

# More redevelopment help is on the way!

Wednesday through Friday I was gone to a series of training workshops designed to make staff more effective, hone our vision, provide members with additional resources, hold us accountable for work we have done and make us aware of new opportunities. One of the great things about the Main Street concept is that we cooperate with our compatriots, but we are also extremely competitive with our sister cities throughout Kansas.

Emporia Main Street doesn't want to rest on what we accomplished 19 years ago when we started, five years ago when we were the first community in Kansas to win the Great American Main Street award or even the accomplishments of last year. Our members expect continued development. In a tight economy, people don't join something because it is what they are "supposed to do" or have "always done". They become a part of an organization because we work hard for you. Below, you can see some newly uncovered resources that are an example of that work for our members.



**Many experts contend that energy will never be cheaper than it is today-** The flip side of that argument is that energy prices are likely to go up in the future. One portion of our Kansas Main Street director's training focused on providing information and additional resources to our businesses that wanted to improve their energy efficiency while decreasing their exposure to high interest debt (some credit cards) or difficult to obtain financing. Below are some things you need to be aware of.

**The Efficiency Kansas Loan Program was designed to improve your small business, increase comfort and save energy-** How can they accomplish these goals?

The Efficiency Kansas project created a loan pool which allows Kansas businesses access to up to \$30,000 for approved projects in small businesses. The loans are low interest (around 4%) and require an energy audit. For the first 1,000 applicants, a \$350 credit is available to offset some of the cost of an audit. For more information on the program, please visit [www.encykansas.com](http://www.encykansas.com).

**What steps do experts suggest to decrease energy expenditures?-** Number one is caulking. Number two is improving lighting and number three includes mechanical improvements. Surprised? Think of your building as a bucket. Where are the leaks? Before you spend on a lot of different things, a simple caulking gun and some elbow grease could decrease your energy costs significantly. You may notice that windows did not make the top three. It generally takes about 23 years for windows to pay for themselves with energy savings, and a lot of those new windows won't last that long. A lot of people took out windows or covered them up to "improve efficiency" and data collected simply doesn't support the economics of that decision. Now, before I get a host of comments about "the commercial on TV said", just remember that marketing experts know how to push your buttons. If marketers didn't know how to appeal to you, how could a backwards robe with the name "snuggie" make millions of dollars?

**Why is this important?-** 54% of the energy created in the United States is simply wasted. When you think about how that energy is created (and from what), it is important for all of us to improve our efficiency. Older buildings are naturally efficient because they contain a significant amount of mass, typically share walls and were built at a time when they HAD to be efficient because of the state of the electrical grid. Whether you want to decrease your monthly energy expenditure, decrease our dependency on foreign sources of energy, help save the environment or have other motives, please consider improving your energy efficiency with [www.encykansas.com](http://www.encykansas.com). Emporia Main Street can help get you connected with the right people to improve your business and energy efficiency.

How many of you knew about Efficiency Kansas prior to this newsletter? Did you know that money was available to help you improve the efficiency of your business? Emporia Main Street knows that you cannot be everywhere at once, which is why we attempt to obtain information to improve your business for YOU. We have several more business development opportunities we will showcase in upcoming versions of our Emporia Main Street e-newsletter. Watch for upcoming editions, and click below for past versions!

[For past editions of the Emporia Main Street E-News, check out our E-News archives by clicking HERE.](#)

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