



***Kansas Main Street and  
How it Can Help Your Community***

**First Friday e-Call**  
*Friday, August 4, 2023*



# ***A Strong Downtown:***

- Builds a positive image for the entire community
- Attracts new businesses, creates jobs, strengthens retail and service markets
- Keeps dollars in the community
- Stabilizes and improves the tax base
- Preserves the historic character of the community



# *Main Street Four-Point Approach*

- Began as a pilot program in the 1970s in Texas
- Historic Preservation based
- Kansas program began in 1985 and lasted until 2012
- Kansas program returned in late 2019
- Best Bang-for-the-Buck Economic Development Tool



# *Main Street Four-Point Approach*

- Builds on Assets
  - ✓ Architecture
  - ✓ Sense of Place
  - ✓ Personal Service
  - ✓ Character
- Four-Points:
  - ✓ Organization
  - ✓ Design
  - ✓ Promotions
  - ✓ Economic Vitality



# Organization

- Establishing consensus and cooperation between the public and private sectors
- Volunteer development
- Making sure the local organization is solvent
- Communication/Public relations



# Design

- Enhancing the visual quality of downtown
  - ✓ Buildings and storefronts
  - ✓ Signs
  - ✓ Window displays
  - ✓ Graphics
  - ✓ Streetscape



# Promotion

- Re-establishing downtown as a compelling place to shop, visit, invest
- Marketing downtowns unique characteristics
  - ✓ Retail promotional activities
  - ✓ Special events
  - ✓ Image development



MAIN STREET



# ***Economic Vitality***

- Strengthen and diversify economic base of downtown
  - ✓ Helping existing business expand
  - ✓ Recruit new business
  - ✓ Provide a balanced mix of business
  - ✓ Convert unused space into productive property
  - ✓ Sharpen the competitiveness of downtown merchants





# ***Eight Guiding Principles***

- Strengthen and diversify economic base of downtown
  - ✓ Comprehensive Approach
  - ✓ Relies on Quality
  - ✓ Public-Private Partnership
  - ✓ Changing Attitudes
  - ✓ Focus on Existing Assets
  - ✓ Self-Help Approach
  - ✓ Incremental
  - ✓ Implementation Oriented



# *Main Street Is...*

- An incremental and comprehensive process (local)
- A self-help program (local)
- A technical-assistance program (state and national)
- It is NOT a quick fix



# Next Step(s)

- Affiliate Community
  - \$400/year
  - Send up to four people to quarterly training
  - Keep building local momentum and support
  - Begin discussions with city hall and other organizations



# *Next Step(s)*

- Application for Designated status
  - Workshop in late 2023
  - Competitive application process
  - Demonstrate need and commitment to Main Street Approach
  - Selected communities receive extensive training and technical support



# *Benefits of Designation*

- Specific assistance for your community
  - ✓ Training for staff, board and committees
- Baseline Assessment and Market Analysis
- Progress Visits
- Quarterly training
- Design assistance and training
- Technical assistance as needed
- Registration to national conference
- Membership to Main Street America



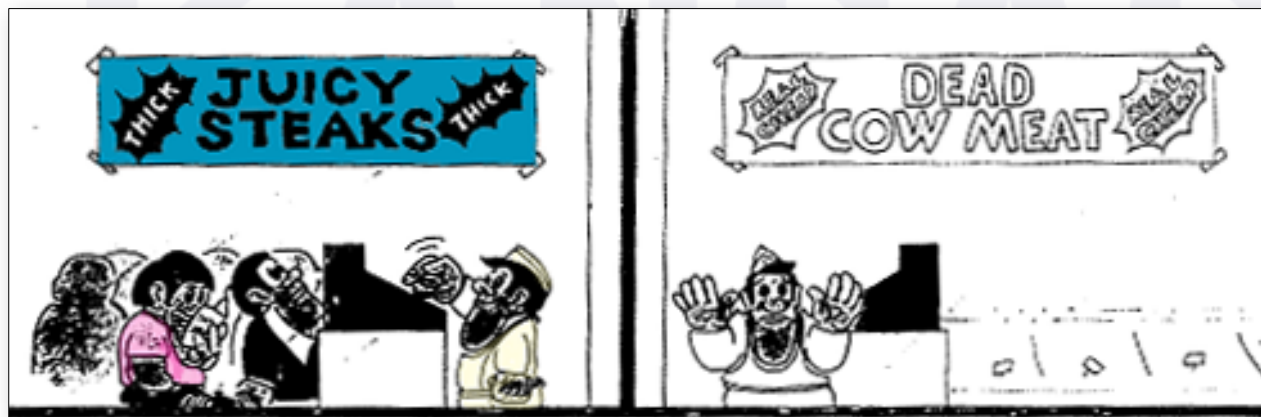
# *What is Your Commitment?*

- Understand and commit to the Main Street Approach
- Sufficient local program funding
- Broad-based Support
- Hire a professional, qualified director
- Create an organization to carry out the work



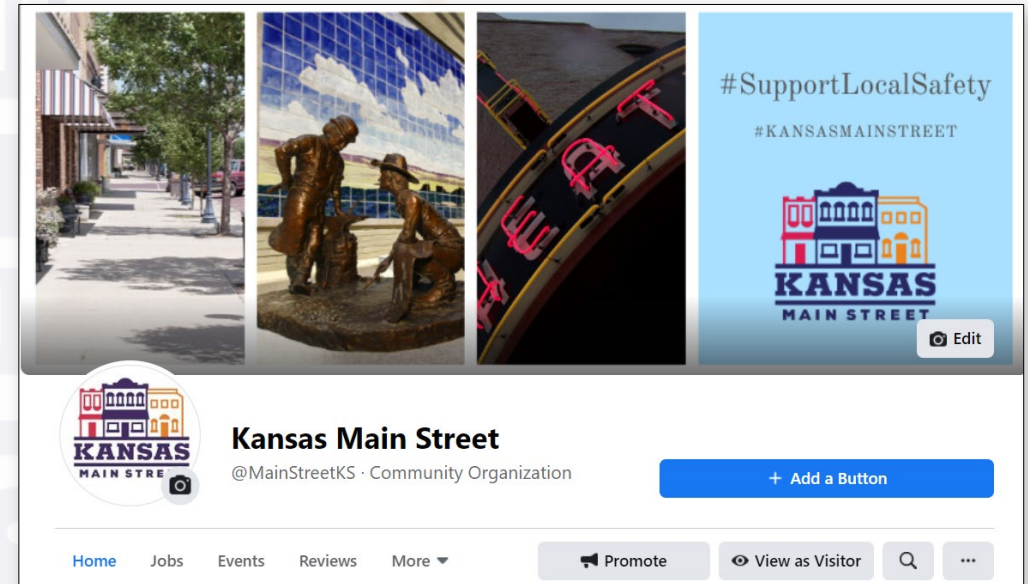
# *What does success look like?*

- Downtown is Open
- Buildings are Maintained
- It is a Place to Live
- Offers Culture and History
- Public Space is Utilized
- Thriving and Diverse Businesses
- THE Place to Go
- Everyone Feels Safe
- It is a Cool Environment



# Contact us with questions

- Scott Sewell, Director
  - 785-296-7288
  - [Scott.Sewell@ks.gov](mailto:Scott.Sewell@ks.gov)
- Robert McLaughlin, Design Specialist
  - 785-230-8123
  - [Robert.J.McLaughlin@ks.gov](mailto:Robert.J.McLaughlin@ks.gov)
- Tara Logan, Program Specialist
  - 785-588-0227
  - [Tara.Logan@ks.gov](mailto:Tara.Logan@ks.gov)







# Capital Access Center Introduction

8-4-2023

Kansas State

Resource Network

Principal Provider  
of Business Assistance in Kansas

ADVISING. CONSULTING.  
TRAINING. GROWING  
ENTREPRENEURS

# What is the Capital Access Center?

- Capital Access Center offers offer loan-specific consulting services to Kansas small business owners to gain capital through financial partners.
- We are former bankers with over 50 years of combined lending experience. We work for the clients, not the bank!
- Initially funded by Cares Act to help Kansas small businesses recover from the economic issues from COVID-19 by improving their access to capital. Since Cares Act has ended, Johnson County Community College, Fort Hays University and the Kansas Small Business Development Center has stepped up to continue the Capital Center.
- Kansas is the only dedicated Capital Center throughout the national ASBDC network!

# Program Description



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## 1. First-rate service

- All clients receive conscientious, one-on-one, timely service in all capacities.

## 2. Complimentary resource

- The center is available to existing and new clients of the Kansas SBDC.

## 3. No monetary requirement

## 4. Loan Committee Ready

## 5. Trendsetter: Client AND Bankers love us!

## 6. Training

## 7. Success

- The Capital Center has assisted with over \$70MM in Kansas Small Business funding!

# Services

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- 1. Loan eligibility screening:**
  - The CAC takes a client loan request and reviews eligibility.
- 2. Structure:**
  - Center works with the client and advisor to maximize the structure of the loan request.
- 3. Underwriting:**
  - CAC replicates mock underwriting scenarios with the credit request before referring to a capital access partner.
- 4. Capital Partner Assistance:**
  - CAC works with advisor and client to find resource partners that fits credit request.
- 5. Underwriting Guidance:**
  - The CAC provides the client/advisor assistance through the bank underwriting process.
- 6. Training:**
  - Financial training provided to referral partners, centers of influence, internal staff and existing clients.
- 7. Financing Partner Relationship Building:**
  - The CAC builds and expands resource partner networks through local, regional, national and referral partner engagement on a fulltime basis.

# CAC Value

## 1. Banking Experience:

- Provides a different view of the credit request.
- Understanding of the banking industry and their underwriting process.
- Direct contacts within the industry, local, regional and nationally.

## 2. Client Experience:

- Screening process based on bank credit policies.
- Underwriting process that mitigates potential issues before seeking a financial partner.
- Multi loan structure solutions.
- Additional financial partner resources.
- “Ask a banker”
- Preflight loan discussions.
- Focused approached to funding.
- Guidance throughout the underwriting process.
- Ongoing client support after funding request.

# CAC Value

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## 3. Financial Partners:

- Vetting potential clients with a bank approach leads to more approved loans.
- Will save you time.
- Ongoing training by CAC keeps clients and partners updated on current financial trends.
- SBDC advisors have a deeper understanding of bank underwriting standards.
- No cost!
- Additional financial resource for your community.

# Questions? Overall Thoughts?

Vincent Haworth, Director  
– Capital Access Center-  
Kansas Small Business  
Center

Email:  
[Haworth@KSBDC.NET](mailto:Haworth@KSBDC.NET)

Website:  
[www.capitalaccesscenter.com](http://www.capitalaccesscenter.com)

Phone: 913-710-3864





# Announcements

From Our Partners



**K-STATE**  
Research and Extension



# Build Kansas Fund

Special Zoom Presentation: Unlock Funding Opportunities – Empower Your Community with the Build Kansas Fund on August 28, 2023 | 2 PM CDT



**Economic Lifelines is thrilled to partner with the Kansas Association of Counties and the League of Kansas Municipalities to bring you another fantastic membership meeting on Monday, August 28, 2023!**

As many of you may know, the "Build Kansas Fund" was passed this year with \$215 million of funding for local communities. Economic Lifelines is excited to partner with the Kansas Association of Counties and the Kansas League of Municipalities to bring you an exciting educational opportunity to help maximize awareness of this fund and how to access it to the greatest advantage.

Please plan to join us via Zoom on August 28 from 2-3 PM for a virtual presentation by Vanessa Lamoreaux (in photo on right) with the Kansas Infrastructure Hub entitled "Kansas Infrastructure Hub & Build Kansas Fund: Creating Opportunities for Kansas Communities."

[ZOOM LINK](#)

**Overview:** The passage of the Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL), provides historic investments in critical infrastructure sectors across the US. Local entities now have the ability to access grant funding to replace aging infrastructure and make infrastructure investments that position their communities and citizens for the future. With most grant opportunities requiring a 20% Local Match and a robust application process, helping Kansas communities prepare for and successfully



Kansas Funds to match/leverage  
BIL Funding

No Registration necessary:  
[JOIN here.](#)

**August 28: 2 pm**

Meeting ID: 894 7995 0053 Passcode:  
625826



SAVE THE DATE!

# MAKERSPACE SUMMIT

09.20.2023 • Emporia, KS





# Grant Writing Basics

## Online Workshop

Grants are a vital piece in your community's funding... and you can do it.

**Join Us September 11 & 13, 2023**

**1:30 – 4:30pm**

**Cost: \$60**

**Register Today**

**<https://ksre-learn.com/grant-writing-basics>**

**K-STATE**  
Research and Extension

# Grant Writing Workshops

**In Person**  
**Two Choices:**  
**September 26**  
**OR**  
**September 27**



## *BUSINESS EDITION*

Learn the resources available to start a new business or grow an existing business.

**\$40 per person**



101 E WYATT EARP | DODGE CITY, KS  
**620.227.9501**  
[www.RaisingTheWest.org](http://www.RaisingTheWest.org)

# Grant Writing Workshop



K-State Research and Extension Office  
Community Vitality Specialist, Nancy Daniels will share her knowledge on how to write a grant and where to find grants. Lunch Provided. Limited spots available.

*Tuesday, September 26, 2023*  
*or Wednesday, September 27, 2023*  
**9:30AM-3:30PM**

**University/Training Center**  
236 San Jose  
Dodge City KS, 67801  
Enter in the Northeast Entrance



### *What you will learn:*

- Elements of a great grant proposal
- Sources of data for community needs
- Where to find grants.
- How to develop the grant elements: problem, outcomes, activities, evaluation, and budget.

For more information contact Kyla Keller, 620-227-9501 or [kkeller@dodgedev.org](mailto:kkeller@dodgedev.org)

Register online in advance at [www.raisingthewest.org](http://www.raisingthewest.org)

