

# SALINA DOWNTOWN INC. ANNUAL REPORT

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24

Making downtown to place to be to live, work, and play!



Dear Friends of Downtown Salina,

As we reflect on 2024, we are filled with gratitude for the incredible year we've had in Downtown Salina. This year brought new energy, exciting events, and a growing sense of community, all made possible by your continued support.

One of the biggest highlights of the year was the launch of our brand-new Farm & Art Market Downtown, which started the season with 10 vendors and grew to an impressive 30 by the end of the season. Seeing our local producers and artisans thrive while providing fresh, local goods to the community was truly inspiring.

Our Third Thursday Trivia Nights quickly became a crowd favorite, bringing people together each month from May to September for fun, friendly competition, and plenty of laughter. These evenings showcased the strong sense of camaraderie that makes our downtown so special.

We also saw overwhelming support for our Downtown Movie Night, where more than 200 attendees gathered to enjoy a film under the stars. The excitement and energy at these events reminded us just how much our community values shared experiences and local programming.

None of this would be possible without the unwavering support of our Salina Downtown board of directors, who provide the vision and leadership that allow us to bring these events to life. We also extend our deepest appreciation to the City of Salina for its partnership and commitment to the success of our downtown district.

Most importantly, we want to thank you—our residents, businesses, and visitors—for showing up, supporting local, and making downtown a vibrant and welcoming place. Your enthusiasm and participation fuel everything we do, and we can't wait to continue growing and celebrating with you in 2025!

With gratitude,  
The Salina Downtown Inc. Team



# Facade Improvements

Funded annually by a grant from City of Salina, Salina Downtown’s Façade Improvement Program encourages preservation of the Business Improvement District’s existing architectural heritage. The Façade Improvement Program provides matching funds for exterior renovations and/or new construction costs to property owners or Business Improvement District tenants.

Applicants select the type of funding appropriate to their project: a mini-grant (for projects up to \$3,499) or a forgivable loan (for projects up to \$15,000). In 2024, Salina Downtown was able to award 6 facade grants with the funds provided by the City of Salina to:

- Salina Art Center 242 S. Santa Fe Ave
- Barolo Grille 112 S. Santa Fe Ave.
- 16.10 Ministries 121 N. 7th St.
- Prairieland Market 118 S. Santa Fe Ave.

And two additional projects at:

- 210 S. Santa Fe Ave.
- 101 N. Santa Fe Ave.

Salina Downtown Inc. would like to thank the City of Salina for their continued support of the facade program to preserve the beauty of our downtown.

Private Investment

**\$280,752.25**



City of Salina  
Facade Funds  
Expended

**\$60,000**



# Events & Promotions

In 2024, Salina Downtown hosted a variety of engaging events and promotions that brought the community together and enhanced the downtown atmosphere. Notable events included the Hot Cocoa Crawl, Third Thursday Trivia, Back to School Bash, First Friday Concerts, Downtown Movie Night, and the Holiday Festival and Parade of Lights. While most events saw an average attendance of 150 people, some, like the Trick or Treat and Holiday Festival, attracted much larger crowds. Overall, feedback was overwhelmingly positive, with minimal complaints, as attendees appreciated the consistent programming and the vibrant, welcoming atmosphere downtown. These events continue to be a cornerstone in fostering community spirit and supporting local businesses.

**28**  
SDI hosted events

# Marketing

↑ **53%**  
Visitors to shopping page

↑ **24.39%**  
Google Ad campaign traffic leading to site

Salina Downtown’s marketing strategy has shifted towards leveraging digital marketing and geofencing. In 2023, we partnered with Cohort Digital to enhance our digital presence on Facebook and Google. Given the timeline, we are comparing performance metrics above from Q4 2023 to Q4 2024. In addition to the metrics mentioned above, our Q4 Facebook campaign featured over 280,000 carousel ads showcasing a range of local retailers. These ads reached more than 31,000 people, with an average of 9 views per person throughout the quarter.

# Farm & Art Market Downtown

In 2023, Salina Downtown, along with an organized group of committee members set out to connect and bring farmers, artisans, and the residents of the Salina area together, while fostering a sustainable, welcoming, and thriving community. The Farm & Art Market supports the local food system, increases the marketing opportunities for farmers and small businesses through collaboration with Salina Downtown Inc., provides access to a variety of locally sourced items, and increases overall access to healthy, affordable, fresh food in Salina, KS. In 2024, that dream came to life and was a resounding success!

Salina Downtown Inc. needs to send a personal thank you to: Larry, Gary, Tammy, Jessica, Darren, Kirsty, Rachel, and James for going on this journey with us and for all your volunteer hours and unwavering support.



**\$160,000 in  
Total Sales**

**25 out of 30 vendors reported**



**30 Vendors  
23 Market Days**



**636 Kids Visited  
the Kid Zone**

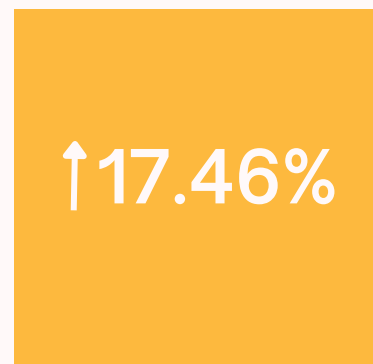


# Income

	2024	2023	Variance
BID Service Fees	\$114,439	\$86,756	\$27,683
CID Service Fees	\$158,928	\$159,519	\$591
Program Income	\$28,153	\$27,507	\$646
Partnership Income	\$13,116	\$9,914	\$3,202
City of Salina Contribution	\$80,000	\$60,000	\$20,000
Interest Income	\$7,097	0	\$7,097
Gift Certificate Income	\$35,151	\$28,249	\$6,902

<b>Total Income</b>	2024	2023	Variance
	\$436,884	\$371,945	\$64,939

As shown above, the 17.46% increase in income comes from the raise in BID dues from 2023 to 2024, an increased amount of support from the City of Salina as well as our partners. The SDI board also voted to place some funds in a sweep account to accrue interest which accounts for another increase to the income.



# Expenses

	2024	2023	Variance
Bank Service Charge	\$723	\$909	(186)
General Maintenance	1,083	4,234	(3,151)
Security	15,550	15,296	254
Trash	17,891	16,076	1,815
Computer Expense	3,203	2,665	538
Contributions	1,986	2,030	(44)
Dues & Subscriptions	3,648	2,463	1,185
Holiday Lights & Decorations	22,064	21,739	325
General Repairs	0	0	0
Insurance	4,257	3,339	918
Marketing	19,960	18,994	966
Meals	2,308	2,558	(250)
Meeting Expense	9	150	(141)
Office Expense	1,479	2,834	(1,355)
Misc. Expenses	0	0	0
Personnel Expense	169,237	160,229	9,008
Postage Expense	684	886	(202)
Printing	2,498	1,146	1,352
Professional Development	801	1,320	(519)
Professional Services	18,670	15,340	3,330
Small Tools & Equipment	739	198	541
Flowers & Landscaping	9,057	9,031	26
Event/Project Supplies	36,028	40,138	(4,110)
Taxes & Fees	432	391	41
Gasoline & Fuel	659	880	(221)
Travel/Mileage	5,696	7,331	(1635)
Occupancy	15,816	15,742	74
Gift Certificates Redeemed	39,130	29,735	9,395

	2024	2023	Variance
<b>Total Expenses</b>	<b>\$393,608</b>	<b>\$375,504</b>	<b>\$18,104</b>

# Salina Downtown Partners

Each year, Salina Downtown Inc. offers businesses and not-for-profits—both within and outside of the Business Improvement District—the opportunity to invest in our community through partnership. As partners, these businesses are a vital part of the growth and success of downtown Salina. We need to express our heartfelt thanks to those that were 2024 partners!

Salina Symphony  
Bank of Tescott  
Greater Salina Community Foundation  
Salina Regional Health Center  
First Bank Kansas  
CKF Addiction Treatment  
Equity Bank  
Sunflower Bank  
Salina Family Healthcare  
Bennington State Bank  
Helzer Insurance Agency  
Great Plains Manufacturing  
JAB IT PC  
United Capital Management

Ponton Construction  
Salina Area Chamber of Commerce

Salina Waste Systems  
Christ Cathedral  
Smoky Hill Equality Coalition  
The Garage  
Friends of the River Foundation  
Bank of the Plains  
First United Methodist Church  
Rolling Hills Zoo  
Solomon State Bank  
The City  
Salina Art Center  
Woods and Durham Chartered  
OCCK





# Looking Ahead

As we step into 2025, Salina Downtown is poised for an exciting year of growth, revitalization, and new experiences! From the opening of new businesses to enhanced events that will bring our community together, there's so much to look forward to in the heart of our city.

Downtown Salina will be welcoming several new businesses, each adding their own unique flavor to the area:

- Jose Peppers: A beloved local favorite will soon be adding another vibrant location, bringing delicious Mexican cuisine and a welcoming atmosphere to the heart of Salina.
- Seraphim Bread: After relocating, Seraphim Bread will once again be serving up their signature offerings from a brand-new location, promising even more space and an expanded selection.
- Familia Toys: A family-friendly addition, this toy store will offer unique and imaginative playthings for kids and collectors alike.
- Meddy's: A new spot to enjoy refreshing Mediterranean-inspired dishes and beverages, adding a new culinary experience to the downtown dining scene.
- A New Record Store
- And MORE!

In addition to new businesses, we are thrilled to introduce a variety of new events that will bring more energy and excitement to Salina Downtown:

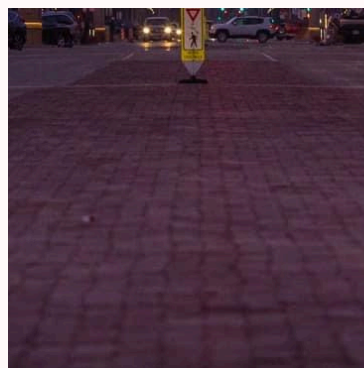
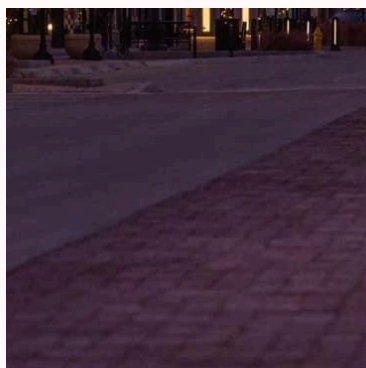
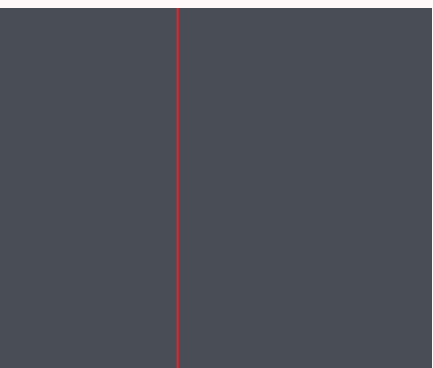
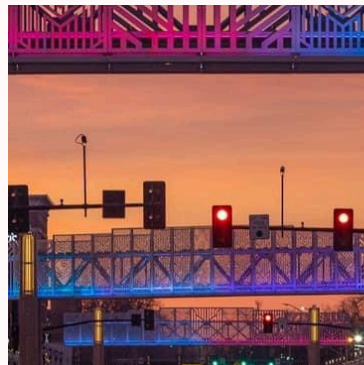
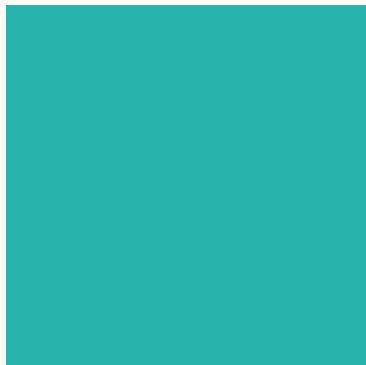
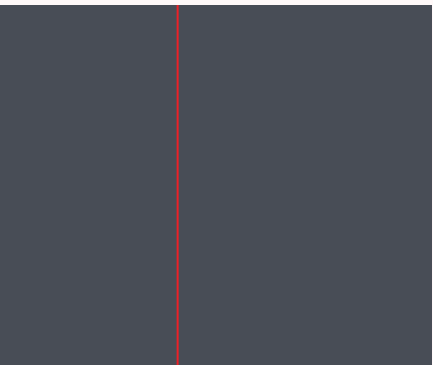
- Jigsaw Jam: A brand-new event to look forward to in 2025, Jigsaw Jam will bring a fun night of puzzling entertainment!
- Reimagined First Fridays: We're taking First Fridays to the next level! Starting in April, each First Friday will feature family-friendly activities, food related activities, late night shopping, live music, and art, creating a dynamic celebration of everything Salina Downtown has to offer.

Finally, get ready for:

- Farmer's Market – **Season 2**: After the success of its inaugural year, the Farm & Art Market Downtown returns for its second season in 2025. With fresh produce, local crafts, and great community vibes, this market will continue to grow and provide an authentic downtown experience.


We are also excited to continue hosting your favorite annual events, from the popular Holiday Festival and Parade of Lights to the SaWINEa Wine Walk and more, offering something for everyone to enjoy all year long.





Thank you for taking the time to look over our accomplishments in 2024. We appreciate your continued support and interest in our progress and achievements. We look forward to another successful year together and as always:

There's no better place to be than Salina Downtown!

 785-825-0535

 134 S. Santa Fe Ave. Suite 120 Salina, KS 67401

 [www.salinadowntown.org](http://www.salinadowntown.org)



If you are a building owner or business owner in downtown Salina please scan the qr code to complete the short survey. Thank you for your cooperation!