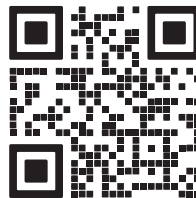


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HONORING AREA EDUCATORS

DHDC partnered with Astra Bank to put together the Sweet Treats for your Teach program. When an individual purchased a \$10 gift card to a downtown business, Astra Bank threw in a Popt! Popcorn and a gourmet candy bar. DHDC hand-delivered the gifts to each of the schools... even traveling to Victoria and Ellis. The program generated \$2,110 for downtown businesses and honored just over 180 teachers.

BRUSH THE BRICKS, MURAL MOVEMENT

This effort by multiple organizations in Downtown Hays works to transform our buildings into spectacular, world-class artwork that invigorates tourism and community pride. The initial goal is to complete 8-10 art installations in the next two years. The cost of such an undertaking is around \$150,000. The project has already secured over \$90,000. Three murals were completed in 2021.



DOWNTOWN SPOTLIGHTS

Downtown Hays was featured in multiple publications in 2021 including a large feature in the Travel Kansas guide distributed by the state tourism office. You can also find The Bricks mentioned in:
"100 Things to do in Kansas Before You Die" - Attraction #93
"Beer Fest USA" - A great write up on the Brews on The Bricks craft beer festival

downtown INVESTS IN YOU.
THANK YOU FOR INVESTING IN *downtown*



A look back at 2021, the year DHDC celebrated its 20th anniversary as an organization!

DHDC is an organization striving to represent Downtown Hays through open communication and strategic planning. Constantly working to enhance and secure the quality of life in Hays.

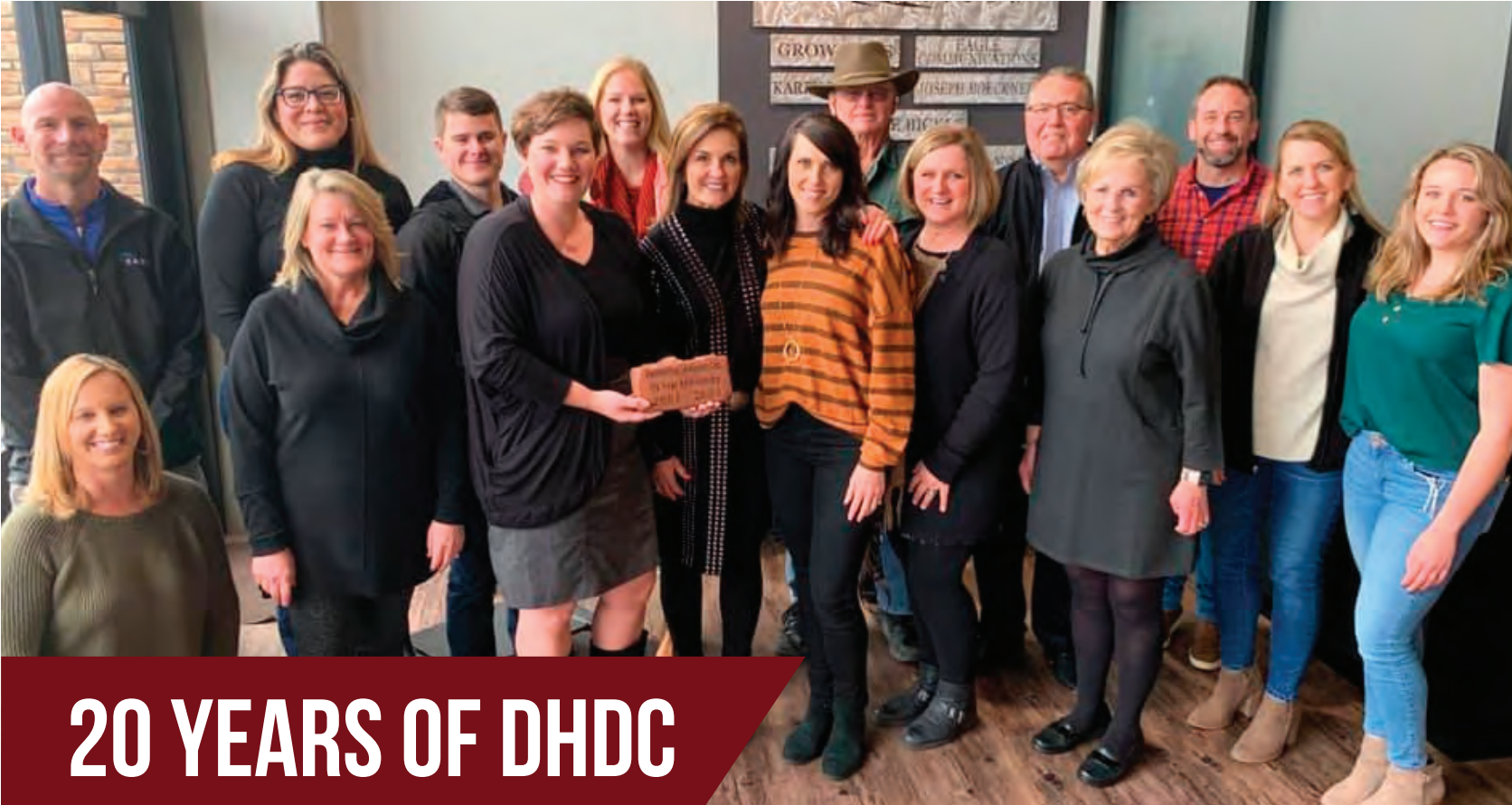
Our downtown is the most visible indicator of community pride and economic strength. It's also a huge asset in the effort to recruit new residents, tourists, and businesses. We need it to thrive, and it is! Thank you for making personal investments in local businesses and the success of our wonderful community.

20
YEARS
2001-2021

DOWNTOWN HAYS
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ANNUAL NEWSLETTER

Published March 2022



20 YEARS OF DHDC

Since 2001 Downtown Hays Development Corporation (DHDC) has fostered awareness of the area by recognizing, communicating, and celebrating Downtown Hays' accomplishments. An organization that started out fundraising to breathe life back into Downtown, now focuses on creating greater opportunities and activities for the community. DHDC celebrated the milestone in style with a **brick celebration** and the reveal of a repurposed food truck to be used in community events. In addition, DHDC hosted a monthly speaker series to take a look back on the many changes the organization has gone through. Appearances were made by past and present board members, developers, business owners and more. To closeout summer and expand on the celebration, DHDC hosted a free **KidFest** and **Street Dance** that would not have been complete without birthday cake.



DHDC had the honor of hosting **15 brick presentations** in 2021 to celebrate not only **11 new businesses** on The Bricks but the anniversaries of several others. The bricks serve as a symbol to the businesses that we are all connected in Downtown.



New **Public Parking Signs** were funded by DHDC and the Hays Convention and Visitors Bureau. They are located on 9th, 10th, Main, and Fort Streets. We hope the signs bring attention to the off-Main parking Downtown offers and allows those that need closer parking, more access to that.



Every Saturday morning at the Downtown Hays Market the feeling of community mingles with the scent of freshly brewed coffee from our local coffee shop under the Downtown Hays Pavilion. Vendors and guests from all across Kansas connect over the topics closest to home: local business, handcrafted goods, and locally raised meats and produce.

In 2020, DHDC introduced the Supplemental Nutrition Assistance Program (SNAP) to the Downtown Hays Market. SNAP provides funds to needy families for the purchase of healthy food. In 2021, we expanded the program through the Double Up Food Bucks Match Program. Double Up helps customers bring home more healthy food by matching their SNAP dollars spent on fresh fruits and veggies. These programs support Kansas farmers and strengthen our local economy. The two programs combined generated an additional \$1,600 in sales.

2021 EVENTS

- + FIRST RESPONDER BREAKFAST
- + PARTICIPATION IN THE BACK TO SCHOOL PICNIC
- + OKTOBERFEST, AND WILD WEST FESTIVAL
- + DOWNTOWN DOLLAR GIVEAWAY
- + CHRISTMAS MOVIES MARATHON
- + HAYS LARKS GAME SPONSOR

