

Emporia Main Street

Economic Vitality Approach

Emporia, Kansas- Population: 25,000. Market Trade Area: 54,000

Rural area. Median Household Income: \$39,063. Young & Diverse.

Major Employers: Education, Agriculture, Heavy Industry



Main Street Methodology

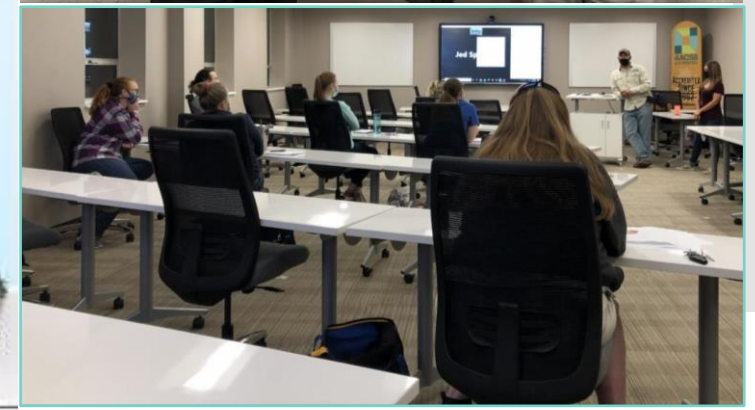
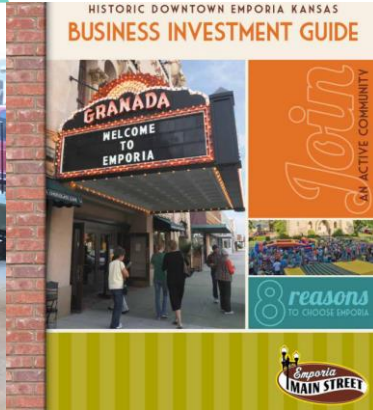


- **Four Point Approach**
 - Economic Vitality, *Design*, Promotion, *Organization*
- **Nine Guiding Principles**
 - Comprehensive, *Incremental*, Self-Help, *Public/Private Partnerships*, Assets, *Implementation Oriented*, Quality, *Change*, Sustainability



Economic Vitality (Business Enhancement)

- Eliminate Business Barriers
 - Training
 - Funding
 - Sites
 - Support/Research/Products
- Appropriate Development Friendly
 - Hoops
 - Time
 - Ensuring Profitability
 - Community Integration



Tapestry Segmentation Area Profile

Emporia city, KS
Emporia city, KS
Geography: Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households Cumulative		2017 U.S. Households Cumulative		Index
		Percent	Percent	Percent	Percent	
1	College Towns (14B)	18.8%	18.8%	1.0%	1.0%	196.7
2	Rustbelt Traditions (5D)	12.3%	31.1%	2.2%	3.2%	257
3	In Style (5B)	9.6%	40.7%	2.2%	5.4%	427
4	Set to Impress (11D)	9.4%	50.1%	1.4%	6.8%	674
5	Hardscrabble Road (8G)	8.5%	58.6%	1.2%	8.0%	694
	Subtotal	58.6%		8.0%		
6	Midlife Constants (5E)	7.4%	66.0%	2.5%	10.5%	297
7	Traditional Living (12B)	5.8%	71.8%	1.9%	12.4%	298
8	Old and Newcomers (8F)	4.6%	76.4%	2.3%	14.7%	197
9	Barrios Urbanos (7D)	4.4%	80.8%	1.0%	15.7%	419
10	Comfortable Empty Nesters (5A)	4.1%	84.9%	2.5%	18.2%	166
	Subtotal	26.3%		10.2%		
11	Dorms to Diplomas (14C)	3.7%	88.6%	0.5%	18.7%	722
12	Retirement Communities (9E)	3.7%	92.3%	1.2%	19.9%	300
13	Down the Road (10D)	2.9%	95.2%	1.1%	21.0%	257
14	Heartland Communities (6F)	2.7%	97.9%	2.3%	23.3%	115
15	Metro Fusion (11C)	2.1%	100.0%	1.4%	24.7%	150
	Subtotal	15.1%		6.5%		
16	Prairie Living (6D)	0.2%	100.2%	1.1%	25.8%	14



Design

- Science of Shopping
- Public Space
- Full Utilization of Buildings
- Quality
- Designing for Humans
- Integration with Surroundings
- Clean and Attractive
- Adaptive Designs/Preservation



Promotion

- Unique & Difficult to Replicate
- Drive Business, Not Just Bodies
- Test Concepts
- Push Partnerships
- Leadership Identification
- Investment > Growth > Diversification



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