

# DOWNTOWN RUSSELL KANSAS BUSINESS INVESTMENT GUIDE



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# *reasons*

## To do business in Russell

### **Untapped Market Potential**

Explore our demographics to find the market gaps YOU can harness.

REASON  
**1**

### **A Wealth of Business Incentives**

Loans, tax credits and more make Russell the business friendly choice.

REASON  
**2**

### **Location, Location, Location**

Find the perfect spot in a walkable, centrally located city.

REASON  
**3**

### **Downtown Events**

Main Street will draw crowds to your door!

REASON  
**4**

### **Vision of the Future**

Take a look at current & planned projects.

REASON  
**5**

### **High Quality of Life**

Don't worry - You'll fit right in.

REASON  
**6**

### **Resources to help you get started now**

Need advice? A realtor? A code official? Main Street will put you in touch with the right person.

REASON  
**7**

Our market analysis shows you have an opportunity in downtown. In addition to market and demographic data, Main Street has detailed surveys from our student populations to help you determine business potential.

## Existing Market Gaps

Categories	Total Potential
Dept. Stores Excluding Leased Depts.	\$17,202,040
Automotive Dealers	\$11,059,004
Other Motor Vehicle Dealers	\$5,713,404
Electronics & Appliance Stores	\$3,581,962
Health & Personal Care Stores	\$2,552,466
Clothing Stores (new)	\$1,794,888
Other General Merchandise Stores	\$1,639,774
Building Materials & Supplies Dealers	\$948,056
Direct Selling Establishments	\$726,960
Electronic Shopping & Mail-Order Houses	\$723,709
Book, Periodical & Music Stores	\$622,489
Office Supplies, Stationery & Gift Stores	\$587,923
Furniture Stores	\$544,096
Home Furnishings Stores	\$500,225
Shoe Stores	\$478,358
Full-Service Restaurants	\$439,434
Limited-Service Eating Places	\$268,767
Vending Machine Operators	\$186,184
Special Food Services	\$107,408
Lawn & Garden Equip & Supply Stores	\$88,860

Espresso, Etc.



The Closet Boutique



# UNTAPPED MARKET POTENTIAL

REASON  
1

<b>Total Population</b>	<b>4,499</b>
Total Households	1,998
Female Population	52%
Male Population	48%
Population Density (per Sq. Mi)	923.7

<b>Age</b>	
Age 0-9	488
Age 10-19	674
Age 20-29	424
Age 30-39	555
Age 40-49	292
Age 50-59	749
Age 60-69	462
Age 70-79	485
Age 80+	370
Median Age	43.8

<b>Housing Units</b>	
Total Housing Units	2,315
Owner Occupied Housing Units	1,462
Renter Occupied Housing Units	536
Vacant Housing Units	317



Every business start-up or expansion is cash intensive. Russell Main Street has the mechanisms in place to facilitate your business formation and development.

## Zero interest loans

Russell Main Street has access to two separate zero interest loan programs for businesses: Incentives Without Walls and Russell's Revolving Loan Program. These matching loan programs are designed to help businesses start up and expand in certain areas of the community. Conditions apply to each loan program, so contact Russell Main Street for details.

## Russell County Economic Development & CVB/E-Community Loans

Russell County Economic Development and CVB has access to two separate low interest loan programs for businesses: Russell County Micro Loan which is up to \$15,000 and E-Community Loan which is up to \$45,000 in loan funding but cannot exceed 60% of the total project. Both loan programs are 4% interest up to 5 years.

## Tax credits

Historic Tax Credits, Rural Energy for America Program (REAP) Tax Credits, New Market Tax Credits and other competitive and noncompetitive grant programs are available for qualifying businesses and development projects.

## Loan Guarantees

The local Small Business Development Center, USDA, and Kansas Center for Entrepreneurship have access to loan guarantee programs that help mitigate risk for traditional lenders aiding in business and development projects.

## Neighborhood Revitalization Area Tax Abatement Program

Through the city of Russell Neighborhood Revitalization Plan, qualifying developments can earn a percentage of property taxes back through investments in properties within a defined area of the community. Contact Russell Main Street for more details.

Russell Main Street Membership Appreciation





## Sidewalk Program

The Sidewalk Replacement Program is designed to assist property owners with the replacement of deteriorated sidewalks. The city will reimburse the owner 50% of the sidewalk construction cost with the city's participation capped at \$750 for a single frontage and \$1,200 for those properties with two frontages. Funding is limited and participation is on a first come basis. For more information please contact the City of Russell.

## Storefront/Signage Grant

The Storefront/Signage Program, through Russell County Economic Development and Russell Main Street, Inc. is meant to create and enhance promotion of businesses and physical design of businesses in Russell County. Russell County Economic Development offers seven grants each year in the amount of \$2,000 and Russell Main Street, Inc. offers one grant each year in the amount of \$1,000. The grant can be used for signage or storefront improvements.

## Case Specific Incentives

For specific types of businesses or developments, additional incentives may apply. Additional programs are also available through Russell County Economic Development pending capital investment and new job creation. Your connection to Russell Main Street ensures that we will search for programs that best meet your needs, time frame, and business type.

## Additional Possibilities

Russell County Area Community Foundation offers numerous grant opportunities to the Russell Community. The purpose of the "Think Big Grant" is to jump-start a charitable project with significant impact in the county. Additional opportunities include the Dane G. Hansen Grant and CDBG Downtown Building Rehab Grant. Conditions apply please contact Russell Main Street for details.



Downtown Russell is a prime location for your business.

## **Accessible Downtown**

Russell is located at the intersection of two major highways that extend to every coast of the United States. Nestled at the crossroads of I-70 Interstate and US Highway 281, Russell is literally in the middle of “everywhere.” It is the most populous city, and the county seat of Russell County, Kansas.

Our Western neighbor—Hays, Kansas, home of Fort Hays State University is located 28 miles to the West of Russell. Barton County Community College is located just 38 miles South of Russell in Great Bend Kansas. Salina, Kansas is located 68 miles to the East on I-70.

Whether you are interested in visiting our beautiful and vibrant downtown business district, considering living in downtown Russell, or are looking to open, relocate or expand a business in the Russell Main Street District, rest assured access to our community is convenient from any direction.

Russell Main Street is located in the heart of the community. The southern boundary of Russell Main Street intersects with Highway 40, one of the original 1926 U.S. Highways. City and county government, the US Post office, Russell Public library, as well as the USD 407 central office are located downtown. In addition you will find delightful gift and specialty shops, destination based shops, clothing stores, furniture stores, antique shops and a locally owned pharmacy. Russell Main Street is home to various restaurant/bars, a fabulous coffee shop, the community owned Dream Theater, and the Deines Cultural Center offering art exhibits of various mediums and a gathering spot for private community events. Visitors and residents enjoy the convenience of health, fitness and beauty services, along with many professional services within the Main Street district. Cecil Bricker Park offers outdoor seating and artistic beauty with sculptured art and mural art.



## **Information on Wilson Lake**

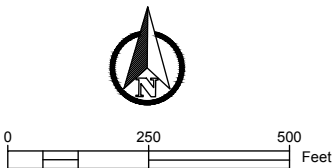
Located to the east of Russell and north of I-70 approximately 20 miles is Lake Wilson. Lake Wilson is also referred to as the clearest lake in Kansas. Fed by the Saline River, Wilson Lake boasts great fishing, hunting and camping. With over 100 miles of shoreline, bike and hiking trails, there's plenty of exploring to do!

# LOCATION, LOCATION, LOCATION

REASON  
3



## DOWNTOWN RUSSELL



Legend	
<span style="color: blue;">■</span>	Attractions
<span style="color: yellow;">■</span>	Eatery
<span style="color: teal;">■</span>	Retail
<span style="color: orange;">■</span>	Service
<span style="color: lightgray;">■</span>	Vacant





## Cost effective

Commercial properties located within the Main Street district provide a multitude of options and uses. Our downtown locations offer the advantages of reasonable rent rates or affordable purchase options, redevelopment opportunities, and special incentives available specifically to Russell Main Street businesses. That means you can dedicate more business assets to your customer base and less to overhead, which makes the bottom line easier to maintain.

## Attractive, high traffic area

Russell's Main street district welcomes vehicle, pedestrian or bike traffic. The Main Street area generates significant traffic throughout the week as the white collar work center of the community. Russell Main Street is "streetscaped" with wide sidewalks, street side flower pots, lamp posts, and historic murals. Our downtown area is built to bring customers to you in a variety of ways. Visitors and residents can enjoy the scenic and historic brick streets, meeting with friends in Cecil Bricker Park, checking out the latest products and services in the Main Street district, or enjoying one of the festive parades hosted on Main Street all while listening to the local radio station on the downtown speakers. People live, work and utilize our community core every day, and your business can reap the benefits.

Downtown Mural



## Traffic count fast facts

- A 2015 traffic study found that Highway 281 (Fossil Street) had traffic volumes of approximately 11,000 daily trips.

A primary focus of Main Street is to generate activity downtown. We actively create and support opportunities for our businesses to pull in customers year-round.

## What's up in Russell

Promotional and networking event which takes place every two weeks. Community members enjoy coffee, refreshments, and door prizes while they find out what's happening in the Russell area as well as the hosting business.

## St. Patrick's Day Celebration

Promotional celebration the week of St. Patrick's Day. The celebration consists of the Annual Blarney Stone Hunt and Irish Window Decoration Contest. The Blarney Stone Hunt serves as a promotion to business as community members hunt for a stone by gathering clues from participating businesses. The Irish Window Decoration Contest consists of a friendly competition between businesses focused around the St. Patrick's Day Theme.

## 4th of July Parade

The Freedom Fest Kids Patriotic Parade takes place each year during the 4th of July celebration. This free family event consists of community members of all ages dressed up in patriotic attire walking the streets of Downtown Russell.

## Bricks, Broncs & BBQ

This event is the biggest event in Downtown Russell and it takes place the first weekend in October. Over 1,000 individuals make their way Downtown throughout the event packed weekend. The event consists of a Local BBQ Competition, Cornhole Tournament, Live Entertainment, Vendors on Main, Kid's Zone on Main, Pie Baking Contest, BBQ Sale, and Craft Beer Festival, Brew Me, all in the heart of Russell.

## Flatland Car and Cycle Show

Flatland Car and Cycle Show organized by Russell Rotary takes place the first weekend in October in conjunction with Bricks, Broncs & BBQ. On average 100 classic cars and cycles line the streets of Downtown Russell for this event.



Bricks, Broncs & BBQ



Flatland Car & Cycle Show



Lighted Christmas Parade

## Homecoming Parade

Russell High School students promote Homecoming day with an afternoon parade which takes place the end of September or early October. Russell alumni, floats, and businesses line the streets to celebrate Bronco Pride before the annual Homecoming game.

## Halloween Parade

This parade is organized by Russell Kiwanis and takes place the Saturday before or the day of Halloween. Kids gather in Downtown Russell to parade the streets in their Halloween costumes. The kids then gather at Ruppenthal Middle School for an additional parade around the gym and Halloween treat.

## Plaid on the Plains

Plaid on the Plains kicks off the holiday season with a full weekend of fun, starting the day after Thanksgiving. Plaid Friday celebrates the diversity and creativity of independent businesses and is an alternative to Black Friday. Small Business Saturday promotes shopping small and shopping local. Sunday Funday offers a variety of entertainment options for the entire family. Encore Antiques & Collectables serves as the Plaid on the Plains headquarters. The first 100 shoppers will receive a plaid bag from Russell County Economic Development & CVB to be filled with goodies from participating businesses. All specials, activities and promotions for participating businesses are included in a shop sheet which is distributed to all participants.

## Lighted Christmas Parade

This event takes place the Saturday after Thanksgiving in Downtown Russell. Community organizations, businesses, and community members line the streets of Downtown Russell with floats decorated in lights. This is a free event which kicks off the holiday season and boosts community pride.

## Weihnachtsfest

This event has taken place for 25 years in Downtown Russell and is the biggest Christmas festival in Russell. This promotional event takes place the second Saturday in December. The event consists of carriage rides, vendors on main, business specials, pictures with Santa, the festival of trees, Santa giveaway, and many other activities for the whole community to enjoy.

*Downtown Christmas Pole Decorations*



*Weihnachtsfest Santa Giveaway*





## Enhancing Russell's quality of life is a primary focus of future planning goals.

For this purpose the City of Russell adopted a 20 year Comprehensive Development Plan in 2016. The Comprehensive Plan was prepared under the supervision and with the aid of the Russell City Planning Commission and City staff, with help from a Steering Committee of citizen volunteers, and with technical assistance by contracted Landscape Architecture and Planning Engineers, and a strategic Planning Specialist. This plan incorporates market analysis, housing information, community visioning, professional engineering, architectural assessments, and development trend research to identify the future uses of downtown as we create a fully integrated, accessible and attractive mixed use business district.

Investments in quality of life are regarded as investments in Russell's future. Partnering with the City of Russell, Russell Main Street recently updated and improved the Main Street holiday lighting, as well as new lighting along the main corridor from I-70 to the downtown district. Another partnership between Russell Main Street, the City of Russell, and the Russell Pride program provided new directional signage highlighting key amenities and core services within the community. A citywide recycling program was initiated by a local business and was established with assistance from the City of Russell. This program has been such a huge success it has already been expanded to allow more recycling volume. Other investments include: quality rental housing developments for both professionals and seniors, updates to the Russell Regional Hospital clinic, and updates to the high school football field and tennis courts. Each of these projects is a testament to the united and forward thinking vision of community members, businesses, government, and civic groups. Investments such as these generate a return for businesses, future development and our community as a whole. And, we are not stopping there.

Infrastructure within the Main Street district is being reviewed to enhance and update the existing streetscape project implemented by Russell Main Street in previous years. The historic brick paved streets are a focus of preservation efforts within the plan, along with added hardscape and landscape features.

The first phase of a walking trail has been completed covering a 1.1 mile route in the Memorial Park area and sports complex. New bleachers in the ball fields and newly constructed tennis courts complement the municipal swimming pool, play park and adjacent golf course.

Russell is not a "resting" community. We continue to see ways to enhance the business and community environment in existing areas to facilitate growth for our commercial business partners and position Russell as a successful economic competitor.



*Walking Trail Ground Breaking*



*Russell's Directional Signage*

Russell is an easy place to meet people and make new connections. Our many community events, clubs, churches, and gathering spots provide the chance to make friends and develop a positive social circle quickly and easily. Whether you are participating in a program at the library, enjoying a stroll on our walking trail, attending a church social, making an appearance at a retail event, playing cards at the Senior Center, or showing up at a service club function, Russell is an ideal place to relax and be yourself.

## Opportunities to be social

Organizations such as Russell Main Street, Inc. offer a variety of community activities which can assist in the process of introducing people to businesses and other individuals within the community. Do you have a specific interest? Are you interested in getting involved with our organization or another organization in Russell? Russell Main Street, Inc. is here to help make those connections.

## Healthcare Opportunities

The Russell community is fortunate to have access to numerous healthcare opportunities. Russell is the home of a 25 bed critical access hospital, two long term care facilities, one assisted living facility, two family practice clinics, two eye doctor facilities, one dentist office, outreach services, and a complete physical therapy department. Russell offers small town living with access to all your healthcare needs.

## Educational Opportunities

Russell's centralized location offers abundant opportunities for higher learning. Russell is located 32 miles from the fastest growing of the Kansas Board of Regents universities, Fort Hays State University. Russell is also located 25 miles from North Central Kansas Technical College, 43 miles from Barton County Community College, and also offers BCCC Outreach Courses at Russell High School. Russell offers a public education system consisting of two elementary schools, one middle school, one high school, as well as an alternative learning center.

## 17 Things to do in Russell

1. Historic Museums
  - a. Fossil Station Museum (Russell County Historical Society)
  - b. Oil Patch Museum
  - c. Gernon House
2. Art exhibits at the Deines Cultural Center
3. Russell Community Theater Performances
4. Movie at the Dream Theater
5. Fitness and Recreation facilities
  - a. Infinity Fitness
  - b. Russell Recreation Commission
6. Community Events
  - a. Ad Astra Music Festival (annually)
  - b. Bricks, Broncs and BBQ (annually)
  - c. Flatland Car Show (annually)
  - d. Weihnachtsfest (annually)
  - e. Lighted Christmas parade (annually)
  - f. Russell County Free Fair (annually)
  - g. Russell Freedom Fireworks display (annually)
  - h. Blarney Stone Treasure Hunt (annually)
  - i. Prairiesta (every 10 years)
7. Russell Public Library Programs
8. Bowling
9. Golf
10. Disc Golf
11. Community Walking Trail
12. Swimming
13. 8 public parks
14. Shopping
15. Antiquing
16. Downtown Concerts
17. Farmer's Market



## History

Russell celebrates the history of our community through our murals, historic buildings, and celebrations. Downtown Russell is the home of two iconic murals, each highlighting the history and culture of our community. As you stroll through Downtown Russell you will notice many buildings with historic features, including two prominent buildings listed on the historic registry. Downtown Russell tells our community who we are and who we were, and how the past has shaped us. Our community comes together to celebrate our past once every 10 years during Prariesta, the largest celebration of Russell. During the celebration, Russell reverts back to the 1871 era with period costumes and beards worn by locals and visitors. The days and nights are filled with activities, entertainment, food, contests, demonstrations, rides, music, crafts, art, a fly in, and reunions. The Russell community is proud of our past, present, and looks forward to the future.

## Arts

The Arts enhance our community through our museums, theatres, art gallery, festivals, and more. These activities and community members involved help to shape the culture of Russell. Whether you are interested in the annual Ad Astra Music Festival, the Russell Community Dinner Theater, the exhibits or jam sessions at the Deines Cultural Center, or simply strolling through the art at the coffee shop, Downtown Russell offers numerous opportunities for anyone interested in experiencing the arts.

## Entertainment

Russell offers a wide variety of Entertainment opportunities for community members and visitors. You can experience affordable movies and concessions at the Dream Theater, participate in one of the over 100 programs the Russell Public Library offers for all ages, take part in evening entertainment at a local gathering place, participate in a Russell Recreation activity, take the family to the bowling alley for the evening, participate in art showings and live music events at the Denies Cultural Center, play a round of golf or frisbee golf, go for a stroll on two of our paved walking trails, or find yourself at the historical society learning about the history of our community.

## What's Russell Kansas known for?

Russell is known as the boyhood home of Senator Bob Dole, which perhaps is Russell's biggest claim to fame. Bob Dole grew up in Russell and made his hometown proud when he served his country in times of war and peace. Bob Dole ran for Vice President of the United States in 1976 and President of the United States in 1996. Both events were celebrated by Russell grandly. His boyhood home still stands in Russell today and is located at 10th and Maple.

Other notable figures that once called Russell home are Senator Arlen Specter, actress Marj Dusay (Mahoney) and All American Basketball player (University of Kentucky) James Line. Russell has a rich history in the oil and agriculture industry as displayed with the bricks streets and limestone homes, signage and sidewalks.

# RESOURCES TO HELP YOU GET STARTED NOW

Main Street and our members welcome you to the community. With with numerous connections throughout the community, we know the right person to help.

## General

Russell Main Street, Inc. ....785-483-2897

We are an advocate for YOU. We offer support at all stages of new and existing business development. Whether it's locating a property, finding financing, design assistance, expansion, you name it, we're here for you every step of the way.

Russell County Economic Development & CVB..... 785-483-4000

City of Russell.....785-483-6311

Russell Area Chamber of Commerce ..... 785-483-6960

Kansas Small Business Development Center ..... 785-628-5615

## Real Estate

About You Realty .....785-445-4146

Advantage Realty.....785-483-5853

## Financial Institutions

Edward Jones – Brad Wagner.....785-483-2227

Southwind Bank.....785-483-2300

Sunflower Bank.....785-483-6322

UMB Bank ..... 785-483-6800

Wilson State Bank .....785-483-7300

## Insurance

Insurance Planning, Inc. ....785-483-2163

# RESOURCES TO HELP YOU GET STARTED NOW

## Accounting

Gudenkauf & Malone.....785-483-6220

## Utilities

City of Russell .....785-483-6311

Nex-Tech Communications.....785-483-5555

Midwest Energy .....785-483-5555

## Legal

Thompson, Arthur, Davidson & Katz.....785-483-2163

## Contractors

Comfort Pro Inc.....785-483-6568

## Advertising/Branding

Getting Noticed .....785-483-2901

## Media Outlets

KRSL Russell Radio .....785-483-3121

Russell County News.....785-483-2116

## Office Supplies/Printing

Office, Products, Inc. ....785-483-5463

# ADDITIONAL RESOURCES

## Retail

A Full House .....	785-483-2420
Cook’s Home Auto & Gift. ....	785-483-3116
Gregwire Drug Store. ....	785-483-3301
Lana’s Flower Company. ....	785-483-5436
Marvin’s Gardens .....	785-483-2911
Maxx Mavens. ....	785-483-2901
Midwest Family Health .....	785-483-2119
Myers Furniture .....	785-483-2481
Off the Vine .....	785-483-6000
Prost Wine & Spirits. ....	785-483-6454
Serendipity .....	785-445-2370
The Closet Boutique .....	785-483-5600
The Kitchen Vault .....	785-483-5767
Woelk’s House of Diamonds. ....	785-483-5767

## Service

Bennett & Schulte .....	785-483-2721
Bonus Oil Company .....	785-483-4044
Doo Stor It .....	785-324-1266
Infinity Fitness .....	785-385-2496
John O. Farmer .....	785-483-3144
Michael Jones, DDS .....	785-483-2411
Russell Recreation .....	785-483-6966
Russell Regional Hospital. ....	785-483-3131
Security 1st Title Company .....	785-483-3415
White Energy .....	785-445-3700

# ADDITIONAL RESOURCES

## Non Profit

Midway Extension District .....	785-483-3157
Russell County Area Community Foundation .....	785-445-3611
Russell County Historical Society .....	785-483-3637
Russell County USD 407.....	785-483-2173
Russell Rotary.....	
Russell VFW Post 6240.....	785-483-3271

## Eatery/Grocery

Casey’s General Store .....	785-483-5911
Espresso, Etc. ....	785-445-4055
Klema Apple Market.....	785-483-2140
Meridy’s Restaurant.....	785-483-4300
Waudby’s Sports Bar & Grill.....	785-483-2532

## Attraction

The Dream Theater .....	785-445-1949
Deines Cultural Center .....	785-483-3742
Russell Public Library .....	785-483-2742



# Russell Main Street

## Membership Levels & Benefits

### Downtown Development Level

**\$200 / \$150 for first-timers!**

- Continuing revitalization efforts on behalf of all Russell Main Street Members
- Business referrals
- Legislative updates & advocacy
- Facebook promotion
- Business listing on our website membership directory and monthly newsletter
- Business listing in Russell Main Street business directory
- Ability to apply for Design Grant up to \$1,000
- Access to low interest loans through Incentives Without Walls program, and our local Russell Main Street Revolving Loan Fund, and Network Kansas
- Promotion as a Main Street Bucks location
- Opportunity to host What's Up in Russell Coffee
- Participation in promotional events exclusively for Main Street Members
- Participation in advertising opportunities
- A voice in important decisions affecting Russell
- Access to business research and information
- Email updates on news and opportunities for Main Street supporters
- Main Street Newsletter
- Education opportunities
- Main Street member window cling

### Silver Level

**\$300 / \$225 for First-timers!**

All of the above PLUS:

- Business logo on monthly newsletter
- High priority placement on our website membership directory
- Business Promotion design assistance (i.e. special event flyer)

### Gold Level

**\$500 / \$400 for first-timers!**

All of the above PLUS:

- Discounts on State and National training opportunities
- Business name and logo prominently displayed at all Main Street Events
- Enhanced listing on website

### Platinum Level

**\$1000 / \$900 for first-timers!**

All of the above PLUS:

- Public recognition at all Main Street events
- Business logo on all Main Street bucks

### Premier Level

**\$2,500 / \$2,300 for first-timers!**

All of the above PLUS:

- Recognized sponsor of all Main Street events

### Non-Profit Level

**\$50**

- Continuing revitalization efforts
- Legislative updates & advocacy
- Facebook promotion
- Listing on our website membership directory and monthly newsletter
- Listing in Russell Main Street directory
- Opportunity to host What's Up in Russell Coffee
- Participation in promotional events exclusively for Main Street Members
- Participation in advertising opportunities
- A voice in important decisions affecting Russell
- Main Street Newsletter
- Access to business research and information
- Email updates on news and opportunities
- Education opportunities
- Main Street member window cling

### Home Based Level

**\$75**

- Legislative updates & advocacy
- Business listing on our website membership directory
- Facebook promotion
- Education opportunities
- Main Street Newsletter
- Business referrals

### Individual Level

**\$35**

- Legislative updates & advocacy
- Recognition in Russell Main Street business directory
- Main Street Newsletter
- Education opportunities
- Show your support for Main street as an individual citizen



## *Imagine the Possibilities*

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