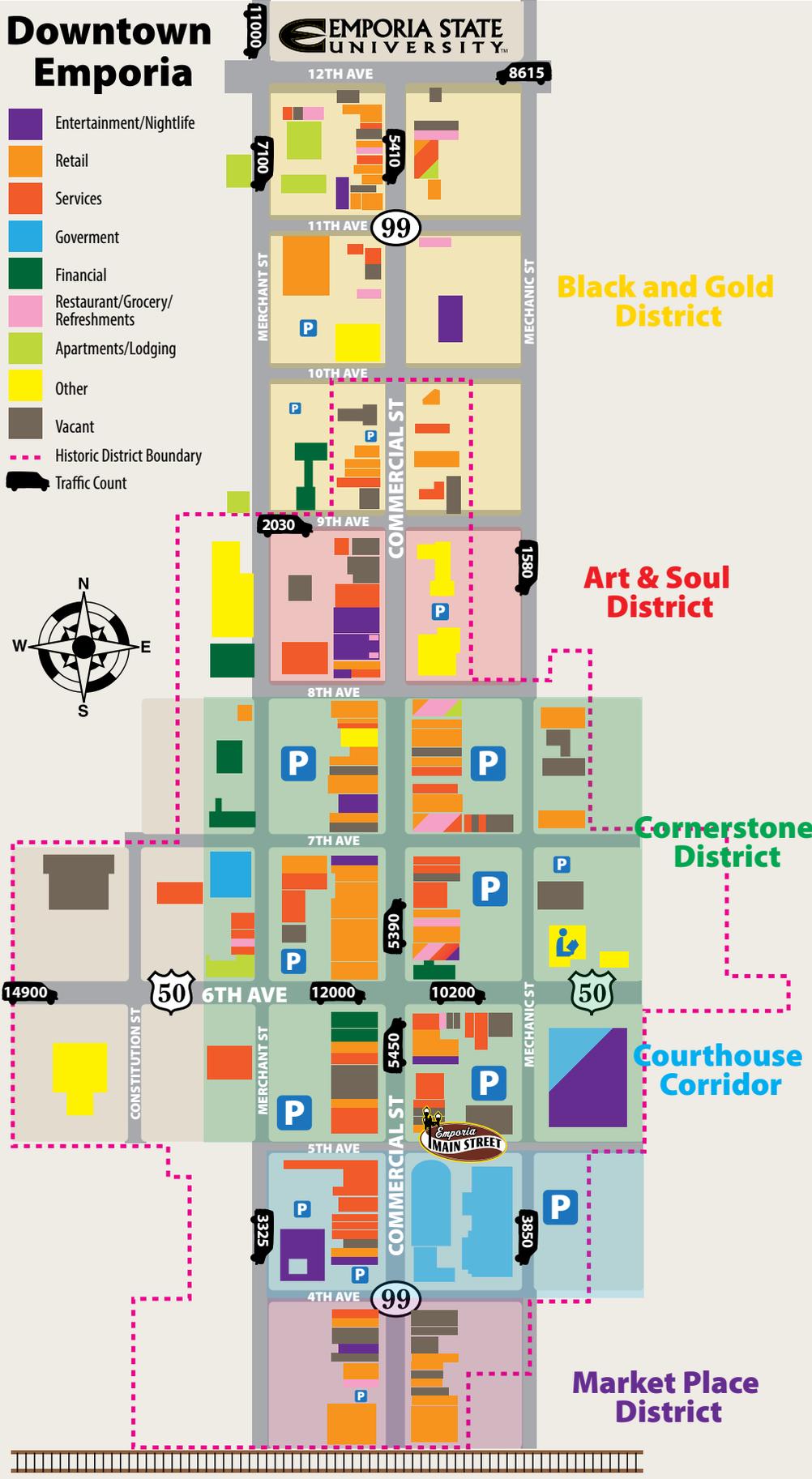
of their disposable income within the district.



LOCATION, LOCATION, LOCATION

Downtown Emporia

- Entertainment/Nightlife
- Retail
- Services
- Government
- Financial
- Restaurant/Grocery/Refreshments
- Apartments/Lodging
- Other
- Vacant
- Historic District Boundary
- Traffic Count



Black and Gold District

Art & Soul District

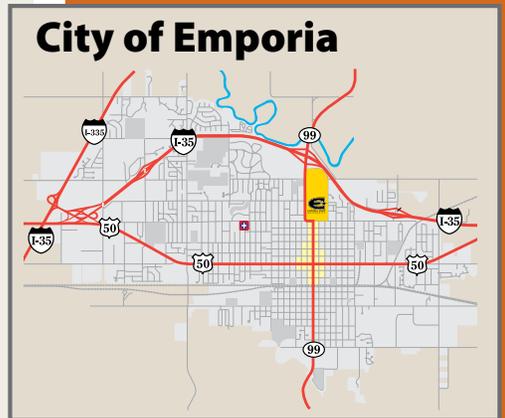
Cornerstone District

Courthouse Corridor

Market Place District

Emporia is located in the scenic Flint Hills of East Central Kansas. The city sits along Interstate 35, the major north-south corridor from Texas to Minnesota. Highways 50 and 99 cross through downtown.

Emporia is approximately a one hour drive from the major population centers of Wichita and the Kansas City metro area, and 40 minutes from the capital city of Topeka.



LOCATION, LOCATION, LOCATION

COST EFFECTIVE

A downtown location offers the advantages of reasonable rent rates or affordable purchase options, redevelopment opportunities, and special tax incentives available only in core districts. That means downtown Emporia businesses can dedicate more assets to customers and less to overhead while maintaining a healthy bottom line.

ATTRACTIVE, HIGH TRAFFIC AREA

Emporia's core is uniquely positioned to accept vehicular, pedestrian, and bike traffic. As the white collar work center of the community, downtown generates significant traffic throughout the week. As a dense housing area adjacent to a regent's university, our core creates valuable night time and weekend traffic.

Downtown Emporia is "streetscaped" with wide sidewalks, floral gardens, murals, and bike racks to encourage pedestrians and cyclists. Our vibrant downtown area is built to bring customers to you in a variety of ways, while maintaining consistent traffic through our proximity to large institutions and transportation conduits.

VISION FOR THE FUTURE

We are currently working to enhance public transportation and reintroduce passenger rail service to the downtown area. Emporia is not a complacent community; we constantly seek ways to enhance the business environment in existing commercial areas to facilitate growth for our valued commercial partners.

Traffic Count Fast Facts

- 10,000-12,000 daily vehicles cross directly through Emporia's core on Highway 50 heading east-west.
- An average of 5,400 vehicles cross directly through the core district going north-south on Highway 99.
- 16,000 -19,000 vehicles pass through the Emporia area on Interstate 35 daily, just minutes from downtown.



Downtown Streetscape



Mural by local artist Josh Finley

DOWNTOWN EVENTS

A primary focus of Emporia Main Street is to generate activity downtown. We actively create and support opportunities for our businesses to pull in customers year-round.

Emporia is one of six communities that host Kansas High School Athletics Association events. The events bring thousands of athletes, their parents, and supports into the community on a regular basis.

MARCH

The St. Patrick's Day Parade

The active Irish Community of Emporia puts on a parade down Commercial Street the Saturday before or Saturday of St. Patrick's Day and coordinates several activities to raise funds for local children's groups.

APRIL

The Glass Blown Open

One of the nation's largest Disc Golf tournaments includes a large street party and late night shopping event.

The Taste

Celebrates Kansas wineries, breweries, and distilleries and features local restaurants and live local music held downtown.

MAY

Cinco de Mayo

Thousands join together in downtown Emporia in this fun cultural celebration each May.

Flatland Cruisers Downtown Car Show

This show brings three city blocks full of classic cars and vendor booths. There is also a classic car movie shown at the downtown Granada Theatre.

JUNE

The Dirty Kanza 200

Over one thousand gravel road bike riders from over 40 states and several foreign nations descend on Emporia Kansas for a grueling, self-supported gravel road race through the Flint Hills. The event starts and ends in downtown, and includes a fantastic finish line party for the participants and community members.

Brown Bag Concerts

This family friendly activity takes place Wednesdays at noon throughout June and July at either the library or arts center. Around 400 people, including many local children attend this event weekly.

Emporia Celebrates the Flint Hills

A series of events held in conjunction with the Symphony in the Flint Hills is designed to pull a good portion of the Symphony's 7,000 participants into downtown for entertainment, food and shopping.

The Dirty Kanza 200 was named

**one of the top
races in the world**

by Velo Magazine.

Cyclists from across the US,

Canada, and Europe come to

Emporia for this spectacular event.



Dirty Kanza 200



Live music downtown

DOWNTOWN EVENTS

JULY

Midnight Madness

This event is held multiple times throughout the year, but in July it acts as Emporia's "Summer Sale" with stores open from 8:00 p.m. to Midnight. For many businesses, Midnight Madness represents their largest sales day of the year. During the July 2011 version, there was virtually no parking left in a 10 block area of the downtown.

AUGUST

ESU Welcome Back Block Party

This event brings just almost 3,000 participants into the Commercial Street blocks adjacent to Emporia State University. Businesses throughout town use the Block Party to showcase their goods and services to new and returning students in a festive atmosphere full of games and music.

SEPTEMBER

The Great American Market

The Market brings roughly 5,000 people into a 7 block area of downtown Emporia shopping in a variety of vendor booths. The Market also contains the Kansas Trike Festival with three-wheeled hot rods, a car show, food vendors, and other entertainment.

OCTOBER

EEK-Town Extravaganza

This is a series of events including a downtown "trick or treat", a late night haunted tour, and other spooky activities.

Oktoberfest

The Friday prior to Emporia State University's Homecoming Event, the Granada Theatre hosts a German festival with Polka Music, German food, and (of course) BEER! This event helps bring ESU Alumni back to Emporia for a fun filled weekend of activities, shopping, dining and entertainment.

NOVEMBER

Veteran's Day Activities

Emporia is the founding home of Veteran's Day, and we have a week of events dedicated to our local veterans, including a parade, USO Show, a Freedom run/ride and several other events taking place in and around downtown. Banners featuring local veterans are hung downtown and a biography filled veterans booklet encourages people to stroll downtown as they read stories from veterans.

Chamber Christmas Parade

Our largest parade in downtown is the kick-off event for the Holidays.

DECEMBER

Holiday Stroll

This series of events includes four days of horse drawn carriage rides, a pop up shop just for kids, Breakfast with Santa, a holiday Midnight Madness, a special event known as Quarter Mania, holiday lighting, building tours and more.



ESU Block Party



Veteran's Day Banners

Beyond these annual events, downtown also hosts ESU Athletics, Granada Theatre concerts and movies, Emporia Arts Center events, conferences, high school athletics, cruise nights, and much more.

Emporia Main Street alone organizes over 35 events per year.

A COLLEGE TOWN AT HEART

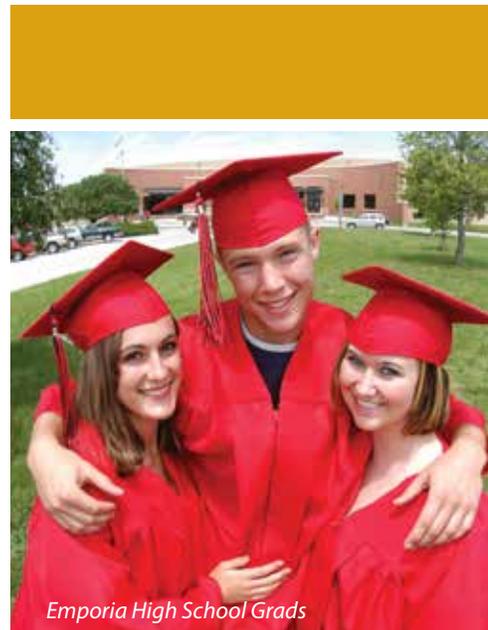
We all know that a business is only as strong as the people that represent it. You need access to a quality employment base, and Emporia has several options. Students from Emporia State University, Flint Hills Technical College, and other area educational institutions provide local businesses with a steady supply of potential employees who possess a high level of training in business concepts, entrepreneurship, and specialized services. Adult “empty nesters,” individuals that choose Emporia as a retirement destination, and local citizens with strong connections to Emporia round out a strong and diverse employment base.

Simply put, you will have access to high quality potential employees that will represent your brand well and help your business achieve and maintain profitability. When your business has employment opportunities, our diverse local media, “job boards” at educational institutions, and placement agencies are all available to provide you with quality human resource options.

The city of Emporia and Lyon County recently designated Emporia as a college town, which provides additional resources for development adjacent to Emporia State University.

EDUCATIONAL ATTAINMENT STATS

Total Population Age 25+	26,786
High School Graduate	32.5%
Associate’s Degree.....	5.3%
Some College	24.0%
Bachelor’s Degree.....	15.7%
Graduate Degree	9.4%



Emporia High School Grads



Renovated ESU Memorial Union



ESU was recently ranked a top value Business School by U.S. News. ESU also contains one of the top five teacher’s colleges in the nation.



Experience | Success.

Emporia Main Street and our members welcome you to the community. With over 200 member businesses, we know the right person to help.

GENERAL

Emporia Main Street 620-340-6430

We are an advocate for YOU. We offer support at all stages of new and existing business development. Whether it's locating a property, finding financing, design assistance, expansion, you name it, we're here every step of the way.

Kansas Small Business Development Center 620-341-5308

The KSBDC network provides free, confidential, one-on-one consulting and low-cost training events and workshops.

City of Emporia 620-341-4380

Lyon County 620-341-4380

Emporia Area Chamber of Commerce..... 620-342-1600

Regional Development Association 620-342-1600

Frontier Financial 620-342-7041

REAL ESTATE

Emporia Realty Group..... 620-412-9850

Ek Real Estate 620-342-3366

BANKS

Capitol Federal..... 620-342-0125

CoreFirst Bank & Trust 620-341-7470

Emporia State Federal Credit Union..... 620-342-2336

ESB Financial..... 620-342-3454

Lyon County State Bank 620-342-3523

INSURANCE

Cassell Insurance 620-342-1500

SS Graham Insurance Agency 620-342-5299

Mike Alpers Agency (American Family Insurance) 620-342-0562

ACCOUNTING

Wright CPA..... 620-342-7435

Pool & Associate Chartered..... 620-208-1040

UTILITIES

Westar Energy (electricity)..... 620-341-7065

Cable-One (internet and phone) 620-342-3535

Valu-Net LLC (internet and phone) 620-208-5000



Start Your Own Business Graduates

If you're an entrepreneur, you'll find a network of like-minded individuals in Emporia. The "Start Your Own Business Class" through Flint Hills Technical College has led to several successful new start ups.

LEGAL

Atherton & Huth Attorney at Law	620-342-1277
Helbert & Allemang Attorney's at Law	620-343-6500
Krueger & Williams Law Office	620-342-2499
Symmonds & Symmonds Attorney at Law	620-343-2764
Rand Simmons Law Office	620-340-0043

CONTRACTORS

Modern Air Conditioning	620-342-7577
George Groh & Sons	620-342-7576
Gerald Schumann Electric	620-342-2176
Emporia Construction and Remodeling	620-343-1612
Flint Hills Roofing	620-344-2094

ARCHITECTURE/ENGINEERING

BG Consultants	620-343-7842
Ben Moore Studio	785-477-3379

ADVERTISING & BRANDING

IM Design Group 620-343-3909
 IM Design Group is a team of artists and consultants specializing in creative solutions for small to mid-sized businesses. As a strategic ally, IM Design Group offers print & web design, environmental graphics, commercial photography, creative consulting, marketing strategy, identity, branding, and media & print management.

MEDIA OUTLETS

Emporia Gazette	620-342-4800
Monday-Saturday daily evening newspaper, online news, and local E-TV channel 70.	
Flint Hills Shopper	620-208-8888
KVOE AM 1400, Country 101.7 & Mix 104.9 Radio	620-342-1400
KISS 103.1 Radio & 97.7 The Dawg	620-343-6144
Kansas Radio 96.1 The Wave	620-343-6144
CableOne	620-342-3535

SIGNAGE

Coffelt Sign Company	620-343-6411
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PRINTERS

Chester Press, Inc.	620-342-8792
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MORE HELPFUL INFO...

What's Emporia, Kansas, Known For?

Emporia has a growing reputation for niche sports, including endurance gravel road cycling and disc golf. Dedicated volunteers, overwhelming community support, and a beautiful location in the Kansas Flint Hills have put our sporting events in the national and international spotlight. **How could your potential business capitalize on these assets?**

The 2014 Dirty Kanza 200 race brought 2000 cyclists from across the nation, and seven foreign countries. Over 6,000 fans partied the night away at the Finish Line bash down town.

Emporia hosts the Glass Blown Open Disc Golf tournament yearly in April. In 2013, Emporia hosted the PDGA World Championship, bringing 600 junior and amateur disc golfers from around the globe.



2012 Glass Blown Open

People have referred to Emporia as a “really big, small town.” Emporia retains its hometown charm while offering big city amenities including theatre, arts, concerts, night life, museums, festivals, live music, family activities, sports, parks, retail, services and a variety of restaurants.

OPPORTUNITIES TO BE SOCIAL

Emporia is an easy place to meet people and make new connections. Our many community events, clubs, churches, watering holes and gathering spots provide the chance to make friends and develop a positive social circle quickly and easily. Whether you are going on a community bike ride, stopping by an art opening, attending a church social, joining a library book discussion, or showing up at a service club function, Emporia is an ideal place to relax and be yourself amongst new friends.

Organizations like Emporia Main Street constantly conduct community outreach activities to introduce people to businesses and other individuals within the community. “How do I meet people?” quickly becomes “how am I going to participate in all these activities?” as people get acclimated to Emporia. Have an interest? Need some help getting involved? Emporia Main Street understands that it is important for new businesses to mingle and make introductions, and we are here to help.

INCLUSIVENESS

Emporia welcomes newcomers with open arms. Our visitors, foreign exchange students, and new residents give glowing reviews of Emporia’s hospitality. We embrace our diverse mix of cultures and backgrounds. New residents and students bring fresh ideas and a constant flow of energy to our city that accounts for many of our unique traditions, businesses and activities.

AESTHETICS

One our primary goals is to create an attractive space for our citizens and their guests to gather. We have made tremendous progress in this area, and continuously work to improve our downtown aesthetics. Our volunteers maintain beautiful gardens, help with clean-ups, and create a festive atmosphere during the holidays. Emporia Main Street has a plan in place to foster appropriate downtown development in the future as our community grows.

Top 25 Things To Do RECOMMENDED BY LOCALS

- The David Traylor Zoo
- The dog park
- Roller derby
- Thursday night bike rides
- After work cocktails at Town Royal
- The Gallery at Emporia Arts Center
- Concerts at the Granada Theatre
- Outdoor summer concerts
- Disc golf at Jones Park
- Breakfast at Commercial Street Diner
- Halloween haunted tour
- William Allen White House
- Antiquing
- Unique Shopping and Dining
- Natural History Museum at ESU
- Art Gallery & Theatre at ESU
- Studio 11
- Community classes at Flint Hills Technical College
- Dirty Kanza 200
- Go karts at the Family Fun Center
- Midnight Madness
- Carriage rides at Christmas
- Farmer’s market
- ESU Football
- Bar hop downtown
- Fishing at the stone bridge
- Ride the trails at Camp Alexander
- Tallgrass Prairie Preserve



Community Bike Ride



Emporia Arts Center Kids Activity

EDUCATIONAL OPPORTUNITIES

As home of the Teachers College at ESU and the National Teacher's Hall of Fame, Emporia places a special value on education. We have excellent public schools, a large downtown public library, community classes, and abundant opportunities for higher learning.

WE'RE GREEN

Emporia Main Street is committed to building a dense and sustainable core that is walkable and bikeable, with public transportation options including passenger rail. We are preservationists at heart, and work to readapt our historic buildings rather than tear them down.

Golf carts are street legal in the city, allowing our citizens reduce their carbon footprint. Emporia is also home to "The Human Power Company," a large and active group of citizens who encourage cycling and host weekly community bike rides and runs. Local business Green Door currently offers residential curbside recycling and commercial recycling pick up. City-wide recycling service is in the planning stages.

Emporians reuse (and shop local) at our eclectic antique, thrift and consignment shops. Studio 11, a destination boutique downtown, exclusively features recycled, handmade, and vintage products.

The Sustainable Living Center at Flint Hills Technical College hosts a community garden and classes on green topics. For local food fans, our year-round farmer's market offers everything from fresh seasonal produce to locally made salsa, honey, and baked goods.

WE WANT YOU!

Many communities reach out to successful organizations like yours to promote market opportunities, and while Emporia is a great place to invest, we want you to know that Emporia is more than just a location to place a business. Emporia is a great place to call home.

Now that you know a little more about Emporia, we would like the opportunity to show you our great community in person! A representative from Emporia Main Street will contact you soon to set up a site visit, and we look forward to having you as part of our community.



Want to Join Emporia Main Street?

GENERAL LEVEL MEMBERSHIP

\$250

- Continuing revitalization efforts on behalf of all Emporia Main Street Members
- Your voice heard in important decisions affecting downtown
- Downtown beautification
- Invitation to our annual meeting
- Advocacy at state and local legislative levels
- Business referrals
- Main Street recognition awards
- Email updates on news and opportunities for Main Street supporters
- Streetwise Newsletter
- Business listing in the membership directory on our website
- Access to 0% interest loans through Kansas Main Street Incentives Without Walls program, our local Trusler Fund program and Network Kansas
- Participation in promotional events exclusively for Main Street members
- Design assistance including architectural services
- Participation in advertising opportunities
- Access to business research and information
- Participation in networking opportunities including educational sessions, workshops, and mingles

BENEFACTOR LEVEL MEMBERSHIP

\$500

All of the above PLUS:

- Discounts on State and National training opportunities
- High Priority placement in the Main Street Business Directory and website listing
- Public recognition at all Main Street activities
- Business name and logo prominently displayed at all Main Street Events

PRESIDENT'S CIRCLE MEMBERSHIP

\$1000

All of the above PLUS:

- Two booth spaces at the Great American Market
- One Carriage ride (up to 6 people) during Downtown Holiday Events
- Four tickets to the President's Reception and Mingle
- Four tickets to Annual Main Street Taste event

NON-PROFIT

\$100

HOME BASED BUSINESS

\$75

INDIVIDUAL

\$35

Sign Me Up!

RETURN THIS CARD TO: EMPORIA MAIN STREET • 12 E. 5TH • EMPORIA, KS 66801

General Benefactor President's Circle Non-Profit Home Based Individual

BUSINESS NAME

CONTACT PERSON

ADDRESS

PHONE NUMBER

EMAIL ADDRESS

WEBSITE

Payment Options

Bill Me Payment Enclosed Paying Quarterly (Please send the first quarter payment)

MasterCard or Visa (circle one)

CARD NUMBER

EXPIRATION DATE



Imagine the Possibilities

12 E 5TH | EMPORIA, KS 66801 | 620-340-6430 | EMPORIAMAINSTREET.COM
MAIN.STREET@EMPORIA-KANSAS.GOV



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BUILDING DEVELOPMENT

Renovating and reusing existing buildings is a great way to invest in the community

HISTORIC PRESERVATION AND THE BUILDING FACADE

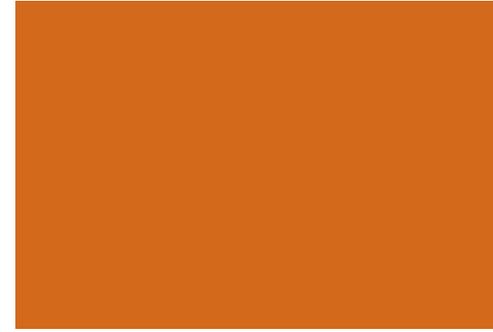
The recent creation of the downtown Emporia Historic District provides opportunities for property owners to restore and preserve a part of the community's heritage. These small scale reinvestment projects could include interior renovations or exterior improvements to the façade. Typical exterior improvements would include restoration of windows, reconfiguration of the storefront and signage, adding awnings and overhangs, and restoration of the historic building façade by removing or replacing non-historic materials.

The cost to perform historic preservation improvements will vary significantly from project to project. Some of the key items affecting the cost include the size and condition of the building, the quality of craftsmanship and detail of the new façade, the number, size and type of windows and the size of the storefront/entryway. It is important to note, however, that many of these types of improvements could be eligible for special financing or historic tax credits.

RENOVATION AND REUSE OF EXISTING BUILDINGS

The Art and Soul District, Courthouse Corridor, and the Cornerstone District offer the greatest potential for projects to renovate and adaptively reuse existing buildings for mixed-use purposes. These buildings are under-utilizing the 2nd floor for storage or vacant, uninhabitable space.

These mid-scale projects will generally be smaller in scope than complete reconstruction, but larger than a façade improvement. New or existing businesses relocating to downtown Emporia have an opportunity to design the interior of the vacant building to fit their business needs.



UPPER STORY DEVELOPMENT

In many buildings downtown, the upper floors above stores sit vacant, or are used for storage. These spaces offer great potential space for loft apartments and upper story housing. Housing in Downtown Emporia produces numerous benefits. It allows property owners to gain additional income and increases property values.

The residents in the core district become the consumers that anchor downtown business. According to national studies, residents of a core community district spend approximately forty percent of their disposable income within the district. In addition, upper-story housing allows people to more easily walk or bike, increasing pedestrian traffic in the district.

Suggested Upper story dwelling units

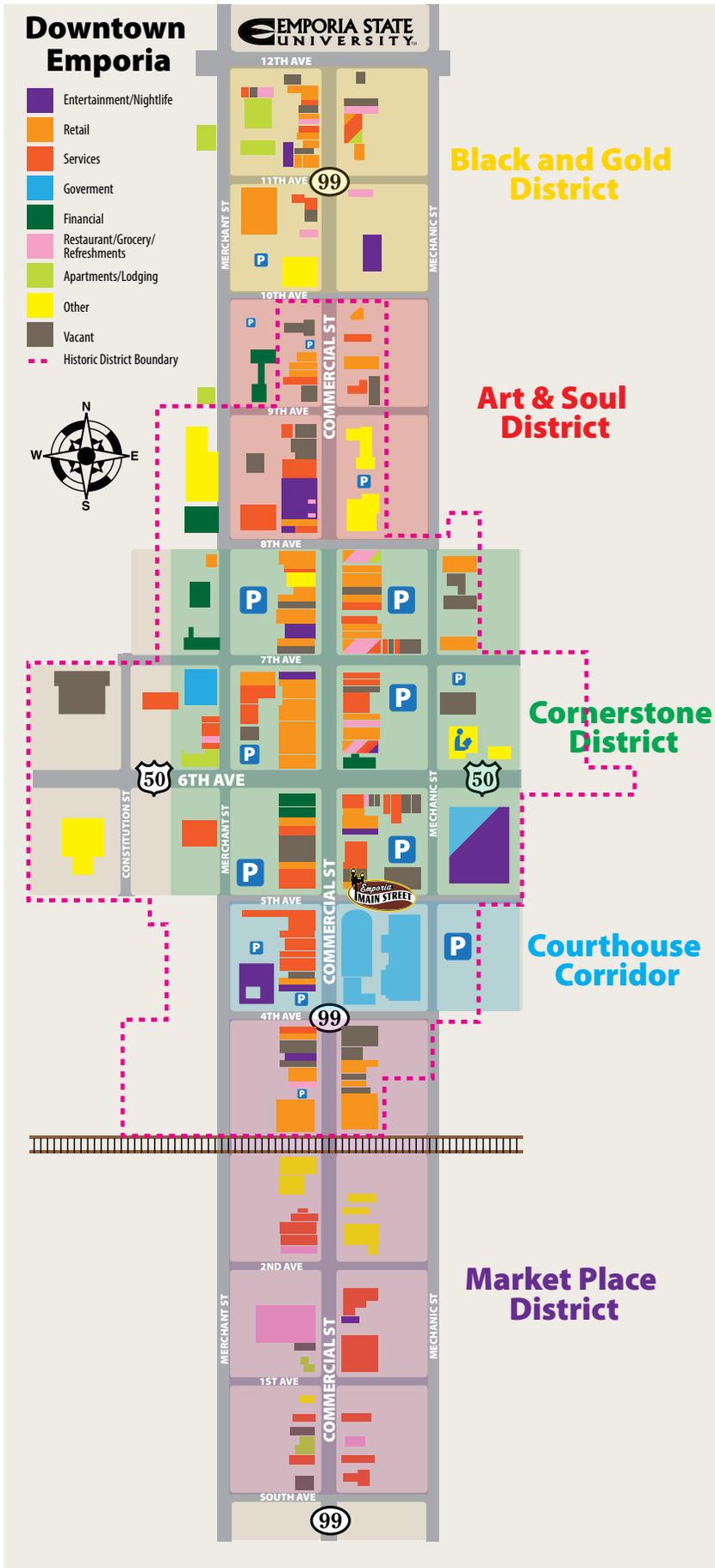
- Apartment/Dorm-style housing units on upper floors (Black & Gold District)
- Studio Apartments and 1 or 2 BR apartments on upper floors (Art & Soul District)
- Owner-occupied, 2nd floor residential lofts (Cornerstone District, Courthouse Corridor)
- Apartments and owner-occupied 2nd floor lofts (Market Place District)
- Condominiums and/or lot line splits for residential on the upper floors (all use districts)
- Extended Stay - Regional projects, like Wolf Creek and Emporia State University temporary professors, create unique housing opportunities

Granada Plaza & Lofts



Kellogg Plaza & Lofts





Black & Gold District
 Due to the design style of the existing sites, the Black and Gold District offers tremendous redevelopment opportunities to better utilize properties. Redevelopment projects utilizing mixed-use buildings similar to the Kellogg Plaza & Lofts project would fit well within this use district.

Art & Soul District
 This district serves as a unique transition between the adjacent use districts. This area contains several anchors, such as the Granada Theatre, the Emporia Arts Center, and several churches.

Cornerstone District
 Buildings in this district tend to be older than other use districts with a more historically correct context which fits the Historic District designation.

Courthouse Corridor
 This district consists of typical higher density downtown buildings, some of which are mix use buildings with residential on the 2nd floor.

Market Place District
 A number of sites consist of atypical conditions for a downtown environment. Like the Black & Gold district, many sites can be redeveloped.