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### **Downtown Lee's Summit Main Street's Downtown Resident Guide Awarded Creative New Promotion, Accredited & Associate 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, Accredited and Associate Tier Awarded to Downtown Lee's Summit Main Street.**

In preparation of hundreds of new residents moving into Downtown Lee's Summit as part of a major multifamily development, Downtown Lee's Summit Main Street developed a new Downtown Resident Guide. The goal for the project was to create a high-quality coffee-table style

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book that would serve as a downtown business directory, event calendar and a showcase of the unique range of businesses that call downtown home.

Overall, 32 downtown businesses participated in supporting the publication by purchasing ads for the guide. As part of the ad purchase, each business received a photo shoot with a professional photographer, a fully designed ad, and the rights to three to five (3-5) edited photos to use to promote their business, giving them additional marketing materials to use elsewhere.

The book is also available online and has been used as a residential and commercial recruitment tool by the organization and its partners. One of the key components of the guide includes information about the Main Street organization and the work they do to support downtown.

Downtown Lee's Summit raised \$23,000 in revenue to support the creation of the guide and with \$9,418 in expenses, they netted more than \$13,500, which helped support the organization during the pandemic. Additional editions will be developed in the future.

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