

LEAVENWORTH MAIN STREET

2018 DOWNTOWN ECONOMIC RECAP

JANUARY 5, 2019

KEEPING DOWNTOWN ALIVE, VITAL & VIBRANT *ECONOMIC DEVELOPMENT*

- ▶ 2018 ENTREPRENEURIAL & SMALL BUSINESS CONTACTS : 87
- *The LMS office is consistently the location that small businesses and entrepreneurs contact for support and resources. We are comprehensive, follow up frequently and provide guidance and expertise to grow their dreams.*
- MAINTAINS AVAILABLE PROPERTY LISTING, A valuable tool
- MAINTAINS CATEGORIZED LISTING OF ALL DOWNTOWN BUSINESSES
- PUBLISHES BUSINESS GUIDE, SHOPPING/DINING GUIDES & RESTAURANT GUIDE
- Business Resources Provided: Professional Consultations, Business Mentoring, Funding Opportunities, Design Assistance, Destination Bootcamp Active Recruitment, GLC Low Interest Loan Opportunities & Business Educational Opportunities, City of Leavenworth Liaison
- Resources - Nat'l list serve, Nat'l Main Street, Kansas and Missouri Main Street, KU SBDC, Network Kansas, Kansas State Historic Society

2018 Economic Development

LMS Consultations with Entrepreneurs, 2018

Review of 2018 Business & Entrepreneur Contacts through LMS indicates 87 contacts, a growth rate of 60% since 2017. Through these contacts, LMS was instrumental in 8 building purchases, 1 business re-location downtown, recruited 3 businesses to downtown, plus maintaining ongoing economic development relationships. Active leads are consistent and we look toward a successful 2019 in business growth and development.

LMS continues to make contact with small grocers that may desire a location like downtown Leavenworth and continue talks regarding a Community Owned Grocery Market.

Our ERC committee looks for market gaps, reviews data through Esri, KUSBDC and Downtown Professionals Network to continue to recruit businesses and encourage existing businesses to fill gaps.

ECONOMIC IMPACTS

▶ Economic Impact Events (For City & Merchants)

- ▶ **AA5** - 1st Thursday of Every Month On average, 15 merchants participate monthly, drawing from 30 - 175 attendees to AA5. Business exposure, sales, repeat customers, word of mouth buzz. This event continues to grow
- ▶ **Small Business Saturday** \$74,000 was spent on Small Business Saturday through LMS promotion (For every \$25 spent at participating merchants, customer received a ticket for a drawing to win one of 10, \$100 MS Bucks drawings (they re-circulate downtown) As a result of this success, LMS hosted **Christmas in July** on July 28th with a similar promotion.
- ▶ **Build a Bouquet** Encourages Mother's Day purchases
- ▶ **Leavenworth City Market Partnership** with LV Farmers Market on 2nd Saturdays
- ▶ **Free Summer Concert Series**, June, July & August On average, 350 attend and enjoy music venues from varied genres. The concerts bring community and visitors downtown to enjoy and explore.
- ▶ **Sidewalk Sales** Good for merchants & good for those looking for a bargain, plus builds customer base
- ▶ **BBQ Event** Draws many teams, family & friends from the community, the metro area and some from many miles away. A good showcase for downtown.
- ▶ **Veteran Day VIP Reception** Showcasing Leavenworth's military community, veterans & local restaurants and business entities. Kicks off the **Banner of Honor** program, Veteran banners hung within the Delaware Streetscape and a partnership with the VFW Post 56.
- ▶ **Holiday Open House** (Encourages holiday shopping downtown). Extended promotion by advertising merchants that committed to staying open late until 7 p.m. on Thursday evenings prior to Christmas.

COMMUNITY & MERCHANT AWARENESS EVENTS

- ▶ Summer Concert Series (Downtown exposure)
- ▶ Build a Bouquet (exposure for participating businesses, in store traffic)
- ▶ BBQ Contest & Event (teams, families and military exposure to downtown)
- ▶ PAIR Day (targeted military exposure)
- ▶ Veterans Day VIP Reception (local restaurant showcase)
- ▶ Spring Tea (exposure for local businesses, future customers)
- ▶ Sidewalk Sales (Downtown exposure)
- ▶ Holiday Open House (in store traffic, builds downtown excitement)
- ▶ LMS Annual Banquet (a casual gathering of business owners, community & professionals)

INVESTMENT & BUDGET

RETURN ON INVESTMENT

▶ LMS Funding is derived from:

▶ Business & Friend Investors (Membership)	24%	\$ 36,572.27
▶ City of Leavenworth annual investment	20%	\$ 31,127.00
▶ Program Fundraising	53%	\$ 82,550.73
▶ Grants	3%	\$ 5,750.00
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▶ Total	100%	\$156,000.00

▶ *2018 Actual Budget

▶ **CITY OF LEAVENWORTH INVESTMENT REPRESENTS A ROI OF 5 TIMES OR 400%
ABOVE DOES NOT INCLUDE THE ANNUAL AVERAGE VOLUNTEER LABOR VALUED AT >\$100,000**

BUILDING PURCHASES IN 2018

- ▶ 301 Cherokee (Currently being renovated for a restaurant)
- ▶ 424 Cherokee (424 Lounge/formerly First Taste Olive Oils & Vinegars)
- ▶ 508 Cherokee (Sunflower Healing & Recovery/formerly Epic Vision)
- ▶ 525 Cherokee (Remains John's Barber Styling, new owner renovating upper story as residence)
- ▶ 604-606 Cherokee (Currently vacant/formerly a restaurant)
- ▶ 608-610 Cherokee (Currently vacant/formerly a bar)
- ▶ 618 Cherokee (Currently vacant/awaiting tenant & upper story renovation)
- ▶ 620 Cherokee (Z & M Twisted Vines Winery with great renovation, wine cellar)
- ▶ 3rd & Delaware (Currently being marketed for development by City/formerly vacant buildings)
- ▶ 413-415 Delaware (Existing tenant + 1 vacant storefront/renovations coming soon, including upper story)

LMS Played a significant role in these building purchases

COMMUNITY BENEFIT PROJECTS & CITY OF LEAVENWORTH PARTNERSHIPS

▶ COMMUNITY BENEFIT PROJECTS:

- ▶ Banner of Honor Program (Delaware Streetscape Area)
- ▶ Pole Banner Program (Throughout 28 blocks minus Streetscape Area)
- ▶ American Flags on Delaware, Memorial Day - Veterans Day (Delaware Streetscape Area)
- ▶ Distrx Mobile App
- ▶ Veterans Day VIP Reception
- ▶ Public Art (Should start seeing this blossom soon)

▶ CITY OF LEAVENWORTH PARTNERSHIPS:

- ▶ 2 City appointed board members
- ▶ City Staff participation in economic development, design and promotion committees
- ▶ **Destination Based Marketing** KCTV5, Fox4, KQTV, Spectrum Reach, Vintage KC, Discover Mid America, St. Joe News Press & affiliates. **2018 Investment by LMS: \$ 24,200.00**
- ▶ Wayfinding/Directional Signs - Initiated, researched, provided templates, locations & text. City took over the project with Young Sign in 2018. We are looking forward to the installation of the signs in 2019.
- ▶ Educational Opportunities - LMS staff, Board Members & several merchants attended the Nat'l MS Conference along with Commissioner Griswold, Taylour Tedder & Julie Hurley on behalf of the City of Leavenworth with paid registrations by LMS.
- ▶ Increased Holiday Decorations via our Design Team with the "Gingerbread Installations" and encouragement for all businesses to "light up their storefronts" with twinkling white lights.

BUSINESS GROWTH & DEVELOPMENT

► New Businesses Welcomed to Downtown in 2018

Ava's Island Café, 732 Shawnee

Home2 Suites by Hilton, 250 Delaware (New development)

B & B Theatre, 3rd & Delaware (Building purchased)

Escape Game Leavenworth, 400 Delaware

First City Dental Care, 111-A Delaware

Board & Brush Leavenworth, 207-B Delaware

Z & M Twisted Vines Winery, 620 Cherokee
(Building purchased)

Fluffy's Swedish Bar, 507 Cherokee

Sugar Bliss Bakery & Café, 130 Cherokee

Str8 Edge Barbershop, 205-A Delaware

Picket Fences and Petals, 425 Delaware

Patton Leadership Consulting, LLC, 518 Shawnee

Fishburn Realty, 505 Cherokee

Bakery Delicateza, 510 S. 5th Street

Bill's Kitchen, 700 Kiowa

Business Succession in 2018

Family Bistro & Sushi Bar formerly Family Bistro; Leavenworth Yoga formerly Leavenworth Yoga Coop

Recently Opened in 2019

Petite Fleur, 506 Delaware

424 Lounge, 424 Cherokee (Building purchased)

First City Wine & Spirits, 203 Delaware

SOCIAL MEDIA

- ▶ **Website, Active & Maintained**
- ▶ **Facebook** Jan 8 - February 4
 - ▶ Reach 13,336 = 70%;
 - ▶ Post Engagements 18,561 = 73%
 - ▶ Videos 4512 = 63%

Rankings:

- ▶ #1 City of Leavenworth
- ▶ #2 Leavenworth Main Street
- ▶ #3 Leavenworth CVB

Distrx Mobile App - Have you downloaded your free App?

FANBANK COMING SOON. Main Street's partnership with national brand ads such as Air B & B, Hotels.com, Southwest Airlines, Uber, Fit Bit.

CONSISTENT LEARNING & SHARING OF RESOURCES

- ▶ In 2018, LMS continued to attend seminars, conferences & business development forums, to learn, share ideas and resources with businesses.
- ▶ National Main Street Conference, Kansas City, Missouri
 - LMS encouraged business owners, board members and city staff/city commissioners to attend, offering to pay registrations. A total of 13 attended bringing valuable ideas and knowledge back to the Leavenworth community.
 - ▶ Kansas Preservation Conference, Lawrence, Kansas
 - Wendy attended. City Planner and members of Preservation Commission attended.
 - Information regarding the Downtown historic district, tax credits, heritage tourism & related was shared with building owners and others.
 - ▶ Grow Leavenworth County, a Network Kansas E-Community
 - As a board member, Wendy embraces Destination Bootcamp and spearheaded recruitment of 6 Leavenworth County businesses and a coordinator to participate in the Community Reinvention Program. As a result over 100 attendees listened to Jon Schallert during his returning seminar, bringing insights and ideas back to their businesses. I've already viewed a potential project coming to downtown via the event!

PARKING DOWNTOWN on DELAWARE

A PLEA FROM MERCHANTS FOR CITY PARTICIPATION

- ▶ Many Merchants desire to address Downtown Parking Issues on Delaware. Parking is a *major issue* with some merchants, employees and upper story dwellers refusing to park in municipal parking lots.
 - ▶ A collaborative meeting with City Commission, Merchants, Chamber & LMS is requested.
- ▶ LMS encourages Merchants, Employees & Dwellers to utilize municipal and/or private parking lots, however we aren't the parking police. The City of Leavenworth is the authority.
- ▶ Install attractive signage along Delaware that indicates street parking is Customer Parking
- ▶ Customer Parking Follow Up
 - ✓ Police oversight with formal letter from City of Leavenworth to merchants/dwellers/building owners and consistent follow up. Random police presence
 - ✓ Significant fines for merchants

THANK YOU FOR YOUR PARTNERSHIP & INVESTMENT IN THE MAIN STREET PROGRAM

- ▶ A historic downtown, in today's world, must be targeted & marketed, positively embraced and showcased consistently via many avenues to retain its character, relevance and local economic impact.
- ▶ It takes consistent personal contact, familiarity with the owners and their products, consistent promotional activities to draw visitors and customers to and into their businesses. That's a huge part of what LMS does.
- ▶ New hotels are greatly appreciated and will enhance and build downtown vibrancy. Continued development of upper story and residential development is exciting and increases mixed-use opportunities.
- ▶ We encourage *each of you* and City staff to consistently visit downtown businesses, get to know the owners and their products. They are your sounding board, your connection to small business and provide significant economic development downtown. Nearly anything you desire or need can be found at downtown merchants and throughout the community!
Logo shirts, paint, IT, maintenance & repair materials, maintenance equipment, printing needs, animal control food and supplies, furnishings, art & framing, break room needs, gifts, gift certificates and more.
INVEST LOCAL, IT MATTERS!