



EMPORIA MAIN STREET 2023-24 INVESTOR GUIDE

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STRATEGIC GOALS

- 1 Support Downtown Emporia as a destination and an economic catalyst for the region
- 2 Provide financial tools, education, and support to local business throughout the community
- 3 Grow our own entrepreneurs, makers, thinkers, and innovators
- 4 Secure Emporia and Lyon County's economic future and vitality through diverse local and regional partnerships

WHY INVEST IN EMPORIA MAIN STREET?

We believe that a thriving community is built from within. A strong community begins with a strong downtown – the place where people, capital, and ideas come together in ways that build opportunity for all. We continually strive to grow downtown as a vibrant gathering space for food, shopping, entertainment, and living, but our work doesn't end there. Our economic development initiatives and business support programs benefit the entire region. Emporia Main Street is a unique blend of entrepreneurs, business and property owners, community leaders, residents, and volunteers, with a shared vision to build a community where families thrive, a place where memories are made, and a place that feels like home.



BUILDING MOMENTUM, ACHIEVING RESULTS

Dear Emporia Main Street Investor,

In today's rapidly changing world, rural communities, faced with the challenge of keeping up with the ever-evolving economic landscape, must respond to these challenges by adopting innovative approaches and generating momentum through community and economic development initiatives to achieve remarkable results.

This past year, Emporia Main Street focused on areas of development, such as **infrastructure, entrepreneurship, tourism, and education** to create a vibrant place for our community members and visitors. We have worked with various partners and individuals—local business owners, educators, government officials, and passionate residents who want to make a difference.

Two outcomes from our collaborative framework have greatly enhanced our local economy. The first is our **business incubator space**. Now hosting our second tenant, Emporia Imaginarium, we can provide a workspace with resources and mentorship that is affordable for aspiring entrepreneurs. The Emporia Main Street Incubator Space has not only encouraged the growth of new businesses but also fostered a culture of innovation and collaboration within the community.

The second is our **Fabrication Lab**. It continues to engage community members and empower local entrepreneurs. Last year, the Fab Lab collaborated with 45 entities on a variety of projects ranging from chocolate molds to GPS units to architectural renderings. By providing access to prototyping and manufacturing tools, we can enable aspiring entrepreneurs to iterate and refine their product designs, reducing the cost and time associated with traditional manufacturing.

Emporia Main Street recognizes the significance of tourism in stimulating economic growth, so we have invested a significant amount of time and resources to promote our area as a tourism destination. Using targeted marketing strategies and geolocation data to pinpoint ideal target markets, we then develop customized marketing strategies for those potential visitors. The more than **2 million people who visited downtown Emporia** last year convinced us that our efforts are making real impacts.

In addition to economic development, Emporia Main Street understands that investing in human capital is essential for long-term growth. Collaborating with local schools, colleges, and vocational training centers, we have implemented initiatives to enhance educational opportunities and provide relevant skills training. Courses like our **Start Your Own Business Class** and **E-tech Start Ups** give individuals a comprehensive understanding of various aspects of entrepreneurship, market analysis, business planning, financial management, marketing strategies, and effective leadership.

Emporia Main Street, as part of a national organization, works to make our region a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. By building momentum and working together, Emporia Main Street and our Community have achieved some impressive results in the past 33 years. We are looking forward to the coming year and thank you for Investing in our Organization and Region! We hope you will join us again as we continue our community and economic development.

Sincerely,

Your Friends at Emporia Main Street

 **R.O.I.**
Your dollars matter. Since 1991
our programs have generated
\$147 million
COMMUNITY REINVESTMENT



SOCIAL CONNECTIONS

 **14,000+**
Facebook Followers
@emporiainmainstreet

 **2,500+**
Instagram Followers
@emporia.main.street

 **15,000+**
Email subscribers

40,000+
ANNUAL EVENT ATTENDANCE



MAKING A DIFFERENCE

When you invest in Emporia Main Street, you are showing your support for a vibrant community and a culture that supports local business and entrepreneurs.

3,000+
VOLUNTEER HOURS
PER YEAR

BUSINESS ENHANCEMENT PROGRAMS BY THE NUMBERS



\$292,250

Low-interest loans provided to small businesses in the past year



\$80,000

Amount of Main Street gift certificates spent at local businesses in the past year



\$3.6 million

Local economic impact annually from Main Street initiatives



2.2 million

Visitors to Downtown Emporia in 2022



DOWNTOWN IMPROVEMENT PROGRAMS BY THE NUMBERS



48

downtown gardens cared for by volunteers



22

fairy doors placed downtown



260

Veterans Banners hung every fall



40

events hosted or supported per year



250+

new or renovated housing units added

ENTREPRENEURIAL PROGRAMS BY THE NUMBERS



190

graduates of Start Your Own Business Class since 2007



2

start-up businesses incubated since 2020



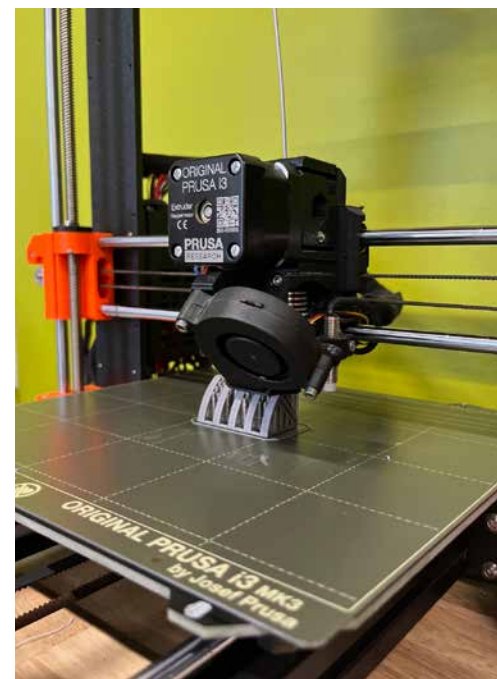
10

new businesses connected with investor dollars through Show of Hands since 2022



45

entities assisted in the Fabrication Lab since 2022








INVESTORSHIP LEVELS

PRESIDENT'S CIRCLE

\$1,250

President's Circle investors are pillars of the community who want to leave a lasting legacy as community builders. Your investment includes:

-  Financial support of our Downtown Improvement Programs listed at right
-  Financial support of our Entrepreneurial Programs listed at right
-  Access to all Business Enhancement Services listed at right
-  Access to the Fabrication Lab: Three Fab Lab passes*
-  Additional President's Circle Perks:
 - One booth space at the Dynamic Discs Open Players Party
 - One booth space at the Great American Market
 - Four complimentary classic tickets to annual Main Street Taste event
 - Public recognition at all Main Street activities
 - Recognition on the homepage of emporiainmainstreet.com

BENEFACTOR

\$600





The benefactor level is perfect for established businesses who want to give back and help others succeed. Your investment includes:

-  Financial support of our Downtown Improvement Programs listed at right
-  Financial support of our Entrepreneurial Programs listed at right
-  Access to all Business Enhancement Services listed at right
-  Access to the Fabrication Lab: One Fab Lab pass*
-  Additional Benefactor Perks:
 - One booth space at the Great American Market
 - Two complimentary classic tickets to annual Main Street Taste event
 - Public recognition at all Main Street activities
 - High Priority placement on emporiainmainstreet.com business directory

PATRON





\$300

The Patron level is great for small businesses or those just starting out. Your investment includes:

-  Financial support of our Downtown Improvement Programs listed at right
-  Financial support of our Entrepreneurial Programs listed at right
-  Access to all Business Enhancement Services listed at right
-  Access to the Fabrication Lab: Priced on a per-project basis**

NON-PROFIT, HOME BASED, OR FOOD TRUCK

\$150

-  Financial support of our Downtown Improvement Programs listed at right
-  Financial support of our Entrepreneurial Programs listed at right
-  Access to all Business Enhancement Services listed at right
-  Access to the Fabrication Lab: Priced on a per-project basis**

FAB LAB MEMBER

\$120

-  Access to the Fabrication Lab: One Fab Lab pass*

INDIVIDUAL

ANY

Support Main Street as an individual citizen with a contribution of any amount

WHAT WE PROVIDE:



Downtown Improvement Programs

Holiday Decorating
Veterans Banner Project
Downtown Clean-ups
Adopt a Garden program
Interactive Murals
Historic Preservation
Marketing of downtown as a destination
Facilitation of community development projects
Streetscaping and Infrastructure improvements
Downtown Events



Entrepreneurial Programs

Start Your Own Business Class
Business Incubator Space
Show of Hands



Business Enhancement Services

0% interest and low interest loan programs
Grants and tax credit assistance
Upper-story redevelopment incentives
Storefront Improvement assistance
Business referrals
Business consulting
Online job board for employers
Free promotion on Main Street social media
Free advertising in Main Street email newsletter
Free business listing on emporiainmainstreet.com
Gift Certificate Program
Exclusive promotional events
Access to business research and data
Weekly email updates & educational articles
Advocacy at state and local legislative levels
Online available property listings
Design and architectural assistance
Main Street Recognition Awards
Disaster Relief Assistance



Fabrication Lab

Create prototypes, develop products, and build in-demand skills using professional production equipment including FDM 3D printers, SLA 3D printer, laser cutter and engraver, large format printer, 3D scanner, CNC mill, vacuum former, and electronic testing equipment with a full-time lab manager available for assistance.

**A Fab Lab Pass includes up to 10 hours a month for product development & consulting. Does not include material cost. Additional rates may apply due to usage needs.*

***The Fab Lab is available for one-off projects or contract projects. Pricing is a flat fee based on project requirements and material costs.*