

# Welcome!



# Introductions

1





# Ben White



**SOUTHEAST MISSOURI**  
STATE UNIVERSITY • 1873



# Main Street 101

# 2





# What is Main Street?

- **Organization** – National Main Street Center and Missouri Main Street Connection, non-profit organizations.
- **Methodology** focused on economic development to revitalize older, traditional districts.
- **Network** that connects communities, coordinating programs and downtown professionals.
- **Brand** that is a registered trademark and seen as the premier downtown revitalization program.
- **Advocates** a return to community self-reliance, local empowerment and the rebuilding of traditional commercial districts based upon their unique assets.



# Why Main Street?

“There is simply no more cost-effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

-Donovan Rypkema



180+  
communities



A map of the state of Missouri is shown in green. It is populated with numerous red-outlined circles and yellow stars. The red circles are distributed across the entire state, with a higher density in the eastern half. The yellow stars are also distributed across the state, with a notable concentration in the western half. The map illustrates the geographic spread of communities seeking assistance and main street communities throughout Missouri.

○ COMMUNITIES SEEKING ASSISTANCE  
★ MAIN STREET COMMUNITIES



# Main Street by the Numbers

2006-2024\*  
**Cumulative Stats That  
Generate New Jobs**



\*2024 1st QT- 3rd QT

# Main Street by the Numbers

Since 1980



**\$101.62 Billion**

Reinvested  
Locally



**175,323**

Net New  
Businesses



**782,059**

Net Gain  
in Jobs



**335,675**

Buildings  
Rehabbed



**35.3 Million**

Volunteer  
Hours

Image: Macon, Georgia © Jessica Whitley Photography



**MAIN STREET  
AMERICA™**

Nationally recognized.  
Locally powered.™





# Because ...MAIN STREET WORKS!





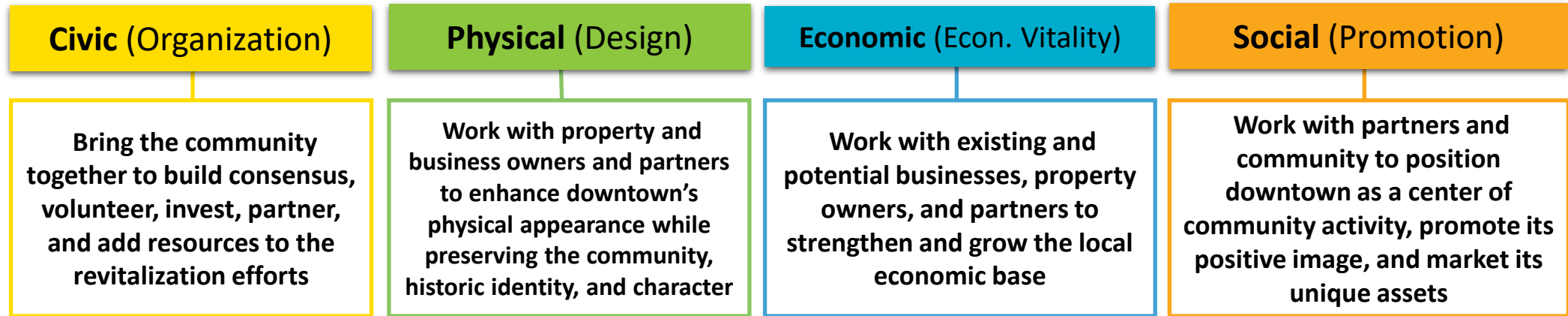
# HOW?

Through the Main Street 4-Point Approach!



a methodology to revitalize older,  
traditional business districts

# COMPREHENSIVE FOCUS TO REVITALIZATION THROUGH THE MAIN STREET APPROACH



Main Street is economic development.



## Main Street efforts must be comprehensive!



# Economic Vitality



# Business Retention



DATE  
ESTABLISHED



HOURS



EMPLOYEES



TRAINING  
OPPORTUNITIES



HOW CAN  
WE HELP?



WOULD YOU CONSIDER PARTICIPATING IN A  
COLLABORATIVE MARKETING CAMPAIGN?



## Monroe City, MO

# Business Recruitment



## Retail MarketPlace Profile

Chillicothe City, MO  
Chillicothe City, MO (2913690)  
Geography: Place

Prepared by Main Street Iowa and IEDA

### Summary Demographics

2015 Population	9,541
2015 Households	3,614
2015 Median Disposable Income	\$29,593
2015 Per Capita Income	\$21,226

### Industry Summary

NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
44-45,722	\$101,914,720	\$205,745,726	-\$103,831,006	-33.7	117
44-45	\$93,070,552	\$194,067,822	-\$100,997,270	-35.2	88
722	\$8,844,168	\$11,677,904	-\$2,833,736	-13.8	29

### Industry Group

NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
441	\$21,529,110	\$49,432,402	-\$27,903,292	-39.3	12
4411	\$18,042,060	\$47,231,242	-\$29,189,182	-44.7	7
4412	\$2,148,235	\$444,755	\$1,703,480	65.7	1
4413	\$1,338,815	\$1,756,405	-\$417,590	-13.5	4
442	\$2,308,590	\$2,675,448	-\$366,858	-7.4	4
4421	\$1,451,984	\$2,675,448	-\$1,223,464	-29.6	4
4422	\$856,606	\$0	\$856,606	100.0	0
443	\$3,929,664	\$1,631,930	\$2,297,734	41.3	4
444	\$4,313,653	\$11,190,962	-\$6,877,309	-44.4	12
4441	\$3,690,907	\$10,749,171	-\$7,058,264	-48.9	10
4442	\$622,746	\$441,791	\$180,955	17.0	2
445	\$15,161,825	\$46,200,738	-\$31,038,913	-50.6	8
4451	\$14,191,355	\$44,748,513	-\$30,557,158	-51.8	6
4452	\$532,537	\$314,278	\$218,259	25.8	1
4453	\$437,933	\$1,137,947	-\$700,014	-44.4	1
446,4461	\$6,161,513	\$9,405,776	-\$3,244,263	-20.8	9
447,4471	\$7,311,854	\$13,601,891	-\$6,290,037	-30.1	4
448	\$3,522,980	\$3,978,417	-\$455,437	-6.1	10
4481	\$3,374,044	\$1,908,313	\$1,465,731	8.9	6

## FOR SALE/LEASE

### 905 Main Street

### BUSINESS OPPORTUNITY

- Open main floor-approximately 2,000 square feet
- Original hardwood floors
- Storage rooms
- Spacious, dry basement
- New back windows
- New electrical, HVAC, and plumbing
- New spray foam insulation on back wall

- ADA bathroom
- Mezzanine
- Ceiling fans
- Light fixtures
- Back entrance railing
- Window trim

Contact Megan Derry for more information:  
director.mstrenton@gmail.com  
(660) 654-3716

# Trenton, MO



# Business Recruitment



## DOWNTOWN JOPLIN

### A GUIDE TO STARTING YOUR BUSINESS

#### KEY TO SUCCESS

We are excited you want to do business in Downtown! We are here to help you navigate the process and to connect you with the right folks along the way.

#### NEED MORE HELP?

Downtown Joplin Alliance  
Lori Haun  
417-501-9649  
lori@downtownjoplin.com  
downtownjoplin.com  
931 E 4th Street  
Joplin Missouri 64801

#### GETTING STARTED

##### YOU HAVE AN IDEA!

*Evaluate your business idea and develop your strategic plan. Here are some resources as you work through your business idea:*

- Evaluating your business idea (Small Business Development Center)  
<https://missouribusiness.net/article/evaluating-business-idea/>
- Outline for building your business plan  
<https://www.mosourcelink.com/guides/start-a-business/plan-your-business>  
<https://www.sba.gov/tools/business-plan/1>
- On-Line business plan templates  
<https://www.score.org/resource/business-planning-financial-statements-template-gallery>
- Consider meeting with a business counselor and/or attending a workshop. The Small Business Development Center provides free counseling to help with marketing, finance, management and technology development. In addition, Downtown Joplin Alliance and the Chamber are both ready to help with your business questions.



#### ADDITIONAL RESOURCES

Joplin Area Chamber of Commerce  
417-624-4150 [www.joplincc.com](http://www.joplincc.com)

Small Business Development Center (SBDC)  
417-625-3128 [sbdc@msu.edu](mailto:sbdc@msu.edu)  
[msutrainning.com](http://msutrainning.com)

MO Sourcelink  
866-870-6500 [mosourcelink.com](http://mosourcelink.com)

#### GET LEGAL!

*What's your name? Things to consider:*

- Is the name available in Missouri? Run a search here:  
<https://bsd.sos.mo.gov/BusinessEntity/BEsearch.aspx?SearchType=O>
- Search to ensure that there is an available website and e-mail extension to go with your business name. You can start your search here:  
<https://www.godaddy.com/domains/domain-name-search>

*What structure for your business?*

- It is important to consult an expert before making this critical decision but a good place to start your research is here:  
<https://www.sba.gov/starting-business/choose-your-business-structure>
- Form Your Entity. Create an account with the state of Missouri here:  
<https://bsd.sos.mo.gov/Account/AccountSetup.aspx?lobID=1>
- Get an employer identification number (EIN). Apply online here:  
<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>
- Sales Tax Number and other tax registrations: Contact MO Dept of Revenue.  
<https://dor.mo.gov/faq/business/register.php>

# Joplin, MO



# Housing



## PROPERTY EVALUATION FORM

### PROPERTY INFORMATION

ADDRESS:

### UNIT MIX AND RENT SCHEDULE

UNITS	ADDRESS	DESCRIPTION	SQ.FT	RENT PER MONTH (ACTUAL NOW)	TOTAL ANNUAL RENT
UNIT 1					\$0.00
UNIT 2					\$0.00
UNIT 3					\$0.00
UNIT 4					\$0.00
UNIT 5					\$0.00
UNIT 6					\$0.00
UNIT 7					\$0.00
UNIT 8					\$0.00
UNIT 9					\$0.00
UNIT 10					\$0.00
UNIT 11					\$0.00
TOTALS				\$0.00	\$0.00

ASSUMPTIONS / NOTES

## Joplin, MO



Economic Vitality

Design

# Facade Improvements



Chillicothe, MO



# Beautification



Pleasant Hill, MO



Clinton, MO



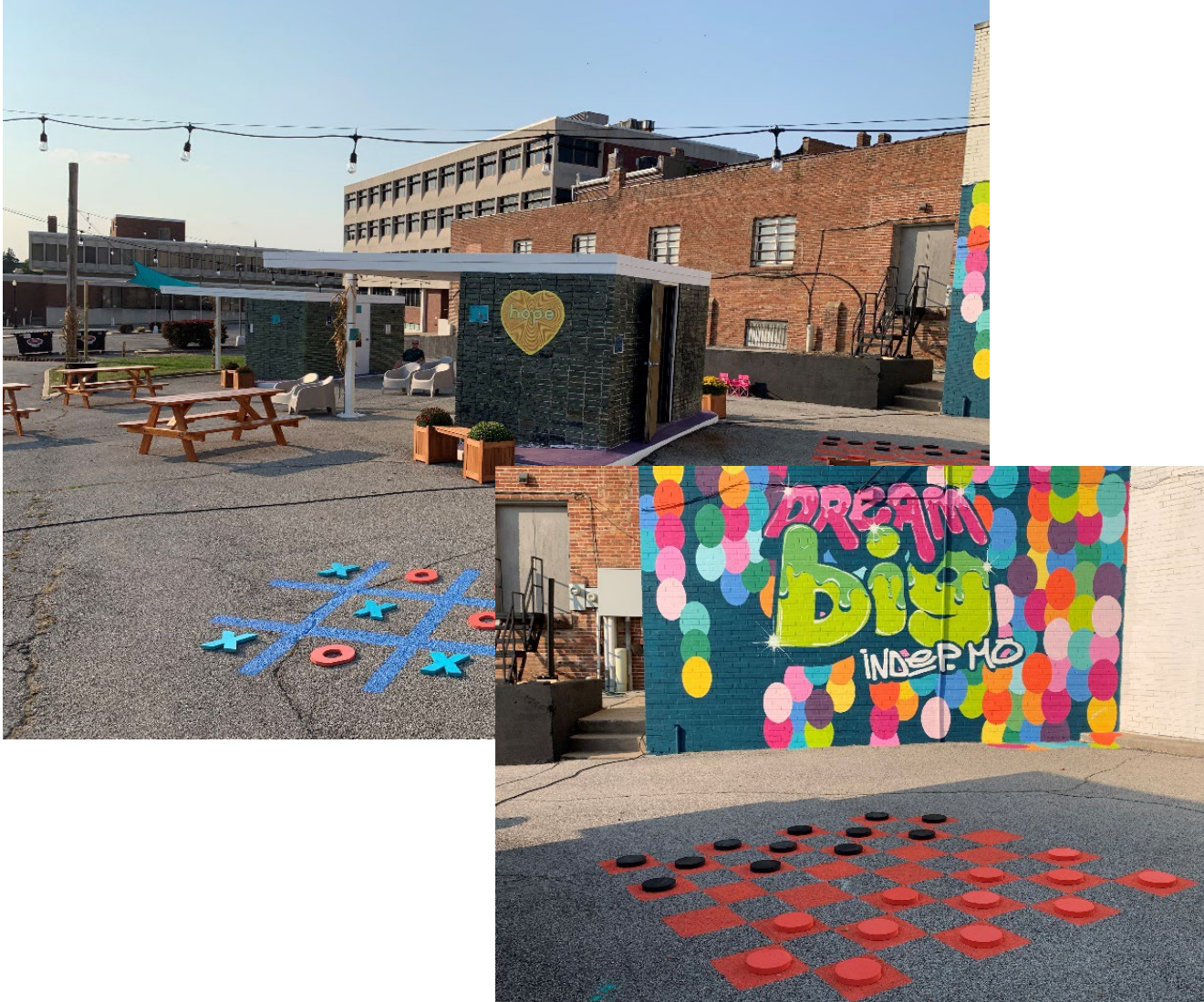
# Wayfinding



Brookfield, MO



# Placemaking



Independence, MO



# Historic Preservation



Chillicothe, MO







Economic Vitality  
Design

# Promotion

# Image-Building Events



Chillicothe, MO



Washington, MO



# Retail/Business Events



Excelsior Springs, MO

BROOKFIELD

HOLIDAY (S)HOP-SCOTCH

*Support your local businesses this season!*



Drawing Prizes:  
(Brookfield Bucks)

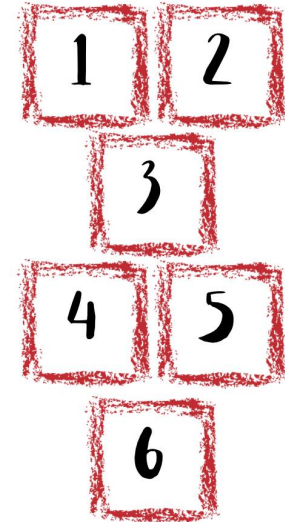
1st Winner: \$250

2nd Winner: \$200

3rd Winner: \$150

Collect 6 different stickers  
from the list of  
participating businesses  
on the reverse side.

To receive a sticker, you  
must spend \$20.00 or  
more.



Brookfield, MO



# Special Events



## Chillicothe, MO

# Selling Downtown



## Excelsior Springs, MO



Economic Vitality

Design

Promotion

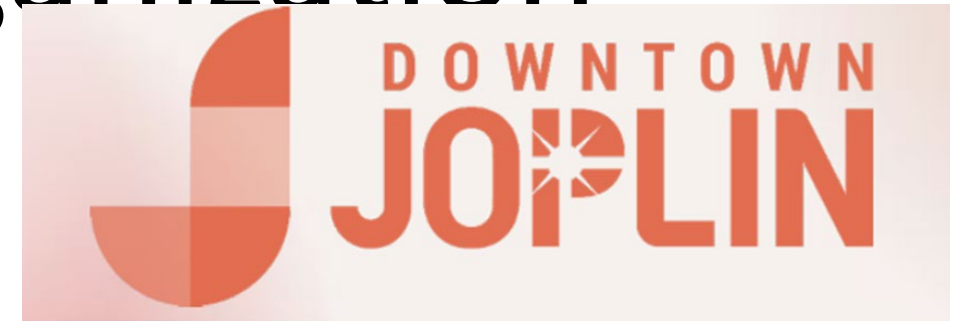
# Organization



# Selling the Organization



## Brookfield, MO



## Upcoming Events And Activities

Paris Week | February 12, 10:00 AM  
Empire Market, 931 E 4th St | [Facebook Updates](#)

Goats in the Garden | March 5, 10:00 AM  
Empire Market, 931 E 4th St | [Facebook Updates](#)

Quarterly B2B Networking | March 9, 3:30 - 4:30 PM  
Location TBA | [Facebook Updates](#)

Third Thursday - Go Green Downtown! | March 17, 5:30 - 8:30 PM  
Downtown Joplin | [Facebook Updates](#)

## Joplin, MO



# Fundraising

## Recent Highlights

- Recognized as a Missouri Main Street Connection and Main Street America affiliated program
- 1,200+ Volunteer hours in 2020 and 1,700+ in 2021
- Implemented a façade grant program to assist with needed building improvements
- Brought 6,000+ visitors to the Square during the Summer with the Harrisonville Farmers & Artists Market
- Attracted interest in the district with family friendly events like the Bicentennial Birthday Block Party, Junk in the Trunk Flea Market, Small Business Saturday & Christmas on the Square
- Maintained decorative flower pots and season pole banner program
- Introduced a destination marketing campaign including a billboard on I-49
- Regularly promoted the district to our 3,500+ followers on Facebook



## Our Mission

To encourage investment and entrepreneurship within the district, support investors and businesses with advice and direction, create community involvement with activities and events, cultivate partnerships with like-minded organizations and promote the unique historic heritage of the Harrisonville Square.

## Learn More

Visit us online at [lovethesquare.org](http://lovethesquare.org) to learn more about our non-profit organization, sign up for our monthly eNewsletter, donate online or find volunteer opportunities.

For additional questions, you may also contact by email at [contact\\_us@lovethesquare.org](mailto:contact_us@lovethesquare.org).

Downtown  
Harrisonville  
Partnership  
Opportunities

# Harrisonville, MO



# Chillicothe, MO



# Volunteer





# Creating Partnerships



## Marceline, MO

# Engage With Us

# 3







2025

# Community Empowerment Grant Workshop

Missouri Main Street Connection



West Plains

## Workshop Schedule

February 5, 2025  
10:00 am to 12:00 pm  
Governor Office Building,  
200 Madison St., Rm 315,  
Jefferson City, MO 65101

April 16, 2025  
10:00 am to 12:00 pm  
Governor Office Building,  
200 Madison St., Rm 316,  
Jefferson City, MO 65101

June 4, 2025  
10:00 am to 12:00 pm  
Governor Office Building,  
200 Madison St., Rm 460,  
Jefferson City, MO 65101

October 1, 2025  
10:00 am to 12:00 pm  
Governor Office Building,  
200 Madison St., Rm 315,  
Jefferson City, MO 65101

[info@momainstreet.org](mailto:info@momainstreet.org)

[momainstreet.org](http://momainstreet.org)

417-334-3014





# Mornings on Main



MAY 8, GREEN INITIATIVES ON MAIN STREET

# Dr. Is In Consultation



## Doctor Is In Consultation Submission Form

Fields marked with an \* are required

### Applicant Information

# 10 Ways to Connect with Missouri Main Street

1

Facebook



2

MoMainStreet.org



3

Resource  
Library

RESOURCE LIBRARY  
Inspiration a click away!

4

Instagram



5

Twitter/X



6

Downtown  
Chat



7

Telephone  
consultations



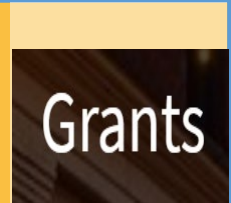
8

Newsletter



9

Grant Resource  
Directory



0

Mornings on  
Main





# Thank You!

**Ben White**

Senior Program Specialist

816-560-1722

Ben@momainstreet.org

