



EMPORIA MAIN STREET 2024-25 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.



LOCAL FOCUS, REGIONAL REACH

Are you ready to be part of something truly transformative? Join the Emporia Main Street organization for the 2024-2025 membership year and become a driving force behind the revitalization and growth of our vibrant community! With an impressive track record of events, initiatives, and collaborations, **Emporia Main Street is the heartbeat of our city**, fostering economic development, community pride, and unparalleled support for local businesses.

In the past year, we've hosted an array of exciting events, from the largest Great American Market in history to dynamic Sip and Shop evenings that bring our community together. Our dedication to enhancing the downtown experience is evident in every new tree planted and every grand opening celebrated. We've also extended our reach beyond local borders, presenting at state conferences, participating in regional television programs, and achieving national recognition as one of the best Main Streets in America.

Our commitment to business enhancement is unwavering. We've secured substantial grants and loans, provided essential support through programs like GrowKS and Network Kansas, and facilitated the opening of new businesses. Our work doesn't stop at economic development; we are equally passionate about organizational sustainability, having hosted sold-out events and received accolades for our innovative programming. Our efforts in design, from cleanup activities to creative placemaking, reflect our dedication to making Emporia not just a beautiful place, but a thriving, active, and engaging environment.

Promotion is at the core of what we do. By understanding our regional demographics and employing targeted outreach, we've driven significant traffic to our commercial centers, supported local businesses, and created a buzz around community events. Our social media reach and promotional activities have ensured that Emporia Main Street remains a cornerstone of community engagement and business success. With 2.4 million visits to downtown and record-breaking grant and loan acquisitions, there's never been a better time to join us.

Let's continue to make Emporia extraordinary—together!

R.O.I.
Your dollars matter. Since 1991 our programs have generated
\$153 million
COMMUNITY REINVESTMENT



SOCIAL CONNECTIONS

16,700+
Facebook Followers
@emporiainmainstreet

2,800+
Instagram Followers
@emporia.main.street

8,000+
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

-  **\$550,000** 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
-  **\$8.2 million** Local economic impact annually from Main Street initiatives
-  **2.4 million** Visits to Downtown Emporia in 2023



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
-  **300+** new or renovated housing units added in or around the Emporia core

ENTREPRENEURIAL PROGRAMS BY THE NUMBERS

-  **207** graduates of Start Your Own Business Class since 2007
-  **2** start-up businesses incubated since 2020
-  **12** new businesses connected with investor dollars through Show of Hands since 2022
-  **70+** entities assisted in the Fabrication Lab since 2022



INVESTORSHIP LEVELS

FOUNDER

\$5,000






Founders are pillars of the community who want to fully support our mission and underwrite our most important events. 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
-  Discounted Access to the Fabrication Lab
-  Additional Founder's Perks:
 - 6 Holiday Carriage Ride tickets
 - 1 booth space at the Great American Market
 - Public recognition at select Main Street activities
 - Priority placement on emporiamainstreet.com website + logo on homepage
-  Underwriting sponsorship of the following events:
 - The Taste (spring) - includes reserved table for 6, additional drink tickets, and marketing opportunities
 - Annual Public Improvement Auction (Winter) - includes reserved table for 6, additional drink tickets, and marketing opportunities
 - Mix & Mingle (one per year) includes vendor table, attendance list, and marketing opportunities

INNOVATOR

\$1,250






Innovators are pillars of the community who want to create 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
-  Discounted Access to the Fabrication Lab
-  Additional Innovator Perks:
 - 6 Holiday Carriage Ride tickets
 - 4 Complimentary classic tickets to annual Main Street Taste event
 - 1 booth space at the Great American Market
 - Public recognition at select Main Street activities
 - Priority placement on emporiamainstreet.com website + logo on homepage

ADVOCATE

\$600





Perfect for established businesses who want to give back. 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
-  Discounted Access to the Fabrication Lab
-  Additional Benefactor Perks:
 - 2 complimentary classic tickets to annual Main Street Taste event
 - 1 booth space at the Great American Market
 - Public recognition at all Main Street activities

BOOSTER

\$300

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
-  Discounted Access to the Fabrication Lab

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 emporiamainstreet.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. Equipment includes FDM 3D printers, SLA 3D printer, laser cutter and engraver, large format printer, 3D scanner, CNC mill, vacuum former, and testing equipment with a full-time lab manager available for assistance.

NON-PROFIT, HOME BASED, OR FOOD TRUCK

\$150

All the same benefits as the Booster level at a special discounted price.

INDIVIDUAL

ANY

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