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Warrensburg's MKT Clothing Co. Awarded the Best Business Pandemic Response 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.

Best Business Pandemic Response Awarded to MKT Clothing Co. in Warrensburg.

Karen Vick and Rachel Mifflin are two young entrepreneurs and best friends who have started and grown various businesses in Downtown Warrensburg. Together they took a small idea and love of fashion into a pop-up shop now known as MKT Clothing Co. The new shop opened in October of 2019.

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The two entrepreneurs started live sales events on social media with mixed reviews and low viewership. Then a pandemic happened, and online sales events were becoming mainstream. Their first COVID live video was a huge success and weekly events kept them in touch with their customers. It was such a success that they relied on friends and family to provide delivery within 48 hours in the Warrensburg area. Sales were 120% more than most pre-COVID months with one month being 680% over their top sales month ever. This increase in sales led to move to a larger location in late 2020.

Karen and Rachel are dedicated to customer service and still hand deliver all packages within 48 hours of purchase in the area and all LIVE sale packages are mailed the same night. The level of service has made MKT Clothing Co. a staple in downtown Warrensburg. They were also featured during a Missouri Main Street Mornings on Main webinar on growing online businesses. These two ladies are true examples of entrepreneurs fighting through the struggles of business ownership and a pandemic to triumph and thrive regardless of their circumstances.

For more information on this award contact Warrensburg Main Street's Executive Director Jill Purvis at 660-429-3988 or director@warrensburgmainstreet.org.