DOWNTOWN JOPLIN ALLIANCE

Quarterly Update

DECEMBER 2024



FALL/HOLIDAY

Restaurant Week: 18 participating businesses

WineShare
- October: Alchemist Haven
- December: Marketplace Boutique

October Third Thursday: Fall Fest

Light the Park- Mayor’s Tree Lighting

Holiday Decorating Contest
- “Santa’s Workshop” theme
- 30+ participaing businesses
- Awards Dec 22, 2:30 City Hall Lobby

Holiday Market at Empire Market
- Dec 20
- Tinsel and Tidings Christmas Eve



POTENTIAL HISTORIC DISTRICT SURVEY UNDERWAY

Area roughly Joplin Ave to Byers and 1st to 7th

- First step to add area to national historic register; addition to register opens opportunity for historic tax credits
- Funded by Historic Preservation Fund via MO Dept of Natural Resources and DJA EPP fund
- Lochmueller Associates were awarded contract
- Public meeting held 11/18



NEW BUSINESSES

- Starry Eyed Girl: 512 S Virginia
- Michele’s Rustic Treasures: 905 S Main Suite 2
- The 122 Lounge, 122 S Main
- 122 Barbershop, 122 S Main
- JUV Recovery Spa, 121 E 10th
- ALLO, 512 S Main
- Marketplace Boutique, 613 S Main



CONTINUING EDUCATION

SEPTEMBER: Brookfield

- Jay Schlinsog: Strategies and Tactics for Downtown Economic Vitality

NOVEMBER: Clinton

- Joe Borgstrom: Redevelopment Strategies for Historic Properties



STRATEGIC PLANNING

2026-2030 Priorities

1. Strategic Business Recruitment; Zero Empty Spaces
2. Historic Property Preservation & Redevelopment
3. Downtown Master Plan Development
4. District Relations & DJA Awareness
5. Downtown Positioning & Branding
6. Empire Market: Growing Entrepreneurs to Brick and Mortar



2026 DATES TO KNOW

Chili Cook Off--January 17
Volunteer Expo--January 22
Paris Week --February 14
Third Thursday--March 19
Lofts Tour--May 2



EVENING OF EXCELLENCE

February 19, 5:30-7pm

- The Ramsey, 107 E 6th
- Keynote Speaker: Katlyn Cotton, PlaceEconomics
- Awards and Recognition
- Bites and Beverages

Please join us!



THANK YOU!

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