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July 29, 2025

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

Branson, MO. – Missouri Main Street Connection (MMSC) awarded the Outstanding Economic Impact Project Accredited Tier Award to Downtown Excelsior Partnership, Inc. during Missouri's Premier Downtown Revitalization Conference's Evening of Excellence Awards Ceremony and Dinner at the St. Charles Convention Center. They were one of the 23 community, individual, business, and organization award recipients that were recognized Thursday night.

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.

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.

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