

ELDORADO DOWNTOWN DEVELOPMENT

SEPTEMBER 2014

Welcome to El Dorado



North Main Bridge Renovation completed 2009-funding assistance from KDOT

In the early 1990's the City of El Dorado recognized an opportunity to begin investing in the future of their downtown with a streetscape project in the core area of the community and renovation of the 1919 historic Missouri Pacific Railroad Depot on North Main. (National Register Designation 5-6-1994)

Around the same timeframe with the financial assistance of the City

and the hard work of volunteers and business owners, the City embarked on the path to become a Kansas Main Street community.

As a Kansas Main Street community since 1998, the City has benefited from over \$45,000,000 of new capital investment in the designated Main Street District in addition to the other projects that have occurred on the fringes of the Main Street area.

El Dorado's success over the past 20+ years reflects their willingness to create partnerships with El Dorado, Inc., El Dorado Main Street, El Dorado Chamber of Commerce and the private businesses.

In August 2013, the main street district received designation as a historic district allowing building owners to utilize historic tax credits to make building improvements.

New Construction in the Downtown Area

One of the objectives of any revitalization program is to see new construction infill along side renovated structures. We have a number of projects in the core area that have done just that.....

- **Judicial Center** at Pine and Gordy. The City vacated a street to accommodate this project. This led to the complete renovation of the Butler County Courthouse and Annex area.
- **YMCA** –2003 located on North Main.– City, El Dorado citizens and businesses funded \$6.3 million project. Planning expansion in 2014/2015.
- **New Health Care** facilities used NRP. Dental practice, chiropractor, pharmacy and optometrist.
- **City Owned Parking** Investment by the City created parking lots to serve the needs of a vibrant core area.
- **Six screen Movie Theatre** . To entice the investor to choose this area the City made public parking lot available to the project defraying a portion of the project cost.
- **220 Central**– 2012 infill of vacant lot created by previous fire. Unique three story office space for professional service businesses. 2 floors currently occupied.

RESOURCES USED BY CITY OF EL DORADO

- ◆ The Kansas Main Street IWW Grant Program
- ◆ ISTEA-walking paths, depot, streetscape
- ◆ Neighborhood Revitalization Plan (NRP)
- ◆ El Dorado Façade Grant
- ◆ HOPE VI
- ◆ Network Kansas
- ◆ Butler Co. Micro-Loan
- ◆ Kansas CDBG
- ◆ SCKEDD Micro Loan
- ◆ Historic Tax Credits

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A City of the Arts

On October 14, 2006, Governor Kathleen Sebelius proclaimed El Dorado a City of the Arts, the only town in Kansas to bear such a distinction. During your stay, take some time to enjoy our fine downtown art galleries and shops including the famous Coutts Memorial Museum of Art, Art Room 114, unique shops such as Robins, District 142 and Walters Flowers.

One component of this designation is the Main Street Downtown Sculpture project of 16 sculptures, placed by individual investors. This project provides a fun walking tour experience



and is one of the many “art” related attractions in El Dorado.

Concrete bases for the sculptures were provided by the City.

DID YOU EVER THINK
 VACATING A STREET
 OR PROVIDING
 ACCESS TO A
 PUBLIC PARKING
 AREA COULD SPUR
 SIGNIFICANT
 PRIVATE CAPITAL
 INVESTMENT?

Butler Courthouse Area Projects

The historic Butler County Courthouse was placed on the National Register of Historic Places in 2002. In 1909, the Richardsonian Romanesque style structure cost \$100,000. Today the facility is still used as the main courthouse facility.

To accommodate the need for additional space to house the expanded number of employees since 1909, Butler County added

an annex to the east side of the grounds and in 2006 updated the facility to compliment the existing courthouse and new three-county judicial building constructed just south of the 1909 courthouse facility.

The City of El Dorado fostered these projects with their willingness to vacate a street in the area and by providing infrastructure assistance to serve the structures.

The lawn of the historic building is enhanced by a brick path memorial honoring over 900 veterans, current members of the U.S. armed forces and those who served on the home front.

This project was funded through private donations. It features a six and one half foot bronze eagle, “Sovereign Wings”, and a restored Statue of Liberty replica, dedicated in the 1940’s.

Upper Story Housing and Hope VI

The El Dorado Main Street area is blessed with a mix of retail, service and housing units. The Kansas IWW program provides funds for the acquisition of buildings or renovation of buildings to house first floor commercial businesses and upper story housing.

Network Kansas, Butler County micro loans and the resources available through SCKEDD

have funded other projects in the Main Street District.

Over 200 housing units exist in the Main Street district. 150 + projects have utilized funds from the IWW, NRP or local façade grant program to acquire and renovate downtown buildings.

One example is 231 N. Main, a very handsome brick building that currently houses a beauty

salon on the ground level with a lovely owner-occupied home on the second floor.

In late 2011, El Dorado was awarded a \$500,000 HOPE VI grant. The only award nationwide. Two downtown structures are completed with main floor commercial space and 16 housing units. Total project investment \$1,800,000+.



District 142

For many, many years 142 N. Main housed a business known as Farm and Home. A thriving business in it's day, the business closed and the task of second use seemed like a huge challenge.

However, in 2006, a couple of local gentlemen purchased the building and began the task of clearing the paper records from the basement of the building. Twenty-three dumpsters later the task was complete!!!!

Today, the building known as District 142 houses a collection of eclectic businesses that are unique and fun.

Scooters Coffee House, a Seattle franchise, serves a variety of gourmet coffees and Nu Way sandwiches made famous in Wichita. Sweet 120 offers delicious homemade chocolates and a variety of gift items, Dilly Deli features sandwiches, specialty meats and Kansas products.. Salon Knotty will pamper you from head to toe. State Farm Insurance agent, Valery Bean calls a space in the building home.

Who would imagine that the space could be so well utilized?

The City NRP program and the

vision and investment of local entrepreneurs has taken the building from dilapidated to thriving!



**SWEET 120
LOCATED IN DISTRICT 142
GOURMET CHOCOLATES, NUTS AND GIFTS**

EL DORADO YMCA a public/private partnership

Sometimes projects have a way of bringing business, citizens and government together. The YMCA was our project.

The 43,000 square foot facility is located at 300 N. Main. Built in 2003 at a cost of \$6.3 million. The facility replaced a health and fitness center operated by the local hospital. The El Dorado

YMCA features an indoor pool, basketball courts, racket ball facilities and a full range of exercise equipment. The facility provides classes and activities for all ages.

It is amazing to think a community of just over 13,000 citizens raised the money to build such a wonderful facility but it hap-

pened. Citizens worked together and gave what they could from \$5-\$100,000. The City of El Dorado pledged \$1,000,000 from sales tax revenues.

The facility recorded over 2,000,000 visitors through the front door in their first 10 years of operation and is planning an expansion in 2014/2015.

THE EL DORADO
YMCA IS MORE THAN
A FITNESS CENTER IN
DOWNTOWN
EL DORADO, IT IS A
MONUMENT TO WHAT
A COMMUNITY CAN
DO WHEN THEY
WORK TOGETHER.

Mc Donald Stadium and City Buildings

The City of El Dorado has been committed to seeing the downtown area grow and prosper. They have been committed to making investment in the area as well as partnering with other projects and agencies.

Since 2004, the City has invested in the remodel of four buildings. These buildings house City Hall, police, fire, public works and engineering departments.

Renovations have been made to McDonald Stadium which is a

baseball facility used by the El Dorado Broncos, Butler Community College and USD #490 each year and located just east of El Dorado City Hall. The latest project-an artificial turf infield.

The City has also expanded the Senior Center which is also located in the core area of the community.

You just have to look around downtown El Dorado to see how easily both new and old structures can be utilized for

commercial, service, housing and recreation by the private sector and government.



MCDONALD STADIUM (CITY OWNED) HOME TO USD 490, BCC AND BRONCOS BASEBALL TEAMS

For more information contact:

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lkjolly@eldorado-inc.com

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During a Mayor's Roundtable event attended by over 150 El Dorado business, organizational and government leaders the need for a collaborative community marketing program emerged. Thus, the City of El Dorado, El Dorado, Inc., El Dorado Chamber of Commerce, El Dorado Main Street and local businesses formed a partnership and developed the 360ElDorado.com initiative. In an age where web based information is a must, a collaboratively populated web site that encompasses what the El Dorado community has to offer seemed the obvious anchor for the initiative.

We invite you to visit 360ElDorado.com to see what El Dorado has to offer.

In September 2014, the City of El Dorado launched a new City website that includes detailed information about City departments and services. One of the features of site allows citizens to pay their water bill online. The City hopes the new site will provide a great format for information to their citizens and visitors.

We invite you to visit eldoks.com for up to date City information!

WELCOME TO THE CITY OF EL DORADO WHERE WE ENJOY THE FINE ART OF LIVING WELL NO MATER HOW YOU DEFINE IT!

Main Street District and beyond...What will you find?

Retail on Main Street

We invite you to experience all that Main Street offers:

- District 142 (142 N)
- Gizmo's (107 N)
- Hallmark (610 N)
- Posh (201 S)
- Robin's (103 S)
- Sears (130 N)
- Specs (101 S)
- Walter's Flowers (124 N)

Restaurants on Main Street

- Jacobs Well -Artichoke Dip
- Fiesta Mexicana-Enchilada's
- Scooter-coffee and NuWay
- Willies-Sweet Potato Fries
- Dilly Deli-Unique Cheeses
- Pizza Hut-Wings
- Taco Bell-Nachos
- Charlie G's (On Central)

Entertainment on Main Street

First Friday offers a unique mix of entertainment, retail offerings and new art exhibits on Main Street each month.

Art on Main Street

- Art Room 114-(114 N)
- Coutts Museum-(110 N)
- Jim Clements Studio (by Appt)
- Main Street Sculpture Program

Banking –Main Street District

- Emprise Bank
- Intrust Bank
- White Eagle Credit Union

Also on Main Street

- Forever Young (101 E Pine)
- Kansas Secured (220 Central)
- Security 1st (114 E Central)

El Dorado Main Street (EMS) Facts and Figures since 1999

Façade Projects-146

- EMS \$67,150
- Total Projects \$374,827

IWW Loans-13

- EMS \$161,570.
- Total Projects \$1,058,671

Rehabs/New Construction-180

- Total Projects \$13,378,965

Public Improvements-32

- Total Projects \$18,331,315

Buildings sold-66

- Total Investment \$5,826,713.00

Volunteer Hours– 40,000

- Value-Priceless



"CARLA"
DONATED BY DOYLE FOX FAMILY
ONE OF 16 SCULPTURES DONATED
TO THE MAIN STREET SCULPTURE
PROGRAM

We invite you to visit www.eldoradomainstreet.org for more information.