

Quarterly Update

SEPTEMBER 2025

DOWNTOWN
JOPLIN
ALLIANCE

DOWNTOWN PROPERTIES

Holcroft
- Still in progress
- 8 condo, 2 apartments

Pearl Bros
- Work to begin soon

US Bank
- Sold at auction

Moss DeGraff completed



NEW BUSINESSES/LOCATIONS

- Boutique Marketplace
- Briley's Ice Cream
- KM Guru
- Midwestern Built Health
- Beaten Path Coffee
- Starry Eyed Girl
- Speed Dealer



BEAUTIFYING DOWNTOWN

Business Investment!





NEIGHBORHOOD ACTIVATION

- 900 Block
  - “SoDown”
  - Monthly Block Party
- Midtown Alliance



Fall in Love with Local

RESTAURANT WEEK!

- September 24-October 4
- 18 participating locations
- Special menus, special items



BUSINESS SUPPORT

- Business Directory
  - downtownjoplin.com
- Downtown Now
  - July: Taylor Brown, Frequency Marketing and Allo
  - September: AI-Andy Griffith and City of Joplin
- One on one consulting
- Promotion/amplifying reach on social media





EVENTS AND ACTIVITIES

Third Thursday

- September: Green and Gold
- October: Fall Festival

Clean Team

- Through October

WineShare

- October 3 at Alchemist Haven



HOLIDAYS!

Light the Park--November 21

Holiday Decorating Competition
-November 29 to December 18

Small Business Saturday--
November 29

EMPIRE MARKET

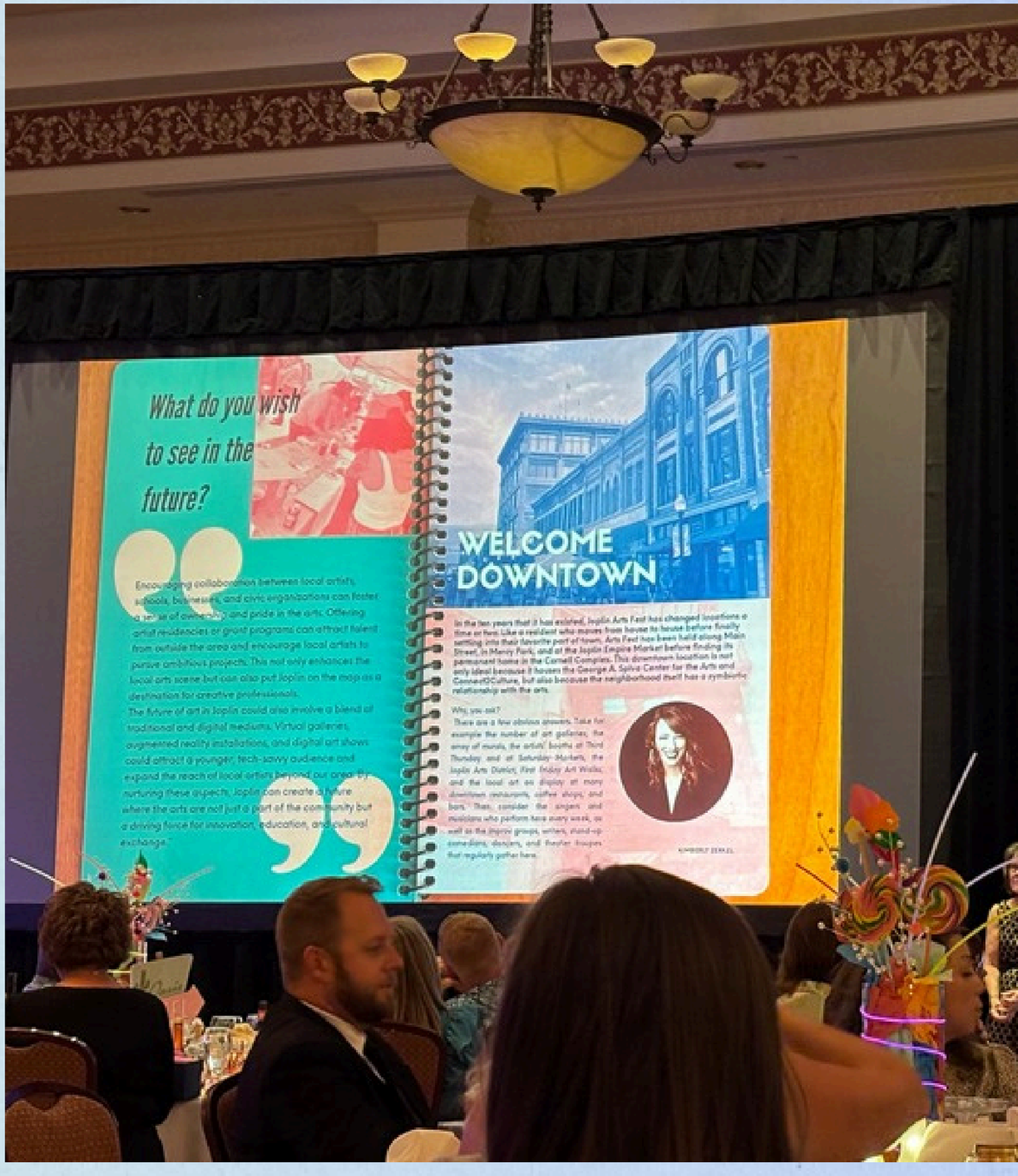
Growth!

Weekly Averages	July 2024	July 2025
Number of Vendors	33	41
Customer Attendance	696	914
Total Vendor Average Sales	11,001	14,852



ORGANIZATION GROWTH

- Attended Missouri Main Street State Conference in St Charles in July
  - Recognized Lori for 9 years
  - Award for ArtsFest Publication
  - Pennington Awarded Best Downtown Housing Project
- Strategic planning will continue through October
- New Events Coordinator hired





Thank You!

DOWNTOWN JOPLIN ALLIANCE

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