

Missouri Main Street Downtown Revitalization Awards – 2015

July 31, 2015

Missouri Main Street Connection, Inc.

Gayla Roten, State Director

Office: 417-334-3014

Cell: 417-332-7941

glroten@momainstreet.org

Missouri Main Street Connection Inc. (MMSC) presented downtown revitalization awards on July 30, 2015, recognizing revitalization excellence during the Annual Missouri Main Street Conference in Kansas City, Missouri.

Missouri Main Street Connection launched as a non-profit organization in 2005, is designed to help communities preserve their historic buildings and reinvigorate their downtown districts. MMSC has served 178 communities across the state of Missouri. Through this work, the communities actively participating in the Missouri Main Street Program have successfully created 432 net new businesses and 2,605 net new jobs.

Based on economic data collected from the communities in the top three tiers of the Missouri Main Street program, since 2006, \$668 million of private investments have been made in the Main Street communities. For every dollar appropriated to MMSC by the state of Missouri, \$1,857 of private investments were made. Public investments by municipal governments have totaled \$127.9 million in improvements to infrastructure.

A ceremony Thursday night 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 14 different categories that covered aspects of design, economic restructuring, organization, promotion and other efforts in downtown revitalization. The Missouri Main Street Connection hosted the Evening of Excellence Awards at The Westin at Crown Center in Kansas City.

The highlight of the evening was the presentation of the Great American Main Street Award (GAMSA) to the Main Street organization in Cape Girardeau, Old Town Cape. Old Town Cape initially received this award at the National Main Streets Conference in Atlanta, Georgia.

“Old Town Cape richly deserves the Great American Main Street Award,” said Gayla Roten, State Director of Missouri Main Street Connection (MMSC). “The Old Town Cape Director, Marla Mills, and the Board of Directors have a dedication and passion for revitalization that should be emulated by every Main Street community in Missouri. We are delighted to celebrate this award with Old Town Cape and all the people who are engaged in the Main Street revitalization effort in Cape Girardeau.”

Each year, The National Main Street Center, a subsidiary of the National Trust for Historic Preservation, recognizes the country’s best examples of comprehensive commercial district revitalization. A national jury selected the GAMSA winners for 2015 based on successful and innovative uses of the Main Street Four-Point Approach®, while using historic preservation as the basis for all their revitalization activities.

The National Main Street Center presented the Great American Main Street Awards during the conference's Opening Plenary Session on March 30. The other two 2015 award winners were Montclair, New Jersey, and Rawlins, Wyoming.

Renovation of Salon Vogue in Warrensburg wins award for Best Large-Scale Project

The building at 119 Holden Street proved to be a challenging property in Warrensburg's downtown district. While the last business to occupy the property closed in 2005, the property owner still had a sentimental attachment to the building. Eventually, the property owner agreed to sell the buildings so that a new business could take advantage of its prime location downtown. Nicole Hufty bought the building in May of 2014 and moved her business, Salon Vogue to the more prominent location.



Nicole, originally established her business in a different downtown location, but knew that as she expanded she wanted to take advantage of the prime location of Holden Street as the perfect place to grow her business. Nicole and her husband tackled all of the demolition of the interior of the building themselves. The only historic pieces that could be salvaged were the walls and ceiling. While there were times that Nicole questioned if the project would be worth it, she persevered and the renovation was completed 11 months later. The final product transformed the once dilapidated building on Holden Street into a viable business space with eye-catching curb appeal.

Judge's Comment: Great project! It is a nice blend of a historic building and an upscale, modern business. Nicely done.

For more information on this award contact Warrensburg Main Street Executive Director Julie Turnipseed at 660-429-3988 or wmaintst@embarqmail.com

Adam Warren Law Office, of Chillicothe, wins award for Top Façade Rehabilitation over \$10,000

Adam Warren Law Office, owned by attorney Adam Warren, underwent a \$35,000 façade rehabilitation that was completed in December 2014. The façade rehabilitation was very unique in that it didn't just enhance one building's appearance. The architecture of the whole block was unified by this work.

Adam Warren opened his private practice in the downtown building in 2006. He finished the interior remodel in 2009 and the exterior façade work was finished in December 2014. The metal slipcover on the façade was replaced with a brick façade. A balcony off the second floor was also added. The rehabilitation of the law office shows not only the importance of façade rehabilitations in downtown districts but also the importance of the pride of ownership.

Judges comment: This project "really transformed the building into a unique historic asset for the downtown. I love the recessed balcony...the restored façade is nicely done and tied together well. Really awesome job!"



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

BRINK: Downtown Sikeston Magazine wins award for Outstanding Special Project

Led by Editor-In-Chief and Historic Downtown Sikeston board member Colby Williams, BRINK was created to highlight the events and atmosphere of downtown Sikeston. The idea for BRINK came to Colby as a way to highlight the downtown district for community members and visitors and show a side of the district that he felt many overlooked. He wanted the magazine to showcase the art, food, entertainment and lifestyles that were taking place downtown.



Supported by a group of volunteers, including a photographer, graphic designer and a few writers, all of whom supported the vision for the magazine and downtown Sikeston, Colby worked to promote downtown in a way that would inspire not only visitors, but property owners, small business owners and citizens to become involved in downtown. The successful first issue showcased downtown through dynamic photos and confident writing. Not only did the magazine draw in advertisers, but the “Downtown Living” feature resulted in three existing apartments renovating their spaces and work to begin on 13 new apartments.

Printing the magazine costs \$2,800 for 4000 copies of the 48 page, full color, 10 ½ by 11 inch publication. It is distributed manually to area businesses and hotels. In upcoming issues, the staff hopes to feature events such as the new Tributary Film Festival and the perennial Wine and Beer festivals. Expanding BRINK’s online presences is also a goal to engage readers even more.

For more information on this award contact BRINK Editor-in-Chief Colby Williams at 573-380-9121 or brinkdowntownsikeston@gmail.com

Cape Girardeau’s former Federal Building wins award for Best Adaptive Re-Use Preservation Project

The rehabilitation of the former Federal Building in Cape Girardeau won the award for Best Adaptive Re-Use Preservation Project in a tie with Lee’s Summit’s History Museum. Old Town Cape nominated the redevelopment of the former Federal Building in Cape Girardeau for the Best Adaptive Re-Use Preservation Project. The construction of the building was completed in 1968 and remained in use by the federal government until 2007 when the Rush Limbaugh Federal Courthouse was built. Once the building became vacant there were many different proposed uses but none of these routes were taken. One challenge that potential developers faced with the project was the massive size of the building, 46,000 square feet. A creative solution was needed in order to utilize the space.



In 2014, a local developer, the Janus Development Group purchased the building and provided critical upgrades in order to make it a viable option and asset for downtown Cape Girardeau. The Janus Development Group was also

sensitive to the historic qualities of the structure such as the judge's bench and witness stand in the old courtroom which were preserved.

In the short time that the building has been open, 13 leases have been filled bringing a number of new businesses to downtown Cape Girardeau. These include law practices, photographers and Codefi, a creative co-working space that focuses on entrepreneurship, business development and helping startup businesses reach their full potential. The project demonstrates everything that Old Town Cape promotes and has become a major asset to their downtown district.

For more information on the award contact Old Town Cape Executive Director Marla Mills at 573-334-8085 or marlamills@oldtowncape.org

Lee's Summit History Museum wins award for Best Adaptive Re-Use Preservation Project

The Lee's Summit History Museum won the award for Best Adaptive Re-Use Preservation Project in a tie with Cape Girardeau's former Federal Building. The museum is part of the \$2.9 million cultural arts bond initiative passed in April 2013 by the residents of Lee's Summit. Built in 1939 by the Works Progress Administration, the



building at 220 SW Main St. has served as the U.S. Post Office, City Hall and offices for local nonprofit ReDiscover before becoming a history museum.

The \$660,000 restoration of the building allowed the Lee's Summit Historical Society to move the town's museum to a more prominent location with easy access for visitors and increased exhibit space. Hidden from visitors, the former museum space was tucked in the corner of the historic train depot and had limited space for exhibits and storage.

The project was completed by the City of Lee's Summit who leased the space to the historical society. Hollis + Miller served as architect for the project and the contractor was The Wilson Group. Renovations began in August 2014 and the Lee's Summit History Museum celebrated its opening on April 22, 2015.

This project represents more than 40 years of work by the Lee's Summit Historical Society. The museum includes exhibits featuring former prominent downtown businesses such as Browning Mercantile. Also featured in the museum, is the restored Depression-era mural titled "Pastoral" that was painted by Terry Gilien in 1940 when the building was used for the post office.

For more information on the award contact Downtown Lee's Summit Main Street Executive Director Jody Fristoe at 816-246-6598 or jody@downtownls.org

Chillicothe's Sliced Bread Saturday wins award for Top Promotional Event

The award for Top Promotional Event went to Main Street Chillicothe for its Sliced Bread Saturday event that highlighted the history of Chillicothe as well as the present activity in the downtown district. To celebrate their history as the home of Sliced Bread, Main Street Chillicothe created an event, Sliced Bread Saturday, to celebrate the historic spirit of Chillicothe commerce, culture, and creativity that is still centered in the downtown district.

The event celebrated the past and present of Chillicothe with A Walk In Time living history mural tour; two family entertainment performances in the downtown outdoor venue, the Silver Moon Plaza; business sidewalk sales; wide variety of street vendors; and the annual Bread Baking Contest. It was reported that over 600 visitors attended the event from 8:00 a.m. until 1:00 p.m.

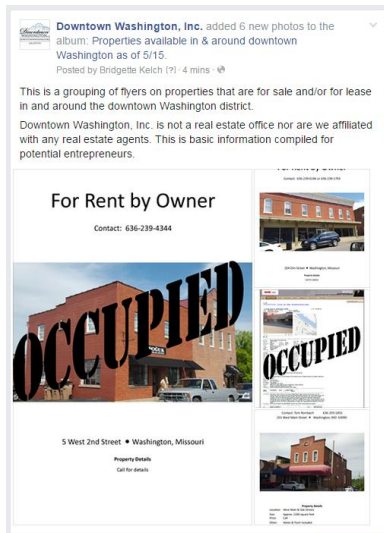
By inviting downtown businesses to participate in the sidewalk sale, the event also helped the owners increase customer traffic and sales. Sixteen businesses participated in the sale which allowed them to show gratitude and hospitality to their customers. One popular store in the area, Madison Avenue Fashion Exchange, said that it was their highest sales day ever.



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

Downtown Washington, Inc. wins award for Top Business Recruitment/Retention Project

As in every town, Washington, Missouri's downtown district has properties for sale or lease just waiting for a new business to take advantage of the space. However, Washington didn't have a single place that would provide all of these listings to potential downtown business owners. To remedy this issue, Downtown Washington created a specific album on their Facebook page that would be devoted to all of the available properties.



The album provides a resource to business owners looking to move downtown, expand from current downtown location or individuals looking to invest in downtown commercial property. Properties are found for the album through the property management groups that represent the properties. The staff also uses internet searches for properties in their area that are for sale or lease. Quarterly, a volunteer takes a tour of the district to find properties for the album. They make notes of signs in windows and the addresses of the buildings so that the organization can contact the property owners or representatives for more information.

When a property is sold or leased, the staff add an "occupied" graphic to the photo to let viewers know to look for a new business at that location. The information collected by Downtown Washington is also an available resource for the Chamber of Commerce, City of Washington and property professionals. The album has become a useful tool and Downtown Washington often gets phone calls regarding the properties. This allows them the opportunity to discuss the new business with the interested party and offer their services.

For more information on this award contact Downtown Washington, Inc. Executive Director Bridgette Kelch at 636-239-1743 or bkelch@downtownwashmo.org

Beth and David Jungmeyer of California win the “Stick Out Your Neck” award

Beth and David Jungmeyer of California won the Stick Out Your Neck Award in a tie with Jim Mauer from Cape Girardeau. Beth and David Jungmeyer were vital to California Progress, Inc. (CPI) in establishing a connection between the organization and Missouri Main Street Connection as well as re-energizing CPI.

In 1989, California Progress, Inc. was formed by several business men in the area who wanted “to encourage, promote and coordinate communitywide tax base improvement, restoration and retention of historical properties and landmarks, schools, fair housing opportunity and community appearance.”

In 2011, the program hit a wall after completing the restoration of the old theatre in town, known as The Finke Theatre. The organization was stagnate and began discussing dissolving the organization. In 2012, David and Beth Jungmeyer became involved and attended Missouri Main Street Connection’s annual conference. The couple returned re-energized and hoped to do the same for CPI. To do this, Beth wrote a MMSC Affiliate Matching Grant application to receive services from MMSC over a two year period. Over those two years the California Historic District was formed, conferences were attended and interest in Main Street was sparked in CPI once again. David and Beth Jungmeyer were able to renew the community’s excitement in California’s downtown.



For more details about the award, contact California Progress, Inc. Executive Director Susan Burger at calproginc@hotmail.com or 573-690-9667

Jim Maurer of Cape Girardeau wins the “Stick Out Your Neck” award

Jim Maurer, of Cape Girardeau, won the Stick Out Your Neck award for his work in the creation of the Cape Girardeau Community Improvement District (CID) in a tie with California’s Beth and David Jungmeyer. Jim started



his work with Old Town Cape in 2004 where he served on the Board of Directors. After his second term, he continued to work with the Cape Girardeau organization’s steering committee to facilitate the formation of a downtown community improvement district.

As a business owner with a regional presence, Jim risked inviting negative reactions from people in the community who would be opposed to his advocacy of the new tax. Jim ‘stuck his neck out’ for the organization repeatedly to ensure that the job was done correctly. Jim led the committee by helping set the boundaries of the district, coordinating the monetary aspect of the work and participating in most all legal, city council and media discussions. Jim assumed the lead position for the steering committee on public and council presentation, and media and property owner inquiries.

After putting much work into the original CID, Jim facilitated a difficult discussion with the committee to redraw the boundaries of the district based on a section of the original district’s lack of support. This resulted in a new petition being drafted and signatures gathered once again. Starting from scratch once again did not deter Jim. The new boundaries contained 268 properties, down from the original 460.

Five years after the first informational meeting of the committee, the sales tax on the CID was first collected on January 1, 2015.

For more information on this award contact Old Town Cape Executive Director Marla Mills at 573-334-8085 or marlamills@oldtowncape.org

Thomas R. Higgins Accounting, LLC, of Cape Girardeau wins award for Business Excellence

Thomas R. Higgins Accounting, LLC, of downtown Cape Girardeau, won the award for Business Excellence, in a tie with Excelsior Springs' Molly Roberts Studio. Nominated by Old Town Cape, Thomas R. Higgins Accounting, LLC (TRH Accounting) has served the downtown district in Cape Girardeau for 30 years. During its tenure, TRH Accounting has been a community supporter and advocate for Cape Girardeau's historic district.

While not the type of business one might first associate with a downtown district, TRH Accounting provides numerous services to the community but specifically small businesses in the downtown. From tax preparation and payroll services, to bookkeeping, financial statement preparation and more, the staff is equipped to properly manage the 'behind-the-scenes' elements of area businesses. TRH Accounting is so dedicated to helping small businesses, that they often provide their services to these businesses for free or at a reduced rate. The entire company is dedicated to helping the community.

Owner Thomas R. Higgins enjoys having his business in the downtown district so that he can talk with others and get to know his neighbors. He loves the sense of community that downtown offers. Active in many community organizations, Tom was a founding board member of Old Town Cape and continues to be involved in various committees and events. It is businesses like TRH Accounting and business owners like Tom that create a special culture in Cape Girardeau's downtown.



For more information on this award contact Old Town Cape Executive Director Marla Mills at 573-334-8085 or marlamills@oldtowncape.org

Molly Roberts Studio, of Excelsior Springs, wins award for Business Excellence

Molly Roberts Studio, of downtown Excelsior Springs, won the award for Business Excellence, in a tie with Cape Girardeau's Thomas R. Higgins Accounting, LLC. Molly Roberts, owner of Molly Roberts Studio in downtown Excelsior Springs is a business owner that truly supports the downtown district of Excelsior Springs as well as their Main Street organization, the Downtown Excelsior Partnership (DEP). She is always involved in the activities of the downtown. In the last year, her business has expanded into a larger building and she has relocated and is currently living in the downtown as well.



Part of Molly's success is her willingness to participate in events and activities along with her friendly personality and customer service

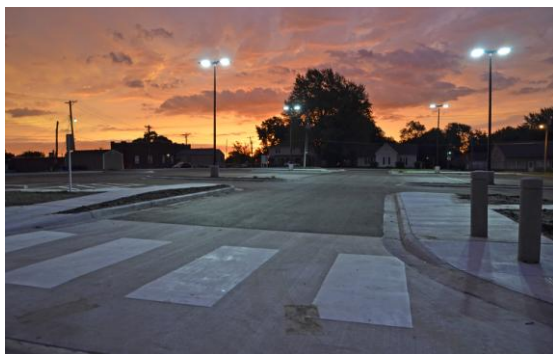
standards. This service extends into the art and craft classes that she teaches to both adults and children. One of her youth programs is the Budding Artist Club coordinated through a partnership with the Parks and Recreation Department. This weekly class teaches art skills that are no longer part of the school curriculum.

Molly helps the downtown district with their various events in any way that she can, even when volunteering conflicts with her class schedules. She is innovative in finding ways in which she can make both work.

For more information on this award contact Downtown Excelsior Partnership Executive Director Lyndsey Baxter at exec@visitesprings.com

Collaborative effort in Blue Springs wins award for Best Streetscape and Public Improvement Project

The improvements to the downtown streetscape and public space in Blue Springs resulted from collaboration between local downtown business owners, the Chamber of Commerce, Blue Springs Downtown Alive! and the City of Blue Springs. Blue Springs' Downtown Master Plan outlined a critical parking need for the downtown district and these organizations took it as an opportunity to not only solve the issue but also to invest in streetscape.



The Design Team was interested in adding bike racks, benches and waste receptacles along Main Street in the downtown district. John Pennington, the owner of the local downtown bike store, "The Bike Stop" was contacted for help with the bike racks. Not only did he design a bike rack, but he also offered to manufacture and donate all of the bike racks. Downtown Alive! purchased the benches and waste receptacles after considering the aesthetic aspects of the district. The investments by Downtown Alive! and The Bike Stop totaled \$10,450.

Downtown Alive! donated all of the benches, trash receptacles and bike racks to the city who agreed to assume all future maintenance and liability. The project represents a strong, collaborative, multi-dimensional project that impacts the downtown in a variety of ways.

For more details about the award contact Blue Springs Downtown Alive! Executive Director Cindy Miller: cmiller@amcommbank.com or 816-228-2300

Gordon Hadden, of Liberty, wins Volunteer of the Year Award

An individual honored during the ceremonies was Gordon Hadden, who won the award for Volunteer of the Year. He was nominated by Historic Downtown Liberty, Inc. (HDLI) It is vital for all Main Street organizations to have a strong volunteer base, and Liberty's Gordon Hadden exemplifies this. Initially, Gordon was involved with HDLI because his late wife Coni was on the HDLI Board of Directors, however, over the years, he has become an integral part of the volunteer support system for HDLI.

One of the first tasks Gordon helped with was to establish scholarships for volunteers interested in attending Missouri Main Street Connection's (MMS) downtown revitalization conference Get Plugged In...Downtown. As



a result of this work, HDLI was able to send more representatives to the conference and learn many strategies for furthering their work in their historic downtown. Gordon has also been involved in the downtown district as a property owner. Gordon helped HDLI and the City's economic development team establish a Chapter 353 tax abatement program so that there would be a tool to support property owners in the downtown business district. Without Gordon's vision and follow through, this wouldn't have been possible.

Over the years, Gordon has served as the co-chair of the Economic Development Team and on the HDLI Board of Directors. Recently, Gordon has taken the lead on working with downtown property owners to try to pass a Community Improvement District (CID) to maintain the infrastructure of downtown.

For more information on this award contact Historic Downtown Liberty, Inc. Executive Director Vicki Vance at 816-781-3575 or vicki@historictownliberty.org

Main Street Chillicothe wins award for Best Economic Restructuring Project

This past holiday season, Main Street Chillicothe opened the Main Street Holiday House Store in the downtown district. The vision for the project came from the organization's Economic Restructuring Committee who hoped



the store would provide a place for small businesses in the area to get their name and products some public exposure with hopes of these businesses growing into a store front in downtown Chillicothe. The Main Street Holiday House Store acted as an incubator for these small businesses who could not support a store front yet, but had the potential for becoming a downtown merchant.

The Economic Restructuring Committee chose vendors that were viewed as exceptional small businesses and also complemented the vision of the store. Main Street Holiday House was open select hours Thursday through Saturday from November 6th to December 20th with the exception of Thanksgiving. Promotional events were planned by Main Street Chillicothe each Saturday to bring even more visitors to the store.

As a result of the Holiday House, 3 of the 9 vendors have their products featured in Chillicothe businesses. The committee plans to have another Holiday House in the fall of 2015.

Judge's comment: I think this is a powerful example of an organization setting the stage for economic success in the district. By promoting entrepreneurship in a direct, positive and supportive fashion, Chillicothe is growing its own economic drivers of downtown success.

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

Maryville's 4th Street Improvement Project wins award for Outstanding Public Partner

The 4th Street Improvement Project won the Outstanding Public Partner Award as a joint project completed by the City of Maryville and Northwest Missouri State University. In 2012, the University-City Collaboration (UCC) focus group was formed to identify solutions and potential partnerships for typical issues such as off-campus housing, infrastructure, and student community inclusion. One of the first issues to be addressed was the separation often associated with the city and the university. The edges of campus seemed to stand as an invisible

border between the students and the community even though the campus is located in the heart of the community.

Fourth Street, along which the university's main entrance was located, served as the main corridor between downtown and the university. The UCC announced on September 26, 2012 a groundbreaking partnership for the design of the corridor. Design began in 2013 and included notable features such as a decorative archway that would blend elements from both the city and the university. Through numerous grants, half of the estimated \$2 million construction cost was raised with the city and university jointly pledging the remaining funds. This marked the first time that Northwest Missouri State University had contributed financial dollars towards off-campus projects.



Completed in the spring of 2015, the project serves as an avenue of community pride symbolizing the strong partnership between the university and the city. The project was not only a success but has since led to other project partnerships between the two organizations.

For more information on this award contact the Maryville City Manager Greg McDanel at 660-562-8001 or gmcDaniel@maryville.org

Liberty's Jonna Wensel wins the Outstanding Public Official Award

Jonna Wensel has served as the main point of contact with the city for Historic Downtown Liberty, Inc. (HDLI) since the organization's beginning, first in her capacity as the Historic Preservation Planner and presently as Community Development Manager. She also volunteers for the organization at many of their events. In addition to her work with HDLI, Jonna also serves as the city liaison for the Liberty Arts Commission. The commission partners with HDLI for the Liberty Arts Squared Festival. Jonna has been vital in the success of this festival and is willing to complete any task necessary to ensure that visitors enjoy the festival.

Jonna has been instrumental to HDLI as they have evolved over the years by always being willing to answer questions or lend a hand. HDLI considers the City of Liberty an integral partner in all of their efforts downtown and Jonna serves as the champion for the organization in that partnership. This type of relationship is invaluable to any Main Street community.



Curt Wenson, City Administrator also commends this relationship, "Jonna has been a vital link between the City and Liberty's downtown merchant organizations for nearly 10 years. She is vocal and creatively advocates for efforts to revitalize and bring attention to the unique needs and features of our historic downtown...Thanks in large part to Jonna's leadership and that of Historic Downtown Liberty, Inc., the future of our Main Street organization and our historic downtown area is bright."

For more information on this award contact Historic Downtown Liberty, Inc. Executive Director Vicki Vance at 816-781-3575 or vicki@historicdowntownliberty.org

Ralph Gregory and the Washington Historical Society win award for Heritage Travel

Downtown Washington Inc. nominated Ralph Gregory and the Washington Historical Society Self-Guided Walking Tour for the Heritage Travel award. In 1959, Ralph Gregory pioneered the defense of historic properties and



legacy of Washington, Missouri. Ralph founded the Washington Historical Society that year and began his lifelong campaign to save the history of the town. To this day, Ralph, soon to celebrate his 106th birthday in September, has served as an active member of the historical society.

About 30 years ago, Ralph created a list of historic properties and their descriptions for visitors to use to visit the important structures of Washington. His list was the beginning of the Historical Society Self-Guided Walking Tour. Unfortunately, over the years some of the structures on this initial list were lost due to lack of maintenance or expansions. To help stop the loss of these historic structures, it was decided that a new format should be used for the list.

Over the years the Washington Historical Society Self-Guided Walking Tour has grown to include 68 properties that represent the importance of Washington's history. It helps visitors and residents of Washington connect with the history of the town. Also included on the tour are interesting facts and 'did you knows' connected with Washington. The tour serves Washington as a great resource and, as Ralph said at his 100th birthday party, "Local history is good for you, just look at me!"

For more information on this award contact Downtown Washington Inc. Executive Director Bridgette Kelch at 636-239-1743 or bkelch@downtownwashmo.org

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