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Main Street Albany's Albany Square Farmers Market Awarded the Creative New Promotion, Affiliate Tier Award

Missouri Main Street Connection Inc. (MMSC) presented downtown revitalization awards recognizing revitalization excellence during Missouri's Premier Downtown Revitalization Conference in Kansas City on August 5, 2022. The event was hosted at the Kansas City Marriott Downtown.

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings.

MMSC is proud to announce that we have been celebrating one billion dollars in public and private investment in Missouri Main Street districts. This milestone was reached at the end of 2021. In addition, Missouri Main Street communities have created 5,069 net new jobs and 1,068 net new businesses from 2006-2021.

The ceremony Friday night honored communities, individuals, businesses, and 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.

Creative New Promotion, Affiliate Tier Awarded to Main Street Albany.

A committee of dedicated volunteers, local producers, and business owners started meeting in March 2021 to plan a farmers' market on Albany's downtown courthouse square.

The group enlisted the help of the University of Missouri Extension, a

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county specialist in nutrition and health education, and a horticulturist. A location was secured in front of a vacant building but in the same outdoor space being used by a swap & shop group on Thursdays that was already creating customer traffic.

The new farmers market operated every Thursday from May through October, launching on May 6th of 2021 with seven vendors. With the change of seasons, produce became more plentiful and more vendors were added to meet the increased demand. With the increase in foot traffic, the downtown retailers saw an increase in customers in their businesses as well.

The market inspired local entrepreneurs to test their products including a budding baker, local beekeeper, and coffee shop concept. The coffee shop became a reality by occupying a storefront selling coffee drinks year-round. As fall came around and produce choices became limited, the market expanded into handmade soaps, woodworking items, artwork, jewelry, and rugs. After a successful first year in 2021, the market is currently back for 2022 in downtown Albany.

For more information on this award contact Main Street Albany's Mackenzie Manring at 660-726-3807 or econdev@albanymo.net.