



HOISINGTON MAIN STREET, INC. FACT SHEET



- Since its inception in July of 2005, HMSI has directly or indirectly impacted the downtown in the following ways: Façade Renovations – \$120,320; Rehabilitation Projects – \$428,950; Incentives Without Walls Awarded - \$49,081; New Business Openings – 11; Public Improvements - \$346,206; Downtown Housing Units Created – 12; Volunteer Hours – 12,089; Grants Awarded - Kansas Arts Commission \$2,000, Federal Home Loan Bank \$25,000, Tourism Marketing Grant \$3,500, Community Capacity Building Grant \$25,000, Central Kansas Development Inc. \$10,000.
- HMSI has been worthy of recognition at the annual Governor’s Awards Banquets hosted by the Kansas Main Street Program: 2005 - Hoisington received its designation as a Kansas Main Street City; 2006 - two Promotional Awards (Wetlanders Festival & Back-To-School Scavenger Hunt), Design Award (removal of old signs downtown), Organization Award (Membership Campaign), and Community Supporter Award (presented to Rod Harms); 2007 - Organization Award (Volunteer Recognition Celebration), Design Award (Pole Art), Image Building Award (Business Directory & Graphic Design projects), and Executive Director of the Year.
- HMSI has been worthy of recognition at the National Level as an Accredited National Main Street Program for 2007 and 2008, having met the 10 Standards of Performance established by the National trust for Historic Preservation.
- HMSI works to provide training and educational opportunities for its members and volunteers, hosting seminars and sessions in the community. Recent seminars and opportunities include “How to Start a Bed & Breakfast;” “Visual Improvements that can be Made to Buildings;” “Prairie Enterprise Facilitation Services” for marketing, finance and product development; “Main Street 4-Point Training;” and “Visual Merchandising.”
- The activities and initiatives of HMSI, as created and/or implemented by our Board of Directors and Committees, have laid the foundation for revitalization in the Downtown. These include:
 - Design projects:** Street clean up; removal of old signs from closed businesses; completion of a new mural; sale of 62 individually designed metal art banners placed on the Main Street light poles promoting Cheyenne Bottoms and the National Scenic Byway, with district side-streets recently opened for new pole art; Streetscape research; Façade Improvement Awards; Window Display Contests; Established the Minimum Maintenance Initiative Program, a 5:1 private to public matching grant incentive to foster/encourage historic preservation and building maintenance in downtown; Completed walking tour brochures of the pole art; and hosted an Art Hunt of the pole art during the annual Wetlanders Festival.
 - Organization Projects:** Created an organizational website; created and presented a quarterly newsletter; initiated an award-winning annual membership drive that involved the organization, the community, the City and the County; established an annual volunteer recognition event to celebrate HMSI volunteers; purchased a promotional banner for HMSI for use at events; established a new fundraising event for 2008, a Texas Hold’em Poker Tournament.
 - Promotion Events:** 1st/2nd Annual Movie Night outdoors Friday nights in Summer; Match Game; Christmas Chimney Hop; Lovers Lane Valentine; 1st/2nd annual Back to School Scavenger Hunt; Cruise Night; Wetlanders Float in labor day parade and the Great Bend Christmas parade; 1st/2nd/3rd Annual Wetlanders Festival, year 3 hosting the 2008 World All-Around Waterfowl Calling Championship; created display booth for Labor Day Events, Kansas League of Municipalities Conference, Cheyenne Partnership 50th Anniversary Celebration of Cheyenne Bottoms, and Kansas Sampler Festival.
 - Economic Restructuring Activities:** Implemented a Neighborhood Revitalization Program to phase in property tax increases; Conducted a market survey with professional assistance to analyze the growth opportunities for business district; Created a business directory as business recruitment tool; Prepared an analysis of remodeling and purchase costs on five available downtown buildings, and potential uses; Drafted guidelines for new revolving loan fund funded with \$25,000 from FHLB; Submitted IWW application to Kansas Main Street for Welcome Center/new Main Street Office at 115 N. Main; Submitted grant request to Department of Commerce Office of Rural Development for Community Capacity Building Grant to conduct feasibility study of potential impact on downtown as a result of Scenic Byway Designation.

GET IN THE GAME!

