

June 2008



Main Street Beat

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Dear Main Street Friends,

We have many people that have joined our mailing list this month so we are happy to share our news with you. We also have printed copies available in the Main Street office.

We continue to try and make our newsletter better each month. If you have ideas or comments we would love to hear them. If you are a Main Street Sterling member and would like to have your business featured in our newsletter, please contact us.

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Pots 'n' Pedals Festival

May 10, 2008



The Pots 'n' Pedals Festival was held on May 10, and was a huge success. We had nice weather and a great turnout! We had 29 registered for the city-wide garage sale, 33 cars entered in the car show, 36 kids participated in the pedal tractor pull, and over 40 attended the downtown walking tour!

We have tractor pull and car show [results](#) and [photos](#) listed on our website.

[Join Our Mailing List!](#)

Membership Drive Update

The Main Street Sterling Membership Drive is still going on. Thank you to all our members so far! If you would like to become a member, we have a form on our [website](#) that you can turn in to the Main Street Sterling office.

Membership levels are Bronze, for individuals, nonprofit organizations and clubs, from \$25 to \$75; Silver, for individuals and small businesses for \$76-\$225; Gold, for mid-sized businesses, from \$226-\$375 and Sterling Silver for large business, corporations and utilities investing \$376 and more.

Main Street Sterling is funded by membership dues from local businesses, professionals, property owners, financial institutions, industry, concerned citizens and the City of Sterling.

Consumer Survey

The Main Street Sterling Economic Restructuring committee would like to hear from you! A short survey about your ideas for improving downtown Sterling is available on our [website](#). If you are downtown, the survey can also be filled out at Broadway Market, Cool Beans, Gambino's and the post office. Please take a few minutes and give us your thoughts!



Have you thought about updating your downtown building or starting a new business?

Main Street Sterling can help!

Financial assistance is available from Main Street Sterling and Kansas Main Street for your business or facade of your building.

Main Street Sterling has grant money available through the Legacy Fund, which was established several years ago to help improve the facade of downtown buildings. This is a 1:1 match

grant program that can be used for paint, windows, awnings, and signage. To apply, pick up an application in the Main Street Sterling office.

Grants and no-interest loans are available with the help of Kansas Main Street, and the Department of Commerce, through our Incentives Without Walls (IWW) program. The program's intent is "to create or stimulate private investment in designated Kansas Main Street downtown areas".

The next deadline to apply for IWW money is August 8. Up to \$20,000 may be awarded in each round (August and February). The program requires a minimum of 3:1 match for funds (\$3.00 of private money for every \$1.00 of IWW funds).

Funds may be granted only for the purpose of preserving historic (over 50 years old) buildings, all other funds will be provided as no-interest loans.

If you are interested in learning more about these programs, contact the Main Street Office.

Have a great month!

Christi Gilmore

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