Emporia Main Street

Economic Vitality Approach

Emporia, Kansas- Population: 25,000. Market Trade Area: 54,000
Major Employers: Education, Agriculture, Heavy Industry
Main Street Methodology

- **Four Point Approach**
  - Economic Vitality, *Design*, Promotion, *Organization*

- **Nine Guiding Principles**
Economic Vitality (Business Enhancement)

- Eliminate Business Barriers
  - Training
  - Funding
  - Sites
  - Support/Research/Products

- Appropriate Development Friendly
  - Hoops
  - Time
  - Ensuring Profitability
  - Community Integration
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
Organization

- Leadership/Volunteerism/Diversity
- Fundraising
- Community Pride
- “Lensing” the Points (Efficiency)
- R & D
- Metrics and Accountability
- Organic versus Industrial Models
Contact Information

- Emporia Main Street
- www.emporiamainstreet.com
- Main.street@emporia-Kansas.gov
- www.facebook.com/emporiamainstreet
- www.twitter.com/ETownMainStreet
- @emporia.main.street
- https://emporiamainstreet.com/join/subscribe/