

August 5, 2022

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Excelsior Springs' Morgansites Awarded the Premier Partner for Small Business Recovery Plan 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.

Premier Partner Awarded to Excelsior Springs' Morgansites.

With 20 years of experience in helping area businesses get online, Morgansites had the technological resources small businesses needed to transition to an online presence. They made a split-second decision to offer free websites with online e-commerce not only to businesses located in Downtown Excelsior Springs, but also in the surrounding communities. They offered a free professionally built six (6)-page e-

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commerce website at no cost for six (6) months that included a home and about us page, online shop, customer account dashboard, shopping cart, and blog page.

The Morgan's understood the negative impact business closures would have on the local economy and wanted to provide this opportunity to prevent loss of revenue and business closures. This effort was genuinely focused on helping mom-and-pop businesses stay afloat in troubling times. Over 15 businesses took advantage of the free e-commerce site and saw a direct benefit of online revenue since their doors were closed to walk-in traffic. Many have kept the e-commerce site giving them a diversified revenue stream going forward.

The Downtown Excelsior Partnership strongly believes that Morgansites is recognized as a Premier Partner not only for its Small Business Recovery Plan, but for their work and dedication it contributes to downtown and the entire community every day.

For more information on this award contact Downtown Excelsior Partnership, Inc's Executive Director Lyndsey Baxter at 816-637-2811 or exec@visitesprings.com.