

Rec'd 4/30/18


COUNCIL GROVE AREA FOUNDATION

APPLICATION FOR GRANT

1. Organization Name: Council Grove Economic Development Committee
2. Address: 205 N Union, Council Grove, KS 66846
3. Organization's Officers: Jesse Knight, Chair; Angie Schwerdtfeger, Secretary
4. Contact Person, Title, Phone: Diane Wolfe, Coordinator, 767-5413
5. Is this a tax-exempt organization? Yes, the City of Council Grove. If so, date tax exempt status received:
6. Title of Project and Brief Description: Downtown 50/50 Grant Program is to provide a cash incentive for private business owners to partner with the City of Council Grove to achieve the objectives of the Economic Development Committee adopted through the Council Grove 2025 Comprehensive Plan.
7. Geographic Area to be served: Downtown Council Grove
8. What group will be benefited? Business owners and the community in general. Size of Group:
9. Anticipated Project Period: June 2018 to June 2019
10. Is this a request for Capital, Operating Support, or a Special Project? Special Project
11. Total Project Cost: \$82,500
12. Amount Requested from Foundation: \$12,500
13. Amount and Source of Pledges of Commitments to Date: \$20,000; \$10,000 Minnesota Housing Project and \$10,000 from the City Sales Tax Grant fund
14. Other Grant Applications or Funding Requests made for this project: Applications are being made to the local foundations.

15. What action has been taken on the other applications or requests? We have been awarded the grants from the Minnesota Housing Project and the City Sales Tax Grant. We are currently working on applications for the local foundations and they will be submitted in April.
16. What is the purpose of this project; what specifically will it accomplish? The purpose of the project is to help the business owners evaluate and help get and/or keep their buildings safe and secure. It will help make an empty building more likely to be rented and make sure that the building is sound for the current business occupant. Enhancing the buildings will give the committee an opportunity to recruit retail business to our downtown.
17. What are the problems this project will attempt to solve? Downtown Council Grove is growing older. This project will give us the opportunity to improve the downtown historic district so businesses can grow. It will also help with public safety keeping the buildings from deteriorating. We hope to nurture the businesses to encourage growth.
18. How will this project be implemented? We have a Downtown 50/50 Grant Program application that will be given to business owners to apply for matching funds. The owner applies for the grant, the grant committee reviews the application. If approved, the funds will be distributed when the project receipts are submitted.
19. What local support is there for this project? We are working with Greater Morris County Development Corporation, the Council Grove/Morris County Chamber of Commerce & Tourism, Flint Hills Regional Council, Historical Society and the business owners.
20. Who else in the community is working on this problem? We believe that we are the only group actively working to refurbish downtown. The Historical Society is concerned with this problem and is excited to work with us.
21. How will you coordinate with others working on this problem? Hopefully, as the community and business owners see the impact of improving the downtown business district, others will get on board to help build a team to work together to continue other improvements.
22. If awarded, how will the grant you are requesting be used? We will use this money to help business owners improve their property through the grant program.

23. Is there any additional information you would like to be considered in our determining whether to make this grant? We need to work together as a community to ensure that our historic downtown district continues to be a viable asset that makes people want to purchase, rent or expand their business. We need to create a dynamic economic climate for our residents and to bring more visitors to Council Grove.

Signature  Date 4/27/18



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**COUNCIL GROVE ECONOMIC DEVELOPMENT COMMITTEE
DOWNTOWN 50/50 GRANT PROGRAM - GUIDELINES**

VERSION: MARCH 2018

Sections:

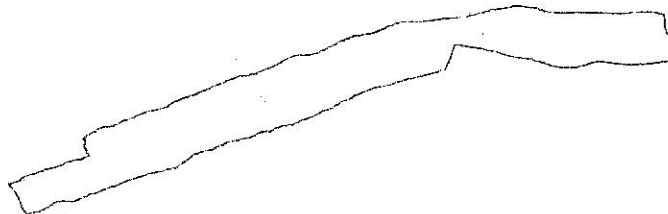
1. OBJECTIVES
2. ELIGIBILITY
3. AMOUNT OF GRANT AWARDS
4. APPLICATION PROCESS
5. APPROVAL PROCESS
6. FUNDING DISPERSEMENT
7. PROVISIONS
8. CRITERIA
9. APPLICATION FORM

Section 1: OBJECTIVES.

The objective of the Downtown 50/50 Grant Program is to provide a cash incentive for private business owners to partner with the City of Council Grove to achieve the objectives of the Economic Development Committee adopted through the Council Grove 2025 Comprehensive Plan.

Section 2: ELIGIBILITY

Grant funds may be awarded to businesses or business owners submitting applications for commercial properties located within the preferred area illustrated below:



Applicants must meet the following additional eligibility requirements:

- Business has been in operation for at least three years OR has received the written endorsement of the Kansas Small Business Development Center (Emporia State)
- Applicant owns the property to be improved or has received the express written consent of the property owner
- Applicant is current and not delinquent on all City accounts
- Applicant and/or property receiving improvements has not been awarded a grant through this program within the immediately preceding three-year period
- Improvements must meet the following additional eligibility requirements:
 - Improvements are a capital investment in the property; improvements cannot be for personal property (i.e. improvements will stay with the building and will not leave with its tenant)
 - Improvements must be undertaken after the date of the grant award and after appropriate permits from the City have been obtained
 - For facades, proposed improvement must enhance the surrounding area; for Main Street properties, improvements must complement the historic character of the area.

Section 3: AMOUNT OF GRANT AWARDS

The intent of the Downtown 50/50 Grant Program is to provide small, easily-accessible grant funds to businesses seeking to improve the attractiveness of downtown or add or expand private businesses to downtown. Grant awards shall not exceed \$XXXX. Grant funding is allocated by the City Council during the regular budget process, based on the Council Grove Economic Development Committee’s recommendation. Matching funds are required for grant. City Permit fees for work within the scope of the grant project will be waived – however, applicable permits will still need to be obtained and turned into the City.

Section 4: APPLICATION PROCESS

Grant applications will be accepted on a revolving basis and are considered on a first-come, first-serve basis. The intent is to expend all funds budgeted for the Downtown 50/50 Grant Program within the fiscal year. Applicants will complete an application and should schedule a preliminary meeting with the City Administrator’s Office prior to submission. Applications will be reviewed and recommendations made to the City Council within four weeks of receiving an application.

Applications should be submitted to:

City of Council Grove
ATTN: Downtown 50/50 Grant
205 Union Street
Council Grove, KS 66846

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Section 5: APPROVAL PROCESS

All grant awards shall be approved by the City Council, as recommended by Council Grove Economic Development Committee, at a regularly scheduled business meeting.

Section 6: FUNDING DISBURSEMENT

Grant funds will be disbursed upon the City receiving invoices for the goods, materials, or services required to complete the grant project. After receiving invoices and proof of completion of the project, the City will disburse grant funds to the applicant, contractors, or businesses as required. All projects must be completed within six months of grant approval (extension can be requested, if needed).

Section 7: PROVISIONS

Grants will be subject to reduction or rescission based upon:

- Submission of a fraudulent or inaccurate application.
- Applicant's failure to submit any required supporting information required by the City.
- The applicant's failure to complete the granted project.
- No grant award by the City shall be transferred by an applicant to a third party without City Council review and approval. The City shall be notified by the business of any substantive change in the use of property receiving an incentive.
- The Council Grove Economic Development Committee shall develop internal procedures for consideration of the grants. Such procedures shall be approved, and amended when appropriate, by the City Administrator.
- The award of a grant is subject to approval by the City Council, the appropriation of funds by the City Council, and the limitations of applicable law, including but not limited to the Kansas budget laws and cash-basis laws, as amended. If funds are not appropriated for the purposes of any grant, then grant or application approval notwithstanding, the City shall have no obligation to make grant funds available to any applicant. The City shall have absolute discretion in awarding grant funds, if any, and may award funds to those projects which, in the sole opinion of the City, will be most advantageous to the City with respect to the grant criteria described herein.

Section 8: CRITERIA

Grant awards will be used to improve the attractiveness of downtown Council Grove and add or expand private businesses in downtown Council Grove. Priority will be given to applications which further the efforts of the Council Grove 2025 Comprehensive Plan and which result in retention and expansion of existing businesses. The criteria for awarding downtown grants are listed in table A below.

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Table A: DOWNTOWN COUNCIL GROVE 50/50 GRANT PROGRAM

TABLE A: DOWNTOWN 50/50 GRANT – CRITERIA & SCORING			
50 points	Does the proposed project enhance downtown Council Grove?	10	Do the proposed improvements enhance the exterior and/or add structural integrity to the property?
		10	Do the proposed improvements add value to the property?
		10	Are the proposed property within the Historic District (100-300 block of West Main Street)?
		10	Do the proposed improvements enhance the efficiency of resource consumption of the property?
		10	Do the proposed improvements address City code or ADA violations?
50 points	Does the grant application add or expand private business in downtown Council Grove?	20	Is the applicant business new to downtown Council Grove?
		30	Is the applicant business expanding existing operations in downtown Council Grove?

Economic Development

Vision

Future economic development goals and objectives for Council Grove should focus efforts on business retention, attraction of new primary employment, enhancements to downtown, and development of tourism.

Existing Conditions

Council Grove's major industry clusters are in Production Technology & Heavy Machinery, Local Utilities, and Transportation & Logistics. With many local manufacturers and a firm foothold in telecommunications, Council Grove has a surprising range of diversity for a community of its size. As the economy shifts to the servicing of tourism and retirees, the challenge will be to what degree this diversity remains and possibly, expands.

Goals and Objectives

1. Retain existing business.

Actions to retain existing businesses should be considered as a way to create a stable economic base while still trying to grow. Existing businesses in Council Grove have credibility with residents and should be capitalized upon through small business programs and marketing that support and reward business owners.

- A. Publicize "Shop Council Grove First" campaign to residents to encourage them to shop locally whenever possible.

Implementation Steps:

- Use the Chamber of Commerce as much as possible in the marketing and promotion of existing businesses to existing residents of Council Grove and Morris County.

- B. Develop strategic marketing plans to promote existing businesses.

Implementation Steps:

- Use the Chamber of Commerce as much as possible in the marketing and promotion of existing businesses, especially to potential visitors.

- C. Put in place planning and zoning requirements that promote and preserve small-scale business development.

2. Identify gaps in retail services.

Providing necessary retail services for residents or short-term visitors ensures that money on those products is being spent in Council Grove rather than surrounding areas.

- A. Implement a market survey of trade area to identify gaps in retail services.

Implementation Steps:

- Partner with a university to use a class to conduct trade area analysis for the Council Grove market area.

B. Access retail sales data for trade area.

Implementation Steps:

- Use U.S. Census and quarterly State of Kansas electronic data to track the retail market for the Council Grove area on a consistent basis.

C. Find ways to target gaps in the market through selected retail business attraction.

Implementation Steps:

- Emporia State University has a Small Business Development Center that provides knowledge and resources to help entrepreneurs and small businesses develop successfully. Council Grove could partner with Emporia State University to specifically develop local entrepreneurs.

3. Attract new primary employment.

Primary employment is jobs that provide goods and services that are for use outside the local market, bring new revenue into the market. The focus of the economic development strategy for Council Grove and Morris County should be in light manufacturing and bio-agricultural clusters.

A. Consider participation in the Regional Economic Partnerships initiative.

B. Identify sites for economic development and maintain the information in the site selection tool developed for the Flint Hills Economic Development District.

Implementation Steps:

- Work with Greater Morris County Development Corporation to identify job-generating sites for entry into the site selection tool and market those sites through business and trade organizations.

4. Promote and attract tourism in Council Grove.

Council Grove offers a historic downtown, many recreational opportunities and is rich in historic character. Travel and tourism is an economic opportunity for the community.

A. Market Council Grove's Historic Sites and Recreational Opportunities through a variety of media channels.

Implementation Steps:

- Use the Chamber of Commerce as much as possible in the marketing and promotion of shopping, lodging and recreational amenities to potential visitors.

B. Continue effort to attract development of a hotel and places that would attract new visitors and improve the experience of traveling and staying in Council Grove.

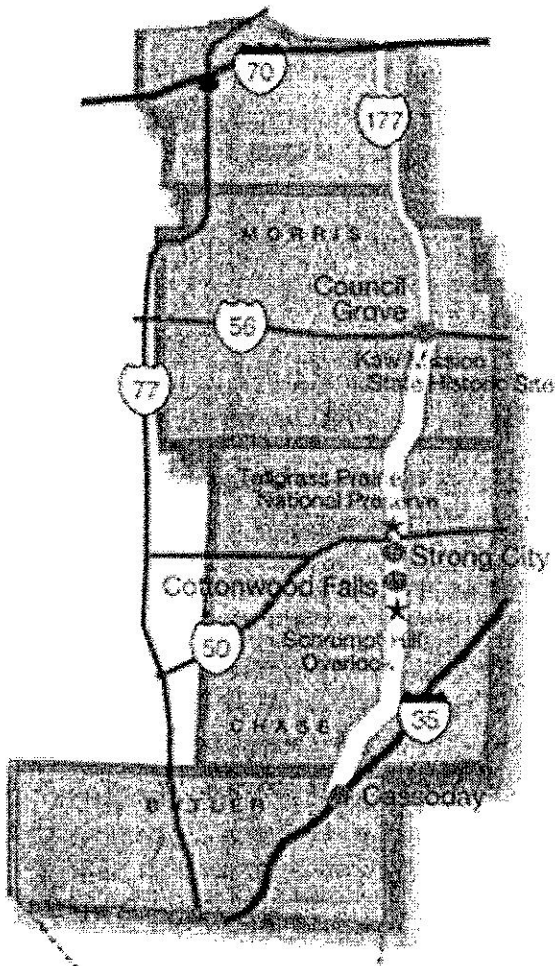
Implementation Steps:

- Identify a mix of appropriate lodging sites within walking district of the Downtown and Main Street.

C. Explore the possibility of developing a scenic byway north on K-177 to I-70 as a way to enhance tourist's experiences and attract travelers from I-70.

Implementation Steps:

- Work with the Kansas Department of Transportation (KDOT) on pursuing extension of the Byway north from Council Grove to I-70.



D. Support and promote the development of a Welcome Center project that would be located at the intersection of I-70 and K-177.

Implementation Steps:

- Use the Chamber of Commerce website to link to the Welcome Center project's website on its status.

5. Support the development and recruitment of a skilled and competitive workforce.

Creating an environment that supports skilled workers can attract new residents, retain existing ones and prevent cases of "brain drain." This goal can be achieved through programs that target job creation and promote skilled labor as well as programs that connect the workforce to available jobs.



A. Create a Workforce Development Program.

Implementation Steps:

- Partner with the State of Kansas Department of Commerce to develop a workforce development program tailored to the Council Grove area.
- B. Coordinate workforce needs of local business and education programs to take advantage of the educated and skilled graduates of Council Grove High School and Butler College.
- C. Access Kansas' workforce development resources.
- D. Strive to retain existing young people to stay or return to the community to live and work. Encourage young people's involvement in the community through community service projects, local internships and active public engagement on community issues.

Downtown

Vision

The downtown area of any town should be a lively area providing commercial and social opportunities for everyone in the community. Expanding on the historic character and promoting local business, the overall visitor experience can be improved.

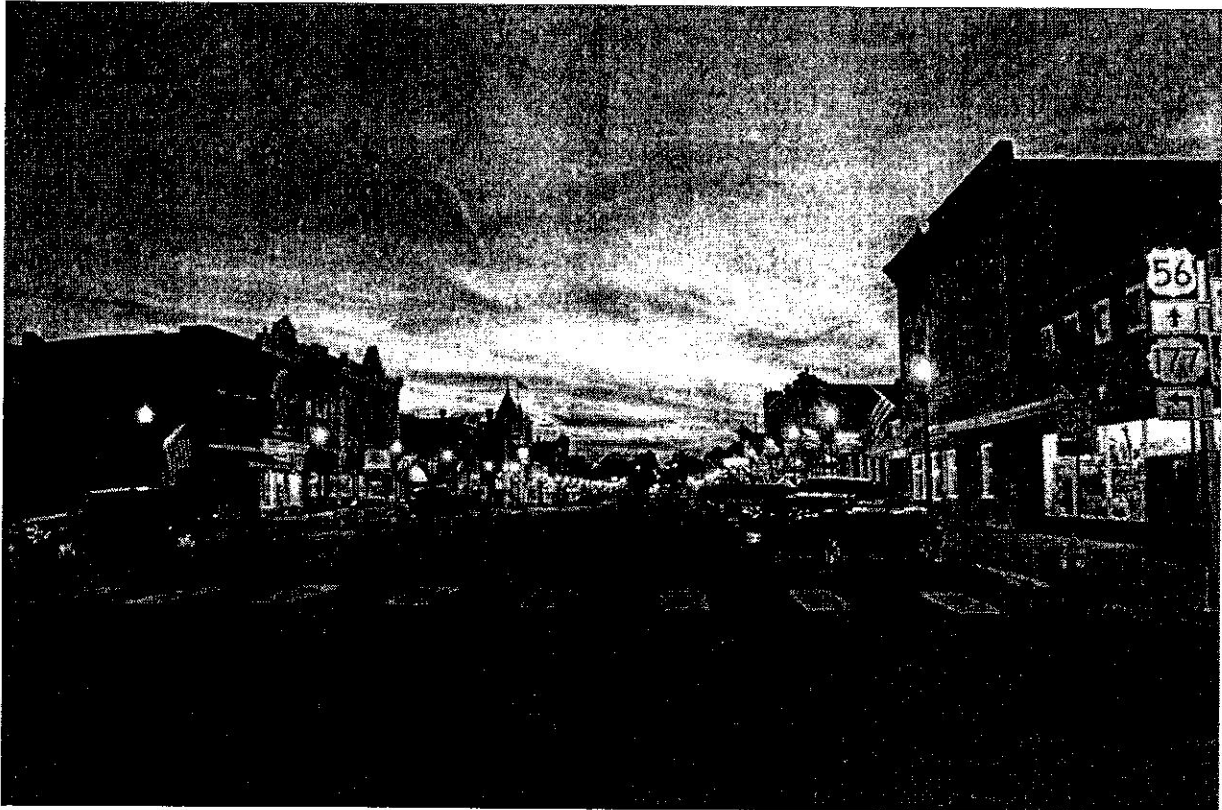


Photo courtesy of Bob Collins

Existing Conditions

The downtown area is currently underutilized and needs improvement in terms of physical appearance and condition as well as commercial opportunities.

Goals and Objectives

1. Improve appearance and condition of Downtown.

Creating an aesthetically pleasing environment will draw people to the area.

- A. Determine what streetscape improvements could enhance the downtown experience.

Implementation Steps:

- Conduct an inventory of all existing sidewalks to document issues of connectivity and condition. Ensure that all new development in the

proposed residential areas plan and construct sidewalks to ensure connectivity to the rest of the town.

- B. Seek financial resources that could aid with façade improvements and historic rehabilitation of properties in order to deter blight and decay and ensure public safety.

Implementation Steps:

- Pursue Kansas State Historic Preservation Office funds to assist with rehabbing of historic properties.

- C. Place historic markers and graphic, informational signs to improve access and the historic experience.

Implementation Steps:

- Pursue Kansas State Historic Preservation Office funds to assist with way finding and signage.

- D. Continue development and implementation of a city tax rebate incentive program for downtown buildings as a means to encourage building owners to improve their properties. Implement this effort in conjunction with a similar effort underway by Morris County.

- E. Utilize existing historic district guidelines in conjunction with zoning and planning requirements to preserve and promote small-scale businesses that are compatible with the existing, traditional historic building form.

2. Develop marketing campaigns.

Campaigns to encourage residents to shop local and promote unique dining and shopping experiences.

- A. Create a joint or co-marketing team to promote the area.

Implementation Steps:

- Utilize the existing Chamber of Commerce and their ongoing efforts.

3. Expand the stock of residential or commercial spaces in the area.

Many of the structures along Main Street in Downtown have opportunities for second floor uses whether it is used for rental apartments to fill a hole in the housing market or create small studio or specialized spaces for small companies.

- A. Identify underutilized spaces for additional commercial space or second floor style apartments.

Implementation Steps:

- Market these non-traditional spaces as live-work residential opportunities. These second floor areas offer loft-style spaces that are architectural types that are not typically available in adjacent communities and are attractive to young professionals and creative types.
- Clarify and communicate the requirements for renovating these spaces.

4. Create a cohesive and uniform Downtown district that includes the East Main Street and adjacent commercial uses along Union Street.

Downtown consists of historic buildings west of the Neosho River as well as newer commercial uses along the East Main Street and Union Street. These areas can be tied together by incorporating some common design elements throughout.

A. Make definitive boundary to downtown area.

Implementation Steps:

- Use common design elements such as lighting, planters, informational kiosks, landscaping, and seasonal street pole banners to tie the entire area together.

Millennials accept the fact that their data will be tracked. Hyper-targeted media such as ad clicks, email addresses and device ID tracking is acceptable.

Hyper-targeted music content is preferred over traditional radio streams. Pandora is preferred by 42% and Spotify by 18%.

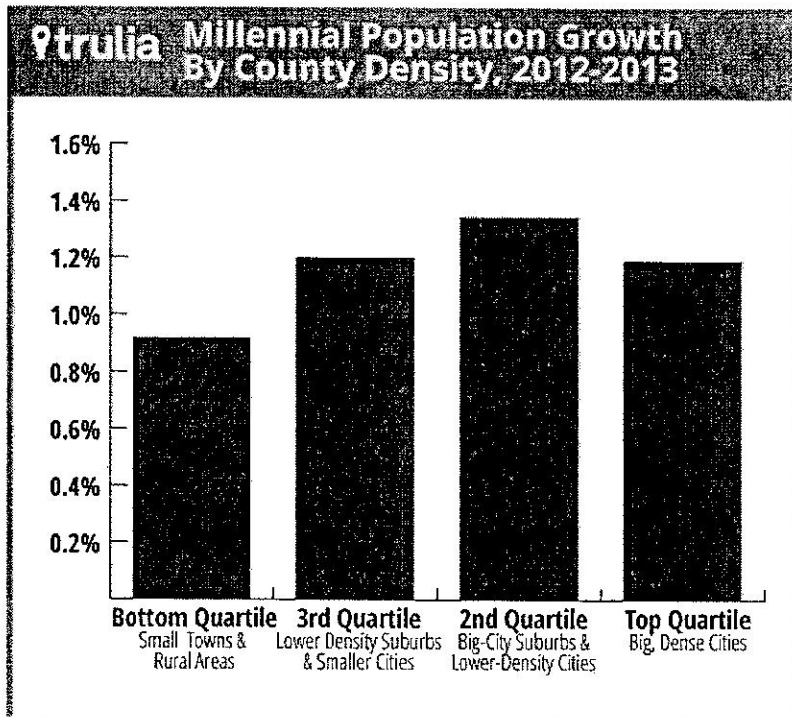
b. Involve Millennials in civic projects

Council Grove needs to focus on residents who are in this generational group, and involve them in building the kind of community they want. If the city is the brand, how can this age group energize economic development efforts, bring tech savvy solutions to every issue, and help create a Council Grove that is the answer to the authentic, innovative life they crave?

2. Maximize Main Street

The American Planning Association urges local planners to mimic the appeal of city centers by creating “density” — keeping the walkable neighborhoods and traditional town centers that millennials say is key to making a community a desirable place to live.

Millennials aren’t opposed to small town life. Millennial population growth in 2012-13 in big, dense cities was outpaced by big-city suburbs and lower-density cities and even by lower-density suburbs and smaller cities.



Council Grove can maximize the quality of life for residents – in all generations – by making each square foot of this space a destination, filled with unique products and services, and experiences that are similar to urban walkable streets, but with all the safety, friendliness and values of small town life.

- *“Millennials Are Suburbanizing, While Big Cities Are Having a Baby Boom,”* — *Forbes*, 6/27/2014, by Jed Kolko, Chief Economist for Trulia

“Economic development professionals will need to team up with community planners, urban designers, and the architectural community like never before to effectively move the needle on a community’s success rate. So thinking big increasingly means planning small. Places big and small that offer well-designed neighborhoods with quality amenities will win out.”

— *“Think Big, Plan Small, Team Up,”* by Stephen McKnight, VP of Community and Market Assessments, Fourth Economy Consulting

4. Promote rural opportunity zones

While Millennials may not make a decision to move to Council Grove based on a lower cost of living alone, financial gains and benefits can be part of a larger “quality of life” story.

Morris County is one of 77 Kansas counties that have been authorized to offer one or both of the following financial incentives to new full-time residents:

- Kansas income tax waivers for up to five years
- Student loan repayments up to \$15,000

The program is specifically targeted to people moving to Kansas from another state. Eligibility requirements prescribe that qualifying new residents must have earned less than \$10,000 in Kansas Source Income in the five years immediately prior to establishing residency in an ROZ county.

The offer may be most attractive to Kansas State University graduates from out of state who would, in many cases, qualify for the substantial student loan repayment program, and still be able to live in close proximity to Manhattan.

Living in Council Grove and working in Manhattan is a viable, attractive option for young couples and families. In 2011 Forbes rated Manhattan No. 1 for “Best Small Communities for a Business and Career.” Council Grove can grab a share