





Welcome to Downtown Junction City

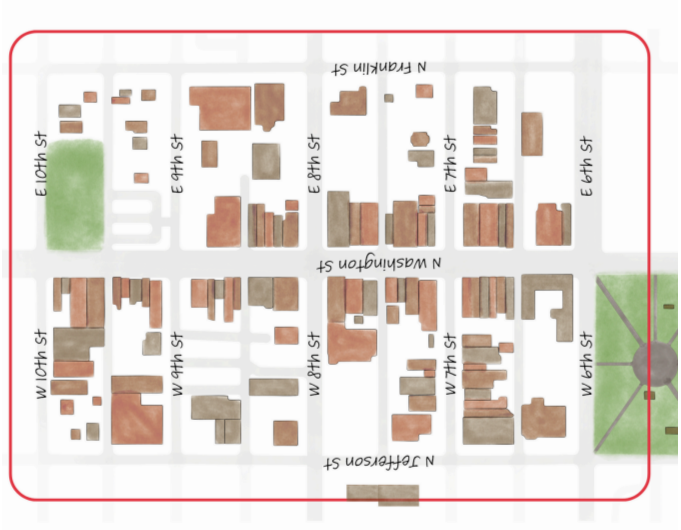
JUNCTION CITY MAIN STREET

KANSAS MAIN STREET

MAIN STREET AMERICA

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What is Junction City Main Street?

Junction City Main Street is a 501(c)(3) nonprofit focused on revitalizing Downtown Junction City. Since joining the Kansas Main Street program in 2021, the organization has worked to strengthen the local economy, support small businesses, and honor the community's history and culture. Partnering with businesses, residents, and organizations, they bring life to the downtown through façade grants, public art, and community events. Guided by the Main Street Four-Point Approach—Economic Vitality, Design, Promotion, and Organization—they balance preservation with progress. In 2025, their mission continues: building a vibrant downtown where people live, work, shop, and gather.

Getting Involved

Junction City Main Street relies on community involvement. Volunteers and supporters can help by joining events, serving on committees, or investing in the organization. To get involved, contact us at **785-209-3775, events@junctioncitymainstreet.org**, or visit **junctioncitymainstreet.org.**

Connect with Downtown

Follow our Junction City Main Street page to stay up to date on events and announcements.

Join our Main Street Connections Facebook group for direct business to business updates, conversations and announcements.

The Main Street Approach™

Main Street America™

The national Main Street® program was established in 1977 by the National Trust for Historic Preservation to help communities of all sizes revitalize their traditional and historic commercial districts. Currently, the National Main Street Center® is a subsidiary of the National Trust for Historic Preservation.

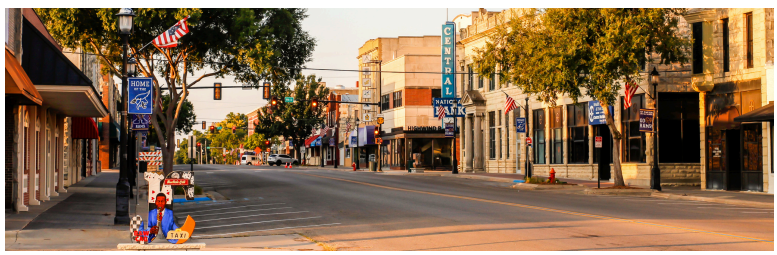
The Four-Point Approach™

The Four-Point Approach™ utilized by Junction City Main Street has a proven record of success. With the help of engaged and empowered volunteers, historic preservation and community driven economic development can affect lasting change downtown.









Economic Vitality

Develops Business

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design

Develops Space

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. This includes building façades, streetscape, public spaces and appropriate building renovations.

Promotion

Develops Customers

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Organization

Develops Partnerships

Involves creating a strong foundation for sustainable revitalization efforts, including cultivating partnerships, community development, and resources for the district.

Main Street Opportunities

Entrepreneurial Opportunities

Junction City Main Street offers entrepreneurial classes to help individuals start or expand small businesses. JCE101 is ideal for anyone who wants to start a new business. JCE201 is ideal for existing business owners looking to expand their operations or improve their existing business. Topics covered include business plan, financing, insurance, legal, human resources, operations, marketing, and much more! JCE 101/201 are offered every winter.

For more information, explore the Economic Vitality pillar on our website.

Facade Grants

Junction City Main Street offers a Façade Grant Program for businesses located in the downtown district to encourage improvements to building appearances. The program is offered as funding allows, and we encourage all businesses to continually look for ways to enhance their storefronts. Funds are typically released in late March or early April, depending on availability. Review the application now so you'll be prepared when they open.

For more information, explore the Design pillar on our website

Holiday Lights

Junction City Main Street launched an exciting initiative to "Light Up Downtown" with semi-permanent, SHPO-approved RGB lighting. This project is a fun way to show your community pride and help brighten our district! You can get involved by donating toward lighting your building, joining in on fundraisers, and, most importantly, spreading the word!

Downtown Dollars

Junction City Main Street has partnered with Yiftee, a Mastercard-powered program, to launch our Downtown Dollars initiative. This free service allows community members to purchase a Junction City Main Street Yiftee gift card, which can then be redeemed at any participating downtown business. It's an easy way to support local shops, restaurants, and services while keeping dollars in our community.

For more information, explore our Yiftee landing page.



Main Street Events

Downtown JC is alive with activity year-round! Junction City Main Street helps coordinate and support a variety of events throughout the year, including:

IMPACT Social // February
Cups of Culture: Sip, Shop, Savor & Explore! // April
Taste of JC: Food Fair // First Saturday of May
Main Street Market // Saturdays; May-September
Geary Community Farmers Market // Thursdays; May-September
Freedom Fest // 5-day period surrounding the 4th of July
Freedom on Wheels // A morning during Freedom Fest
Harmony Fest// Middle to end of August
Oktoberfest // First Friday & Saturday of October
All Treats Day// Thursday before Halloween
Boos and Brews // Friday and Saturday preceding Halloween
Wine and Wassail Walk // First Saturday of December
Hometown Christmas // First Saturday of December

Downtown events bring extra foot traffic, and businesses can benefit by offering extended hours or special promotions. For details on weekly activities and destinations, check local community calendars.

Geary County CVB
https://www.visitgearycounty.com

JC Post
https://jcpost.com/category/local

Dorothy Bramlage Public Library
https://jcpost.com/category/local

Junction City Union
https://www.junctioncityunion.com/news/

Junction City Area Chamber of Commerce
https://web.junctioncitychamber.org/events?ce=true

JCACC- Military Affairs Council
Contact the MAC Director for any event/advertising on Fort Riley
macdirector@jcacc.org
785-530-5590

If your business is having an event, let us know!

events@junctioncitymainstreet.org









Best Business Practices

Be a Good Neighbor

Downtown thrives on good neighborly practices—your actions impact others. By supporting each other, we all move closer to shared success.

Hours of Operation

Customers value consistency—post your hours and keep them. If you must close unexpectedly, notify customers through social media, your website, or phone message.

10 Tips to Spread the Word about Your Business

1. **Leverage Social Media-** Post consistently, share behind-the-scenes content, and engage with followers to build visibility.
2. **Claim Your Google Business Profile**- Ensure your hours, location, photos, and reviews are up to date so customers can easily find you.
3. **Encourage Customer Reviews**- Ask satisfied customers to leave reviews on Google, Facebook, or Yelp—word of mouth online is powerful.
4. **Network with Other Businesses**- Partner with nearby businesses for cross-promotions, co-hosted events, or referral discounts.
5. **Offer Promotions or Loyalty Programs**- Specials, punch cards, or "first-time customer" discounts encourage repeat visits and referrals.
6. **Get Involved in the Community**- Sponsor local events, join Main Street activities, or set up a booth at community markets.
7. **Use Email Marketing**- Build a simple mailing list to share updates, promotions, and helpful tips directly with customers.
8. **Create Eye-Catching Signage & Displays-** A clear, attractive storefront and window display work like a billboard for your business.
9. **Engage the Local Media**- Send press releases or invite local newspapers, radio, or bloggers to cover your story or events.
10. **Encourage Word of Mouth**- Deliver great service, thank your customers, and give them reasons to tell their friends about you.

Additional Ways to Promote

- **Send information** about activities, specials, and events to events@junctioncitymainstreet.org for publication on our social medias and calendar.
- **Engage in social media** trends by tagging other businesses and using #DowntownJC. Expand your reach with popular hashtags like #ShopSmall, #LoveLocal, and #EatLocal.
- **Start small and build gradually**—focus on doing a few things well before expanding to avoid burnout and ensure steady growth.
- **Focus on your strengths and outsource your weaknesses**—building a solid foundation by doing what you do best.

Opening Doors to Success

First Dollar Presentation

A First Dollar Presentation is a brief ceremony and photo opportunity where a new business is presented with its "first dollar", celebrating its opening and officially welcoming it to the Downtown District.

Chamber of Commerce Ribbon Cutting

Junction City Area Chamber of Commerce offers a Ribbon Cutting for being a member of the Chamber, along with additional benefits. To join the Chamber, visit their website or contact the Membership Division Director at 785-530-5222.

Why both?

Having both Main Street and the Chamber of Commerce at your grand opening makes the celebration even more special. Main Street shines a spotlight on your role in growing downtown, while the Chamber connects you to the larger business community. Together, they help spread the word, bring more people through your doors, and show that your new business is backed by strong community support.

Tips to plan your Grand Opening

- **To schedule your grand opening, we ask for a 3-week notice,** and by that time your business should be fully operational for at least 3–6 weeks. All construction should be complete, and it is best to have held a soft opening to work out any final details and ensure everything is running smoothly.
- **Your grand opening is more than just a presentation**—it's an opportunity for the community to meet you, the business owner, and experience what your business has to offer. Invite your friends, family, and loyal supporters to help create excitement and energy around your big day.
- **Consider offering a small door prize,** giveaway, or special promotion to encourage attendance and engagement. Also, plan for extra staff or support so you can focus on welcoming guests, networking, and building relationships while your team keeps daily operations flowing.
- **The best times for Grand Openings** to be held is Tuesday-Friday from 9am-4pm. Please keep in mind holidays and other community events!

Visit our Economic Vitality pillar for more information



Safe & Welcoming Downtown

Enhance safety by maintaining your storefront, sidewalks, and surrounding public spaces to reduce crime and the perception of danger.

Lighting

Keep storefront lights on after dark to showcase your business and improve safety. Use pedestrian-scale or ornamental lighting to reduce shadows, add reflective light for comfort, and replace burned-out bulbs promptly.

Landscaping

Use flowers, shrubs, and plants to highlight entrances and exits, and keep landscaping well-maintained.

Security

Take responsibility for your patrons—provide security if needed, and report suspicious activity to Junction City Police at 785-762-5912 or dial 911 in emergencies.

Enforcement of City Ordinances and Regulations

City and county ordinances address issues like trash, noise, and parking that affect downtown's integrity. Try resolving concerns directly, or report violations to Code Enforcement at 785-210-2951 or Police at 785-762-5912.

More on codes here

Permit Info here



Main Street District

Junction City Main Street's district was established to preserve and revitalize the historic central business district, showcasing our architecture, landmarks, and heritage while creating a lasting impact downtown.

District Boundaries: 6th to 10th Street (North–South) and Franklin to Jefferson (East–West).

Maintaining Your Business

Patrons prefer establishments which appear clean, safe, and professional. Help keep downtown vibrant and active by following the suggestions below.

Maintenance

- Clean sidewalks daily by removing trash and debris, and keep upper-floor windows free of clutter if you have access.
- Conduct regular upkeep procedures such as painting the interior and exterior.
- Regularly clean windows and glass doors, and promptly repair any cracks—clear windows showcase your business best.
- Keep windows uncluttered and use displays to showcase your products. A well-designed window is your best billboard and a powerful way to boost sales.
- "Businesses are encouraged to provide and maintain outdoor ashtrays or receptacles to help prevent cigarette litter

Trash

- Keep trash receptacles out of public view. If placed in pedestrian areas for pickup, remove them promptly afterward.
- Prevent downtown pollution by keeping chemicals, grease, construction materials, and cleaning waste out of drains and off paved areas.

Awnings

Regularly clean and repair awnings. When installing new ones, choose styles that complement your façade for a neat appearance.

Signs

Clearly display your business name, address, and hours on the front door or façade windows to encourage repeat customers.

Alley Maintenance

If located near an alley, work with neighboring businesses to keep it free of litter, glass, and graffiti.

Leaves & Snow and Ice Removal

During the fall season, businesses are also expected to maintain sidewalks and entryways by regularly removing fallen leaves to prevent slippery conditions and keep pedestrian areas safe and accessible. The City removes snow and ice from streets (see public works contact on page 10). Do not block parking spaces or walkways. Businesses are responsible for clearing their own sidewalks and driveways or may hire a private service.

Parking

Reserve prime street parking for customers—avoid parking in front of your own or neighboring businesses. Encourage employees to use public lots, and remind patron that walking a few blocks supports a vibrant downtown!

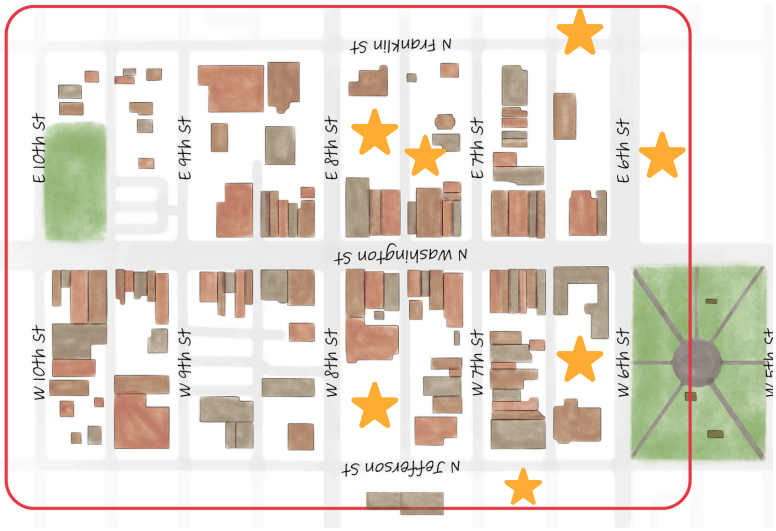
More information on parking lots is located on the next page!

Public Infrastructure & Codes

Public Parking

Downtown Junction City offers **1,131** parking spaces spread throughout the district. If patrons are having trouble finding parking, consider sharing maps or suggestions on social media to make it a more cohesive experience for them.

★ = Public Parking Lots



Neighborhood Revitalization Program (NRP)

The NRP promotes Junction City's revitalization by encouraging new construction and redevelopment through property tax rebates, helping protect public health, safety, and welfare. Visit https://www.junctioncity-ks.gov/435/Neighborhood-Revitalization-Plan for more information regarding NRP and the application process.

Facade Improvments

All façade changes must meet historic standards and receive SHPO approval. Contact the JC Main Street office for guidance—we're here to help! 129 W 7th Street; 785-209-3775

For additional support regarding public infrastructure; contact the following:

Public Works(PW)/ Parks & Recreation (PR)

Burned out or broken street lights or streetscape (benches, trash cans, trees, bushes & weeds) **PW**

Excessive trash, litter, or weeds **PR**

Manhole covers **PW**

Public restrooms at Heritage Park **PR**

Snow and ice removal **PW**

Street sweeping **PW**

City Codes

Minimum Property Standards

Permits for Construction or improvement projects to include:

- Signage
- Roof
- Events

Police Dept.

Excessive noise
Safety concerns

Main Street

Street Light Banners
Holiday Lights
Facade Updates
Outdoor Art Projects

See next page for contact information

General Contact Information

Safety & Emergency

Junction City Police Department

Emergency	911
Non-Emergency	(785) 762-5912

Junction City Fire Department

Emergency	911
Non-Emergency	(785) 238-6822

City Resources

City of Junction City	(785) 238-3103
City Parks and Recreation	(785) 238-3103 ext 300
City Manager	(785) 238-1678
Department of Public Works	(785) 238-3103 ext 436
City Clerk	(785) 238-7142

Geary County

County Clerk	(785) 238-3912
County Treasurer	(785) 238-8109
County Appraiser	(785) 238-4407
Register of Deeds	(785) 238-5531
Deputy Sheriff	(785) 238-2261

Small Business & Entrepreneur Resources

Flint Hills Business Builders	https://junctioncitymainstreet.org/FHBB	(785) 209-3775
Junction City Area Chamber of Commerce	https://www.junctioncitychamber.org	(785) 762-2632

Utilities

Electric... **Evergy**	(800) 383-1183
Gas... **Kansas Gas Service**	(800) 794-4780
Water... **City of Junction City**	(785) 238-3103
Solid Waste... **City of Junction City**	(785) 238-7142

Telephone

Brightspeed	(833) 692-7773
Cox	(866) 456-994
Twin Valley	(800) 515-3311

Tourism

Geary County Convention
& Visitors Bureau
www.visitgearycounty.com
(785) 238-2885

Junction City Main Street
Contact Information

129 W 7th Street
Junction City, KS 66441
junctioncitymainstreet.org

785-209-3775

Junction City Main Street

junctioncitymainstreet

Executive Director-
Director@junctioncitymainstreet.org

Events Coordinator & Community Outreach-
Events@junctioncitymainstreet.org

Washington Investors

WAYS TO SUPPORT FLAGS OF GEARY COUNTY

Junction City Main Street invites you to participate in our Flag Project benefiting multiple local area organizations. For a nominal contribution, JC Main Street will oversee placing and removing a leased 3 ft X 5 ft U.S. flag on a 10 ft pole in the lawn in front of your business and/or home 5 times a year for a total of 7 holidays. Flags will only be displayed when weather conditions allow

More information & Register here!

