

LEAVENWORTH MAIN STREET

2019 YEAR IN REVIEW

FEBRUARY 4, 2020

KEEPING DOWNTOWN ALIVE, VITAL & VIBRANT *ECONOMIC DEVELOPMENT*

The Leavenworth Main Street Program Staff are busy, providing ongoing personal guidance, literature and resources for Downtown growth.

- ▶ ENTREPRENEURIAL & SMALL BUSINESS CONTACTS: 56
 - ▶ 18 Businesses secured locations and/or expanded; some projects are still in the works; some projects are inactive; open communication is consistent
- MAINTAINS AVAILABLE PROPERTY LISTING. A valuable tool that we provide frequently.
- 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/Network Kansas Low Interest Loan Opportunities & Other Business Educational Opportunities, City of Leavenworth Liaison
- ▶ Resources -National Main Street, Kansas Main Street, Missouri Main Street, KU SBDC, Network Kansas, City of Leavenworth, LCDC, Kansas State Historic Society, Network Kansas

ECONOMIC DEVELOPMENT & LMS IMPACT

A SAMPLING OF NEW PROJECTS

213-223 5th Street

KARMA - Major Building Purchase & Building Renovation facilitated by LMS. This building had been underutilized for many years and now has a fresh and vibrant bakery business, plus a new Golf Shop and existing Salon. KARMA opened in October, 2019 after major renovation of the storefront that included 6 storefronts (Karma utilized 4, retained 2 for leasing). Exterior improvements including paint will happen in the Spring. Upper story development is planned at a later date. **Business retention & expansion.**

Note: 5th Avenue Frames, a long standing business re-located to 414 Delaware, inside Reunions Antiques, when she was given notice to move due to Karma expansion. LMS helped facilitated this move, which offered a complimentary business a bright, new leased space - a win/win for everyone, including the Downtown and community. **Business retention.**

ECONOMIC DEVELOPMENT & LMS IMPACT

A SAMPLING OF NEW PROJECTS

604-606 Cherokee & 608-610 Cherokee

2 Major Double Buildings purchased with resulting major renovations in buildings that have been vacant or underutilized. LMS helped facilitate.

THAI NOODLE SHOP - 604-606 Cherokee is in the final phase of a major renovation to include a new commercial kitchen. New Business.

FIRST CITY CHEESE MARKET - 610 Cherokee opened in November, 2019 after completing a major renovation of a former bar. This renovation and business elevated the 600 Block to new heights! LMS facilitated & provided resources to new owner from its inception. 608 Cherokee has plans for a Classic Car Showroom. New business.

Residential: The 4 apartments located at 604/606 Cherokee have been remodeled, including exterior improvements and currently leasing; The upper story of 608/610 Cherokee offers development opportunities and will include renovation in the future.

ECONOMIC DEVELOPMENT & LMS IMPACT

A SAMPLING OF NEW PROJECTS

111 S. 5th Street

BURR ROASTER - A complimentary new downtown business that supplies fresh ground coffee to local businesses and the community. New business.

211 S. 5th Street

GOLF SHOP - Due to a fire outside of downtown in a leased building, the owner chose to re-locate downtown. A nice addition to the downtown mix. LMS helped facilitate. Re-located business.

318 Delaware to 421/423 Delaware

RETRO CADE ARCADE - Originally located at 318 Delaware, the Retro Cade Arcade felt they needed more space and moved to 421/423 Delaware. LMS helped facilitate their move from Platte City to downtown Leavenworth. New business.

ECONOMIC DEVELOPMENT & LMS IMPACT

A SAMPLING OF NEW PROJECTS

514-B Delaware

ROSALYN'S FIRST CITY BAKERY - New cheesecake and café, facilitated by LMS. Growing and open on Sunday! New business.

516 Delaware

FISHBURN REALTY - Due to their prior location being sold, LMS facilitated communication between a building owner and prospect to secure a new location with an option to purchase the building. A seamless transition. Business retention.

700/702 Cherokee

MERIWETHER'S COFFEE, CAFÉ & MARKET - An existing and growing business that was leasing, has purchased the building located in a desirable cross roads downtown. LMS consistently worked with multiple entities and provided resources to assist in this transaction. Business Growth

Many additional small & large projects have been facilitated by LMS as we consistently connect building owners, tenants & entrepreneurs

MAJOR BUILDING CONCERNS

600 Cherokee

BUILDING KNOWN AS CLUB VENUM - This property is an ongoing nightmare with the building owner obstinate, not willing to recognize and accept the repairs needed and not willing to allow the building to sell. Months have been spent working with the owner, his agent, other agents, prospective tenants to no end. A buyer is available, however not at the \$200,000 Net price (major renovation is needed including a new roof, HVAC, plumbing & electrical) offered by the owner. Other real estate agents have indicated that the building is not sellable. LMS has discussed this property with City staff and will continue to pursue a solution. The building has much potential, good parking, great location.

NW Corner of 5th & Cherokee

BUILDING KNOWN AS LEE'S FURNITURE - The Ettenson Building is a historic and beautiful building, adding character and definition to downtown. However due to current ownership, historic and structural elements have been removed and the sheer size of the open interior space poses issues. LMS continues to contact developers in the regional area to develop this building into a viable and useful anchor building with mixed use in mind. A City of Leavenworth structured marketing plan is encouraged.

INVESTMENT & BUDGET

RETURN ON INVESTMENT

▶ LMS Funding is derived from: *2019 Actual Figures

▶ Financial, Business & Friend Investors (Dues)	30%	\$ 40,739.00
▶ City of Leavenworth investment	23%	\$ 31,127.00
▶ Program Fundraising	43%	\$ 58,984.00
▶ Grants & Donations	4%	\$ 5,750.00
▶ Total	100%	*\$136,600.00

▶ 2019 Beginning Budget \$182,300 (Adjustments are made through the year to meet actual income (Investors, fundraising outcomes))

▶ **CITY OF LEAVENWORTH INVESTMENT REPRESENTS A ROI OF 4.39 TIMES OR 339%**

ABOVE DOES NOT INCLUDE THE ANNUAL AVERAGE VOLUNTEER LABOR VALUED AT >\$100,000

INCENTIVES WITHOUT WALLS (IWW)

A Kansas Department of Commerce Program

- ▶ Main Street Programs in Kansas have utilized the IWW revolving loan program since 1985. Developed through the Kansas Department of Commerce in conjunction with Kansas Main Street, it provides “gap” funding for downtown projects to move forward. We maintain an annual Memo of Agreement with the Dept. of Commerce/Kansas Main Street to continue to utilize the IWW revolving loan funds that we’ve built up, \$52,794. It is a great program that allows LMS to invest in downtown buildings and businesses.
- ▶ LMS records indicate IWW loans/grants started with our program in 2002.
- ▶ Since 1995 when LMS was implemented, it has loaned \$248,780 (28 loans) & granted \$103,349 (11 grants) for a total of \$352,129.00 in downtown investment.
- ▶ Currently, the LMS revolving loan fund (we no longer grant) has 6 active loans that total \$85,000; Annual monthly re-payments currently total \$13,000. This program is a 3:1 match meaning 3 parts private investment, 1 part public investment.
- ▶ IWW funds have been used to support business start up’s, roofs, sewers, brick repair, business growth/expansion to include building purchase, façade & interior renovations, affixed fixtures.

COMMUNITY BENEFIT PROJECTS CITY OF LEAVENWORTH PARTNERSHIP

▶ **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)
- ▶ Veterans Day VIP Reception
- ▶ Public Art (Mural Installation on LMS building, exciting new projects coming in 2020!)

▶ **CITY OF LEAVENWORTH PARTNERSHIPS:**

- ▶ 2 City appointed board members
- ▶ City Staff participation in economic development, design and promotion committees
- ▶ Wayfinding/Directional Signs - Initiated, researched, provided templates, locations & text - funded & installed in 2019 by the City of Leavenworth!

LMS Destination Based Outside Marketing:

- ▶ Spectrum Reach, WDAF TV, Discover Mid America, Josephine/St. Joseph Market, Professional Video's, Specialty opportunities
- ▶ Educational Opportunities - Attended Kansas Preservation annual conference; quarterly Kansas Main Street meetings, support & resources as the Kansas Main Street Program was re-established.

ECONOMIC IMPACT EVENTS

- ▶ **Economic Impact Events** (For City & Merchants) All provide increased sales tax.
- ▶ **AA5** - 1st Thursday of Every Month On average, 20 merchants participate monthly, drawing from 60 - 240 attendees to AA5. Business exposure, sales, repeat customers, word of mouth buzz. This event continues to grow.
- ▶ **First City Spring Tea** In 2019, we hosted the 3rd annual Tea which provides an opportunity for businesses and individuals to sponsor a table and decorate it around their theme at no cost. This provides a showcase of downtown Leavenworth and the business community. Attendees purchase a ticket and enjoy entertainment and a delicious tea luncheon, while sitting at "over the top tables"!
- ▶ **Small Business Saturday** Very successful. As a result of this success, LMS hosts Christmas in July. During each event, \$1,000 is awarded in 10, \$100 bundles of MS Bucks which re-circulate downtown. \$25 purchase provides customer 1 ticket into the drawing in November; \$20 purchase provides customer 1 ticket into the drawing in July.
- ▶ **Build a Bouquet** Encourages Mother's Day purchases & builds customer base.
- ▶ **Leavenworth City Market** Partnership with LV Farmers Market on 2nd Saturdays.
- ▶ **Free Summer Concerts** Brings community and visitors downtown to listen, explore and enjoy
- ▶ **Downtown Loft Tour** Showcase of upper story spaces, residential & office. Attendees gain perspective of living and working space available downtown. An exciting eye opening experience for many!
- ▶ **Sidewalk Sales** Good for merchants & good for those looking for a bargain, plus builds customer base.
- ▶ **Business Happy Hour** Initiated in late 2019, this event provides a great networking opportunity for business owners and professionals to learn about and meet proprietors that hold a liquor license. A compliment to AA5.
- ▶ **Holiday Open House** Encourages holiday shopping downtown.

COMMUNITY & MERCHANT AWARENESS EVENTS

- ▶ Summer Concert Series
- ▶ PAIR Day (targeted military exposure)
- ▶ Veterans Day VIP Reception
- ▶ First City Spring Tea (exposure for local businesses/individuals, future customers)
- ▶ Build a Bouquet
- ▶ Loft & Upper Story Tour
- ▶ Sidewalk Sales
- ▶ Christmas in July
- ▶ Holiday Open House
- ▶ Small Business Saturday
- ▶ LMS Annual Banquet
- ▶ Business Happy Hour
- ▶ Leavenworth City Market

UPPER STORY DEVELOPMENT

- ▶ LMS has identified & is currently working with 9 building owners that desire to renovate & utilize their upper stories. This is an excellent opportunity to increase Mixed Use Development Downtown!
- ▶ Mixed Use Development is a Win/Win for everyone. More residents living downtown, coop/shared space for small businesses, more customers, more foot traffic, more night life, more success for everyone. LMS is listening to City discussions on codes, updates and enforcement while offering information and ideas to increase upper story development.
- ▶ The City, County & State all benefit via increased property & sales taxes, plus the added benefit of a vibrant Downtown, the heart and soul of the community.

SOCIAL MEDIA

- ▶ **Website, Active & Maintained**
- ▶ **Many posts are shared from businesses, entities, organizations daily**
- ▶ **Facebook** End of 2019
- ▶ **Page Likes 4,634**
 - ▶ Reach 4,496
 - ▶ Post Engagements 8,976
 - ▶ Videos 729
 - ▶ Followers 4,787

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 and relevance.
- ▶ 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 enhance and build downtown vibrancy. Continued development of upper story and residential development is exciting and increases mixed-use opportunities.