2024 ANNUAL REPORT

DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a not for profit organization facilitating economic development in the downtown district, securing a brighter future for the area.

In the past five years, more than $80 million in private investment in the district has brought 80 businesses and more than 100 apartments. With an additional 200 apartments in development, downtown is growing and evolving.

This progress is only possible with the support of the community, key partners, and public and private investment. Through collaboration, DJA has successfully positioned the heart of Joplin to attract employers, residents and visitors.



MAIN STREET AMERICA 2024 Accredited

MISSOURI MAIN STREET CONNECTION 2024 ACCREDITED PROGRAM

2024 ACCOMPLISHMENTS

EVENTS

- 17th season of **Third Thursday** included 8 events bringing more than 40,000 visitors to Main Street
- 7th season of **Empire Market**: 121 unique vendors over 52 weeks. Total vendor sales $501,894, doubled amount in the last 5 years
- 10th anniversary of **Joplin Arts Fest**

THRIVING BUSINESS

- **Fall in Love with Local** Promotional event included 25 businesses and distributed more than 800 game cards.
- **Walkabout Wednesdays** visiting and promoting downtown locations and businesses.

HISTORIC BUILDINGS

- Save the Hall Community Group is working on plan for **Memorial Hall** restoration.
- **Carnegie Library** under contract. Applied for environmental assessment.
- Environmental study on **Union Depot**. Solicited proposals for redevelopment of facility.
- Second annual **Lofts Tour** with nine locations

COMMUNITY

- **Downtown Now** quarterly educational and networking sessions
- **Holiday Decorating** and **Light up the Park**
- Twice monthly **Clean Team** volunteer events
- Inaugural **Evening of Excellence**, bringing in national speaker and recognizing downtown achievements.
- Began **ADA improvements on Empire Market** facility with ARPA funding
- **Free Kids Meals** every Saturday, over 8000 since 2020
- **Open Garden Days** during growing season

GRANTS AWARDED

- Dept of Ag grant for walk in cooler/freezer at Empire Market $43,000
- $50,000 grant from the 1772 Foundation for the Endangered Properties Fund
- Freeman Johnson, Hughes, Lemons, Cragin-Spiva local trust grants totaling $18,500
- Missouri Arts Council grant for music at the market, allowing for live music every week $3000
- $10,000 Missouri Humanities Grant for Arts Fest

WE ARE...

Luke Gibson, President
Shawn Hull, Vice Pres
Melodee Colbert Kean, Treas.
Jeremy Gibson, Secretary
Lisa Nelson
Derek Edwards
Todd Patterson
Anthony Monteleone
Emily Larson
Travis Stephens, Ex Officio
Tony Robyn, Ex Officio

Committees

Tiffany Blair
Sheri Sztamenits
Chad Brueckner
Carolina Neal
Jerrad Parise
Marriah Baker
Jamy Spry
Melody Dickey
Jill Halbach
Jane Cage
Angela Hudson

Staff

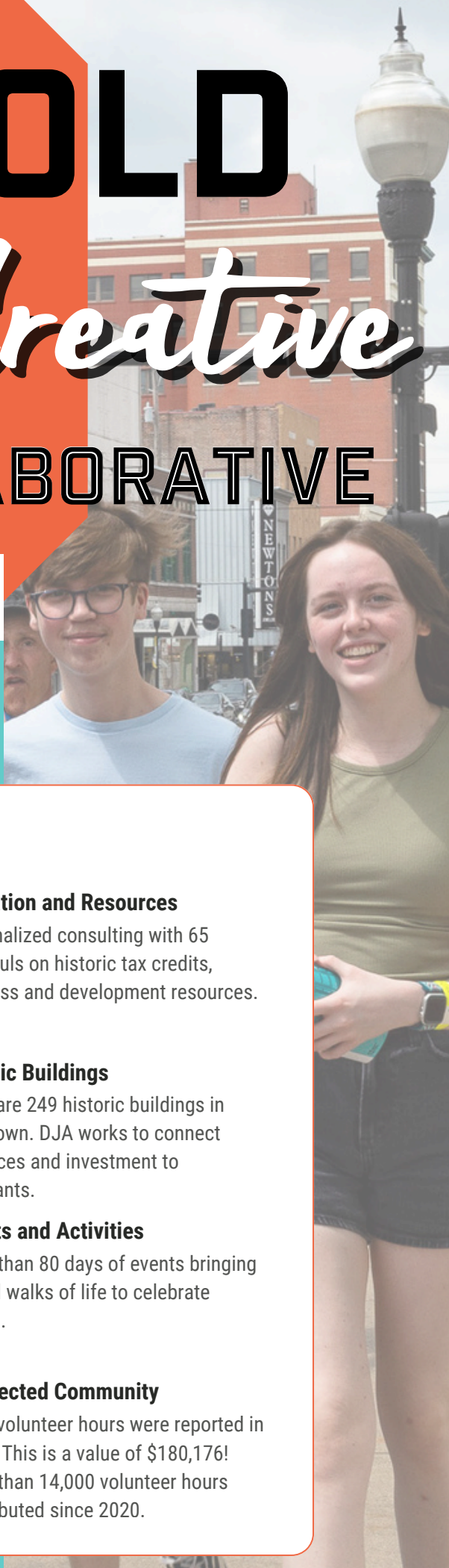
Lori Haun
Executive Director

Ivy Hagedorn
Programming and Marketing Director

Kristina Kosiorek
Operations Manager

Kearstin Mattox
Market and Events Assistant

BOLD Creative COLLABORATIVE



OUR MISSION

Downtown Joplin Alliance is a not for profit organization dedicated to the revitalization of the downtown community as a thriving, safe, and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment.

TRANSFORMATION STRATEGY

Entrepreneurship and Downtown Living to create a vibrant neighborhood.

BY THE NUMBERS

350 — **Downtown Housing**
Currently 350 units at 96% occupancy. Another 200 in progress.

500 — **Economic Impact**
More than 500 businesses call downtown home, creating more than 5000 jobs.

80 — **Private Investment**
More than 80 million in private investment in the last five years has changed the face of downtown.

100 — **Small Business Incubation**
DJA's Empire Market is more than a farmers market, serving as a start-up space for more than 100 entrepreneurs annually.

65 — **Education and Resources**
Personalized consulting with 65 individuls on historic tax credits, business and development resources.

249 — **Historic Buildings**
There are 249 historic buildings in downtown. DJA works to connect resources and investment to occupants.

80 — **Events and Activities**
More than 80 days of events bringing out all walks of life to celebrate Joplin.

5380 — **Connected Community**
5380 volunteer hours were reported in 2024. This is a value of $180,176! More than 14,000 volunteer hours contributed since 2020.