

# Missouri Main Street Downtown Revitalization Awards – 2016

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Missouri Main Street Connection, Inc.

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Missouri Main Street Connection Inc. (MMSC) presented downtown revitalization awards on July 28, 2016, recognizing revitalization excellence during the Annual Missouri Main Street Conference in downtown Washington, Missouri. The event was hosted at the St. Francis Borgia Parish Jesuit Hall also located in downtown Washington.

One of the highlights of celebration at the ceremony was to honor the 10<sup>th</sup> anniversary of Missouri Main Street Connection, Inc. MMSC was launched as a non-profit organization in 2006 after the state funded program had its funding cut. MMSC is designed to help communities preserve their historic buildings and reinvigorate their downtown districts. MMSC has served 114 communities across the state of Missouri. Through this work, the communities actively participating in the Missouri Main Street program have successfully created 526 net new businesses and 2,936 net new jobs.

Based on economic data collected from the communities in the top three tiers of the Missouri Main Street program, since 2006, \$683 million of private investments have been made in the Main Street communities. Public investments by municipal governments have totaled \$140 million in improvements to infrastructure.

The ceremony Thursday night also honored communities, individuals, businesses and civic organizations from across the state, that have completed exemplary work in downtown revitalization. Competitive nominations were submitted for projects, activities and individuals in 16 different categories that covered aspects of design, economic vitality, organization, promotion and other efforts in downtown revitalization. The categories included the Volunteer of the Year, and Best Façade Rehabilitation. There were also many new categories this year such as the placemaking award Creating Creative Place and the Outstanding Leadership Award which celebrated individuals that were instrumental to the success of MMSC over the past 10 years. The recipients of this award were Phyllis VanderNaald, for her dedication of 22 years to the downtown revitalization across the state. Bridgette Kelch & Diane Hannah, for being two of the pioneers in the establishment of Missouri Main Street Connection and still involved in the nonprofit today. Steven Hoffman, Ph.D. for his dedication to the program since 2006. Sallie Hemenway for her unwavering dedication to the mission and the vision of Missouri Main Street Connection. Sheri Stuart for her organizational support in helping the pioneers establish a nonprofit main street program and for Norma Ramirez de Miess for her continued contribution of support and encouragement in making Missouri Communities one of the best places to live, open business and play.

## **Kearney Downtown Revitalization Group wins award for Outstanding Affiliate Community**

Under the leadership of Executive Director Jenny Hayes and Board member Steve McDonald the Kearney Downtown Revitalization Group has worked hard to establish themselves as an effective organization working to better downtown Kearney. It was very important to the group to have a very inclusive community engagement process to ensure that all of the appropriate stakeholders within the community were included as part of their revitalization decisions. They invited business and property owners, city officials, residents, youth, elderly, etc. The downtown group presented, in detail, their revitalization plans to various groups throughout the community including the Kearney Board of Alderman in an effort to educate the community on the group's purpose.



Using practices taught by the Main Street Approach, the revitalization group initially focused on creating highly visible “wins” to establish organizational credibility in a visual way for the community. One project they completed to accomplish this goal was the downtown light pole banner project spearheaded by the Design Team. Banners were created to display during various times of the year. The organization also started a Farmer’s Market to satisfy a need the community has had for a very long time.

Kearney Downtown Revitalization Group used the principles of the Main Street Four-Point Approach® to establish their work in the community but have also made adjustments along the way to tailor those principles to the community of Kearney. More and more businesses are supporting and investing in the downtown district and the organization knows that this investment by community members will continue to spur their revitalization work!

For more information on this award contact Kearney Enrichment Council’s Executive Director Jenny Hayes at 816-903-3535 or [jennyhayes.kearney@gmail.com](mailto:jennyhayes.kearney@gmail.com)

## **The Outstanding Community Education Campaign award presented to Main Street Chillicothe for their Historic Preservation Education Program.**

During the past year, Main Street Chillicothe and their Design Committee made historic preservation education their goal. In order to educate the community members on the importance of preserving and enhancing the physical and cultural resources of downtown, the Design Committee used a few different methods to reach out to the community.

One method used was a façade improvement and upper story showcase presentation organized by Main Street Chillicothe’s Assistant Director Ben White and intern Nick Powell to highlight Main Street Chillicothe’s Façade Renovation Program that provided examples of the benefits of residential upper story developments in downtown buildings. The presentation also provided information on resources available to use to complete these projects. As a result of this presentation, over half of the attendees have either completed a project to improve their buildings or are in the process of doing so.



To celebrate Preservation Month, Main Street Chillicothe organized an Architectural Scavenger Hunt to not only educate participants on the architectural features located in downtown Chillicothe but to also encourage more people to visit downtown. The Design Committee successfully implemented this activity to get people interested, not only in downtown Chillicothe, but also in the preservation of Chillicothe’s historic resources.

The Design Committee also focused on one-on-one conversations with stakeholders in downtown to be sure that any specific questions were answered. Main Street Chillicothe volunteers and staff met with individuals and businesses to discuss the importance of historic preservation with them. These personal visits allowed business and building owners to feel more comfortable asking questions and enabled Main Street Chillicothe to connect people to preservation in a stronger way. The organization understands that preservation education is an ongoing process and plans to continue their efforts.

For more information on this award contact Main Street Chillicothe Executive Director Micah Landes at 660-646-4071 or [mschilli@greenhills.net](mailto:mschilli@greenhills.net)



### **Uptown Jackson wins award for Outstanding Marketing**

With a major transportation construction project planned in their historic district, Uptown Jackson knew they would need a strategy to address the changes and communicate information quickly to their community. The busiest intersection in the district was going to be replaced with a roundabout which meant traffic disruptions, detours and limited access for local businesses. In response, Uptown Jackson, a new Missouri

Main Street Affiliate Grant community, organized a marketing campaign to keep customers coming uptown and promote the fact that the changes happening in uptown Jackson would benefit the district.

The campaign tag line, “You can still visit Uptown Jackson in a ‘round-a-bout-way’” easily conveyed to the community at large that even through the construction, Uptown Jackson was open and ready to welcome visitors. As an incentive for people to keep visiting uptown in the midst of the disruption, Uptown Jackson created a Roundabout Rewards card. The card is a free punch-type card that customers use in the various uptown businesses to receive discounts or special offers. At the end of the campaign, one lucky person will win a \$500 shopping spree giveaway.

The marketing campaign also continues to utilize billboards along main routes to Jackson, as well as social media and newsletter updates. A recent Facebook post showing a time-lapse of the construction site received over 7,000 views and over 2,000 clicks, likes and comments. All of the campaign activities have increased Uptown Jackson’s website traffic by 300% and district businesses have seen an influx of new customers. Uptown Jackson plans to use the momentum received by the campaign to continue to bring new customers and volunteers to the district.

For more information on this award contact Uptown Jackson’s Promotion’s Committee Chair Tyler Wolfsberger at [tyler.wolfsberger@gmail.com](mailto:tyler.wolfsberger@gmail.com)

### **Warrensburg’s Director of Community Development, Barbara Carroll Honored as the Outstanding Public Official**



In Barbara Carroll's twelve year career as the Director of Community Development for the City of Warrensburg, she has worked tirelessly for both the community at large and the downtown. In conjunction with Warrensburg Main Street (WMS) she worked on the Community Development Block Grant application. Not only did she help write the grant, but will also continue to see it through until its completion. Barbara ensured smooth and reliable communication between the city and WMS through the entirety of the multiyear grant. She has also been instrumental in various other projects for the community including working to get Warrensburg designated as a DREAM community.

Barbara's great love for downtown can be seen through the way she collaborates with WMS to implement the downtown Façade Grant and her involvement in the reactivation of the Warrensburg Historic Preservation Commission which worked to list most of the buildings in the downtown district on the National Register of Historic Places under Barbara's leadership.

Barbara has been an advocate, mentor, leader and champion for Warrensburg Main Street and they feel very fortunate to have such a strong proponent working for the city.

For more information on this award contact Warrensburg Main Street's Executive Director Julie Turnipseed at 660-429-3988 or [wmaint@embarqmail.com](mailto:wmaint@embarqmail.com)



**Southeast Missouri State University is presented with the Premier Partner award.**

Southeast Missouri State University and Old Town Cape have a long and rich history of partnership in the revitalization efforts in downtown Cape Girardeau. The University began the creative joint venture that led to the creation of Old Town Cape in 1999 as a way to engage the city's citizens, business owners, property owners and local officials to promote the revitalization of the

downtown commercial district. This relationship has endured and grown, demonstrating itself as a model for other university communities to emulate.

The core of the partnership between these two entities is financial support offered to Old Town Cape by the university, however, the relationship extends far beyond simply financial. The university also provides student work study time, computers and IT services to the Main Street organization. Not only do students benefit from getting real world experience by working in the Old Town Cape office through the work study program, but Old Town Cape and downtown stakeholders also benefit from student work in the downtown including the creation of a pocket park in an empty lot downtown. The park includes a student created art piece that is replaced each year with a new piece.

As another way for students to get a true experience and give back to their college community, a position was created on the Old Town Cape board for a student, which is usually the student government president. And through another partnership, a university-driven art gallery, retail and coffee shop was created in a space in

downtown. This project brought together students from different majors, faculty and business leaders to create a commercial learning laboratory on Main Street.

This partnership has many beneficiaries from students and faculty to visitors and residents. This creative partnership is celebrating 17 years and counting.

For more information on this award contact Old Town Cape's Executive Director Marla Mills at 573-334-8085 or [marlamills@oldtowncape.org](mailto:marlamills@oldtowncape.org)

**Donna Furr of Lee's Summit awarded the Volunteer of the Year award.**

Donna Furr was nominated by Downtown Lee's Summit Main Street and received the award for Volunteer of the Year because she is always willing to take on the hard jobs.

Donna was unknown to the organization until she joined the Downtown Days committee four years ago. In just those four short years Donna has become the chair of the event for 2017.



She is best known for being the person who volunteers for all the dirty work or harder jobs like blowing debris from the streets and sidewalks after events to guarding parking lots in the hot sun. She is comfortable behind the scenes but also a great leader and well respected. She helps recruit both volunteers and sponsors for events and sometimes they are one and the same.

Every year, after each event, Donna comes to the wrap-up meeting with detailed notes and gives crucial suggestions for making each event better for both participants and downtown business owners. Donna is a downtown resident and takes her downtown role and responsibility seriously. Downtown Lee's Summit Main Street recognizes Donna as one of their most reliable and dedicated volunteers. Without her help and willingness to take on any task that needs to be done in order to make an event successful, Downtown Lee's Summit wouldn't be as successful as they are today.

For more information on this award contact Downtown Lee's Summit Main Street's Executive Director Donnie Rodgers at 816-246-6598 or [donnie@downtownls.org](mailto:donnie@downtownls.org)



**Main Street Chillicothe receives the Creative New Event Award for their Memory Tree Dedication and Lighting Service.**

Main Street Chillicothe received the Creative New Event Award in the over 5,000 population category for their Memory Tree Dedication and Lighting Service. Last holiday season, three committees from Main Street Chillicothe worked together to host a new event in the Silver Moon Plaza in their downtown. This event was called the Memory Tree Dedication and Lighting Service.

The event offered a way for the community to honor loved ones who had passed away. Clear ornaments sparkled from the tree placed in the plaza. Each ornament contained the name of person to be honored.

Music filled the air as the names were read and bells chimed to commemorate them. After the last name was read, the tree was lit to celebrate life and brighten the night.

The event was born out of three committees' needs for a way to celebrate the holiday season in downtown Chillicothe. The Design committee was looking for a holiday feature for Silver Moon Plaza, the Promotions committee was looking for a unique way to bring people downtown at the beginning of the holiday season, and the Organization committee was looking for a fundraiser. This project shows that when committees work together they can greatly impact downtown. With the 100 limited edition ornaments selling out and the goal of each committee being met, this event will become an annual tradition in downtown Chillicothe.

For more information on this award contact Main Street Chillicothe Executive Director Micah Landes at 660-646-4071 or [mschilli@greenhills.net](mailto:mschilli@greenhills.net)

### **California Progress Inc.'s Old Town California Festival & Museum Crawl wins Creative New Event, under 5,000 population Award.**

Old Town California Festival and Museum Crawl, an event created to help bring visitors to downtown California, wins the Creative New Event Award in the under 5,000 population category. In 2010, after a highway-by-pass dealt a blow to the community of California and their historic district, the community-wide non-profit, California Progress, Inc. formed a Main Street program. Through the Main Street program many projects and events are hosted in downtown California in order to help the community continue to thrive.



History has always been important to the California community and in 2015, a new event was developed to capitalize on that history. While many of the community's historic artifacts are on display at various public locations, many of the local residents hold huge collections that are not usually available for public viewing. From this the idea for a museum crawl was born. Over 20 local residents set up their mini museum collections throughout the downtown district. From quilts and dolls to antique clocks and model trains, items were on display for the first time in years.

Food vendors were set up on the streets and the local businesses were open to round out the offerings for the day. A punch card was created to encourage participants to visit all the displays and offered a prize drawing at the end for all of those that visited every display. Not only was the event successful in celebrating the history of California, but it also brought visitors to the downtown from neighboring communities to see what was on display. California Progress Inc., is already making plans for how they can enhance the event next year!

For more information on this award contact California Progress Inc.'s Executive Director Susan Burger at 573-796-4071 or [calproginc@hotmail.com](mailto:calproginc@hotmail.com)

### **Ventana Café of Excelsior Springs wins award for Business of the Year**

Ventana Café opened its doors in downtown Excelsior Springs in 2002, long before the Downtown Excelsior Partnership, the Main Street group, started in 2006. The owners of Ventana are sisters, Jill Rickart and Wendy Baldwin. Their vision and dedication paved the way for other downtown businesses in the early years and they still provide that leadership today.



Things were tough in the early years with many vacant buildings and dilapidated store fronts, so when the Downtown Excelsior Partnership was created, the sisters jumped in with both feet. They supported and helped lead many of the events and activities including the Chocolate Tour and progressive beer tasting event. Both sisters have been involved in many aspects of the organization. Wendy has served on the promotions committee and Jill is in her 5th year on the board of directors and 2nd year as board president.

The restaurant recently expanded into the building next door adding much needed banquet space for wedding rehearsal dinners and organization events so that it can continue to serve

downtown Excelsior Springs in many ways.

Ventana was one of the early trailblazers in downtown Excelsior Springs and today serves as one of the district's anchors.

For more information on this award contact Downtown Excelsior Partnership's Executive Director Lyndsey Baxter at 816-637-2811 or [exec@visitesprings.com](mailto:exec@visitesprings.com)

#### **Rick and Karen Marquart Honored with Business of the Year Award.**

Rick and Karen Marquart own two businesses and three historic buildings, host a downtown fundraiser, live in downtown, sit on Downtown Washington Inc. committees, and Rick is on the Downtown Washington Board of Directors. Their dedication to the downtown district's vision is virtually unmatched.

The Landing, with a long history as a tavern dating back to 1855, was purchased by Rick and Karen in 2002 and still houses a tavern and restaurant. The Landing is a gathering place for young and old with the motto of Fresh Food, Cold Drinks and Good Times. Over the past 14 years, they have invested over \$995,000 in the building and business.



They are currently working on a new restaurant in a building near The Landing called South of the Border with apartments on the upper floors. This project is a historic renovation, so the couple is seeking state and federal historic tax credits and various energy efficiency funds.

Both Rick and Karen not only run their many businesses but are also great volunteers. They coordinate The Marquart's Landing Beer Run, Walk or Crawl with all proceeds going to Downtown Washington Inc. They are also involved in many other downtown events and activities. Rick and Karen approach business, home and play with an enthusiasm that is contagious.

For more information on this award contact Downtown Washington Inc's Executive Director Bridgette Kelch at 636-239-1743 or [bkelch@downtownwashmo.org](mailto:bkelch@downtownwashmo.org)

#### **Kearney Downtown Revitalization Group won the Economic Vitality Committee Award.**

The Kearney Downtown Revitalization Group Economic Vitality Committee, known as Eco Vito, set out to re-imagine Kearney's downtown district. The first step was to create a concierge team to help entrepreneurs develop, locate and start their new business. The team divided the district into five areas, walked the areas, and found the jewels and the diamonds in the rough as they developed their plan. They were aware that businesses and families have choices, and they wanted that choice to be downtown Kearney. The committee has worked with several successes so far!



VideoFizz, a tech startup that could have chosen downtown Kansas City but instead was attracted to Kearney because the owner was a resident. VideoFizz is investing in the community by buying and renovating a historic building and hiring 5 new employees. The owner, Laura Steward, is using the 2nd floor for her business and developing the first floor as a tech incubator space to attract other tech professionals to Kearney.

Breathe Deep owner Lissi Staab, used to run her yoga studio from her home until she heard about the downtown revitalization efforts and wanted to get involved by adding her business to the downtown mix. She also joined the board of directors to further her involvement. Lissi invested in an aging building and transformed the property into a lifestyle destination. To help bring more people downtown, Lissi created Front Porch Fridays, a monthly event for neighborly visits and music jam sessions. A strong sense of community is important to Lissi and this was another way to bring people together.

Cellar and Loft, another new destination business, offers wine and food in a repurposed 1890s church. The church had been vacant for over a decade but now provides a second location for an already established business in downtown Kansas City.

For more information on this award contact Kearney Enrichment Council Executive Director Jenny Hayes at 816-820-6666 or [jennyhayes.kearney@gmail.com](mailto:jennyhayes.kearney@gmail.com)

### **Outstanding Economic Impact Project awarded to Codefi of Cape Girardeau.**

Since opening its doors in 2014, Codefi has offered a home in downtown Cape Girardeau to startup entrepreneurs and emerging innovative companies with tech-powered, flexible working space in the historic Federal Building. While Codefi provides co-working space, the larger vision was to be a catalyst to increase the formation and growth of technology-based companies in the area.



Through partnerships with organizations such as the Kauffman Foundation, Magnet (a regional economic development group), Cape Girardeau Area Chamber of Commerce, The Bank of Missouri and Missouri Technology Corporation, the five owners of Codefi were able to create a space to nurture entrepreneurship in Cape Girardeau. Codefi outlined its values from the very beginning

which are: collaboration over competition, community over agendas, doing over saying, and innovators over institutions.

In a little over a year, Codefi became home to more than a dozen startups. As part of its programming, Codefi partners with local experts, businesses and organizations to facilitate events like Beer:30, a weekly networking event with free craft beer sampling.

The most recent development with Codefi is an expansion to the historic Marquette Tower creating the Marquette Tech District to support the demands of the emerging startup community that helps continue to educate, attract and retain talent.

Codefi isn't simply a business operating in downtown Cape Girardeau but it is a movement to create the next generation of business owners for the community.

For more information on this award contact Old Town Cape's Executive Director Marla Mills at 573-334-8085 or [marlamills@oldtowncape.org](mailto:marlamills@oldtowncape.org)

### **Livingston County Library honored with the Best Building/Business Branding award.**

The Livingston County Library has always been an anchor destination in downtown Chillicothe since it moved into



the former federal courthouse and post office in 1966. In many communities, the library brings together multi-generational patrons for not only books and reading but events and activities. Chillicothe is known for its many murals with many of them being in the downtown district. The library approached Main Street Chillicothe about adding a mural to its property.

The library didn't want just any mural, but they wanted a piece of art that conveyed who they were and would get people excited about visiting the

library. After careful planning, it was decided that the new mural would feature shelves of books imitating what is found within the library. All the books depicted in the mural are available at the library and use the same call numbers as those on the books in the library. Patrons can use these call numbers from the mural to check corresponding book from the library.

This new mural will be added to the ever popular mural tours that take place in Chillicothe during events and for visiting tour buses.

For more information on this award contact Main Street Chillicothe Executive Director Micah Landes at 660-646-4071 or [mschilli@greenhills.net](mailto:mschilli@greenhills.net)

### **Best Façade Rehabilitation awarded to Restoration 1894 of Liberty.**

The restoration of the building at 1 East Kansas Street on the square in downtown Liberty wins the award for Best Façade Rehabilitation in the over \$10,000 category. It was built in 1893 and operated as a dry goods store with the second floor occupied by the Knights of Pythias, a secret society founded in Washington DC. The building's more recent history included an appliance store, antique mall and a second floor that was vacant for the past 50 years.



In 2014, Charles Small, real estate investor, and Bob Sanders, contractor, began restoring the historic building with completion in 2015. The second floor is now an event center, Restoration 1894, that can entertain 300 guests with historic elegance. The street level store front is leased to Petals and Potpourri, a home décor store, whose original location is in Blue Springs.

This project used the very successful 353 tax abatement program that has been used on other Liberty projects with the total cost of the building improvements to the façade totaling over \$125,000.

For more information on this award contact Historic Downtown Liberty, Inc. Executive Director Vicki Vance at 816-781-3575 or [vicki@historiddowntownliberty.org](mailto:vicki@historiddowntownliberty.org)

### **The Creating Creative Place Award presented to Blue Springs Downtown Alive!**

Art projects reusing materials from other downtown Blue Springs buildings earn Blue Springs Downtown Alive! the award for Creating Creative Place. The project is entitled Remnants Restored Public Art Project.

Two major projects in downtown Blue Springs have removed nostalgic pieces of the downtown fabric. The first was the removal of the aluminum skin from the America's Community Bank building, a project that won an Evening of Excellence award in 2014. The second was the removal of a large water tower located on land the city wanted to use for another project. Materials from both of these projects were salvaged, knowing that there would be a way to utilize them for other projects.

Blue Springs Downtown Alive! reached out to the Blue Springs Public Art Commission to partner on a commissioned art project to utilize the aluminum and steel that was salvaged since both organizations are interested in the preservation of the history and culture of downtown Blue Springs. With a grant and city funding, the call for submissions went out to the art community and 103 applications were received in early 2015. The final selection was for two artists, one from Santa Fe, New Mexico and the other from Kansas City, Missouri.



The first piece titled “Life Force” was installed in November of 2015 and used the steel pieces from the water tower. The second piece titled “Dandebloome” used the aluminum from the bank building and was installed in February of 2016. This project was both a design and economic vitality project that reused materials to add more character to the public space to downtown Blue Springs.

For more information on this award contact Blue Springs Downtown Alive! Executive Director Cindy Miller at 816-808-7553 or [cmiller@amcommbank.com](mailto:cmiller@amcommbank.com)



**Sugarfire Smokehouse of Washington presented the Outstanding New Development Project award.**

When Craig Mueller was approached about opening Sugarfire Smokehouse in Washington, Missouri, he knew that downtown would be the location. Sugarfire Smokehouse is a St. Louis based restaurant with the location in Washington that is locally owned and operated. The concept is to offer great food and atmosphere and downtown Washington helps make that destination a real homerun.

The location on Front Street offers great views of the river, access to the trail system and convenient public parking, not to mention a thoughtful use of redevelopment by a local construction company. While the building is only a few years old, it was built to fit into the downtown district giving it character and personality.

The restaurant employs 20-30 people with customer service at the forefront of their business plan. Sugarfire likes to partner with local businesses as it creates the daily specials using meats from the local meat market and donuts for the Donut Burger from a local bakery. Sugarfire has only been open for six months and the restaurant has already made a huge impact on the downtown district.

For more information on this award contact Downtown Washington Inc’s Executive Director Bridgette Kelch at 636-239-1743 or [bkelch@downtownwashmo.org](mailto:bkelch@downtownwashmo.org)