

July 29, 2025

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Missouri's Premiere Downtown Revitalization Conference: Evening of Excellence Awards Ceremony & Dinner Awards - 2025

Branson, MO. – Missouri Main Street Connection (MMSMC) presented 23 awards during Missouri's Premier Downtown Revitalization Conference's Evening of Excellence Awards Ceremony and Dinner at the St. Charles Convention Center to communities, individuals, businesses, and organizations from across the state that completed exemplary work in downtown revitalization.

Missouri Main Street Connection Awarded the Best Downtown Housing Project Award to Joplin Commons for the Pennington Drug Company Rehabilitation Project

Joplin Commons received the award for their multi-year rehabilitation that transformed the formerly abandoned Pennington Drug Company building into the Pennington Lofts. This project retrofitted a 40,000 sq.ft., 1919 warehouse into a mixed-use development that offers twenty-one apartments and three commercial spaces in the heart of downtown Joplin, which was no easy feat. Joplin Commons overcame challenge after challenge including the COVID-19 pandemic, economic disruptions, and budget increases with the help of historic tax credits, historic tax credit bridge loan, Federal Tax Credit investor, Missouri Chapter 353 property tax abatement through the City of Joplin, and strong community support.

As a result of the rehabilitation, Downtown Joplin now has a one-of-a-kind industrial apartment option that rivals the lofts of New York with sky-bridges providing balconies for tenants, a 50-foot-long mural highlighting the climate-friendly act of building renovations and the inherent beauty of change, and much more.

The Pennington Drug Company Rehabilitation is more than just a housing project; it is a brilliant example of the economic and environmental impact of preserving history and building community. Lori Haun, Executive Director of Downtown Joplin Alliance, stated, "The Pennington Drug Company rehabilitation is truly an example of giving a 100-year-old building a better next century!"

About Downtown Joplin Alliance

Downtown Joplin Alliance is dedicated to the revitalization of the Downtown Joplin community as a thriving, safe, and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment.

For more information on this award, contact Downtown Joplin Alliance's Executive Director Lori Haun at lori@downtownjoplin.com or 417-529-3888.

Missouri Main Street Connection Awarded the Best Façade Rehabilitation Award to Maryville Florist

The building, located in the heart of Downtown Maryville, is a historic building that was constructed in the 1880's and housed a range of businesses over the decades, including a dry goods store, dry cleaner, and children's clothing boutique before becoming the long-standing home of Maryville Florists.

In 2024, the current owners completed improvements that focused on restoring the building's historic details and improved the long-term structural integrity. Following improvements, Maryville Florist adds to the vibrancy of Downtown Maryville with a refreshed awning, clean façade, and mural. Maryville Florist have also reported an improvement in business visibility and customer engagement.

The project has inspired neighboring property owners to consider physical improvements on their buildings causing a ripple effect that will inevitably strengthen Downtown Maryville. DeAnn Davison, Executive Director of Downtown Maryville, stated, "It's a striking, cheerful introduction to the historic district and a model on how strategic restoration can impact a business bottom line and Maryville's downtown identity."

The Maryville Florist is a shining example of how preservation-based economic development generates a higher return on investment through preserving history, supporting small businesses, and energizing a community.

About Downtown Maryville

Downtown Maryville is a community-driven, non-profit organization that advocates promoting community pride and retail business and highlights opportunities in Maryville's downtown corridor.

For more information on this award, contact Downtown Maryville's Executive Director DeAnn Davison at ddavison@maryville.org or 660-562-8001.

Missouri Main Street Connection Awarded the Best Historic Preservation Project Award to the Buckner-Ragsdale Event Center

The Buckner-Ragsdale building on Broadway in Cape Girardeau was redeveloped and returned to serve the local community as the Buckner-Ragsdale Event Center by new owners in 2024. As an event center with affiliations to the downtown Marriott Courtyard Hotel, it continues an almost 100-year legacy of being a place that people gather to form memorable experiences like its former roles as the Buckner-Ragsdale department store or Buckner Brewing.

Following the \$4.5 million redevelopment, this former underutilized, vacant, "white elephant" building now houses four event spaces including a large ballroom on the main floor with open floors and a stage for live entertainment, a second-floor loft with exposed brick walls and an amazing river view, a downstairs cellar space with stone walls, and a smaller, more intimate boardroom. This transformation returns the property to its former glory as a prominent, eye-catching, first impression to visitors and locals who enter the downtown Riverfront district.

This project was completed by utilizing local businesses in the building's redevelopment, in accordance with the Secretary of Interior's Standards and funded, in part, by both state and federal historic rehabilitation tax credits.

The Buckner-Ragsdale Event Center project brilliantly demonstrates the impact of locally-led and operated historic preservation-based economic development, which prioritizes thinking outside the box to create new uses for old spaces and bringing people together to re-energize and revitalize downtown.

About Old Town Cape

Old Town Cape is a community driven, nonprofit organization that utilizes the Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. They imagine Old Town Cape as a thriving, diverse downtown that is cultured, historic, and the pulse of Cape Girardeau.

For more information on this award, contact Old Town Cape's Executive Director Liz Haynes at lizhaynes@oldtowncape.org or 573-334-8085.

Missouri Main Street Connection Awarded the Best New Awareness Campaign, Accredited Tier Award to Historic Downtown Liberty

HLDI received this award for their Branding Campaign was a profound collaboration between their Promotion, Design, and Organization teams to create and unveil a new visual identity that was incorporated into their physical and digital presence as well as programs and initiatives that engaged long-time residents, newcomers, and visitors.

The branding campaign updated key visuals with modern design trends and seamlessly blends with the established visuals that laid a strong foundation for continued growth. It also was accompanied by a website redesign, incentive programs such as "Fun Money" and gift cards, promotional rack cards, new event artwork and signage, banners, and a new open flag program.

HLDI's new "open flag" program is one enhancement to specifically call out as it provided businesses with high-quality flags to display outside their storefronts, clearly indicating when they are open. Danelle O'Connell, Executive Director of HDLI, stated "This simple, yet effective program, not only increases foot traffic but also contributes to a more welcoming and cohesive atmosphere throughout the district."

HLDI received the Best New Awareness Campaign award for its blending of modern design with time-tested promotional tactics to bring new vibrancy to Downtown Liberty, which is an example to all Main Street programs on the impact that refreshing a Main Street's visual identity and executing targeted promotional strategies can have on foot traffic and engagement.

About Historic Downtown Liberty, Inc.

Historic Downtown Liberty, Inc. follows the Main Street Approach™, which focuses revitalization efforts in four areas: Design, Economic Vitality, Organization, and Promotion. Through this comprehensive and balanced approach, HDLI has achieved state and national accreditation for preserving the past and promoting the future of downtown Liberty, Missouri.

For more information on this award, contact Historic Downtown Liberty's Executive Director Danelle O'Connell at danelle@HistoricDowntownLiberty.org or 816-781-3575.

Missouri Main Street Connection Awarded the Best New Awareness Campaign, Affiliate Tier Award to Stanberry Main Street

Stanberry Main Street received this award for their Annual Giving Campaign that exceeded their goal of raising \$25,000. The money raised will fund Facade Improvement Grants for local downtown businesses and shows the community's enthusiastic support of downtown revitalization efforts.

Stanberry Main Street kicked off this fundraising campaign on July 4, 2024, during Stanberry's longest-standing tradition, the Fourth of July celebration. Over the course of three short months, they raised \$27,000 to support continued economic growth, community participation, and increased pride in their town through donations big and small. The grand announcement of their success came from Organization Co-Chair Megan Jennings at their Street Lights and Small Town Nights event.

They exceeded their goal in fundraising through a multi-channel approach that included a signature and creative element to their promotional campaign, which was the opportunity to donate \$18.79, a tribute to the year Stanberry was founded. Terri Johnson, Project Director for Stanberry Main Street, stated "This historically symbolic donation option captured hearts and added a unique storytelling aspect to our appeal." Additionally, Stanberry Main Street volunteers reached people through personalized letters, news articles, social media posts, participated in parades, and manned a booth at their tent during their Fourth of July celebration.

The Stanberry Main Street Annual Giving Campaign is a stellar example of facilitating a comprehensive fundraising campaign that communities of any size can learn from.

About Stanberry Main Street

Stanberry Main Street is a community-driven, non-profit organization that is devoted to revitalizing, creating, and preserving their vibrant, quaint, and evolving community into a place for residents and visitors to enjoy and call home.

For more information on this award, contact Stanberry Main Street at stanberry.mainstreet@gmail.com.

Missouri Main Street Connection Awarded the Creative New Promotion, Accredited Tier Award to Downtown Lee's Summit Main Street

Downtown Lee's Summit Main Street received the award for their Merry Swiftmas event that was a Taylor Swift inspired, 35th birthday celebration. This birthday celebration showcased why Downtown Lee's Summit Main Street is a Great American Main Street Award-winning Accredited Main Street program with the reputation in historic preservation and revitalization as well as a titan in the world of event planning and creative promotions.

Downtown Lee's Summit Main Street's volunteers crafted Merry Swiftmas as a joint birthday celebration since they coincidentally share a birthday with a Taylor Swift. Merry Swiftmas was the most anticipated special event of 2024 in Lee's Summit. Downtown Lee's Summit Main Street went all in and brought the magic of Taylor Swift's The Eras Tour to Downtown Lee's Summit where they raised over \$25,000 for their organization, sold 800 tickets to Merry Swiftmas, and 300 t-shirts.

During Merry Swiftmas, Downtown Lee's Summit was able to spotlight local businesses in Downtown to boost sales and provide a creative, over-the-top experience for residents and visitors through the planned activities which included pop-up bars, special attractions, merchandise, themed food & drink, and more.

The Merry Swiftmas event hosted by Downtown Lee's Summit Main Street is a perfect example of a magical, unforgettable, fun, creative, over-the-top experience that can only happen on Main Street.

About Downtown Lee's Summit Main Street, Inc.

Downtown Lee's Summit Main Street strives to promote, enhance, and preserve the heart of their city by cultivating a diverse mix of businesses, cultural and family-friendly events, unique housing options, and inclusive public spaces. They believe that their downtown is the past, present, and future heart of their community.

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

Missouri Main Street Connection Awarded the Creative New Promotion, Associate Tier Award to Delmar Main Streets

Delmar Main Streets received this award for the expansion of their Commemorative 15th Annual Sista Strut Walk and Parade that celebrates the resilience of black women facing breast cancer and raises awareness about early detection and support resources for Breast Cancer Awareness Month.

In 2024, this event expanded down the Delmar corridor and into the afternoon with multiple activation sites in the Delmar Maker District and the East Loop Commercial Improvement District (CID) following the morning walk that blended health awareness, arts, culture, and economic activation into one unforgettable experience.

The event saw over 10,000 participants visiting curated sites along the safe, coordinated, route that included: The Moonrise Hotel rooftop for a celebratory post-walk reception; Prime 55 for "Think Pink" brunch specials; survivor recognition; and The Fountain, Steve's Hot Dogs, and Alpha Brewing for a day-long free Zumba marathon that concluded with an ice cream finale at The Fountain.

Delmar Main Streets accomplished this through a variety of collaborations and partnerships that included iHeart Media, Sista Strut Organizers, Shirley Bradley LeFlore Foundation's Kranzberg Arts Fellow, Siteman Cancer Center, and more.

The Commemorative 15th Annual Sista Strut Walk and Parade deserves the Creative New Promotion, Associate Tier Award because of its impactful expression that spans and links multiple areas within a larger district that fostered economic activity, promoted health, and promoted community connectivity.

About Delmar Main Streets

Delmar Main Streets follows the Main Street Approach™, which focuses revitalization efforts in four areas: Design, Economic Vitality, Organization, and Promotion. Through this comprehensive and balanced approach, they promote entrepreneurship and equitable development along the Delmar corridor while reimagining the district as vibrant, thriving, and united!

For more information on this award, contact Delmar Main Streets' Executive Director Felice McClendon at director@delmarmainstreet.org.

Missouri Main Street Connection Awarded the Creative New Promotion, Affiliate Tier Award to Stanberry Main Street

Stanberry Main Street received this award for their *Street Lights and Small Town Nights* that was a landmark event that united residents and visitors in celebration of small-town charm, highlighted local business support, and shared purpose.

Promoted as a project implemented by the Promotion Committee of Stanberry Main Street, this new promotional experience attracted people downtown for fun including a performance by "Railway," a well-known local band; socializing where ages 21 to 80 mingled under a canopy of string lights; and financial support of Stanberry Main Street's revitalization efforts, which totaled \$23,000 in gross ticket sales from over 300 tickets sold.

As a newer Main Street program, the success of *Street Lights and Small Town Nights* gave the program credibility as an organization that has the capacity to plan, promote, and host a high-quality event that truly served the community. Stanberry Main Street Board President shared, "We didn't just talk about revitalization—we made it real. We created a night where everyone felt proud to be part of Stanberry."

Stanberry Main Street's *Street Lights and Small Town Nights* is a model for a creative, high-impact promotion that sparks momentum and community spirit. Through magical moments like this Main Streets can showcase their mission in action and lay the foundation for the future, long-term growth, excitement, and interest in the Main Street organization and its historic commercial district.

About Stanberry Main Street

Stanberry Main Street is a community-driven, non-profit organization that is devoted to revitalizing, creating, and preserving their vibrant, quaint, and evolving community into a place for residents and visitors to enjoy and call home.

For more information on this award, contact Stanberry Main Street at stanberry.mainstreet@gmail.com.

Missouri Main Street Connection Awarded the Main Street Business Recruitment, Accredited Tier Award to Old Town Cape

Old Town Cape received this award for their ongoing Main Street Business Recruitment efforts that have revitalized downtown Cape Girardeau, which is a large downtown district with 130 blocks consisting of multiple commercial areas at various stages of revitalization. They accomplished this by successfully recruiting businesses to the district, helping to revitalize vacant properties, create jobs, and foster increased foot traffic throughout the area.

Downtown Cape Girardeau's vacancy rate across its large district is down to 20% and is a product of Old Town Cape's strategic approach to business recruitment, commitment to fostering a vibrant downtown, and collaboration with local leaders, business owners, and the community. One component of their strategic approach is their **Vacancy to Vibrancy** open houses. Old Town Cape reports that they average close to 100 attendees each year for the **Vacancy to Vibrancy** event with about 50% of participating properties being leased or sold within a year following the event.

On top of a low vacancy rate, Liz Haynes, Executive Director of Old Town Cape, shares the steps behind securing the right downtown tenant, "it's about fostering long-term growth and community engagement. Our recruitment plan includes personalized, high-touch outreach to prospective business owners including a district driving tour."

Old Town Cape deserves the Main Street Business Recruitment, Accredited Tier Award for their years of success in business recruitment, which stems from strong support from their community

and a comprehensive, data driven strategy.

About Old Town Cape, Inc.

Old Town Cape is a community driven, nonprofit organization that utilizes the Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. They imagine Old Town Cape as a thriving, diverse downtown that is cultured, historic, and the pulse of Cape Girardeau.

For more information on this award, contact Old Town Cape's Executive Director Liz Haynes at lizhaynes@oldtowncape.org or 573-334-8085.

Missouri Main Street Connection Awarded the Main Street Business Recruitment Associate Tier Award to Danny and April True for The 229 Project.

Danny and April True, two local entrepreneurs and community leaders, received this award for fostering economic vitality through innovation, partnership, and people-first development. They created the 229 Project, in partnership with Lebanon Missouri Main Street, as a business incubator and life-changing package that provides a physical space, tools, mentorship, and momentum to one selected entrepreneur.

The 229 Project revealed that Downtown Lebanon is full of entrepreneurial potential with 67 applications from business owners.

The project team selected Carmen's, a locally owned deli and bakery, following their submitted business plans and pitch presentations. The entrepreneur behind Carmen's received six months of free rent, six additional months of reduced rent, and a three-year lease in The 229 Project, a renovated 2,500-square-foot storefront. Carmen's also received a fifteen-thousand-dollar remodel budget and mentorship from a hand-selected team of local professionals.

The runner up, Snickelfritz Boutique, a scrapbook and craft store, decided to also open a storefront in Downtown Lebanon after being inspired by the experience. This means that The 229 Project successfully recruited two new small businesses to the district.

The 229 Project is an outstanding accomplishment and an example of how partnerships and vision bring transformational business recruitment to life with community-wide impact.

About Lebanon Missouri Main Street

Lebanon Missouri Main Street creates and promotes a vibrant hub for Lebanon. The stakeholders behind Lebanon Missouri Main Street strive towards their dream of having Downtown Lebanon be the heart of their community by supporting historic revitalization, economic growth, and a thriving community.

For more information on this award, contact Downtown Lebanon Main Street's Executive Director Sarah Angst at director@downtownlebanonmo.com or 417-533-2522.

Missouri Main Street Connection Awarded the Outstanding Economic Impact Project Accredited Tier Award to Downtown Excelsior Partnership, Inc.

Downtown Excelsior Partnership, Inc. (DEP) received this award for their Annual Report Campaign titled, "The Numbers. The Impact. The Future." that boldly raised public awareness of their measurable success, fiscal stewardship, and impact.

The annual report was shared through a comprehensive, multi-platform strategy including a printed and digital report, a formal presentation to City Council, and a powerful email campaign delivered to local investors, stakeholders, and partners. In this report, DEP showcased their 2024 data which was collected via Placer.ai. The data included over 350,000 visits, representing a 1.62% increase, and a 7.8% increase in sales tax revenue, which is a direct reflection of successful marketing.

It is one thing to have an outstanding economic impact as an organization, but it is another thing to package that impact into an engaging and accessible format to drive continued engagement, financial support, and foot traffic. As a result of Downtown Excelsior Partnership's Annual Report Campaign, they strengthened their relationships with the City of Excelsior Springs, business owners, volunteers, and donors.

The Downtown Excelsior Partnership's Annual Report Campaign titled, "The Numbers. The Impact. The Future." is a successful campaign that other Main Streets can look to as an example for how their organization can offer their community a retrospective and a rallying cry.

About Downtown Excelsior Partnership, Inc.

Downtown Excelsior Partnership, Inc. was formed by local stakeholders to work hard together to shape the future of Excelsior Springs and develop Downtown Excelsior Springs as a dynamic place to live, work, shop, dine, and stay.

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

**Missouri Main Street Connection Awarded the Outstanding
Economic Impact Project Associate Tier Award to Danni
Eickenhorst, Steve Ewing, and Derrick Langeneckert**

Danni Eickenhorst, Steve Ewing, and Derrick Langeneckert received this award for their transformative partnership that brought over \$1 million in new investment and development to the Delmar Maker District.

These three entrepreneurs invested in a new construction project, Delmar Makers Locale, to house The Fountain, Steve's Hot Dogs, and Alpha Brewing Company. It also includes a multi-use space equipped with a welcoming indoor/outdoor shared patio, beer garden, and an all-season astro-turf pocket park featuring life-sized games and family-friendly amenities in a dynamic destination that blends food, music, craft beer, and community gathering into a powerful engine for economic vitality and cultural enrichment in St. Louis. It also deeply enhances the quality of life in the Delmar district.

Since opening, this team has solidified the block as a "go next" neighborhood destination, driving new visitors, repeat customers, and additional investment. This project is a powerful anchor for the Delmar Main Street district and marks the pivotal moment in this district and neighborhood's growth as one of 12 new restaurants that opened in 2024.

Danni Eickenhorst, Steve Ewing, and Derrick Langeneckert are deserving of the Outstanding Economic Impact Project Associate Tier Award for their leadership in the transformation of a once-vacant lot into a vibrant hub where neighbors and visitors alike can taste, see, shop, eat, and play.

About Delmar Main Street

Delmar Main Street follows the Main Street Approach™, which focuses revitalization efforts in four areas: Design, Economic Vitality, Organization, and Promotion. Through this comprehensive and balanced approach, they promote entrepreneurship and equitable development along the Delmar corridor while reimagining the district as vibrant, thriving, and united!

For more information on this award contact Delmar Main Street's Executive Director Felice McClendon at director@delmarmainstreet.org.

Missouri Main Street Connection Awarded the Outstanding Community Empowerment Grant Community Award to Stanberry Main Street

Stanberry Main Street received this award for igniting their community, restoring momentum to its historic downtown, and building the framework for a vibrant future through MMSC's Community Empowerment Grant.

Within the first two years as a Main Street program, Stanberry Main Street has exceeded expectations as a new program by implementing projects and initiatives through action planning at a high caliber. This is due to the widespread community support that started prior to being accepted into the Community Empowerment Grant program with over 100 community members coming together to make the application.

Every step of the way, Stanberry's volunteers and city officials have committed to seeing their community revitalized, leading to outstanding impacts from their Fourth of July tradition and other events, visible improvements, business inventory that included home businesses, clean-up days, wayfinding and entry signage, and partnerships.

Stanberry Main Street has even forged a strong county-wide partnership with other Main Street organizations in Gentry county. Representatives from Albany, King City, and Stanberry hold monthly meetings and a planned 2025 county-wide shop local campaign demonstrate the organization's commitment to regional collaboration.

Because of their impact locally and regionally, Stanberry Main Street deserves the Outstanding Community Empowerment Grant Community Award.

About Stanberry Main Street

Stanberry Main Street is a community-driven, non-profit organization that is devoted to revitalizing, creating, and preserving their vibrant, quaint, and evolving community into a place for residents and visitors to enjoy and call home.

For more information on this award contact Stanberry Main Street at stanberry.mainstreet@gmail.com.

Missouri Main Street Connection Awarded the Outstanding Community Empowerment Grant Community Award to West Plains Downtown Revitalization

West Plains Downtown received this award for the extraordinary progress through MMSC's Community Empowerment Grant.

During their time in the Community Empowerment Grant, West Plains Downtown's board coalesced, advisors got involved, committee chairs led volunteers to implement projects, and partners were recruited. They have formed over 10 partnerships that include the City of West Plains, Ozark Radio News, Ozarks Small Business Incubator, Council on the Arts, National Association of REALTORS®, and more.

They have had an outstanding impact on their community with the clear vision they established through the Community Empowerment Grant, leading to initiatives like a National Trust for Historic Preservation Coloring Book, real estate tours, alley activation, First Thursday Strolls, wayfinding, beautification, downtown cleanups, Sounds Downtown, and more.

Another major accomplishment that West Plains Downtown has achieved within their first two years is hiring a full-time executive director who helps coordinate the organization's efforts.

Because of their local impact that has shifted attitudes about downtown, fostered building revitalizations, and assisted in the creation of new businesses, West Plains Downtown Revitalization deserves the Outstanding Community Empowerment Grant Community Award.

About West Plains Downtown Revitalization

West Plains Downtown Revitalization is a community-driven, non-profit organization that is developing a vibrant and creative downtown district that enriches the community and supports economic vitality through revitalization, promotion, and historic preservation.

For more information on this award contact West Plains Downtown Revitalization at downtownwestplains@gmail.com.

Missouri Main Street Connection Awarded the Premier Partner, Accredited Tier Award to University of Central Missouri's Athletic Department

University of Central Missouri's (UCM) Athletic Department received this award for the dedication of their student athletes who contributed over 300 volunteer hours to Warrensburg Main Street.

In 2024, the University of Central Missouri's Athletic Department increased their commitment of collaboration with Warrensburg Main Street. The UCM student athletes, who have extremely limited free time due to their school and Division II commitments, consistently participated in downtown clean ups and other office organization efforts as well as committed to help with the Burg Fest Street Fair.

For the Burg Fest Street Fair, over 50 athletes showed up ready to work from teams including UCM Mules Basketball, UCM Jennies Basketball, UCM Wrestling, and the Student-Athlete Advisory Committee. These students were vital in moving over 100 fence panels, erecting multiple festival tents and organizing our office with enthusiasm that reduced the time to complete tasks from several hours to under an hour.

Following setting up the festival, students returned over the course of the weekend to help with other tasks including emptying over 60 rolling trash cans into the dumpsters.

The University of Central Missouri's (UCM) Athletic Department and its students deserve to receive the Premier Partner, Accredited Tier Award for the college's encouragement of community support specifically to Warrensburg Main Street and the students commitment to their community, character, and commitment to excellence.

About Warrensburg Main Street

Warrensburg Main Street, Inc. promotes, improves, and preserves the unique character and economic vitality of downtown Warrensburg while embracing our growing community through a group of visionary community leaders and staff. They strive to continue economic growth and positive change that betters Warrensburg's historic downtown and community.

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

Missouri Main Street Connection Awarded the Premier Partner, Associate Tier Award to the City of Jackson

The City of Jackson received this award for their continued and growing support of downtown revitalization in Jackson by partnering with the Uptown Jackson Revitalization Organization. This support is provided through annual funding, office space, resources, manpower, leadership, and volunteer hours, which directly assists in bringing people together, foster civic pride, and contribute to the ongoing development of Jackson as a whole.

In 2024, the City of Jackson increased their financial support of Uptown Jackson to \$35,000. This allowed Uptown Jackson to expand their capacity, plan more ambitiously, and enhance the quality and scope of the services and events they offer. This is a major milestone for Uptown Jackson as this funding represents approximately 16% of their total budget illustrating the strength of their organization in implementing the diversified funding principle of the Main Street Approach™ and leveraging city funding with other funding sources.

The businesses, residents, and visitors of Uptown Jackson benefit from this collaborative relationship between the City and the Main Street organization as events are able to be planned effectively and efficiently as well as seasonal amenities that create vibrancy and community pride are installed and maintained.

The City of Jackson is a long-standing and invaluable supporter that exemplifies what the relationship between a Main Street and City should be, one that actively champions for the success of their community.

About Uptown Jackson Revitalization Organization

Uptown Jackson Revitalization Organization preserves the character of their outstanding community with unique qualities to be treasured, occasionally polished, and frequently put on display.

For more information on this award, contact Uptown Jackson Revitalization Organization's Executive Director Kaci Hubbard at directorujro@gmail.com or (573) 200-6542.

Missouri Main Street Connection Awarded the Premier Partner, Affiliate Tier Award to Mosaic Medical Center - Maryville

Mosaic Medical Center – Maryville received this award for their continued and growing support of downtown revitalization in Maryville by partnering with Downtown Maryville.

In 2024, the Mosaic Medical Center – Maryville increased their efforts to participate and sponsor Main Street events such as the Downtown Maryville Market, Annual Turkey Trot, Annual Stakeholder Meeting, and Downtown Maryville Retreat. As a result, these events continue to grow with new programming and activities that attract more foot traffic for local businesses who participate in the events.

The new health and wellness programming, from Mosaic Medical Center – Maryville's partnership, stems from their Community Health Needs Assessment goals that seek to cultivate a thriving local ecosystem, healthier workforce, and more vibrant community in Downtown Maryville. Examples of the programming include free health screenings, educational information, and mobile clinics. For the Downtown Maryville Market, the "Kid's Club" is new programming that further Maryville as a healthy, connected community.

For Downtown Maryville's Annual Stakeholder Meeting and Downtown Maryville Retreat, Mosaic Medical Center – Maryville also contributes meeting space and meals.

The Mosaic Medical Center – Maryville are true champions of their local community and an illustration on how anchor institutions can engage with Main Street to promote shared goals.

About Downtown Maryville

Downtown Maryville is a community-driven, non-profit organization that advocates promoting community pride and retail business and highlights opportunities in Maryville's downtown corridor.

For more information on this award, contact Downtown Maryville's Executive Director DeAnn Davison at ddavison@maryville.org or 660-562-8001.

Missouri Main Street Connection Awarded the Small Scale Placemaking Activity, Accredited Tier Award to Old Town Cape

Old Town Cape received this award for their Community Garden, which is the perfect intersection of Cape Girardeau's identity as a vibrant center of community engagement and sustainable urban revitalization, the spirit of Main Street, innovative placemaking, environmental stewardship, and downtown activation.

Once an unused greenspace, Old Town Cape's Community Garden has become a community treasure in the two years since it was created. A variety of partnerships strengthened the garden including those with local businesses, Master Gardeners from the University of Missouri's Extension office, neighborhood volunteers, Rotary Clubs, and local farmers.

This welcoming, 1,000-square-foot herb garden supports community connectivity and small businesses as a gathering place for programming and connections while also producing an incredible amount of fresh herbs for nine months out of the year that are donated to local food banks, harvested by chefs at downtown restaurants, utilized by farmers market vendors as well as dried, labeled, and packaged for donation.

Old Town Cape hosts monthly community workdays during the market season where everyone can participate in seasonal garden activities fostering cross-generational connections as seniors share gardening knowledge with younger participants.

The Old Town Cape Community Garden is a model for creative, impactful placemaking that strengthens downtown's identity, builds meaningful connections, and measurably enhances the Main Street district's vitality.

About Old Town Cape

Old Town Cape is a community driven, nonprofit organization that utilizes the Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. They imagine Old Town Cape as a thriving, diverse downtown that is cultured, historic, and the pulse of Cape Girardeau.

For more information on this award contact Liz Haynes the Executive Director of Old Town Cape at lizhaynes@oldtowncape.org or 573-334-8085.

Missouri Main Street Connection Awarded the Small Scale Placemaking Activity, Affiliate Level Award to Main Street Albany

Main Street Albany received this award for their Campbell Park project, the newest, temporary gathering place in Albany. This project brought to life a property following the demolition of a 1900's post office on their downtown courthouse square.

In partnership with the City of Albany, Main Street Albany's design committee and board of directors developed a plan to utilize the empty lot with removable fixtures that immediately activated the space while providing flexibility when they found a developer to reimagine the property. With the Smith Street Park across the street the committee landed on a temporary gathering space for the community that would increase the visual attractiveness of downtown while also expanding the useable area during their farmers market and other downtown events.

Since its completion in June of 2024, Campbell Park has contributed to the Albany Square Farmers Market season and Albany's annual music festival "Rhythm 'N' Roots Festival". Main Street Albany included amenities in the park such as sun sails, outdoor furniture items, and landscaping elements including wood mulch, flowers, and more. This was all accomplished through support from the city, local businesses, and community members who contributed time, equipment, items, and financial support.

Main Street Albany's Campbell Park is a Small Scale Placemaking Activity that exemplifies what it means to create a community gathering place with the support of the community.

About Main Street Albany

Main Street Albany engages as a community partner to celebrate Albany's history and culture, promote economic advancement, and preserve downtown architecture.

For more information on this award, contact Main Street Albany at mainstreetalbany@gmail.com.

Missouri Main Street Connection Awarded the Spirit of Main Street, Accredited Tier Award to Dave Eames

Dave Eames received this award for his unwavering dedication, leadership, and vision, which has been instrumental to Downtown Lee's Summit Main Street's (DLSMS) revitalization successes.

Since 1990, Dave Eames and his family have called Downtown Lee's Summit home. This would eventually lead to volunteering with DLSMS as the business owner of Fossil Forge. In 2013, Dave joined the DLSMS board of directors and presided as president from 2017-2021, helping lead the organization through a period of significant growth and recognition. Major milestones under his leadership include hosting the 2018 Main Street Now Conference's Big Bash and winning the American Planning Association's Great Neighborhood Award.

Dave's impact is visible throughout Downtown Lee's Summit and beyond. He's designed banners and event logos as well as fabricated the downtown information kiosks from his home garage while serving as the chair of DLSMS's Design Committee. He championed the return of neon signage to downtown where there are now more than 60 neon signs inside and out throughout downtown. His innovative cultural program, Neon Nights, opens his studio to showcase this distinctive craft to packed crowds. In 2015, he began financially investing in Downtown Lee's Summit by renovating properties. Beyond Lee's Summit, Dave has contributed his expertise to communities across Missouri and Kansas by preserving neon signage. He was recognized as the Citizen of the Year by Mayor Bill Baird in 2024.

Dave Eames embodies what it means to be a champion of downtown, blending his personal skills with leadership, volunteerism, and collaboration.

About Downtown Lee's Summit Main Street, Inc.

Downtown Lee's Summit Main Street strives to promote, enhance, and preserve the heart of their city by cultivating a diverse mix of businesses, cultural and family-friendly events, unique housing options, and inclusive public spaces. They believe that their downtown is the past, present, and future heart of their community.

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

Missouri Main Street Connection Awarded the Spirit of Main Street, Associate Tier Award to Tina Weber

Tina Weber received this award for her years of dedication, leadership, commitment, and passion for community development with Uptown Jackson. She's been instrumental in facilitating partnerships, coordinating various professional development events, promoting local businesses with a "Business Spotlight", and organizing fundraisers.

Tina has worked alongside fellow board members, committee members, and Uptown Jackson staff over the years in different capacities over the years. She has volunteered in various roles including the Economic Vitality, Organization, and Springfest Events Committee, and serves as the current Board President.

Tina prioritizes volunteering 10 to 20 hours each month with Uptown Jackson for activities while maintaining a demanding full-time career as a Senior Private Banker with Banterra Bank. Her extraordinary time commitment is matched by her unwavering enthusiasm, positive spirit, and financial support. She generously supports Uptown Jackson through personal financial contributions, which further underscores her dedication to the organization's long-term success.

Kaci Hubbard, Executive Director of Uptown Jackson, shared, "We are deeply grateful for all that she does for Uptown Jackson and her community. She is known in Jackson for her collaborative leadership, willingness to mentor new volunteers, and ability to inspire those around her to get involved and make a difference."

Tina Weber embodies what it means to be an active community champion, consistently investing her time, energy, and resources to advance the mission and goals of Uptown Jackson.

About Uptown Jackson Revitalization Organization

Uptown Jackson Revitalization Organization preserves the character of their outstanding community with unique qualities to be treasured, occasionally polished, and frequently put on display.

For more information on this award, contact Uptown Jackson Revitalization Organization's Executive Director Kaci Hubbard at directorujro@gmail.com or (573) 200-6542.

Missouri Main Street Connection Awarded the Spirit of Main Street, Affiliate Tier Award to Stephanie Campbell-Yount

Stephanie Campbell-Yount received this award for her leadership, dedication, hands-on approach, and unwavering commitment to revitalizing and strengthening Downtown Maryville.

In 2017, Stephanie began her journey as a business owner, property developer, mentor, board member, and advocate in Maryville when she purchased a downtown building to open Blue Willow, a women's clothing boutique.

This commitment would lead to years of collaboration and volunteering with Downtown Maryville including as a board member from 2018 to 2024 and now as the Economic Vitality Committee chair, where she consistently brings fresh ideas, strategic thinking, and an action-oriented approach.

Stephanie has played a vital role in expanding Downtown Maryville's reach and effectiveness through key initiatives such as: property development and revitalization, mentorship and knowledge sharing, state and national advocacy, public space enhancement, and innovative use of resources.

Her efforts have created lasting change, not only with the Downtown Maryville organization, but also with the brick and mortar buildings that embody the district. Her influence will continue to shape the downtown landscape for and inspire others to invest in the future downtown Maryville.

Stephanie Campbell-Yount embodies what it means to be a true champion of your local community.

About Downtown Maryville

Downtown Maryville is a community-driven, non-profit organization that advocates promoting community pride and retail business and highlights opportunities in Maryville's downtown corridor.

For more information on this award, contact Downtown Maryville's Executive Director DeAnn Davison at ddavison@maryville.org or 660-562-8001.

Missouri Main Street Connection Provided Special Recognition to Downtown Joplin Alliance

The Downtown Joplin Alliance received special recognition for their Joplin Arts Fest Field Guide that was part arts magazine, part festival program, and part whimsical sketchbook.

The Joplin Arts Fest Field Guide was a forty-two page, spiral bound booklet that celebrated the 10th anniversary of the Joplin Arts Fest in bold, colorful fashion; highlighted the amazing fine artists and live performers of the weekend; and created an interactive artifact that would live beyond one weekend in September by enabling residents and visitors to explore Joplin in a new way.

Kimberly Zerkel, a local professional writer and Arts Fest committee member, led the writing team of partnering organizations such as Connect2Culture, Post Art Library, the Joplin Regional Artists Coalition, and Spiva Center for the Arts. The assets and articles collected and featured in the first half of the booklet introduced visitors to the world of the festival, Main Street and beyond. The second half of the booklet was crafted to be pure fun with "Prompts & Circumstances" which allowed kids and adults to sketch, journal, and reflect throughout Downtown Joplin.

As a Main Street organization, Downtown Joplin included information on historic preservation that highlighted the historic buildings of Downtown Joplin, promoted small businesses, and expanded the idea of how art is integrated into the everyday world.

Downtown Joplin's Joplin Arts Fest Field Guide encompassed what it means to be a Main Street program by uniting partners, people, and creativity to make a one of a kind experience that generated an economic impact, love for community, and so much more.

About Downtown Joplin Alliance

Downtown Joplin Alliance is dedicated to the revitalization of the Down-town Joplin community as a thriving, safe, and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment.

For more information on this award, contact Downtown Joplin Alliance's Executive Director Lori Haun at lori@downtownjoplin.com or 417-529-3888.

About Missouri Main Street Connection

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. Since 2006, Missouri Main Street districts have seen \$1.4 billion in public and private investment and MMSC has worked in over 150 communities. These Missouri Main Street communities and districts are thriving and vibrant by engaging the community members in revitalization strategies to create experiences that preserve their history and culture. Follow Missouri Main Street Connection on Facebook @MissouriMainStreetConnection and Instagram @MOmainstreet.

For additional information, contact State Director Gayla Roten at 417-334-3014.

Mailing address for inquiries: PO Box 1066, Branson, MO 65615.