



CITY COMMISSION
WEDNESDAY, APRIL 16, 2025 AT 11:00 AM
CITY COMMISSION CHAMBER

ORDER OF BUSINESS

CALL MEETING TO ORDER Mayor Erren Harter

MEMBERS PRESENT

Vice-Mayor Becky Smith
Commissioner Susan Brinkman
Commissioner Tyler Curtis
Commissioner Jamie Sauder

PROCLAMATIONS

Proclamation Recognizing Red Rocks 20th Anniversary Celebration Day

Accepted by: Darla Mallein, President of William Allen White Community Partnership

Proclamation Recognizing May 4th-May 10th as National Small Business Week

Accepted by: Jess Buchholz, Emporia Main Street Community Development Coordinator

Proclamation Recognizing April 22nd as Earth Day

Accepted by: Nadia Qureshi, Chair & Brenda Young, Vice Chair of Natural Resources Adviosry Board

Proclamation Recognizing April 25th as Arbor Day

Accepted by: Josh Nelson, City Horticulturist

PUBLIC FORUM

The public is invited to make comments at this time. Please limit comments to two (2) minutes each. Please state your name and address prior to making comments.

NEW BUSINESS

1) Appoint Member to Flint Hills Technical College Board of Trustees

Presented by: Vice-Mayor Becky Smith & Commission Jamie Sauder

Recommended Action: Approve the appointment of Adrienne Burris to the Flint Hills Technical College Board of Trustees

2) Award 2025 Street Rehab

Presented by: Jim Ubert, City Engineer

Recommended Action: Recommended action:

Staff recommendation is to award Base Bid plus Add Alternate No. 2 to APAC-Kansas, Shears Division in the amount of $\$960,418.09 + \$145,728.37 = \$1,106,146.46$.

3) Ordinance No. 25-13 Amending the Parcel Type of 1002 Trusler Road from Lyon County

Agriculture (A) to Emporia Country Home (CH)

Presented by: Justin Givens, Planning & Zoning Administrator

Recommended Action: Adopt Ordinance No. 25-13 Amending the Parcel Type of 1002 Trusler Road from Lyon County Agriculture (A) to Emporia Country Home (CH)

4) Purchase of Automated Side Load Truck for Solid Waste Collections

Presented by: Dean Grant, Public Works Director

Recommended Action: Approve the purchase of a new rear load truck from Key Equipment, in the amount of \$ 381,078.00

COMMUNICATIONS

Presented by Trey Cocking, City Manager.

- 1) Financials & Permits
- 2) Champions Landing Annual Report

CONSENT AGENDA

Presented by Trey Cocking, City Manager.

- 1) Commission Meeting Minutes for April 2, 2025
- 2) WLW Civic Auditorium Handrails

INFORMATIONAL ITEMS

Presented by Trey Cocking, City Manager.

- 1) Informational Items

GOVERNING BODY COMMENTS

Mayor Erren Harter
Vice-Mayor Becky Smith
Commissioner Susan Brinkman
Commissioner Tyler Curtis
Commissioner Jamie Sauder

EXECUTIVE SESSION

RECESS

Recess to Conference Room 1AB for Study Session

STUDY SESSION AGENDA ITEMS

- 1) Human Relations Commission Picture Exchange Communication (PEC) Board Project Proposal
- 2) Emporia Visitor Bureau Management and Operation Services Proposal
- 3) 2025 CDBG Grant Application Process
- 4) Disc Golf/Champions Landing
- 5) Special Event Policy for CCA
- 6) Commission Board Appointments

ADJOURNMENT



PROCLAMATION

WHEREAS, in 2001 Barbara White Walker deeded the William Allen White family house and artifacts to the citizens of Kansas after 100 years of family ownership to become a state historic site; and

WHEREAS, this historic property contributes to the interpretation of not only 20th-century Kansas history, but also local, national, and international history; and

WHEREAS, the Kansas Historical Society, as custodians, conducted meticulous research, made appropriate physical adaptations, and created interpretive resources to tell the story and welcome the public between 2001 and 2005; and

WHEREAS, the site opened to the public in May 2005 with Governor Kathleen Sebelius officiating, joined by history buffs from across Kansas, stakeholders, Emporia citizens; and

WHEREAS, in 19 years the Red Rocks State Historic Site welcomed thousands from around the world and across the United States in the spirit of the White family's cordial hospitality for school children, the general public, authors, historians; and

WHEREAS, 2025 marks the 20th year inviting the public to learn more about "the Sage of Emporia," a great American, and his remarkable, talented family.

NOW, THEREFORE, I, Erren Harter, Mayor of the City of Emporia, Kansas, do hereby proclaim Saturday, April 26, 2025

RED ROCKS 20TH ANNIVERSARY CELEBRATION DAY

in Emporia, Kansas, and urge all residents of Emporia and the world to tour Red Rocks free in the 20th year.

On this 16th day of April 2025

ATTEST:

Erren Harter, Mayor

Kerry Sull, City Clerk



PROCLAMATION

WHEREAS, America's progress has long been driven by bold pioneers who think big, take risks, and work hard to turn their visions into reality; and

WHEREAS, from the family-owned storefronts that define Main Street to the innovative startups leading our nation into the future, small businesses are the backbone of our economy and the foundation of our communities; and

WHEREAS, small business owners bring energy, passion, and dedication to their work, enriching the character and vitality of our neighborhoods; and

WHEREAS, supporting small businesses leads to job creation, strengthens local economies, and helps preserve the unique culture and identity of our communities; and

WHEREAS, with nearly 30 million small businesses generating two out of every three new jobs in our economy, fostering entrepreneurship is essential to driving economic growth and prosperity in America; and

WHEREAS, since 1963, National Small Business Week has recognized the critical contributions of small business owners and highlighted the resources available through the U.S. Small Business Administration and other agencies; and

WHEREAS, the City of Emporia proudly supports this national initiative, reaffirming our commitment to empowering small businesses to grow, create jobs, and sustain the vibrancy of our community for generations to come.

NOW, THEREFORE, I, Erren Harter, Mayor of the City of Emporia, do hereby proclaim May 4th – May 10th as

NATIONAL SMALL BUSINESS WEEK

On this 16th Day of April 2025

ATTEST:

Erren Harter, Mayor

Kerry Sull, City Clerk



PROCLAMATION

WHEREAS, On April 22, 1970, United States Senator Gaylord Nelson of Wisconsin and Denis Hayes organized the first nationwide day devoted to environmental awareness and education that was celebrated by an estimated 20 million Americans; and

WHEREAS, this day of environmental awareness and education is celebrated worldwide in some 180 countries, with the participation of over 4,000 separate organizations: and

WHEREAS, individuals and institutions have a mutual responsibility to seek ecological, economical, and ethical choices that enable the world, as well as our individual communities, to establish and maintain sustainable societies.

NOW, THEREFORE, I, Erren Harter, Mayor of the City of Emporia, Kansas, do hereby proclaim Tuesday, April 22, 2025, as:

EARTH DAY

in Emporia, Kansas, and urge all citizens to celebrate Earth Day and to remind each person of their right and responsibility to the wise use of this global home, to heal, preserve, and improve the Earth and the quality of life for this and future generations, and to approach every day as an Earth Day.

On this 16th Day of April 2025

ATTEST:

Erren Harter, Mayor

Kerry Sull, City Clerk



PROCLAMATION

WHEREAS, in 1872, J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees; and

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and

WHEREAS, Arbor Day is now observed throughout the nation and the world, and

WHEREAS, trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce life-giving oxygen, and provide habitat for wildlife, and

WHEREAS, trees are a renewable resource giving us paper, wood for our homes, fuel for our fires, and countless other wood products, and

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal.

NOW, THEREFORE, I Erren Harter, Mayor of the City of Emporia, Kansas do hereby proclaim April 25, 2025, as

ARBOR DAY

and I urge all citizens to celebrate Arbor Day, support efforts to protect our trees and woodlands, and plant trees to promote the well-being of this and future generations.

On this 16th day of April 2025

ATTEST:

Erren Harter, Mayor

Kerry Sull, City Clerk



Commission Action Report

Appoint Member to Flint Hills Technical College Board of Trustees

Title: Appoint Member to the Flint Hills Technical College Board of Trustees

Agenda Date: April 16, 2025

Presented By: Vice-Mayor Becky Smith & Commissioner Jamie Sauder

Background:

The Flint Hills Technical College Board of Trustees requests that the City Commission fill board openings with qualified candidates.

Discussion:

Applications were received, and interviews were conducted by Vice-Mayor Smith and Commissioner Sauder.

Interviewing Commissioners recommend the appointment of Adrienne Burris to fill an unexpired term ending June 30, 2028.

Recommended action:

Approve the appointment of Adrienne Burris to the Flint Hills Technical College Board of Trustees.

Online Form Submittal: Board Application Form

From noreply@civicplus.com <noreply@civicplus.com>

Date Tue 3/4/2025 4:17 PM

To Sue Bryson <sbryson@emporiaks.gov>; Emporia Info <emporiainfo@emporiaks.gov>

Board Application Form

Select Board, Commission, or Committee to apply. Flint Hills Technical College Board of Trustees

Personal Information

First Name	Adrienne
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Last Name	Burris
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Address1	3263 ROAD F
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Address2	<i>Field not completed.</i>
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City	ALLEN
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State	KS
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Zip	66833
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Home Phone Number	6207940696
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Business Address	1601 E. South Ave.
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Business Phone Number	6207940696
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Occupation	Development Partner
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Email Address	adrienne.burris@michelin.com
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Residency Information

Length of Residency in Emporia	20 Years
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Are you a registered voter	Yes
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Education and Hobbies

High School	Yankton Senior High School
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College	Northwest Missouri State University (BSA) & University of Saint Mary (MBA)
Trade or Business School	<i>Field not completed.</i>
Hobbies	Family farm, travel, reading
Organization Membership Information	
Are you currently serving on other Boards, Commissions, or Committees?	No
If yes, which	<i>Field not completed.</i>
Have you served on a Board, Commission, or Committee before?	Yes
If yes, which	SOS, Inc.
Please, list organization memberships and positions held.	SOS, Inc. - Board of Directors & Human Resources Committee Chair, Hiring committee for Director replacement (twice)
Please, list areas of special interest.	Human Resources and Administration
Please, enter basic resume information below.	Michelin North America (Formerly Camso), Emporia, KS May 2012-Present Development Partner - o Site Direction of HR team through June 2024 - o Management of a Human Resources operating budget of approximately \$300,000. - o Oversight of employee compensation and benefit program. - o Responsible for Succession Planning and Strategic Workforce Planning. - o Responsible for interpretation and enforcement of HR Guide. - o Oversight of local HR team consisting of Development Partner, Staff Recruiter, Training Coordinator and two Administrative Assistants. - o Responsible for plantwide leadership development initiatives. - o Leadership of organizational change management. - o Responsible for HR integration activities following Michelin's purchase of Camso. - o Development of annual Key Performance Indicators to monitor department goals. - o Responsible for Positive Employee Relations initiatives. - o Coordination of employee appreciation and recognition events. - o Presentation of monthly updates from leadership team to plant employees. - o Leadership of local TLBO (Team Leader Based Organization) initiatives.

- o Responsible for development and maintenance of community partnerships.

TFI Family Services, Emporia, KS

August 2006-May 2012

Human Resources Supervisor

- o Managed a Human Resources operating budget of approximately \$170,000.
- o Led organizational change management.
- o Participated in the accreditation process for all companies (COA, CARF, NAEYC).
- o Developed staff incentives, recognition programs and training initiatives.
- o Developed an internal Intranet site for maintenance of employee evaluations, staff roster, employee status changes and other tickler systems.
- o Completed executive level recruitment including recruitment of COO, CIO, Medical Director, and other facility directors.
- o Oversaw benefit negotiations and implementation of negotiated benefits.

Flint Hills Technical College, Emporia, KS

August 2010- August 2012

Adjunct Teacher

- o Instruct online Supervision of the Office class for approximately 5-15 students per semester.

Please, enter why you would like to be a member of this board or commission.

I would like to help with growth and development of the FHTC leadership team. My experience in Human Resources will bring a unique viewpoint to the Board as I've worked with both non-profit and manufacturing. I view this as an opportunity to challenge my own skills while helping to encourage development of others.

Email not displaying correctly? [View it in your browser.](#)



Commission Action Report

Award 2025 Street Rehabilitation Project

Title: Awarding 2025 Street Rehabilitation (Various Streets), Project No. PV2501

Agenda Date: April 16, 2025

Presented By: James Ubert, City Engineer

Background:

The 2025 Street Rehabilitation will consist of milling and asphalt overlay operations, replacement of select curb and gutter sections, and some sidewalk/ADA ramp improvements along various streets.

Discussion:

At 2:00 pm on Tuesday, April 8, 2025, the City Engineer's Office publicly opened bids on the 2025 Street Rehabilitation Project No. PV2501. The Engineering Office received a total of one (1) bid for this project. The received bid and Engineer's Estimate are as follows:

Bidder Name	Base Bid	Add Alternate No. 1	Add Alternate No. 2	Add Alternate No. 3
APAC-Kansas, Shears Division	\$960,418.09	\$140,418.47	\$145,728.37	\$172,679.90
Engineer's Estimate	\$1,040,003.40	\$133,795.60	\$138,159.80	\$156,880.80

Financial considerations:

This project will be funded by the City's Multi Year Fund/County sales tax.

Recommended action:

Staff recommendation is to award Base Bid plus Add Alternate No. 2 to APAC-Kansas, Shears Division in the amount of $\$960,418.09 + \$145,728.37 = \$1,106,146.46$.

Attachments:

Bid tabulation is attached.

CITY OF EMPORIA, KS

BID TABULATION
FOR 2025 STREET REHABILITATION PROJECT NO. PV2501 (VARIOUS LOCATIONS AROUND CITY)

Location: City of Emporia
Date: 2:00 pm, April 8, 2025

			APAC-Kansas, Shears Division		CITY ENGINEER'S ESTIMATE	
Quantity	Units	Description	Unit	Total	Unit	Total
1	L.S.	Mobilization	\$68,995.50	\$68,995.50	\$75,000.00	\$75,000.00
22,189	S.Y.	Asphalt Milling (2" Avg. Depth)	\$2.93	\$65,013.77	\$3.80	\$84,318.20
10,211	S.Y.	Asphalt Milling (4" Avg. Depth)	\$3.59	\$36,657.49	\$4.20	\$42,886.20
5,141	TONS	HMA (Commercial Grade) (Class A)	\$98.37	\$505,720.17	\$107.00	\$550,087.00
20	S.Y.	Pavement Removal	\$27.17	\$543.40	\$55.00	\$1,100.00
265	S.Y.	Asphalt Patching (6" Depth)	\$68.55	\$18,165.75	\$104.00	\$27,560.00
87	S.Y.	Concrete Pavement (8" Plain) (AE) (Remove & Replace)	\$145.65	\$12,671.55	\$140.00	\$12,180.00
405	S.Y.	Concrete Pavement (6" Plain) (AE) (Remove & Replace)	\$130.43	\$52,824.15	\$131.00	\$53,055.00
1,253	L.F.	Curb & Gutter (2'-6" Combined) (AE) (Remove & Replace)	\$83.15	\$104,186.95	\$84.00	\$105,252.00
186	S.Y.	Concrete Sidewalk (4" Plain) (AE) (Remove & Replace)	\$100.00	\$18,600.00	\$96.00	\$17,856.00
147	S.Y.	Sidewalk Ramp	\$331.52	\$48,733.44	\$333.00	\$48,951.00
5	EA.	Utility Adjustment (Concrete) (Valve Box) (Water)	\$923.91	\$4,619.55	\$930.00	\$4,650.00
2	EA.	Utility Adjustment (Concrete) (Manhole) (Sewer)	\$1,793.48	\$3,586.96	\$1,804.00	\$3,608.00
1	L.S.	Permanent Seeding, Fertilizer and Mulch	\$10,010.87	\$10,010.87	\$3,500.00	\$3,500.00
1	L.S.	Traffic Control	\$10,088.54	\$10,088.54	\$10,000.00	\$10,000.00
		TOTAL AMOUNT OF BASE BID:		<u>\$960,418.09</u>		<u>\$1,040,003.40</u>
Add Alternate No. 1						
1	L.S.	Mobilization	\$17,004.10	\$17,004.10	\$10,000.00	\$10,000.00

CITY OF EMPORIA, KS

BID TABULATION
FOR 2025 STREET REHABILITATION PROJECT NO. PV2501 (VARIOUS LOCATIONS AROUND CITY)

Location: City of Emporia
Date: 2:00 pm, April 8, 2025

			APAC-Kansas, Shears Division		CITY ENGINEER'S ESTIMATE	
Quantity	Units	Description	Unit	Total	Unit	Total
4,602	S.Y.	Asphalt Milling (2" Avg. Depth)	\$3.32	\$15,278.64	\$3.80	\$17,487.60
555	TONS	HMA (Commercial Grade) (Class A) (2" Avg. Depth)	\$98.37	\$54,595.35	\$107.00	\$59,385.00
40	C.Y.	Pavement Removal	\$27.17	\$1,086.80	\$55.00	\$2,200.00
76	S.Y.	Concrete Pavement (6" Plain) (AE) (Remove & Replace)	\$130.43	\$9,912.68	\$131.00	\$9,956.00
164	L.F.	Curb & Gutter (2'-6" Combined) (AE) (Remove & Replace)	\$83.15	\$13,636.60	\$84.00	\$13,776.00
30	S.Y.	Concrete Sidewalk (4" Plain) (AE) (Remove & Replace)	\$100.00	\$3,000.00	\$96.00	\$2,880.00
37	S.Y.	Sidewalk Ramp	\$331.52	\$12,266.24	\$333.00	\$12,321.00
3	Ea.	Utility Adjustment (Concrete) (Valve Box) (Water)	\$923.91	\$2,771.73	\$930.00	\$2,790.00
1	L.S.	Permanent Seeding, Fertilizer and Mulch	\$2,826.09	\$2,826.09	\$500.00	\$500.00
1	L.S.	Traffic Control	\$8,040.24	\$8,040.24	\$2,500.00	\$2,500.00
TOTAL OF ADD ALTERNATE NO. 1:				<u>\$140,418.47</u>		<u>\$133,795.60</u>
Add Alternate No. 2						
1	L.S.	Mobilization	\$23,376.43	\$23,376.43	\$10,000.00	\$10,000.00
2,937	S.Y.	Asphalt Milling (4" Avg. Depth)	\$3.64	\$10,690.68	\$4.20	\$12,335.40
708	TONS	HMA (Commercial Grade) (Class A) (4" Avg. Depth)	\$98.37	\$69,645.96	\$107.00	\$75,756.00
128	S.Y.	Asphalt Patching (6" Depth)	\$69.00	\$8,832.00	\$104.00	\$13,312.00
166	L.F.	Curb & Gutter (2'-6" Combined) (AE) (Remove & Replace)	\$83.15	\$13,802.90	\$84.00	\$13,944.00
9	S.Y.	Concrete Sidewalk (4" Plain) (AE) (Remove & Replace)	\$100.00	\$900.00	\$96.00	\$864.00

CITY OF EMPORIA, KS

BID TABULATION
FOR 2025 STREET REHABILITATION PROJECT NO. PV2501 (VARIOUS LOCATIONS AROUND CITY)

Location: City of Emporia
Date: 2:00 pm, April 8, 2025

			APAC-Kansas, Shears Division		CITY ENGINEER'S ESTIMATE	
Quantity	Units	Description	Unit	Total	Unit	Total
22	S.Y.	Sidewalk Ramp	\$331.52	\$7,293.44	\$333.00	\$7,326.00
244	L.F.	Pavement Marking (Thermoplastic) (4" Yellow)	\$2.72	\$663.68	\$2.10	\$512.40
284	L.F.	Pavement Marking (Thermoplastic) (4" White)	\$2.72	\$772.48	\$2.50	\$710.00
1	EA.	Pavement Marking (Intersection Grade) (ADA Symbol)	\$250.00	\$250.00	\$400.00	\$400.00
1	L.S.	Permanent Seeding, Fertilizer and Mulch	\$2,826.09	\$2,826.09	\$500.00	\$500.00
1	L.S.	Traffic Control	\$6,674.71	\$6,674.71	\$2,500.00	\$2,500.00
TOTAL OF ADD ALTERNATE NO. 2:				<u>\$145,728.37</u>		<u>\$138,159.80</u>
Add Alternate No. 3						
1	L.S.	Mobilization	\$20,095.21	\$20,095.21	\$10,000.00	\$10,000.00
8,056	S.Y.	Asphalt Milling (2" Avg. Depth)	\$3.32	\$26,745.92	\$3.80	\$30,612.80
972	TONS	HMA (Commercial Grade) (Class A) (2" Avg. Depth)	\$116.65	\$113,383.80	\$107.00	\$104,004.00
76	S.Y.	Asphalt Patching (6" Depth)	\$69.71	\$5,297.96	\$104.00	\$7,904.00
2	EA.	Utility Adjustment (Concrete) (Valve Box) (Water)	\$923.92	\$1,847.84	\$930.00	\$1,860.00
1	L.S.	Traffic Control	\$5,309.17	\$5,309.17	\$2,500.00	\$2,500.00
TOTAL OF ADD ALTERNATE NO. 3:				<u>\$172,679.90</u>		<u>\$156,880.80</u>
Base Bid with Add Alternate No. 1				<u>\$1,100,836.56</u>	<u>\$1,173,799.00</u>	
Base Bid with Add Alternate No. 2				<u>\$1,106,146.46</u>	<u>\$1,178,163.20</u>	

CITY OF EMPORIA, KS

BID TABULATION
FOR 2025 STREET REHABILITATION PROJECT NO. PV2501 (VARIOUS LOCATIONS AROUND CITY)

Location: City of Emporia
Date: 2:00 pm, April 8, 2025

			APAC-Kansas, Shears Division		CITY ENGINEER'S ESTIMATE	
Quantity	Units	Description	Unit	Total	Unit	Total
Base Bid with Add Alternate No. 3				<u>\$1,133,097.99</u>		<u>\$1,196,884.20</u>
Base Bid with All Add Alternates				<u>\$1,419,244.83</u>		<u>\$1,468,839.60</u>

INDEX OF SHEETS

1. Title Sheet
2. Typical Sections and General Notes
3. Miscellaneous Details
4. Plan Sheet West Ridge Court
- 5-6. Plan Sheets 18th Avenue
7. Plan Sheet Trail Ridge Road
8. Plan Sheet 8th Avenue
9. Plan Sheet Constitution Street
10. Plan Sheets Cottonwood Street
11. Plan Sheet Sylvan Street
12. Plan Sheet Walnut Street
13. Plan Sheet Grand Street
14. Plan Sheet Rural Street (Add Alternate 1)
15. Plan Sheet Soden Road (Add Alternate 2)
- 15-17. Plan Sheets Whildin Street (Add Alternate 3)
18. Summary of Quantities
19. Curb & Gutter Details
20. Alley & Entrance Details
21. Sidewalk and Handicap Ramp Details
22. Erosion Control and Seeding
- 23-29. Traffic Control

STATE OF KANSAS

2025 STREET REHAB PROJECT NO. PV2501 (VARIOUS LOCATIONS)

CITY OF EMPORIA, KANSAS
LYON COUNTY

STATE	PROJECT NO.	FISCAL YEAR	SHEET NO.	TOTAL SHEETS
KANSAS	PV2501	2025	1	29

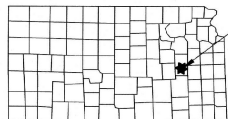
SURFACE MILLING
BITUMINOUS SURFACING
CONCRETE PAVEMENT
CURB AND GUTTER
SIDEWALK AND RAMPS
PAVEMENT MARKING
TRAFFIC CONTROL
SEEDING

Base Bid Streets

West Ridge Court (West Ridge Dr. to Cul de Sac)
18th Avenue (Industrial Rd. to Prairie St.)
Trail Ridge Road (Santa Fe Trail Rd. to 15th Ave.)
8th Avenue (Walnut St. to West St.)
Constitution Street (South Ave. to Railroad)
Cottonwood Street (South Ave. to 1st Ave.)
Cottonwood Street (2nd Ave. to Railroad)
Sylvan Street (South Ave. to Railroad)
Walnut Street (12th Ave. to 15th Ave.)
Grand Street (9th Ave. to 12th Ave.)

Add Alternate Streets

Add Alt1: Rural Street (9th Ave. to 12th Ave.)
Add Alt2: Soden Road (Commercial St. to Zoo Education Ctr.)
Add Alt3: Whildin Street (US-50 Hwy. to 12th Ave.)



CITY OF EMPORIA, KANSAS
POPULATION 24,818

DESIGN DESIGNATION

AADT (VARIES)

POSTED SPEED LIMIT VARIES
THROUGHOUT PROJECT

CONVENTIONAL SIGNS

CORPORATE CITY LIMITS
KTA TOLL HIGHWAY
INTERSTATE DIVIDED HIGHWAY
STATE HIGHWAY
STREET OR PUBLIC ROAD
RAILROAD
PUBLIC WORKS BUILDING
INTERSTATE NUMBERED ROUTE
U.S. NUMBERED ROUTE
STATE NUMBERED ROUTE



FINAL PLANS
FOR CONSTRUCTION
DATE: 03-07-2025

NO SCALE
MAP OF
EMPORIA, KS

PLANS PREPARED AND SUBMITTED BY:



APPROVED - DATE

CITY ENGINEER
CITY OF EMPORIA



Commission Action Report

Ordinance No. 25-13 for Rezoning at 1002 Trusler Road.

Title: Ordinance No. 25-13 Amending the Parcel Type of 1002 Trusler Road from Lyon County Agriculture (A) to Emporia Country Home (CH)

Agenda Date: April 16, 2025

Presented By: Justin Givens, Planning & Zoning Administrator

Background:

The owners of the property located at 1002 Trusler Road are in the process of splitting an 11-acre tract of land. The land is part of an estate that is being dissolved. The city has recently annexed the property, and now a rezoning must be approved for the lot split to move forward.

The Planning Commission, at their March 18, 2025 meeting made a unanimous recommendation for adoption of the rezoning ordinance to the City Commission.

Discussion:

The rezoning to County Home Parcel Type would allow the property owners to proceed with a lot split, which would create a 2-acre tract of land with the existing home, and a 9-acre tract of land that would be vacant property.

The Governing Body, when considering a recommendation from the Planning Commission on a Rezoning Application may; 1) Adopt the ordinance as presented or with conditions that the Governing Body sees fit; 2) Override the Planning Commission's recommendation by a 2/3 majority vote of the entire City Commission; 3) Table the request for further study; 4) Return the application to the Planning Commission, giving reasons for doing so.

Financial considerations:

The cost of publishing the ordinance is borne by the City.

Recommended action:

Adopt Ordinance No. 25-13 Amending the Parcel Type of 1002 Trusler Road from Lyon County Agriculture (A) to Emporia Country Home (CH)

Attachments:

Ordinance No. 25-13 Amending the Parcel Type
Excerpt of Minutes from March 18, 2025 Planning Commission Meeting
Aerial Map
Zoning Map
PLAN ELC Map

ORDINANCE NO. 25-13

AN ORDINANCE REZONING LAND IN THE CITY OF EMPORIA, KANSAS FROM LYON COUNTY AGRICULTURE (A) PARCEL TYPE TO CITY OF EMPORIA COUNTRY HOME (CH) PARCEL TYPE AND AMENDING THE OFFICIAL ZONING MAP TO CONFORM WITH SAID ZONING

BE IT ORDAINED by the Governing Body of the City of Emporia, Kansas:

Section 1. The following described property is hereby rezoned from Lyon County Agriculture (A) Parcel Type to that of City of Emporia Country Home (CH) Parcel Type to wit:

A TRACT OF LAND IN THE NORTHWEST QUARTER OF SECTION 11, TOWNSHIP 19 SOUTH, RANGE 11 EAST OF THE 6TH P.M., LYON COUNTY, KANSAS, DESCRIBED AS FOLLOWS: BEGINNING AT A POINT 424.25 FEET SOUTH OF THE SOUTHWEST CORNER OF THE INTERSECTION OF PEYTON STREET AND RILEY AVENUE IN THE CITY OF EMPORIA; THENCE NORTHWESTERLY ON THE NORTH LINE OF TRUSLER ROAD FOR A DISTANCE OF 413.18 FEET; THENCE NORTH 1146 FEET; THENCE EAST 408.6 FEET; THENCE SOUTH 1208 FEET TO THE POINT OF BEGINNING. Emporia, Lyon County, Kansas

And generally located at 1002 Trusler Road, Emporia, KS

Section 2. This ordinance shall become effective upon publication in the official city newspaper.

PASSED AND APPROVED this 16th day of April 2025.

ERREN HARTER, Mayor

ATTEST:

KERRY SULL, City Clerk



**EMPORIA-LYON COUNTY METROPOLITAN AREA
PLANNING COMMISSION / BOARD OF ZONING APPEALS
EXCERPT OF MINUTES OF MARCH 18, 2025**

The Planning Commission met in a regular session on Tuesday, March 18, 2025, with Chair Rogers presiding. Commissioners Bucklinger, Thomas, Fowler, Ogle, and Reed were present. Commissioner Lingenfelter was absent.

City staff: Justin Givens, Planning & Zoning Administrator, was present.

Chair Rogers called the meeting to order.

5. Planning Commission: Consider PC-2025-06 – A Request for Rezoning of Property Located at 1002 Trusler Road.

Givens provided the Staff Report.

STAFF REPORT

Application #: PC 2025-06

Applicants: Tara Birdsall & Russel Ringer

Owners: Tara Birdsall & Russel Ringer

Requested Action: Consider a request to rezone property from County Agriculture Parcel Type to City Country Home Parcel Type.

Purpose: The applicants are in the process of dividing assets from an estate. The applicants are ineligible for a lot split under County Subdivision Regulations and have petitioned for annexation so a lot split can be completed. Prior to the lot split being approved or any development to proceed on the property, it must be rezoned from a Lyon County Zoning Parcel Type to a City of Emporia Parcel Type.

Address: 1002 Trusler Rd.

Legal description: A TRACT OF LAND IN THE NORTHWEST QUARTER OF SECTION 11, TOWNSHIP 19 SOUTH, RANGE 11 EAST OF THE 6TH P.M., LYON COUNTY, KANSAS, DESCRIBED AS FOLLOWS: BEGINNING AT A POINT 424.25 FEET SOUTH OF THE SOUTHWEST CORNER OF THE INTERSECTION OF PEYTON STREET AND RILEY AVENUE IN THE CITY OF EMPORIA; THENCE NORTHWESTERLY ON THE NORTH LINE OF TRUSLER ROAD FOR A DISTANCE

OF 413.18 FEET; THENCE NORTH 1146 FEET; THENCE EAST 408.6 FEET;
THENCE SOUTH 1208 FEET TO THE POINT OF BEGINNING.

Lot Size: 11 acres +/-

Existing Zoning: Lyon County Agriculture

Future Zoning in ELC Comp. Plan: Country Home

Surrounding Zoning:

North	Greenspace/Parks/Recreation County Agriculture
East	Single-Family Detached
South	Interstate 35
West	Greenspace/Parks/Recreation Single-Family Detached

Surrounding Actual Uses:

North	Trusler Sports Complex
East	Single-Family Homes
South	Interstate 35
West	Single-Family Residence Trusler Sports Complex

Analysis: The applicants are in the process of dividing assets from an estate, and have proposed a lot split that would create an approximately 2-acre home site, and the balance of the property would be a separate lot. Under County Regulations, this property is ineligible to be split as it would not meet the minimum lot size for Country Home Parcel Types (10-acres). City Regulations allow for Country Home Parcel Types to be a minimum of 1-acre lots. The applicants have petitioned for annexation, which will be considered by the City Commission at their March 19, 2025 meeting.

Considerations: 9.8.3.a.8. Factors to be Considered for a Rezoning:

When a proposed amendment would result in a change of the zoning classification of any specific property, the recommendation of the Planning Commission, accompanied by a copy of the record of the hearing, shall contain statements as to the present classification, the classification under the proposed amendment, the reasons for seeking such reclassification, a summary of the facts presented, and a statement of the factors upon which the recommendation of the Planning Commission is based using the following guidelines: **Staff Commentary in Bold**

1. Whether the change or approval would be consistent with these regulations;
Removing the County designation and assigning a City zoning designation is consistent with the zoning regulations and required for properties to be developed within the City.

2. The character and condition of the neighborhood and its effect on the proposed change; **Rezoning this property to a City Commercial Parcel Type would have no negative effect on the neighboring properties. The Country Home designation protects the existing single-family homes adjacent to the property and allows the applicants to proceed with their lot split.**
3. The zoning and uses of properties nearby; **Trusler Sports Complex would be largely unaffected by the rezoning. The neighboring properties to the east are single-family parcel types and would also not be impacted by this rezoning.**
4. The suitability of the subject property for the uses to which it has been restricted; **The property was previously zoned as Commercial, and only when the County dissolved the Metropolitan Growth Area and designated properties as County Parcel Types has subject property been restricted.**
5. The extent to which removal of the restrictions will detrimentally affect nearby property; **Removing the County Parcel Type and reclassifying it as a City Country Home Parcel Type will have no detrimental impact on nearby properties. The property has been proposed to be a large lot single-family residence and is listed as such in the comprehensive plan.**
6. The length of time the subject property has remained vacant as zoned; **Classifying the property as City Country Home will have a minimal impact on the character of the property, and it will retain for the most part its current use. The length of time this property has been vacant is not necessarily applicable to this rezoning request.**
7. The relative gain to the public health, safety, and welfare by the destruction of the value of plaintiff's property as compared to the hardship imposed upon the individual landowner public services, including transportation, exist or can be provided to serve the uses that would be permitted on the property if it were reclassified or granted a conditional use; **Uses are limited in the Country Home Parcel Type and there would be no detrimental impact on public health, safety, and welfare if the parcel type were changed to County Home. By limiting the lot size that is allowed under County Regulations, the applicants are hindered in their desire to split the property.**
8. The recommendations of a permanent or professional planning staff; **Staff is supportive of the rezoning.**
9. The conformance of the requested change to Plan ELC; **Plan ELC's Regulating Plan identifies this tract of land as a Country Home Parcel Type, and the area is adjacent to the city limits.**
10. Such other factors as are deemed relevant by the Planning Commission or Governing Body.

Neighborhood Communications: Staff has received several calls and questions from neighbors in the area. Most have expressed concerns about future single-family development, but have not objected to a single home.

Recommendation: Staff recommends the Planning Commission make a motion of approval for the Rezoning to the Governing Body based on the following;

- 1) The request is consistent with the Comprehensive Plan;
- 2) The request conforms to the intent of the Zoning Regulations
- 3) There would not be a negative impact on the existing neighborhood

Attachments: Aerial Map | Current Zoning Map | Plan ELC Regulating Plan Map

The Public Hearing was opened.

Givens stated that the city had initiated the rezoning as it is now required to move from County Parcel Types to City Parcel Types. The applicants are from out of town and were unaware of the necessity to rezone the property prior to the lot split being considered.

Tanya Gooszen, 1520 Peyton, spoke against the rezoning. Ms. Gooszen stated that she was concerned about future single-family residential development on the property and wished that she had plans on where a new home on the property would be located. She expressed concerns about the current state of the property and maintenance of it.

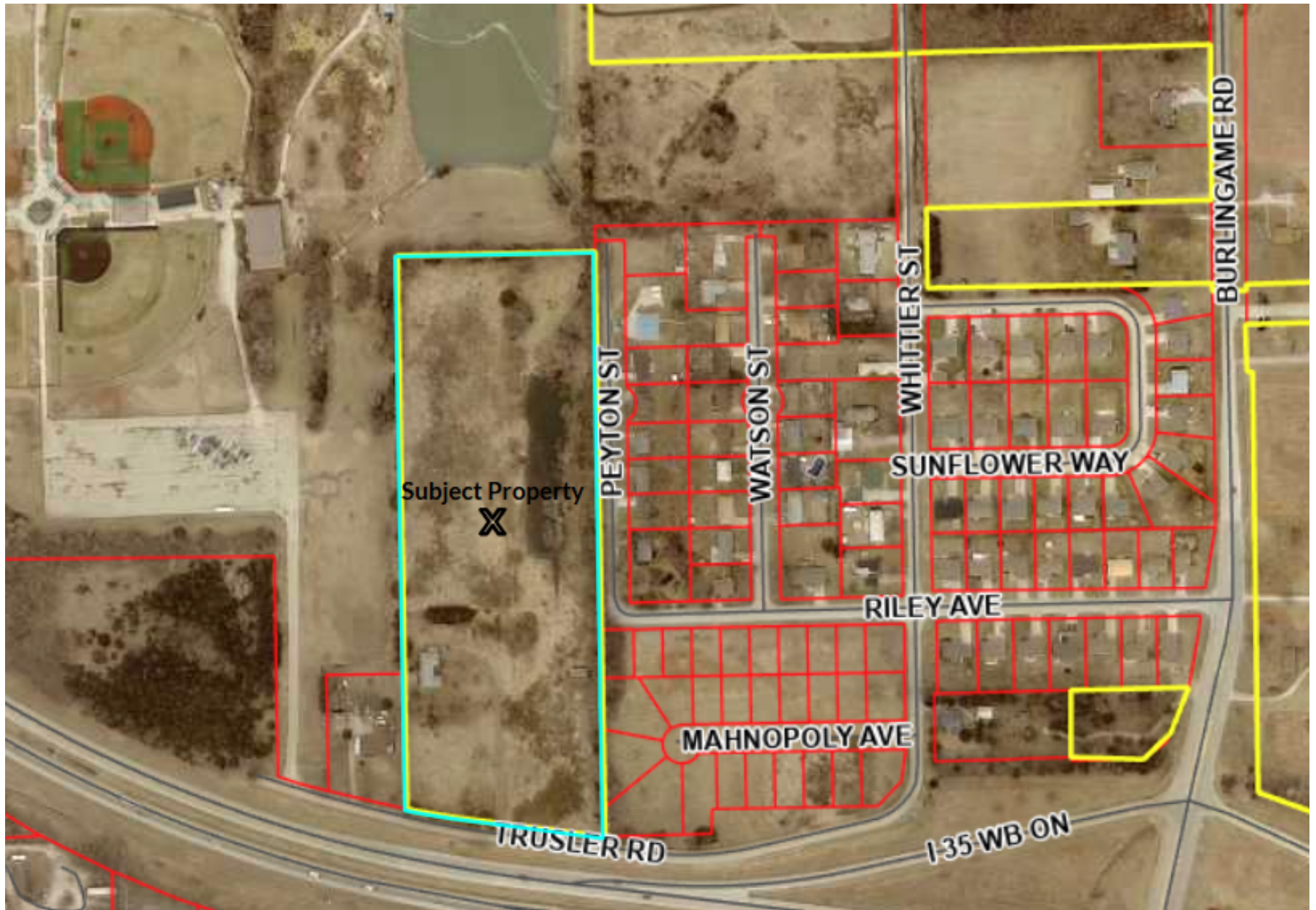
Julia Schaefer, 1514 Peyton, spoke against the rezoning. Ms. Schaefer stated that since Mahnopoly was created they have seen an increase in stormwater on their street. She also had concerns about future development and the impact it would have on her view of wildlife, since she had enjoyed not having development on the property since she moved into her house in 1992.

The Public Hearing was closed.

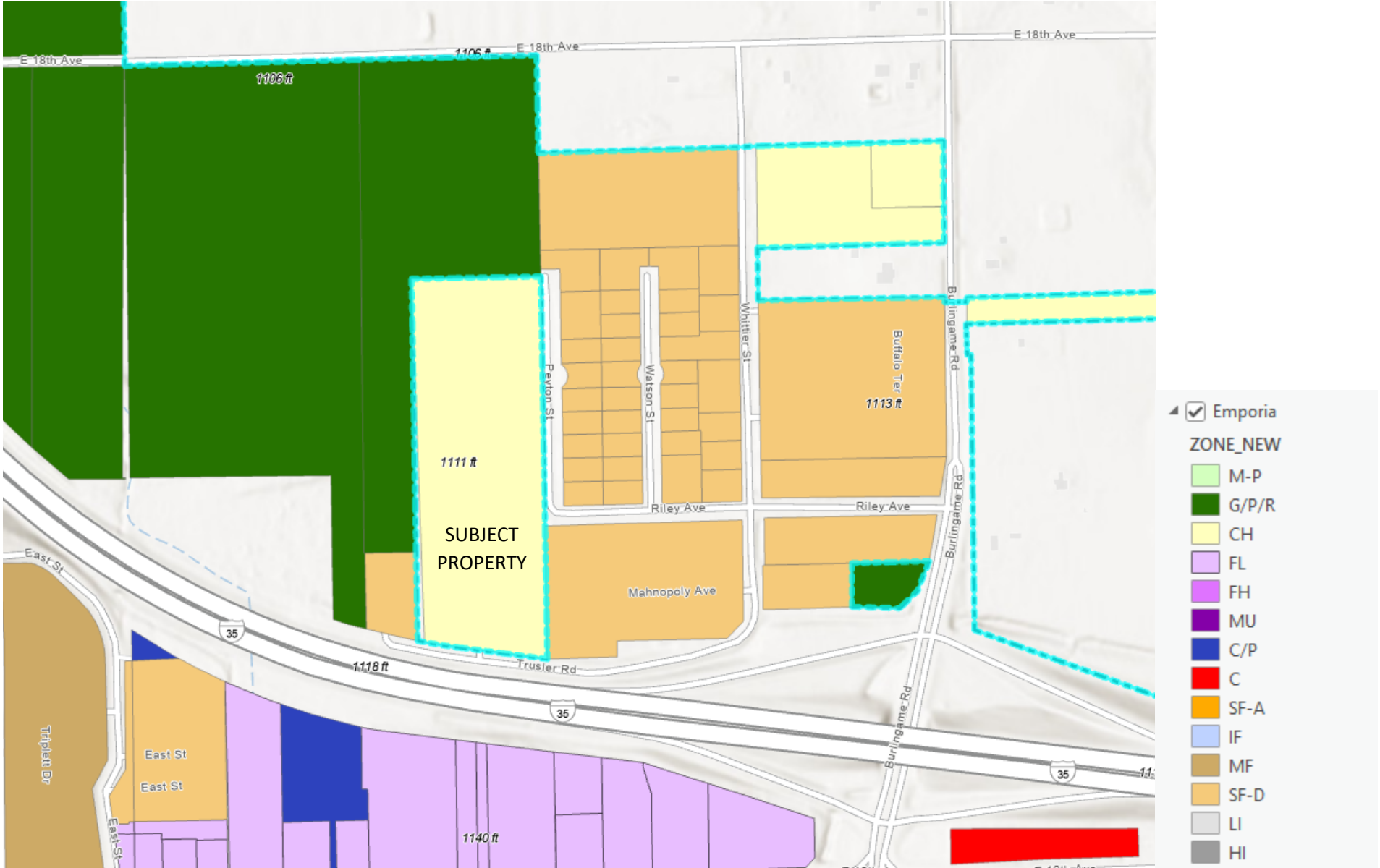
Chairman Rogers asked since if it was within the City, City regulations would apply to the property. **Givens** stated that was correct.

Commissioner Reed made a motion to approve the rezoning based on staff recommendations that the request is consistent with the Comprehensive Plan, the request conforms to the intent of the Zoning Regulations and there would not be a negative impact of the existing neighborhood. Commissioner Fowler seconded the motion. The motion carried 6-0.

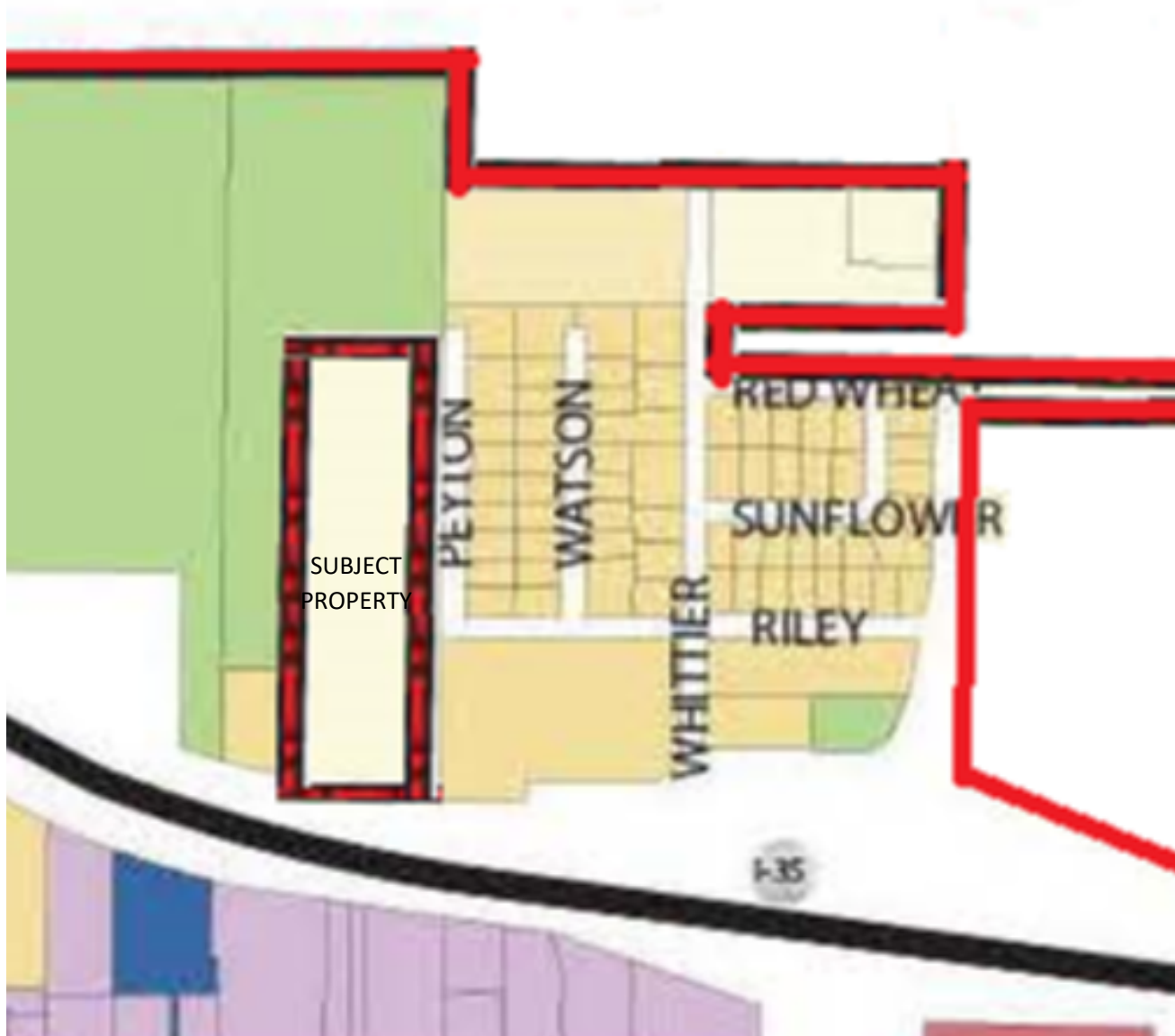
1002 Trusler
Rezoning
Aerial Map



1002 Trusler
Rezoning
Zoning Map



1002 Trusler
Rezoning
PLAN ELC MAP





Commission Action Report

Purchase of an Automated Side Load Truck for Solid Waste Collections

Title: Purchase of an Automated Side Load Truck for Solid Waste Collections

Agenda Date: April 16, 2025

Presented By: Dean Grant, Director of Public Works

Background:

Solid Waste Collections currently has a 2015 automated side load truck with 13658 hours and 80,041 miles on the chassis and body. Staff would like to purchase a new Crane Carrier chassis with a Labrie, Automizer Side Loader Refuse body, from Key Equipment through Sourcewell cooperative contract purchasing. Due to the abrasive and corrosive nature of garbage, Solid Waste Collections currently utilize a 10-year rotation on the truck fleet. This helps reduce the number of costly repairs and equipment downtime. The estimated delivery for the new truck is mid-2026.

Discussion:

Staff would like to purchase a Crane Carrie chassis with Labrie automated body for Solid Waste Collections in the amount of \$381,078.00.

Financial Considerations:

\$ 410,000.00 was budgeted in Solid Waste Capital Improvement Projects (CIP) for the purchase of this truck from the Solid Waste Fund.

Recommended Action:

Approve the purchase of a new rear load truck from Key Equipment, in the amount of \$ 381,078.00

Attachments:

Key Equipment Quote

February 28, 2025

Keith Senn, Solid Waste Supervisor
City of Emporia
1220 Hatcher
Emporia, KS 66801



Sourcewell Member #: **137227**
Sourcewell Contract #: **110-223-LEG**

Keith,

Key Equipment & Supply Company is pleased to present a proposal for a new Labrie Automizer automated straight frame side loader with Right Hand automated arm on curbside as follows:

ONE 2026 22 Cubic Yard Labrie, Automizer Side Loader Refuse Body
With All Standard Features Plus the Following:

6.5 cubic yard, partially enclosed hopper
Grab Pack (programmable packing cycles after cart pick up)
Multi-cycle timer, 2 to 8 packing cycles
Denison T6DC front pump hydraulic system - work at idle
In cab packer controls
LED body lights
All circuit breakers, no fuses
Plus the following product enhancements:
Heavy-Duty Right Hand automated arm grabber
Crusher panel
Hopper floor liner: additional ¼" AR 450 Steel
Spill shield
Alarm for low level /high temperature hydraulic oil
Automatic pump shut off at 32 MPH
High pressure hydraulic oil filter
Grabber counting device (counts number of carts dumped)
LED back up lights on rear adjacent to back up camera
LED work light pointed at arm
Two LED alternating amber strobe lights on upper tailgate
Two LED alternating amber strobe lights on front of body
Additional red central brake light and stop tail lights in upper tailgate light bar
Dual Envirolink camera system with reverse and hopper cameras

ST. LOUIS

Key Equipment & Quality Rents
13507 NW Industrial Drive
Bridgeton, MO 63044
800-325-4323

KANSAS CITY

Key Equipment & Quality Rents
6716 Berger Avenue
Kansas City, KS 66111
800-262-0149

20 lb. fire extinguisher
Broom & shovel with holder
Centralized grease points for follower panels and rollers
Centralized grease points for packer panel rails
Remote chassis air tank drains

Painted white

Body warranty: 1 year after customer in service date.

Pricing:

2026 Labrie Automizer Body Price:	\$189,850.00
Sourcewell Discount 2%:	<u>\$ 3,797.00</u>
Subtotal Body:	\$186,053.00
Freight from Georgia:	\$ 4,200.00
Local PDI, Delivery, and Training:	<u>\$ 2,600.00</u>
Body Invoice Amount:	\$192,853.00

2026 Battle Motors Model LET/2 Chassis	<u>\$188,225.00</u>
Total Invoice Amount for One Complete Unit:	\$381,078.00
Total Invoice Amount for Two Units:	\$762,156.00

Lifetime training for all new operators
Complete unit delivery in approximately 13-14 months A.R.O.
Pricing good for 30 days from date of proposal.

We appreciate your business and look forward to working with you to provide the highest quality, most efficient refuse collection vehicles and accessories. Thank you again for the opportunity to be of service to the City of Emporia!

Yours truly,

Steven Hyink

Steven Hyink, Refuse Specialist
Key Equipment & Supply Co.



ST. LOUIS

Key Equipment & Quality Rents
13507 NW Industrial Drive
Bridgeton, MO 63044
800-325-4323

KANSAS CITY

Key Equipment & Quality Rents
6716 Berger Avenue
Kansas City, KS 66111
800-262-0149



Commission Action Report

Financials and Permits

Title: Financials and Permits
Agenda Date: April 16, 2025
Presented By: Trey Cocking, City Manager

Background:

This is a time for the City Manager to make comments and reports to the Public.

The following is general information for the month of March 2025 for the community:

Monthly Local Retail Sales Tax Receipts Update

	2024	2025	
	\$ 484,151.40	\$ 474,856.47	Decrease of \$9,294.93 for the month, and
YTD	\$ 1,599,435.22	\$1,648,125.38	Overall increase of 2.95% from year 2024.

City Share from County Tax

	2024	2025	
	\$ 245,473.88	\$ 245,278.98	Decrease of \$194.90 for the month, and
YTD	\$ 815,518.47	\$ 842,817.02	Overall increase of 3.24% from year 2024.

Building Permits issued from 3/1/2025 to 3/31/2025 for new construction, remodeling/repairs and demolition.

Total number of building permits issued through Code Services:	66
Total of valuations associated with those building permits:	\$6,356,525.39
Total number of dollars collected for Building Permit Fees:	\$ 24,560.00
Construct – Single-family dwellings	0
Demo – Single-family dwellings	2

Flint Hills Mall CID for March 2025	\$ 12,657.23
YTD	\$ 51,660.47

Pavilions CID for March 2025	\$ 11,611.21
CID #2	\$ 11,611.21
YTD	\$ 102,493.20

Fairview Hotel CID for March 2025	\$ 5,603.06
YTD	\$ 20,297.28

West Plaza CID for March 2025	\$ 6,239.41
YTD	\$ 25,315.93

Annual Report to the City of Emporia

Submitted by: Dynamic Brewing Company @ Champions Landing

Owner: Jeremy Rusco

Reporting Period: 2024

Date Submitted: April 1st, 2025

Introduction

Champions Landing is pleased to submit this annual report to the City of Emporia to confirm our ongoing ownership of the property and to demonstrate our commitment to hosting major disc golf tournaments in alignment with our agreement with the City.

Ownership Confirmation

As of the date of this report, Dynamic Brewing Company @ Champions Landing, under the ownership of Jeremy Rusco, maintains full and continuous ownership of the property. No changes in ownership have occurred during this reporting period.

Major Disc Golf Tournament Hosted

During the reporting period, Champions Landing successfully hosted the following major disc golf tournament:

- **Disc Golf Pro Tour - Dynamic Discs Open**
 - **Date:** May 2 - May 4, 2024
 - **Number of Participants:** 150
 - **Sanctioning Body:** PDGA & DGPT Elite Series
 - **Community Impact:** Major economic impact on the Emporia community with a tremendous amount of media coverage that is broadcast worldwide.
- **Dynamic Discs Open A-Tier**
 - **Date:** May 2 - May 4, 2024
 - **Number of Participants:** 371
 - **Sanctioning Body:** PDGA A-Tier
 - **Community Impact:** The A-Tier side of the event serves as a major economic impact due to the overall number of players in the Emporia community for the week.
- **2024 PDGA Amateur Masters Disc Golf World Championships**
 - **Date:** June 11 - June 15, 2024
 - **Number of Participants:** 517
 - **Sanctioning Body:** PDGA Major
 - **Community Impact:** 517 professional competitors in Emporia for the week speaks for itself as this had a significant impact on the Emporia economy.
- **2024 PDGA Professional Masters Disc Golf World Championships**
 - **Date:** June 11 - June 15, 2024
 - **Number of Participants:** 334
 - **Sanctioning Body:** PDGA Major
 - **Community Impact:** 334 amateur competitors in Emporia for the week speaks for itself as this had a significant impact on the Emporia economy.

These events successfully met the criteria for a major disc golf tournament, drawing professional and amateur competitors, engaging spectators, and contributing to the local economy.

Additional Contributions

UDisc Reporting:

Rounds + Players

1,491 rounds tracked on UDisc

- 1,471 scored rounds
- 20 activity rounds

956 UDisc players visited your course during the year

How popular is Champions Landing?

- 3539th most played course in the world
- 2457th most played course in United States
- 49th most played course in Kansas

Most active disc golfers

- tinydabartender: 19 rounds
- drivercrazy: 15 rounds
- devonprice06: 14 rounds
- mccabe: 10 rounds
- smartjayhawk70: 10 rounds
- dischuker: 9 rounds
- javchavsax97: 9 rounds
- cdk116: 7 rounds
- brianshintaku: 7 rounds
- thr33cities: 7 rounds

3,579 hours were spent on your course with UDisc

That new new

827 players visited your course for the first time
5 disc golfers played their first UDisc round ever at your course

Traffic + Tourism

June 10 was the busiest day of the year with 63 rounds played

June was the busiest month of the year with 390 rounds played

MPO was your most played layout with 754 rounds played

835 players visited your course from over 50km/30+ miles away

561 players visited your course from over 250km/150+ miles away

411 players visited your course from over 500km/300+ miles away

Players from 45 states visited your course, including disc golfers from Kansas, Oklahoma, Missouri, Texas, Colorado, Arkansas, Minnesota, Florida, Tennessee, Nebraska, California, Ohio, Indiana, Iowa, Illinois, Michigan, Virginia, New York, Pennsylvania, Georgia, Mississippi, North Carolina, South Carolina, Washington, Wisconsin, Oregon, Alabama, Utah, Wyoming, Arizona, Kentucky, Louisiana, New Mexico, Alaska, South Dakota, New Jersey, Connecticut, Montana, Vermont, Maryland, Nevada, Idaho, West Virginia, Massachusetts, and New Hampshire

Players from 11 countries visited your course, including disc golfers from United States, Canada, Finland, Australia, Norway, Colombia, Germany, Sweden, United Kingdom, Denmark, and Thailand

Beyond the required tournament, Champions Landing has continued to contribute to the Emporia community in various ways, including:

- Hosting additional disc golf events, leagues, or clinics.
- Maintaining and improving course facilities to enhance player experience.
- Partnering with local businesses to promote tourism and economic activity.

Conclusion

Champions Landing remains dedicated to fulfilling its commitment to the City of Emporia. We look forward to continuing our role in making Emporia a premier destination for disc golf.

Should the City require any further information or documentation, please do not hesitate to contact me.

Respectfully submitted,

Jeremy Rusco - Dynamic Brewing Company @ Champions Landing



The Governing Body of the City of Emporia, Kansas, met in Regular Session, Wednesday, April 2, 2025, with Mayor Harter presiding and Commissioners Brinkman, Curtis, Sauder and Smith present. Also present were City Manager Cocking, Deputy City Manager Detter, Assistant City Manager Wash, City Clerk Sull and City Attorney Montgomery.

Representatives of SOS were in attendance to accept a proclamation declaring the month of April as “National Child Abuse and Neglect Prevention Month” in Emporia. They stated child abuse and neglect are serious problems affecting every segment of our community and finding solutions requires input and action from everyone in our community. Child abuse can have long-term psychological, emotional and physical effects that can have lifelong consequences for victims of abuse. By providing safe, stable and nurturing relationships for our children, free of violence, abuse and neglect, we can ensure that Kansas’ children will grow to their full potential as the next generation of leaders. Working together as a community to increase awareness about child abuse and contribute to promoting the social and emotional well-being of children and families in a safe, stable, nurturing environment. They urged all citizens to recognize this month by dedicating ourselves to the task of improving the quality of life for all children and families.

Mayor Harter then presented the proclamation.

Roxanne VanGundy, Director of Lyon County Communications Center, was in attendance to accept a proclamation declaring the week of April 13 through 19, 2025, as “National Public Safety Telecommunicators Week” in Emporia. She stated when an emergency occurs the prompt response of sheriff’s deputies, police officers, firefighters and paramedics is critical to the protection of life and preservation of property. The safety of police officers, deputies, and firefighters are dependent upon the quality and accuracy of information obtained from citizens who telephone the Lyon County Emergency Communications Center. She stated Public Safety Telecommunicators are the first and

most critical contact citizens have with emergency services. Public Safety Telecommunicators of the Lyon County Emergency Communications Center have contributed substantially to the apprehension of criminals, suppression of fires and treatment of patients. She stated each Communications Officer has exhibited compassion, understanding and professionalism during the performance of their job in the past year and National Public Safety Telecommunicators is in honor of the men and women whose diligence and professionalism keep our city and citizens safe.

Mayor Harter then presented the proclamation.

Pauline Stacchini, Executive Director Emporia Public Library, was in attendance to accept a proclamation declaring the week of April 6 through 12, 2025, as “National Library Week” in Emporia. She stated libraries spark creativity, fuel imagination, and inspire lifelong learning, offering a space where individuals of all ages can explore new ideas and possibilities. Libraries empower job seekers, entrepreneurs, and lifelong learners by providing access to resources, training, and opportunities that support career growth and economic success. Libraries nurture young minds through story times, STEAM programs, and literacy initiatives fostering curiosity and a love of learning that lasts a lifetime. She stated libraries protect the right to read, think and explore without censorship, standing as champions of intellectual freedom and free expression. She urged all residents of Emporia to visit their library, explore its resources, and celebrate all the ways the library draws us together as a community.

Mayor Harter then presented the proclamation.

CITY COMMISSION (Public Comment)

This is the time for the public to make comments.

The public is invited to make comments at this time. Please limit comments to two (2) minutes each. Please state your name and address prior to making comments.

No comments were made at this time.

**FRANCHISE AGREEMENT
(Kansas Gas Service)
(Ordinance Number 25-12)**

AN ORDINANCE, granting to Kansas Gas Service, a Division of ONE Gas, Inc., and its successors and assigns, a natural gas franchise, prescribing the terms thereof and relating thereto, providing definitions of terms, prescribing a franchise fee, providing terms and conditions for the use of public rights-of-way, requiring advance notice of work and duty to repair, providing for indemnification and a hold harmless agreement, providing for rules and regulations, prescribing insurance requirements, reserving certain rights, providing for revocation and termination, providing for an acceptance of the terms of the franchise, providing for a reopener, providing for notice of annexations, prescribing relevant governing law, providing for transfer and assignment of the franchise, providing for points of contact and notifications, providing for an agreement to renegotiate, and repealing all ordinances or parts of ordinances inconsistent with or in conflict with the terms hereof, to which the City Clerk assigned Ordinance Number 25-12, was presented to the Governing Body for their consideration.

Mark Detter, Deputy City Manager, was recognized and addressed the Governing Body. He stated the City of Emporia previously renewed the gas franchise agreement with Kansas Gas Service in 2005 for a period until December 1, 2025. Staff would like to renew the current agreement with Kansas Gas Service prior to the preparation of the 2026 Budget. He stated the proposed gas franchise agreement will include a 5% fee for gross receipts from sales and transmission of gas within the city limits of Emporia. The term of the agreement is 10 years with the ability to reopen the agreement in 5 years or 2030. The franchise agreement is done in lieu of the city operating a gas system and deriving benefits and expenses from a system. The primary costs incurred by the City for allowing utility to utilize the City Right-Of-Ways is maintenance of ROWs, including notifying the City of potential work in the ROWs for gas system maintenance and enhancements and responding to City one-call requests for when City utilities are to be maintenance. He stated when the gas franchise agreement with renewed in 2005 the rates increased from 2% to 5%. The franchise fees are approximately \$500,000.00 per year. Gas franchise fees have kept pace with inflation approximately 50% of the time in the 20-year period of the agreement. The gas franchise agreement should be considered in 5 years or 2030 to evaluate the fees' status related to inflation. Staff recommend approval of Ordinance Number 25-12 granting to Kansas Gas Service, A Division of One Gas, Inc., a franchise agreement with the City of Emporia, Kansas setting terms, rates,

conditions for the use of City rights-of-way, and other conditions authorizing the transmission and sale of natural gas within the City of Emporia.

Commissioner Curtis made a motion to approve Ordinance Number 25-12 granting to Kansas Gas Service, a Division of One Gas, Inc., a franchise agreement with the City of Emporia, Kansas setting terms, rates, conditions for the use of City rights-of-way, and other conditions authorizing the transmission and sale of natural gas within the City of Emporia, Kansas. Commissioner Smith seconded the motion. The vote follows: Commissioner Curtis, aye; Commissioner Smith, aye; Commissioner Brinkman, aye; Commissioner Sauder, aye; and Mayor Harter, aye.

WATER MAINTENANCE
(Southeast Transmission Water Main Improvements – WM2303)
(Project Authorization)
(Resolution Number 3763)

Mark Detter, Deputy City Manager, was recognized and addressed the Governing Body. He stated the City previously approved the bid for the southeast transmission water main and will need approximately \$7,000,000.00 more in financing for the project. He stated the City plans to amend the current KDHE revolving loan to increase the loan amount from \$15,000,000.00 to \$22,000,000.00 with \$1,000,000.00 eligible for loan forgiveness. The City is committed to making improvements, however, if the amendment to the loan is not approved, the City will issue approximately \$7,000,000.00 in General Obligation Bonds to complete the southeast transmission water main. The increase in the loan value will increase the future debt service in the water fund for the projects that include water improvements on Peyton Street, 24th Avenue, Prairie Street and Southeast Transmission water main approximately \$400,000.00 per year. Staff recommend approval of Resolution Number 3763 authorizing certain public improvements for the purpose of Southeast Transmission Water Line Improvements in an amount not to exceed \$7,000,000.00.

Commissioner Smith made a motion to approve Resolution Number 3763 of the City of Emporia, Kansas authorizing certain public improvements for the purpose of Southeast Transmission water main improvements in an amount not to exceed \$7,000,000.00. Commissioner Sauder seconded the motion. The vote follows:

Commissioner Smith, aye; Commissioner Sauder, aye; Commissioner Brinkman, aye; Commissioner Curtis, aye; and Mayor Harter, aye.

**SOLID WASTE
(Transfer Station)
(2024 Spring Landfill Days)**

Dean Grant, Director of Public Works, was recognized and addressed the Governing Body. He stated the 2025 Spring Landfill Days at the Transfer Station will be from April 26 through May 4, 2025. The regulations for the event are as follows:

1. Residents of Lyon County and Chase County will be limited to one (1) trip.
2. April electric bill must be presented at the gate.
3. First 1,000 pounds will be free of charge. Additional materials over 1,000 pounds will be charged at the normal rates.
4. Vehicle size will be limited to passenger cars, light trucks weighing one ton or less or trailers.
5. Commercial or Industrial businesses are not eligible.
6. Tires and appliances containing refrigerant will be charged at the normal rates.
7. All loads must be secured or covered to avoid penalty fees.

He stated the event will be operated as in previous years, as developed by the combined recommendations of management and transfer station staff. He stated staff recommend approval of the 2025 Spring Landfill days at the Emporia/Lyon County Transfer Station from April 26 through May 4, 2025.

Commissioner Smith made a motion to approve the 2025 Spring Landfill Days to be held from April 26 through May 4, 2025. Commissioner Brinkman seconded the motion. The vote follows: Commissioner Smith, aye; Commissioner Brinkman, aye; Commissioner Curtis, aye; Commissioner Sauder, aye; and Mayor Harter, aye.

Consent Agenda

It was moved by Commissioner Curtis, seconded by Commissioner Smith that the Consent Agenda listed below be ratified as a whole:

- a. Minutes of the Regular Meeting held on March 19, 2025.
- b. Sanitary Sewer License Agreement for 823 West Street.
- c. Southeast Transmission Watermain - BNSF License Agreement.

The vote follows: Commissioner Curtis, aye; Commissioner Smith, aye; Commissioner Brinkman, aye; Commissioner Sauder, aye; and Mayor Harter, aye.

COMMISSION (City Manager's Report)

This is an opportunity for the City Manager to present information to the public that may not be reported in other news accounts or City activities or to highlight accomplishments of the organization.

At the time this Agenda was prepared, the following items were in the works:

TENTATIVE AGENDA FOR APRIL 16, 2025, MEETING.

- Proclamation recognizing National Small Business Week.
- Proclamation recognizing Earth Day.
- Proclamation recognizing Arbor Day.
- Award 2025 Street Rehabilitation Project.
- **Study Session:**
 - Update from Newman Regional Hospital.
 - Discuss Champions Landing/Disc Golf.
 - Update from Emporia Human Relations Board.
 - Amend Ordinance for Grease Interceptor.

CITY COMMISSION (Governing Body Comment)

This is the time for the Mayor and City Commissioners to make comments and reports to the public.

No items for Study Session:

Commissioner Curtis then made a motion to adjourn. Commissioner Smith seconded the motion. The vote follows: Commissioner Curtis, aye; Commissioner Smith, aye; Commissioner Brinkman, aye; Commissioner Sauder, aye; and Mayor Harter, aye.

Erren Harter, Mayor

ATTEST:

Kerry Sull, City Clerk



Commission Action Report

WLW Civic Auditorium Handrails

Title: WLW Civic Auditorium Handrails

Agenda Date: April 16, 2025

Presented By: Kevin Hanlin, Public Lands and Facilities

Background:

Staff has been working with Tessere, Inc. for the design and RFP to manufacture and install handrails within the gold seating area in the arena. Construction plans were completed and turned out to vendors at the beginning of March with the bid submittal date of April 6th.

Tessere conducted a call with the lowest bidder on Monday, April 14, 2025. Ten Works said they can only guarantee material costs for 24 hours because that is the longest their supplier provides because of potential tariffs. This is the reason the item was added last minute to this agenda.

Discussion:

Tessere received three bids:

Ten Works
1632 N. Mosley
Wichita, KS 62214
\$33,661.73 (installed)

Metal Pros, LLC
3900 S. Norman
Wichita, KS 67215
\$75,000.00 (no install)

Metal Arts
3629 West 30th St
Wichita, KS 67217
\$16,690.00 (no install)

Metal Pros, LLC was the lowest bidder for the fabricated handrails but bid did not include install. The scope of work in the design documents was to include installation. This could have been performed by a sub-contractor for the bidder. Metal Pros, LLC and Metal Arts did not meet this specification in the bid form and therefore are not considered complete bids.

Financial considerations:

Funds would come from CIP for Civic Improvements.

Recommended action:

Approve as a needed safety feature for spectators.

Attachments:

Bid forms received
Tessere design sheets for handrails



Revised:

Purchase Order		1632 N. Mosley Wichita, KS 67214 Ph: 620.217.9355
Estimator:	Chad Hershberger	Email: chad@tenworksfab.com
Project:	WLW Auditorium	Bid Date: 03.27.25
Location:	Emporia, KS	Tax Status: N/A
Addenda:		Installation: Included
Architect:	Tessere	Address:
Phone:	316.265.9367	C S Z:

ATTN:

We hereby propose to furnish all the materials and fabrications listed below, per our best interpretation of the structural/architectural plan by _____ Tessere _____, drawings, specifications, and addenda dated 03/27/2025.

Purchase Order Value:	\$ 25,432.15	**PLUS SALES TAX (IF APPLICABLE)** (Delivery is included UNO)
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Clarifications:	
- Sales tax NOT included in purchase order value - Material costs confirmed at time of order - Shipping is included (UNO) - Bid options are void if base bid is NOT accepted - Deposit required at the time of PO to secure and establish lead time - Installation is included (UNO)	<u>Payment terms are as follows:</u> 20% deposit due upon approved purchase order - Balances due NET 10 upon each delivery 1-1/2% addition to base price per month on all invoices 30 days past due date - PO includes one contractor/architect review and one revision of submittals

Exclusions:	Notes:
	CURRENT LEAD TIME: 8-10 weeks AFTER shop drawings are approved and all color/material selections are approved.

(See bottom for any add-alternates, value engineering deducts, & bid options.)

Included Scope:

- Aluminum

- Elevation: 1-6/A-101

(Initial)

- Price: \$16,515.75

- Railing per drawing/specs
 - 68 to be made for installation and 7 for attic stock
 - 1-1/2" Aluminum pipe railing with 1/4" aluminum 3-1/2" x 3-1/2" base
 - 2"x1/2" Screw bolt anchors provided
 - Delivery included to WLW Auditorium Emporia, KS
 - Installation not included
 - Powder coat NOT INCLUDED - see POWDER COAT (OPTION)
 - Direct to metal paint - NOT INCLUDED - see DTM Paint (OPTION)

- Powder Coat (OPTION)

- Elevation: 1-6/A-101

(Initial)

- Price: \$8,916.40

- Powder coat: Custom Color Golden Doorway
 - Will need samples prior to ordering and final confirmation of color decision
 - Handrails and bolt tops to be powder coated

Please note, the following options are NOT included in the base bid.

- Steel

- Elevation: 1-6/A-101

(Initial)

- Price: \$13,301.01

- Railing per drawing/specs
 - 68 to be made for installation and 7 for attic stock
 - 1-1/2" Steel pipe railing with 1/4" Steel 3-1/2" x 3-1/2" base
 - 2"x1/2" Screw bolt anchors provided
 - Delivery included to WLW Auditorium Emporia, KS
 - Installation not included
 - Powder coat NOT INCLUDED - see POWDER COAT (OPTION)
 - Direct to metal paint - NOT INCLUDED - see DTM Paint (OPTION)

- DTM Paint (OPTION)

- Elevation: 1-6/A-101

(Initial)

- Price: \$4,343.60

- Direct to metal paint: custom color Golden Doorway
 - Sherwin Williams in Emporia: Has custom color on file
 - Handrails and bolt tops to be painted

- Installation

- Elevation: 1-6/A-101

(Initial)

- Price: \$8,229.58

- Installation of 68 hand rails

- 7 rails to be left for storage

Sign to Accept Purchase Order

(Initial by accepted scope options above)

Signature

Date

--

JOB QUOTE

To: D. Kyle Wilkerson				Date: 4/9/2025		
Company: Tessere				Project Name: Parts - BPX002		
Address:				Project Location: Emporia, KS		
				Job Quote #: 8931G-25		
Phone: 316.265.9367				Prepared By: Garret Armstrong		
Email: kyle.wilkerson@tessere.com				Quote Expires: 30 Days From Above Date		
Fax:				Payment Terms: Net 30 Days From Date Of Invoice		

LINE #	ITEM #	QTY	UNIT	DESCRIPTION	UNIT PRICE	SUBTOTAL
1	N/A	75	EA	Aluminum Railing Assembly	\$ 1,000.00	\$ 75,000.00
				- Includes (75) Powder Coated Aluminum Railing Assemblies with anchors.		
2	N/A	75	EA	Steel Railing Assembly (ALT 1)	\$ 820.00	\$ 61,500.00
				- Includes (75) Powder Coated Steel Railing Assemblies with anchors.		
				Notes:		
				Quote contingent upon payment for stored raw material within 60 days of receipt by Metal Pros LLC.		
				Sample of existing powder coat needed to ensure new powder matches.		

Purchaser is directly responsible for the payment of all sales & use taxes for shipments made to locations outside of the State of Kansas. For shipments made to locations within the State of Kansas, Metal Pros will add Kansas sales tax to the invoiced amount UNLESS purchaser provides Metal Pros with a valid Kansas tax-exempt certificate.	Subtotal	\$ 136,500.00
	Tax:	\$ -
	Freight	included
	Grand Total	\$ 136,500.00

Exclusions

Installation of any kind

Anchor Bolt Epoxy/Adhesive/Screen Tubes

Field elevations/surveying

Engineering calcs or stamped drawings, unless noted otherwise

Any items not specifically noted above

Additional Binding Documents

Attachment A - Job Quote Terms & Conditions Sale of goods by Metal Pros is subject to the Metal Pros Job Quote Terms & Conditions. Any different or additional terms or conditions set forth in customer's purchase order or similar documents are objected to and shall not apply unless agreed to in writing by Metal Pros.

Attachment B - Build Sequence & Delivery Schedule Sale of goods by Metal Pros is subject to Metal Pros' agreement in writing to the Metal Pros Build Sequence & Delivery Schedule attached to this quote and filled out in its entirety. Once the Build Sequence & Delivery Schedule is agreed to by both parties in writing, any changes to the Build Sequence & Delivery Schedule must be approved in writing by both parties.

To accept this quotation, sign below and return, along with a completed Attachment B.

Customer Representative:	Metal Pros Rep.:	Garret Armstrong
Job Title:	Job Title:	Estimator/Project Manager
Signature:	Signature:	
Date:	Date:	4/9/2025

3900 S. Norman - Wichita, KS - 67215



Tel. 316-942-2238 - Fax. 316-942-3134

JOB QUOTE - TERMS AND CONDITIONS

Attachment A

Quote Validity

Metal Pros' Job Quote submitted to the Customer for finished goods is only valid for 30 days from the date on the job quote, unless noted otherwise. In the event the Customer chooses to award the quoted project to Metal Pros after 30 days from the date on the job quote, Metal Pros reserves the right to re-quote the job to the Customer or elect not to accept the job.

Contract Documents

Metal Pros' Contract Documents consist of the Job Quote and associated Job Quote - Terms & Conditions (Attachment A) and Build Sequence Delivery Schedule (Attachment B). Metal Pros will not proceed with shop drawing activities or purchase any raw materials prior to Metal Pros and Customer agreeing in writing to the Contract Documents.

Shop Drawings Submittal

Customer shall return Metal Pros' initial shop drawing submittals with review comments or an approval stamp within (4) weeks of submittal by Metal Pros. If a resubmittal is required, Customer shall return Metal Pros' shop drawing resubmittals with review comments or an approval stamp within (2) weeks of resubmittal by Metal Pros. Any Metal Pros submittal not meeting the aforementioned turnaround times gives Metal Pros the right to revise the delivery deadline or schedule accordingly and/or to revise the contract price to protect Metal Pros from increasing costs.

Raw Material or Finished Goods Storage

Upon written request by the Customer and approval by Metal Pros in writing, Customer raw materials or finished goods may be held at the Metal Pros facility beyond the Build Sequence Delivery Schedule (Attachment B) for a storage fee as mutually-agreed by the parties.

Freight & Delivery

Freight has been included in the Job Quote as an estimated amount only. Metal Pros reserves the right to adjust or add freight or fuel surcharges when freight or fuel surcharges passed on to Metal Pros by the freight carrier change between the date of the Metal Pros Job Quote and the date of finished goods delivery.

Freight is quoted F.O.B. the Customer's location or job site as directed by the Customer. Title to finished goods transfers to the Customer upon arrival at the job site or the Customer's location. The Customer is responsible for unloading the finished goods from the freight carrier's vehicle and is responsible for any damages to finished goods occurring during unloading.

Metal Pros shall not be liable for delay in any deliveries, as defined in the Contract Documents, due to strikes, lockouts, inability, with commercially reasonable efforts, to procure labor or materials, failure of power, fire or other casualty, acts of God, restrictive governmental laws or regulations, riots, insurrection, war or any other reason not within the reasonable control of Metal Pros. In the event of any such delay, the delivery deadline shall be extended for a period equal to the time lost by reason of delay.

Metal Pros shall not be liable for delay in any deliveries, as defined in the Contract Documents, due to any delay caused by the Customer, including but not limited to Customer project delays, changes to the Contract Documents, Customer requests for additional loads or split deliveries, or Customer insolvency or inability to perform.



JOB QUOTE - TERMS AND CONDITIONS

Attachment A

Change Orders

Any changes to the Contract Documents impacting finished goods design, production processes, or delivery requirements must be in writing and signed by Metal Pros and the Customer.

Product Non-Conformance

Customer shall inspect any delivered finished goods upon arrival at the job site or the Customer's location. In the event Customer discovers or should have discovered any delivered finished goods that are out of tolerance (non-conformance) to the Project Owner or Engineer's contract specifications, Customer shall notify the Metal Pros project manager within two (2) business days. The Customer's notification must be in writing and include backup documentation, such as photographs, of the non-conformance, and the Customer must allow a Metal Pros representative to travel to the project site to observe the non-conformance, claimed by the customer, before the product can be returned to Metal Pros or fixed in the field by the Customer or one of Customer's sub-contractors.

Metal Pros shall not be liable for any delay damages or penalties which arise out of or are related to non-conformance if the Customer fails to comply with the provisions of this section.

Returned Goods

Customer or Customer's sub-contractors, suppliers, or Project Owner may not return any Metal Pros delivered finished goods without the prior written consent of Metal Pros.

Payment

Customer payment to Metal Pros for delivered finished goods is due 30 days from the date of invoice unless stated otherwise in the Contract Documents. All past due payments, beginning on the first day of the late period will accrue interest at the rate of 18% per annum. Metal Pros has the right to recover costs and attorney's fees associated with collecting past due payments.

Change in Customer's Financial Condition

Metal Pros reserves the right by written notice to cancel any order or require full or partial payment or adequate assurance of payment from Customer in the event of (i) Customer's insolvency, (ii) the filing of a voluntary petition in bankruptcy by or against Customer, (iii) the appointment of a receiver or trustee for Customer, (iv) the execution by Customer of an assignment for the benefit of creditors, (v) a claim by any party other than Metal Pros against any payment bond of the Customer, or (vi) the filing of a mechanic's lien by any party other than Metal Pros on the subject project. Metal Pros reserves the right to suspend its performance until such payment or assurance of payment has been received, and Metal Pros will not be responsible for any penalties or damages incurred by Customer arising from the delay of such suspension.

Arbitration

Metal Pros does not agree in advance to resolve any dispute regarding the Contract Documents by binding arbitration. Any agreement to arbitrate must be entered into after a dispute has arisen. Metals Pros does not agree in advance of any dispute to pay Customer's attorney fees or expenses regarding a dispute.

3900 S. Norman - Wichita, KS - 67215



Tel. 316-942-2238 - Fax. 316-942-3134

JOB QUOTE – TERMS AND CONDITIONS

Attachment A

Limitation of Liability

Metal Pros' liability on a claim for loss or damage relating to this contract, including the resale, operation, or use of such goods, whether based on contract, tort, or other grounds, shall not exceed the contract price for such goods, or the amount of the contract price relating to the part of the goods involved in the claim, whichever is less, regardless of cause or fault. This limitation of liability reflects a deliberate and bargained for allocation of risks between Metal Pros and Customer.

Metal Pros shall not be liable for incidental, special, or consequential damages, including but not limited to: loss of profits or revenue; loss of use of the goods or any associated product; cost of capital; cost of substitute products, facilities or services; and downtime costs.

If Metal Pros provided Customer with advice or other assistance which concern any goods supplied hereunder, or any system or equipment in which any such goods may be installed, and which is not required pursuant to this contract, the furnishing of such advice or assistance will not subject Metal Pros to any liability, whether based on contract, tort, or other grounds.

Representative's Authority to Contract

The representatives of the parties signing the Contract Documents assert their authority to do so and to thereby bind the parties to this contract.

Assignment

In the event the Customer assigns its duties or rights under this contract to a third party, such assignment shall be effective upon delivery of notice to Metal Pros. Any such assignment shall not relieve the Customer of the obligations of this contract and the Customer shall be jointly and severally liable with its assignee, unless Metal Pros explicitly releases Customer in writing.

Cancellation

Customer may cancel an existing contract upon written consent by Metals Pros and payment of the cost of all materials purchased by Metal Pros for the job, work in process costs, and other identifiable job costs, plus 15%.

Governing Law and Venue

This contract shall be governed by Kansas law. Exclusive jurisdiction for litigating any dispute under this contract lies in Kansas, and exclusive venue lies only in Sedgwick County, Kansas, and if in federal court, in the United States District Court for the District of Kansas in Wichita, Kansas.

Build Sequence & Delivery Schedule (Attachment B)

Representative: D. Kyle Wilkerson				Date: 4/9/2025	
Company: Tessere				Project Name: Parts - BPX002	
Address: 0				Project Location: Emporia, KS	
0				Final Completion Date:	
Phone: 316.265.9367				Job Quote #: 8931G-25	
Email: kyle.wilkerson@tessere.com				Metal Pros Job #:	
Fax: 0				Schedule Revision #: 0	

LINE #	ITEM #	QTY	UNIT	DESCRIPTION	Expected Delivery Date
1	N/A	75	EA	Aluminum Railing Assembly	
				- Includes (75) Powder Coated Aluminum Railing Assemblies with anchors.	
2	N/A	75	EA	Steel Railing Assembly (ALT 1)	
				- Includes (75) Powder Coated Steel Railing Assemblies with anchors.	

In order to provide accurate lead times, Metal Pros must receive back this Build Sequence & Delivery Schedule form filled out in its entirety at time of award. Once agreed to by both parties, it shall be signed for record. No other schedule or deadline shall dictate Metal Pros' obligation for delivery, and any changes to the Build Sequence & Delivery Schedule must be approved in writing and signed by both parties.

Once the above Build Sequence & Delivery Schedule has been accepted by both parties, please sign below.

Customer Representative:	Metal Pros Rep.:
Job Title:	Job Title:
Signature:	Signature:
Date:	Date:



METAL ARTS

A WOMAN OWNED SMALL BUSINESS

3629 WEST 30TH ST. SOUTH WICHITA, KS 67217

Office (316) 942-7958 Direct (316) 350-9153

TO: Tessere
ATTN: Kyle Wilkerson

Quote #: 11237
Job #: 25-8760

Date: April 9, 2025

Quotation

Job: Emporia WLW Auditorium Handrail
Location: Emporia, Ks.
Addendums Noted: 0

We are pleased to submit the following quotation for your consideration

Tons 0.91

Includes: See Attached Scope Letter
F.O.B. jobsite

Lump Sum \$ 16,690.00

Excludes Sales Tax

Engineering

EXCLUDED

This quote is good for 24 Hours only.

Quote includes 1 Deliveries. Additional Deliveries will be at an added cost.

Clarifications: METAL ARTS, LLC not responsible for design flaws.

This quotation shall be incorporated by reference into METAL ARTS, LLC purchase order.

Prices quoted are subject to prompt acceptance and subject to change without notice. Prices are based on current raw material costs.

METAL ARTS, LLC reserves the right to adjust to the fluctuation of market prices.

This quote does not include cost of field fabrication unless noted otherwise.

SSPC-SP2 Cleaning & Fabricator's std primer 1 1/2 -2 mils dft u.n.o.

All industrial handrail - NOMMA 3, All commercial handrail - NOMMA 2

AISC CERTIFIED

Approx Lead

Shop Drawings:

4-6

Weeks after receipt of Executed Purchase Order

Times:

Material Deliveries:

4-6

Weeks after approved shop drawings

Exclusions:

Any item not mentioned under "fabricated structural steel" or "fabricated steel",
Specialty items under Division 10, Any items in Mechanical and Electrical Drawings (u.n.o.),
Erection, Field Dimensions, Light Gage Metal Framing, Anchor bolts for Light gage metal or
Wood framing, Wood to steel bolts, Cast iron products, Aluminum or Stainless steel items (u.n.o.),
Deck screws, Finished Painting, Unistrut, Retainage, Templates, Inspections, Engineering, (u.n.o.)
Design, PEMB components, PEMB anchor bolts, Design, UT Testing, Any Special Testing.

Accepted By: _____

Submitted By: _____

Gary Bentley

Gary Bentley

WWW.METALARTSLLC.COM

No retainage. Sales Tax not included.

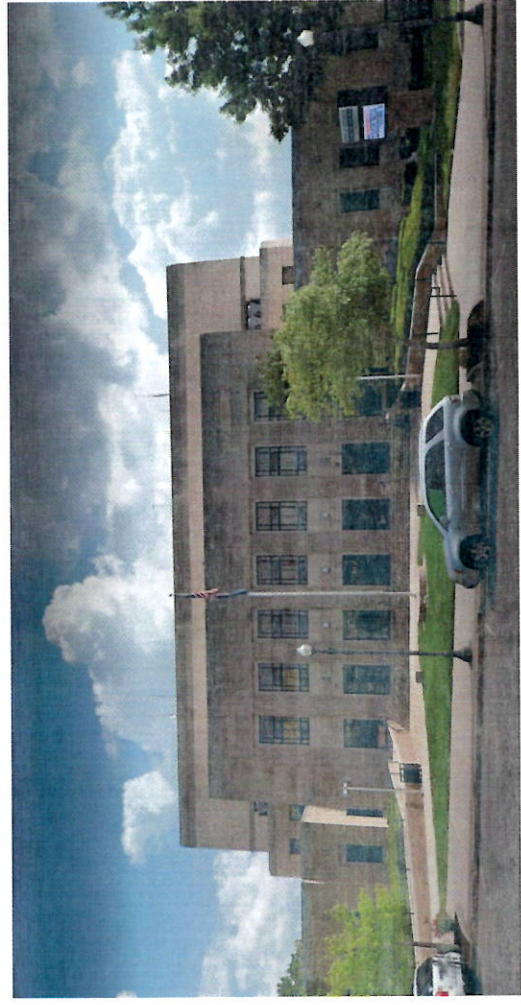


TESSERE
ARCHITECTS
1111 E 6TH AVE
WICHITA, KS 67211
P: 316.262.5857
E: TESSERE@TESSERE.COM
WWW.TESSERE.COM



WLW AUDITORIUM HANDRAILS
CITY OF EMPORIA
1111 E 6TH AVE | EMPORIA, KS 66801

DESCRIPTION: DATE
PROJECT NO.: 2019000001
STATUS: 100% CONSTRUCTION
DATE: 04/20/2019
DRAWN BY: TESSERE
CHECKED BY: TESSERE
COVER SHEET
G-001

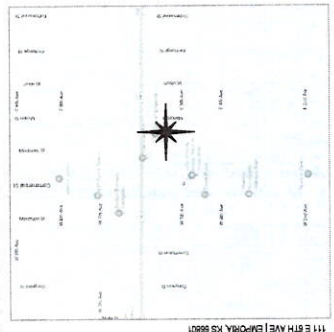


OWNER:
CITY OF EMPORIA
1111 E 6TH AVE
EMPORIA, KS 66801
P: 316.262.5857
E: TESSERE@TESSERE.COM
WWW.TESSERE.COM

ARCHITECT:
TESSERE
1111 E 6TH AVE
WICHITA, KS 67211
P: 316.262.5857
E: TESSERE@TESSERE.COM
WWW.TESSERE.COM

DESIGNER:
TESSERE
1111 E 6TH AVE
WICHITA, KS 67211
P: 316.262.5857
E: TESSERE@TESSERE.COM
WWW.TESSERE.COM

CITY OF EMPORIA WLW AUDITORIUM HANDRAILS 100% CONSTRUCTION DOCUMENT



CODE ANALYSIS

SUMMARY OF GOVERNING REGULATIONS:
LOCAL: CITY OF EMPORIA
STATE: KANSAS
FEDERAL: FEDERAL BUILDING CODE AND
INTERNATIONAL BUILDING CODE (IBC)
ADDITIONAL CODES:
KANSAS BUILDING CODE (KBC)
KANSAS PLUMBING CODE (KPC)
KANSAS ELECTRICAL CODE (KEC)
KANSAS MECHANICAL CODE (KMC)
KANSAS FIRE CODE (KFC)
KANSAS SAFETY CODE (KSC)
KANSAS HEALTH CODE (KHC)
KANSAS ENVIRONMENTAL CODE (KEC)
KANSAS TRANSPORTATION CODE (KTC)
KANSAS UTILITIES CODE (KUC)
KANSAS WASTE CODE (KWC)
KANSAS WATER CODE (KWC)
KANSAS GAS CODE (KGC)
KANSAS SOLID WASTE CODE (KSWC)
KANSAS HAZARDOUS WASTE CODE (KHWC)
KANSAS RADIOACTIVE WASTE CODE (KRWC)
KANSAS NUCLEAR WASTE CODE (KNWC)
KANSAS BIOLOGICAL WASTE CODE (KBWC)
KANSAS CHEMICAL WASTE CODE (KCWC)
KANSAS METALLIC WASTE CODE (KMWC)
KANSAS NON-METALLIC WASTE CODE (KNMWC)
KANSAS LIQUID WASTE CODE (KLWC)
KANSAS SOLID WASTE CODE (KSLWC)
KANSAS GASEOUS WASTE CODE (KGWC)
KANSAS AQUEOUS WASTE CODE (KAWC)
KANSAS ORGANIC WASTE CODE (KOWC)
KANSAS INORGANIC WASTE CODE (KIWC)
KANSAS MIXED WASTE CODE (KMIXWC)
KANSAS UNKNOWN WASTE CODE (KUWC)
KANSAS HAZARDOUS WASTE CODE (KHWC)
KANSAS NON-HAZARDOUS WASTE CODE (KNHWWC)
KANSAS BIOLOGICAL WASTE CODE (KBWC)
KANSAS CHEMICAL WASTE CODE (KCWC)
KANSAS METALLIC WASTE CODE (KMWC)
KANSAS NON-METALLIC WASTE CODE (KNMWC)
KANSAS LIQUID WASTE CODE (KLWC)
KANSAS SOLID WASTE CODE (KSLWC)
KANSAS GASEOUS WASTE CODE (KGWC)
KANSAS AQUEOUS WASTE CODE (KAWC)
KANSAS ORGANIC WASTE CODE (KOWC)
KANSAS INORGANIC WASTE CODE (KIWC)
KANSAS MIXED WASTE CODE (KMIXWC)
KANSAS UNKNOWN WASTE CODE (KUWC)

SHEET INDEX		REVISION	
NO.	SHEET	NO.	DESCRIPTION
1	COVER SHEET		
2	ARCHITECTURAL ELEVATIONS		

DESCRIPTION	DATE
PROJECT NO.	221100007
STATUS	100% COMPLETED
DATE	2/11/2025
DRAWN BY	SEA
CHECKED BY	MOD

ARCHITECTURAL
FLOOR PLAN

A-101

WLW AUDITORIUM HANDRAILS

CITY OF EMPORIA
111 E 6TH AVE EMPORIA, KS 66801



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TESSERE

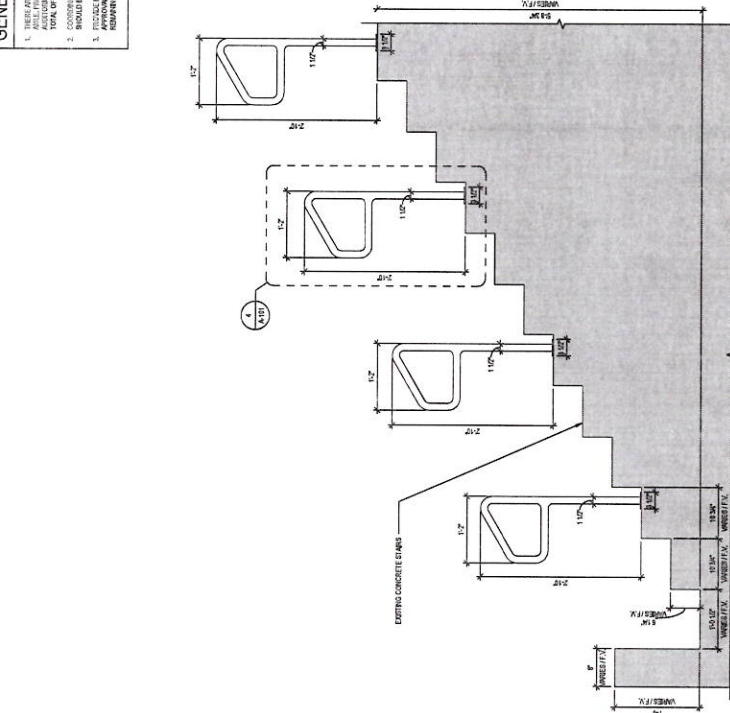
DESIGN GROUP

1000 N. 10TH AVE., SUITE 100
EMPORIA, KS 66801
TEL: 785.833.1111
WWW.TESSEREDSG.COM

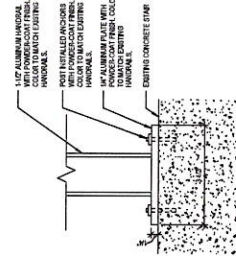
WE DESIGN, BUILD AND MANAGE
THE ENTIRE PROJECT FROM CONCEPT
TO COMPLETION. OUR TEAM OF
ARCHITECTS, ENGINEERS, DESIGNERS
AND PROGRAM MANAGERS WORK
TOGETHER TO DELIVER THE BEST
RESULTS FOR OUR CLIENTS.

GENERAL NOTES

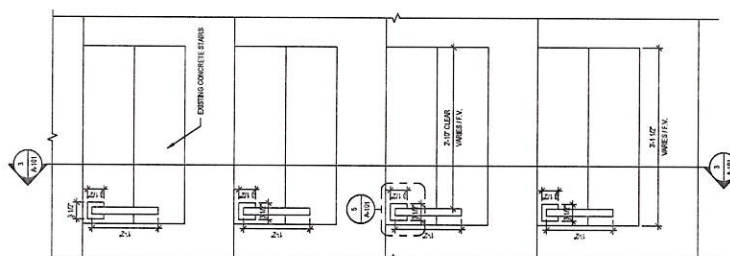
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2. COORDINATE WITH OTHERS ON LOCATION OF HANDRAILS AT EACH RAIL AND RAIL.
3. THE EXISTING HANDRAILS ARE TO BE REMOVED AND NEW HANDRAILS ARE TO BE INSTALLED. THE EXISTING HANDRAILS ARE TO BE REMOVED AND NEW HANDRAILS ARE TO BE INSTALLED. THE EXISTING HANDRAILS ARE TO BE REMOVED AND NEW HANDRAILS ARE TO BE INSTALLED.



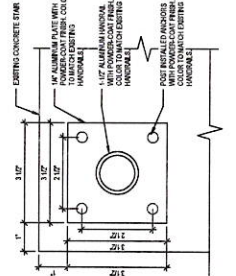
3 SECTION
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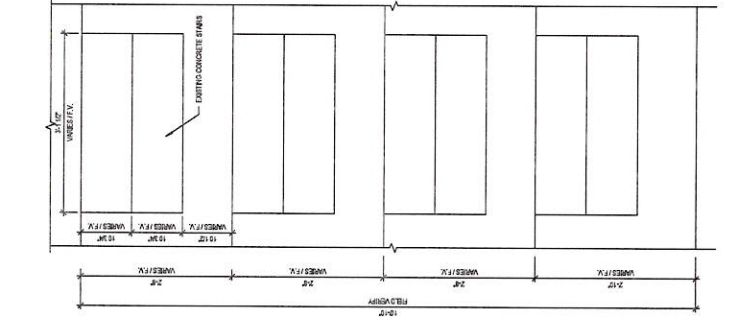
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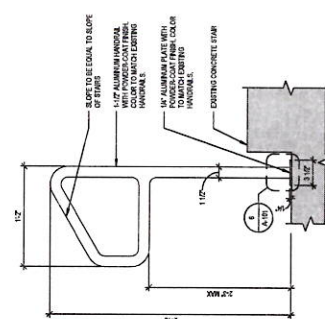
5 SECTION
1\"/>



2 SECTION
1\"/>



1 SECTION
1\"/>



4 SECTION
1\"/>

2 TYPICAL PLAN WITH HANDRAIL
1\"/>

5 PLATE TYPICAL PLATE DETAIL
1\"/>

1 EXISTING FLOOR PLAN
1\"/>

4 SECTION OF A TYPICAL DETAIL
1\"/>



Commission Action Report

Informational Items

Title: Informational Items

Agenda Date: April 16, 2025

Presented By: Trey Cocking, City Manager

Background:

This is an opportunity for the City Manager to present information to the public that may not be reported in other news accounts or City activities or to highlight the organization's accomplishments.

Discussion:

At the time this Agenda was prepared, the following items were in the works for the tentative Agendas of the upcoming meetings on Wednesday, May 7, 2025.

Commission Meeting :

- Proclamation Recognizing May 2025 Community Action Month
- Proclamation Recognizing May National Police Week
- National Public Works Week
- MOU for Emporia/Lyon County Traffic Safety Committee
- Award Concrete Paving Project

Study Session :

- Legal Publication on the City website
- Discuss Municipal Judge Appointment Process
- Commission Pay Scale Discussion
- Sanitary Sewer Overflows



PEC Board Project

04.16.2024

Human Relations Committee

PEC Sub-Committee

Chelsea Hunter-Hayes

Mandey Serig

Aaron Larson

COMMUNITY NEED

Communication is around us every day. From the conversation you have over coffee to the text message you send a friend – we communicate every day in more ways than one. While communication is an essential part of daily life, those with Autism Spectrum Disorder (ASD) who experience non-speaking challenges face significant barriers in expressing their thoughts, needs, and emotions. On average, 2.2% of adults have been diagnosed with Autism Spectrum Disorder (ASD)¹. It can be estimated that 2.8% of children have also been diagnosed with ASD². Thousands of individuals within this population struggle with something far too often overlooked—non-speaking disabilities. These communication barriers can lead to misunderstandings, social isolation, and limited access to essential services. Alternative communication methods, such as Augmentative and Alternative Communication (AAC) devices, sign language, and other supportive tools, are crucial in bridging this gap. Recognizing and accommodating diverse communication needs fosters inclusivity, ensuring that every individual, regardless of their verbal abilities, has the opportunity to connect, engage, and thrive in society.

One such communication method used to bridge non speaking barriers is the [Picture Exchange Communication System®](#), or PECS. It allows people with little or no communication abilities to communicate using pictures. People using PECS are taught to approach another person and give them a picture of a desired item in exchange for that item. PECS are often used in schools, though can be found in public spaces as well. Southwind Park in Springfield, Illinois (right) is one example of a nationwide effort to increase equity for non-speaking park visitors.



¹ Dietz, P.M., Rose, C.E., McArthur, D. et al. National and State Estimates of Adults with Autism Spectrum Disorder. J Autism Dev Disord 50, 4258–4266 (2020). <https://doi.org/10.1007/s10803-020-04494-4>

² Maenner MJ, Warren Z, Williams AR, et al. Prevalence and Characteristics of Autism Spectrum Disorder Among Children Aged 8 Years — Autism and Developmental Disabilities Monitoring Network, 11 Sites, United States, 2020. MMWR Surveill Summ 2023;72(No. SS-2):1–14. DOI: <http://dx.doi.org/10.15585/mmwr.ss7202a1>

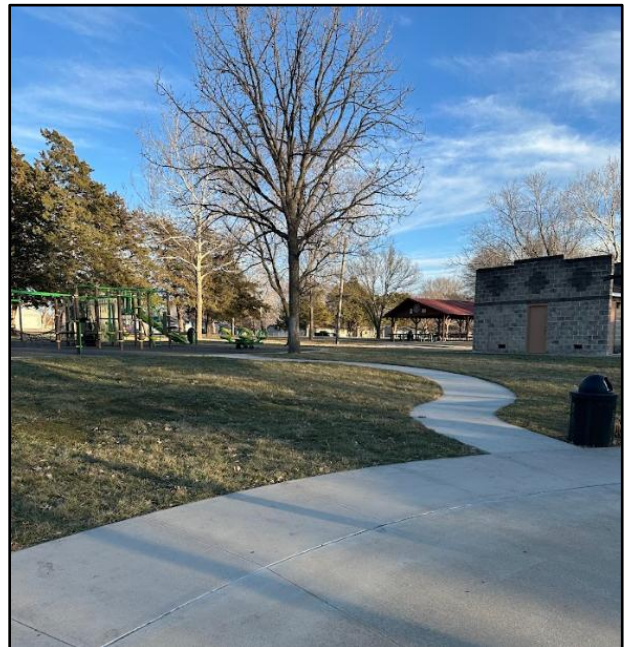
OVERCOMING BARRIERS

The Human Relations Committee (HRC) is seeking approval from the Emporia City Commission to pursue the creation and installment of 4 PEC Boards in different city parks designed to bridge language barriers for individuals with communication barriers. The committee has received a quote from [SmartySymbols](#) to produce all 4 boards at \$8,000. An additional cost of \$1,000 will be incurred for materials to install the boards. The current vendor offers bilingual instructions and a mobile app. The HRC has identified 4 locations to post these boards: Peter Pan (x2), Jones, and Hammond Parks. Funding will come from United Ways pass-through dollars from the BCBS Pathways to a Healthy Kansas opportunity. The HRC plans to submit this proposal to receive funding.

Additionally, the HRC has met with Kevin Hanlin to discuss the feasibility of installing and maintaining the signs. Hanlin supports the project as it stands suggesting that signs be installed on existing pathways or structures to reduce ongoing maintenance costs. After reviewing the type of materials used for the signs, Hanlin also agreed to maintain them as part of his team's routine park maintenance. SmartySymbols has ensured the signs can be treated similarly to street signs.

PARK LOCATIONS

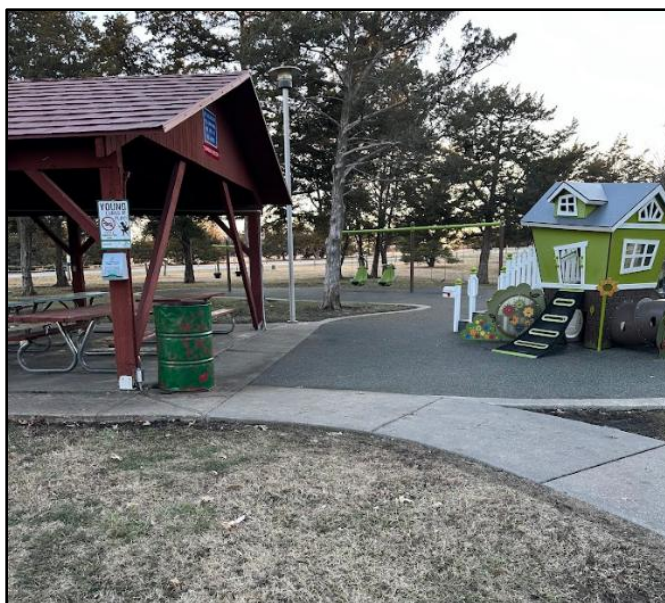
Peter Pan Park (below, right) hosts two playgrounds, each requiring their own PEC board. The HRC has identified one location at both playgrounds:



Hammond Park (below, right) also has a playground requiring additional communication accessibility. The PEC board may be placed anywhere on this location within 5 feet of the outer edge of the playground.



Lastly, the HRC proposes a PEC board at the playground at **Jones Park** (right). Similar to Hammond, the board may be posted anywhere within 5 feet of the out edge of the playground, though we suggest the area between the shelter house and the equipment.



Title: Emporia Visitor Bureau Management and Operation Services Proposal

Agenda Date: April 16, 2025

Presented By: Matt Fowler, TGT Advisory Board Chair
Christine Torrens, City Liaison for TGT Advisory Board

Background:

The City Commission published an RFP for the Visit Emporia contract in an effort to further the work recommended in the VisionFirst Report. The Transient Guest Tax (TGT) Advisory Board was tasked with making a recommendation. After three meetings discussing the topic and presentations from the City of Emporia, Emporia Chamber of Commerce, and Emporia Main Street, the Board selected a recommendation from Emporia Chamber and Emporia Main Street. The Board determined that the City of Emporia's proposal was not in the running due to staffing concerns and the potential loss of funding for startup events through the appropriations process.

Discussion:

Following a thorough review and discussion, the TGT Advisory Board has voted 6 – 0 to recommend that the Emporia Area Chamber of Commerce be awarded a three-year contract to continue managing Visit Emporia. At the conclusion of the three-year term, the Board suggests conducting a streamlined Request for Proposals (RFP) process to reassess the partnership. This review should include an evaluation of financial gains or losses within the overall TGT fund, as well as an analysis of collaborative efforts with other community organizations.

Rubric Feedback:

During the review process, the Board found that the rubric used for evaluation did not effectively measure the long-term impact of the proposed plans or the experience of the applicants. Instead, the rubric primarily assessed the thoroughness of each presentation. The Board expressed concern that this approach did not adequately capture the ability of each proposal to drive success over the next three years.

The rubric scores:

Emporia Chamber of Commerce – 85.8
Emporia Main Street – 86.5

Rationale for Recommendation:

The Emporia Area Chamber of Commerce has successfully managed Visit Emporia for over 40 years.

Recent financial gains in the TGT fund can be attributed to the Chamber's current management model.

The Board found no compelling reason to change the existing structure given its proven success.

While the Board recommends maintaining the current management model, it encourages increased collaboration with Emporia Main Street on marketing efforts.

The TGT Advisory Board appreciates the opportunity to provide this recommendation and looks forward to continued growth in Emporia's tourism sector.



Study Session Report

Emporia Visitor Bureau Management
and Operation Services Proposal

Financial Considerations:

Approve funding for Visit Emporia through the Emporia Chamber of Commerce using a percentage-based appropriation instead of a fixed dollar amount.

Other Considerations:

None

Attachments:

City of Emporia Proposal
Chamber of Commerce Final Proposal
Chamber of Commerce 3yr Budget Proposal
Chamber of Commerce Year End Report & Attachments
Emporia Main Street RFP & Letters of Recommendation



Visit Emporia **PROPOSAL**

PROPOSER:
CITY OF EMPORIA

 620-343-4250

 www.emporiaks.gov

 emporiainfo@emporiaks.gov

 516 Mechanic Street, Empo

RFP RESPONSE-COVER SHEET

Emporia Visitors Bureau Management and Operations Services

Proposer: City of Emporia

TAX ID #-48-6026579

Signature _____

MARK DETTER, CITY OF EMPORIA

DEPUTY CITY MANAGER

DATE: March 11, 2025

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Description of Services, Background, Staff

Services

Provide an executive summary of qualifications and experience.

2019-2023 City of Valdez, Alaska City Manager

Provided oversight to the Economic Development Director and contributed to organizing key community events, including the Memorial Day Weekend Community Picnic honoring Valdez veterans and the Fourth of July Celebration, which featured a picnic, concert, and dance.

In 2021, the City of Valdez launched marketing grants to support local businesses in promoting the summer season. Under my oversight, the Economic Development Director developed a grant program for tourism-related businesses, encouraging both residents and visitors to explore Valdez businesses. These grants were awarded by the Economic Development Committee.

Additionally, the City introduced a travel incentive program in 2021, offering visitors vouchers worth up to \$50 for use at participating businesses, including dining and retail.

To further boost tourism, the City invested approximately \$250,000 in a digital advertising campaign in 2021 and 2022, targeting audiences across Alaska and the western United States. This initiative was executed in collaboration with Alaska's leading PR firm, Thompson & Co.

2015-2019 City of Andover, Kansas, City Administrator.

Served on the Convention and Tourism Board, working under the supervision of the Assistant City Administrator to develop the budget for the Convention & Visitors Bureau (CVB). This included allocating a direct stipend to the local hospital to support patient overnight stays at area hotels.

Additionally, collaborated with the City of Andover and CVB to organize concerts at the Andover Capitol Federal Amphitheater. Assisted in planning and executing performances by:

- Clint Black (estimated crowd: 10,000)
- Rick Springfield
- Night Ranger
- Plain White T's
- Vertical Horizon

All concerts were funded by the CVB.

Also played a key role in planning and organizing the 2018 National Fireworks Association Convention in Wichita-Andover, an event funded by the CVB.

2000-2004-City of Rose Hill, City Administrator

Served as President of the Rose Hill Chamber of Commerce in 2002 and 2003, playing a key role in planning, advertising, and organizing the Rose Hill Fall Festival. Responsibilities included:

- Assisting with the preparation and setup of the Fall Festival Dance (2000 & 2001)
- Serving as the Master of Ceremonies for the Fall Festival Parade (2003)
- Organizing the Rose Hill Car Show (2004)

List all services to be provided, noting any enhancements beyond the outlined scope.

The City of Emporia proposes utilizing the full Transient Guest Tax (TGT) Budget to deliver a strategic and impactful program that supports local businesses, enhances tourism, and strengthens the local economy. The services provided will include the following:

Marketing Grants for Local Businesses

The City will establish a Marketing Grant program that focuses on collaborative business partnerships to promote key events in Emporia. Grant recipients will be required to pair with another business to maximize exposure and engagement for the following events:

- Disc Golf Events (2)
- Unbound Gravel
- Free Kansas Music Event
- Cinco De Mayo
- Granada Event
- Shrine Bowl
- Great American Market
- State Football and Basketball

Enhancements Beyond the Outlined Scope

- **Strategic Business Collaboration:** By requiring businesses to team up, the program fosters community engagement and encourages businesses to cross-promote for greater impact.
- **Expanded Event Marketing:** The initiative ensures robust promotional support for a diverse range of events, attracting both visitors and residents.

Visitor Incentive Program

To encourage overnight stays and local spending, the City will implement a voucher system in partnership with AAA-approved hotels and grant recipient businesses:

- Visitors booking through participating hotels will receive a \$50 hotel voucher and a \$25 voucher redeemable at grant awardee businesses.
- The City will also extend hotel vouchers for local medical and dental patients requiring overnight stays, ensuring that families and friends of patients are eligible for accommodations assistance.

Enhancements Beyond the Outlined Scope

- **Healthcare-Related Lodging Support:** Recognizing the need for patient and family accommodations, this initiative extends TGT-funded support beyond traditional tourism efforts.

Regional PR Firm Engagement for Marketing Campaign

The City will hire a regional PR firm to develop and manage a targeted marketing campaign promoting events and tourism in Emporia. The campaign will utilize social media, digital advertising, online publications, and other non-digital deliverables to attract visitors regionally and nationally.

Enhancements Beyond the Outlined Scope

- **Expanded Reach and Brand Awareness:** Professional PR management will elevate Emporia's visibility in the tourism market.
- **Data-Driven Marketing Approach:** The campaign will utilize analytics and engagement metrics to refine outreach efforts and maximize ROI.

Administrative Support through the Chamber of Commerce & Main Street Emporia

The Chamber of Commerce and Main Street Emporia will play key roles in assisting businesses with grant applications and processing visitor voucher claims.

- **Funding Allocation:**
 - Main Street Emporia: \$100,000
 - Chamber of Commerce: \$100,000
- **Performance-Based Incentives:**
 - Both organizations will receive a 5% grant administration fee to compensate for their role in supporting businesses.
 - If TGT revenues exceed projected growth, additional performance-based bonuses will be considered.

Enhancements Beyond the Outlined Scope

- **Increased Funding for Business Support Organizations:** Additional funds for Main Street and the Chamber provide direct benefits to local businesses.
- **Potential Growth Incentives:** The performance-based incentive structure aligns organizational goals with revenue growth.

Financial Responsibility & Sustainability

The program is designed with a goal of maintaining a 5% balance in the TGT fund by the end of 2026 to ensure financial sustainability and long-term impact. While this is a significantly lower reserve than we are used to seeing in this fund, keeping reserves low in a tax-based fund ensures taxpayer dollars are actively used for services rather than sitting idle, prevents political scrutiny, encourages efficient budgeting, and aligns with legal or best practice limits – while still maintaining enough for financial stability.

Enhancements Beyond the Outlined Scope

- **Fiscal Responsibility & Transparency:** Clear benchmarks for maintaining TGT fund stability while maximizing tourism impact.
- **Long-Term Growth Strategy:** Ensures the program remains viable beyond the current funding cycle.

Describe and Provide examples of metrics for tracking tourism impact and performance.

The City of Emporia proposes implementing the services described and programming over a three-year period, with a data-driven approach to evaluate tourism impact and program effectiveness. We will evaluate the efficiency of the program at year two. The following key performance metrics will be used to measure success:

Transient Guest Tax (TGT) Revenues

- **Metric:** Increase in TGT revenue over the program period.
- **Rationale:** Higher TGT collections indicate an increase in overnight stays, demonstrating a successful draw of visitors.
- **Example:** A year-over-year percentage increase in TGT revenues will be compared to previous trends to assess program effectiveness.

Sales Tax Revenues

- **Metric:** Growth in local sales tax revenue, particularly in hospitality, dining, and retail sectors.
- **Rationale:** Increased visitor spending positively impacts local businesses and boosts sales tax collections.
- **Example:** Sales tax performance will be tracked quarterly, with a focus on periods coinciding with major events supported by the program.

Service Sector Employment Statistics

- **Metric:** Growth in employment within hospitality, retail, and service industries.
- **Rationale:** More visitors drive demand for local businesses, leading to job retention and potential job creation.
- **Example:** Employment trends will be monitored using Kansas Department of Labor reports and local economic data.

Business & Community Feedback

- **Metric:** Surveys and qualitative feedback from businesses, event organizers, and community members.
- **Rationale:** Understanding business satisfaction and community engagement ensures the program aligns with local needs.
- **Example:** Post-event surveys and annual business forums will be conducted to gauge the perceived effectiveness of the marketing grants, visitor incentives, and advertising campaigns.

Visitor Data Analysis Using AI Platform

- **Metric:** Out-of-town visitor numbers and demographic insights from an AI platform tracking tool.
- **Rationale:** Accurate measurement of event attendance and visitor origin provides insights into marketing effectiveness.
- **Example:** Data reports from AI platform tool will be used to analyze visitor traffic patterns for key events, comparing pre- and post-program implementation figures.

The City's approach ensures a quantifiable and well-rounded assessment of tourism impact, balancing financial, employment, community, and visitor data. These metrics will guide future adjustments and improvements to maximize the effectiveness of tourism-related initiatives.

Partnerships

The City will primarily collaborate with Main Street Emporia and the Chamber of Commerce to administer grants and develop a comprehensive digital media campaign. Additionally, the City encourages both organizations to actively pursue tourism-related grant opportunities. By securing external funding, these organizations can further enhance City-funded TGT events and programs, creating a broader and more sustainable tourism impact.

Background and Experience.

Overview of Proposer's History

The City of Emporia has a strong commitment to supporting economic development and tourism by funding all major economic development organizations within the community. This includes:

- Chamber of Commerce – Primarily funded through visitor-based funding.
- Main Street Emporia – Receives annual funding from the City and has three City representatives on its Board.
- Regional Development Association (RDA) – Funded through City sales tax.
- Emporia Enterprises – Receives City funding periodically.

Deputy City Manager's Tourism and Event Experience

The Deputy City Manager brings extensive experience in tourism, event planning, and economic development, with a track record of successful initiatives in multiple cities:

- Rose Hill, Kansas – Assisted with planning and organizing festival events.
- Andover, Kansas – Played a key role in the development of the Capitol Federal Amphitheatre, assisting with multiple concerts both before and after its construction.
 - Helped organize the 2018 National Fireworks Association fireworks display at Andover Central Park, attracting visitors from across the country and internationally.
 - Implemented hotel voucher programs for families and friends of patients at Kansas Medical Center, supporting local hotels and businesses.

- Valdez, Alaska – Led COVID-19 recovery efforts that directly supported tourism-related businesses:
 - Developed and administered grants and voucher programs to boost local businesses.
 - Designed and implemented a \$250,000 digital media campaign over two years, targeting communities in Alaska, the western U.S., and the southeastern states.
 - These efforts doubled bed tax collections in Valdez between 2020 and 2021, demonstrating the success of strategic tourism investment.

This history reflects a strong background in event coordination, tourism promotion, and economic recovery efforts, positioning the City of Emporia for successful implementation of its proposed tourism initiatives.

Three professional references from relevant partners, stakeholders, and peers.

Three professional references are provided, including two from Valdez and one from Andover.

Describe and provide examples of past successful marketing campaigns or tourism development efforts.

The City of Emporia highlights the Deputy City Manager's previous experience as key examples of successful marketing campaigns and tourism development initiatives:

- **Valdez, Alaska** – Led a \$250,000 digital media campaign over two years targeting Alaskan and out-of-state visitors, resulting in a doubling of bed tax collections between 2020 and 2021. Additionally, developed tourism-focused grants and voucher programs that directly supported local businesses.
- **Andover, Kansas** – Assisted in the development of Capitol Federal Amphitheatre, coordinating multiple concerts both before and after construction. Helped organize the 2018 National Fireworks Association display, which brought in thousands of visitors from across the country. Also implemented hotel vouchers for families of patients at Kansas Medical Center to support local accommodations.
- **Rose Hill, Kansas** – Led the planning and promotion of festival events, increasing community engagement and tourism activity.

These initiatives demonstrate a proven track record of successful tourism strategies, including digital media marketing, grant programs, event coordination, and visitor incentive programs, all aimed at boosting local economies and increasing visitor engagement.

Staffing

Outline key personnel and their qualifications. If key personnel are not currently identified, provide job descriptions for the proposed position.

Mark Detter, Deputy City Manager

The Deputy City Manager, Mark Detter, possesses a robust background and diverse skill set that uniquely qualify him to manage Visit Emporia and lead tourism efforts for the City of Emporia. His qualifications include:

1. Leadership Experience in Economic Development and Tourism

- Mr. Detter has successfully managed tourism and economic development initiatives in multiple cities, including Valdez, Alaska, and Andover, Kansas. His experience spans overseeing major tourism campaigns, coordinating large-scale events, and implementing visitor incentive programs that increased local engagement and boosted tourism revenues.

2. Proven Track Record in Marketing and Event Management

- In Valdez, Mr. Detter led a \$250,000 digital media campaign that resulted in doubling bed tax collections between 2020 and 2021. His work in Andover, particularly the organization of the 2018 National Fireworks Association event, drew thousands of visitors, boosting both tourism and local economic activity.

3. Strategic Planning and Financial Management

- Mr. Detter has a strong background in budget management and financial planning for tourism-related programs. He successfully administered tourism grants, organized funding structures for events, and effectively utilized public funds to create sustainable programs that promote long-term economic growth.

4. Leadership Training

- Mr. Detter is a graduate of the Leadership Newton program and the Leadership Butler Program, both of which are designed to enhance leadership and decision-making abilities in community development. These programs provided him with vital skills for managing complex projects, collaborating with local stakeholders, and guiding community-oriented initiatives.

5. Collaborative Approach and Community Engagement

- He has a demonstrated ability to work effectively with a variety of organizations, including Chambers of Commerce, Main Street programs, and local businesses. His approach emphasizes community involvement and ensuring that local stakeholders are actively engaged in tourism development, creating a unified vision for promoting the city and its events.

6. Crisis Management and Recovery

- Mr. Detter's work in COVID-19 recovery efforts for Valdez, Alaska, further solidified his ability to adapt and thrive in challenging circumstances. His ability to pivot and create emergency grant programs for local businesses, along with voucher systems to support residents and visitors, showcases his capacity to manage in uncertain times while maintaining the momentum of tourism.

Taylor Wash, Assistant City Manager

Taylor Wash, the Assistant City Manager, brings a wealth of knowledge that could be applied to the management Visit Emporia and help lead the city's tourism initiatives. Her diverse experience, leadership abilities, and dedication to community engagement make her an invaluable asset for advancing tourism and economic development. Below are her key qualifications:

1. Experience in Strategic Projects for Downtown Enhancement

- Taylor has led and been actively engaged in several significant projects aimed at revitalizing and enhancing Emporia's downtown area. These include:
 - Community Improvement District (CID) Projects
 - Community Development Block Grant (CDBG)
 - Rehabilitation and Improvement District (RHID)
- These projects have contributed to the growth of local businesses, attracted visitors, and provided the foundation for tourism-related initiatives in Emporia.

2. Strong Communication Skills

- Taylor excels in communication, both internally with city staff and externally with community members and stakeholders. Her ability to effectively convey ideas and project goals ensures that everyone from city staff to local businesses remains engaged and aligned with the city's tourism objectives.

3. Fostering Creative Solutions and Promoting Unique Ideas

- One of Taylor's core strengths is her ability to encourage unique ideas and foster a creative environment among city staff. She promotes an atmosphere of collaboration and innovation, enabling her team to develop and implement fresh approaches to tourism development.

4. Commitment to Collaborative Efforts for City Betterment

- Taylor is committed to promoting collaboration between various stakeholders in Emporia, including local businesses, the Chamber of Commerce, Emporia Main Street, and other community organizations. Her efforts to align these entities with the city's tourism goals have resulted in stronger partnerships and a collective effort to improve the city's tourism experience.

Christine Torrens, Communications Manager

Christine Torrens, Communications Manager, brings marketing, communication, and stakeholder collaboration expertise, making her instrumental in promoting Emporia as a tourism destination. Her key qualifications include:

1. Diverse Background in Marketing and Communication

- Christine has extensive experience in marketing and communications for government agencies like Geary County School District and City of Emporia, where she successfully crafted and executed campaigns to engage the public and promote events. This background gives her the skills to help guide targeted marketing strategies that resonate with residents, visitors, and external stakeholders.

2. Collaboration with Local, Regional, and National Organizations

- Christine has a proven ability to collaborate with a wide range of stakeholders, including local organizations, regional partners, and national and regional media outlets. Her connections with both local businesses and media professionals will be instrumental in ensuring that Emporia's tourism initiatives receive the attention they deserve on a wider platform.

3. Liaison Role on the Transient Guest Tax Advisory Board

- As the liaison on the Transient Guest Tax (TGT) Advisory Board, Christine brings a unique perspective to managing tourism efforts in Emporia. Her understanding of the board's goals and priorities will help align the City's tourism strategies with TGT objectives, ensuring that the funding is used effectively to maximize impact. This insight allows her to bridge the gap between the City's vision and the Board's financial priorities, ensuring efficient use of resources.

Describe plans for hiring, training, and managing staff.

The City of Emporia will not hire additional staff for the management of Visit Emporia. Instead, existing City staff will oversee tourism programming, and a regional PR firm will be contracted for marketing efforts. This approach cuts staffing expenses, reallocating those funds directly toward promoting tourism.

Key components of the plan include:

- **No Additional Hiring:** The Deputy City Manager, Assistant City Manager, and Communications Manager will manage Visit Emporia, leveraging their existing expertise in economic development, event coordination, and marketing.
- **Ongoing Coordination with Partners:** City staff will work closely with the Chamber of Commerce and Main Street to align on tourism strategies and ensure successful collaboration in promoting Emporia as a destination.

This model allows for efficient use of resources, focusing on maximizing tourism impact through collaboration and targeted marketing efforts.

Proposer Costs

Delineation of Cost

The cost structure for the Visit Emporia proposal is designed to efficiently allocate resources toward maximizing tourism promotion while maintaining budget efficiency. The key cost categories are as follows:

Marketing/Advertising Grants for Local Businesses

- **Grant Funding:** A portion of the budget will be allocated to marketing/advertising grants for local businesses. These grants will support joint promotional efforts for key events, including Disc Golf Events, Unbound Gravel, Cinco de Mayo, Shrine Bowl, Great American Market, and State Football/Basketball.
- **Hotel and Business Vouchers:** Businesses awarded grants will collaborate with local hotels to provide \$50 hotel vouchers and \$25 vouchers for visitors to use at participating businesses. This initiative will encourage overnight stays and spending within the community.

PR Firm for Marketing Campaign

- **Regional PR Firm:** A portion of the budget will be dedicated to contracting a regional PR firm to develop and execute an all-inclusive campaign, including digital media, highlighting key events and promoting Emporia as a tourism destination. The PR firm will work on a targeted campaign to reach potential visitors.

Collaboration with Main Street and Chamber of Commerce

- **Main Street and Chamber Allocations:** The City will allocate \$100,000 to Main Street and \$100,000 to the Chamber of Commerce to assist with grant administration and program management. This will include helping businesses apply for marketing grants, processing voucher claims, and assisting with tourism-related initiatives. These funds may also include an incentive structure, providing a 5% grant administration fee for the organizations.

Visitor Vouchers for Medical/Dental Services

- **Medical Vouchers:** A portion of the budget will be allocated for hotel vouchers to assist family members of patients who need to stay overnight in Emporia for medical or dental services. While Newman Regional Health currently estimates up to 30 visitors annually, they anticipate this number would increase if the vouchers were offered. These vouchers will help offset accommodation costs for families of patients.

Event and Tourism Promotion

- **Event Support and Promotion:** Funds will be used to support events that drive tourism, such as concerts, festivals, and other community events. Costs may include logistical support, marketing, and partnerships with local businesses and organizations.

The delineation of costs ensures that the Visit Emporia proposal aligns with the goal of boosting tourism through collaborative efforts, targeted marketing, and direct support for local businesses. By strategically allocating funds to marketing grants, a regional PR firm, Main Street and Chamber of Commerce initiatives, and visitor support, the City will efficiently promote tourism while maximizing economic impact for Emporia.

Budget Proposal

The proposed budget for Visit Emporia focuses on promoting tourism while supporting local businesses. Key expenses include marketing grants for local businesses to promote major events, along with allocations for the Chamber of Commerce and Main Street for grant administration. A regional PR firm will execute a digital media campaign, and funds will be set aside for hotel vouchers to assist family members of patients requiring medical or dental services. This budget is designed to drive tourism and support Emporia's economic growth.

Provide Three Year Budget Proposal

Emporia Tourism and Transient Guest Tax Revenues

	2024	2025	2026	2027
BY Balance	999,063	671,185	378,210	50,000
Transient Guest Tax	932,626	950,000	950,000	950,000
Interest	24,211	10,000		
Fence Rental	10,909			
Miscellaneous	14,432		10,000	10,000
Total Revenues	1,981,241	1,338,210	1,338,210	1,010,000

Emporia Tourism and Transient Guest Tax Expenses

	2024	2025	2026	2027
Emporia Chamber of Commerce	462,000	100,000	100,000	100,000
Emporia Main Street	95,000	100,000	100,000	100,000
City Event Costs	40,000	40,000	40,000	40,000
City Appropriations	563,056	265,000	298,210	130,000
Civic Auditorium Improvements	50,000	50,000	50,000	50,000
Disc Golf Superintendent	100,000	100,000	100,000	75,000
PR Firm Campaign		200,000	200,000	150,000
Hotel Voucher for Events		50,000	50,000	25,000
Hotel Voucher for Businesses Awarded Grants		25,000	25,000	15,000
Hotel Voucher for Medical Procedures		25,000	25,000	25,000
Marketing Tourism Grant		300,000	300,000	250,000
Total Expenses	1,310,056	1,255,000	1,288,210	960,000
YE Balance	671,185	378,210	50,000	50,000

Outline estimated expense by category. Include estimated revenue sources if separate from Transient Guest Tax.

Emporia's Transient Guest Tax (TGT) funds will be strategically allocated to support tourism-related initiatives, with a focus on marketing, event promotion, and community partnerships. The estimated expenses by category are as follows:

- **Emporia Main Street & Chamber of Commerce** – Each organization will receive an annual allocation for tourism-related operations, including grant administration and event coordination.
- **City Events Support** – Funds will help offset costs associated with Emporia events, including in-kind contributions from the City.
- **TGT Allocation Pool** – Local organizations may apply for funding to support tourism initiatives, ensuring broad community involvement.
- **Civic Auditorium Improvements** – Funding will be dedicated solely to upgrades that enhance tourism and event capabilities at the Civic Auditorium.
- **Disc Golf Superintendent & Course Enhancements** – Funds will support City park improvements related to disc golf, reinforcing Emporia's status as a premier disc golf destination.
- **PR Firm & Marketing Campaign** – Covers the contract with a regional PR firm and all associated marketing deliverables.
- **Hotel Vouchers for Event Participants** – Distributed at the discretion of City staff, Emporia Main Street, and the Chamber of Commerce to maximize impact.
- **Hotel Vouchers for Marketing Grant Recipients** – Awarded businesses will receive vouchers to incentivize overnight stays.
- **Hotel Vouchers for Medical Facilities** – Ensures patients and their families have access to overnight accommodations for necessary procedures.
- **Tourism Marketing Grants** – Allocated for businesses to promote their services regionally, with Emporia Main Street and the Chamber of Commerce collaboratively selecting recipients and assisting with the process for a 5% administrative fee.

This funding structure ensures a comprehensive, collaborative approach to growing tourism, supporting local businesses, and strengthening Emporia's reputation as a travel destination.

Budget and Cost Methodology

The Visit Emporia budget balances fixed investments in key tourism initiatives with flexible allocations that adapt to demand. Fixed costs cover the Local Marketing Grant, PR Firm Campaign, and event funding, ensuring consistent tourism support. Variable costs, such as hotel and business vouchers, adjust based on participation, while allocations to partner organizations may shift with program performance. This approach ensures strategic spending and financial flexibility to maximize tourism impact.

Detail fixed and variable costs.

Fixed Costs:

- Advertising/Marketing Grant – \$300,000 annually, ensuring consistent support for local business promotions and tourism-related events.
- Digital Media Campaign & PR Firm Contract – \$200,000 annually for professional marketing services to enhance Emporia’s visibility.
- Event Support – A set budget will be allocated annually to assist with city-sponsored and community events.

Variable Costs:

- Hotel & Local Business Vouchers – Costs will fluctuate based on demand, with vouchers distributed strategically to maximize impact.
- Future Organizational Allocations – Funding for local organizations may be adjusted over time based on available resources and program effectiveness.

This cost structure provides stability for core tourism efforts while allowing flexibility to adapt to visitor demand and evolving tourism needs.

Explaining pricing for any additional services beyond the base contract.

The Visit Emporia proposal is designed to be comprehensive, with core services covered under the base budget. However, any additional services beyond the outlined scope—such as expanded marketing efforts, enhanced event sponsorships, or increased hotel voucher distributions—would require separate funding considerations. These costs would be evaluated based on demand, available TGT funds, and potential return on investment, ensuring that any additional spending aligns with Emporia’s tourism growth strategy. Pricing for such services would be determined on a case-by-case basis in collaboration with key stakeholders.

Conclusion

The City of Emporia is committed to a strategic, results-driven approach to tourism, guided by the Economic Development Organization Assessment and the challenges outlined by VisionFirst. Our plan emphasizes targeted spending, business-led planning, leveraging competitive advantages, and fostering unique experiences that stimulate economic growth. By showcasing events and organizations that provide broad community benefits, we will strengthen Emporia’s position as a tourism destination while ensuring local businesses thrive.

Over the next two years, our focus will be on sustaining and growing tourism-related revenues during this economic transition. With a data-driven evaluation process, we will reassess the community’s tourism strategy using the proposed performance metrics. This approach ensures that Emporia’s tourism efforts remain adaptable, impactful, and aligned with long-term economic goals.



REFERENCES



March 7, 2025

To Whom it may concern:

Please accept this letter as a recommendation for Mark Detter to organize the Visitors Bureau and Transient Guest Tax efforts of the City of Emporia. The Convention and Visitors Bureau (CVB) has been staffed by the City of Andover for as long as I'm aware (I joined the City of Andover's team in 2010). The hotel guest taxes are received and accounted for by city staff through our annual budget process.

While City Administrator of Andover, Mr. Detter was my direct supervisor. Tourism was one of my roles as the Assistant City Administrator. When Mark came on as my supervisor, I was able to teach him a great deal about having a city-run CVB. This model has worked well for us; we were able to build the Capitol Federal Amphitheater® with the CVB funding the initial feasibility studies and footing the bills for the "summer test concerts" in advance of the permanent structure in 2017.

Mark was always willing to help with the planning of events at the Amphitheater and was integral in preparing Andover as the host shoot site for the 2018 National Fireworks Convention. In this vein, Mr. Detter sent 4 City staff, including me, to Erie, Pennsylvania for the 2017 National Fireworks Convention. After attending the convention in Erie, we organized Andover's portion of the National Fireworks Convention, including hosting the nightly fireworks display at Andover Central Park. Mr. Detter assisted at the event, but his primary responsibility was managing the roughly 50 complaints we received from citizens because of the loud booming of the fireworks on a school night (I remain grateful for the distribution of duties on that project!). By the end of the week, the National Fireworks Association held its Grand Finale. Many people in Andover observed that the City had more visitors that night than during any single event in the community. To this day, many people ask when/if we will get to host this amazing event again in our city.

Finally, Mark is also familiar with our hotel voucher program, a long-standing Medical Tourism program that provides discounts to the families of patients with overnight stays in Andover hotels while their loved one is being treated at the Kansas Medical Center.

Please let me know if you have any questions about Mark's involvement with the CVB in Andover.

Best,


Jennifer McCausland
City Administrator
City of Andover



March 4, 2024

To whom it may concern,

I am writing to offer my full support for Mr. Detter's proposal regarding the City of Emporia's potential takeover of the Convention and Visitors Bureau (CVB). As the Economic Development Director for the City of Valdez, I have had the privilege of working with Mr. Detter on various projects, including the challenging period during the COVID-19 pandemic. Through this, I gained firsthand insight into his leadership and strategic vision, which has proven to be invaluable in enhancing the effectiveness of our local tourism efforts.

In Valdez, we faced many challenges with the CVB, particularly in times of crisis when its resources and operations were stretched thin. At the direction of Mr. Detter and the Mayor's Task Force for COVID-19, I assumed many of the CVB's responsibilities during the pandemic to ensure that the tourism sector remained resilient. Under Mr. Detter's guidance, we were able to successfully adapt our approach to tourism promotion, focusing on immediate needs that included an Advertising and Marketing Grant, travel incentives, and a digital ad campaign, while also positioning Valdez for long-term recovery. His leadership played a critical role in keeping our local tourism economy alive by contributing to the broader economic recovery of our community.

Given the similarities between Valdez and Emporia, particularly in terms of the challenges faced by a city that may not have fully recognized the potential of its CVB, I believe that Mr. Detter's experience and expertise can drive a similar revitalization of tourism efforts in Emporia. His ability to streamline operations, leverage city resources, and implement effective solutions is precisely what the City of Emporia needs to improve the performance and impact of the CVB.

Tourism is a vital engine of economic growth in communities like Valdez, and I have seen firsthand how strategic leadership can unlock its potential. I am confident that under Mr. Detter's direction, Emporia's tourism sector will experience enhanced coordination, increased visitation, and a more robust contribution to the local economy.

I recommend the City of Emporia support Mr. Detter's proposal to take over the CVB. His leadership and vision will undoubtedly help guide Emporia toward greater success in its tourism efforts, ultimately benefiting both the city and its residents.

Sincerely,

A handwritten signature in blue ink, appearing to read "Martha Barberio", is written over a faint, light blue circular background.

Martha Barberio
Director, Economic Development
(907) 290-9919



March 4, 2025

To Whom it May Concern:

Please accept this letter of support as an endorsement of Mr. Detter's proposal to have the City of Emporia lead the effort to promote tourism in Emporia. During my service first as Mayor Pro Tem, then later as Mayor of Valdez the Mayor's Economic Recovery Task Force was put in place to help respond to the economic impacts of the COVID-19 pandemic. The Valdez City Council appointed me to chair the task force.

The task force held weekly meetings with local business and community leaders to discuss economic recovery needs in Valdez. Mr. Detter, in his capacity as City Manager, helped to organize these meetings and execute the recommendations of the task force. These efforts included delaying penalties for unpaid property taxes, delaying penalties for unpaid utility bills, and waving certain city fees including harbor slip fees and other ports and harbors fees. Additionally, the group recommended a payment of \$1,700 to every eligible household in Valdez (funds were issued from the Valdez Permanent Fund).

Mr. Detter and I authored a 90-page report outlining recommendations from the Mayor's Economic Recovery Task Force. These recovery recommendations included the Marketing and Advertising Grant for businesses associated with tourism, travel incentives for visitors coming to Valdez, and a digital media campaign created by Thompson & Co, one of Alaska's top public relations firms.

Mr. Detter's leadership and collaboration on these efforts helped sustain our local tourism industry during an uncertain time and let visitor industry businesses return to normal more quickly.

Thank you for your time and I hope that you consider Mr. Detter's former experience and the expertise he gained through helping our community navigate the pandemic.

Sincerely,

A handwritten signature in black ink that reads "Sharon Scheidt". The signature is fluid and cursive, written in a professional style.

Sharon Scheidt

City Council Member, Former Mayor

City of Valdez



EXAMPLES



Public Information: Advertising & Marketing Grant

Where can I find up-to-date information and application?

Up to date advertising/marketing grant information can be found on the City of Valdez Government Facebook page and the City of Valdez website (www.valdezak.gov).

What is the deadline for submitting an application?

January 15, 2021.

What is the maximum any one business can be awarded?

The maximum amount to be awarded is \$5,000, with a 25% match.

Marketing Plan Total	Business Match 25%	Reimbursement
\$6,250	\$1,250	\$5,000
\$5,000	\$1,000	\$4,000
\$3,500	\$ 875	\$2,625

Do I have to be a COVID CONSCIOUS BUSINESS in order to receive grant funds?

Yes, you can sign up by going to the City of Valdez website at:

<http://www.valdezak.gov/569/Valdez-COVID-Conscious-Business-Program>

Do I have to be a registered business with the City of Valdez?

Yes, you have to have had a current business registration with the City of Valdez as of March 2020 to be eligible.

Can I collaborate with more than one business and can everyone get the grant?

Yes, each business has to submit their own invoices for re-imbursement. It's also a good idea in the narrative, to tell us about said collaboration.

When will I know if I have been awarded?

The Economic Development Commission will meet the third Wednesday in January 2021 and review applications. "Notice to Proceed" letters will go out by email and mail the following week.

How do I know you received my application?

You will receive a confirmation email within 3 business days of application submittal.

What if I have further questions?

If you find that you have further questions when filling out your application, please don't hesitate to contact Martha Barberio, Economic Development Director at MBarberio@ValdezAK.gov or (907) 290-9919. We are here to help!!

Martha Barberio

From: support@discovervaldezvoucher.com
Sent: Tuesday, May 25, 2021 2:00 PM
To: Martha Barberio
Subject: Your \$50 Voucher

[EXTERNAL EMAIL - CAUTION: Possible Spam or Phishing Email. Do not open unexpected attachments or links. **DO NOT** reply and delete this message if in doubt.]

Discover Valdez



Hi Martha,

Thank you for your interest in discovering Valdez.

For more resources to plan your trip to Valdez, visit the [Valdez Convention & Visitors Bureau](#).

For more exciting Valdez travel specials, visit [our Specials page](#).

\$50 off your next purchase!

Provided to
MARTHA BARBERIO
MBarberio@Valdezak.gov

Thanks for your support!
Vouchers will be accepted May 15 - Sept. 30, 2021.

[Plan your trip now](#)

Voucher Code: Termite-scaly-945

X _____

Please sign above prior to submitting to a participating business.

**One per person. One per transaction. No cash back. If your purchase is less than \$50 total, you forfeit the remainder of your \$50 voucher. Voucher cannot be used on alcohol or cannabis. Vouchers will be accepted May 15 - Sept. 30, 2021*

Printing

In order to redeem this voucher, you must present a printed copy to the participating business at time of purchase.

Need to print your voucher after arriving in Valdez? No problem! The Valdez Visitor Center will gladly print it for you. They are located at 309 Fairbanks Drive and open 9 a.m. - 5 p.m. every Monday - Friday as well as 10 a.m. - 6 p.m. on Saturday and Sunday.

Support

If you have any questions about this voucher, simply reply to this email or reach out to our [support team](#) for help.

Win a \$250 gift card

Thanks for coming to discover Valdez, Alaska! Before you turn in your voucher, use this QR code to access a survey. Fill it out for a chance to win a \$250 Visa gift card.



© 2021 Discover Valdez. All rights reserved.

Discover Valdez
P.O. Box 1603, 309 Fairbanks Drive, Valdez, Alaska 99686 USA



Dear Business Owner,

The City of Valdez is offering a coupon through the VCVB website that will be redeemable for up to \$50. The coupon can be downloaded after email input. This will be tracked for data purposes and duplication of coupons. This program will only allow one coupon per email. Other specifications for the coupons include:

- There will be a list of participating businesses along with a link to businesses website for travelers to click on for more information on the VCVB website.
- These coupons cannot be used towards alcohol or marijuana
- Traveler will be allowed to use their coupon one time.

Process for Travel Incentives

- After verbally agreeing to participate in this program, businesses will have to sign an agreement to formally participate.
- Traveler downloads and prints the coupon from the VCVB website. If traveler doesn't have a printer, they can go to the VCVB and they will print the coupon free of charge
- Traveler signs and uses coupon at participating business (up to \$50) 1 coupon per visit/day/transaction
- **No change** will be given back if full amount is not used
- Business collects coupon and attaches a copy of the receipt
- Business collects and submits coupons with attached receipts for processing, once a week, to the Economic Development Department (**each coupon submitted must have a receipt attached or no reimbursement**).
- A W9 needs to be filled out and submitted to Economic Development before finance can process re-imbursements
- Economic Development will process these coupons and submit to finance



Travel Incentives Program Business Participation NOTICE TO PROCEED

Date:

Program: Travel Incentive Program

To: Business Name and Owner

In accordance with the Agreement dated May 20, 2021, you agree to participate in the Travel Incentive Program. This participation includes:

- Business name and link to the website will be listed on the VCVB webpage as a participating business
- Accepting coupons from customers reimbursable for up to \$50
- Collecting coupons used and saving them with a copy of the receipt of purchase
- Submitting coupons at the end of each month to the Economic Development department for reimbursement of funds

Signature: Martha Barberio 5/20/21
Martha Barberio, Economic Development Director Date

ACCEPTANCE OF NOTICE

Receipt of above NOTICE to proceed is hereby acknowledged by _____

on this, the _____ day of _____, 20_____.

Signature: _____ Date: _____

Printed Name: _____ Title: _____



Valdez 2021 Advertising/ Marketing Grant Program Description

Local businesses are an important part of a community's identity. Whether it is the jobs they create, the uniqueness they add, or the services they provide, they truly are the heartbeat of our community.

Because of the hardship that Covid-19 has put on our local businesses, the City of Valdez is launching and funding an Advertising/Marketing Grant program to positively impact businesses in 2021.

The Advertising/Marketing Grant Program is another way The City of Valdez is looking to support local small businesses as they recover from the impacts of COVID-19 with the ultimate goal of strengthening our community, one business at a time.

- All tourism-related small businesses are eligible for the grants. (see definition below in the ELIGIBLE BUSINESSES section)
- Grants will be issued up to \$5,000 total per business. There is a participation match requirement of 25% to be provided by the applying business.
- **Examples:** Applicants will receive 75% of what they spend (up to \$5,000)

Marketing Plan Total	Business Match 25%	Reimbursement
\$6,250	\$1,250	\$5,000
\$5,000	\$1,000	\$4,000
\$3,500	\$ 875	\$2,625

- Grants will be awarded in the first quarter of 2021.

2021 program goals are:

- To assist tourism-related small businesses who actively market to visitors with advertising/marketing expenses, during the Covid-19 pandemic.
- Increase tourism advertising/marketing for small businesses and allowing them the choice of using the marketing platform(s) that best suits their business needs.
- Grant funds can be used for memberships in tourism and travel related organizations.
- To help businesses continue to market and advertise their business, while expanding the entire reach of the Valdez community, to visitors within the state of Alaska and beyond.

Eligible Businesses:

Tourism related businesses who meet the following criteria:

- Are a registered and active business prior to March 2020.
- Have their main base of operations in the City of Valdez.
- Participated in direct advertising or marketing of their product/service to perspective travelers to Valdez in 2019 and 2020.
- Must have a COVID Conscious Business designation.
- Primary source of revenue is from travelers to Valdez.

Ineligible Businesses:

Non-profit organizations who currently obtain funding from the City of Valdez.

Guidelines:

Grants will not be granted retroactively. All projects must be approved before any work begins. Receipts must be provided for grant reimbursement. All projects must impact the 2021 summer or winter visitor seasons. A grant recipient must receive 80 points from the scoring committee to be eligible for funding.

Eligible Costs (with appropriate documentation):

- Publications (i.e.: guide books, newspapers, or other print advertising source)
- Radio or television advertising
- Digital marketing (i.e.: social media, pay per click, retargeting, paid search, or web ads)
- Alaska Travel Industry Association, or other Destination Marketing Associations and advertising programs that these organizations offer.
- Attendance to meetings or conventions where the business can show that participation will directly impact their revenues.

Ineligible Costs:

- Monies spent prior to application approval or notification of award.
- Marketing costs not specifically listed in the grant application.
- Operating expenses
- Inventory

Selection Criteria:

- Must be registered business in Valdez in 2020 & 2021.
- Extra points for collaboration with other local businesses on marketing plans.
- COVID CONSCIOUS BUSINESS PROGRAM designation.
- Maximum grant award \$5,000
- Grants will require a 25% match from the applicant.

Marketing Plan Total	Business Match 25%	Reimbursement
\$6,250	\$1,250	\$5,000
\$5,000	\$1,000	\$4,000
\$3,500	\$ 875	\$2,625

- Grants will be awarded in 1st quarter 2021
- Applicants will be required to provide a clear outline/plan for spending.
- Marketing funding must impact 2021 operations.
- Applicant's outline/plan must demonstrate a clear benefit to the business as well as the community as a whole.
- Must be a tourism or tourism related business who collects a significant portion of their income from visitors to Valdez.

Applications are due to the Economic Development Department no later than 5:00pm on Friday, January 15, 2021. Applications received after due date shall not be considered.

Please note: Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in the project application.

Eligible projects will be scored by the Economic Diversification Commission during their regular January 2021 meeting utilizing the score sheet on page four of this document. **Projects will be given higher priority if they collaborate with other local businesses and/or have a COVID Conscious Business designation.**

The Economic Diversification Commission will have final funding approval.

Once grant projects are approved, City staff will mail an award letter which includes a "Notice to Proceed" for the project. The Notice to Proceed document must be signed by the grant recipient and returned to the City Economic Development Director before marketing efforts begins.

Grant reimbursement process:

Once the eligible costs have been completed, applicants shall notify the City through completion of a grant reimbursement request package. The applicant must submit documentation to the City as outlined in the reimbursement package, including associated receipts and invoices for verification of eligible costs, the appropriate business W-9, and proof of payment.

After reviewing the accuracy of receipts and/or invoices for the eligible costs, and upon verification that the eligible costs have been completed in accordance with the grant award scope, the City will reimburse the applicant the matching grant amount within 30 days. **Only those costs included in the original grant award will be eligible for reimbursement.**



Valdez 2021 Advertising/ Marketing Grant Program Grant Application

Business Name: _____

Contact for Grant Communications: _____

Mailing Address: _____

Email Address: _____

Phone #: _____ Alternate Phone #: _____

Signature of Applicant/Business Representative: _____

Date: _____ Printed Name: _____

If you need any assistance completing this form, please contact Martha Barberio, Economic Development Director at (907) 290-9919 or MBarberio@ValdezAK.gov. We are here to help your business succeed.

Income Source: What percentage of your direct income comes from tourism or tourism related business?

_____ %

COVID Conscious: Is your business currently a City of Valdez certified COVID Conscious Business? *(If you are interested in applying to be a COVID Conscious Business please contact Roxanne Murphy at (907) 834-3400 or RMurphy@Valdezak.gov).*

YES ☐

NO ☐

Additional points will be awarded if your promotion(s) will include COVID Conscious messaging. Will you promotion include COVID Conscious messaging?

YES ☐

NO ☐



Valdez 2021 Advertising/ Marketing Grant Program

Grant Application

Collaboration: The City of Valdez is encouraging that marketing and advertising proposals show collaboration between one or more businesses. Does your plan include businesses other than your own?

YES ☐

NO ☐

If yes, please list the businesses directly participating in the proposed promotion(s). Please include a contact name and phone number for each business.:

Benefits to the Community:

Please describe how your marketing and advertising project(s) may benefit the community of Valdez outside of the participating business/businesses.

(Please attached additional pages if necessary)

Project(s) description:

Please describe the project(s) you are requesting funding for. Include an explanation what steps you will be taking to implement the plan. *For Example: How will you be advertising? Is there a membership you are purchasing?*

(Please attached additional pages if necessary)



Valdez 2021 Advertising/ Marketing Grant Program Grant Application

Timing of Implementation:

Please outline the timing for implementing your project(s). *For Example: When will you be placing your advertising/marketing? When do you expect the revenues to positively impact your business? Will it impact your 2021 operation season?*

(Please attached additional pages if necessary)

Budget:

Please describe the budget for your project(s), breakdown the program(s) into detailed line items.

Item Description: _____	Amount: \$ _____
Item Description: _____	Amount: \$ _____
Item Description: _____	Amount: \$ _____
Item Description: _____	Amount: \$ _____
Item Description: _____	Amount: \$ _____

TOTAL PROJECT COST: \$ _____

Less Funding Contributed/Matched by Business: \$ _____

Total Advertising/Marketing Grand Reimbursement Request: \$ _____

(Please attached additional pages if necessary)

Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application. Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

YES ☐

NO ☐



Valdez 2021 Advertising/ Marketing Grant Program Grant Application

**Completed grants are to be submitted by January 15, 2021
to:**

City of Valdez, Economic Development Department

Email: mbarberio@valdezak.gov

Drop off:

City of Valdez
Attn: Economic Development Department
212 Chenega St.
Valdez, AK 99686



Valdez 2021 Advertising/ Marketing Grant Program Score Sheet for Evaluation of Grant Applications

Applicants Name: _____

Project Description: _____

Requested Matching Grant Amount: _____

A grant recipient must receive 75 points from the scoring committee to be eligible for funding.

Please score this project in terms of:

Guideline Requirements:

Score: _____/50

- Tourism or tourism related business must collect a portion of their direct income from visitors to Valdez. Select the appropriate portion from below.
- Tourism or tourism related business must collect a significant portion of their income from visitors to Valdez
- Portion of income from visitors _____ % of income from visitors

60+%	50 points
40-59%	40 points
25-39%	30 points

Community Benefit:

Score: _____/30

- Is the applicant a designated COVID CONSCIOUS BUSINESS? (10 pts)
- Is there collaboration between businesses? (10)
- Has applicant demonstrated benefit to the community? (10)

Implementation:

Score: _____/20

- Is there a clear need and plan for spending? (10)
- Does the timeline make sense for project implementation for 2021 tourist season? (5)
- Will funding impact business operations for the 2021 season? (5)

**** 5 bonus points for COVID CONSCIOUS messaging

Score _____/5

Evaluator Name: _____

Total: _____/100

Date: _____

Overall Evaluator Comments:

ABOUT THIS GRANT PROGRAM

Local businesses are an important part of a community's identity. Whether it is the jobs they create, the uniqueness they add, or the services they provide, they truly are the heartbeat of our community.

Our Local Marketing Grant Program is another way we are looking to strengthen our communities, one business at a time.

- All advertising is eligible for the small business advertising grant.
- Grants will be issued up to \$5,000 total per business.
- Grants will be awarded for 2020 with an option to have this program in 2021 also.

THE APPLICATION PROCESS

We are glad you're here. Please take a moment to fill out the application form below.

Within 7-10 business days, we will review your application and you will receive a letter with a determination on your application and/or a notice to proceed.

Apply for local advertising grant program

First Name:

Last Name:

Business Name:

Title:

Email:

Locally Owned

☐ Yes ☐ No

Phone:

Address:

State: _____ Zip Code: _____

Requested Grant Credit Amount*

Grant is for new marketing only and is not applicable as a credit on current invoicing.

How has the coronavirus affected your ability to promote your business?*



Submit Form



Proposer:

Emporia Area Chamber of Commerce
501C(6)
EIN: 48-0209 380

The following proposal is being brought forward by the Emporia Area Chamber of Commerce, 719 Commercial St., Emporia, KS 66801. The following has been reviewed and approved by the Board of Directors and authorized the President/CEO and Chairman of the Board to sign.

2025 Chairman of the Board

President/CEO

Description of Services, Background, Staff:

A. Services: (30 points)

a. Executive summary of qualifications and experience

Since December 1982, the Emporia Area Chamber of Commerce has been the contract holder for Visitor Bureau Services, demonstrating over four decades of unwavering commitment to promoting Emporia's unique charm and attractions. Throughout this period, we have navigated fluctuations in the transient guest tax, achieving record-breaking fund growth over the past decade. Notably, during the COVID-19 pandemic, Emporia experienced a less significant decline in visitors compared to our peers and the state of Kansas overall, underscoring the resilience and appeal of our community.

Our dedicated team, boasting over 50 years of combined experience in the tourism industry, continually seeks innovative strategies to highlight Emporia's distinctiveness. This expertise has consistently resulted in higher occupancy rates along the I-35 corridor compared to neighboring regions. For instance, in 2023, Emporia's average hotel occupancy rate was 68%, surpassing the state average of 62%. In 2024, we maintained this momentum with a 70% occupancy rate, exceeding the state's 63% average.

We also have adequate space to house a visitors center and office space for convention and visitor services, providing a convenient and easily accessible location for people to learn more about what Emporia has to offer.

Our commitment to excellence is further exemplified by the professional development of our staff. Both Kelly Mayer and Jeanine McKena have earned the Institute for Organization Management (IOM) designation and Kelly has participated in the Kansas Tourism Conference for the past ten years, ensuring they remain at the forefront of industry trends and best practices.

As an autonomous organization with a rich 128-year history, the Emporia Area Chamber of Commerce has successfully managed visitor services for 43 years. Our efforts have been recognized through numerous awards, including accolades for our award-winning Community Guide, which has been recognized as the best in the state for the past three years. The 2024 guide was judged in the large budget division, competing with cities like Kansas City, Wichita, and Topeka. Judges praised the guide's magazine-like design, bilingual format, and inclusion of local voices, noting that its visually appealing and informative layout sets it apart. They also commended the use of longer copy sections with quotes to enhance storytelling and suggested incorporating more QR codes to preview experiences, showcase videos, and provide interactive maps. This recognition underscores our commitment to creating a high-quality resource that highlights the best of Emporia.

In summary, the Emporia Area Chamber of Commerce's enduring dedication to promoting tourism, fostering community engagement, and driving economic growth has solidified Emporia's reputation as a premier destination in Kansas.

For a comprehensive list of our awards and recognitions, please see attachment.

b. List service to be provided, noting any enhancements beyond the outlined scope.

Services to be Provided with Enhancements

The Emporia Area Chamber of Commerce will provide a comprehensive array of services to support Visit Emporia, delivering high-quality visitor services while enhancing the outlined scope through shared resources, administrative support, and community partnerships. The Chamber's integrated model not only fulfills the essential requirements but provides additional value through expanded services, cost efficiencies, and strategic collaboration.

Enhancements to our services include ensuring Emporia's presence in Kansas Tourism publications by regularly updating content on the Emporia page of TravelKS.com, tagging Kansas Tourism, and utilizing state and regional hashtags on social media to increase visibility. We also assist local businesses by selling listings for the Kansas Travel Guide and entering them on the state's website, further promoting Emporia as a destination. Additionally, we maintain and update a shared video and photo library featuring attractions, events, and points of interest for use in social media, websites, advertisements, and publications. This library is a valuable resource available to the entire community, strengthening Emporia's promotional efforts across multiple platforms. Furthermore, we ensure the award-winning Community Guide is widely distributed across the community, making it easily accessible to visitors no matter where they stop, providing them with key information about local attractions, businesses, and experiences. To view the photo gallery and other marketing examples go to: visitemporia.com/rfp

Administration

- Strategic Tourism and Marketing Plan Development and Execution: The Chamber will implement the 2025 Strategic Plan based on three key pillars identified in the annual report—Community Promotion, Visitor Experience, and Economic Growth. This plan will guide all tourism marketing and promotional efforts with a focus on sustainable growth and innovative marketing strategies.
- Financial Operations Management: The Chamber will continue to maintain a separate account for transient guest tax funds, with monthly financial reports reviewed by the Board Treasurer, the Chamber Board, and the TGT Advisory Committee. Annual reports will be submitted to the City of Emporia or more frequently as requested, and those reports will be independently reviewed by an external accounting firm to ensure compliance and financial transparency.

- **Regulatory Compliance:** The Chamber adheres to all federal, state, and local regulations, including regular external reviews of financials and tourism-related business operations.
- **Market Research and Data Analysis:** Using tools such as Datafy, Google Analytics, Smith Travel Research, and state tourism reports, the Chamber will conduct ongoing market research to identify trends, assess visitor behavior, and inform decision-making for future initiatives.
- **Infrastructure Advocacy:** The Chamber will advocate for infrastructure projects that enhance tourism, such as the Arts Alliance for community beautification, common consumption areas, Disc Golf park improvements, and upgrades to Welch Stadium and WL White Auditorium. Additionally, the Chamber supports low or no-interest loan programs for local hoteliers to improve their facilities.
- **Business Partnerships:** The Chamber will collaborate with local businesses and organizations to create unique visitor experiences, including cultural events, outdoor recreation opportunities, and historical tours.

Marketing and Promotion

- **Advertising Campaigns:** A comprehensive advertising campaign promoting Emporia as a travel destination is developed across digital, print, and social media platforms. This strategic approach ensures broad reach and engagement with potential visitors. Comparing data from January 1 to February 15 in 2024 and 2025, Emporia welcomed an estimated 220,203 trips, reflecting a 12.5% increase. While the average length of stay decreased slightly by 0.1 days to 1.8 days, the total visitor days within the destination rose by 6.2% to 39,483. This data suggests a growing interest in Emporia as a travel destination, with more visitors making trips despite slightly shorter stays. These insights, provided by Datafy, are included as an attachment in this proposal, along with our year-end 2024 Google Analytics Report. The report details our website conversion rates and outlines our Google/YouTube Ad strategy, which includes one remarketing campaign, one display ad campaign, four video ad campaigns, and two search campaigns. These efforts demonstrate our commitment to effectively marketing Emporia and driving increased visitation to the area.
- **Website and Social Media Management:** Regular updates and management of the Visit Emporia website and social media channels, ensuring alignment with best practices in digital marketing.
- **Promotional Materials Creation:** Design, production, and distribution of promotional materials, including the award-winning 2024 Community Guide and digital content.
- **Public Relations and Media Partnerships:** Engage in proactive public relations efforts to attract media coverage and external partnerships, elevating Emporia's profile as a destination.
- **Collaborative Storytelling:** Work with community partners to craft compelling narratives that highlight Emporia's unique offerings and experiences.
- See a sampling of our marketing in the attachments and go to visitemporia.com/rfp to view even more examples.

Event and Convention Support

In addition to submitting RFPs to bring events, meetings, and conventions to Emporia, we also market directly to event and meeting planners through the Kansas Society of Association Executives (KSAE), Midwest Meetings, and Small Market Meetings. These marketing initiatives include ads in KSAE's, and Midwest Meetings printed publications, direct mail (postcard) campaigns through KSAE, and online ad placements on the Small Market meetings website. You will find examples of these ads attached.

- **Event Attraction and Support:** Partner with event organizers to attract and support conventions, sporting events, and festivals such as Cinco de Mayo, Dia de los Muertos, ESU sporting events, Shrine Bowl, and FHTC Wrangler Rally.
- **Logistical Assistance and Venue Recommendations:** Provide logistical support, venue recommendations, and marketing coordination for major events.
- **Economic Impact Coordination:** Work with local businesses and stakeholders to maximize the economic impact of events, including the preparation of visitor bags and hospitality resources.

Visitor Services

- **Visitor Center Operations:** Operate a visitor center providing maps, brochures, and personalized recommendations to tourists.
- **Customer Service Training and Management:** Train and manage staff to deliver exceptional customer service to both visitors and residents.
- **Extended Stay Initiatives:** Develop programs to encourage longer stays and repeat visits.

Economic and Tourism Development

- **New Attractions and Experiences:** Collaboration with community partners is key to developing new attractions and experiences that enhance Emporia's appeal as a destination. Our most recent partnership with the Emporia Community Arts Alliance has focused on bringing more art to the community, including the addition of two new murals this past year. In previous years, this collaboration led to the creation of a community engagement mural, allowing residents and visitors to take part in the painting process. These initiatives not only beautify our city but also enrich the visitor experience by offering fresh and dynamic elements for returning guests to discover. By continually introducing new artistic and cultural attractions, we ensure that Emporia remains a vibrant and engaging destination for travelers.
- **Business Collaboration:** Work closely with local hotels, restaurants, and businesses to create visitor-friendly packages and promotions. We hold quarterly luncheons for hoteliers and attraction managers.

Enhanced Value and Cost Efficiency

The Chamber's broader organizational framework allows for a variety of in-kind services, eliminating the need for a full-time employee to independently manage these duties. By leveraging existing administrative infrastructure and shared resources—such

as office space, utilities, technology, and personnel, the Chamber maximizes efficiency while maintaining high-quality service. Integrating Visit Emporia's operations within the Chamber's established structure ensures that resources are utilized effectively, providing cost savings, and enhancing overall service delivery. This collaborative approach strengthens Emporia's visitor services while maintaining a sustainable and efficient operational model.

The Emporia Area Chamber of Commerce's comprehensive service delivery model, combined with strategic enhancements and community collaboration, positions Visit Emporia to continue driving tourism growth and economic development for the Emporia community.

- c. Describe and provide examples of metrics for tracking tourism impact and performance.

A key indicator of tourism performance is the economic impact generated by visitor spending. According to the 2024 Year-End Report, tourism in Emporia resulted in an economic impact of \$4.5 million, demonstrating the vital role tourism plays in the local economy. This figure represents direct visitor spending on lodging, dining, shopping, and entertainment. An attachment in the proposal serves as a tangible example of tourism's measurable contribution.

Additional metrics further highlight Emporia's growing tourism sector. Between January 1 and February 15, 2024, and the same period in 2025, Emporia welcomed an estimated 220,203 trips, reflecting a 12.5% increase. While the average length of stay decreased slightly by 0.1 days to 1.8 days, the total visitor days within the destination rose by 6.2% to 39,483. This data suggests a growing interest in Emporia as a travel destination, with more visitors making trips despite slightly shorter stays.

To track digital engagement and marketing effectiveness, we utilize Google Analytics and Datafy reports. The year-end 2024 Google Analytics Report, included in this proposal, details website conversion rates and performance metrics from our digital advertising efforts. Our Google/YouTube Ad strategy includes one remarketing campaign, one display ad campaign, four video ad campaigns, and two search campaigns. These efforts ensure a data-driven approach to increasing Emporia's visibility and attracting more visitors to the area. Please review attached supporting data.

Data Collection Tools and Metrics

To effectively track and evaluate tourism performance, multiple tools and platforms are utilized:

- **Datafy:** Datafy is a tourism intelligence platform that leverages location-based mobile data to measure visitor volume, demographics, and behavioral patterns. This tool provides insights into where visitors are coming from, how long they stay, and the economic impact of their visits. By utilizing Datafy, we can gain a more comprehensive understanding of visitor profiles and target marketing efforts

accordingly.

- **Google Analytics:** The Chamber's tourism website performance is monitored through Google Analytics, which tracks online visitor traffic, page views, session durations, and user demographics. This tool helps gauge the effectiveness of digital marketing campaigns and the overall online presence of the destination.
- **STAR Report (Smith Travel Research):** The STAR report provides valuable benchmarking data on hotel occupancy rates, average daily rates (ADR), and revenue per available room (RevPAR). This data helps measure the performance of the local lodging sector compared to regional and national trends.
- **Transient Guest Tax (TGT) Collections:** The Transient Guest Tax serves as a direct indicator of visitor activity. Tracking TGT collections over time provides insight into lodging demand and the overall volume of overnight visitors to Emporia.

Performance Insights and Reporting

By combining these data sources, the Chamber is able to create a comprehensive view of tourism's impact on the local economy. The 2024 Year End Report highlights additional key metrics such as visitor origin, event attendance figures, and marketing campaign performance. Regular reporting and analysis of these metrics allow us to adjust strategies, enhance marketing efforts, and advocate for continued investment in tourism initiatives.

- d. Provide information on partnerships with external organizations (Locally, statewide, nationally)

Local Partnerships

Visit Emporia collaborates with various local organizations to enhance the visitor experience and support community events:

- **Community Arts Alliance:** Supported the creation of three public art projects in 2024, totaling \$40,000 in investment.
- **Enhanced local events such as Dia de los Muertos** by bringing in unique entertainment like a stilt walker and fire performer. Provided \$15,000 in local grants supporting tourism efforts. See attached photo
- **David Traylor Zoo:** Partnered on projects like the Community Guide Box, sidewalk fun fact stickers. See attached photo
- **Dynamic Discs:** Worked with Dynamic Discs to create a Connect Four disc golf game used at various events and soon to be placed at Champs Landing. Assisted with player check-in during major disc golf tournaments such as the Glass Blown Open/Dynamic Discs Open.
- **Unbound Gravel:** Supported their information booth, assisted with check-in, and provided media facilities.
- **Lyon County History Center and Good Muscle:** Partnered on the Howe Hoist project.
- **American Legion and VFW:** Assisted with the All Veterans Tribute Parade.

- Community Guide distribution boxes at ESU Memorial Union and Civic Auditorium Lobby and provided disc golf baskets at local hotels and restaurants.
- Halfway to Everywhere Festival: Sponsored the VIP lounge and viewing area.
- Pioneered Common Consumption in partnership with the Emporia Police Department.
- Shared photo file access with FHTC, Emporia Main Street, City of Emporia, ESU, and other tourism organizations.
- Supported events like The Wall that Heals and Wreaths Across America.

Regional Partnerships

- METL Prairie Pour Tour: A partnership between Manhattan, Topeka, Lawrence, and Emporia to promote local breweries and distilleries, with over 40 check-ins at Radius Brewing Company and Trolley House.
- Freedom and Fried Chicken Campaign: Launched in partnership with the Southeastern Kansas Tourism Alliance, Fort Scott, and Crawford County to promote regional tourism.

Statewide Partnerships

- Kansas Shrine Bowl: Secured the event in Emporia for three years starting in 2026, marking the first-ever multi-year agreement.
- Kansas Association of Trail Stewards: Played a vital role in founding the organization to support and enhance Kansas's trail systems.
- Gravel Kansas: A statewide initiative to promote gravel cycling, including Emporia as a key destination.

These partnerships strengthen Emporia's position as a vibrant destination, foster regional collaboration, and amplify tourism's impact on the local economy.

B. Background and Experience (25 points)

a. Overview of proposer's history and experience in tourism management

The Emporia Area Chamber of Commerce has served as the contracted organization for the Convention and Visitors Bureau since its inception in 1984, demonstrating a long-standing commitment to promoting tourism and economic growth in the community. Over the years, the Chamber has strategically grown the transient guest tax fund by identifying unique niches to highlight and adapting to changing trends in the travel industry.

A key example of this adaptability was during the COVID-19 pandemic when Emporia leveraged its reputation for outdoor adventure to promote cycling, disc golf, and other socially distanced activities. While Emporia did experience a downturn in tourism during this period, it was not to the extent seen in many other communities, including the State of Kansas. By quickly shifting marketing efforts to highlight safe, open-air experiences, Emporia remained more resilient and was able to recover more quickly. More recently, the Chamber has embraced Emporia's agricultural heritage by focusing on events such as

the Lyon County Fair, rodeos, and the celebration of the cattle industry through Beeffest. These efforts showcase the Chamber's ability to evolve with tourism trends while staying true to the community's strengths, ensuring a lasting impact on local economic development.

Below, you will find detailed information about the key employees who contribute to the efforts of the Convention and Visitors Bureau.

- **Jeanine McKenna**
With 35 years of experience in tourism management, Jeanine McKenna has played a pivotal role in developing and enhancing tourism programs across multiple communities. She helped establish the transient guest tax in Rice County, Kansas, leading to the creation of their first Visitors Bureau. Jeanine later managed the Visitors Bureau at the New Ulm Minnesota Chamber of Commerce, a community known for its rich German heritage and festivals. Since joining Emporia in 2000, she has overseen the Visitors Bureau office and participated in strategic planning meetings, contributing to the development of award-winning programs that promote the region's unique attractions and events.
- **Kelly Mayer**
Kelly Mayer brings ten years of tourism experience and currently serves on the Travel Industry Association of Kansas Board of Directors. Although no longer meeting, she was an active member of the Flint Hills Tourism Coalition, and a past board member of Emporia Celebrates the Flint Hills. Kelly's dedication to promoting regional tourism has helped strengthen partnerships and create collaborative marketing campaigns that highlight Emporia and the surrounding Flint Hills area.
- **Rebeca Herrera**
Rebeca Herrera has extensive experience managing the Emporia Granada Theatre, a key cultural and entertainment venue in the community. She has worked closely with local businesses to bring entertainment to their venues and has played a critical role in attracting diverse acts to the region. Notably, Rebeca facilitated bringing a Latino band to Bourbon Cowboy to assist with marketing to the Latino community, showcasing her ability to foster inclusivity and expand the community's entertainment offerings.

Together, this team combines decades of experience, regional expertise, and a passion for promoting Emporia as a dynamic tourism destination.

- b. Include at least three professional references from relevant partners, stakeholders, or peer organizations.

We have received recommendation letters from the following professional references, who are relevant partners, stakeholders, and peer organizations:

1. **Chris Wilson**, Marketing & Communication Manager, Explore Crawford County, Treasurer of the Southeast Kansas Tourism Region Coalition, and partner in the Freedom and Fried Chicken campaign.

2. **Marcia Rozell**, Director of Visit Manhattan.
3. **Marci Penner**, Director of the Kansas Sampler Foundation.
4. **LeLan Dains**, Director of Emporia Spanish Speakers and former Director of Visit Emporia.

You will find their letters attached to the proposal for further insight into our successful collaborations and the impact of our tourism efforts in the region

- c. Describe and provide examples of past successful marketing campaigns or tourism development efforts.

Visit Emporia has been a driving force in promoting our community as a vibrant destination for visitors from across the region and beyond. As an award-winning organization, Visit Emporia has received numerous accolades dating back to 2005, recognizing excellence in marketing, tourism development, and community partnerships. These achievements highlight the organization's dedication to showcasing all that Emporia has to offer — from unique attractions and events to our rich history and welcoming hospitality. Through innovative campaigns and collaborative efforts, Visit Emporia continues to make a lasting impact on the local economy and the community's quality of life. See the attached listing of Tourism Industry Awards. You will also find a more comprehensive listing of our marketing campaign including video and audio at: visitemporia.com/rfp

2024 Girls Getaway Campaign

The 2024 Girls Getaway Campaign was a highly successful initiative aimed at attracting female travelers to Emporia for a unique weekend experience. The campaign generated 21,131 total visits to Emporia from travelers located more than 50 miles away, resulting in an estimated 1,618 hotel room nights and an economic impact of \$2.1 million. Additionally, the campaign drove 1,724 visits to downtown Emporia, showcasing vibrant local shopping, dining, and entertainment options.

2024 Jeeping Promotion

The Jeeping Promotion leveraged Emporia's proximity to off-road trails to target outdoor adventure enthusiasts. The campaign became the #1 viewed attraction on the visitemporia.com website, with 4,513 views. The promotion saw over ten times more QR code engagements compared to any other attraction, demonstrating the high interest in the campaign. Additionally, 844 downloads of maps and GPS files were recorded, with 85% of those downloads coming from locations outside of Kansas, reinforcing the campaign's broad reach.

Latino Outreach Campaign

To engage the Latino community, a Spanish-language YouTube ad was developed, reaching 559,253 views, with 29% of viewers watching the entire video. This campaign highlighted the diversity of Emporia's events and entertainment options, effectively expanding the destination's appeal to a wider audience.

Award-Winning Publications

In 2024, Visit Emporia's Emporia Community Guide won the Best in Show award in the large budget category from the Travel Industry Association of Kansas, outperforming both Kansas City and Wichita. This prestigious recognition highlights the quality and effectiveness of Visit Emporia's marketing materials.

Rural Campaign

The Rural Campaign showcased Emporia's outdoor attractions, including hiking trails, scenic drives, and small-town hospitality. This campaign targeted visitors seeking nature-based experiences and rural charm.

For the Free Campaign

The For the Free Campaign highlighted free experiences in Emporia, including:

- Free Family Fun at local parks and community events
- Free to Explore outdoor activities such as biking and hiking trails
- Free to Be You promoting the welcoming and inclusive atmosphere of Emporia

Data-Driven Results

Datafy reports, Google search campaign reports, and digital radio analytics were utilized to measure the success of these campaigns. The combination of these tools provided insight into visitor demographics, engagement rates, and return on investment, ensuring that marketing efforts were both effective and efficient.

These marketing campaigns and tourism development efforts demonstrate Visit Emporia's ability to create targeted, innovative, and award-winning initiatives that drive visitor engagement and economic growth.

C. Staffing (10 points)

- a. Outline Key personnel and their qualifications. If key personnel are not currently identified, provide job descriptions for proposed positions.

- **Director of Visit Emporia**

The Director of Visit Emporia position is currently vacant, and a nationwide search will be conducted to find the ideal candidate. The selected individual will be creative, innovative, and possess a proven track record in tourism management, destination marketing, and community collaboration. The Director's job description is attached, outlining responsibilities such as strategic planning, partnership development, and overseeing marketing campaigns that enhance Emporia's visibility as a premier travel destination.

- **Kelly Mayer –Public Relations Manager**

Kelly Mayer serves as the Public Relations Manager, bringing ten years of tourism experience to the organization. Her current responsibilities include marketing strategy development, partnership coordination, and event promotion. Kelly's involvement with the Travel Industry Association of Kansas Board of Directors, Flint Hills Tourism Coalition, and Emporia Celebrates the Flint Hills has strengthened regional

collaborations and elevated Emporia's tourism profile. The Public Relations Manager job description is attached.

- **Tourism Intern**

The Tourism Intern, typically an ESU marketing student, provides valuable support in marketing, social media, and event coordination. This position offers hands-on experience for students pursuing careers in tourism, hospitality, or marketing.

- **Jeanine McKenna – President/CEO**

Jeanine McKenna serves as the President/CEO, bringing 35 years of experience in tourism and community leadership. Her extensive background includes helping establish visitors bureaus, managing tourism offices, and developing award-winning programs. Jeanine's leadership ensures alignment between tourism initiatives and the community's broader economic development goals.

Together, this team combines experience, innovation, and dedication to promote Emporia as a vibrant and welcoming destination.

b. Describe plans for hiring, training, and managing staff.

- **Hiring Process**

A search committee will be established to oversee the hiring of the Director of Visit Emporia. The committee will be composed of the Chamber President/CEO, City Manager, Chair of the TGT Advisory Committee, and one at-large representative selected by the group. This committee will ensure a transparent and collaborative selection process to identify the best candidate for the position.

- **Oversight and Management**

The Chamber President/CEO, Chamber Board of Directors, TGT Advisory Board, and Emporia City Commission will provide ongoing oversight of tourism operations. Day-to-day management will be the responsibility of the Director of Visit Emporia, who will lead the tourism team in executing strategic initiatives and operational activities.

- **Training and Professional Development**

New and existing staff will have access to professional development opportunities, including enrollment in the Institute for Organizational Management. This four-year program is designed for chamber, association, and nonprofit executives, offering intensive coursework in nonprofit management, leadership, and organizational operations. The curriculum is taught by industry experts and prepares participants to address real-world challenges in tourism and community development.

By prioritizing professional development and structured oversight, Visit Emporia will cultivate a skilled, knowledgeable, and innovative team dedicated to enhancing Emporia's tourism industry.

Proposed Costs:

- A. **Delineation of Costs:** Clearly delineate how Visit Emporia services will be funded independently of membership revenue. The proposer must provide a detailed budget demonstrating that all core services outlined will be sustained without reliance on membership dues or discretionary funding sources.

Visit Emporia services will be funded independently of membership revenue. The Emporia Area Chamber of Commerce currently holds the contract for Visitor Bureau services, with all funds associated with Visit Emporia maintained in a separate banking account. Monthly financials are reviewed by the Emporia Area Chamber Treasurer and presented to the Emporia Area Chamber Board of Directors and the TGT Advisory Board. Additionally, a year-end report is submitted annually to the City of Emporia, along with a certified Agreed Upon Procedures (AUP) review conducted by an independent accounting firm. This financial structure ensures a complete separation of funds between the Emporia Area Chamber of Commerce and Visit Emporia, guaranteeing that all core services are sustained without reliance on membership dues or discretionary funding sources.

B. Budget Proposal (20 points)

- a. Three-year budget proposal
- b. Estimated expenses by category. Include estimated revenue sources if separate from TGT Funds.

A three-year budget proposal has been provided, detailing estimated expenses by category. Many communities receive a percentage-based allocation of the collected transient guest tax (TGT), typically ranging from 55% to 62%. This serves as a helpful metric, as fluctuations in TGT collections directly impact the budget. Over the past years, Emporia has seen an average increase in TGT collections of approximately 19%. Based on this trend, we are proposing a more conservative estimate of a 10% increase in TGT collections each year over the next three years. This approach allows for steady growth while accounting for potential fluctuations in visitor numbers. For a detailed breakdown of the proposed budget, including revenue sources, please see the attached document.

C. Budget and Cost Methodology (15 points)

- a. Detail fixed and variable costs
- b. Explain pricing for any additional services beyond the base contract.

An explanation of both fixed and variable costs, along with pricing for any additional services beyond the base contract, is provided in the attached proposed three-year budget. This document outlines the various costs associated with the operations and services, ensuring transparency and clarity regarding both consistent and fluctuating expenses. Please refer to the attachment for a detailed breakdown.



Visit **EMPORIA!**

2024 YEAR END REPORT



WELCOME

As we reflect on the past year, we are proud to celebrate another record-setting year for tourism in Emporia! For the first time ever, Transient Guest Tax collections surpassed \$900,000, a testament to our city's growing appeal and the dedication of our local businesses and hospitality partners.

In addition to this milestone, we were honored to receive recognition for having the best Community Guide in the state of Kansas, a reflection of our commitment to showcasing all that makes Emporia a desirable and welcoming destination. We continued to invest in reaching diverse groups, ensuring that everyone—regardless of background—feels invited to experience the best of what our community has to offer.

This year also saw the creation of two new public artworks through the Emporia Community Arts Alliance, further enhancing our city's cultural landscape and reinforcing the importance of the arts in our community.

These successes wouldn't be possible without the collaboration and passion of our partners, residents, and visitors. Thank you for being part of another outstanding year for Emporia tourism. Here's to even greater achievements in 2025!

Thank You,

LeLan Dains

Director, Visit Emporia

VISIT EMPORIA'S THREE PART STRATEGY



Visit
EMPORIA

LeLan Dains

Director

lelan@visitemporia.com

Kelly Mayer

Public Relations Manager

kelly@visitemporia.com

719 Commercial St
Emporia, Kansas

620-342-1600

visitemporia.com



Visit Emporia is a
function of

EMPORIA
Area Chamber & Visit Emporia



MARKETING

Visit Emporia focuses on reaching out to known target audiences, identifying new audiences, and marketing after arrival to circulate visitors throughout the community. Our marketing strategy falls into four broad categories, outlined below. We promote Emporia’s unique features, local businesses, cultural experiences, natural beauty, and recreational opportunities to entice visitors, with an emphasis on diversity and bilingual communication.

1 OUTREACH TO TRAVELERS ALONG I-35

Who they are: Travelers for whom Emporia is not the final destination. This category spans all demographic and income groups, and includes travel for both business and personal reasons.

Goal: To pull current travelers off the highway, as well as reach those who are planning future travel along I-35. Encourage these travelers to choose Emporia as a place for rest, food, or leisure breaks on their trip.

Campaigns: Visit Emporia produced extensive information both online and offline, and ran multiple campaigns for this category of traveler. Campaign topics were targeted to the needs of specific subgroups, including families, budget conscious travelers, and travelers simply looking for a quick, convenient stop.

Primary Markets: Communities along I-35, primarily the major metros of Wichita, Kansas City, and extending from Minnesota to Texas for some campaigns.

How do we reach them?

- Billboards
- Backlit posters at travel centers
- Brochures placed at travel centers
- Digital display ad campaigns, including campaigns through Datafy platform
- Google search ads
- Remarketing campaigns
- Targeted website landing pages

TOTAL RESULTS FOR CAMPAIGNS TRACKED THROUGH DATAFY

In 2024, Visit Emporia ran three campaigns with Datafy, which tracks presence of visitors in Emporia using cell phone data. Below are the results for the year for these three campaigns:



45,190

total visits to Emporia
from 50+ miles away



4,199

estimated hotel room nights
from 50+ miles away



3,789

visits to Downtown
from 50+ miles away



\$4.5 million

estimated economic impact
based on avg. room rates & spend

MARKETING

② OUTREACH TO DESTINATION EMPORIA LEISURE TRAVELERS

Who they are: Travelers for whom Emporia is the destination. We break this category down into various subgroups, a few of which are highlighted in the results below.

Goal: To grow day and weekend trips to Emporia, outside of events.

Campaigns: Visit Emporia produced extensive information both online and offline, and ran multiple campaigns for this category. Subgroups marketed to include family leisure travelers, travelers seeking unique dining/shopping experiences, rural travelers, girls getaway travelers, Jeep enthusiasts and Latino travelers.

Primary Markets: Communities more than 50 miles away, but within a 200 mile radius around Emporia.

How do we reach them?

- Brochures and pocket guides
- Digital display ads
- Digital radio ads
- Email marketing
- Emporia Community Guide
- Google search ads
- Print ads
- Remarketing campaigns
- Social media
- Targeted website landing pages
- YouTube video campaigns

RESULTS & BIGGEST SUCCESSES IN 2024:

GIRLS GETAWAY



21,131

total visits to Emporia
from 50+ miles away



1,618

estimated hotel room nights
from 50+ miles away



1,724

visits to Downtown
from 50+ miles away



\$2.1 million

estimated economic impact
based on avg. room rates & spend

GIRLS GETAWAY CAMPAIGN

Our Girl's Getaway campaign showcased Emporia as the perfect destination for a fun and memorable weekend with friends. From boutique shopping and delicious dining to unique experiences like art workshops and outdoor adventures, we highlighted all the ways Emporia offers something special for every group. The campaign drove strong engagement, increased visitor interest, and reinforced Emporia as a welcoming getaway spot.

JEEPING



#1

most viewed attraction
on website with 4,513 views



10x

more engagement with QRs
vs other attractions



844

downloads of map/gps files
(indicates high intent to visit)



85%

map/gps downloaders
located outside of Kansas

JEEPING/SUV TRIP ENTHUSIASTS

Visit Emporia created a series of gravel routes for Jeep and SUV owners in 2020, and we're continuing to add routes and build on a growing trend of Jeep enthusiasts. These routes guide visitors to explore areas of flint hills that are not easily accessible by car. The routes are a creative way to leverage our local landscape assets, and include downloadable maps and safety info. Our Jeeping marketing consistently generated high engagement, outperforming nearly all other leisure travel subgroups.

LATINO



559,253

views of Spanish Youtube ad
with 29% watching entire video

LATINOS & SPANISH LANGUAGE SPEAKERS

As part of our 2024 strategy to welcome and grow Latino travelers, Visit Emporia:

- Produced and distributed 2,500 Community Guides in Spanish
- Ran targeted digital radio ads in Spanish language in Wichita and Kansas City areas
- Ran YouTube videos in Spanish promoting cultural events and day trips to Emporia
- Continued to increase imagery showing Emporia's authentic diversity



3 OUTREACH FOR EVENT AND MEETING RELATED TRAVEL

Emporia's greatest successes are events. With Emporia's big sporting events already filling hotels to capacity, we have focused our resources on attracting new events as well as promoting and supporting smaller events that demonstrate capacity for growth. Additionally, our website heavily promotes smaller group meetings, weddings, sporting, and team building activities that are a good fit for the majority of our community's current amenities and venues. In 2024, Visit Emporia:

- Played a key role in bringing the 2024 Kansas Shrine Bowl to Emporia, leading the charge in winning the bid to host this prestigious event. We helped the Shrine Bowl connect with local sponsors, strengthening community partnerships and financial support. We also organized a community event to build excitement and engagement leading up to game day. Additionally, Visit Emporia sponsored and volunteered for the VIP spaces, ensuring top-tier hospitality for special guests and supporters. Shrine Bowl has now sought a multi-year agreement to host the event in Emporia for the next three years, solidifying our city as a premier destination for this celebrated tradition.
- Promoted Emporia's event venues and unique amenities through a direct mail campaign with the Kansas Society of Association Executives (KSAE), as well as print and digital ads through KSAE and Small Market Meetings.
- Awarded support grants and provided enhancements to grow smaller events (see our Destination Development strategy on page 6).
- Promoted smaller events via sponsored placements on the state's travelks.com website.
- Grew our email marketing campaign for events by 35%, which is sent out weekly to subscribers. Currently, the campaign has 1352 active subscribers.

4 IN TOWN MARKETING

Our in-town marketing is focused on circulating visitors who are already here throughout the community, especially from Northwest Hotels to locally owned businesses and Downtown Emporia:

- Guides and brochures placed at all local hotels
- 4 award winning guide stands placed strategically around town provide 24/7/365 access to Community Guides.
- Visit Emporia worked on-site at marquee community events to distribute visitor information, Visit Emporia SWAG, answer questions, and provide recommendations to visitors.



2024 STATS



DISTRIBUTED:

17,500
Community Guides

2,500
Spanish Language
Community Guides

20,000
Best of Brochures



PROMOTED ONLINE AND IN PRINT:

296
Events

127

Locally owned (non-chain)
shops, restaurants, bars, and
tourism related businesses
at no cost to them

25

City owned or TGT funded
attractions and parks

12

ESU attractions
and both colleges promoted
as meeting venues



2024 AWARDS:

TIAK Best in Show for
Emporia Community Guide
in the large budget category,
besting both Kansas City
and Wichita



\$40,000
invested in public art

DESTINATION DEVELOPMENT

Our Destination Development strategy aims to improve the quality of our destination and strengthen relationships and partnerships that will make tourism a vibrant, healthy, and manageable component of the local economy. Priority is placed on enhancing the experience at key attractions and developing underutilized spaces and services.



Event Enhancement
at Dia de los Muertos



400+
check-ins at Radius & Trolley House



\$15,000
support grants awarded

COMMUNITY ARTS ALLIANCE

Visit Emporia supported the creation of 3 public art projects, totaling \$40k invested:

- Meadow Dance Mural at 9th & Commercial green space
- Emporia Mural at 9th & Commercial
- Chalk Fest Revival

PUTTING EMPORIA ON THE MAP WITH REGIONAL PARTNERS

- **Kansas Association of Trail Stewards** - Visit Emporia played a vital role in the founding of the Kansas Association of Trail Stewards (KATS) by recognizing the need for a unified organization to support and enhance the state's trail systems. Through collaboration with local leaders, outdoor enthusiasts, and community stakeholders, Visit Emporia helped lay the groundwork for KATS, providing guidance, resources, and strategic direction. This effort not only established a strong foundation for the association but also demonstrated Visit Emporia's commitment to promoting outdoor recreation, fostering community engagement, and ensuring the long-term sustainability of Kansas's trails.
- **Launched METL Prairie Pour Tour** - More than 1,200 people from 18 different states signed up for this year's Prairie Pour Tour, a collaboration between Visit Emporia, Visit Manhattan, Visit Topeka, and Explore Lawrence. Those individuals combined for more than 5,000 check-ins at 16 participating locations. Emporia venues received over 400+ check-ins as a result of the campaign, a 37% increase over the previous year.

ENHANCEMENTS TO EXISTING EVENTS & ATTRACTIONS

- Brought in a stilt walker and fire performer to enhance Dia de los Muertos for the second year.

TOURISM GRANTS

- Supported the start up and continued growth of local events/attractions by allocating \$15,000 for tourism support grants.

EMPOVÍA

- This event saw growth in year 3 with around 250 people in attendance. We continue to learn the possibilities of large-scale community events at Peter Pan Park.



DESTINATION STEWARDSHIP

Visit Emporia is committed to being good stewards of our lands as well as promoting diversity in tourism. Promoting positive social, environmental, and cultural interactions is a key focus.

VISIT EMPORIA PLEDGE

In February 2023, Emporia became the first city in Kansas to implement a sustainable tourism initiative, by launching the Visit Emporia Pledge. The pledge encourages locals and visitors alike to recognize and preserve the area's unique ecosystem and cultural diversity. In addition to signing the pledge, individuals can volunteer for clean-up activities or donate to clean-up and preservation projects. Visit Emporia has continued to promote the pledge in marketing materials. To date, 303 people have taken the pledge.

CLEAN UPS

Visit Emporia co-led the clean up initiative after Unbound Gravel to demonstrate our commitment to sustainable tourism and preservation of the Flint Hills.

Visit
EMPORIA
PLEDGE

STAY GOLDEN
LEAVE NO TRACE
RESPECT THE LAND
AND ITS PEOPLE



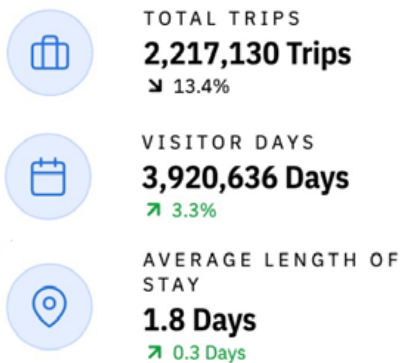
visitemporia.com/pledge

OVERALL TOURISM IMPACT

VISITORS STATS FROM DATAFY

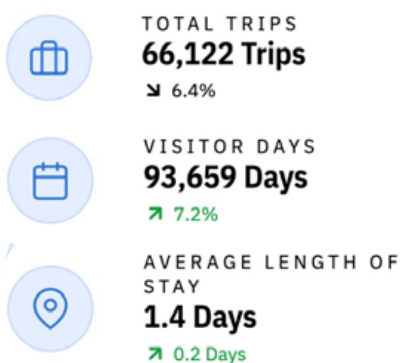
All numbers shown are visitors from at least 50 miles distance.

Total Trips to Emporia

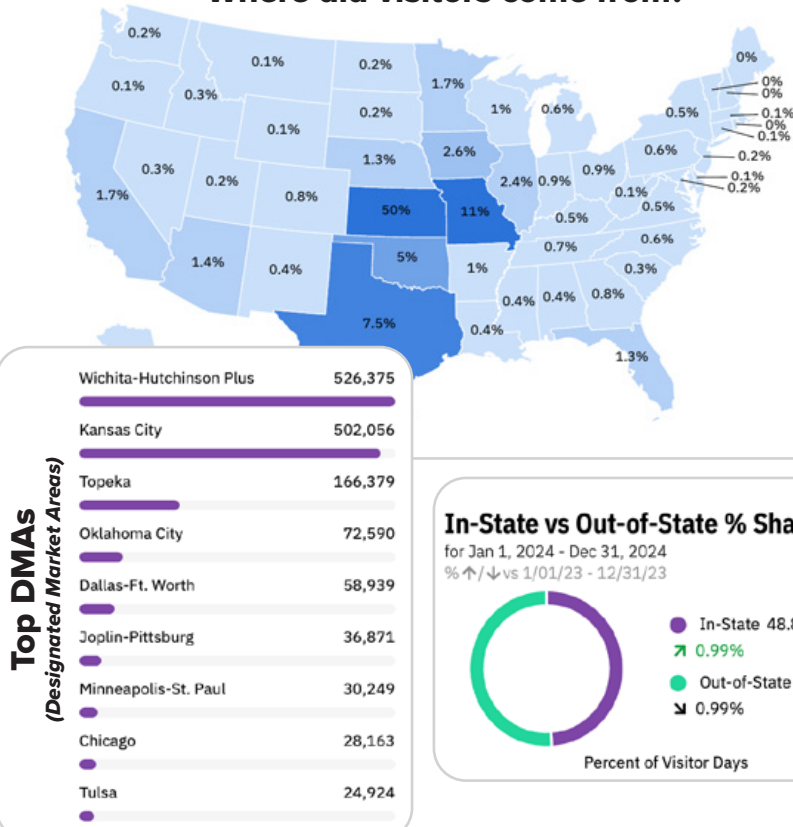


Trips to Attractions

All Vets Mem., Zoo, EAC, Granada, LCHS, Red Rocks, Fairgrounds, Howe House, & Civic Aud.

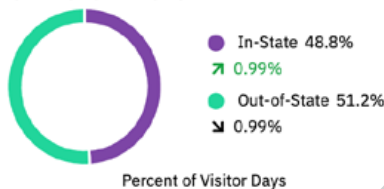


Where did visitors come from?



In-State vs Out-of-State % Share

for Jan 1, 2024 - Dec 31, 2024
% ↑/↓ vs 1/01/23 - 12/31/23



FAQs

What is Datafy?

Datafy is a data collection, attribution, and advertising platform designed to calculate physical visits to a community or point of interest. Datafy tracks physical presence in Emporia using cell phone geolocation. Advertising campaigns through Datafy's platform can be tracked with attribution linking visitors with the ad campaign shown.

How do we use Datafy?

We utilize Datafy to track visits to Emporia as a whole, as well as visits to individual attractions, hotels, parks, colleges, and downtown. Datafy allows us to see trends in visitor traffic month-to-month as well as year over year. For our purposes, a "visitor" is defined as someone traveling from at least 50 miles away, which filters out residents and commuters from the surrounding area.

We also use Datafy to measure effectiveness of specific digital ad campaigns. Due to expense, not all digital ad campaigns all run through Datafy, but information from Datafy campaigns is used to guide marketing decisions for other platforms and outlets.

What is the Transient Guest Tax?

The Transient Guest Tax (TGT) is a tax imposed on guests of hotels or guests of any type of lodging with at least 2 rooms. It is a "bed tax" paid by visitors rather than local Emporians. TGT is mandated by the state of Kansas to be reinvested in tourism related activities and tourism promotion. Visit Emporia is funded by TGT.

TRANSIENT GUEST TAX FUND (TGT) STATS

For the first time in history, Emporia's Transient Guest Tax Fund surpassed \$900,000, marking a major milestone for the city's tourism and hospitality sector. This record-breaking achievement reflects Emporia's growing appeal as a destination, driven by its events, attractions, and community-driven initiatives. The success of the fund underscores the vital role tourism plays in supporting local businesses and enhancing the city's economic growth, paving the way for even greater accomplishments in the future.



\$932,626
total TGT Revenue in 2024

	Proposed 25	Proposed 26	Proposed 27	Proposed 28	Explanation
<u>REVENUES</u>					
<u>Cash Balance January 1</u>					
Ad Sales	\$ -				
Investment Income	\$ -				
City Allocation	\$ 480,000.00	\$ 528,000.00	\$ 580,800.00	\$ 638,880.00	
Special Allocations	\$ -				
Veterans Tribute E&P	\$ -				
Veterans Tribute - TRC Donation	\$ -				
Veterans Tribute - Souvenirs	\$ -				
Veterans Tribute Other	\$ -				
Veterans Tribute-previous year	\$ -				
Miscellaneous	\$ -				
TOTAL REVENUES	\$ 480,000.00	\$ 528,000.00	\$ 580,800.00	\$ 638,880.00	
<u>EXPENSES</u>	Proposed 25				
Compensation					
Salaries	\$ 117,000.00	\$ 121,000.00	\$ 124,630.00	\$ 128,370.00	Ave. 3% increase per year.
Retirement	\$ 7,500.00	\$ 7,300.00	\$ 7,500.00	\$ 7,700.00	6% match
Payroll Tax Expense	\$ 9,500.00	\$ 9,700.00	\$ 10,000.00	\$ 10,300.00	Avg. of 3%increase
Health/Life/WorkComp Ins.	\$ 26,000.00	\$ 30,000.00	\$ 32,000.00	\$ 35,000.00	Reflects a 10% increase in health, and keeping othe cost steady.
TOTAL Compensation	\$ 160,000.00	\$ 168,000.00	\$ 174,130.00	\$ 181,370.00	
Office Occupancy					
Rent	\$ 17,424.00	\$ -	\$ -	\$ -	No longer pay rent or occupancy fees. One management fee
Utilities	\$ 3,000.00	\$ -	\$ -	\$ -	
Insurance	\$ 2,750.00	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00	Insurance for activities and events
Maintenance & Janitorial	\$ 720.00	\$ -	\$ -	\$ -	
TOTAL Office Occupancy	\$ 23,894.00	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00	

Office Operations					
Auto & Phone Allowance	\$ 3,420.00	\$ 3,500.00	\$ 3,800.00	\$ 4,000.00	\$285/Mo. for Directors mileage (current with budgeted increases) and small additional for other staff mileage
Bank Service Charge	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	
Telecommunications	\$ 4,100.00	\$ 4,500.00	\$ 4,800.00	\$ 5,000.00	Telephone and Internet services
Equipment & Software	\$ 4,000.00	\$ 4,000.00	\$ 4,500.00	\$ 5,000.00	Purchase of a new computer, amd any software updates.
Equipment Maint/Lease	\$ 6,000.00	\$ 6,250.00	\$ 6,500.00	\$ 7,000.00	Equipment maintenance.
Contract Services	\$ 18,000.00	\$ 30,000.00	\$ 31,200.00	\$ 32,100.00	Aprox 3 to 4% increas per year: HR; Payroll; General Office Support.
Agreed Upon Procedures	\$ 2,500.00	\$ 2,500.00	\$ 3,000.00	\$ 3,500.00	Contract price fixed for 2025/2026 then estimated increases
Postage	\$ 1,300.00	\$ 1,500.00	\$ 1,750.00	\$ 2,000.00	Estimated based on history
Office/Computer Supplies	\$ 2,000.00	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00	Estimated based on history
Miscellaneous	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	
TOTAL Office Operations	\$ 42,020.00	\$ 55,950.00	\$ 59,750.00	\$ 63,300.00	
Other Expenses					
Travel, Meetings & Meals	\$ 3,000.00	\$ 3,500.00	\$ 3,750.00	\$ 4,000.00	Coalition Mtg.; TIAK Mtgs; Partnership Mtgs.
Credit Card Expense	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	
Prof. Dev./Cont. Ed.	\$ 3,000.00	\$ 5,000.00	\$ 5,000.00	\$ 6,000.00	State Conf for staff. + Institute for Director
Dues, Subscriptions, Fees	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 4,000.00	Dues and Association fees such as TIAK; Also subscription to KS Magazine and The Emporia Gazette

Storage	\$ 1,320.00	\$ 1,500.00	\$ 1,700.00	\$ 2,000.00	Storage unit rental for community Guides and misc.
TOTAL Other Expenses	\$ 10,445.00	\$ 13,625.00	\$ 14,075.00	\$ 16,125.00	
Marketing	Proposed 25				
Trade Shows	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00	
Brochures / Publications	\$ 4,500.00	\$ 5,000.00	\$ 6,000.00	\$ 7,000.00	Best of Brochure; Passport books for cycling, jeeping and disc golf
Billboards	\$ 20,000.00	\$ 22,250.00	\$ 25,000.00	\$ 25,000.00	rental and new wraps for current billboards
Photography/Video	\$ 15,000.00	\$ 25,000.00	\$ 30,000.00	\$ 35,000.00	Update of photo library and production of video content
Print	\$ 12,000.00	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	Print advertising such as Kansas Guide; Kansas Magazine
Digital	\$ 45,000.00	\$ 50,000.00	\$ 55,000.00	\$ 60,000.00	Digital Campaigns such as re-marketing; jeeping; girls get-a-way and Latino
Radio, Backlits & Others	\$ 12,000.00	\$ 13,500.00	\$ 20,000.00	\$ 25,000.00	Radio promotions and backlit "billboards" at travel centers
Tourism Grants & Mtg/Event Incn	\$ 15,000.00	\$ 20,000.00	\$ 22,000.00	\$ 25,000.00	Grants given to local events under \$4,999 and dollars to help off-set meeting costs.
Promotions/Sales	\$ 20,000.00	\$ 20,000.00	\$ 23,000.00	\$ 25,000.00	For events such as PDGA events and Shrine Bowl
Special Allocations	\$ -				
Visitor Services (Vis Info Points)	\$ 8,000.00	\$ 8,000.00	\$ 9,000.00	\$ 10,000.00	To get Best of Guide and Community Guide out across community and state
Research	\$ 13,000.00	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	To continue datafy and update research on brand positioning

Convention Materials	\$ 1,000.00	\$ 1,500.00	\$ 2,000.00	\$ 2,500.00	pens, notepads ect.
Veterans Tribute	\$ 5,000.00	\$ 5,000.00	\$ 7,000.00	\$ 8,000.00	Help promote All Veterans Tribute Activities
Signage/Entrances/Asthetics	\$ 42,500.00	\$ 43,000.00	\$ 45,000.00	\$ 50,000.00	Potential update of Visitor directional signs and Community Arts Alliance projects
Websites	\$ 1,350.00	\$ 2,000.00	\$ 3,000.00	\$ 4,000.00	Continous website updates and enhancements
Marketing Professional Fees	\$ 35,000.00	\$ 40,000.00	\$ 45,000.00	\$ 50,000.00	aprox 3% increase per year plus more contennt creation
TOTAL Marketing	\$ 250,350.00	\$ 291,250.00	\$ 333,000.00	\$ 378,000.00	
TOTAL EXPENSES	\$ 486,709.00	\$ 528,825.00	\$ 580,955.00	\$ 638,795.00	
PROFIT / LOSS	\$ (6,709.00)	\$ (825.00)	\$ (155.00)	\$ 85.00	

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Visit Emporia - Tourism Industry Awards

1st Place – Large Budget Visitors Guide, 2024

Travel Industry Association of Kansas Marketing Awards

1st Place – Medium Budget Visitors Guide, 2023

Travel Industry Association of Kansas Marketing Awards

1st Place – People's Choice (Bicycle Chariots), 2022

Travel Industry Association of Kansas Marketing Awards

1st Place – Medium Budget Print (Disc Golf and Cycling Guides), 2022

Travel Industry Association of Kansas Marketing Awards

1st Place – Medium Budget Visitors Guide Outsourced, 2022

Travel Industry Association of Kansas Marketing Awards

1st Place – People's Choice (Visitor Guide Distribution Rack), 2021

Travel Industry Association of Kansas

1st Place – Medium Budget Community Awareness (Visitor Guide Distribution Rack), 2021

Travel Industry Association of Kansas

1st Place – Medium Budget Integrated Media (Foodie), 2019

Travel Industry Association of Kansas

1st Place – Medium Budget Outsourced Visitors Guide, 2019

Travel Industry Association of Kansas

Best Brochure Award (Must Do Guide) – Regional Winner, 2018

CTM Media Group

1st Place – Medium Budget Integrated Campaign (Disc Golf), 2018

Travel Industry Association of Kansas

1st Place – Medium Budget Print Material, 2018

Travel Industry Association of Kansas

1st Place – Medium Budget Outsourced Visitors Guide, 2018

Travel Industry Association of Kansas

1st Place – People's Choice (Meeting Planner Survival Kit), 2017

Travel Industry Association of Kansas

1st Place – Print Material – Magazine Ads, 2017

Travel Industry Association of Kansas

2nd Place – Visitors Guide, 2017

Travel Industry Association of Kansas

2nd Place – Print Material – Billboards, 2017

Travel Industry Association of Kansas

Honorable Mention – Online Media, 2017

Travel Industry Association of Kansas

Honorable Mention – Integrated Campaign, 2017

Travel Industry Association of Kansas

1st Place – Integrated Campaign, 2016

Travel Industry Association of Kansas

Advertising – Overall Winner – Electronic, 2011

Travel Industry Association of Kansas

Advertising – Electronic, 2011

Travel Industry Association of Kansas

Advertising – Print, 2011

Travel Industry Association of Kansas

Promotional – Tourism Group, 2011

Travel Industry Association of Kansas

Community Awareness, 2011
Travel Industry Association of Kansas

Promotional – Overall Winner, 2010
Travel Industry Association of Kansas

Community Awareness, 2010
Travel Industry Association of Kansas

Promotional Tourism – Group Marketing, 2010
Travel Industry Association of Kansas

Advertising – Billboard, 2010
Travel Industry Association of Kansas

Visitors Guide, 2009
Travel Industry Association of Kansas

Promotional – Tourism – Group Marketing, 2009
Travel Industry Association of Kansas

Campaign – Event, 2007
Travel Industry Association of Kansas

Tourism Advertising, 2006
Travel Industry Association of Kansas

Community Education Campaign, 2005
Travel Industry Association of Kansas

THINK OUTSIDE THE CONVENTION CENTER



Reconnect with your team at Emporia's Champions Landing

With multiple indoor meeting spaces, an expansive 85-acre outdoor space, on-site dining, and top-notch sports facilities, Champions Landing has it all. Guests can enjoy golf, disc golf, pickleball, a swimming pool, a fishing lake, scenic walking paths, food and drinks—all in one convenient location.



CHAMPIONS
LANDING

Visit
EMPORIA

Learn more at visitemporia.com/champs or championslanding.com

MEET LIKE A CHAMP

In Emporia, Kansas, we specialize in unconventional meetings and events. Emporia's **Champions Landing** offers multiple flexible meeting spaces, a full service restaurant, and an 85-acre multi-purpose sporting facility for your team to enjoy. Bond over golf, disc golf, and pickle ball. Or dive into the pool in whatever suit floats your boat! In Emporia, we want to give your group a fun, personalized experience. With our unique venues and activities, your meeting doesn't have to be all about business. Contact us to start planning!



CHAMPIONS
LANDING

Visit
EMPORIA
KS

Visit champslanding.com or visitemporia.com





JAN 1ST 2025 - FEB 15TH 2025

Destination Summary 2025 to Date

for Emporia KS

Powered by **DATAFY**

Destination Summary for Emporia KS

Main Dates: 1/1/25 - 2/15/25

Compare Dates: 1/1/24 - 2/15/24

In-State

Out-of-State

Distance: 50 mi - 3,872 mi

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

Visitor Volume Estimates

for Jan 1, 2025 - Feb 15, 2025

% ↑/↓ vs 1/01/24 - 2/15/24



TOTAL TRIPS

220,203 Trips

↑ 12.5%



VISITOR DAYS

399,483 Days

↑ 6.2%

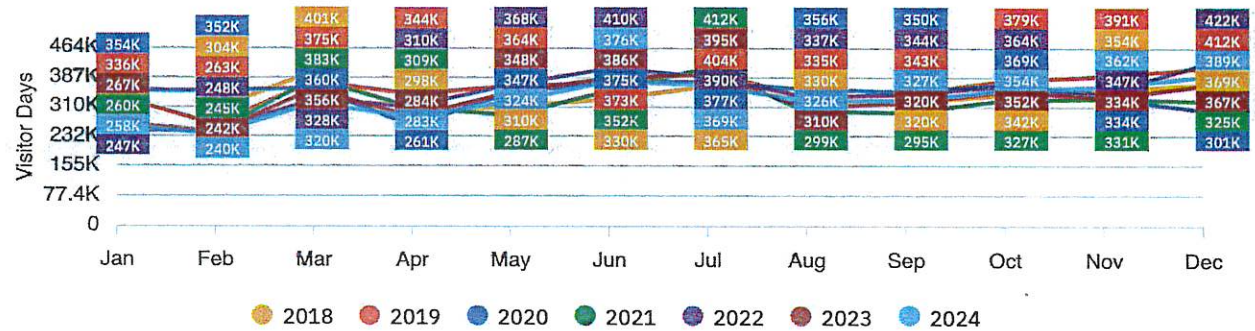


AVERAGE LENGTH OF
STAY

1.8 Days

↓ 0.1 Days

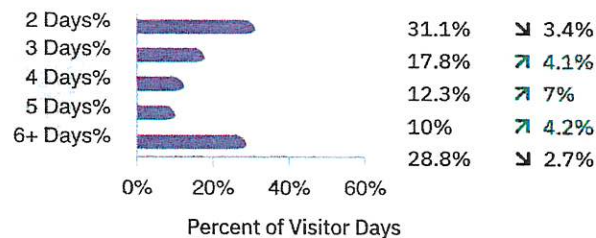
Annual Volume by Visitor Days*



Overnight Visitation % Share**

for Jan 1, 2025 - Feb 15, 2025

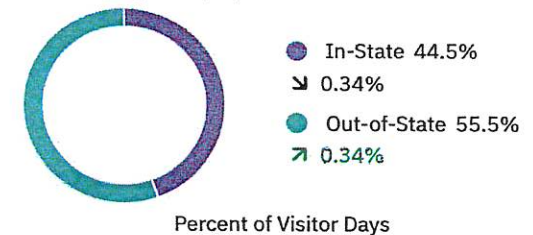
% ↑/↓ vs 1/01/24 - 2/15/24



In-State vs Out-of-State % Share

for Jan 1, 2025 - Feb 15, 2025

% ↑/↓ vs 1/01/24 - 2/15/24



Caladan 1.2 Model | © Datafy - All Rights Reserved

*Only full months of complete data are displayed | **1 day visitors are removed

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

DATAFY

Destination Summary for Emporia KS

Main Dates: 1/1/25 - 2/15/25

Compare Dates: 1/1/24 - 2/15/24

In-State

Out-of-State

Distance: 50 mi - 3,872 mi

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

Top DMAs

for 1/01/25 - 2/15/25 %↑/↓1/01/24 - 2/15/24

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Kansas City	21.5%	90,692	↗ 4.32%
Wichita-Hutchinson Plu:	20.4%	86,182	↗ 5.65%
Topeka	7.5%	31,689	↗ 5.12%
Oklahoma City	2.9%	12,193	↗ 8.23%
Dallas-Ft. Worth	2.6%	10,982	↗ 7.37%
Amarillo	2%	8,581	↗ 11.4%
Minneapolis-St. Paul	1.9%	7,977	↗ 9.08%

Top Clusters

for 1/01/25 - 2/15/25 %↑/↓1/01/24 - 2/15/24

Cluster	Share of Visitor Days	% Change in Visitor Days
City	100%	+ 6.59%
Downtown Emporia	7.9%	- 1.06%
Colleges	7.4%	+ 20.1%
Hotels	7%	+ 23.2%
Attractions	6.2%	+ 21.2%
Parks & Rec	2%	+ 23.9%

Caladan 1.2 Model | © Datafy - All Rights Reserved

These estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

DATAFY

Destination Summary for Emporia KS

Main Dates: 1/1/25 - 2/15/25

Compare Dates: 1/1/24 - 2/15/24

In-State

Out-of-State

Distance: 50 mi - 3,872 mi

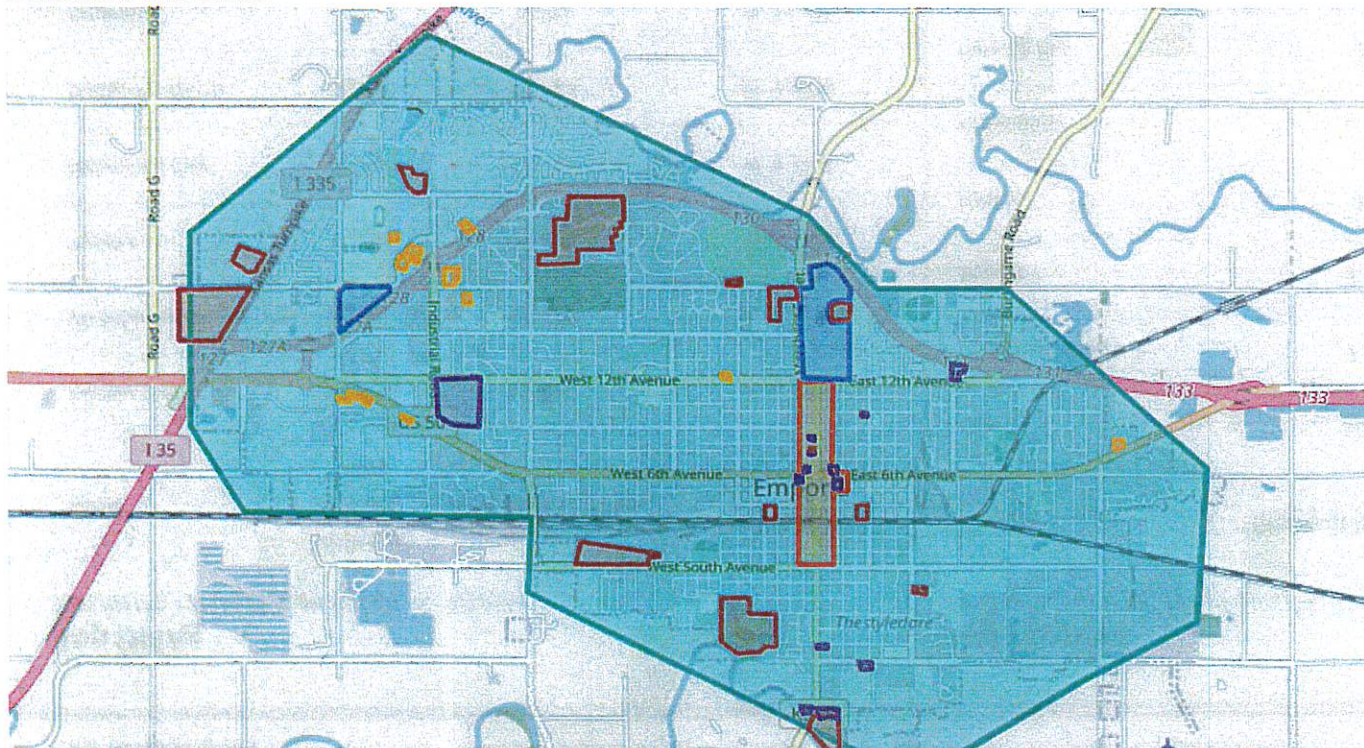
Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

Selected Clusters

Color by: Cluster



Destination Summary for Emporia KS

Main Dates: 1/1/25 - 2/15/25

Compare Dates: 1/1/24 - 2/15/24

In-State

Out-of-State

Distance: 50 mi - 3,872 mi

Clusters: All Included

POIs: All Included

Locals: 0 - 50 miles

Notes

Emporia KS welcomed an estimated 220,203 trips, a 12.5% increase from the comparison dates. The average length of stay was estimated at 1.8 days, a 0.1 day decrease from the comparison dates. This results in an estimated 399,483 visitor days within the destination, a 6.2% increase from the comparison dates.

This data suggests that there has been a significant increase in the number of trips to Emporia KS, indicating a growing interest in the destination. Despite a slight decrease in the average length of stay, the overall visitor days have increased, showing that while visitors may be staying for slightly shorter periods, there are more visitors overall. This could imply a shift towards more frequent but shorter visits to Emporia KS.

Destination Summary for Emporia KS

Key Definitions

Share of Trips - Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Trip Length - Measures how long, in consecutive days, the visitor spent in the destination.

Locals vs Visitors - Gives an estimate of the number of visitors vs. locals within a given POI or cluster of POIs. Locals are typically measured as those coming from 0 - 50 miles the POI; those seen as coming from outside this radius are considered visitors. This radius is customizable and set by the user.

Percent Change - This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Market - Estimates of visitors based on unique device counts within the filter parameters set by the user.

Overnight Visitation Percent Share - An estimate of the number of visitors in the destination for longer than 24 hours, broken up into 2, 3, 4, 5, and 6+ day percentage share. For example, a single visitor that was tracked in the destination for 3 days presumably spent 2 evenings overnight.

Share of Spend - Share of Spend is a percent share estimate specific to spend. To calculate, the total number of spend is added together. Then each individual spend metric (such as the spend for individual markets) is divided by the total spend value to provide a percentage that can easily be compared against other similar values.

Visitor Days - An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Trips - The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.



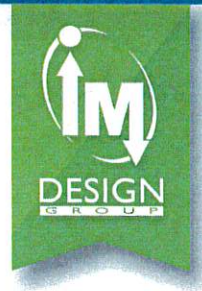
JAN 1ST 2025 - FEB 15TH 2025

Thank You

Powered by **DATAFY**



Google Ads Performance for 2024



Prepared for you by IM Design Group

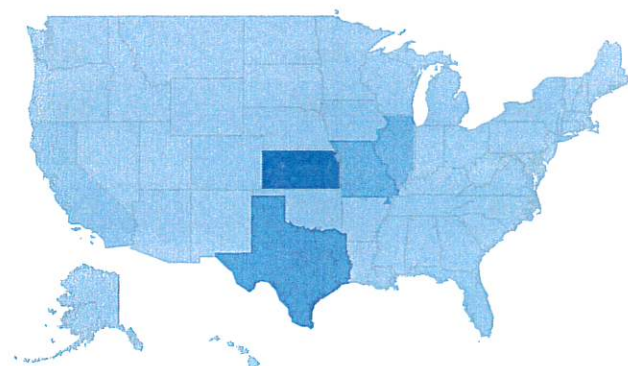
2024's Google/Youtube Ad Strategy consisted of:

- 1 re-marketing campaign
- 1 display campaign
- 4 video ad campaigns
- 2 search campaigns

Totals for ALL Campaigns

Impressions 1,007,578	Total Cost \$7,093.40	Clicks 6,933
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What are the top locations your website visitors come from?

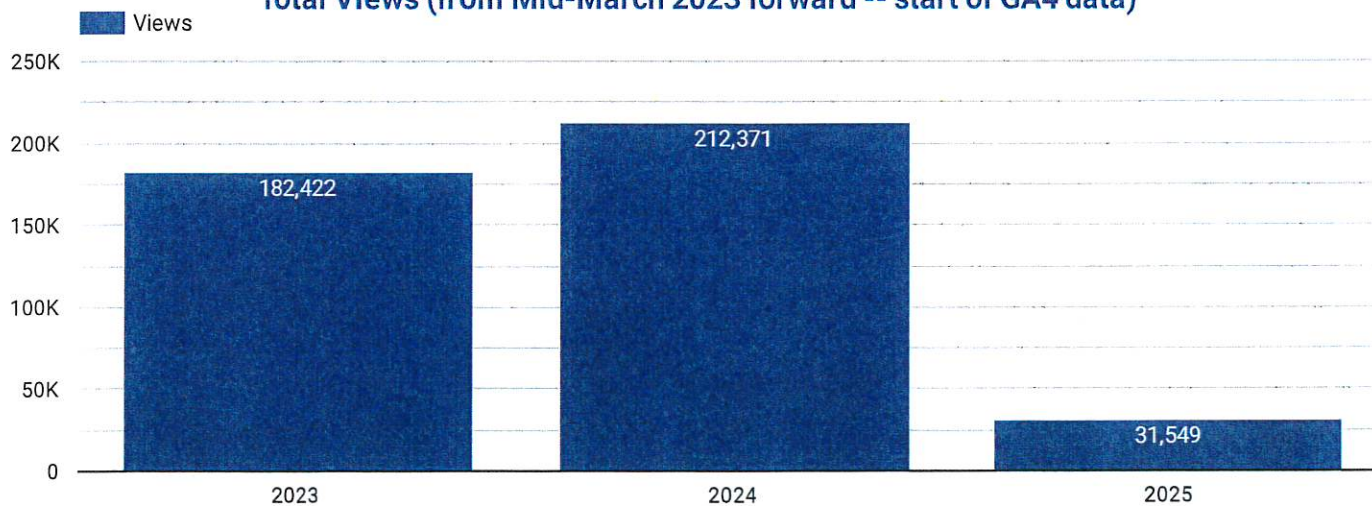


	Region	City	Total us...
1.	Kansas	Emporia	8,999
2.	Texas	Dallas	7,027
3.	Illinois	Chicago	6,771
4.	Missouri	Kansas City	6,400
5.	Kansas	Kansas City	2,759
6.	Kansas	Wichita	1,785
7.	Colorado	Denver	1,767
8.	Kansas	Topeka	1,453
9.	New York	New York	1,313
10.	Kansas	Overland Park	1,145

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YEAR OVER YEAR TRENDS

Total Views (from Mid-March 2023 forward -- start of GA4 data)



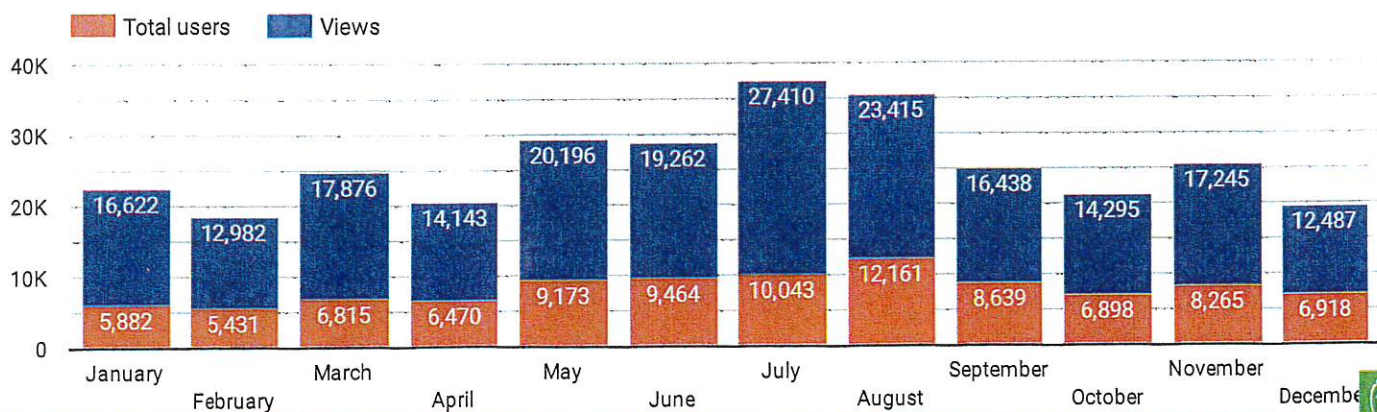
What are your most popular pages?

	Landing page	Total users	Views	Conversions	Engagement rate
1.	/	7,626	26,558	6,620	68.47%
2.	/events	2,827	10,627	1,715	74.03%
3.	/attractions	2,406	9,401	3,117	80.8%
4.	/stay	2,752	8,279	1,896	73.84%
5.	/event/lyon-county-fair	4,188	7,291	1,007	41.63%
6.	/roadtrip	4,916	6,545	2,421	57.31%
7.	/jeeps	2,855	4,513	2,120	53.79%
8.	/dining	1,711	4,241	1,219	65.82%
9.	/attractions/disc-golf	1,568	3,211	444	58.5%
10.	/downtown	1,540	2,962	456	66.44%
11.	/place/emporia-family-fun-center	1,340	2,922	834	75.49%
12.	/meeting-event-venues	594	2,638	767	79.86%
13.	/place/david-traylor-zoo	1,418	2,419	669	64.69%
14.	/getaway	1,866	2,417	93	15.83%
15.	/event/garmin-unbound-gravel	1,326	2,072	382	55.08%
16.	/attractions/history-of-emporia	844	1,993	498	74.13%
17.	/place/peter-pan-park	1,028	1,861	482	65.25%
18.	/attractions/the-flint-hills	1,000	1,844	481	68.41%
19.	/place/dynamic-distribution	933	1,703	305	59.56%
20.	/shopping	567	1,519	471	76.05%

1 - 100 / 1285



Monthly traffic overview for 2024



Monthly Website Summary for visitemporiam.com

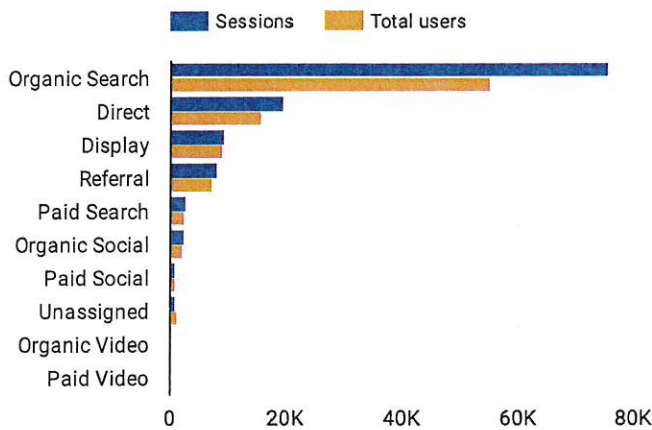
Data From Google Analytics

Overview for current period

You can select the time period to display at the top right. Percentage increases or decreases shown below are versus the previous period. For example, if you select a time period of 30 days, the % change shown is compared to the 30 days prior to the current time period.

Users	Views	Views per user	Avg. Session Duration	Engagement rate	Conversions
92,194	212,371	2.31	02:14	56.0%	804
↑ 36.2%	↑ 16.4%	↓ -4.5%	↓ -1.0%	↑ 5.2%	↑ 38.6%

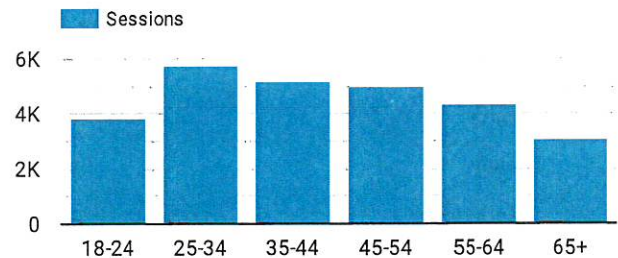
Which channels are driving traffic to the site?



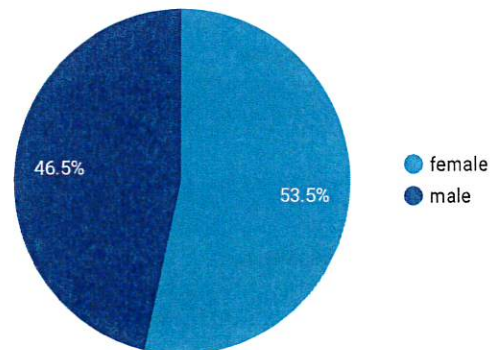
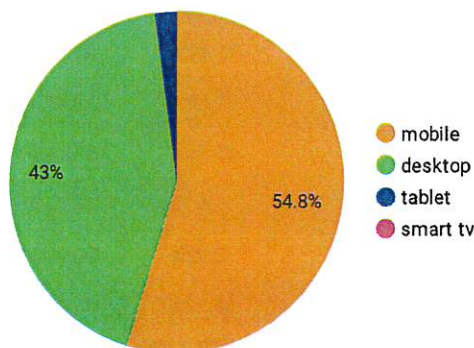
What were your conversions this period?

Event name	Conversions
take_pledge	72
mailchimp_subscribe	627
contact_us___leisure	105

What is the age and gender of site visitors?



What devices are your site visitors using?



Which channels lead to customer conversions?

A **conversion** is a user who completes "Request Information" contact form on the website, and reaches the "Thank You" page. Site visitors who call via phone for information are not included in this count.

	Session default chann...	Total users ▾	Conversions	Conversion Rate	Engagement rate	Average sess...
1.	Organic Search	55,040	31,625	34.51%	62.91%	00:02:32
2.	Direct	15,839	6,640	24.93%	46.24%	00:02:08
3.	Display	9,012	2,254	21.5%	32.43%	00:00:43
4.	Referral	6,990	2,756	25.81%	48.76%	00:02:09
5.	Paid Search	2,380	623	19.38%	59.06%	00:01:35
6.	Organic Social	2,078	945	35.01%	52.82%	00:01:15
7.	Unassigned	1,147	137	8.46%	5.78%	00:00:47
8.	Paid Social	928	496	41.13%	45.69%	00:01:19
9.	Organic Video	84	5	4.76%	35.71%	00:13:16

1 - 12 / 12 < >

What are the top 10 specific websites that are sending you traffic and conversions?

	Session source	Total us... ▾	Conversions	Conversion Rate	Engagement rate	Average ...
1.	google	57,891	31,248	33.96%	62.06%	00:02:22
2.	(direct)	15,839	6,640	24.93%	46.24%	00:02:08
3.	Datafy	5,151	93	1.81%	7.57%	00:00:09
4.	travelks.com	3,115	793	17.52%	40.05%	00:01:20
5.	bing	2,141	1,976	46.98%	75.15%	00:03:46
6.	m.facebook.com	1,214	507	35.26%	49.37%	00:00:57
7.	googleads.g.doubleclick.net	1,083	673	53.42%	71.42%	00:01:41
8.	yahoo	933	696	45.8%	73.19%	00:03:09
9.	fb	927	496	41.17%	45.74%	00:01:19
10.	(not set)	621	127	14.49%	1.61%	00:01:59
11.	us.deliveryengine.adswizz.com	585	6	1.03%	2.22%	00:00:01
12.	duckduckgo	565	392	40.6%	64.71%	00:02:46

1 - 100 / 485 < >

Display Ad - REMARKETING

This campaign runs year-round, with ads switched out approximately quarterly. The campaign re-advertises to anyone who has visited the website. The user receives a cookie on their device when they access visitemporia.com. The remarketing ads follow the user as they browse other websites or apps.

Geographic Area Shown:

United States, excluding Emporia and nearby communities

Audience:

Anyone who has visited visitemporia.com and is in the geographic area above.

Purpose:

Re-advertise to all users who've visited visitemporia.com

Goal:

Encourage previous users of visitemporia.com to return, and exceed industry click through rates for display ads. The current average display ad CTR for the tourism and hospitality industry is 0.47%.

Budget:

\$100.00 per month

Ad links to:

<https://visitemporia.com/roadtrip>

Where is this ad displayed?

This ad is shown on Google's network of over 2 million partner websites and mobile apps. The ad is shown within the geographic area defined above and to audience defined above.



Impressions
199,563

Total Spent
\$1,257.83

Clicks
4,266

Click Thru Rate
2.1%

Remarketing campaign runs year round with ads refreshed approximately quarterly.

Special Limited Time Campaign - ICT to EMP

Geographic Area Shown:

- 15mi radius around Wichita, Augusta, Mulvane

Audience:

- Custom audience of those searching for jeep parts or jeep trails, as well as those who have visited websites similar to:
flinthillsjeepclub.com, kcjeepclub.org, ksrockspark.com,
midwestkrawlers.com, midwestjeepthing.com, jeepingnation.com,
where2wheel.com

Purpose:

Generate interest in Emporia's nearby natural assets through the growing hobby of jeeping, with a route ending in Downtown Emporia.

Goal:

1. Get downloads of the maps (high intent to visit)
2. Meet or exceed industry click through rates for display ads. The current average display ad CTR for the tourism and hospitality industry is 0.47%.

Budget:

\$500 for 40 day campaign

Ad links to:

visitemporia.com/ict

Where is this ad displayed?

This ad is shown on Google's network of over 2 million partner websites and mobile apps. The ad is shown within the geographic area defined above and to audience defined above.



Impressions
40,187

Total Spent
\$484.37

Clicks
225

Click Thru Rate
0.56%

Clicks on Download PDF or GPX
58

One month campaign run in September, as an experiment for a Jeep route beginning in Wichita and ending in downtown Emporia.

General Video Ad

Geographic Area Shown:

- 150 mile radius around Emporia, excluding Emporia and nearby communities.

Audience:

- People 25-65+ who have interest in food, traveling, and road trips.

Purpose:

Brand Awareness

Goal:

Video view rates that meet or exceed industry standards. The current average youtube video view rate for travel and hospitality industry is 29.6%.

Budget:

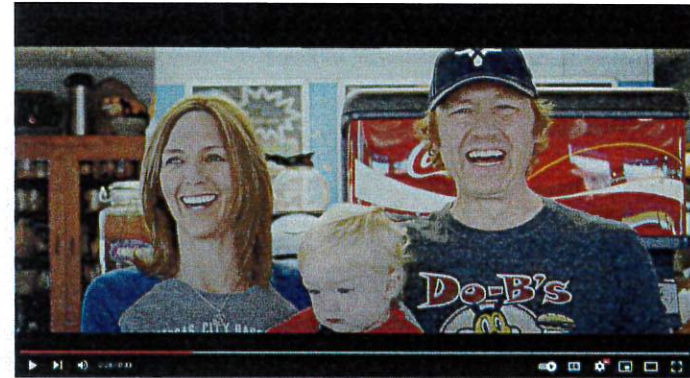
\$300.00 per month

Ad links to:

<https://visitemporia.com>

Where is this ad displayed?

This ad is shown on Youtube as well as Google's network of partner websites, mobile apps, and games. The ad is shown within the geographic area defined above and to audience defined above.



youtube.com/watch?v=6dd5Sw75k5k

Impressions
86,505

Total Spent
\$378.33

View Rate
19%

Clicks
21

Click Through Rate
0.02%

Campaign ended early due to mediocre performance

Disc Golf Video Ad

One month campaign ran in spring

Geographic Area Shown:

- 225 mile radius around Emporia, excluding Emporia and nearby communities.

Audience:

- People ages 25-64 in the geographic area and these affinity segments: Disc golf and disc golf accessories

Purpose:

Brand awareness of Emporia as a disc golf destination.

Goal:

Video view rates that meet or exceed industry standards. The current average youtube video view rate for travel and hospitality industry is 29.6%.

Budget:

\$500.00 per month (16.40 per day)

Ad links to:

<https://visitemporia.com/attractions/disc-golf/>

Where is this ad displayed?

This ad is shown on Youtube as well as Google's network of partner websites, mobile apps, and games. The ad is shown within the geographic area defined above and to audience defined above.



https://www.youtube.com/watch?v=yRXujHCv_qY

Impressions
132,806

Total Spent
\$497.53

View Rate
24%

Clicks
199

Click Thru Rate
0.15%

One month campaign run in spring 2024

Spanish Language Video Ad

Two different videos were implemented during different periods of 2024 – one to increase general awareness among the hispanic community and one to advertise the the Dia de los Muertos event.

Geographic Area Shown:

- 150 mile radius around Emporia, excluding Emporia and nearby communities.

Audience:

- Spanish language speakers ages 18+ in the geographic area.

Purpose:

Brand awareness of Emporia as a welcoming community.

Goal:

Video view rates that meet or exceed industry standards. The current average youtube video view rate for travel and hospitality industry is 29.6%.

Budget:

\$300.00 per month

Ad links to:

<https://visitemporia.com>

Where is this ad displayed?

This ad is shown on Youtube as well as Google's network of partner websites, mobile apps, and games. The ad is shown within the geographic area defined above and to audience defined above.



Impressions
559,253

Total Spent
\$2,063.55

View Rate
33%

Clicks
385

Click Thru Rate
0.07%

General awareness video ran June-Oct 2024. Dia de los Muertos video ran Sept-Oct 2024.

Day Trips Search Campaign

Geographic Area Shown:

- Entire state of Kansas, plus KCMO, Joplin, and Tulsa areas

Audience:

- Anyone 18-65+ searching for keywords related to short trips in Kansas, such as "things to do in Kansas", "day trips from Wichita", "things to do near me", and several other phrases.

Language: shown to both English and Spanish language searchers

Purpose:

Specifically target customers at the moment they are searching for something Emporia can provide.

Goal:

Meet or exceed industry standard click-through rates for search ads. The current average CTR for the travel and hospitality industry is 4.76%.

Budget:

\$760.00 per month

Ad links to:

Downtown page: visitemporia.com/downtown

Where is this ad displayed?

This ad is shown in Google search results. The ad is shown within the geographic area defined above and to audience defined above.

Things to do in Kansas | Things to do near me | Day trips from Kansas City

www.visitemporia.com

Visit Downtown Emporia – home to eclectic shops, restaurants, and cultural attractions. Experience small town charm in Downtown Emporia. Food, shopping, museums, culture & events.

Family Friendly · Heart of the Flint Hills

Impressions

20,462

Total Spent

\$1,612.64

Clicks

1,857

Click Through Rate

9.1%

Campaign began running in October 2024

I-35 Travelers Search Campaign

Geographic Area Shown:

- Texas, Oklahoma, Kansas, Missouri, Nebraska, Iowa, Minnesota

Audience:

- Anyone 18-65+ searching for keywords related to two locations along I-35 such as "dallas to minneapolis", or rest stop or hotel searches near I-35.

Language: shown to both English and Spanish language searchers

Purpose:

Specifically target customers at the moment they are searching for something Emporia can provide.

Goal:

Meet or exceed industry standard click-through rates for search ads.

The current average CTR for the travel and hospitality industry is 4.76%.

Budget:

\$608.00 per month

Ad links to:

Free family fun page: visitemporia.com/fun

Where is this ad displayed?

This ad is shown in Google search results. The ad is shown within the geographic area defined above and to audience defined above.

Best place to stop on I-35 | Emporia, Kansas | Comfy & affordable hotels

www.visitemporia.com

Emporia, KS is a fun, convenient stop on I-35. Free things to do, plus affordable hotels. Visit Emporia, KS for small town charm, great restaurants & hotels. Halfway stop on I-35. Heart of the Flint Hills · Free family fun

Impressions

8,989

Total Spent

\$1,283.52

Clicks

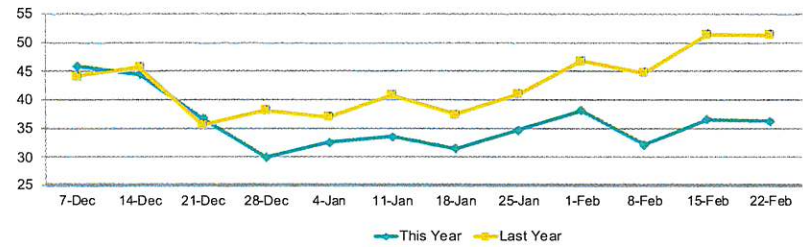
505

Click Through Rate

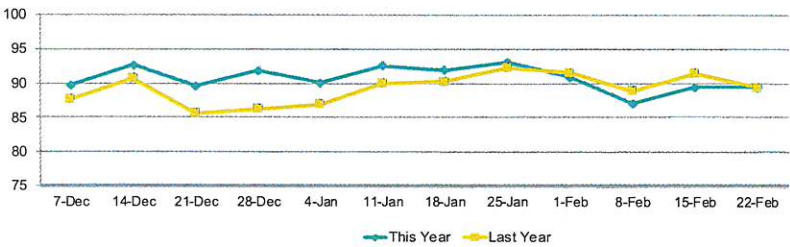
5.6%

Campaign began running in October 2024

Weekly Occ (%) - Dec 07, 2024 to Feb 22, 2025



Weekly ADR - Dec 07, 2024 to Feb 22, 2025



																		Current Week																
Occupancy (%)		Jan	Su	Mo	Tu	We	Th	Fr	Feb	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD
		26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
This Year		22.8	35.6	40.2	44.7	48.0	39.6	35.5	21.1	32.9	36.5	37.0	36.8	34.6	26.5	28.5	42.6	36.0	36.9	44.7	33.6	33.6	28.5	32.3	40.0	40.9	38.0	39.6	34.5	36.3	35.8	35.0		
Last Year		35.6	57.0	59.4	52.1	42.5	46.4	34.0	30.8	49.0	56.7	49.7	47.4	43.6	35.9	30.6	50.7	55.0	53.6	51.7	59.8	58.4	38.5	56.7	58.8	57.8	56.1	45.9	45.7	51.4	48.6	48.4		
Percent Change		-36.0	-37.5	-32.4	-14.2	12.7	-14.7	4.2	-31.2	-32.8	-35.7	-25.5	-22.4	-20.6	-26.2	-7.0	-16.0	-34.5	-53.1	-13.5	-43.8	-42.4	-25.9	-43.0	-32.0	-29.3	-32.2	-13.7	-24.6	-29.4	-26.3	-27.6		
ADR		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		83.39	87.65	91.48	93.24	93.60	91.70	90.26	81.30	86.04	90.99	89.68	84.40	90.60	79.94	82.39	93.05	93.54	89.43	91.72	85.66	86.75	87.32	90.98	91.95	91.92	88.34	91.33	82.45	89.37	89.23	88.72		
This Year		78.44	95.85	94.96	93.37	87.68	98.70	83.18	78.19	89.23	91.72	87.17	88.63	93.03	90.09	79.98	88.05	88.03	89.11	90.99	99.20	98.04	88.78	89.57	91.76	88.76	86.78	89.98	90.07	89.39	90.30	90.02		
Last Year		78.44	95.85	94.96	93.37	87.68	98.70	83.18	78.19	89.23	91.72	87.17	88.63	93.03	90.09	79.98	88.05	88.03	89.11	90.99	99.20	98.04	88.78	89.57	91.76	88.76	86.78	89.98	90.07	89.39	90.30	90.02		
Percent Change		6.3	-8.3	-3.7	-0.1	6.8	-7.7	8.5	4.0	-1.3	-0.8	2.9	-4.8	-2.6	-11.3	3.0	5.7	6.3	0.4	0.8	-13.7	-11.5	-1.6	1.6	0.2	3.6	1.8	1.5	-8.5	0.0	-1.2	-1.4		
RevPAR		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		19.01	31.28	36.75	41.71	44.93	36.32	32.02	17.14	28.97	33.18	33.22	31.02	31.36	21.18	23.47	39.63	33.71	32.99	41.03	28.80	29.16	24.88	29.42	36.81	37.58	33.60	36.17	28.42	32.41	31.92	31.08		
This Year		27.93	54.62	56.41	48.66	37.35	48.13	28.32	23.95	43.72	52.00	43.34	42.04	40.55	32.34	24.50	44.65	48.41	47.73	47.05	59.35	57.26	34.15	50.78	53.98	51.33	48.71	41.27	41.19	45.92	43.85	43.53		
Last Year		27.93	54.62	56.41	48.66	37.35	48.13	28.32	23.95	43.72	52.00	43.34	42.04	40.55	32.34	24.50	44.65	48.41	47.73	47.05	59.35	57.26	34.15	50.78	53.98	51.33	48.71	41.27	41.19	45.92	43.85	43.53		
Percent Change		-32.0	-42.7	-34.8	-14.3	20.3	-21.3	13.1	-28.4	-33.7	-36.2	-23.4	-26.2	-22.7	-34.5	-4.2	-11.2	-30.4	-30.9	-12.8	-51.5	-49.1	-27.1	-42.1	-31.8	-26.8	-31.0	-12.4	-31.0	-29.4	-27.2	-28.6		
Supply		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	
This Year		702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	
Last Year		702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Demand		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		160	250	282	314	337	278	249	148	231	256	260	258	243	186	200	299	253	259	314	236	236	200	227	281	287	267	278	242	1,782	7,031	5,410		
This Year		250	400	417	366	299	326	239	215	344	398	349	333	306	252	215	356	386	376	363	420	410	270	398	413	406	394	322	321	2,524	9,544	7,468		
Last Year		250	400	417	366	299	326	239	215	344	398	349	333	306	252	215	356	386	376	363	420	410	270	398	413	406	394	322	321	2,524	9,544	7,468		
Percent Change		-36.0	-42.7	-34.8	-14.3	20.3	-21.3	4.2	-31.2	-32.8	-35.7	-25.5	-22.4	-20.6	-26.2	-7.0	-16.0	-34.5	-31.1	-13.5	-43.8	-42.4	-25.9	-43.0	-32.0	-29.3	-32.2	-13.7	-24.6	-29.4	-26.3	-27.6		
Revenue		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		13,343	21,962	25,798	29,277	31,544	25,494	22,475	12,032	20,337	23,294	23,317	21,775	22,016	14,868	16,476	27,822	23,666	23,162	28,800	20,216	20,473	17,463	20,653	25,838	26,380	23,587	25,389	19,953	159,264	627,411	479,993		
This Year		19,610	38,340	39,596	34,174	26,217	32,385	19,880	16,812	30,694	36,503	30,422	29,512	28,466	22,702	17,197	31,347	33,981	33,506	33,029	41,666	40,198	23,970	35,648	37,896	36,035	34,193	28,973	28,913	225,629	861,864	672,258		
Last Year		19,610	38,340	39,596	34,174	26,217	32,385	19,880	16,812	30,694	36,503	30,422	29,512	28,466	22,702	17,197	31,347	33,981	33,506	33,029	41,666	40,198	23,970	35,648	37,896	36,035	34,193	28,973	28,913	225,629	861,864	672,258		
Percent Change		-32.0	-42.7	-34.8	-14.3	20.3	-21.3	13.1	-28.4	-33.7	-36.2	-23.4	-26.2	-22.7	-34.5	-4.2	-11.2	-30.4	-30.9	-12.8	-51.5	-49.1	-27.1	-42.1	-31.8	-26.8	-31.0	-12.4	-31.0	-29.4	-27.2	-28.6		
Census %		Jan	26	27	28	29	30	31	Feb	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Current Week	Run 28	Run MTD
		14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14		
Census Props		702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702	702		
Census Rooms		78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2		
% Rooms Participants		78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2	78.2		







Freedom
★ SE & Fried ★ KS
CHICKEN



Freedom AND Fried CHICKEN.com
Life, Liberty & The PURSUIT of Great CHICKEN

Chris Wilson
Marketing & Communications Manager, Explore Crawford County
Treasurer, Southeast Kansas Tourism Region coalition
117 W. 4th Street
PO Box 1115
Pittsburg, KS 66762
(620) 231-1212



March 7, 2025

As we approach 2026, I believe "connections" will be the driving force for the tourism industry throughout Kansas. Next year the United States celebrates 250 years, Route 66 celebrates 100 years, and FIFA's World Cup is coming to the Kansas City area. Plus, the Dirty Kanza/Unbound Gravel celebrates 20 years. There will be travelers actively looking for ways to spend their time and money even in the smallest towns.

Those who connect with others and can find ways to work together within their community and neighboring communities have an opportunity I think most are only now starting to realize.

In my seven years with Explore Crawford County, I have seen firsthand how Visit Emporia connects and collaborates with others in our industry. I have seen it at the annual Kansas Tourism Conference and throughout the year with the Southeast Kansas Tourism Region coalition.

Visit Emporia proposed and took the lead to start a joint promotion with our office (Explore Crawford County) and Fort Scott tourism. "Freedom and Fried Chicken" is an innovative marketing campaign that connects communities throughout our corner of the state, benefiting seven cities and ten businesses along the trail so far. It is joint regional promotions such as this - connecting what we have in common - that will help us get attention moving forward.

The Visit Emporia staff have consistently been honored by the Travel Industry Association of Kansas at the state conference over the years during the awards banquets, including winning the coveted "People's Choice." This particular award is highly regarded as it is voted on by our peers in the travel industry. They also recognize the importance of working together as a region and have brought new insight and fresh ideas to the regional coalition meetings. Their ability to engage with others, contribute meaningful ideas, and take a proactive approach to problem-solving, makes them a key asset to any group they are a part of.

We look forward to working in collaboration with Visit Emporia in the future, and I am pleased to provide this letter of reference on their behalf.

Chris Wilson

March 5, 2025



To Whom It May Concern,

I am writing to express my support for the Emporia Chamber of Commerce to continue to manage Visit Emporia. There is an invaluable role in housing tourism within a Chamber as they collectively promote local businesses to residents and visitors to increase the economic impact. We have had a long professional partnership with Visit Emporia through a shared vision of enhancing tourism in the Flint Hills region.

Our direct partnerships with the recent Prairie Pour Tour spanning four communities and our collaborations within the Flint Hills Tourism Coalition exemplify how our tourism entities united to foster cross-community initiatives that enhance the visitor experience. These efforts have driven increased visitation and showcased the impact of strategic partnerships in promoting regional tourism.

Significant benefits of tourism being held within a Chamber include the direct link to the business community, efficient use of resources, unified economic development strategies, enhanced marketing efforts and business-focused visitors experiences. By leveraging each organization's unique focus, they collectively amplify their marketing efforts, streamline event coordination, and create a more seamless experience for visitors at local businesses.

Additionally, Visit Emporia has earned a well-deserved reputation as an innovative Destination Marketing Organization (DMO) within the state. Their willingness to embrace new ideas, explore emerging tourism trends, and push the boundaries of traditional marketing has positioned them well in this industry. Their forward-thinking approach benefits Emporia and has encouraged other DMOs to be creative in driving tourism in meaningful and impactful ways.

I wholeheartedly support the Emporia Chamber and Visit Emporia with their continued efforts to strengthen their community in the region and state.

Sincerely,

A handwritten signature in black ink that reads "Marcia Rozell".

Marcia Rozell
Director of Visit Manhattan





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INMAN, KANSAS 67546
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K A N S A S S A M P L E R F O U N D A T I O N

March 6, 2025

Emporia City Commission,

I'm writing in strong support of the Emporia Convention and Visitors Bureau, known as Visit Emporia, remaining with the Emporia Area Chamber of Commerce.

So many reasons.

Over the years we have partnered in numerous direct and indirect ways and the staff has always been friendly, efficient, knowledgeable, and willing.

Visit Emporia's place in the network of Kansas tourism is solid and well defined. Kansas Tourism staff and the many, many advertisers, travel writers, and tourism-industry related representatives know where to find answers or connection for Emporia tourism. There would be quite a disruption and lost connections if that were to change.

Emporia has always been well represented at tourism industry events around the state--and that counts for a great deal. They've also been winners of Travel Industry Association of Kansas awards so their work has been well recognized.

Because I've been to every incorporated city in Kansas several times for guidebook research, I also have had the opportunity to observe best practices and see how things are done statewide. The relationship between the Emporia Chamber and CVB is one to be emulated—and not taken for granted. Knowing the TGT flows through the city, I've always appreciated the lack of drama in Emporia.

I was surprised to hear about the need for the RFP. As the saying goes, "If it ain't broke, don't fix it!"

Best to you as you consider what is best for Emporia.

Sincerely,

Marci Penner, director
Kansas Sampler Foundation

Dear Commissioners,

I am writing this letter to express my strong support for the Emporia Area Chamber of Commerce in their continued management of Visit Emporia. As the former Director of Visit Emporia, I have firsthand experience with the vital role the Chamber has played in promoting our community and driving economic growth through managing the Emporia Convention and Visitors Bureau.

During my time leading Visit Emporia, I witnessed the Chamber's deep commitment to showcasing Emporia as a destination for visitors from near and far. Their extensive local knowledge, strong relationships with businesses, and dedication to collaborative efforts have been key in advancing tourism initiatives that benefit our entire community. The partnership between Visit Emporia and the Emporia Area Chamber of Commerce creates a unique synergy that strengthens both organizations — and, most importantly, supports local businesses.

Equally important, the collaboration between the Chamber and Visit Emporia fosters innovation and empowers both teams to develop pioneering marketing campaigns that position Emporia as a must-visit destination. By combining resources, insights, and expertise, they've successfully launched creative initiatives that highlight Emporia's unique identity — from its rich history and vibrant arts scene to its world class reputation as a hub for outdoor recreation. This innovative approach has allowed Emporia to punch above its weight in the tourism industry, drawing visitors who may have otherwise overlooked our community.

I firmly believe that the Emporia Area Chamber of Commerce is best positioned to continue managing Visit Emporia in a way that maximizes its impact on our local economy, strengthens the business community, and reinforces Emporia's reputation as a welcoming and vibrant destination.

I encourage your support in ensuring the Chamber retains this important role. Please feel free to reach out if you have any questions or would like further insights.

Cheers to collaboration,

LeLan Dains
Executive Director
lelan@emporiaspanishspeakers.com
620-757-3264



GIRLS GETAWAY

From gourmet chocolates to cute shops to axe throwing, you'll make amazing memories in Emporia. Grab a friend or two and eat, sip, shop, and play! Scan the code for ideas for the perfect weekend getaway.



Visit
EMPORIA

visitemporia.com
620-342-1600

FREE TO EXPLORE

Visit
EMPORIA



Experience the beauty of the Flint Hills from your Jeep or SUV. We've put together an insider's guide with the best backroads gravel routes through the area – the little known places best accessed with a sport utility vehicle. At the end of your cruise, try one of Emporia's award-winning restaurants or relax at our local brewery or distillery.

Scan the code or go to **visitemporia.com/jeeps** for routes.



Visit

EMPORIA

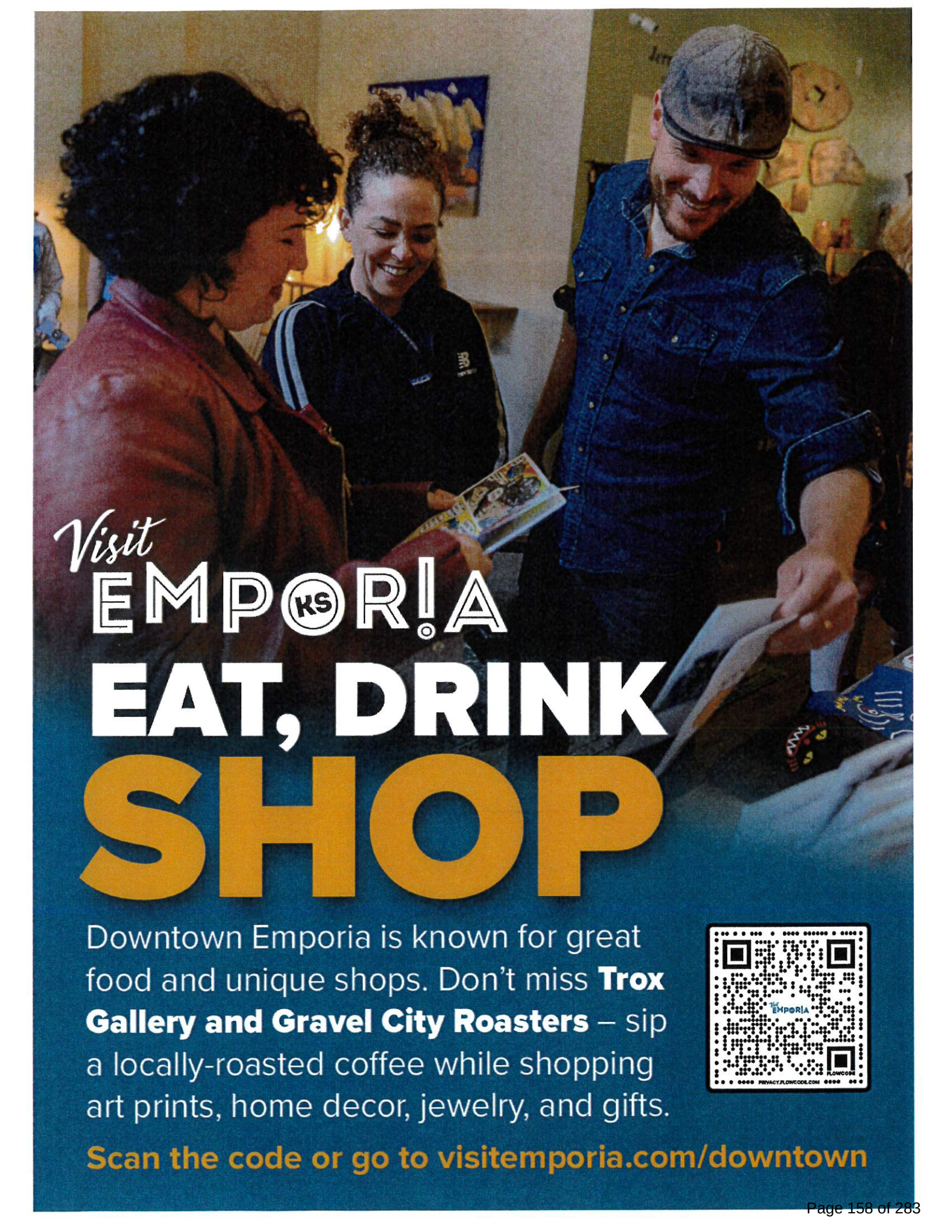
FREE

FAMILY FUN



The best things in life are FREE... like Emporia's zoo, arts center, history museum, veterans memorial, and splash pad! You'll also find great food and places to stay. Whether for a few hours or a weekend, Emporia is the perfect spot for families on any budget.

For more info, go to [visitemporia.com/roadtrip](https://www.visitemporia.com/roadtrip)

A photograph of three people in a shop. A woman with curly hair in a red jacket is on the left, looking at a book. A woman with curly hair in a dark blue shirt is in the center, smiling. A man with a beard and a grey cap in a blue denim shirt is on the right, holding a piece of paper. The background shows shelves with various items.

Visit EMPORIA EAT, DRINK SHOP

Downtown Emporia is known for great food and unique shops. Don't miss **Trox Gallery and Gravel City Roasters** – sip a locally-roasted coffee while shopping art prints, home decor, jewelry, and gifts.



Scan the code or go to [visitemporia.com/downtown](https://www.visitemporia.com/downtown)



Visit Emporia Director

Overall Responsibility: The Director of Visit Emporia is responsible for developing, implementing, and coordinating activities to attract visitors to Emporia and Lyon County. This role includes executing strategies designed by the Emporia Chamber of Commerce and Visit Emporia Advisory Board to enhance the region's appeal to visitors. The Director also acts as a public relations liaison on behalf of the Chamber and community, promoting Emporia as a premier travel destination.

Detailed Duties:

1. **Design and Execution of Annual Marketing Plan:** Develop and implement an annual marketing plan with measurable metrics that aligns with the mission, priorities, and goals of Visit Emporia.
2. **Budget Management:** Prepare and administer the annual budget for Visit Emporia's activities, ensuring resources are allocated effectively.
3. **Relationship Building:** Establish and maintain strong relationships with local hotel/motel managers, event organizers, and attractions. Be well-versed in the facilities, events, and services available in Emporia for meetings, conventions, lodging, meals, and entertainment.
4. **Grant Opportunities:** Identify and apply for relevant grant opportunities for attraction development and marketing programs that align with Visit Emporia's mission.
5. **Coordination of Events:** Organize and manage special events and programs sponsored by Visit Emporia, ensuring their success and alignment with strategic objectives.
6. **Knowledge of Local Attractions:** Possess in-depth knowledge of Emporia's events, history, and attractions, providing valuable information to visitors.
7. **Community Engagement:** Foster awareness and support for Visit Emporia's mission within the local community.
8. **Support Grant Program:** Administer the Support Grant program by promoting it, reviewing applications, assessing economic impact, disbursing funds post-project completion, and tracking progress in the database.
9. **Staff Supervision:** Oversee Visit Emporia employees, manage job descriptions, and administer annual performance evaluations.

10. **Board Participation:** Attend and contribute to meetings of the Emporia Area Chamber of Commerce Finance Committee and Board of Directors.
11. **Professional Development:** Actively participate in tourism-related organizations for professional development, maintaining strong connections to the travel industry.
12. **Advisory Board:** Report and collaborate with the Transient Guest Tax Advisory Board.
13. **Annual Strategic Retreat:** Conduct an annual retreat with the VEAB to discuss and shape future marketing strategies and tourism initiatives.
14. **City Commission Presentations:** Provide presentations to City Commissioners, updating them on funding needs and program progress as necessary.
15. **Reporting:** Write and deliver monthly reports to the VEAB and Chamber Board, detailing activities, outcomes, and ongoing projects.
16. **Publications and Promotions:** Oversee the design and production of marketing materials, publications, and other promotional items to market Emporia as a travel destination.
17. **Additional Duties:** Perform other duties as assigned by the President/CEO, and assist the Office Manager with various administrative tasks as required.

Desired Qualities:

1. **Visionary Leadership:** The ideal candidate should possess a strategic mindset with a clear vision for promoting Emporia as a vibrant travel destination. They should be able to develop innovative marketing strategies to attract visitors and foster community engagement.
2. **Strong Communication Skills:** Exceptional interpersonal skills are crucial for building and maintaining relationships with local businesses, community leaders, and tourism partners. The Director should be an articulate spokesperson who can represent Emporia with enthusiasm and professionalism.
3. **Proven Marketing Expertise:** The ideal candidate should have experience in tourism marketing, digital campaigns, AI, automation, and brand management. The Director should be proficient in leveraging social media, SEO, and data analytics to effectively promote Emporia's offerings to a broader audience.

4. **Community-Focused:** A deep commitment to supporting local businesses and enhancing the community's profile is a must. The Director should excel at collaborating with diverse stakeholders, including city officials, nonprofits, and event organizers, ensuring that tourism initiatives align with Emporia's values and goals.
5. **Results-Driven & Adaptable:** The ability to set measurable goals and adapt strategies based on changing market trends is essential. The Director should be results-oriented, with a focus on driving visitor engagement, increasing tourism revenue, and measuring the impact of campaigns.
6. **Passionate Advocate for Emporia:** A genuine passion for the local culture, history, and attractions is key. The Director should be enthusiastic about showcasing all that makes Emporia special, inspiring both visitors and residents alike.
7. **Budget Management:** Experience in managing budgets and securing grants or sponsorships is beneficial. The Director should be able to maximize resources to support tourism initiatives and deliver impactful results within financial constraints.

Accountability: The Director of Visit Emporia is an exempt employee of the Emporia Area Chamber of Commerce and reports directly to the Chamber President/CEO.

Visit Emporia – Public Relations Manager

Overall Responsibility:

Manage Visit Emporia's public image through consistent use of brand standards and disseminating information creating a positive image of Visit Emporia and the community.

Detailed Duties:

1. Know the organization, be familiar with objectives, responsibilities and general activities. Have good knowledge of events, attractions, and history of Emporia and the area to be able to relay to visitors.
2. Create and manage Visit Emporia's social media presence by developing a content calendar, creating "on brand" content, engaging with followers by responding to comments and resolving queries, and collaborating with content creators and influencers to create and share "on brand" content.
3. Update content and listings on the Visit Emporia website, manage event submissions and respond to customer inquiries submitted through the Contact Us page.
4. Assure Emporia's presence in Kansas Tourism publications by updating content for the Emporia page on TravelKS.com, tagging Kansas Tourism and using state and regional hashtags on social media accounts, selling listings to Emporia businesses for the Kansas Travel Guide and entering them on the state website.
5. Build relationships with the media, craft media releases, respond to media inquiries, and work with travel writers.
6. Attend monthly Transient Guest Tax Advisory Board meetings and take minutes. Attend marketing strategy meetings with our creative firm. Attend the Emporia Community Arts Alliance meetings.
7. Additional duties include: participate in the review and selection of Visit Emporia grant recipients. Balance Visit Emporia petty cash. Prepare Visitor Information Packets for meetings and events. Participate in the creation of the Emporia Community Guide as well as distribution of the printed guide.
8. Attend and participate in tourism conferences, and association and coalition meetings.
9. Represent Visit Emporia at trade shows, fairs, and exhibitions. Maintain a supply of promotional give-a-way items.
10. Maintain and update a shared video and photo library of attractions, events, places of interest, etc., for use on social media, websites, advertisements, and publications, etc.

11. Attend selected activities and perform additional duties as requested by the Visit Emporia Director and President/CEO
12. Serve as back-up for Chamber and provide coverage when needed.
13. Assist in keeping the storeroom clean and organized providing a clear pathway to the exit.

Accountability:

The Public Relations Manager is a non-exempt employee of the Emporia Area Chamber of Commerce, will be supervised by the Visit Emporia Director, and shall report to that person. Funded 100% Visit Emporia.



EMPORIA

VISITOR BUREAU MANAGEMENT & OPERATION SERVICES PROPOSAL

2025



Proposal For
Emporia Visitor Bureau Management and Operation
Services

Emporia Main Street, INC

727 Commercial Street - Emporia, KS

Tax ID: 48-1105027

Authorized Signature:

CASEY WOODS, EXECUTIVE DIRECTOR

director@emporiainmainstreet.com

Welcome

Emporia Main Street is uniquely positioned to manage Visit Emporia, the Emporia Visitor Bureau, leveraging over 30 years of experience in economic development, business support, and community revitalization. We believe that a thriving community is built from within, starting with a strong downtown—where people, capital, and ideas come together to create lasting opportunities. Our commitment to fostering a vibrant commercial and cultural hub has made downtown Emporia a premier destination for food, shopping, entertainment, and living.

Our expertise in promotion and marketing has driven substantial traffic to local businesses, strengthened community engagement, and elevated Emporia's reputation. With a deep understanding of regional demographics and strategic outreach, we have successfully positioned Emporia Main Street as a leader in economic development and tourism growth. Our social media reach, targeted promotions, and event support have been instrumental in attracting visitors and bolstering the local economy.

As the administrative lead for the Emporia Visitor Bureau, Emporia Main Street will implement a comprehensive strategic tourism and marketing plan aimed at enhancing Emporia's status as a premier travel destination. We will collaborate with event organizers to attract and support conventions, sporting events, and festivals that generate TGT revenue. Additionally, we will continue to invest in existing events that drive tourism while launching new initiatives to expand Emporia's visitor appeal. Our multi-platform marketing and promotional efforts will ensure that Emporia remains a sought-after destination for travelers, businesses, and event organizers alike.

Emporia Main Street's proven track record, collaborative approach, and strategic vision make us the ideal partner to manage Visit Emporia and elevate the city's tourism and economic development efforts.





Administration

Emporia Main Street will oversee the administrative functions of the Emporia Visitor Bureau by executing a comprehensive strategic tourism and marketing plan. This plan will align with the vision of promoting Emporia as a premier travel destination. Key administrative services include:

- Developing and executing a comprehensive tourism and marketing strategy customized to highlight the distinct attributes of the Emporia community, encompassing destination businesses, local events, and stakeholder initiatives.
- Overseeing financial operations, including budget development, grant applications, and financial reporting, while collaborating with City of Emporia representatives to ensure the strategic and cost-effective allocation of TGT funds.
- Managing and maintaining a current database of local tourism partners, attractions, and hospitality businesses. In addition to data collection, ensuring regular communication with tourism partners regarding upcoming local and regional events and activities.
- Providing annual reports to the City of Emporia and stakeholders which include visitor statistics, marketing effectiveness, and economic impact assessments.
- Ensuring compliance with federal, state, and local regulations regarding tourism promotion and business operations.
- Creating a matrix for internal use to help allocate funds and resources to entities and events that drive TGT dollars. Evaluation criteria will include tourism impact (hotel stays), economic benefit, marketing reach, community engagement, sustainability & growth potential, and alignment with our overall tourism strategy. A matrix ensures a data-driven, equitable, and transparent process for allocating TGT funds and resources.





Marketing & Promotion

Emporia Main Street will spearhead marketing and promotional initiatives across multiple platforms to enhance Emporia's visibility and reputation as a premier travel destination.

- Planning and implementing multiple targeted advertising campaigns across digital, print, and broadcast platforms, ensuring each campaign includes measurable metrics to assess effectiveness and optimize future strategies is critical to marketing success. Staff will develop marketing strategies with the use of analytics from Google, the Visit Emporia website, and Placer.ai.
- In addition to managing and regularly updating the Visit Emporia website and social media channels, a strategic growth plan will be implemented for each platform. Content will be curated and tailored to target audiences, leveraging specific media outlets to maximize engagement and reach.
- Digital technologies are reshaping the travel and tourism industry by influencing how people plan trips, experience destinations, and work within the field. Direct digital marketing enables us to strategically target potential visitors based on geographic location, demographics, psychographics, and specific interests across various streaming platforms. These platforms may include, but are not limited to, Hulu, Netflix, and regional news applications. Additionally, digital advertising facilitates data collection, providing valuable insights into campaign performance and effectiveness.
- Social media platforms like Instagram and Pinterest have transformed travel perceptions, showcasing hidden rural gems and making them more accessible to a broader audience. This increased visibility drives tourism, creates economic opportunities, and promotes sustainable travel practices that respect local cultures and environments.

Marketing & Promotion

- A comprehensive inventory of all existing promotional materials will be conducted to assess current resources. The creation and distribution of new materials will align with the Visit Emporia brand mission, ensuring consistency and strategic placement to effectively reach defined target audiences.
- Prioritizing public relations efforts, Emporia Main Street will leverage its established track record with local and regional media outlets to actively promote and strengthen the Emporia brand.
- Working closely with existing community stakeholders and cultivating new partnerships will be key to strengthening and expanding the Emporia brand. Gaining community support is essential to preserving Emporia's authenticity while attracting more visitors. Beyond the economic benefits—such as job creation and tax revenue—tourism enhances the vibrancy and unique character of the community. Educating residents on these broader impacts will help foster a shared commitment to sustainable growth and a thriving local economy. Telling these stories through various communication channels such as social and print media will help create a team of local ambassadors.
- Developing a customer service and training package for staff will help educate them on effectively promoting the Emporia brand. This comprehensive resource may include a quick-reference guide for retail, restaurants, and services, along with rack cards featuring scannable QR codes that provide visitors with online information and maps. Clear and engaging communication, along with excellent customer service, plays a vital role in enhancing the visitor experience and showcasing all that Emporia has to offer.



Event & Convention Support

Emporia Main Street will work with event organizers to attract and support conventions, sporting events, and festivals that drive TGT dollars. Emporia Main Street will continue to support existing events that drive travel and tourism. Support services include:

- Developing targeted marketing plans to attract new events and conventions by showcasing Emporia's key assets, including hotels, venues, co-working spaces, and catering services. Emporia's strategic geographic location, situated midway between several metropolitan areas, offers a convenient meeting point for companies with branches across the state, making it an ideal destination for events and conferences.
- Since events and conventions are distinct in nature, each will be approached with a customized strategy for planning and execution. Support will include comprehensive logistical coordination, venue recommendations, and targeted marketing efforts tailored to the specific needs of the event or convention.





Event & Convention Support

A primary focus will be attracting conventions to the community, as these events provide local businesses with a platform to showcase their products and services to a broader audience beyond their immediate market. Collaborating with local businesses and stakeholders will be essential to maximizing the economic impact of events and conventions.

It is also crucial to ensure that event planners and convention coordinators are well-informed about local venues and available services. Additionally, conventions serve as a powerful driver of consumer traffic to local storefronts, effectively creating opportunities to increase sales and stimulate the local economy.

- **City Coordination** – Collaborating with the police department for street closures, organizing waste management, and addressing electrical needs to create a seamless event experience.
- **Event Planning Checklist** – A structured guide developed by Emporia Main Street to help event planners stay organized and cover all necessary details.
- **One-Stop Resource for Event Planners** – As a primary point of contact for hosting events and conventions in Emporia, our staff will assist with site selection, obtaining permits, and securing essential services. We will also work with meeting planners to offer suggestions on catering and venue selection.

By providing expert guidance and resources, Emporia Main Street ensures events are well-organized, safe, and beneficial to both attendees and the local business community.



Event & Convention Support

- Emporia Main Street has a strong track record of transforming small-scale activities into major events that attract visitors from across the region. When developing events, we prioritize sustainability and scalability to ensure long-term success. Our approach includes comprehensive marketing before, during, and after each event to maximize audience engagement.
- Post-event data collection is also a key component in evaluating success. This process includes participant and business surveys, as well as consumer data analysis through Placer.ai. By leveraging this data, we gain valuable insights into attendee travel patterns, demographics, and geographic profiles, allowing us to refine and enhance future events.



Visitor Services

Emporia Main Street will operate a visitor center in the heart of downtown, serving as a central hub for tourists, stakeholders, and community members. We also monitor traffic patterns to help determine our hours to better serve patrons. Visit services will include:

- **Providing visitor information and resources**, including maps, brochures, and guides to help visitors navigate and experience Emporia. These materials will highlight local businesses, attractions, and upcoming events, ensuring visitors have access to everything they need for a memorable stay.
- **Public Restrooms.** A fundamental yet essential aspect of the tourism experience, access to clean and convenient restrooms can greatly impact a visitor's impression of a destination. Travelers often seek public restrooms while exploring downtown, and having accessible facilities enhances their overall experience. Ensuring the availability of restrooms is especially important for families and individuals unfamiliar with the area, making their visit more comfortable and welcoming.





Visitor Services

- **Weekend Hours.** Data from Placer.ai shows that visitor traffic on Saturdays downtown equates to 21% of the week's visitation traffic for Emporia, highlighting the need for accessible visitor information and public restrooms during peak times. To better serve tourists, Visit Emporia should offer weekend hours, especially during high-traffic months, ensuring visitors have the resources they need to fully enjoy their experience in the community.
- **Encouraging Extended Stays & Repeat Visits.** Developing initiatives to attract visitors for longer stays and encourage return trips is vital for sustainable tourism growth. We want Emporia to be a tourism hub for new and returning visitor- not a one time bucket list stop!
- **Local Business Collaboration** – Partnering with local businesses to create cross-promotional tourism campaigns that highlight unique experiences in Emporia.
- **Bundled Packages** – Working with hotels, restaurants, and activity providers to offer curated packages that provide visitors with added value and incentives to extend their stay.
- **Enhanced Visitor Experience** – Showcasing diverse attractions, seasonal events, and exclusive offers to keep Emporia top-of-mind for returning travelers.

By fostering these collaborations, Emporia can strengthen its appeal as a must-visit destination while driving economic benefits for local businesses.





Economic and Tourism Development

Emporia Main Street will play a key role in supporting the ongoing economic and tourism development of the community. Emporia Main Street has a long-standing history of event creation and management, hosting a series of annual events designed to drive economic growth for local businesses. With additional resources from Visit Emporia, these events could benefit from a larger marketing budget, increasing their reach and attracting more visitors to the community. This enhanced promotion would not only boost attendance but also strengthen Emporia's reputation as a vibrant destination for both residents and tourists. Services to continue tourism development include:

- **Event Collaboration & Community Partnerships.** Partnering with local organizations and stakeholders is a powerful way to enhance Emporia's appeal as a destination.
- **Cultural Event Growth** – Collaborating with groups like Hispanics of Today and Tomorrow can significantly expand events such as the Cinco de Mayo Celebration and Día de los Muertos, drawing larger crowds and fostering cultural engagement.
- **Higher Education Partnerships** – Working with ESU and FHTC to attract conferences and conventions, as well as extending visitor stays around athletic events, presents valuable opportunities for increased tourism. It is our goal to convert attendees of these events to shoppers, diners, and entertainment patrons of our local businesses.
- **Economic Impact** – These collaborations help drive visitor traffic, boost local business engagement, and increase Transient Guest Tax (TGT) revenue, strengthening Emporia's position as a thriving destination.

By fostering these partnerships, Emporia can continue to grow its events while maximizing economic and cultural benefits for the community.

Economic and Tourism Development

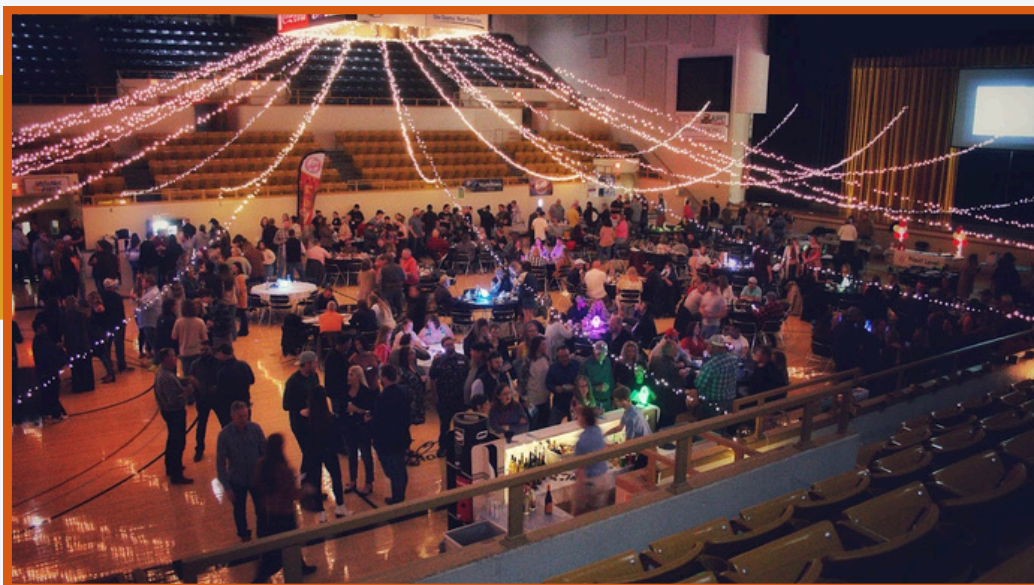
- **Enhancing Destination Marketing** – Strengthening Emporia’s appeal requires collaboration with local businesses, hotels, and restaurants to create a more engaging and memorable visitor experience. Working as a partner with these stakeholders helps them become invested in their own future.
- **Empowering Businesses** – Providing guidance on how to effectively market their unique location, services, and products to attract and retain visitors.
- **Compelling Storytelling** – Helping businesses craft a strong identity that transforms Emporia from just a destination into a must-visit experience.
- **Strategic Marketing Support** – Assisting businesses in understanding their target audiences, addressing visitor needs, and identifying their unique selling points to enhance outreach and engagement.

By supporting these efforts, Emporia can build a stronger, more cohesive destination brand that captivates potential travelers and encourages extended stays.



Economic and Tourism Development

- Advocating for infrastructure improvements and beautification projects is a primary focus for Emporia Main Street. Enhancing Emporia's appeal as a tourist destination requires ongoing investment in infrastructure and beautification efforts that support long-term tourism growth. Emporia Main Street's Design Committee is a well-established group of volunteers that works to ensure the downtown area is in top physical condition by preserving historic buildings and enhancing pedestrian-friendly streets.
- Emporia Main Street focuses on creating an inviting atmosphere and strategic improvements such as attractive window displays, well-maintained parking areas, building renovations, street furniture, signage, sidewalks, streetlights, and landscaping contribute to a welcoming and visually appealing environment. We also focus on Comprehensive Design Strategies such as promoting good maintenance practices, rehabilitating historic buildings, encouraging thoughtful new construction, implementing effective design management systems, and engaging in long-term planning to sustain growth. We also believe that there are opportunities to utilize TGT dollars on augmentations that reduce City/EPD responsibilities during large events.





Economic and Tourism Development

- **Market Research & Data-Driven Decision Making.** Effective economic development and marketing strategies rely on comprehensive data collection and analysis. Emporia Main Street will leverage advanced tools such as Placer.ai, ESRI reports, and Tapestry Segmentation Data to gain deeper insights into the key factors shaping the local tourism industry.
- **Informed Strategy Development.** By analyzing visitor demographics and psychographics, Emporia Main Street can tailor marketing efforts and tourism initiatives to better align with audience needs and preferences.
- **Targeted Economic Growth.** Data-driven insights will guide decision-making, ensuring that tourism strategies effectively support local businesses and contribute to the community's economic vitality.
- **Transformation Strategy.** Understanding visitor trends will allow for the development of a long-term travel and tourism strategy that enhances Emporia's appeal as a destination.

By integrating market research into strategic planning, Emporia can optimize tourism efforts, attract the right audiences, and foster sustainable economic growth.

2024 Business & ECO DEVO Stats

- **10 Business Loans:** \$669,000 in funding matched by local financial institutions.
- **Grant Assistance:** HOPE VI, ROOMS, HEAL, FORGE, 105, Historic Federal/State, USDA REAP.
- **Total Investment Impact:** \$5,622,526.84
- **Net Business Growth:** Downtown experienced a net loss of 2 businesses.
- **Building reinvestment:** 25 permits. Representing \$3.85 million in reinvestment downtown.
- **Public improvements:** Three public improvements (representing \$530,000 in investment).
- **Buildings Sold:** Four
- **Businesses Opened:** Six



Tracking Impact & Performance

Emporia Main Street will track the following metrics specific to the impact of visitor tourism, destination business performance, geographic location performance, City of Emporia total visitation, hotel performance, conferences, and events:

- Visitation numbers, which include comparisons to target goals, will be recorded and reported for events, participating destination businesses, specific geographic locations, and the community as a whole.
- Stay time for visitors will measure the interaction visitors have with the surrounding area, specific geographic locations, destination businesses, and events.
- Consumer loyalty will measure repeat visitation.
- Consumer spending (hotel specific) will determine the spending habits of those staying in hotels within the area.
- Social media usage will track social media interactions with visitors and our ability to grow a more extensive and engaged audience for future outreach.
- “Before and After” pathways for consumers will help create an overview of business interactions.
- Zip code visitor measures will help us determine the year over year changes in specific geographic consumer groups interacting with the Emporia area.
- Area developments will impact shifts in our trade area and changes in demographics/psychographics of visitor groups.
- Qualitative measurements specific to the events or initiatives funded through TGT Dollars will be implemented.



Tracking Impact & Performance

To effectively allocate Transient Guest Tax (TGT) funds and enhance tourism volume and spending, a structured evaluation matrix will be implemented for each category: new businesses, existing businesses, new events, and existing events.

Each matrix assigns a maximum of 100 points across various criteria to ensure objective assessment and strategic fund distribution. Implementing these matrices ensures a comprehensive and objective approach to allocating TGT funds, fostering initiatives that significantly boost tourism and contribute to the local economy.



New Business Matrix

Criterion	Description	Points
Market Trade Area Potential	Evaluation of the business's ability to attract visitors beyond the local area.	20
Matching Spending for Destination Marketing	Commitment to invest in joint marketing efforts alongside the tourism board.	15
Commitment to Attend Destination Marketing Training	Willingness to participate in training sessions to align destination marketing strategies.	10
Quarterly Market Recaps	Agreement to provide quarterly reports on marketing activities and outcomes.	10
External Branding Participation	Engagement in broader branding initiatives to promote the destination.	15
Internal Node Advancement	Contribution to enhancing internal tourism networks and collaborations.	10
Internal Destination Event Creation	Initiatives to develop events that attract tourists to the destination.	10
External Event Participation	Active involvement in external events to promote the destination.	10
TOTAL		100



Existing Business Matrix

Criterion	Description	Points
Established Market Trade Area	Current reach and influence in attracting visitors beyond the local area.	10
Matching Spending for Destination Marketing	Ongoing investment in joint marketing efforts with the tourism board.	15
Attendance for Destination Marketing Training	Participation in training sessions to stay updated with marketing strategies.	10
Quarterly Market Recaps	Submission of regular reports on marketing activities and outcomes.	10
Monument Creation	Efforts to develop landmarks or attractions that enhance tourism appeal.	10
External Branding Participation	Involvement in broader branding initiatives to promote the destination.	15
Internal Node Advancement	Strengthening internal tourism networks and collaborations.	10
Internal Destination Event Creation	Development of events that draw tourists to the destination.	10
External Event Participation	Participation in external events to showcase the destination.	10
TOTAL		100



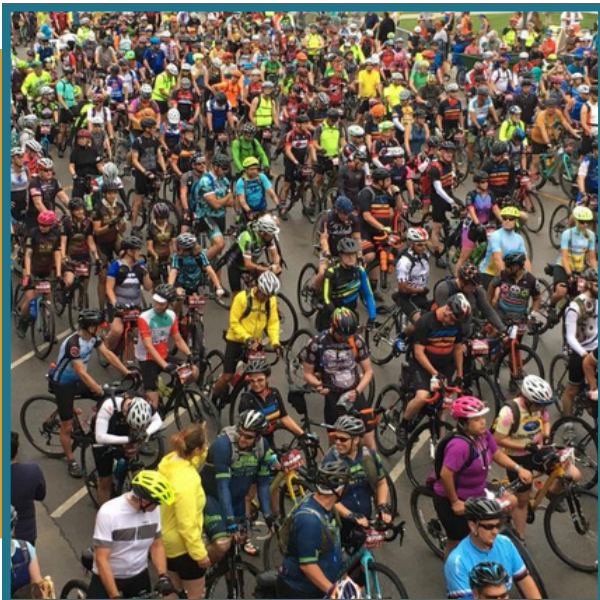
New Events Matrix

Criterion	Description	Points
Destination Target Market(s)	Alignment of the event with the desired tourist demographics.	20
Participation in Pre-Event Marketing Coaching	Engagement in coaching sessions to optimize event marketing strategies.	10
Matching Spending for Destination Marketing	Investment in joint marketing efforts to promote the event.	15
Potential Attendee Impact on Local Businesses	Expected positive effects on local businesses from event attendees.	15
Length/Type of Stay Generated	Influence of the event on the duration and nature of tourist stays.	10
Repeatability	Potential for the event to become a recurring attraction.	10
Potential Destination Attendance	Anticipated number of attendees and their engagement levels.	10
After-Event Coaching	Willingness to participate in post-event evaluations to improve future events.	5
Other Community Impacts	Additional benefits to the community, such as cultural enrichment or infrastructure development.	5
TOTAL		100



Existing Events Matrix

Criterion	Description	Points
Destination Market Measures	Current performance metrics in attracting tourists.	20
Participation in Pre-Event Marketing Coaching/Partnerships	Engagement in coaching sessions and partnerships to enhance event marketing.	10
Matching Spending for Destination Marketing	Continued investment in joint marketing efforts for the event.	15
Attendee Impact on Local Businesses	Actual positive effects on local businesses from event attendees.	15
Length/Type of Stay Generated	Influence of the event on the duration and nature of tourist stays.	10
Continuity/Growth Potential	Capacity for the event to sustain and grow over time.	10
After-Event Coaching	Participation in post-event evaluations to enhance future events.	10
Other Community Impacts	Additional benefits to the community, such as cultural enrichment or infrastructure development.	10
TOTAL		100



Other Assets Matrix

Criterion	Description	Points
Tourism Impact Potential	Evaluation of the attraction's ability to generate visitor traffic, both directly and indirectly.	20
Destination Marketing Collaboration	Willingness to participate in joint marketing efforts and destination branding.	15
Multi-Use Capacity	The extent to which the attraction can host or facilitate multiple events, programs, or activities.	15
Maintenance/Enhancement Needs	The necessity of funding for upkeep, restoration, or improvements to sustain visitor engagement.	10
Length/Type of Visitor Engagement	Influence on how long tourists stay in the area and what type of experiences they have.	10
Community and Business Spillover Effect	Positive economic and cultural impact on local businesses and the community.	10
Historical/Cultural/Recreational Value	Contribution to the area's heritage, culture, or recreational tourism offerings.	10
Participation in Visitor Data Tracking & Recaps	Willingness to report quarterly on visitor numbers and economic impact.	5
Sustainability & Growth Potential	Capacity for long-term sustainability and ability to expand its role as a tourism asset.	5
TOTAL		100



This matrix ensures a fair and strategic allocation of Transient Guest Tax (TGT) funds by recognizing the role of non-traditional tourism assets in enhancing overall visitor volume, economic benefits, and destination appeal.

Local Partnerships

Hispanics of Today & Tomorrow (H.O.T.T): Hispanics of Today & Tomorrow, HOTT, is a nonprofit organization that was established in 1998. The organization's mission is to preserve the Hispanic heritage for future generations, strengthen the bridges of communication and understanding among all diverse cultures, ensure Hispanic participation in the mainstream, bridge the community, and work together to help the Hispanic community. Emporia Main Street has a longstanding partnership with this organization, playing a key role in the planning and execution of its annual Cinco de Mayo and Día de Los Muertos events.

Our primary focus is vendor recruitment and event marketing to ensure successful and well-attended celebrations. We focus on creating Comprehensive Marketing Strategies by utilizing social media ads, print materials, and radio advertisements to engage the local community and promote event awareness. Each year we analyze attendee data, identifying zip codes of visitors from outside Emporia. This information is used to create targeted social media ads, attracting both new and returning visitors. Through strategic promotion and community engagement, these events continue to grow, boosting tourism, cultural appreciation, and local economic impact. By refining our approach each year, Emporia Main Street ensures these events remain vibrant, well-promoted, and successful in drawing visitors to the community.



Local Partnerships

Emporia Freedom Fest: Founded in 2003 by Emporia Main Street and soldiers of the Kansas National Guard, the mission of Freedom Fest is to honor veterans and their families through a series of competitive, physical, and community gathering events. Freedom Fest is held annually in November on the Saturday before Veterans Day. All events start and end at the All Veterans Memorial in Emporia, Kansas.

Emporia Main Street plays a key role in the success of Emporia Freedom Fest by overseeing both event site management and marketing efforts. Working closely with city departments, we ensure the event site is properly secured, parking is arranged, and amenities for volunteers and participants are in place. In addition to logistics, our team manages the organization's website and social media platforms while collaborating with regional and local media to promote the event. Through strategic planning and targeted marketing, Emporia Main Street helps make Emporia Freedom Fest a well-organized and widely recognized community event.



Local Partnerships

Dynamic Discs: Emporia Main Street has established a longstanding partnership with Dynamic Discs, collaborating on various events over the years. Typically, the Dynamic Discs team engages our organization to assist in planning a street festival that coincides with one of their tournaments. These events attract both national and international disc golf enthusiasts, as well as local community members.

Emporia Main Street plays a crucial role in vendor recruitment and logistical coordination, including securing permits, managing waste disposal, arranging security, and overseeing other essential details. Additionally, our team leads promotional efforts by engaging regional and local media, as well as developing targeted social media campaigns to attract visitors and enhance the overall impact of the festival.



Local Partnerships

Unbound Gravel: Each year, Unbound Gravel/Life Time partners with Emporia Main Street to host the Finish Line Festival, a key component of their premier Gravel Race series. In the event's early years, Emporia Main Street utilized grassroots marketing strategies on a limited budget to establish a strong regional connection, helping transform it into one of the most prestigious world-class events in the heart of the Emporia community.

Today, we collaborate closely with city officials, the Emporia Police Department, Lyon County representatives, emergency management teams, and numerous other stakeholders to coordinate an event that attracts approximately 20,000 visitors to downtown Emporia. Emporia Main Street implements strategic marketing initiatives targeting diverse audiences to maximize attendance and engagement for this signature event.



Local Partnerships

Emporia State University: Emporia Main Street partners with Emporia State University on a variety of initiatives throughout the year, focusing on student recruitment, retention, and community engagement. These efforts include hosting the Welcome Back Student Block Party, participating in on-campus recruiting events, contributing to the Homecoming planning committee, and developing targeted marketing strategies to engage visitors attending a wide range of campus activities.

Leveraging this partnership is crucial in crafting effective marketing strategies that not only attract visitors to campus but also encourage greater engagement with the broader community. Emporia Main Street also works with Emporia State University on a variety of science and technology initiatives.



Regional Partnerships

Kansas Main Street: As an accredited community through Kansas Main Street, Emporia Main Street is recognized for its significant impact in preserving and enhancing the downtown commercial district. By maintaining the historic integrity of our community while serving as a vital economic driver, we play a crucial role in local development. As one of the longest-standing Main Street programs in the state, Emporia Main Street also serves as a mentor organization, guiding other programs across Kansas in key areas such as historic preservation, event development, marketing strategies, and social media implementation.

Network Kansas: Maker Space Summit: A collaborative effort between Emporia Main Street, Emporia State University, and Network Kansas, the summit was held in 2023 and 2024. Over the course of two days, entrepreneurs, city officials, and community planners convened to explore the role of technology and its integration into their communities. The Maker Space Summit serves as a platform for connecting established maker spaces with individuals interested in launching their own. This event facilitates discussions on key topics such as best practices, equipment, funding, and more. It is the goal of all partners to make this an annual event held in Emporia.



National Partnerships and Recognition

Main Street America (MSA): Emporia Main Street is a recognized leader within the Main Street America program. Since 2014, our staff and volunteers have been featured speakers at the National Main Street Now Conference, sharing insights on rural economic development programs and initiatives that have driven meaningful, lasting change in communities across the country.

Emporia Main Street has also been honored with the prestigious **Great American Main Street Award (GAMSA)**, a testament to our program's strength in fostering community transformation. GAMSA recipients are evaluated based on their success in revitalization efforts, commitment to historic preservation, innovative programming, cross-sector partnerships, community outreach, stakeholder engagement, and dedication to diversity, equity, and inclusion.

In 2021, MSA also awarded Emporia Main Street the **National Main Street Forward Award** for our programs to support small businesses during the pandemic.

In 2020, Emporia was one of 3 communities selected and studied by the **Brookings Institute** as a model for strengthening rural communities based on our successful Main Street Programs.





Background & Experience

Emporia Main Street has been an active Main Street program for over 30 years. We believe that a thriving community is built from within. A strong community begins with a strong downtown – the place where people, capital, and ideas come together in ways that build opportunity for all. We continually strive to grow downtown as a vibrant gathering space for food, shopping, entertainment, and living.

Our economic development initiatives and business support programs benefit the entire region. Emporia Main Street is a unique blend of entrepreneurs, business and property owners, community leaders, residents, and volunteers- with a shared vision. Promotion is at the core of what we do. By understanding our regional demographics and employing targeted outreach, we've driven significant traffic to our commercial centers, supported local businesses, and created a buzz around community events. Our social media reach and promotional activities have ensured that Emporia Main Street remains a cornerstone of community engagement and business success.

Current Social Media and Web Statistics:

- **Facebook: 17.4K followers**
- **Instagram: 2,953 followers**
- **TikTok: 994 followers**
- **Twitter (X): 2,885 followers**
- **LinkedIn: 261 followers**
- **Email Newsletter: 9,702 contacts,**
- **Website: 160,000 views in 2024**



Professional References:

Past Campaigns

Great American Market: The Great American Market is one of downtown Emporia's largest and longest-running events hosted by Emporia Main Street. What began over 20 years ago as a small gathering of vendors and a few hundred attendees has now expanded to six city blocks, featuring hundreds of vendors and attracting almost 14,000 visitors in 2024. Over the past several years—excluding pandemic-impacted years—the event has experienced consistent growth, largely due to the strategic marketing plan implemented to drive participation and attendance.

A targeted, multi-channel marketing approach has been instrumental in expanding the event's reach. With three primary audiences—vendors, local consumers, and visitors—customized marketing assets are developed for each group:

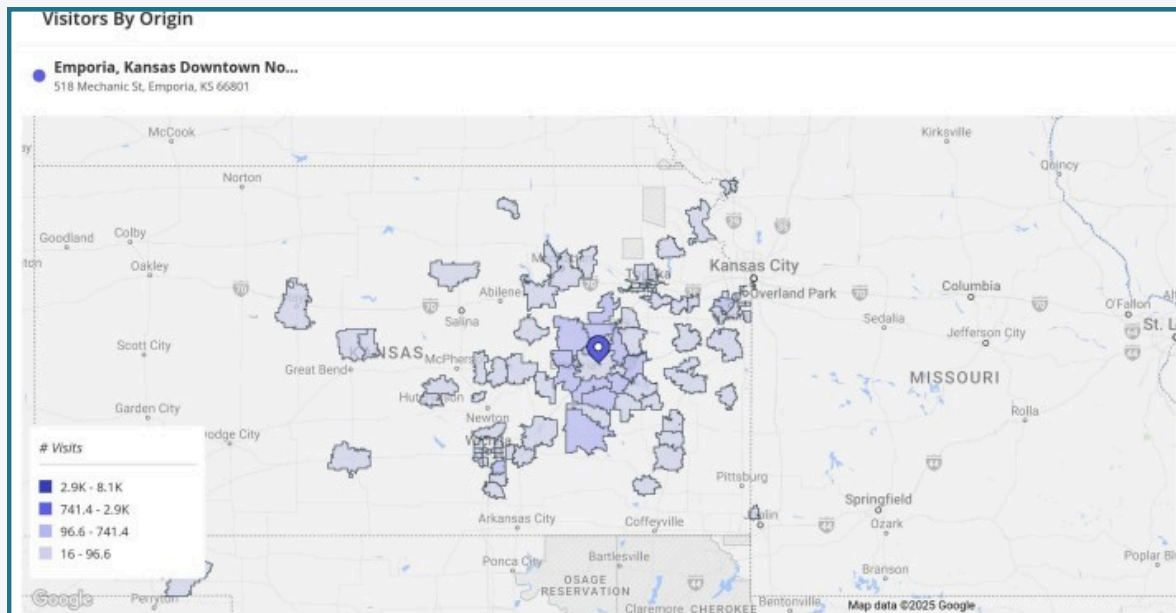
- **Vendor Recruitment:** A significant portion of vendor outreach is conducted through online platforms and social media, ensuring broad visibility and engagement.
- **Local Consumer Engagement:** Traditional print and radio advertising, combined with social media campaigns inform and attract local attendees.
- **Visitor Acquisition:** Placer.ai data provides insights into visitor demographics, allowing for targeted social media advertising in key zip codes where interest is highest.



Past Campaigns

Great American Market: By using Placer Data we can track visitors by zip codes and use this information to create marketing strategies for the upcoming year.

2024 Statistics



● **Emporia, Kansas Downtown No...**
518 Mechanic St, Emporia, KS 66801

Zipcode / City	Visits (% of Total)
66801 Emporia, KS	8.1K (58.1%)
66865 Olpe, KS	287 (2.1%)
66860 Lamont, KS	219 (1.6%)
66835 Americus, KS	202 (1.5%)
66856 Lebo, KS	174 (1.3%)
66869 Strong City, KS	169 (1.2%)
66845 Cottonwood Falls, KS	164 (1.2%)
66833 Allen, KS	142 (1%)
66846 Council Grove, KS	137 (1%)
66854 Hartford, KS	131 (0.9%)

Sep 14th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Past Campaigns

USA Today 10Best Main Street Contest: Emporia Main Street has once again demonstrated the power of strategic marketing and community engagement by earning national recognition in the USA Today 10Best Readers' Choice Awards for Best Main Street. Nominated by a panel of subject matter experts in both 2016 and 2024, Emporia Main Street secured first place in 2016 and an impressive second-place finish in 2024—competing against other communities such as Howell, Michigan; Saratoga Springs, New York; and Ogden, Utah.

These outstanding results were achieved through the implementation of a comprehensive marketing strategy designed to mobilize community members, followers, and supporters to vote daily throughout the competition. Key initiatives included:

- **Targeted Social Media Campaigns** – Engaging content, daily reminders, and live video updates kept the competition top-of-mind for our audience.
- **Email Marketing Efforts** – Direct outreach ensured consistent voter participation and reinforced the importance of community support.
- **QR Code Distribution** – Strategically placed QR codes across the community provided an easy, direct link to the voting platform, increasing accessibility and engagement.
- **Collaborative Partnerships** – Working closely with local businesses, organizations, and stakeholders amplified outreach and motivated a broader network to participate.

The success of these campaigns underscores Emporia Main Street's ability to leverage innovative marketing strategies to engage and activate the community. Our continued recognition on a national scale reflects not only the strength of our marketing efforts but also the pride and dedication of our community in supporting our vibrant downtown district. **In addition, by the time this application is submitted, we will have announced our entry into the 2025 contest! It is an honor to be nominated and recognized.**



Past Campaigns

Unbound Gravel: Emporia Main Street played a pivotal role in the strategic relocation of Unbound Gravel from a hotel parking lot on the west side of town to the heart of Commercial Street. This transformation helped propel the event into one of the world's premier gravel cycling races.

In its early stages, Emporia Main Street leveraged grassroots marketing tactics to generate awareness, engaging local and regional media to highlight the event and its participants. Over time, these efforts expanded into targeted media outreach, securing coverage from regional television stations, *The New York Times*, and leading cycling publications.

Today, Emporia Main Street employs a multifaceted marketing approach, focusing on attracting day-trip visitors who contribute to the event's bustling atmosphere, while also providing strategic communication to riders, their families, and support crews about local amenities and experiences. With hotels booked out for miles, maximizing the economic impact of Unbound Gravel remains a top priority, ensuring that local businesses fully benefit from the influx of visitors.

Beyond marketing and executing one of the largest race finish festivals in the world, Emporia Main Street serves as a critical liaison between local businesses and Unbound Gravel organizers. By fostering open communication and providing businesses with opportunities to engage and capitalize on the event, Emporia Main Street continues to drive economic growth and community engagement through this globally recognized race.



Past Campaigns

State Basketball: Emporia Main Street continues to leverage strategic marketing initiatives to maximize the economic impact of major athletic events hosted in the community. With several high-profile competitions already drawing visitors to Emporia, our focus has been on converting that foot traffic into direct support for local businesses.

In 2023 and 2024, Emporia hosted state basketball tournaments in the spring, presenting a prime opportunity for targeted marketing efforts. Emporia Main Street collaborated with the City and KSHSAA to implement on-site signage inside White Auditorium, strategically designed to direct event attendees to nearby businesses.

These signs featured QR codes that, when scanned, provided instant access to an interactive map of local shopping and dining options, enhancing visitor engagement and accessibility. See below for an example of the signs placed at the tournaments.



Past Campaigns

State Basketball: Beyond physical signage, Emporia Main Street executed a multi-channel marketing approach to further drive consumer spending.

- Business Outreach & Preparation – Local businesses were informed in advance of tournament schedules, allowing them to adjust staffing and inventory to accommodate increased customer demand.
- Geo-Targeted Digital Advertising – Custom Facebook ads showcasing Emporia's dining and retail scene were created and strategically targeted to the ZIP codes of participating schools, ensuring direct outreach to visiting fans and families.

These efforts underscore Emporia Main Street's commitment to proactive and data-driven marketing strategies that not only enhance the visitor experience but also strengthen the local economy by driving increased foot traffic to businesses. By aligning marketing efforts with major events, we continue to position Emporia as a dynamic destination for both athletes and visitors alike. This campaign is also being implemented for the 2025 5A State Basketball Tournament.



2023: Between March 8th -11th there were 48.9K visits to downtown Emporia. Of those visits, 29.6K were from areas outside of the 66801 zip code.

2024: Between March 6th - 9th there were 50k visits to downtown with 28K outside of the 66801 zip code.



Past Campaigns

Destination Business Development: A well-executed marketing strategy is just one component of a successful effort to increase tourism and economic growth within a community. While visually appealing advertisements are valuable, they must be supported by compelling content, engaging events, and unique business offerings that draw visitors. A thriving tourism strategy requires not only attractive promotions but also the development of Destination Businesses—establishments that stand out from competitors and attract customers from beyond their immediate market.

Consumers are unlikely to travel from one town to another for chain restaurants or big-box retailers they already have at home. Instead, they seek out distinctive experiences and businesses that offer something truly special. Destination Businesses can take many forms, including restaurants, retail shops, service providers, events, entertainment venues, and even professional practices. What sets them apart is their ability to create a strong, unique appeal that drives both local patronage and out-of-town visitors.

While some entrepreneurs naturally excel at attracting visitors, others may have great products or services but need guidance in expanding their reach beyond the local market. Developing a Destination Business requires time, dedication, and strategic expertise. To support this growth, Emporia Main Street offers individual consulting services to help businesses define their target markets, create and implement effective marketing strategies, and establish measurable success indicators. Educating businesses on these points help them in the long run make better informed decisions for their business.

Additionally, Emporia Main Street collaborates with industry experts to provide specialized training opportunities for local businesses. One standout program, Destination BootCamp with Jon Schallert, offers an intensive learning experience designed to help business owners craft their own destination strategy. Several successful businesses, including The Sweet Granada, Bourbon Cowboy, Do-B's, Radius, and Gravel City Roasters, have participated in this program with the support of Emporia Main Street, further strengthening the local economy and enhancing Emporia's reputation as a must-visit destination.



Staffing

Current staff have multiple years of experience in event planning and marketing.

Casey Woods has served as the Executive Director of Emporia Main Street since 2009, leading strategic initiatives that drive sustainable economic growth within the community. With extensive experience working alongside both small and large businesses, Casey fosters impactful partnerships that enhance local economic development. Under his leadership, Emporia Main Street has collaborated with organizations such as Network Kansas, the Center on Rural Innovation, and the Kansas Department of Commerce to implement innovative programs and resources.



Casey has spearheaded key initiatives, including the Start Your Own Business Class, Show of Hands, and E-Tech Startups, which have played a vital role in fostering entrepreneurship and supporting business expansion. His expertise extends beyond business development to urban revitalization, where he has been instrumental in multiple downtown development projects and the successful establishment of new businesses in Emporia. Additionally, Casey serves as a key resource for city and county projects, leveraging his data analysis expertise to inform decision-making. Utilizing advanced tools such as Placer.ai and ESRI, Casey excels in data procurement and management, providing critical insights into event performance, business impact, and visitor travel patterns. These data-driven insights are essential in shaping effective marketing strategies and guiding economic planning efforts for the community.

Staffing

Jessica Buchholz has served as the Community Development Coordinator for Emporia Main Street since 2016, bringing a strong background in marketing and business administration. She holds a Bachelor of Science in Marketing and a Master of Business Administration from Emporia State University. Prior to joining Emporia Main Street, she was the Director of Marketing and Student Services for the School of Business at Emporia State University



With expertise in event planning, volunteer recruitment, alternative marketing, media relations, and fundraising, Jess has played a pivotal role in expanding and enhancing the organization's outreach and impact. Under her leadership, local events have grown to an international scale, and she has successfully developed new activities to align with organizational goals.

Jess works closely with a diverse range of businesses, providing strategic marketing consultations to help them develop and implement effective promotional plans. She is also adept at maximizing marketing impact on limited budgets, using innovative approaches to engage both local community members and visitors.

A recognized leader in her field, Jess has shared her expertise on event planning and promotions as a presenter at the National Main Street Conference, further demonstrating her commitment to advancing best practices in community development and engagement.



Staffing

If given the opportunity to manage the Emporia Visitor Bureau, Emporia Main Street anticipates making strategic adjustments to its internal structure to ensure the greatest success. Jessica Buchholz would take on a leadership role in overseeing the overall marketing strategy for Visit Emporia, collaborating closely with external stakeholders and partners to develop a comprehensive plan aimed at driving travel and tourism to the Emporia area.

To support the increased workload associated with Visit Emporia, two additional staff members would be hired. These team members would be responsible for executing the marketing strategies developed, ensuring effective implementation and outreach efforts. Staff would also handle additional administrative duties and assist with weekend hours. Hiring would begin as soon as possible.





Job Description

Visit Emporia is seeking Marketing & Events Coordinators to support the initiatives of Visit Emporia. These individuals will play a vital role in implementing marketing strategies, coordinating events, and enhancing the visitor experience in the Emporia area. The ideal candidates will have a background in marketing and event planning, strong customer service skills, and the ability to multitask in a dynamic environment.

Key Responsibilities

- Assist in executing marketing campaigns to promote tourism in Emporia.
- Plan, coordinate, and oversee events that drive community engagement and visitor interest.
- Develop promotional materials, social media content, and digital marketing strategies.
- Work closely with local businesses, community organizations, and stakeholders to enhance tourism efforts.
- Provide excellent customer service to visitors, ensuring a welcoming and informative experience.
- Manage multiple projects simultaneously, meeting deadlines and adjusting priorities as needed.
- Track and analyze marketing performance metrics to measure the success of campaigns.
- Support administrative tasks related to tourism initiatives, including scheduling and logistics coordination.

Qualifications & Skills

- Bachelor's degree in Marketing, Communications, Event Planning, Business, or a related field (or equivalent experience).
- 1-3 years of experience in marketing, event planning, hospitality, or a related industry.
- Strong customer service skills with a passion for engaging with the public.
- Excellent verbal and written communication skills.
- Proficiency in social media management, content creation, and digital marketing tools.
- Ability to multitask and manage multiple projects in a fast-paced environment.
- Strong organizational skills with attention to detail.
- Ability to work flexible hours, including evenings and weekends as needed for events.
- Experience working with local businesses and community partners is a plus.

Proposed Cost

Emporia Main Street recognizes the broad role that Visit Emporia plays in serving the entire Emporia area, and if given the opportunity to manage the Emporia Visitor Bureau, we would implement a structured approach to resource allocation. Our strategy involves two distinct funding lanes to ensure transparency and efficiency. We also aim to remove some overhead expenses to focus more dollars programs and initiatives to drive results.

Utilizing evaluation tools, we would strategically allocate TGT funds to support both new and existing events, businesses, and ancillary activities that drive tourism and economic growth. Meanwhile, membership inflows from Emporia Main Street would be dedicated to enhancing benefits and services for our members.

This dual-lane approach ensures that TGT dollars are focused on travel and tourism initiatives through Visit Emporia, while membership funds directly support the growth and development of Emporia Main Street. The following budget has been structured based on this model to maximize impact and sustainability.





Budget - Visit Emporia

Expenses	2026	2027	2028
Compensation			
Salaries	\$110,000.00	\$113,300.00	\$116,700.00
Retirement	\$0.00	\$0.00	\$0.00
Payroll Tax Expense	\$10,000.00	\$10,300.00	\$10,600.00
Health Insurance	\$15,000.00	\$15,450.00	\$15,900.00
Total Compensation	\$135,000.00	\$139,050.00	\$143,200.00
Office Occupancy			
Rent	\$0.00	\$0.00	\$0.00
Utilities	\$0.00	\$0.00	\$0.00
Insurance	\$3,000.00	\$3,090.00	\$3,200.00
Maintenance & Janitorial	\$0.00	\$0.00	\$0.00
Total	\$3,000.00	\$3,090.00	\$3,200.00
Office Operations			
Auto & Phone Allowance	\$1,000.00	\$1,030.00	\$1,060.90
Bank Service Charge	\$200.00	\$200.00	\$200.00
Telecommunications	\$0.00	\$0.00	\$0.00
Equipment & Software	\$5,000.00	\$5,150.00	\$5,300.00
Equipment Maintenance & Lease	\$0.00	\$0.00	\$0.00
Consultation & Research	\$10,000.00	\$10,000.00	\$5,000.00
Agreed Upon Procedures	\$0.00	\$0.00	\$0.00
Postage	\$1,000.00	\$1,030.00	\$1,060.90
Office Supplies	\$2,000.00	\$2,060.00	\$2,121.80
Misc.	\$1,000.00	\$1,000.00	\$1,000.00
Total Office Operations	\$20,200.00	\$20,470.00	\$15,743.60



Budget cont.

Other Expenses			
Travel, Meetings, & Meals	\$4,000.00	\$4,120.00	\$4,243.60
Credit Card Expense	\$200.00	\$200.00	\$200.00
Professional Development	\$5,000.00	\$5,000.00	\$5,000.00
Dues	\$3,000.00	\$3,000.00	\$3,000.00
Storage	\$1,380.00	\$1,421.40	\$1,464.04
Total Other Expenses	\$13,580.00	\$13,741.40	\$13,907.64
Marketing			
Convention Recruitment	\$2,000.00	\$4,000.00	\$3,000.00
Brochures	\$4,000.00	\$4,000.00	\$4,000.00
Billboards	\$15,000.00	\$15,450.00	\$15,900.00
Photography/Videography	\$17,000.00	\$17,510.00	\$18,000.00
Print	\$10,000.00	\$10,300.00	\$10,600.00
Digital	\$80,000.00	\$82,400.00	\$85,000.00
Radio	\$10,000.00	\$10,300.00	\$10,600.00
Grants Provided	\$58,000.00	\$59,740.00	\$60,000.00
Visitor Information	\$7,000.00	\$7,210.00	\$7,400.00
Convention Swag	\$2,000.00	\$2,060.00	\$2,200.00
Veterans Tribute	\$2,000.00	\$2,060.00	\$2,200.00
Website	\$3,000.00	\$3,090.00	\$3,200.00
Outsourced Marketing Assistance	\$30,000.00	\$30,900.00	\$32,000.00
Total Marketing	\$240,000.00	\$249,020.00	\$254,100.00
Revenues			
Ad Sales	\$30,000.00	\$30,000.00	\$30,000.00
City Allocation	\$385,000.00	\$400,000.00	\$400,000.00
Misc.	\$500.00	\$500.00	\$500.00
Total	\$415,500.00	\$430,500.00	\$430,500.00
Total Expenses	\$411,780.00	\$425,371.40	\$430,151.24
Total Net	\$3,720.00	\$5,128.60	\$348.76

Thank You!

2024 Community Engagement & Events

- **Signature Events:** Hosted over 40 events.
- **Downtown Cleanups:** 58 cleanup activities resulting in 280 bags of trash removed.
- **Hype Team & Youth Engagement:** Partnered with local schools and Emporia State University for student-focused programs.
- **Annual Visitors:** 2,400,000 visits from 217,200 visitors (1.2% increase from last year).
- **Volunteerism:** Over 3,000 hours.

2024 Fabrication Lab & Innovation

- **Projects Produced:** 7,656 items for 214 businesses/individuals.
- **Product Development:** Created prototypes for local entrepreneurs, & historic replicas
- **Collaborations:** Worked with KSU and ESU on mixed-use infill and digital equity initiatives.

2024 Strategic Partnerships & External Recognition

- **Accreditation:** Highest-rated Main Street program in Kansas.
- **Placer Data Utilization:** Tracks downtown activity, demographics, and economic impact.
- **External Assessments:** Conducted by Network Kansas and CORI.
- **State & National Recognition:** Named one of "9 Towns in Kansas with Vibrant Downtown Areas" by World Atlas.



March 1, 2025

To Whom It May Concern,

I am writing to express my strong support for Emporia Main Street managing the Emporia Visitors Bureau, Visit Emporia. As a long-time partner of the organization through my role at Emporia State University, I have witnessed firsthand their ability to achieve meaningful results and drive travel and tourism in our community. Their expertise in economic development, marketing, and event planning has positioned Emporia as a vibrant destination, benefiting local businesses, visitors, and community stakeholders.

Emporia State University collaborates with Emporia Main Street on several key initiatives, including student engagement and retention, further strengthening the connection between the University and the broader community. Emporia Main Street has consistently delivered on their partnership with the university but, more importantly, they also hold us accountable and drive us to improve. That level of honesty is not always easy to hear, but it is absolutely necessary for us to survive and succeed. When something doesn't hit the mark, they look at the data and the facts, and they help us adjust to hit our shared goals.

Emporia Main Street leading the Emporia Convention + Visitors Bureau, creates an opportunity to align and maximize the shared assets of the community in a collective, visionary and strategic way, while at the same time eliminating the current duplication of initiatives, effort and cost. This move introduces additional benefits by tapping the immense potential of Emporia Main Street's fabrication lab. Main Street has already demonstrated early success leveraging this advanced technology in bringing national attention to our community. Tapping into the full scope of our shared community assets creates the opportunity to establish Emporia as an emerging innovation hub, attracting new visitors, and carving a unique niche to penetrate new markets.

We are at a critical juncture in our community. While the existing structure served our community in the past, it is time to evolve our approach. We need thoughtful, forward-focused people, and agencies to lead us beyond what we have traditionally known. Emporia Main Street is a metrics- and outcomes-driven organization with demonstrated results and a reputation for pushing our community to grow and adapt to the changing landscape of the world. If awarded the management of Visit Emporia, I believe the community will realize exponential returns as a result of aligned strategy, monetary and human resources.

Emporia Main Street *makes us a better community*. Their leadership, vision, and proven track record make them the ideal choice for this role. I fully support and advocate for Emporia Main Street to lead Visit Emporia.

Sincerely,



Cory Falldine
Chief Operating Officer
Executive Vice President



The Emporia City Commission

104 East 5th Ave
Emporia, KS 66801

March 4, 2025

To Whom It May Concern,

On behalf of Dynamic Discs, I am excited to offer our complete support for Emporia Main Street in managing Visit Emporia. EMS has consistently demonstrated a strong commitment to fostering the growth and success of Emporia's businesses and community. Their contribution has been vital to the success of our events as well.

Emporia Main Street has proven to be a dependable partner in enhancing our local events through skillful event management, marketing assistance, and strengthening business partnerships. Their work is crucial in drawing visitors and community members to our tournaments and ancillary events, enriching the overall experience for all participants.

Thanks to their expertise in event planning, we have been able to host premier disc golf events that attract competitors and spectators from across the country and around the globe to Emporia. The support we receive from EMS significantly enhances our ability to provide high-quality events for our communities. These events also energize the local economy, thanks to EMS's strategic planning and marketing initiatives. By collaborating with our company and local businesses, their staff plays an integral role in positioning our community as a top destination.

The Emporia community is truly fortunate to benefit from the tremendous asset that is Emporia Main Street. While their team offers extensive knowledge and resources to businesses and organizations, they are equally devoted to the community's future. They pour their heart, attention to detail, and logistics into every event they support, regardless of size. EMS would represent Visit Emporia effectively due to their exceptional leadership and management.

I appreciate your time and consideration.

Sincerely,

Jacqueline Morris
Event Coordinator | Community Outreach
Dynamic Discs

jackie@dynamicdiscs.com
620-208-9260

1420 West Street

Emporia, KS 66801

February ?, 2025

Emporia City Commission

104 East 5th Ave

Emporia, KS 66801

To Whom It May Concern:

I understand that the City of Emporia is exploring opportunities to ensure the best possible management of our Visitor's Bureau. I have always believed that it is in the best interest of the city to re-visit periodically the management of the various entities that receive tax monies for services. This transitional time in the leadership of the Visitor's Bureau provides a perfect time for doing so.

I take this opportunity to provide my enthusiastic endorsement of Emporia Main Street to be the managing organization for Visit Emporia. During my years as a city commissioner I was impressed with the energy, creativity, management, and fiscal integrity that the staff and board members brought to this organization and to the activities of the city. I was always confident that the tax monies that we allocated to Main Street were well-spent. When I later served on the Main Street board, I observed up close the management skills, the willingness to work with a wide variety of groups within the community, and the ongoing effort to use modern technology and adopt new strategies. But perhaps the most important attribute of Main Street is the commitment to a critical evaluation of each and every program, always seeking ways to improve or innovate.

The City of Emporia would be well-served with Emporia Main Street as the managing entity for Visit Emporia.

Yours truly,

Julie Johnson

A handwritten signature in cursive script that reads "Julie Johnson". The signature is written in black ink and is positioned below the printed name.



P) Box 1192
Emporia, Kansas

March 4, 2025

The Emporia City Commission
104 East 5th Avenue
Emporia, Kansas 66801

To Whom It May Concern,

On behalf of Hispanic of Today and Tomorrow (H.O.T.T.), I am honored to express our deepest gratitude and support for Emporia Main Street. Over the years, Emporia Main Street has been an invaluable community partner, playing a crucial role in the growth and success of our cultural events.

Through their expertise in event management and marketing support. Emporia Main Street has helped us expand our signature events—Cinco de Mayo and Dia de los Muertos. Their guidance and promotional efforts have not only increased local participation but have also attracted visitors from surrounding communities, allowing us to share our culture and traditional with a broader audience.

Their commitment to fostering a vibrant and inclusive community has made a significant impact on our ability to celebrate and preserve Hispanic heritage in Emporia. The continued collaboration and support from Emporia Main Street have been instrumental in ensuring that our events thrive and reach new heights year after year.

I support Emporia Main Street in leading Visit Emporia because of their strong track record in driving tourism and achieving results. Their expertise in marketing, event planning, and community engagement makes them the perfect fit to expand and strengthen Emporia's visitor economy.

With gratitude,

Sally Sanchez,
President



Emporia City Commission
104 East 5th Ave
Emporia, KS 66801

To Whom It May Concern,

I am writing to express my strong and unwavering support for Emporia Main Street in overseeing Visit Emporia. Their proven track record in marketing, operational management, financial administration, and grant acquisition makes them the ideal organization to take on this vital role.

As a long-standing Main Street program, Emporia Main Street has been a leader in economic revitalization, tourism development, and community engagement. Their deep-rooted commitment to strengthening local businesses and enhancing visitor experiences has positioned them as a trusted and highly capable organization within the industry.

Having worked alongside Emporia Main Street through the Main Street network, I have personally witnessed the transformative impact of their initiatives. Their ability to strategically grow tourism, attract visitors, and foster economic vitality is unmatched. With this opportunity, Emporia Main Street will undoubtedly elevate tourism efforts, increase community investment, and drive sustainable economic growth for the city.

I strongly encourage your full support of Emporia Main Street in this endeavor. Their expertise, leadership, and vision will ensure that Visit Emporia thrives for years to come.

Thank you for your time and consideration.

Sincerely,

Sara Stauffer

Director

Ottawa Main Street Association

ottawamainst@gmail.com



PO Box 611
109 East Main Street
Independence, KS. 67301
620-331-2300

February 28, 2025

The Emporia City Commission

104 East 5th Ave

Emporia, KS 66801

To Whom It May Concern,

I am writing to express my strong support for Emporia Main Street in managing Visit Emporia. Their proven expertise in marketing, operations management, financial oversight, and grant acquisition makes them exceptionally qualified for this role. As a well-established Main Street program, they serve as a valuable resource for industry partners, leveraging their deep subject matter knowledge to enhance travel and tourism in Emporia.

As a peer in the Main Street community, I have witnessed firsthand their ability to drive meaningful impact in their region. With additional resources, Emporia Main Street would significantly expand tourism efforts, fostering substantial growth and economic benefits for the Emporia community.

Sincerely,

Tabatha Snodgrass

Tabatha Snodgrass, Executive Director
Independence Main Street
indyksmnst@gmail.com
620-330-1415

Title: 2025 CDBG Grant Application Process

Agenda Date: April 16, 2025

Presented By: Mark Detter, Deputy City Manager
Garrett Nordstrom, Grant Specialist, Governmental Assistant Services

Background:

The City may have the opportunity to apply for multiple CDBG Grant Awards in 2025 if survey data indicates 51% of the households in Emporia are low to moderate income.

Discussion:

Staff and the Consultant will detail the following.

Mr. Nordstrom will detail the methodology for the CDBG survey. In addition, Mr. Nordstrom will explain the 2025 Grant process, which may allow the City to submit multiple grant applications in 2025.

Projects under consideration for recommendation by staff for CDBG Grant Application

- Lift Station #1 Project
- 9th Street Walking Path (Requested by MUPP Board)
- DeBauge Soccer Complex-Turf Fields and Futsal
- Whittier Park-New walking path, softball fields, and Dog Park
- Quaker Park-Playground Equipment and Basketball Courts (Potential Dog Park)
- Emporia Library and Carnegie Library-Expansion of Emporia Library and creation of Park and Amphitheatre in Carnegie Library Space.

Financial Considerations:

The maximum CDBG project award is \$800,000. Typically, a 1-1 grant match provides the strongest opportunity for a grant award:

Cost of Projects:

Lift Station #1-\$3.0 million-\$800,000 CDBG-\$2.2 million previously issued bond.

9th Street Walking Path-\$1.6 million-\$800,000 CDBG-\$160,000 Engineering In-Kind. \$100,000 Blue Cross/Blue Shield Healthy Pathways, \$540,000 City Bond Issue.

DeBauge Soccer Complex-\$3.0 million-\$800,000 CDBG, \$1.2 Million Recreation Commission Capital Outlay, \$1,000,000 Private Grants and Donations.

Whittier Park-\$3.0 million. \$800,000 CDBG, \$500,000 Rec Capital Outlay, \$1.7 million bond issue (Recreation Commission bond maturity).

Quaker Park-\$350,000-\$175,000 CDBG, \$175,000 City Multi-Year Fund, and Special Alcohol Parks Fund. Potential \$80,000 donation for Dog Park

Emporia Library and Carnegie Library Space- \$4. million. \$800,000 CDBG. \$3,200,000 PBC.

Other Considerations:

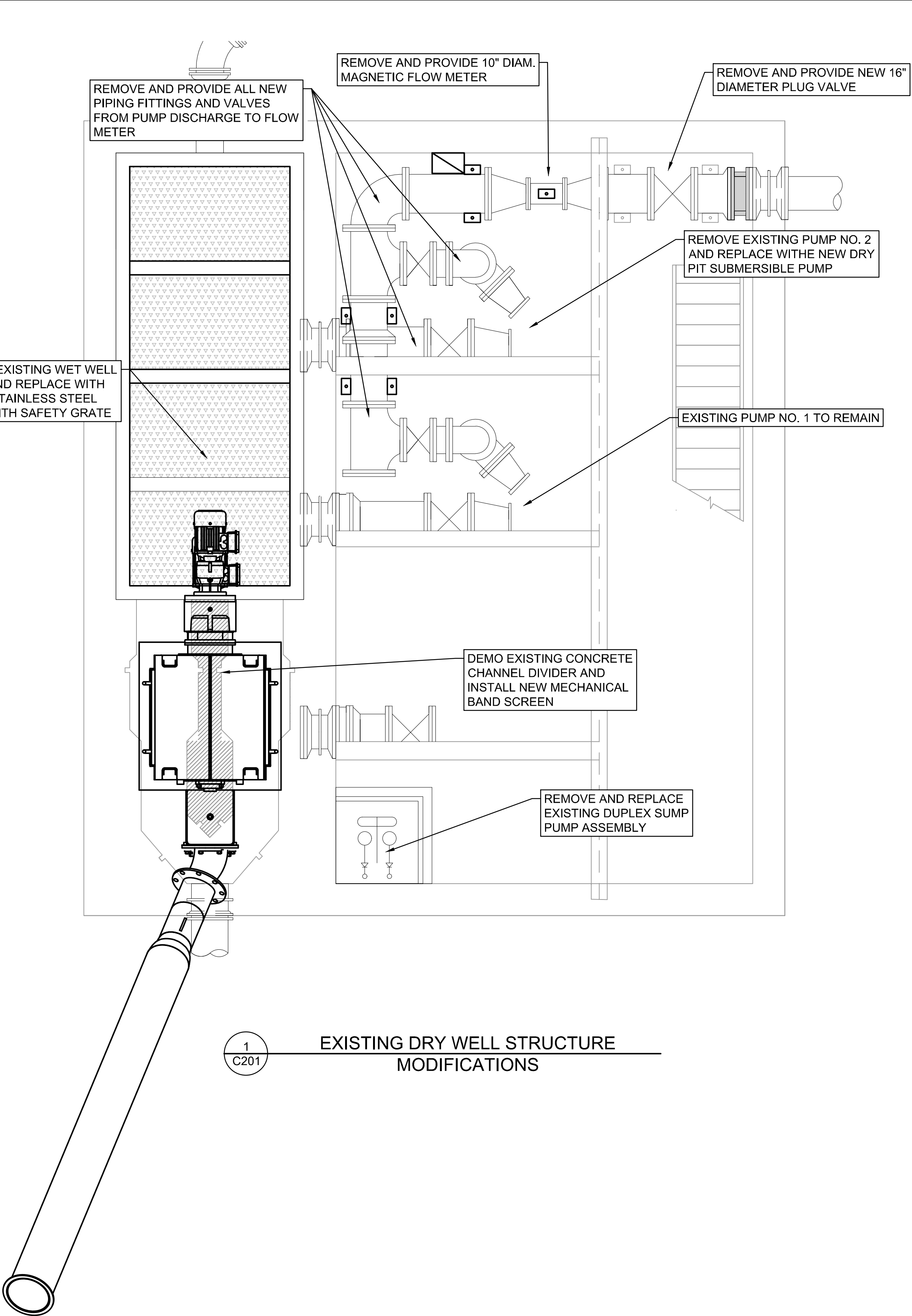
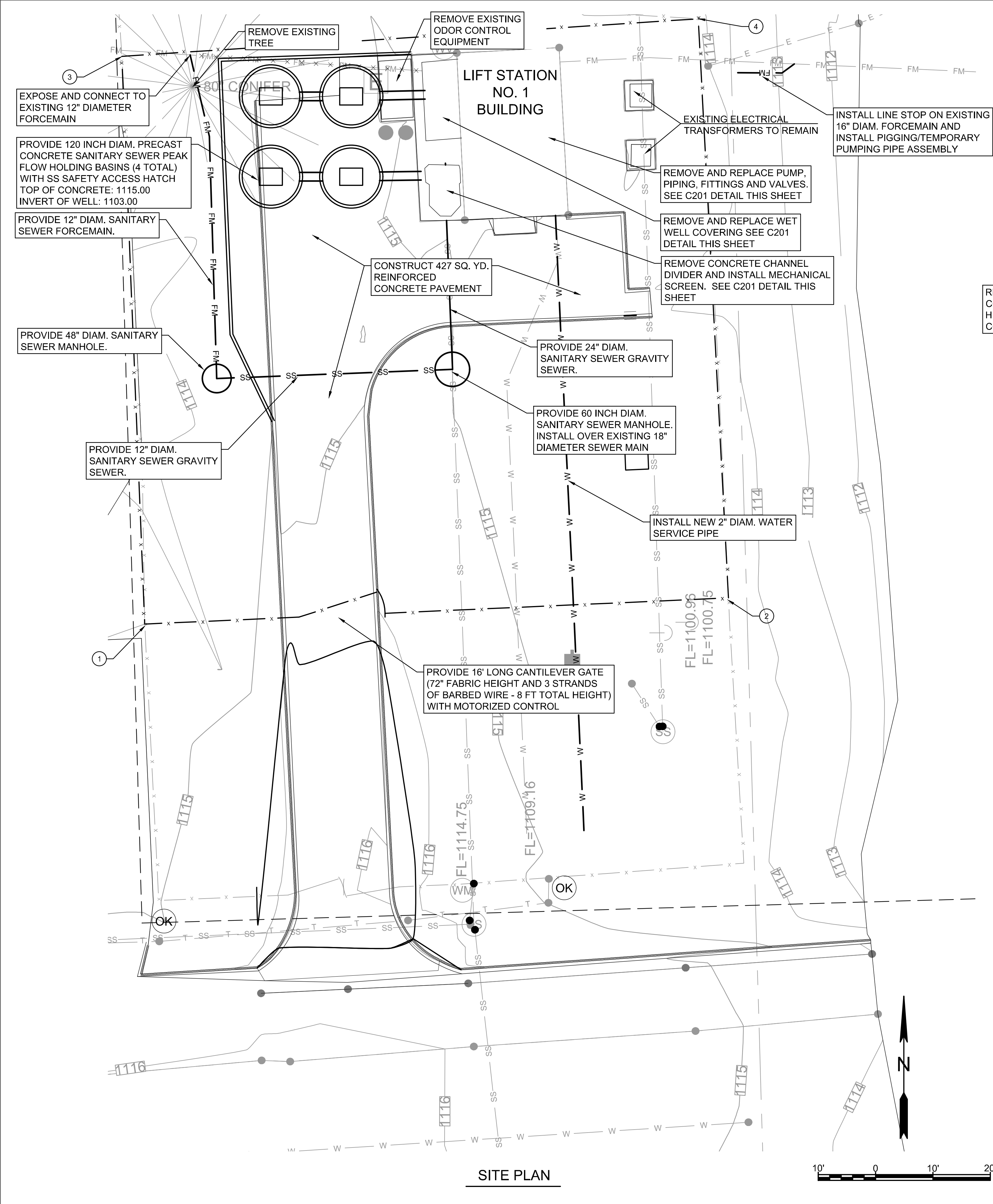
Attachments:

Lift Station #1 Engineering Estimate
Lift Station #1 Preliminary Plans
9th Street Map
9th Street Application Information
DeBauge Soccer Complex
Whittier Park Concept Plan
Whittier Park Committee Minutes
Quaker Park Estimates
Carnegie Library Space Conceptual Plan

ENGINEERING OPINION OF PROBABLE COST
 LIFT STATION 1 REHABILITATION
 EMPORIA, KANSAS
 BG PROJECT NO. 22-1164E
 Wednesday, April 2, 2025

No.	Description	Estimated Quantity	Unit	Unit Price	Total
1	Mobilization	1	LS	\$ 65,000.00	\$ 65,000.00
2	Temporary Pumping	1	LS	\$ 150,000.00	\$ 150,000.00
3	Demolition of Existing Pumps, Piping, Controls, Etc.	1	LS	\$ 50,000.00	\$ 50,000.00
4	Site Demolition	1	LS	\$ 20,000.00	\$ 20,000.00
5	Replace Pump No. 2, Valves, Piping and Flow Meter	1	LS	\$ 225,000.00	\$ 225,000.00
6	Remove and Replace Sump Pump	1	LS	\$ 25,000.00	\$ 25,000.00
7	Electrical and Control Improvements	1	LS	\$ 250,000.00	\$ 250,000.00
8	HVAC Improvements	1	LS	\$ 50,000.00	\$ 50,000.00
9	Wet Well Rehabilitation	1400	SF	\$ 75.00	\$ 105,000.00
10	Replace Odor Control Equipment	1	LS	\$ 186,000.00	\$ 186,000.00
11	Replace Wet Well Covering	1	LS	\$ 50,000.00	\$ 50,000.00
12	Structure Modifications	1	LS	\$ 50,000.00	\$ 50,000.00
13	Interior Painting (Pipe, Valves, Walls, Floors, etc.)	1	LS	\$ 35,000.00	\$ 35,000.00
14	10 ft diameter Precast Peak Flow Storage Structures	4	EA	\$ 85,000.00	\$ 340,000.00
15	60" Precast Manhole	2	EA	\$ 10,000.00	\$ 20,000.00
16	12" Gravity Sewer Main	100	FT	\$ 75.00	\$ 7,500.00
17	24" Gravity Sewer Main	30	FT	\$ 150.00	\$ 4,500.00
18	Flowable Fill	390	CY	\$ 125.00	\$ 48,750.00
19	Concrete Surfacing	430	SY	\$ 200.00	\$ 86,000.00
20	16" Forcemain Pigging Assembly	1	LS	\$ 36,000.00	\$ 36,000.00
21	Forcemain Bypass and Connect to Existing	1	LS	\$ 60,000.00	\$ 60,000.00
22	Connection to Existing	1	EA	\$ 5,000.00	\$ 5,000.00
23	New TPO Roof	1	LS	\$ 25,000.00	\$ 25,000.00
24	Emergency Backup Generator (Trailer Mount)	1	LS	\$ 300,000.00	\$ 300,000.00
25	8' Chain Link Fence	405	LF	\$ 52.00	\$ 21,060.00
26	16' Cantilever Chainlink Gate	1	LS	\$ 17,000.00	\$ 17,000.00
27	Mechanical Screen Equipment	1	LS	\$ 285,000.00	\$ 285,000.00
28	Mechanical Screen Channel Rehab	1	LS	\$ 25,000.00	\$ 25,000.00

Construction Subtotal	\$	2,541,810.00
Construction Contingency (10%)	\$	254,200.00
Design Engineering	\$	76,300.00
Total Project Cost	\$	2,872,310.00



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NOT FOR CONSTRUCTION

BG CONSULTANTS
ENGINEERS • ARCHITECTS • SURVEYORS

Manhattan Lawrence Emporia

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Emporia

Lift Station 1 Improvements

1304 East St.
Emporia, KS 66801

Revision Key

No.	Date	Revision
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Project Manager: Wesley Weishaar, P.E.

Project Designer: Wesley Weishaar, P.E.

Checked By: Samuel Johnson, P.E.

Project Number: 22-1164

Date of Issue: April 2, 2025

Sheet Number:

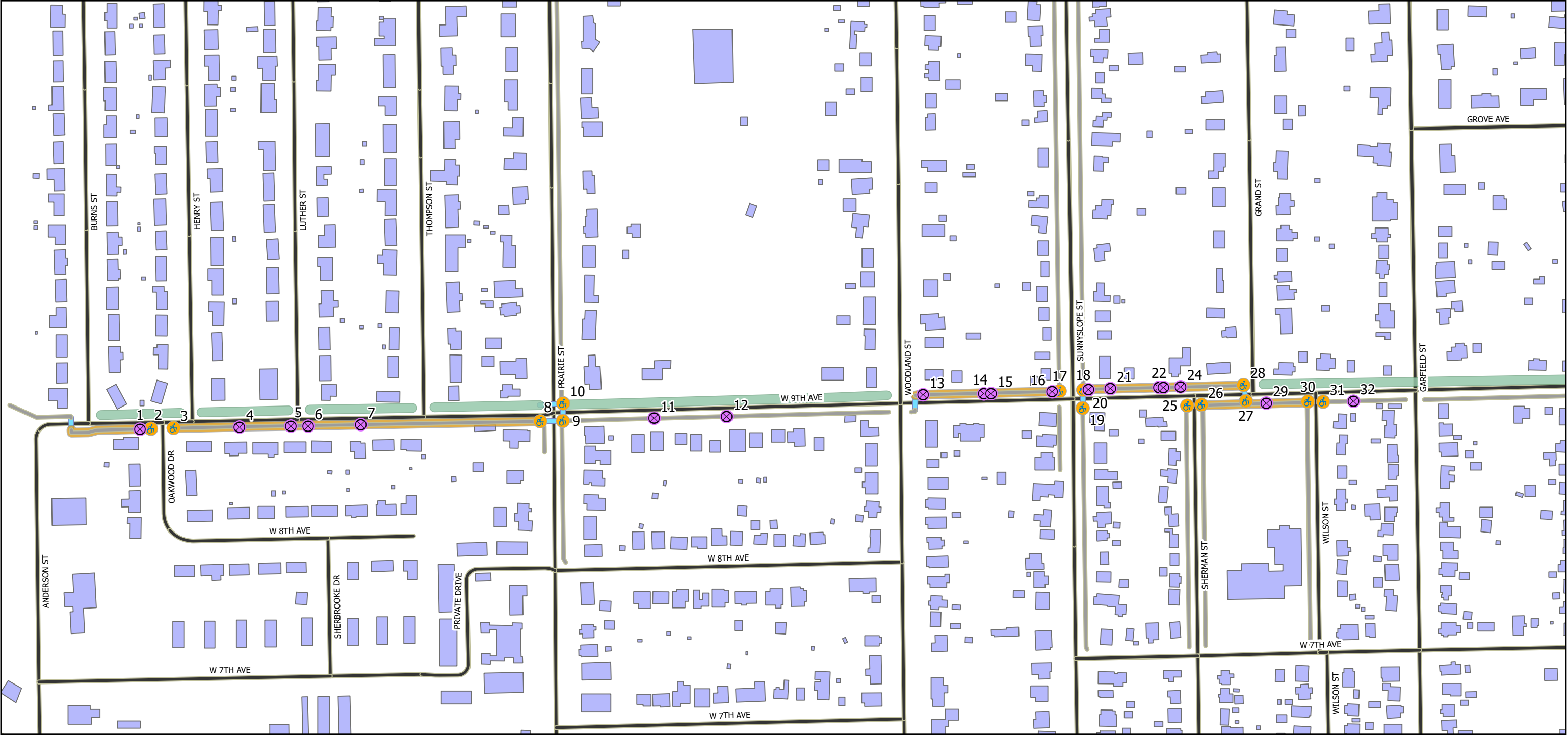
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PRELIMINARY Site Plan

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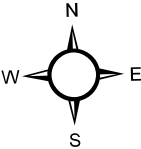
Multi-Use Path Planning (M.U.P.P.) Board

Sidewalk Assessment of 9th Avenue



Legend

- ADA non-compliant
- Repair
- Road Centerline
- Buildings
- Crosswalk
- New
- Widen existing
- Existing
- Repair



Multi-Use Path Planning (M.U.P.P.) Board

Sidewalk Assessment of 9th Avenue



Legend

ADA non-compliant	Crosswalk
Repair	New
Road Centerline	Widen existing
Buildings	Existing
	Repair

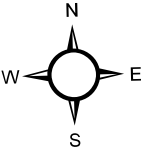
Multi-Use Path Planning (M.U.P.P.) Board

Sidewalk Assessment of 9th Avenue



Legend

- | | |
|-------------------|----------------|
| ADA non-compliant | Crosswalk |
| Repair | New |
| Road Centerline | Widen existing |
| Buildings | Existing |
| | Repair |



Multi-Use Path Planning (M.U.P.P.) Board

Sidewalk Assessment of 9th Avenue



Legend

	ADA non-compliant		Crosswalk
	Repair		New
	Road Centerline		Widen existing
	Buildings		Existing
			Repair

Point Descriptions:

1:	Uneven sidewalk	
2:	Needs ADA compliant ramp	
3:	Needs ADA compliant ramp	
4:	Needs repair	
5:	Needs repair	
6:	Uneven sidewalk due to manhole	
7:	Needs repair	
8:	Needs ADA compliant ramp	
9:	Needs ADA compliant ramp	
10:	Needs ADA compliant ramp	
11:	Needs repair	
12:	Needs repair	
13:	Needs repair	
14:	Entrance to alley needs repair	
15:	East side of alley needs repair	
16:	Needs repair	
17:	Needs ADA compliant ramp	
18:	Needs ADA compliant ramp	
19:	Needs ADA compliant ramp	
20:	Needs repair	
21:	Needs repair	
22:	Sidewalk across alley needs repair	

23:	Low spot	
24:	Low spot	
25:	Needs ADA compliant ramp	
26:	Needs ADA compliant ramp	
27:	Needs ADA compliant ramp	
28:	Needs ADA compliant ramp	
29:	Needs repair	
30:	Needs ADA compliant ramp	
31:	Needs ADA compliant ramp	
32:	Low spot	
33:	Low spot	
34:	Low spot	
35:	Large crack	
36:	Needs repair	
37:	Needs repair	
38:	Bordering driveway needs repairs	
39:	Needs repair	
40:	Needs repair	
41:	Needs repair	
42:	Low spot	
43:	Needs repair	
44:	Needs repair	
45:	Needs repair	

46:	Uneven sidewalk	
47:	Needs ADA compliant ramp	
48:	Needs ADA compliant ramp	
49:	Needs ADA compliant ramp and repaired	
50:	Needs ADA compliant ramp	
51:	Needs repair	
52:	Needs ADA compliant ramp	
53:	Needs ADA compliant ramp	
54:	Needs ADA compliant ramp	
55:	Needs repair	
56:	Needs repair	
57:	Needs repair	
58:	Needs repair	
59:	Needs ADA compliant ramp	
60:	Needs ADA compliant ramp	
61:	Uneven and low spot in sidewalk	
62:	No sidewalk at ingress/egress	
63:	No sidewalk at ingress/egress	
64:	No sidewalk at ingress/egress	
65:	Driveway at steep angle, no real sidewalk	
66:	Driveway at steep angle, no real sidewalk	
67:	Driveway at steep angle, no real sidewalk	
68:	Needs ADA compliant ramp	

69:	Needs ADA compliant ramp	
70:	Driveway, no real sidewalk	
71:	Driveway, no real sidewalk	
72:	Existing ADA ramp facing the wrong way	
73:	Existing ADA ramp facing the wrong way	
74:	Low spot	
75:	Driveway at steep angle, no real sidewalk	
76:	Driveway, no real sidewalk	
77:	Existing ramp is facing wrong way and ADA non-compliant	
78:	Existing ramp is facing wrong way and ADA non-compliant	
79:	Uneven sidewalk due to manhole	
80:	Uneven sidewalk	
81:	Uneven sidewalk	
82:	Cracked and uneven sidewalk	
83:	Driveway has no real sidewalk	
84:	No existing ramp	
85:	No sidewalk at driveway	
86:	Needs ADA compliant ramp	
87:	Needs ADA compliant ramp	
88:	Needs ADA compliant ramp	
89:	Needs ADA compliant ramp	
90:	No sidewalk at alley	

91:	Needs repair	
92:	Needs ADA compliant ramp	
93:	Needs ADA compliant ramp	
94:	Sidewalk needs straightened	
95:	Uneven sidewalk	
96:	Needs ADA compliant ramp	
97:	Needs ADA compliant ramp	
98:	Needs ADA compliant ramp	
99:	Needs ADA compliant ramp	
100:	Needs ADA compliant ramp	
101:	Needs ADA compliant ramp	
102:	Needs ADA compliant ramp	
103:	Needs ADA compliant ramp	
104:	No sidewalk at alley	
105:	Needs ADA compliant ramp	
106:	Needs ADA compliant ramp	
107:	Needs ADA compliant ramp	
108:	Needs ADA compliant ramp	
109:	Needs ADA compliant ramp	
110:	Needs ADA compliant ramp	
111:	Needs ADA compliant ramp	
112:	Needs ADA compliant ramp	
113:	Needs repair	

114:	Needs repair	
115:	Needs repair	
116:	Needs repair	
117:	Needs ADA compliant ramp	
118:	Needs ADA compliant ramp	
119:	Needs ADA compliant ramp	
120:	Needs repair	
121:	Needs repair	
122:	Needs repair	
123:	Needs repair	
124:	Needs repair	
125:	Needs repair	
126:	Needs repair	
127:	Needs repair	
128:	Needs repair	
129:	Needs repair	
130:	Needs repair	
131:	Needs ADA compliant ramp	
132:	Needs ADA compliant ramp	
133:	Needs repair	
134:	Needs repair	

Additional Notes:

I	Sidewalk between Burns and Prairie could move to North side	
II	Burns to Prairie the sidewalk could be widened on the South side	
III	Move sidewalk to North side at 9 th & Prairie as the South side has power poles and cannot be widened	
IV	Sunnyslope to Sherman could be widened toward the street	
V	Grand to Arundel could be moved be moved to the North side	
VI	Walnut to West on the South side is narrow and in poor condition	
VII	West to Rural on the South side narrows and needs repair	
VIII	Crosswalk at 9 th & West needs repainted	
IX	West to Neosho on the North side could be widen towards the road	
X	Michelle to Whittier is in good condition but could be widened for multimodal use	
XI	Whittier to Lakeview could be widened on the North side towards the road	
XII	From #85 to East St has numerous cracks and is narrow the whole length	
XIII	Sylvan to Cottonwood has narrow sidewalks on both sides except on the South side it is a half block due to a mature tree	
XIV	Crosswalks at 9 th & Cottonwood need repainted	
XV	Cottonwood to Exchange on the South side is older and narrower with the sidewalk on the North side possibly able to be widened	
XVI	Crosswalks need repainted at 9 th & Exchange	
XVII	On the North side between Exchange and Lincoln the sidewalk could be widened	
XVIII	On the North side of there are two trees that would prevent the sidewalk from being widened	
XIX	The brick street west of Union is rough	

XX	Some of the sidewalk West of Market could be widened slightly however there are trees	
XXI	9 th Ave East and West of Market has some rough spots	
XXII	On the North side of Market and Mechanic could be widened	
XXIII	Sidewalk on the South side between Commercial and Mechanic could be widened and the North side could not due to trees and property	
XXIV	Sidewalks between Mechanic and Commercial would be difficult to widen	
XXV	Sidewalk on South side between Constitution and Congress is old and in poor condition except ingress/egress to alley. May be able to widen on South side but not on the North side due to trees	
XXVI	On the South side between Congress and State the sidewalk could be widened	
XXVII	Sidewalk on the North side between Neosho and State would be difficult to widen	

This application is intended to streamline and establish a more structured method for determining grant partnerships that ensures a fair and impartial selection process for applicants to grants sponsored by the City of Emporia. We are committed to implementing an equitable system that focuses on identifying and selecting the most qualified candidates based on merit and the objective criteria listed herein.

Grant Information

Name of Grant 9th Avenue Community Thoroughfare

Grant-Making Organization Community Development Block Grant CDBG

Due Date 12/2/2024 Is this due date at least 90 days from today? ☒ Yes ☐ No

Is the Notice of Funding Opportunity attached to this document? ☐ Yes ☒ No

Applicant Information

Developer/Company Name Multi Use Pathway Planning Board

Applicant Name Daphne Reed Mertens

Applicant Position Member-Multi Use Pathway Planning Board

Address 702 Commercial St Emporia KS 66801

Street Number and Name City State Zip

Phone 620-342-7564 Cell Phone 620-437-6096

Developer/Company Website Address _____

Project Information

Project Name 9th Avenue Link: Enhancing Safety & Connection

Please attach a document that addresses the following criteria:

1. **Project Proposal:** Describe the project, including objectives, scope, timeline, and expected outcomes. Include a plan for assigning individuals who will write, submit, and ensure compliance with grant regulations.
2. **Alignment with City Goals/Needs:** Explain how the project aligns with the city's strategic priorities, development plans, and community needs.
3. **Financial Viability:** Provide details on the project's budget, funding sources, and projected revenues and expenses. Please include evidence of financial feasibility and how this grant contributes to the funding structure. Include details regarding match requirements.
4. **Community Impact:** Discuss the project's potential impact on the local community, including job creation, affordable housing provisions, environmental sustainability measures, and improvements to public infrastructure or amenities.
5. **Risk Assessment and Mitigation:** Identify potential risks associated with the project and outline strategies for mitigating these risks.
6. **Partnerships and Collaboration:** Describe any partnerships or collaborations with relevant stakeholders for different components of the project (i.e. local government agencies, community organizations, non-profits, other developers, etc.)
7. **Compliance with Regulations:** Confirm that the project complies with all relevant local, state, and federal regulations, including zoning laws, building codes, environmental regulations, and fair housing requirements.
8. **Public Engagement Plan:** Outline a plan for engaging with the public throughout the development process, including opportunities for community input, public hearings, transparency in decision-making, and marketing the completed project.
9. **Measurable Outcomes:** Specify metrics and benchmarks for evaluating the success of the project, including indicators related to economic development, social equity, environmental sustainability, and overall community well-being.
10. **Reporting and Accountability:** Commit to regular reporting and accountability mechanisms to track progress, address concerns, and ensure transparency in the use of grant funds.

The following information is not required, but will give applicants an advantage in the selection process:

- ☐ Letter of credit/loan pre-approval form from a reputable financial institution.
- ☐ Letters of support from sub-contractors who have worked with the developer/company on previous projects.
- ☐ Information/materials related to past project(s) that outlines the success of said project(s).

Conflict of Interest Disclosure

Please disclose any relationships, financial interests, or other affiliations that could present a conflict of interest with regards to the proposed project. This includes, but is not limited to:

- Financial interests in the project or related entities
- Employment or consultancy agreements with parties involved in the project.
- Ownership of property or assets affected by the project.
- Family relationships with individuals involved in decision-making related to the project.
- Any other circumstances that could potentially bias decision-making or compromise objectivity.

Mitigation Strategies

If you have identified any conflicts of interest, please describe any steps you will take to mitigate these conflicts. This may include recusal from decision-making processes, disclosure to relevant stakeholders, or other measures to ensure transparency and impartiality.

☒ By checking this box, I affirm that I am currently unaware of any conflicts of interest related to this project.

I acknowledge that the information provided in this form is accurate and complete to the best of my knowledge. I understand the importance of disclosing potential conflicts of interest and agree to comply with any mitigating circumstances deemed necessary by the appropriate authorities.

Signature Daphne Mertens

Date 5/20/2024

Selection Criteria Rubric

Criteria	0	1	2	3	4
Alignment with City Goals	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Financial Viability	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Community Impact	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Risk Assessment and Mitigation	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Partnerships and Collaboration	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Compliance with Regulations	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Public Engagement Plan	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Measurable Outcomes	No Evidence Provided	Minimal Evidence Provided	Some Evidence Provided	Sufficient Evidence Provided	Extensive Evidence Provided
Letters of Support	No Evidence Provided	One Letter Provided	Two Letters Provided	Three Letters Provided	Four or More Letters Provided
Past Project Information	No Evidence Provided	One Past Project Shared	Two Past Projects Shared	Three Past Projects Shared	Four or More Past Projects Shared
Letter of Credit/Loan Offer	No Evidence Provided				Evidence Provided

Total Points _____/32

Feedback

Rubric Information

No Evidence Provided: There is no evidence or indication provided to support this criterion. The applicant has not addressed the criterion or provided any relevant information.

Minimal Evidence Provided: The evidence provided is minimal or insufficient to fully address the criterion. The applicant has provided only basic or limited information and there is little to no depth or detail.

Some Evidence Provided: The evidence provided partially addresses the criterion, but there are gaps or areas where further detail or clarification is needed. The applicant has included some relevant information, but it may lack depth or specificity.

Sufficient Evidence Provided: The evidence provided adequately addresses the criterion, demonstrating a solid understanding and effort on the part of the applicant. The applicant has provided sufficient relevant information with reasonable depth and detail.

Extensive Evidence Provided: The evidence provided fully and comprehensively addresses the criterion, demonstrating a thorough understanding and strong effort on the part of the applicant. The applicant has provided detailed, comprehensive, and well supported information that clearly meets or exceeds the requirements of the criterion.

Each letter of support will give applicants an additional point, up to a maximum of four points. Each description of successful past projects will give applicants an additional point, up to a maximum of four points. A letter of credit/loan pre-offer letter will give applicants an additional four points. Applications submitted at least 90 days before the due date will receive greater consideration, specifically in cases where there are competing applicants vying for the same grant. Applicants will not lose points for the omission of these items/inconsistency with the timeline of the grant.

Please, return completed application to:

City Manager's Office
1004 E. 5th Avenue
Emporia, Kansas 66801

Call 620-343-4250 for questions or assistance.

- 1. Project Proposal: Describe the project, including objectives, scope, timeline, and expected outcomes. Include a plan for assigning individuals who will write, submit, and ensure compliance with grant regulations.**

Project Proposal

Project Title: 9th Avenue Link: Enhancing Safety & Mobility

Location: Emporia, Kansas

Objective:

The primary objective of this project is to create a safe, active transportation route along 9th Avenue in Emporia, Kansas. This route aims to connect residents and visitors to essential services such as healthcare, food outlets, recreational activities, and businesses, all while promoting safety and increased physical activity.

Scope:

The project will involve the following key activities:

1. Infrastructure Development:

- Construction of widened sidewalks on one side of 9th Avenue to reduce the need for frequent street crossings.
- Installation of ADA-compliant ramps and accessible infrastructure.
- Implementation of safe crossings at heavily trafficked intersections.

2. Connectivity:

- Establishing branch arteries to connect 9th Avenue with both 6th and 12th Avenues, minimizing pedestrian and cyclist exposure to high-traffic roads.

3. Maintenance and Repair:

- Repairing existing sidewalks and creating new sidewalk infrastructure where none currently exists.

Timeline:

The project timeline will be determined by the City Engineering Department following the securing of funds. The timeline will consider:

- Coordination with other ongoing community projects.
- Contractor bids, timelines, and availability.
- Expected phases include design, bidding, construction, and final inspection.

Expected Outcomes:

- 1. Enhanced Safety:** The creation of a dedicated active transportation route will significantly reduce pedestrian and cyclist accidents.
- 2. Increased Physical Activity:** Providing a safe and convenient route will encourage more residents to engage in walking and cycling.
- 3. Improved Connectivity:** The route will facilitate easy access to healthcare, food services, recreational activities, and local businesses.
- 4. Community Navigation:** The new infrastructure will improve the overall navigability of the community, making it more pedestrian and cyclist-friendly.

Plan for Compliance and Management:

1. Assignment of Responsibilities:

- **Project Manager:** A designated project manager from the City Engineering Department will oversee the entire project, ensuring all activities align with the project objectives and timeline.
- **Grant Writer:** A qualified grant writer (City of Emporia) will be responsible for writing and submitting the grant application. This individual will work with the project manager and

stakeholders to ensure all necessary information is accurately conveyed. Since this grant is a request for the City of Emporia to include in the CDBG grant request, the grant writer will be from the City of Emporia staff. Daphne Mertens of United Way of the Flint Hills is more than willing to aid city staff in grant writing and completion if desired.

- Compliance Officer: Within the City of Emporia there will likely be a staff member responsible for grant compliance who monitors adherence to grant regulations, including financial reporting, progress updates, and final reporting requirements. Since this is a CDBG grant and the awarded entity would be the City, the burden for reporting will lie there.

2. Monitoring and Evaluation:

- Regular progress meetings will be held to review the project's status and address any issues promptly.

- The project manager will submit periodic reports to the grantor, detailing progress, expenditures, and any adjustments to the project plan.

3. Stakeholder Engagement:

- Ongoing communication with community stakeholders, including residents, local businesses, and city officials, will ensure the project meets the community's needs and expectations.

2. Alignment with City Goals/Needs: Explain how the project aligns with the city's strategic priorities, development plans, and community needs.

Alignment with City's Strategic Priorities:

1. Improving Public Safety:

- The project directly addresses public safety by providing a dedicated, safe route for pedestrians and cyclists. By implementing widened sidewalks, ADA-compliant ramps, and safe street crossings, the project reduces the risk of accidents and injuries, aligning with the city's priority of enhancing public safety.

2. Promoting Health and Wellness:

- Encouraging active transportation aligns with Emporia's strategic goal of promoting health and wellness among its residents. By creating a route that facilitates walking and cycling, the project supports physical activity, which is essential for reducing obesity and improving overall community health.

3. Enhancing Connectivity and Accessibility:

- The project aligns with the city's development plans to improve connectivity within Emporia. By linking key areas such as healthcare facilities, food outlets, recreational activities, and businesses, the project enhances accessibility for all residents, including those with disabilities.

Alignment with Development Plans:

1. Urban Development and Infrastructure Improvement:

- The 9th Avenue Link project contributes to the city's urban development goals by enhancing the existing infrastructure. Repairing and expanding sidewalks, installing ADA-compliant features, and ensuring safe crossings are critical components of the city's development strategy.

2. Sustainable Transportation:

- The project supports Emporia's commitment to sustainable development by promoting non-motorized transportation. This reduces traffic congestion, lowers greenhouse gas emissions, and supports the city's environmental sustainability goals.

3. Economic Development:

- By improving access to local businesses and resources, the project stimulates economic activity. Enhanced pedestrian and cyclist traffic can lead to increased patronage of local businesses, aligning with the city's economic development objectives.

Alignment with Community Needs:

1. Addressing Transportation Barriers:

- Many residents face transportation barriers that limit their access to essential services. The project addresses these barriers by providing a safe and reliable route for active transportation, ensuring all community members, including those without vehicles, can access necessary resources.

2. Supporting Vulnerable Populations:

- The project's focus on ADA compliance and safe crossings particularly benefits vulnerable populations, such as the elderly and individuals with disabilities. Ensuring equitable access to transportation aligns with the community's needs and values.

3. Encouraging Community Engagement:

- A well-connected and accessible route fosters greater community engagement. By providing safe and pleasant pathways, the project encourages residents to spend more time outdoors, participate in community events, and interact with their neighbors.

3. Financial Viability: Provide details on the project's budget, funding sources, and projected revenues and expenses. Please include evidence of financial feasibility and how this grant contributes to the funding structure. Include details regarding match requirements.

For this project, I requested an estimated cost from Emporia City Engineering. The full removal and replacement of sidewalks and installation of ADA ramps are estimated at \$180 per square yard. With an average width of 5 feet and a standard city block length of 440 feet, the cost is approximately \$44,000 per block. Including a 15% contingency for unknowns, the total per block is around \$50,000.

A typical Rectangular Rapid Flash Beacon (RRFB) pedestrian crossing costs about \$15,000, while a Pedestrian Hybrid Beacon (PHB), used at collector and arterial streets, is estimated at \$85,000.

To maximize the CDBG program funds of \$800,000, the budget is as follows:

- 14 blocks of sidewalk @ \$50,000/block = \$700,000
- 1 RRFB and 1 PHB installation = \$100,000
- Grand total = \$800,000

Starting from scratch, this budget would cover approximately 6,100 feet out of the 14,500 feet of the 9th Avenue corridor, or 42% completion. However, since the project site has existing new and newly repaired sidewalks and ADA-compliant ramps, we anticipate cost savings that may allow the entire 9th Avenue to be completed for \$800,000. If this amount is insufficient to cover the full extent of 9th Avenue, the Multi-Use Pathway Planning (MUPP) board is dedicated to applying for an additional KDOT transportation alternatives grant to supplement the CDBG grant and complete the project.

4. Community Impact: Discuss the project's potential impact on the local community, including job creation, affordable housing provisions, environmental sustainability measures, and improvements to public infrastructure or amenities.

The 9th Avenue Link: Enhancing Safety & Mobility project is poised to significantly impact the local community by creating jobs during the construction phase and fostering ongoing economic activity through increased foot traffic to local businesses. While the project itself does not directly address affordable housing, it enhances the livability of surrounding neighborhoods, potentially attracting further development and investment. Environmental sustainability is a key component, as the project promotes non-motorized transportation, thereby reducing traffic congestion and lowering emissions. Additionally, the improvements to public infrastructure, such as widened sidewalks, ADA-compliant ramps, and safe crossings, enhance the overall quality of life by making the community safer and more accessible for all residents. The list below is not comprehensive but speaks to the many ways this project would impact our community.

1. Property Values:

- A study by CEOs for Cities found that homes in walkable neighborhoods can command premiums of \$4,000 to \$34,000 compared to homes in less walkable areas.
- Research indicates that a one-point increase in Walk Score can increase home values by an average of \$3,250, depending on the market.

2. Economic Benefits:

- Walkable communities support local businesses by increasing foot traffic, which can boost sales by 80% or more.
- The Urban Land Institute reports that walkable urban places (WalkUPs) are attracting investment and generating higher economic returns, often 74% higher than those in drivable sub-urban areas.

3. Health and Wellness:

- The American Heart Association notes that people in walkable neighborhoods engage in 35-45 more minutes of moderate-intensity physical activity per week and are less likely to be overweight or obese.
- Increased physical activity linked to walkable environments can reduce healthcare costs significantly, with estimates suggesting savings of \$330 per person annually.

4. Environmental Sustainability:

- Walkable neighborhoods contribute to environmental sustainability by reducing reliance on cars, which can lower greenhouse gas emissions by 2.5 to 3.5 tons per household per year.
- Green infrastructure, such as parks and greenways, improves air quality and reduces urban heat island effects, enhancing overall environmental quality.

5. Community Engagement and Social Benefits:

- Walkable areas foster stronger community ties and higher levels of social interaction, which can lead to reduced crime rates and enhanced overall safety.
- Public spaces and leisure infrastructure, like parks and trails, provide venues for community events and activities, strengthening social cohesion and community identity.

These points illustrate the broad range of benefits associated with improving walkability and leisure infrastructure, from economic gains and increased property values to enhanced health, environmental sustainability, and social well-being.

Sources:

1. CEOs for Cities.
2. Walk Score.
3. Urban Land Institute.
4. American Heart Association.
5. Green Streets: Street Smart Design for Healthier Neighborhoods.
6. Project for Public Spaces.
7. Active Living Research.
8. The Trust for Public Land.
9. Environmental Protection Agency.
10. National Recreation and Park Association.

5. Risk Assessment and Mitigation: Identify potential risks associated with the project and outline strategies for mitigating these risks.

The 9th Avenue Link project entails several potential risks that need to be addressed to ensure its successful completion. Funding shortfalls will be mitigated by seeking additional funding sources such as additional grants, and/or establishing a contingency budget. Construction delays will be managed by developing a timeline with buffer periods, engaging reliable contractors, and ordering materials in advance. To minimize community disruption, a communication plan will keep residents informed, and construction will be scheduled during off-peak hours. Regulatory and compliance issues will be addressed through close collaboration with city planners and regular audits. Safety concerns will be mitigated by enforcing strict safety protocols, including signage, barriers, and protective equipment, along with regular safety training. An environmental impact assessment will guide strategies to minimize negative impacts, such as erosion control and proper waste disposal. Finally, stakeholder opposition will be addressed through early and continuous engagement, incorporating community input via public meetings, surveys, and feedback mechanisms. By proactively managing these risks, we are confident in our ability to deliver the 9th Avenue Link project successfully, enhancing safety and mobility for the Emporia community.

6. Partnerships and Collaboration: Describe any partnerships or collaborations with relevant stakeholders for different components of the project (i.e. local government agencies, community organizations, non-profits, other developers, etc.)

The success of the 9th Avenue Link project hinges on strong partnerships with various stakeholders, each bringing essential expertise and resources. The City Engineering Department will play a vital role in planning and executing the infrastructure, ensuring compliance with local regulations, and managing the construction timeline. Collaboration with the Multi-Use Pathway Planning Committee will provide guidance on designing pathways that maximize safety, accessibility, and usability. Healthier Lyon County will support the project by promoting the health benefits of active transportation through community outreach and education campaigns. The City Commissioners will provide necessary approvals and align the project with the city's strategic priorities. Geographic Information System (GIS) specialists will conduct surveys and mapping to inform precise planning and integration into existing infrastructure. Engagement with

residents and homeowners through public meetings, surveys, and feedback sessions will ensure community support and address local needs. Leveraging these partnerships, the 9th Avenue Link project will benefit from a wealth of expertise, resources, and community backing, ensuring successful implementation and long-term sustainability.

7. Compliance with Regulations: Confirm that the project complies with all relevant local, state, and federal regulations, including zoning laws, building codes, environmental regulations, and fair housing requirements.

The 9th Avenue Link project is dedicated to ensuring full compliance with all relevant local, state, and federal regulations. We are working closely with the City of Emporia's zoning department to adhere to zoning laws and obtain necessary permits. All construction will meet local and state building codes, ensuring safety and quality through regular inspections. An environmental impact assessment will guide our adherence to state and federal environmental regulations, with mitigation strategies in place to minimize any negative impact. The project will also comply with fair housing requirements, engaging with housing authorities to prevent discrimination and promote equal access to housing opportunities. In line with the Americans with Disabilities Act (ADA), the pathway will feature accessible infrastructure such as curb cuts, ramps, and tactile paving. Health and safety regulations will be strictly followed, with protocols to protect both workers and the public, including the use of personal protective equipment and proper signage. By ensuring compliance across these areas, the 9th Avenue Link project aims to enhance community safety and mobility while upholding the highest legal and ethical standards.

8. Public Engagement Plan: Outline a plan for engaging with the public throughout the development process, including opportunities for community input, public hearings, transparency in decision-making, and marketing the completed project.

The 9th Avenue Link project includes a comprehensive public engagement plan to ensure community involvement and transparency throughout the development process. We will work with City of Emporia Communications Manager, Christine Torrens to host public hearings and community meetings to gather input and address concerns, ensuring that residents have a voice in the project. We will request that Christine provide regular updates through various channels, including social media to keep the community informed about progress and decisions. Surveys and feedback forms will be distributed to collect additional input, and all feedback will be considered in the decision-making process. Once the project is completed, we will ask Christine to post highlighting the benefits and encourage use of the 9th avenue link. By fostering open communication and active participation, we aim to build community support and ensure the project's success.

9. Measurable Outcomes: Specify metrics and benchmarks for evaluating the success of the project, including indicators related to economic development, social equity, environmental sustainability, and overall community well-being.

Ideally the success of the 9th Avenue Link project will be evaluated using a range of metrics and benchmarks across economic development, social equity, environmental sustainability, and overall community well-being. Economic development will be measured by increased local

business revenues and property values along the corridor. Social equity will be assessed through improved accessibility for underserved communities, tracked by usage data and/or community surveys. Environmental sustainability will be gauged by reductions in vehicle emissions and increased usage of active transportation modes, monitored through environmental impact assessments and transportation surveys. Overall community well-being will be evaluated by increases in physical activity levels, public health statistics, and resident satisfaction, measured by community feedback. By tracking these indicators, we can ensure the project meets its goals and delivers tangible benefits to the Emporia community.

10. Reporting and Accountability: Commit to regular reporting and accountability mechanisms to track progress, address concerns, and ensure transparency in the use of grant funds.

The 9th Avenue Link project is committed to regular reporting and accountability to track progress, address concerns, and ensure transparency in the use of grant funds. We will provide quarterly progress reports to all stakeholders, detailing milestones achieved, funds utilized, and any challenges encountered.

Having a dedicated pedestrian and active transportation route that connects residents to key amenities can significantly enhance the appeal of Emporia. Such infrastructure not only promotes a healthier lifestyle but also creates a more vibrant and accessible community. Studies have shown that walkable communities with robust transportation options can attract new residents and retain college graduates who seek a family-friendly environment. According to the National Association of Realtors, 50% of Americans prefer walkable communities, which can lead to increased property values and economic growth. For visitors, the ease of navigating the town without a car enhances their experience, potentially boosting tourism and local business patronage. By investing in the 9th Avenue Link project, we are not only improving current residents' quality of life but also positioning Emporia as an attractive place for new families and visitors.

The 9th Avenue Link: Enhancing Safety & Mobility project is a strategic initiative that aligns with Emporia's goals of improving public safety, promoting health and wellness, enhancing connectivity, and supporting sustainable and economic development. By addressing critical community needs and barriers, the project fosters a safer, healthier, and more connected community, making it a vital component of Emporia's strategic vision.



MEMO:

April 29, 2024

TO: TREY COCKING, CITY MANAGER

FROM: MARK DETTER, ASSISTANT CITY MANAGER

After meeting with the Whittier Park Committee and separate meetings with the Director of Public Lands and Facilities Kevin Hanlin, Recreation Director Tom McEvoy, and you and I, I believe expanding adult soccer at DeBauge Sports Complex is the appropriate area for an expansion of soccer in Emporia.

The Whittier Park Complex has plans for the new skate park, a potential BMX track, a dog park, two softball diamonds, and drainage improvements. The DeBauge Family Sports Complex could be utilized for potentially 2 Futsal Courts near West 18th Street (example attached). The Recreation Commission would finance and program Futsal soccer including parking and lighting apparatus. The monies will potentially come from a City bond issue that would replace existing debt that the Recreation Commission issued under the City's bonding authority about 10 years ago.

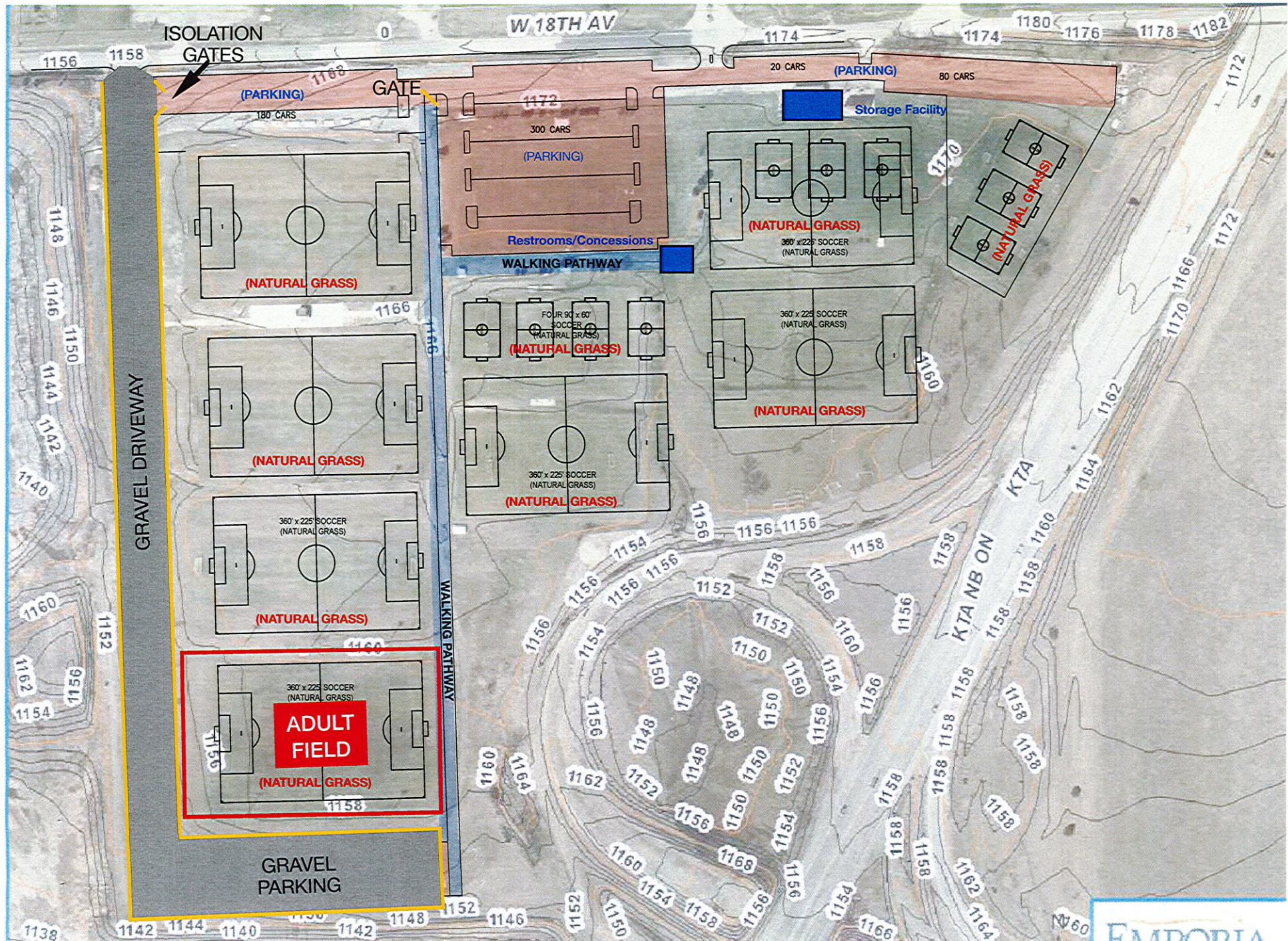
The Recreation Commission will discuss the issue on May 20, 2024. 2 Futsal Courts that are artificial turf surfaced could relieve some of the wear and tear on grass fields and could add programming for adult soccer participants.

Staff will continue working with the Recreation Commission to examine other opportunities for soccer as community demand continues to increase at all age levels.

Debaugue Family Sports Complex

Improvement Ideas - June 2022 #1 (Natural Grass)

4201 W. 18th Ave.



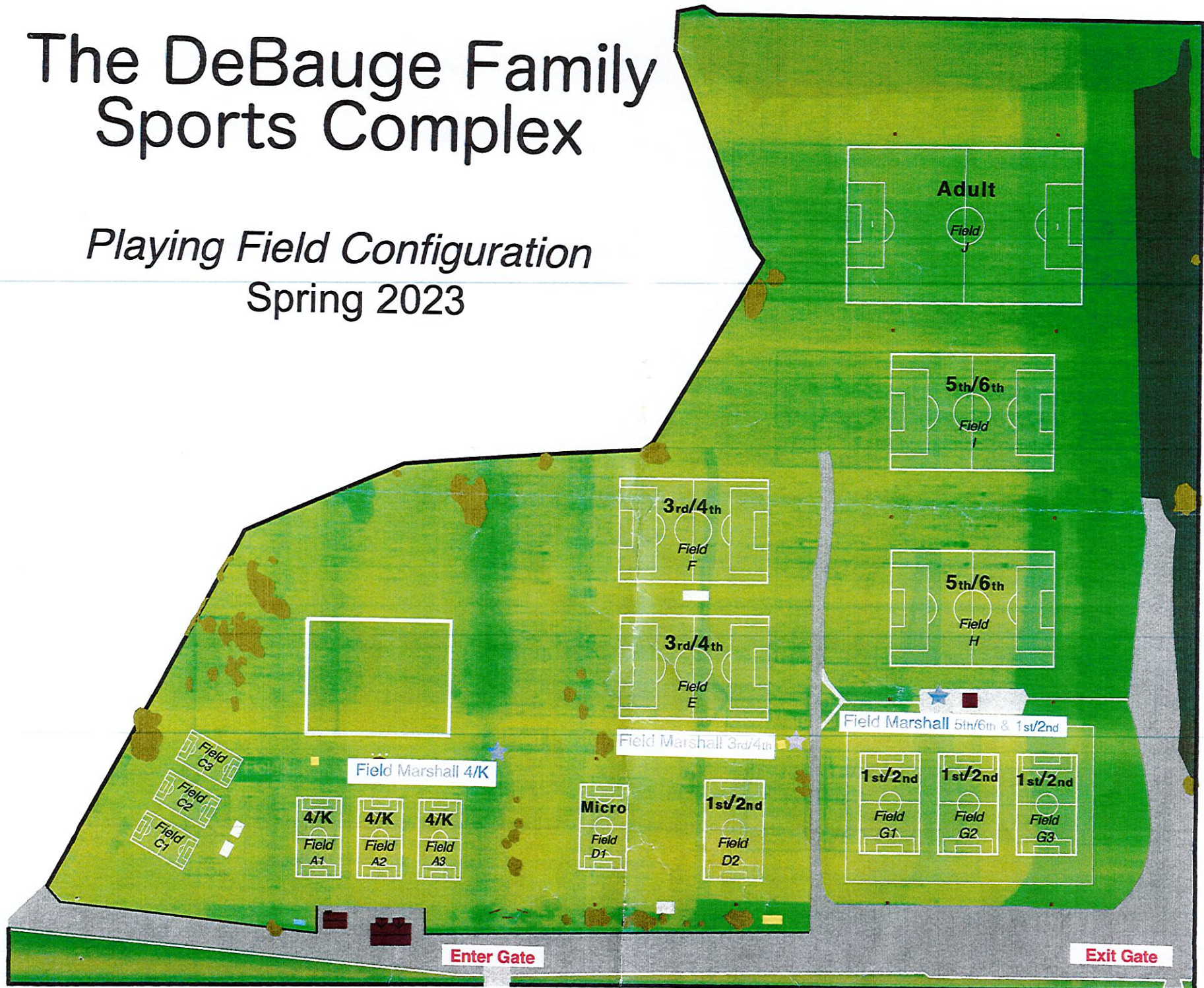
Example Futsal Courts

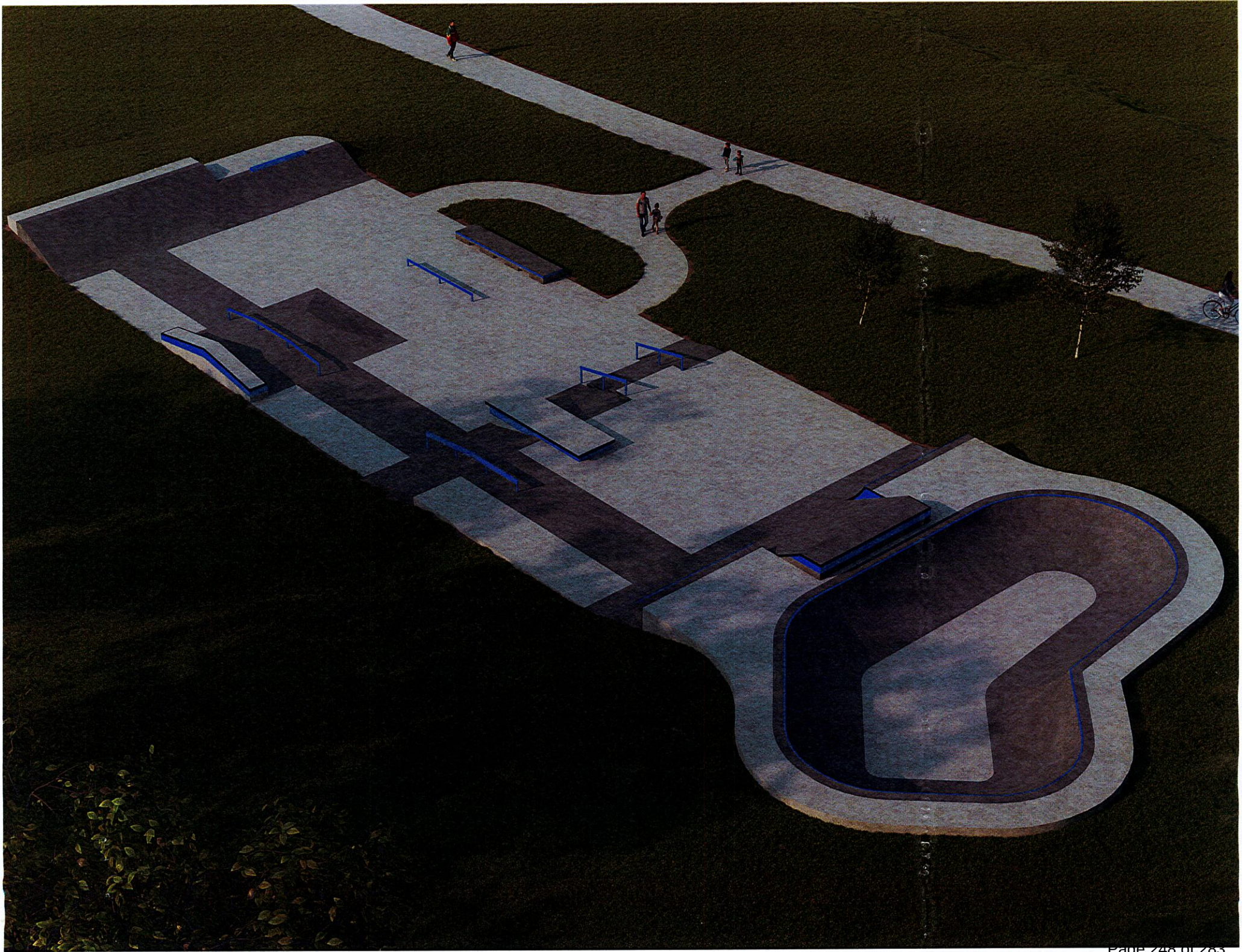


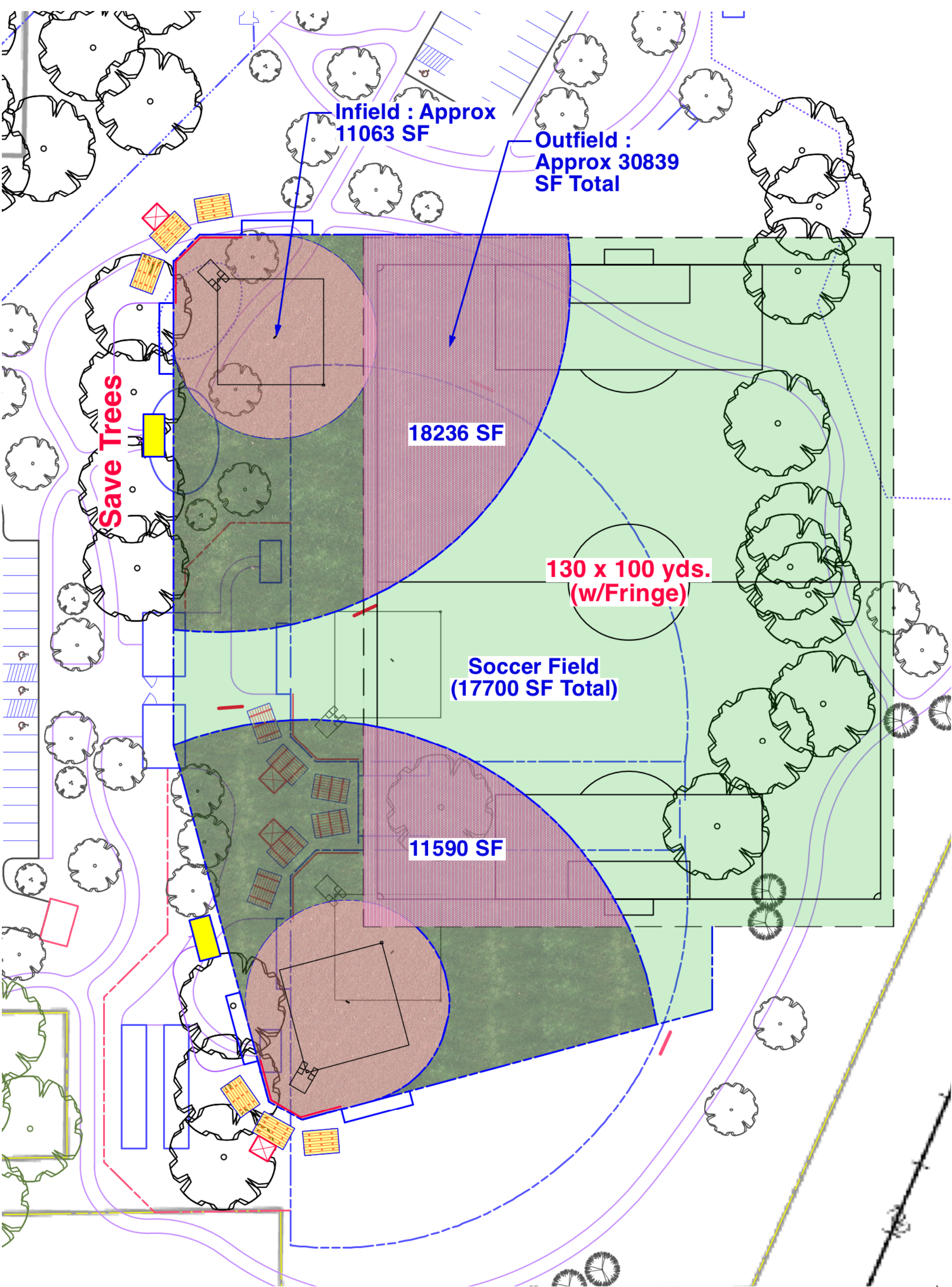
Northern Nevada getting its first outdoor lighted futsal courts at Paradise Park

The DeBauge Family Sports Complex

Playing Field Configuration
Spring 2023







Soccer Field Analysis

Option A – North Diamond Relocated

Whittier Park

E 9th Avenue & Whittier Street, Emporia KS

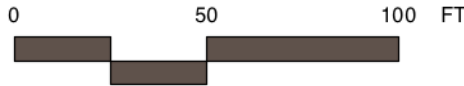
sheet: 1 of 3 scale: 1"=50'

date: 11/30/2023 project: #23032

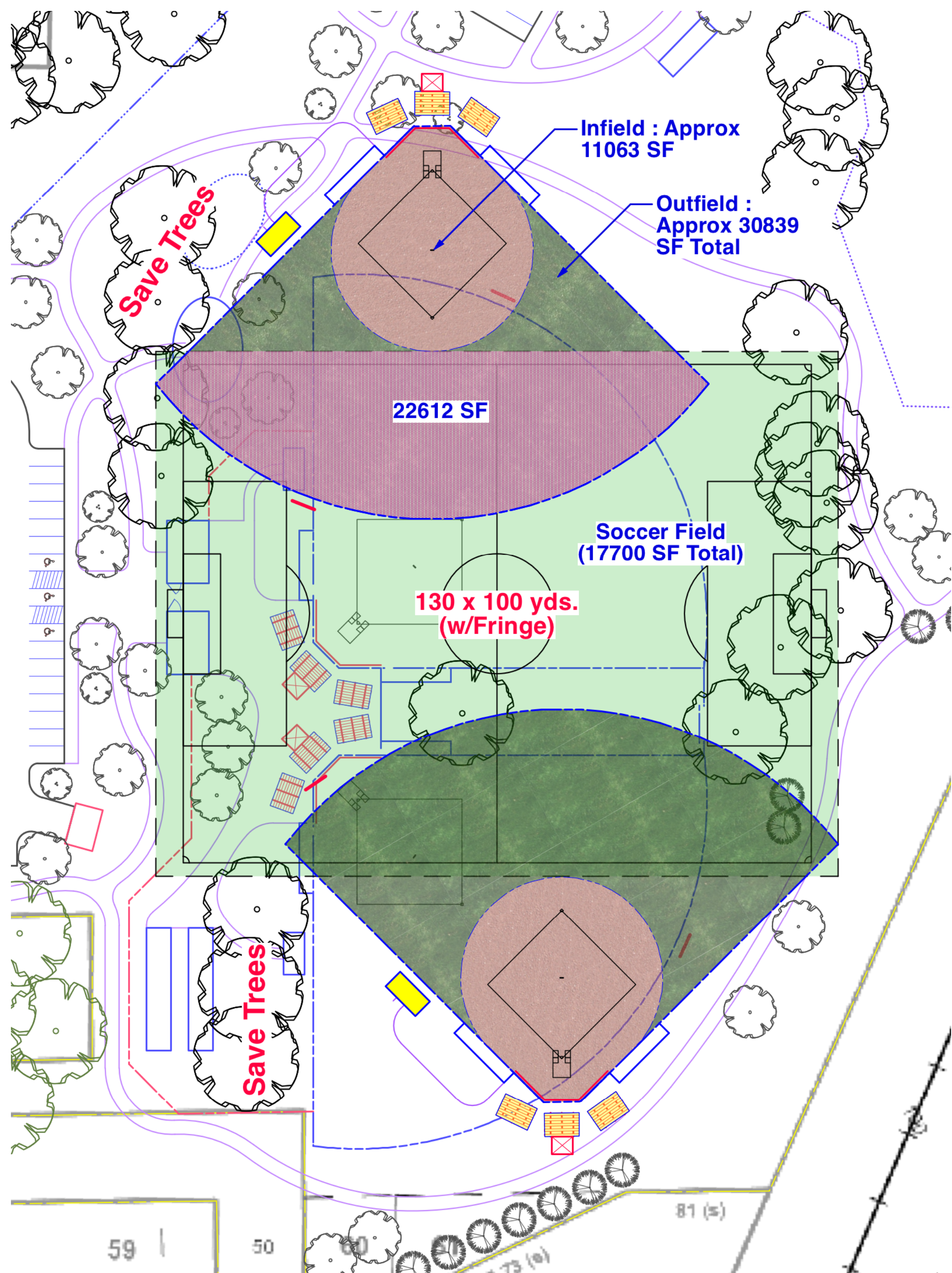


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Soccer Field Analysis Option C – North Diamond Relocated Whittier Park

E 9th Avenue & Whittier Street, Emporia KS

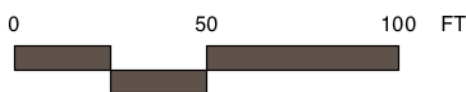
sheet: 3 of 3 scale: 1"=50'

date: 8/10/2023 project: #23032



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Whittier Park Committee Meeting

4.18.24

Attendants:

Linda Kehres-Schmidt, Emporia Community Foundation

Maddox Gutierrez, Skate Enthusiast and Fundraiser

Justin Givens, City of Emporia Planning

Jon Proehl, City of Emporia Engineering

Mark Detter, City of Emporia Assistant City Manager

Tom McEvoy, Emporia Rec Center Director

Kevin Hanlin, City of Emporia Parks and staff person for the Committee

Via Teams:

David Foster, Foster Design Associates

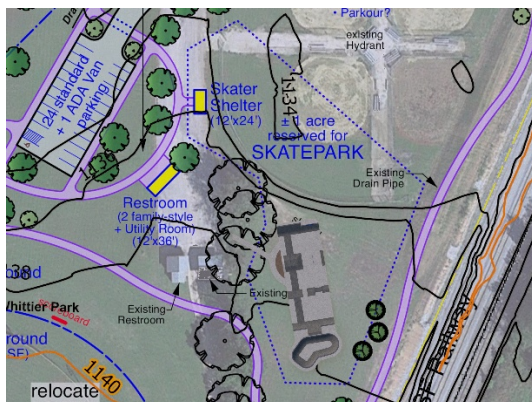
John Hunter, American Ramp Company

Ryan Hicks, American Ramp Company

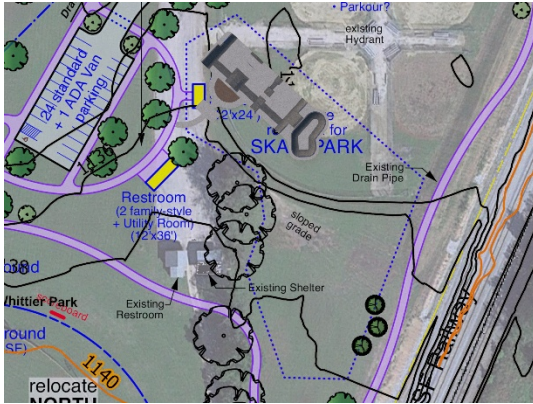
Agenda and Discussion:

1. Skate Park Location:

Location #1



Location #2



The Committee discussed the two locations and the pros and cons of each. Mr. Hunter discussed their thought process when proposing the two sites. He said they took topo shots with their drone and either spot would work. Site #1 would allow for better drainage from the bowl and would require less dirt to be brought into the site.

Mr. Foster suggested the trees to the west would be a good feature to have for providing shade for the skate park. He thought this was a more favorable location and would allow for other uses, such as soccer or BMX track to the north.

Staff shared the email from Becky Smith, City of Emporia Commissioner, stating she was in favor of the NE corner of the park and did not interfere with a dog park that has been sited on the NW corner.

The Committee concluded the Location #1 was the ideal site. Mr. Hunter was asked to recommend lamp locations within the skate park. Mr. Hunter stated that lighting would be good because it will limit shading around features, especially in the bowl.

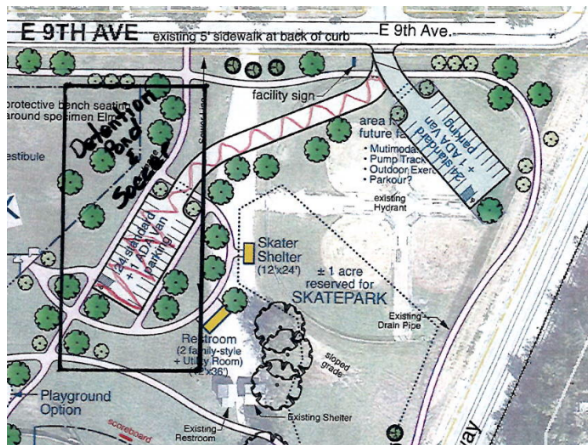
Mr. Foster also recommended a small skate park shelter as shown in the original concept be moved closer to the selected location.

2. Multi-Use Field vs Softball Field:

Staff gave some background of this item and the work Mr. Foster has done for concepts for a multi-use field. Staff stated the cost of a multi-use field is much higher than just a soccer field. Also, temporary fencing would be needed and it would add to the labor demand to manage a multi-use field. Staff acknowledged there was less interest in programming a multi-use field for softball purposes. Mr. Foster stated the selected location for the skate park, and if T-ball is being located to another park, it would leave space for soccer use in that area.

3. Drainage Basin Recommendation:

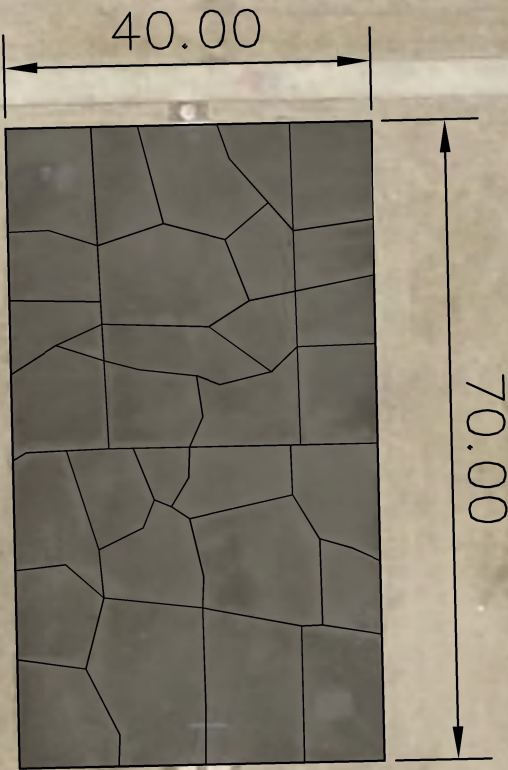
City Engineering Department has recommended a detention area for the park. The Committee discussed the need for detention for the addition of more impervious areas in the park; it is not a good idea to incorporate the detention area as part of the dog park and there would be periods of standing water after rain events; City needs to address the water coming out of the park so 9th Avenue doesn't experience flooding from park drainage.



Quaker Park Basketball Court

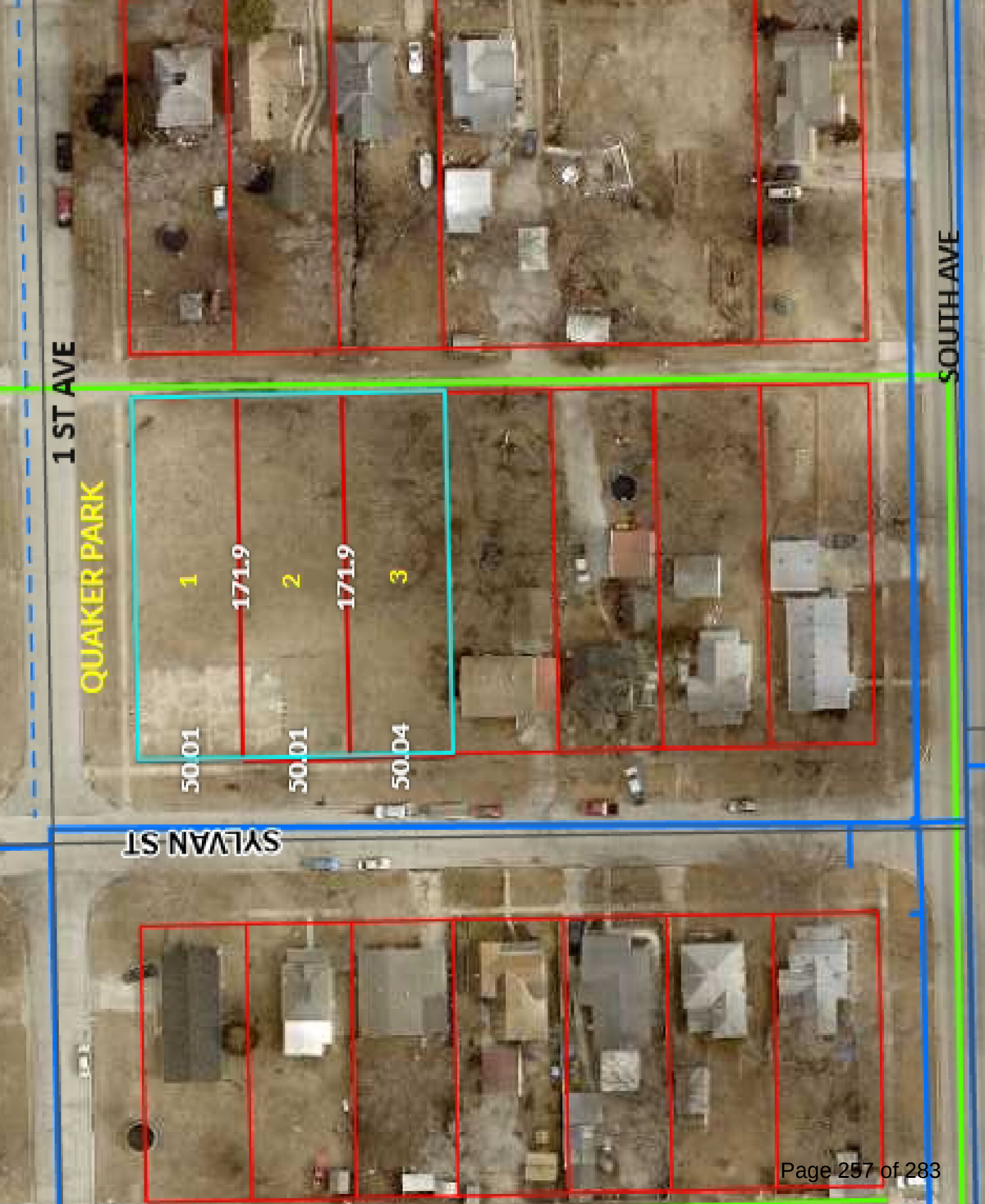
1ST AVENUE

SYLVAN STREET



QUANTITIES

<u>ITEM</u>	<u>UNITS</u>
Crack Seal	443 LF
Petromat	2800 SF
HMA Overlay (2" Depth)	35 Ton



1 ST AVE

QUAKER PARK

SYLVAN ST

SOUTH AVE

1

171.9

2

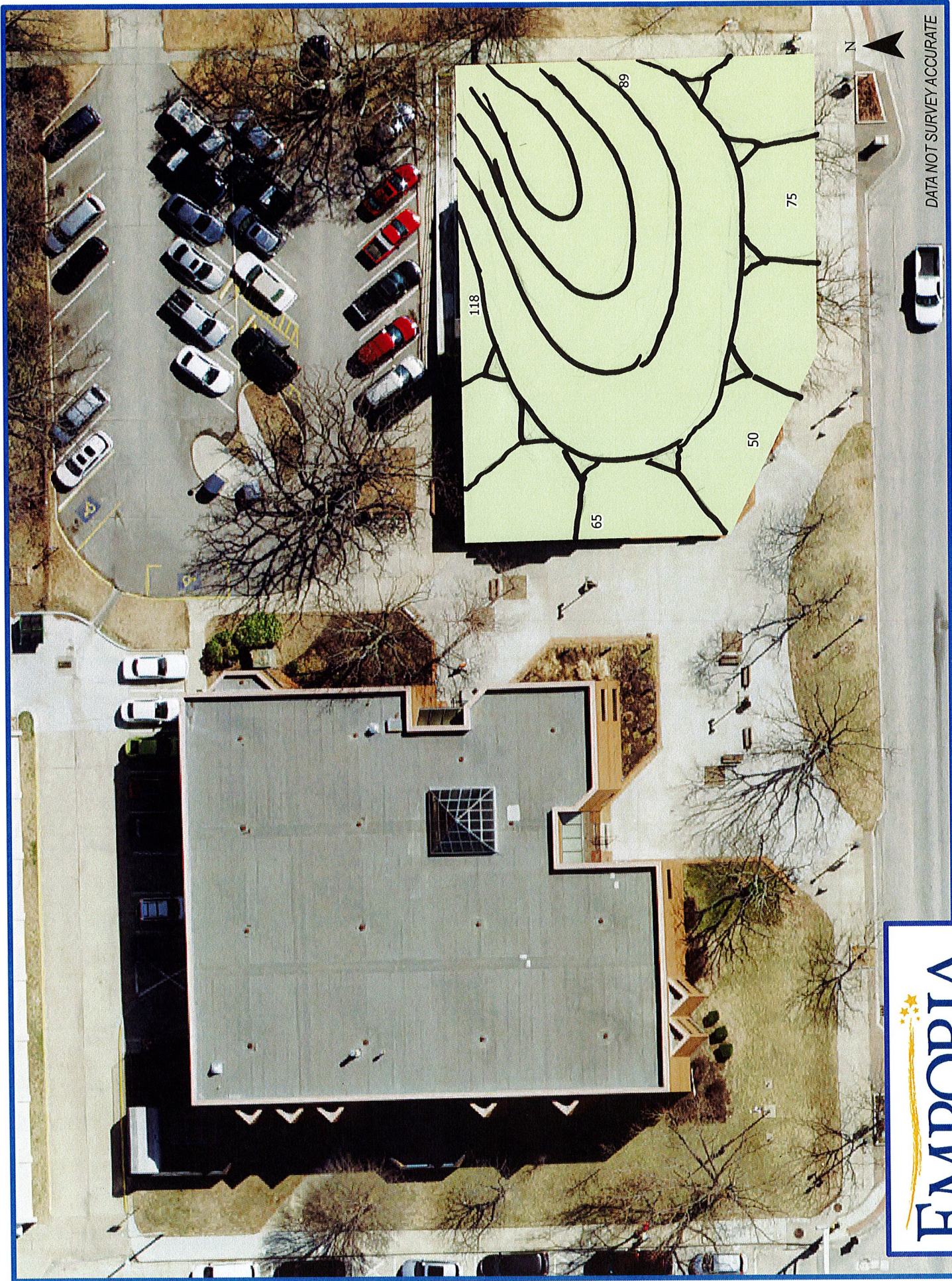
171.9

3

50.01

50.01

50.04



Carnegie Library					
Demolition, Green Space & Terracing (3 ft to 4 ft high) Option					
Preliminary Concept Estimate					
November 21, 2022					
<u>Description</u>	<u>Quantity</u>	<u>UOM</u>	<u>Unit Price</u>	<u>Extend. Price</u>	
Demolition of Building	1	LS	\$ 190,000.00	\$ 190,000.00	
Earthwork Terracing	1	LS	\$ 10,000.00	\$ 10,000.00	
Contingencies (15%)				\$ 25,000.00	
TOTALS				\$ 225,000.00	



111 SE 7th St

Topeka, Kansas

Google

Street View - Jul 2021



Image capture: Jul 2021 © 2022 Google



Andover, Kansas

Google

Street View - Aug 2019



Image capture: Aug 2019 © 2022 Google



Library Entry

Ex. Hawthorn Tree

Retain "The Bell from Stuart Hall" & Veterans Memorial

Ex. Bench

New Bench

Ex. Flag

Ex. Cleanouts (2)

Tuckpoint Existing Wall

Up 2'

Up 1'-4"

Up 6 1/2"

Ex. Trees



Ex. Tree

Bed

4' Walk

7'-0"

3'

3'

Bed

Bed

Brick

Bed

Lawn

Historical Museum Sign to be Retained (Remove & Protect from Damage)

Entry Feature

(Salvage Stone Entry Arch & Wall w/ Lamps, Ornament Above, & Name)

Brick

Brick

Conc.

Remove Ex. Oak

Conc.

Retain "We the People" Monument
Street Post Lamp

Brick Border

Ex. Oak

Downtown Entry Pillar

E 6TH AVE

4 Taylor Juniper (Buffer)

4' Walk

Ex. Conc. Drain Flume

Upright Tree

12'

Step

4'

5'

3'-10"

4'

Stage (20 x 14)

Wall Screen

Lawn

Lawn

MARKET ST

Ex. Tree

MH

Bed Due to Roots

6'

Ex. Tree

Bed



Concept Plan

Emporia Library Park

6th Street & Market, Emporia KS

sheet: 1 of 1 scale 1/16" = 1'-0"

date: 12/6/2023 project: #23058

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Good morning Lori,

Here is budgetary pricing for the neighborhood park you requested. If you need formal quotes, please let me know. Pricing includes ground up installation, curbing, surfacing, materials, and installation of equipment. If the area is very sloped, we may need to adjust for additional labor costs to level the area.

Eastside replica – I did not include the swings area, but this can be added if you would like - \$275K
Fremont replica - \$165K

I have attached renderings for both replicas. Please let me know if you have any questions.

Have a wonderful rest of your day 😊

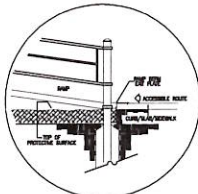
Jennifer Hawkins

ATHCO Sales Representative

Office: (913) 469-5600 | Ext. 150 | Direct Line: (913) 346-7618

Email: jhawkins@athcollc.com [http://] www.athcollc.com

13500 West 108th Street, Lenexa, KS 66215

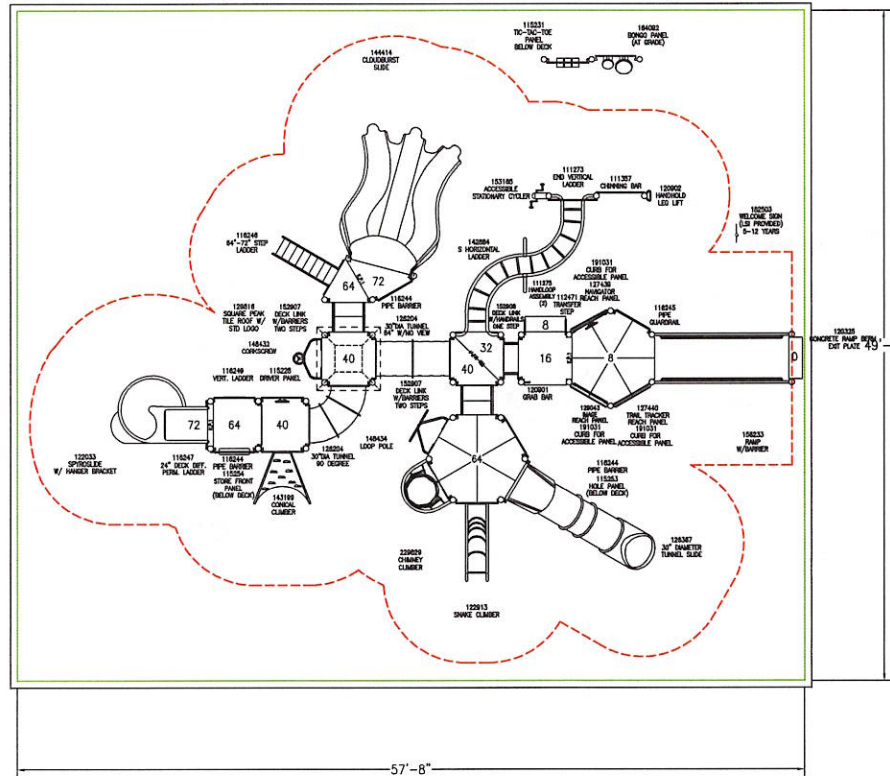


SUGGESTED RAMP BERM EXIT PLATE
8"X12"X1/8" DECK TO GRADE/DB INSTALLATION
REFER TO RAMP BERM EXIT PLATE INSTALLATION SHEET

8" RISE KICKPLATE
(K.A.P.) QTY. (1)

8" RISE KICKPLATE
(K.A.P.) QTY. (3)

THIS DRAWING HAS A
CIRCUMFERENCE IN U.S.A.
FREIGHT QUOTE IS REQUIRED



PlayBooster
(5-12 years)
Max Fall Height: 72 inches

TOTAL ELEVATED PLAY COMPONENTS	17		
TOTAL ELEVATED COMPONENTS ACCESSIBLE BY RAMP	0	REQUIRED	0
TOTAL ELEVATED COMPONENTS ACCESSIBLE BY TRANSFER	17	REQUIRED	9
TOTAL ACCESSIBLE GROUND LEVEL COMPONENTS SHOWN	6	REQUIRED	6
TOTAL DIFFERENT TYPES OF GROUND LEVEL COMPONENTS	6	REQUIRED	6



Emporia City Park
Emporia, KS

ATHCO
Jennifer Hawkins

SYSTEM TYPE:
PlayBooster
DRAWING #: 1187670-01-01

landscape
structures



THIS PLAY AREA & PLAY EQUIPMENT IS
DESIGNED FOR AGES 5-12 YEARS
UNLESS OTHERWISE NOTED ON PLAN.

IT IS THE MANUFACTURER'S OPINION THAT
THIS PLAY AREA DOES CONFORM TO
THE A.D.A. ACCESSIBILITY STANDARDS,
ASSUMING AN ACCESSIBLE PROTECTIVE
SURFACING IS PROVIDED, AS INDICATED, OR
WITHIN THE ENTIRE USE ZONE.

THIS CONCEPTUAL PLAN WAS BASED ON
INFORMATION AVAILABLE TO US PRIOR TO
CONSTRUCTION. DETAILED SITE INFORMATION
INCLUDING SITE CONDITIONS, TOPOGRAPHY, EXISTING
UTILITIES, SOIL CONDITIONS, AND DRAINAGE
SOLUTIONS SHOULD BE OBTAINED, EVALUATED, &
UTILIZED IN THE FINAL DESIGN. PLEASE VERIFY ALL
DIMENSIONS OF PLAY AREA, SIZE, CONFIGURATION, AND
LOCATION OF ALL EXISTING UTILITIES, EQUIPMENT,
AND SITE FURNISHINGS PRIOR TO INSTALLATION. SLIDES
SHOULD NOT FACE THE HOT AFTERNOON SUN.

CHOOSE A PROTECTIVE SURFACING MATERIAL THAT
HAS A CRITICAL HEIGHT VALUE TO MEET THE
MAXIMUM FALL HEIGHT FOR THE EQUIPMENT (NET).
ASTM F1487 STANDARD CONSIDERS SAFETY
PERFORMANCE SPECIFICATION FOR PLAYGROUND
EQUIPMENT FOR PUBLIC USE. SECTION 8 CURRENT
REVISIONS. THE SURFACING MUST BE WELL
DRAINED. IF THE SOIL DOES NOT DRAIN NATURALLY
IT MUST BE TILED OR SLOPED 1/8" TO 1/4" PER
FOOT TO A STORM SEWER OR A "TRENCH DRAIN".

AREA OF
ACCESSIBLE/PROTECTIVE
SURFACING
(POURED-IN-PLACE SUGGESTED)

DESIGNED BY:
NAK

COPYRIGHT: 7/2/24
LANDSCAPE STRUCTURES INC.
801 7th STREET SOUTH
DELAWARE, MINNESOTA 55339
PH: 612-436-4874
ps@lsc.com

Date Previous Drawing # Initials





landscape
structures

Emporia City Park

1187670-01-01 • 7.3.2024

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Your Premier Athletic & Recreation Source

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Champions Landing is requesting the immediate support of \$53,950 from the Transient Guest Tax Fund to develop three new disc golf courses and a foot golf course. This request focuses on the purchase of the equipment and necessary labor to install the assets to make Champions Landing a destination in the disc golf community as well as attract and add a new sport to the community with foot golf. Phase 1 of this approach allows Champions Landing to purchase the equipment and fund the installation and development. It is important to note that the funding for concrete teepads and additional course improvements are not part of this request which will likely come later as a phase 2 request for 2026.

Foot golf, a low-cost addition, will engage both visitors and locals, with targeted events driving new traffic to Emporia. These investments ensure Champions Landing remains a dynamic destination, reinforcing its role in the region's arts and entertainment scene.

The attached budget does not include past or already committed investments related to the transformation of Champions Landing. Key components of the project include a Disc Golf Pro Shop, which is essential to the complex's success and will serve as a central hub for players, events, and retail. The addition of Dynamic Brewing Company will further enhance the venue's appeal, attracting both local residents and travelers along I-35. An outdoor event space is also in development, designed to host live music, weddings, and other gatherings—bringing more activity and visitors to the property and, ultimately, benefiting Emporia as a whole.

Together, these elements—disc golf, foot golf, event space, and a brewery—create a distinctive experience, solidifying Emporia's status as a tourism and entertainment destination.

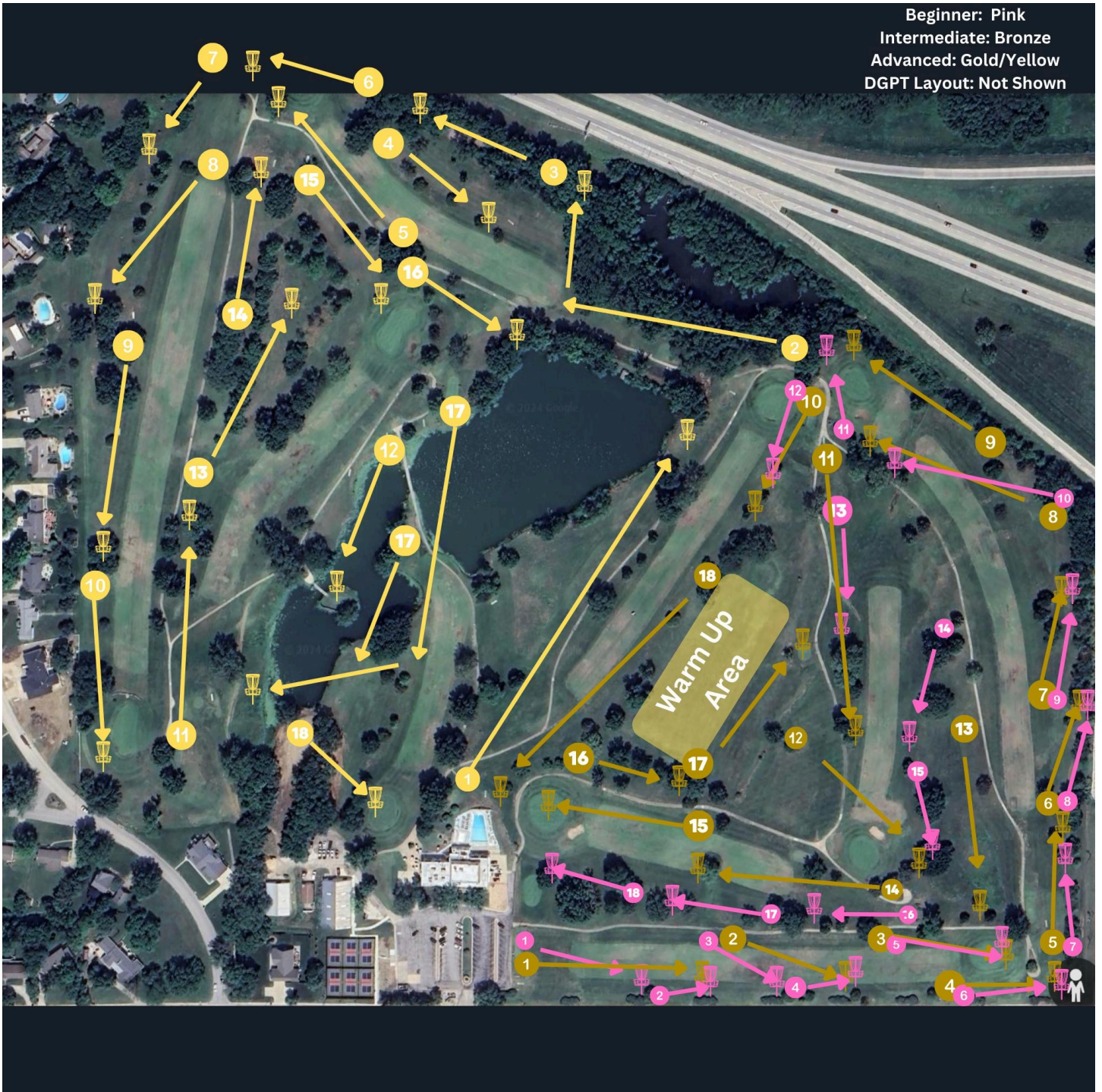
Jeremy Rusco

Champions Landing

#AlwaysWorkingOnSomething

Champs Disc Golf Complex Budget + Foot Golf						
Product/Item	Quantity	Price	Total	Description		
Phase 1 - Immediate Request						
Dynamic Discs Veteran Baskets	54	\$375.00	\$20,250.00			
Tee Signs + Graphic Design	54	\$100.00	\$5,400.00			
Champs Employee Labor Hours for Installation & Improvements	250	\$20.00	\$5,000.00			
Foot Golf - Install 18 Hole Foot Golf Course Material & Labor	18	\$250.00	\$4,500.00			
Foot Golf - Tee Signs & Markers + Graphic Design	18	\$100.00	\$1,800.00			
PDGA Event Attraction Support	2	\$2,500.00	\$5,000.00	Farm Path Tour B-Tier in August + Fall B/C Tier Event		
Non-Sanctioned Disc Golf Event Attraction Support	4	\$1,000.00	\$4,000.00	August, September, October, November Events		
Foot Golf Tournament Event Attraction Support	2	\$1,500.00	\$3,000.00			
Bridge Repair & Spillway Repair from Washouts	1	\$5,000.00	\$5,000.00			
TOTAL to Install Three Disc Golf Courses + Foot Golf			\$53,950.00			

Beginner: Pink
Intermediate: Bronze
Advanced: Gold/Yellow
DGPT Layout: Not Shown



Title: Policy for Special Events in the Common Consumption Area (CCA)

Agenda Date: April 16th, 2025

Presented By: Tayler Wash, Assistant City Manager
Christina Montgomery, City Attorney
Ed Owens, Chief of Police

Background:

On April 4, 2025, the City Commission approved the establishment of the Emporia Downtown Common Consumption Area (CCA), with the intent to keep the CCA open on a consistent basis to support downtown vibrancy and local businesses. As downtown events continue to grow in size and frequency, this policy was developed to ensure the CCA can remain open during special events in a way that balances public safety, legal compliance, and business access. The goal is to create a framework that allows alcohol consumption and large-scale events to coexist harmoniously.

Discussion:

This policy outlines the responsibilities of the City, event coordinators, and participating vendors within the CCA. As the permit holder, the City retains authority over boundaries, operations, and event approvals within the CCA.

Event coordinators must obtain a Special Event Permit through the Emporia Police Department and are responsible for event logistics, including managing vendor participation and coordinating with local businesses. Alcohol may only be served by participating vendors approved by the Alcoholic Beverage Control (ABC).

The policy also establishes a process for requesting Non-Contiguous Service Areas (NCSAs), allowing alcohol service outside a vendor's licensed premises but within the CCA. Any such request must be submitted with site details and, if applicable, property owner consent.

To minimize disruption to downtown commerce, the policy requires that events do not block business entrances or hinder operations. Coordinators must work with local businesses to ensure pedestrian access and visibility are maintained.

Financial Considerations:

There are no direct financial impacts to the City. The City will not charge fees to participate in or coordinate special events in the CCA. Event coordinators may charge vendors or set participation criteria at their discretion, but those arrangements are private and not managed by the City.

Attachments:

Special Event CCA Policy

Subject: Special Events in Common Consumption Area	Issued by: Resolution No.	Effective Date:
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1-13 Special Events in Common Consumption Area

I. BACKGROUND:

The Emporia Downtown Common Consumption Area (CCA) was established in accordance with K.S.A. 41-2659, which allows local governments to designate public spaces where individuals can possess and consume alcoholic beverages legally. This designated area provides a controlled environment for public gatherings and events, ensuring both public safety and compliance with relevant laws governing alcohol consumption.

As the permit holder for the CCA, the City of Emporia is responsible for overseeing the operations and conditions of the space and ensuring that all events within the CCA adhere to the requirements set forth by the Kansas Alcoholic Beverage Control and other relevant authorities. The City's role includes regulating boundaries, managing the approval process for non-contiguous service areas, and ensuring that business owners, event coordinators, and participating individuals comply with legal and regulatory requirements.

The purpose of this policy is to establish clear guidelines and responsibilities for special events held within the Common Consumption Area (CCA). It aims to provide a structured framework that allows event coordinators and business owners to operate within the CCA while maintaining full compliance with applicable laws and regulations. The policy seeks to ensure that events are conducted in a manner that is safe, lawful, and beneficial to both the public and the local business community.

This policy also serves to clarify the rights and responsibilities of event coordinators and business owners within the CCA, while defining the City's role in providing oversight and final approval for all activities. By setting forth these guidelines, the City intends to promote community engagement, support local businesses, and maintain the integrity of the CCA as a designated space for responsible alcohol consumption and special events.

II. DEFINITIONS:

Common Consumption Area (CCA): An indoor or outdoor area not otherwise licensed for sale of alcohol or CMB where the possession and consumption of alcoholic liquor and cereal malt beverage is allowed pursuant to a common consumption area permit.

Participating Vendor: Any licensee, including a licensed drinking establishment, tavern, temporary DE, or caterer which has applied to and received permission from the ABC to participate in the CCA.

Non-Contiguous Service Area (NCSA): An alcohol sale and service area outside a participating vendor's licensed premises, but within the CCA boundaries.

III. SCOPE:

This policy shall apply to all parties interested in coordinating events within the Common Consumption Area and participating vendors.

IV. POLICY:

Section 1: Municipal Authority as the Designated Permit Holder

- I. As the permit holder, the City holds authority and responsibility for ensuring compliance with all statutory and regulatory requirements concerning the CCA.
- II. The City retains the discretion to define the boundaries and operational conditions of the CCA.
- III. The City is responsible for providing oversight of all special events held within the CCA.
- IV. The City has final approval authority over special event plans and NCSA's in the CCA.

Section 2: Special Events in the CCA

- I. Event coordinators may host special events within the CCA upon issuance of a Special Event Permit by the Emporia Police Department.
- II. Event coordinators are responsible for managing the logistics and operations of the event, while ensuring all necessary approvals from the City are obtained before the event takes place.
- III. The CCA will remain open during all special events within the CCA during which alcohol will be sold or served. Alcohol may only be sold or served in the CCA by participating vendors.
- IV. Certain portions of the CCA may be closed during special events in which event coordinators wish to exclude alcohol for a "dry" event. The remainder of the CCA will remain open, including adequate pedestrian access around the dry area. Event coordinators will be responsible for marking and enforcing the boundaries of a dry area.
- V. Event coordinators planning to include one or more NCSA's in a special event shall include a description or drawing of the requested NCSA location and Participating Vendor information with the special event application.
- VI. Event coordinators may establish criteria for event participation, including vendor fees. The City shall not be a party to any agreements between event coordinators and vendors, and no portion of vendor fees shall be remitted to the City. The event coordinator is responsible for financial arrangements with vendors, ensuring compliance with relevant fiscal regulations.
- VII. Event organizers shall ensure that events do not block or impede access to local Participating Vendors or interfere with the normal operations of businesses within the CCA. Reasonable precautions must be taken to maintain clear pedestrian access routes. No barriers, signage, or structures associated with the event shall block business entrances or create visual obstructions that impede the visibility of business signage or entrances for event participants. Event organizers shall work with local business owners to develop a plan that accommodates business operations, ensures clear pedestrian access, and fosters the engagement of local Participating Vendors.

Section 3: Designation and Approval of a NCSA

- I. Application. Participating Vendors may sell and serve alcohol from one NCSA in the CCA upon submission of an NCSA Request form and approval by the Police Department. Applicants shall be required to submit verification of city and state alcohol licensure and state approval to participate in the CCA.
- II. Sidewalk Enhancement NCSA. A request for an NCSA on a public sidewalk adjacent to a

licensed premises shall be subject to the requirements of the City Sidewalk Enhancement Policy adopted by Resolution 3633, and any future amendments. A Participating Vendor applying for a Sidewalk Enhancement NCSA shall submit a copy of a Sidewalk Enhancement Plan approved by the Engineering Department. A Sidewalk Enhancement NCSA may be authorized on any day the CCA is open. A Sidewalk Enhancement NCSA authorized by this subsection shall not be deemed a Special Event NCSA and shall not be subject to participation criteria established by the special event coordinator.

- III. Special Event NCSA. With the exception of a Sidewalk Enhancement NCSA, any NCSA requested during a special event in the special event area requires approval of the event coordinator. A Special Event NCSA may be subject to special event participation criteria established by the event coordinator, including event vendor fees.
- IV. Private Property. Any Participating Vendor applying for an NCSA on private property shall include a description and drawing or map of the location to be designated as the NCSA and documentation of proof of the property owner's consent.
- V. Review and Authority. The police chief or designee shall review NCSA Request Forms in conjunction with applicable state and local law, City policy, and in the interest of public safety and welfare. Approval is not guaranteed. Law enforcement officers may order the closure of any NCSA when deemed necessary in the interest of public safety and welfare.

RESOLUTION NO. 3633

**A RESOLUTION OF THE GOVERNING BODY OF EMPORIA, KANSAS
ADOPTING AN AMENDED SIDEWALK ENHANCEMENT POLICY**

WHEREAS, the City Commission has determined that it is necessary in order to promote the public health, safety and welfare of the residents of the City of Emporia that rules regarding the placing of structures on public sidewalks and rights of way should be regulated; and

WHEREAS, the City Commission previously adopted a Sidewalk Enhancement Policy in 2011 by Resolution No. 3492; and

WHEREAS, the City Commission has reviewed the proposed Amended Sidewalk Enhancement Policy and desires to adopt it as part of the City of Emporia Policy Manual, as follows:

Amended Sidewalk Enhancement Policy for the City of Emporia

Purpose: To provide guidance on the temporary placing or permanently affixing of enhancements on sidewalks, right-of-way, street, public parking spaces or private off-street parking spaces, hereinafter referred to as "enhancement areas," so as not to impede traffic or pedestrian movements. This would include but not be limited to pedestrian benches, tables, chairs, shelves, display racks, planting containers, and bicycle racks, which shall be known in this policy as "enhancements".

General Guidelines:

1. A 6-foot-wide pedestrian travel way shall be provided with a 5-foot minimum width allowed at the discretion of the City Engineer. This is exclusive of a 2-foot-wide zone at the back of curb to provide for parked vehicle overhang. In the case of the presence of a light pole or other structure partially blocking the walkway, available space shall be calculated starting at the base of the light pole or structure measuring to the wall of the building.
2. Permanent Enhancements such as bicycle racks and benches shall be anchored to the sidewalk so that movement is not possible.
3. Temporary enhancements that are not anchored to the sidewalk must be removed from the enhancement area at the end of each day.
4. All enhancements are subject to removal by the City at any time. The City will endeavor to allow sufficient time for them to be removed by the owner when possible; however, in emergency situations they will be subject to removal by City crews or contractors. In these cases, attempts will be made not to damage the enhancement, but this cannot be guaranteed by the City.
5. Permanent Enhancements must be made of durable materials that can withstand the effects of the weather. The type of material of the enhancement shall be subject to the approval of the City.
6. It is the responsibility of the owner to keep all enhancements in good condition. Poorly maintained enhancements will be subject to removal.

Application: Property owners or tenants shall submit a written request to the City Engineering Department describing the enhancement(s) to be installed and setting forth the following facts:

1. The location of the premises requesting use of the enhancement area;
2. The name, address and telephone number and/or email where the applicant may be reached;
3. The timeframe during which the enhancement area is requested;
4. A notarized statement that the applicant shall defend and hold the City harmless from any and all claims arising from the use of the enhancement area;
5. Proof of liability insurance for a minimum of \$500,000 naming the City of Emporia as an additional insured;
6. A general description of the type of business seeking to be conducted in the enhancement area.
7. A general site plan describing the proposed enhancements, including a sketch map, measurements noting the proposed location of the enhancement and the distance to the other enhancements the curb line and adjoining buildings, pedestrian bypass and ingress and egress areas as required by the Americans with Disabilities Act (ADA); and
8. If any public parking area or street lanes are included within the enhancement area, such application must include a traffic control plan, safety plan, and a detailed description of the proposed activities to be conducted in the extended area, including times for any requested street or parking closures.
9. A City of Emporia right-of-way permit will be required for applications meeting the criteria set forth in the Emporia City Code Sec. 24-25.

The application and accompanying documents shall be reviewed by the City Engineer and other relevant City staff for a determination that the application is complete, that all necessary licenses have been provided, and that the business activities will not endanger or unduly inconvenience the public.

Enhancement Area Permissible Activities:

Enhancement areas may be used for the display of merchandise, goods and wares, and/or the sale, service and consumption of prepared meals and beverages. Enhancement area usage must comply all applicable City ordinances and State statutes. Sale, service, and consumption of alcoholic beverages shall only be allowed under the following conditions:

1. Applicant must provide verification that City and State licensing have been obtained for all alcohol sales; and
2. Alcohol may only be consumed on the public sidewalks, alleys, or streets if specifically authorized by ordinance of the City Commission.

Waivers: The City Engineer or his designee may waive the provisions of this policy at the City Engineer's sole discretion.

Approval: No enhancement shall be installed or erected without the prior written approval of the City Engineer or his designee.

Revocation: The approval of an enhancement area is a personal privilege which may be revoked at any time by the City Engineer for violations of the provisions of this policy, violations of City ordinances or State statutes, or for the health, welfare, or safety of the public.

Appeals: Any applicant aggrieved by the denial, suspension, or revocation may file with the City Clerk a written notice of appeal to the City Commission within ten (10) business days of the decision by the City Engineer or designee. The Notice of Appeal shall specify:

1. The name and address of the appellant;
2. The date of the application;
3. The date of the denial, suspension, or revocation of additional conditions of the permit or application; and
4. The factual basis for the appeal.

Upon receipt of a complete and timely filed Notice of Appeal, the City Clerk shall schedule a hearing before the City Commission, no later than thirty (30) days from the date of the filing of the Notice of Appeal with the City Clerk. The City Engineer's decision on any denial, suspension, or revocation of any application shall remain in full force and effect until such time as the matter comes before the City Commission on appeal.

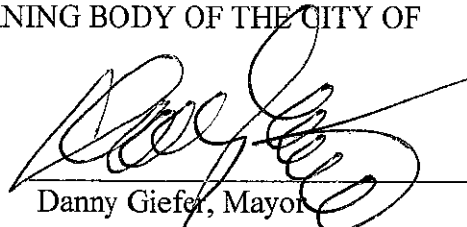
The City Commission may approve the denial, suspension, or revocation; overrule the denial, suspension, or revocation; or impose additional conditions or modify the decision of the City Engineer.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF EMPORIA, KANSAS that the Sidewalk Enhancement Policy adopted by Resolution No. 3492 is hereby repealed; and the Amended Sidewalk Enhancement Policy as stated herein is hereby adopted.

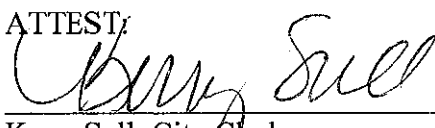
BE IT FURTHER RESOLVED that this policy shall be inserted into the City of Emporia Policy Manual.

BE IT FURTHER RESOLVED that the City Clerk shall provide a copy of the Sidewalk Enhancement Policy to the Emporia Area Chamber of Commerce and Emporia Main Street.

APPROVED AND ADOPTED BY THE GOVERNING BODY OF THE CITY OF EMPORIA, KANSAS this 2nd day of September 2020.



Danny Giefer, Mayor

ATTEST:


Kerry Sull, City Clerk

