



PEABODY MAIN STREET ASSOCIATION

PEABODY ECONOMIC DEVELOPMENT

ANNUAL REPORT

2011

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ABOUT OUR ORGANIZATIONS

THE PEABODY MAIN STREET ASSOCIATION IS A 501(C)3 NON-PROFIT COMMUNITY DEVELOPMENT PROGRAM HEADQUARTERED IN PEABODY, KANSAS. THE HEADQUARTERS ARE LOCATED AT 300 N. WALNUT, PEABODY, KANSAS 66866.

THE PEABODY ECONOMIC DEVELOPMENT COUNCIL IS AN AD-HOC COMMITTEE FOCUSING ON THE OVERALL GROWTH OF PEABODY, WITH FOCUSES ON BUSINESS CREATION, RETENTION AND EXPANSION.

MISSION & VISION

IT IS THE MISSION OF THE PEABODY MAIN STREET ASSOCIATION TO ENSURE THAT PEABODY CONTINUES TO GROW AND THRIVE WHILE PRESERVING ITS HISTORIC CHARACTER THROUGH COMMUNITY INVOLVEMENT.

PEABODY'S THRIVING DOWNTOWN BOASTS OF ARCHITECTURAL PRIDE AND FLAVOR THAT IS APPARENT IN ITS MUSEUMS, RESTORED STOREFRONTS, RESTAURANTS, AND RETAIL BUSINESSES. RESIDENTS AND VISITORS ENJOY THE SAFE, COMFORTABLE HOMETOWN FEELING PEABODY'S DOWNTOWN PROVIDES. OUR DOWNTOWN BUILDINGS ARE OCCUPIED AND ACTIVE WITH BOTH BUSINESSES AND RESIDENTS. PEABODY'S COMMUNITY STRIVES TO PRESERVE THE DREAM OF OUR EARLY DAY SETTLERS WHO BELIEVED IN THE TOWN THEY STARTED.

BOARD OF DIRECTORS

PEABODY MAIN STREET ASSOCIATION

SUSIE SCHMIDT – BOARD PRESIDENT/DESIGN CHAIR

SUSAN MARSHALL – ORGANIZATION CHAIR

MORGAN MARLER – PROMOTION CHAIR

KELLY PENNER – PROMOTION COMMITTEE

PAT KETCHUM – ORGANIZATION COMMITTEE

JEANNE STROTKAMP – DESIGN COMMITTEE

BETH ELDRIDGE – PROMOTION COMMITTEE

PEABODY ECONOMIC DEVELOPMENT COMMITTEE

DENNIS RIGGS – PRESIDENT

TOM SCHMIDT

LARRY LARSEN

MAC MANNING

VICKIE TURNER

SHANE MARLER – EXECUTIVE DIRECTOR

“Peabody Main Street faced the closure of a long time business and subsequent vacancy of several downtown buildings as an opportunity to build a better future for the entire community. We are very proud of their courage for taking this project on and share in their vision for the future.”

- MARY HELMER, KANSAS MAIN STREET STATE DIRECTOR

ACCOMPLISHMENTS IN 2011

DESIGN COMMITTEE

▸ DOWNTOWN STREETScape PROJECT – 2011 SAW THE CONTINUED IMPLEMENTATION OF THE MAIN STREET STREETScape PROJECT. DUE TO LIMITED FUNDS AVAILABLE FOR THE PROJECT, IT MUST BE “PHASED” INTO PLACE. THIS APPROACH ALLOWS FOR VISIBLE IMPROVEMENTS ON A STEP-BY-STEP BASIS AS FUNDS ARE AVAILABLE. THANKS TO GENEROUS PRIVATE CONTRIBUTIONS FROM WITHIN THE COMMUNITY, 2011 SAW THE REPLACEMENT OF FAILING PLANTERS DOWNTOWN. THE EXISTING WOODEN PLANTERS HAD BEGUN TO SEPARATE AND WERE IN A GENERAL STATE OF DISREPAIR. PEABODY MAIN STREET ASSOCIATION PURCHASED AND SET NEW VICTOR STANLEY PLANTERS DOWNTOWN. ADDITIONAL CONTRIBUTIONS ARE EXPECTED IN 2012 ALLOWING FOR THE PLACEMENT OF NEW SITE FURNISHINGS INCLUDING BUT NOT LIMITED TO REPLACEMENT VICTOR STANLEY TRASH RECEPTACLES.

PEABODY MAIN STREET WILL ALSO BE WORKING WITH THE KANSAS DEPARTMENT OF TRANSPORTATION IN 2012 ON A GRANT FOR INFRASTRUCTURE REPLACEMENT AND DIRECTIONAL SIGNAGE.

▸ PROJECTED COMPLETION DATE: ONGOING



OLD PLANTERS



NEW PLANTERS

‣ AMERICAN LEGION FACADE RENOVATION – UNFORTUNATELY DO TO CONTRACTOR SCHEDULING ISSUES, THIS PROJECT DID NOT PROGRESS AS MUCH AS PLANNED IN 2011. HOWEVER, THE MOST IMMEDIATE CONCERN FOR THE PROPERTY WAS ADDRESSED. THE EXISTING WINDOWS IN THE UPPER STORY OF THE SOUTH FACADE WERE COVERED WITH PLYWOOD SOME TIME AGO, LEAVING AN UNATTRACTIVE UPPER FACADE. IN 2011, THESE WINDOWS WERE REPLACED WITH NEW, MORE ENERGY EFFICIENT WINDOWS. THE REPLACEMENT OF THE WINDOWS HAS CREATED A MUCH MORE PLEASING AND CONSISTENT UPPER FACADE. FUNDING SOLELY BY PEABODY MAIN STREET AND PRIVATE CONTRIBUTIONS, 2012 WILL SEE THE COMPLETION OF THE PAINTING PORTION OF THE PROJECT, NEW SIGNAGE AND DISPLAY CASES FOR THE PROPERTY.

‣ PROJECTED COMPLETION DATE: SPRING 2012



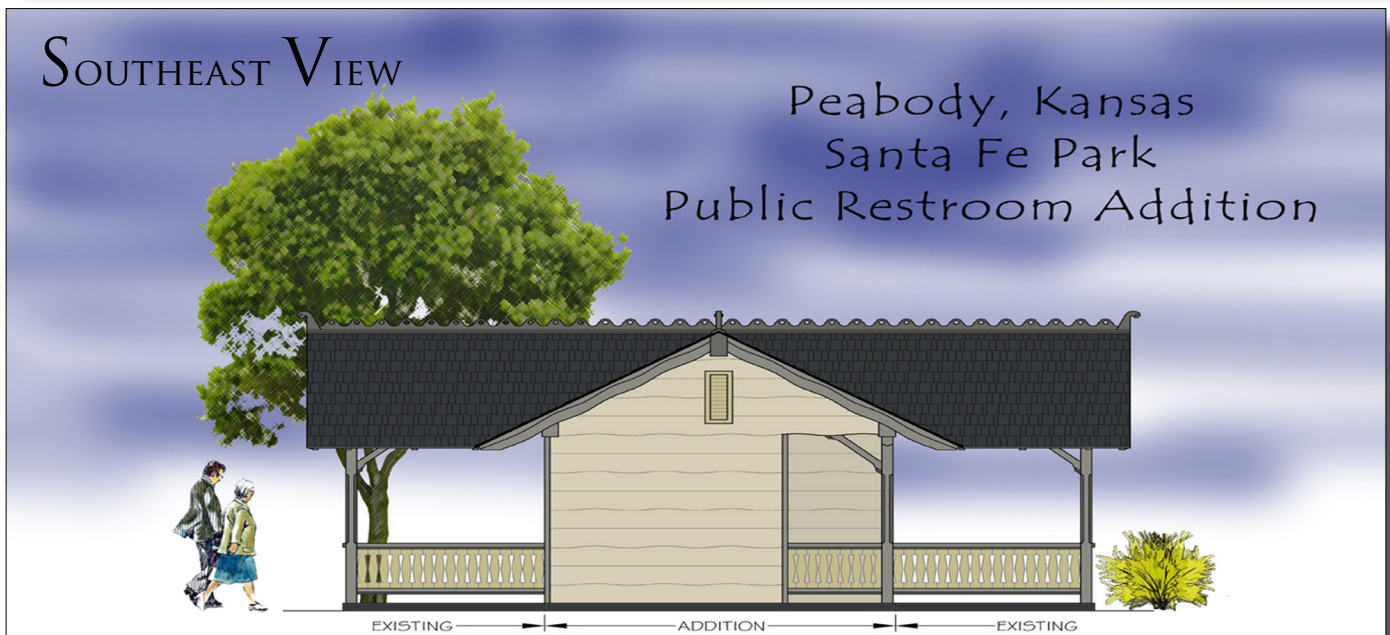
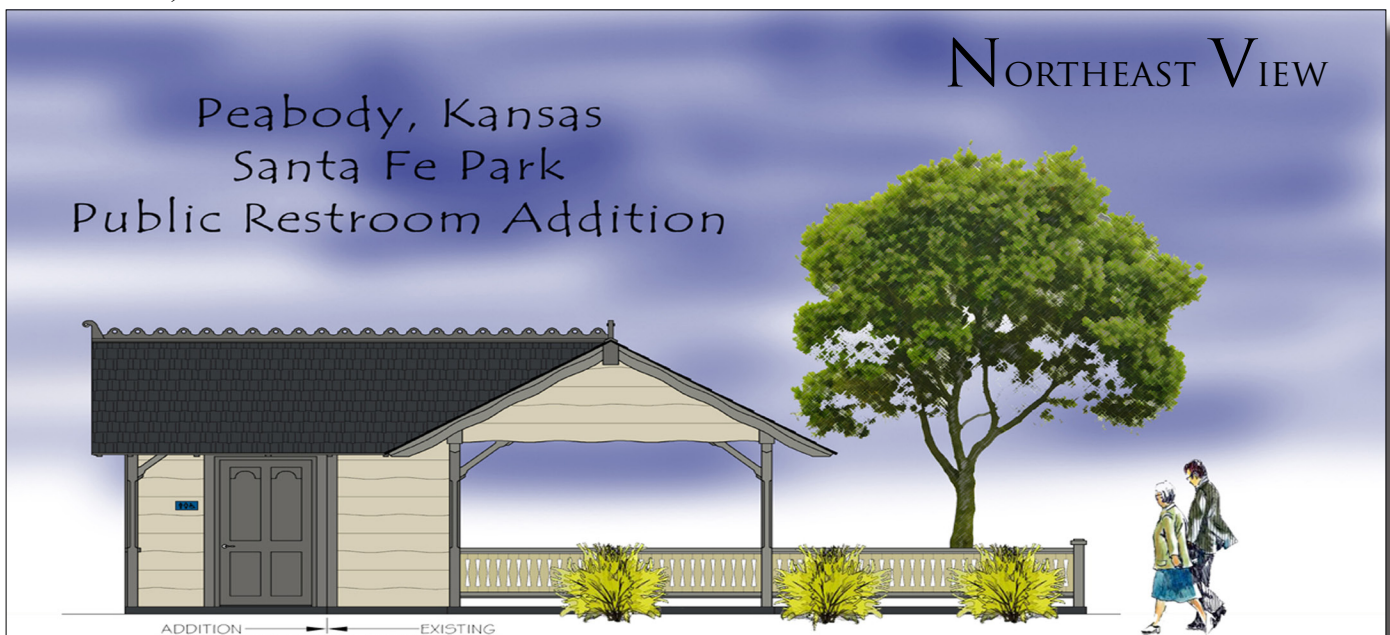
ORIGINAL FACADE

REHABILITATED FACADE



› SANTA FE PARK RESTROOM – WITH AN INCREASE IN VISITORS AND DOWNTOWN TRAFFIC TO EVENTS, DINING AND SHOPPING, THE LACK OF A PUBLIC RESTROOM DOWNTOWN HAS BECOME AN ISSUE. THE PROPOSED ADDITION OF A UNI-SEX RESTROOM TO THE EXISTING STRUCTURE IN SANTA FE PARK WILL FILL THE NEED FOR PUBLIC FACILITIES. BY EXPANDING THE EXISTING STRUCTURE, THE NEW FACILITY WILL BE CONSISTENT WITH DOWNTOWN DESIGN EXPECTATIONS, WHILE BEING A MODERN FACILITY ON THE INSIDE. PROJECTED COSTS FOR THE PROJECT ARE \$15,000.00, WITH PEABODY MAIN STREET'S PROCEEDS FROM THE SLEEPY CREEK CONCERT SERIES EAR MARKED FOR THE PROJECT. A CAPITAL CAMPAIGN SPECIFIC TO THIS PROJECT WILL NEED TO BE IMPLEMENTED IN 2012.

› PROJECTED COMPLETION DATE: SPRING 2013



▸ SLEEPY CREEK CONCERT SERIES – A PARTNERSHIP BETWEEN PEABODY MAIN STREET ASSOCIATION AND THE PARTNERS OF PEABODY’S PARKS, THE 2011 CONCERT SERIES SAW ATTENDANCE LOWER THAN IN YEARS PAST. THE SUMMER SERIES SUFFERED DUE TO EXTREMELY HIGH TEMPERATURES. THE GOAL OF THE SERIES IS TO RAISE THE NECESSARY FUNDS FOR A PUBLIC RESTROOM ADDITION TO THE EXISTING STRUCTURE IN THE PARK. WHILE THIS SERIES WILL CONTINUE, PMSA WILL BE LOOKING AT WAYS TO REVAMP IT FOR 2012.

▸ PROJECTED COMPLETION DATE: ONGOING



ORGANIZATION COMMITTEE

’SPRING CLEAN UP – PMSA LED A GROUP OF 43 VOLUNTEERS AS THEY CLEANED THE CURBS AND GUTTERS ON WALNUT STREET FROM 9TH STREET TO 1ST STREET. THE EFFORT GENERATED 158 COMBINED VOLUNTEER HOURS, AND LEFT THE CENTRAL PEABODY CORRIDOR CLEAN OF ACCUMULATED DEBRIS.



’NATIONAL ACCREDITATION – FOR THE SECOND TIME IN AS MANY YEARS, THE PEABODY MAIN STREET ASSOCIATION ACHIEVED NATIONAL ACCREDITATION BY THE NATIONAL TRUST FOR HISTORIC PRESERVATION. A LONG TIME GOAL OF THE LOCAL PROGRAM, ACCREDITATION IS GIVEN BASED ON THE COMPLETION OF 10 KEY TASKS FOR A SUCCESSFUL LOCAL PROGRAM.

’VOLUNTEER DEVELOPMENT – PEABODY MAIN STREET’S VOLUNTEER BASE CONTINUED TO GROW IN 2011. LAST YEAR’S VOLUNTEER EFFORTS AMASSED 1,775 HOURS OF VOLUNTEER TIME CONTRIBUTED TO PMSA PROJECTS AND EVENTS. IN 2011, THAT NUMBER GREW TO 2,053.75, AN INCREASE OF 15.7%.

BASED ON THE VALUE AS RECOMMENDED BY THE NATIONAL TRUST FOR HISTORIC PRESERVATION, THESE HOURS TOTAL A REINVESTMENT IN PEABODY’S DOWNTOWN OF \$36,043.31.

PROMOTION COMMITTEE

▸ OPERATION CELEBRATION – THE FOURTH ANNUAL FESTIVAL WAS A HUGE SUCCESS IN 2011. THIS EVENT HAS BECOME A CORNERSTONE OF PEABODY'S TOURISM. WITH VISITORS FROM ALL ACROSS THE NATION, THE EVENT SPAWNS SOME 1200 PLUS VOLUNTEER HOURS. THANKS TO PARTNERSHIPS WITH LOCAL ORGANIZATIONS INCLUDING USD 398, LOCAL BUSINESSES AND CLASS REUNIONS, THE EVENT CONTINUES TO GROW. THE 2011 EVENT FEATURED A LARGER THAN EVER WWII REENACTMENT DOWNTOWN. THIS PORTION OF THE FESTIVAL IS BECOMING VERY POPULAR AND CONTINUES TO GROW. THE FESTIVAL HAS BEEN HIGHLY TOUTED BY THE KANSAS MAIN STREET PROGRAM AND HAS BEEN FEATURED IN THE WICHITA AND NEWTON MEDIA MARKETS BOTH ON TELEVISION AND IN PRINT.



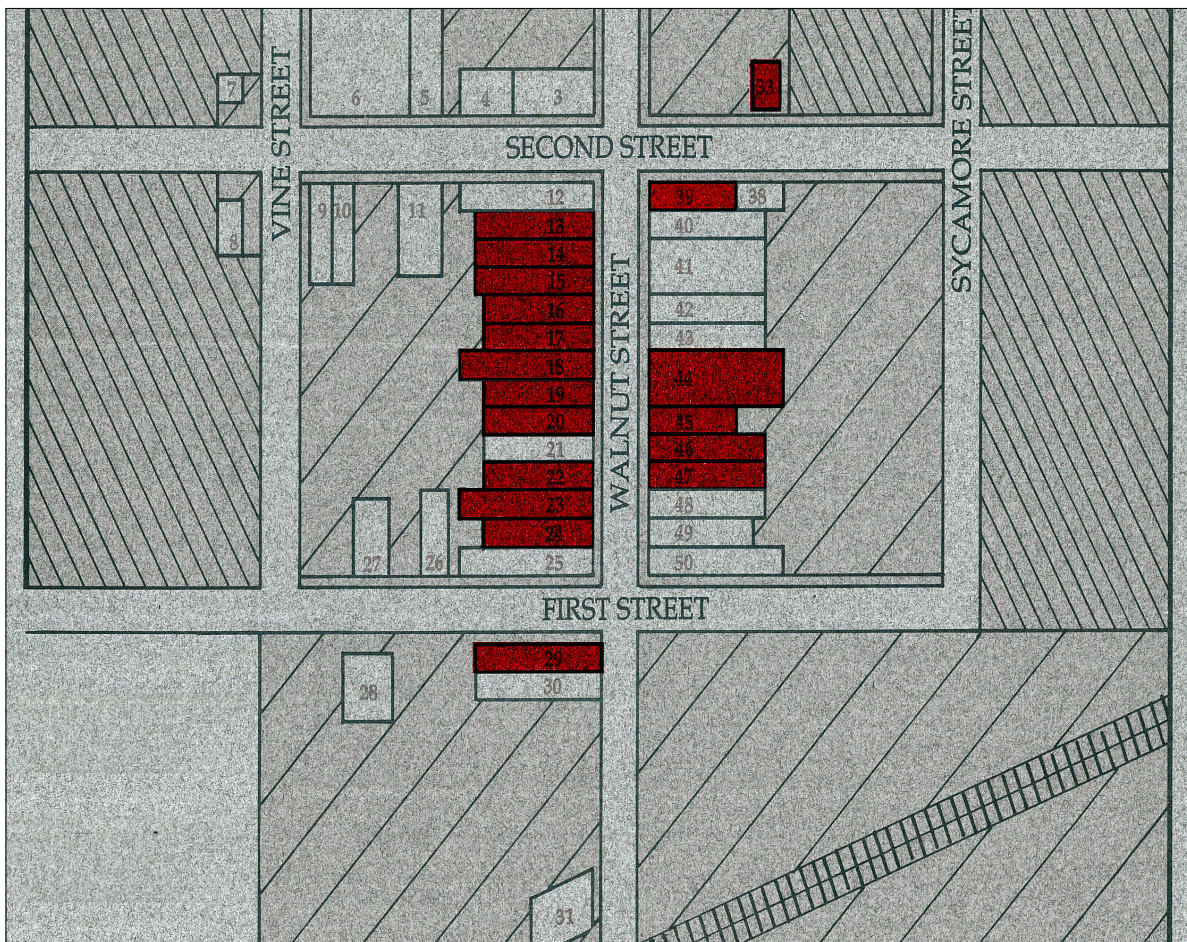
▸ HOLIDAY SHOPPING SPREE – BACK BY POPULAR DEMAND, THE PEABODY HOLIDAY SHOPPING SPREE WAS A MASSIVE HIT IN 2011. THE EVENT ENCOURAGES SHOPPING IN PEABODY DURING THE HOLIDAY SEASON TO PREVENT LEAKAGE TO NEIGHBORING COMMUNITIES. THIS YEAR'S EVENT HAD AN ECONOMIC IMPACT OF \$30,877.75 FOR LOCAL BUSINESSES.

▸ IWW PROJECTS IN 2011 – PEABODY MAIN STREET ASSOCIATION WORKED VERY HARD IN 2011 TO ASSIST LOCAL BUILDING AND BUSINESS OWNERS VIA THE KANSAS MAIN STREET INCENTIVES WITHOUT WALLS FUNDING PROGRAM. THE PROGRAM IS EITHER A DIRECT GRANT TO OWNERS OR A 0% INTEREST LOAN FOR UP TO 7 YEARS. NEW PROJECTS IN 2011 INCLUDED:

- § SUNFLOWER THEATER BUILDING (ROOF REPLACEMENT)
- § MILES & CO. (110 N. WALNUT PROPERTY/BUSINESS DEVELOPMENT)
- § MENDOZA’S (115 N. WALNUT PROPERTY/BUSINESS DEVELOPMENT)
- § POP’S DINER (RESTAURANT ACQUISITION)

THE IMPORTANCE OF THIS FUNDING MECHANISM ON A LOCAL LEVEL IS HUGE, DO TO THE REQUIREMENT OF A PRIVATE FUNDING MATCH, GENERATING CONSIDERABLE INVESTMENT AND EXPENSE IN DOWNTOWN PEABODY.

IWW PROJECTS SINCE 2008: BELOW IS A MAP DISPLAYING THE ECONOMIC IMPACT OF THE IWW FUNDING MECHANISM ON DOWNTOWN PEABODY PROPERTIES. EACH PROPERTY HAS RECEIVED FUNDS FROM PEABODY MAIN STREET ASSOCIATION SINCE 2008.



PEABODY ECONOMIC DEVELOPMENT

’ BAKER BUILDINGS DEVELOPMENT – THE ESTABLISHMENT OF BAKER LOFTS, LLC. IN JANUARY OF 2011 WILL AFFORD THE CITY OF PEABODY THE ABILITY TO BE ALLOCATED FEDERAL HOUSING TAX CREDITS TO GENERATE EQUITY FOR THE BAKER BUILDING DEVELOPMENT PROJECT.

THE PROJECT WILL SEE THE CREATION OF 13 QUALITY, AFFORDABLE HOUSING UNITS IN THE UPPER STORIES OF THE BUILDINGS AT 115 - 125 N. WALNUT IN DOWNTOWN PEABODY.

THE CITY OF PEABODY CONTRACTED FOR A HOUSING STUDY TO JUSTIFY THE MARKET FOR SUCH UNITS TO BE CREATED. THE STUDY SHOWED THAT PEABODY HAS A MASSIVE AVAILABLE RENTAL HOUSING SHORTAGE, AND THAT 52% OF PEABODY’S HOUSEHOLDS WOULD MEET THE INCOME REQUIREMENTS TO RENT AN APARTMENT.

IN FEBRUARY 2012, BAKER LOFTS, LLC WILL BE SUBMITTING AN APPLICATION FOR HOUSING TAX CREDITS TO THE STATE. UPON ALLOCATION, THE PROJECT WILL COMMENCE. THE PROJECT WILL AFFORD THE HISTORIC REHABILITATION OF EACH PROPERTY. WITH A TOTAL ESTIMATED PROJECT COST OF JUST OVER \$3 MILLION, THE ECONOMIC IMPACT FOR PEABODY WILL BE MASSIVE.



’MENDOZA’S RESTAURANT – PEDC ASSISTED ANTONELLA “TONI” CHAPMAN FROM THE VERY BEGINNING OF THIS PROJECT. FROM INITIAL ASSISTANCE WITH HER BUSINESS PLAN, TO OBTAINING CAPITAL FOR HER STARTUP, PEDC WAS BESIDE HER EVERY STEP OF THE WAY. MENDOZA’S RESTAURANT OPENED AT THE BEGINNING OF NOVEMBER AND IS OFF TO A WONDERFUL START. PEDC ALSO WORKED CLOSELY WITH BAKER LOFTS, LLC TO DEVELOP THE COMMERCIAL SPACE AT 115 N. WALNUT FOR HER RESTAURANT. TONI ALSO TOOK ADVANTAGE OF PEABODY MAIN STREET IWW FUNDING TO OFFSET INITIAL STARTUP COSTS.



BEFORE



AFTER

’MANESTREET BEAUTIQUE – LINDA MARTINEZ FINALLY MADE HER DREAM COME TRUE WHEN SHE OPENED THE DOORS TO HER VERY OWN SALON. PEABODY MAIN STREET AND PEABODY ECONOMIC DEVELOPMENT ASSISTED WITH OBTAINING THE CAPITAL NECESSARY TO GET HER BUSINESS UP AND RUNNING.



BEFORE



AFTER

› THE WRINGER – MILES & CO. APPROACHED PEABODY MAIN STREET AND PEABODY ECONOMIC DEVELOPMENT IN REGARDS TO DEVELOPING A LAUNDROMAT ON THE NORTH PORTION OF 110 N. WALNUT. PEABODY MAIN STREET AND PEABODY ECONOMIC DEVELOPMENT ASSISTED WITH OBTAINING THE CAPITAL NECESSARY TO GET HER BUSINESS UP AND RUNNING.



BEFORE



AFTER

› THE CONEBURG INN – PEABODY ECONOMIC DEVELOPMENT ASSISTED WITH OBTAINING THE FINANCING NECESSARY FOR LINDSEY MARSHALL TO PURCHASE THE CONEBURG INN AT 904 PEABODY AVE. THE PROPERTY AND BUSINESS HAVE UNDERGONE QUITE A TRANSFORMATION, AND IS GENERATING A BUZZ AMONGST PATRONS.



› POP'S DINER – PEABODY MAIN STREET AND PEABODY ECONOMIC DEVELOPMENT ASSISTED TIM PETERSON WITH FINANCING FOR HIS PURCHASE OF “SHARON’S KORNER KITCHEN”, A PEABODY CORNERSTONE FOR NEARLY TWO DECADES. PEABODY’S NEWEST BUSINESS WILL OPEN ITS DOORS ON JANUARY 3, 2012

AWARDS IN 2011

PEABODY MAIN STREET ASSOCIATION RECEIVED THREE AWARDS IN 2011 AT THE KANSAS GOVERNOR’S AWARDS OF EXCELLENCE.

EXCELLENCE IN BUSINESS DEVELOPMENT
MILES & CO
MANESTREET BEAUTIQUE/THE WRINGER



EXCELLENCE IN HISTORIC PRESERVATION
BAKER LOFTS, LLC
BAKER BUILDING DEVELOPMENT



KANSAS COMMUNITY AWARD
PRESTON & LISA HODGES
VOLUNTEER EFFORTS

RETURN ON INVESTMENT

THE FOLLOWING IS A COST VS. BENEFIT ANALYSIS OF THE LOCAL PEABODY MAIN STREET AND PEABODY ECONOMIC DEVELOPMENT PROGRAMS BASED ON PROJECTS IN 2011

2011 PMSA/PEDC EXPENDITURE (COST)	\$51,454.02
INVESTMENT RETURNS	
VOLUNTEER HOURS	\$36,043.31
GRANTS	\$34,980.50
PRIVATE BUSINESS/PROPERTY INVESTMENT	\$269,031.77*
STREETSCAPE INVESTMENT	\$6,890.00
NEW JOBS (ESTIMATED NEW PAYROLL)	\$156,000.00**
NEW IWW GRANTS/LOANS	\$25,275.00
HOLIDAY SHOPPING SPREE IMPACT	\$30,877.75
TOTAL RETURNS	\$559,098.33
TOTAL RETURN ON INVESTMENT	\$507,644.31
NEW JOBS CREATED IN 2011 4 FTE 19 PTE	NET: 23 JOBS
*DOES NOT INCLUDE BAKER BUILDINGS PURCHASE	
**BASED ON PROPRIETARY DATA FROM OWNERS	

FOR EVERY \$1.00 SPENT BY THE CITY OF PEABODY ON THE ECONOMIC DEVELOPMENT DEPARTMENT, THE CITY RECEIVES A RETURN OF **\$10.87!**

LOOKING TO THE FUTURE

2011 HAS BEEN A PHENOMENAL YEAR FOR BOTH PEABODY MAIN STREET ASSOCIATION AND PEABODY ECONOMIC DEVELOPMENT. WITH A NUMBER OF FACTORS WORKING AGAINST US, A SLOWLY RECOVERING ECONOMY BEING THE LARGEST FACTOR, PEABODY CREATED NEW BUSINESSES, NEW JOBS AND NEW WAGES THAT A COMMUNITY MUCH LARGER THAN OURS WOULD BE PROUD TO PRODUCE.

WITH A NUMBER OF LARGE PROJECTS ON THE HORIZON, 2012 HAS THE POTENTIAL TO DWARF THE PREVIOUS YEAR BY COMPARISON. THE ALLOCATION OF HOUSING TAX CREDITS TO THE BAKER LOFTS PROPOSAL ALONE WOULD GENERATE APPROXIMATELY \$3.1 MILLION DOLLARS OF "NEW" MONEY INTO THE COMMUNITY. THE RESIDUAL EFFECT OF THE PROJECT (CONSTRUCTION JOBS, FOOT TRAFFIC, ETC) WOULD BE MONUMENTAL AND WOULD NOT BE TRULY UNDERSTOOD FOR SOME TIME.

I AM PROUD TO WORK IN PEABODY. LOCAL LEADERSHIP IS PROGRESSIVE AND AGGRESSIVE IN THE FIELD OF ECONOMIC DEVELOPMENT. WHILE IT TAKES HOUR UPON HOUR OF HARD WORK, WITHOUT IT WE CANNOT GROW.

WE HAVE ONLY BEGUN TO SEE A POSITIVE CHANGE ON THE ECONOMIC FRONT IN PEABODY. HOWEVER, MOMENTUM IS ON OUR SIDE, AND WITH CONTINUED DILIGENCE TOWARDS BUSINESS AND JOB CREATION, PEABODY WILL NOT ONLY WEATHER THE ECONOMIC STORM, BUT WILL FIND THEMSELVES IN A PROMINENT POSITION IN THE FUTURE.

I AM LOOKING FORWARD TO SERVING PEABODY IN 2012!

SINCERELY,



SHANE MARLER
EXECUTIVE DIRECTOR
PEABODY MAIN STREET ASSOCIATION
PEABODY ECONOMIC DEVELOPMENT