Update

Downtown Joplin Alliance



EMPIRE MARKET

The Empire Market continues to grow. Held every Saturday year-round, we love watching our vendors grow their businesses. It's particularly exciting when one of them makes the move to a downtown storefront, which we are seeing right now with Coley's Cookies which is opening in November at 905 S Main. We also have a Workspace tenant who has purchased a building just off Main on 15th street and will be moving his operations there.

The Market building itself has seen some improvements in past months. A long needed new roof was just completed. Two new HVAC units were installed in the second floor workspace and ground floor classroom. The ditch work to the east of the building is recently completed by city contractors and we are in the process of planting it with natives and pollinator plants.

Our community gardens have had a successful season and still have produce, flowers, and recently...zombie scarecrows for Halloween. Plans are in the works for adding an apiary in 2022. Along with the gardens themselves adding color and vibrancy to the facility, we've added several new art features on the building and fences.

The Market just received notification of a $45,000 grant award from the Dept of Agriculture to go towards adding a commercial kitchen to the facility. A commercial kitchen will add potential for vendors to create "value-added" products from their fresh products. It also increases the possibilites for ready to eat foods at the market, especially for our Kids Meal program. We are in the process of seeking additional funds to make the kitchen a reality.

NOVEMBER 2021

Events Overview

Third Thursday-7 events

Clean Team-16 events with 160+ hours

Arts Fest

Bicentennial Ice Cream Social

Cauldrons and Cocktails Night Market

Annual Sidewalk Sale

MSSU Homecoming Parade

Mimosa Crawl

OVER 700 VOLUNTEER HOURS WERE REPORTED IN Q3!

DOWNTOWN JOPLIN ALLIANCE



SMALL BUSINESS

We continue to work with our small downtown businesses in a variety of ways. We introduced a "New Business Welcome" where we visit locations new to downtown and live stream it to social media. On our weekly Walkabout Wednesday, we visit areas throughout the district. These visits are always a good way to hear about needs of businesses or questions they might have. We've also hosted two Business to Business networking sessions and host and manage a Facebook group specifically for downtown businesses.

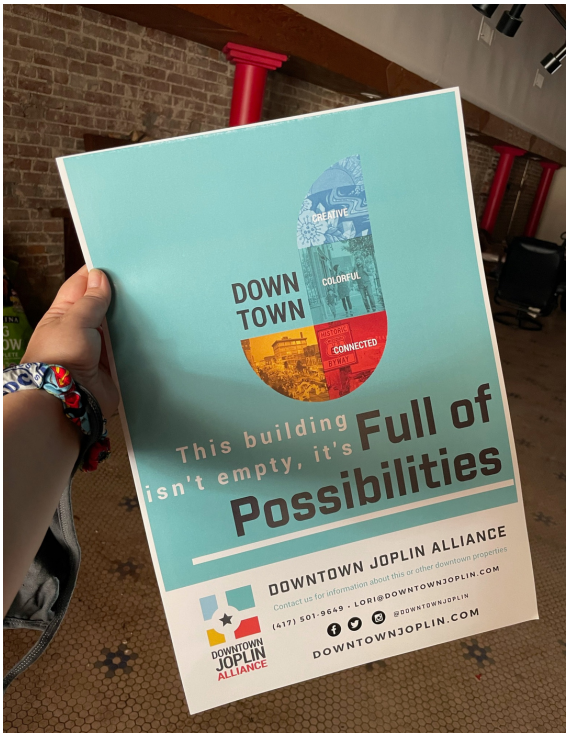
We are looking forward to new businesses on the 900 block including The Florist and the Merchant, Coley's Cookies, and Creative Learning Alliance.

ENDANGERED PROPERTIES PROGRAM

Our Endangered Properties Program has been working on connecting with property owners for buildings which are vacant and/or underutilized as well as building a robust database with building and owner information. In addition, we work on a daily basis with prospective developers and businesses to locate a property that fits their needs as well as help with technical aspects of historic tax credits, rehabilitation, city requirements, downtown market, arranging tours and many other issues.

Some key buildings with recent progress:

- Union Depot-named to Missouri Preservation Places in Peril and marketing video created.
- Creamery Building, 614 Kentucky, is currently under contract.
- Masonic Lodge, 102 S Wall, has new owner.
- Conversations are happening with owner of Carnegie Library.



A GROWING ORGANIZATION

Our organization is growing. We added a new position in late summer for a Programming and Marketing Director. Ivy Hagedorn moved into that position and Lindsay Gagnon was hired as Market Director. Since some of the main roles of our organization is to promote and market Downtown and its businesses and to bring people to the district, we are excited to have dedicated staff in this position. This goes hand in had with the new branding established in 2020 as well.

Our board added 4 new board members which takes us to our maximum 13 member board. Cynthia Olmstead, Shawn Hull, Luke Gibson and Jaron Scott have all been great additions. We have a couple of folks timing off at the end of the year, so this growth comes at just the right time.

We are also working within a grant we received from Missouri Main Street for some organizational capacity growth. With this grant, we will be rebuilding our website and refining organizational policies and procedures.