



LOVE THE SQUARE

HARRISONVILLE

2021

Annual Report

Version: September 29, 2021



Tiered Community Status & Next Steps

The tiered community system was established by Main Street America and Missouri Main Street Connection to help communities and their downtown organizations grow in a sustainable way that is community driven.

In 2020, we became an Affiliate Community.



National Affiliate Community



Affiliate Community

Main Street Affiliate Community

Affiliate communities meet the following criteria:

- Have an established downtown district
- Regularly attend training and conferences
- Follow the Main Street 4-Point approach
- Have an independent Downtown organization
- Submit Quarterly reporting
- Have secured diversified and sustainable funding

Our next step is to become fully accredited, which requires:

- A paid Executive Director
- Main Street America 10-point certification

2021 District Updates

In the past year, we've seen encouraging changes in the district, including new businesses, expanded or reopened businesses as well as new investment.

New Businesses

- 1886
- Amazingly Ageless Med Spa
- Robin's Nest Boutique
- Service Tech Solutions
- Wildflower Photography

Expanded or Reopened Businesses

- The Wellness Counseling Center: Added a community room and now offer yoga classes.
- Birdies Boutique & Antique: Reopened with regular hours.

New Investment or Significant Property Changes

- Demolition of the old hospital on West Pearl Street. Empty lot now for sale
- Sale of the old Cass County Jail from Cass County to a private owner
- Sale of the Community Garden lot to a private owner
- Renovation of the historic district building at 100 N Independence Street
- Renovation of the historic district building at 111 Lexington Street

Challenges

- Higher than desired vacancy rate
- Absentee property owners
- Deferred building maintenance
- Vandalism within the district

Next Steps

To encourage future investment in the district we must continue to provide support, value and care to the district through the proven 4-Point Approach to revitalization and a robust partnership with public and private partners.

The 4-Point Approach to Revitalization

The Four-Point Approach in combination with a community specific transformation strategy has been proven as a successful approach to community led revitalization.



Transformation Strategies

- Support the growth of new and existing businesses in the retail, entertainment and dining categories
- Sponsor low barrier opportunities to develop entrepreneurs
- Heighten the appeal of downtown as a location for prospective businesses
- Focus on activities to attract and retain 30-45 year-old investment in the district
- Develop and strengthen the relationship between Harrisonville's core four consumer market segments and the downtown district

Current and On-Going Projects

Design

- **Downtown District Pole Banners:** Designed and implemented a series of seasonal banners for the antique light poles that are changed out at regular intervals.
- **Façade Grant Program:** Offered matching grants to property and business owners in the district for building improvements and signage. Offered \$5,800 in grant funding for a return of \$20,600 in total planned improvements.
- **Placemaking at Point of Entry:** Building a new placemaking photo spot that will also serve as a welcome to the District in the space behind Crown Realty. Commissioned well-know Kansas City area muralist for artwork.
- **Downtown Beautification:** Refresh and maintain seasonal flowers in the Square flower planters. Document and discuss repairs needed with the with City/County. Host clean up days. Organize the installation of Christmas lights on the Square.
- **Additional Downtown Seating:** Purchasing an additional matching bench to accommodate increased visitation to the district. Developing plans to make this an on-going program.



Current and On-Going Projects

Economic Vitality

- **Online Business Owners Guide:** Collect and maintain a page of resources for prospective new business owners in the district. Includes information from the City of Harrisonville, Historic Preservation Commission, educational resources and potential funding sources.
- **Entrepreneurship Opportunities:** Encourage the development of retail, food and entertainment entrepreneurs through low barrier market entry points at the Farmers & Artists Market, Junk in the Trunk Flea Market and The Winter Market.

Organization

- **Building Community Partnerships:** Develop relationships with private and public sector partners to encourage investment in our organization.
- **Continued Education:** Continued education regarding successful tools and available resources that could be leveraged in our district from a wide variety of sources including neighboring communities and other civic organizations.
- **Grant Writing:** Applied for and received a \$1,000 matching grant from the Missouri Department of Agriculture for marketing of the Harrisonville Farmers & Artists Market.
- **Volunteer Recruitment & Retention:** Recruit new volunteers from the community with skill sets needed to further our mission. Continue to build on the positive impact of volunteer hours year over year.

Note: This year we are on track to log over 1,790 volunteer hours. That is an estimated \$22,375+ value to the community accounting for both standard volunteer hours and donated professional services.

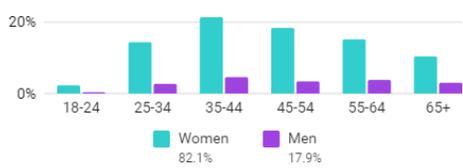
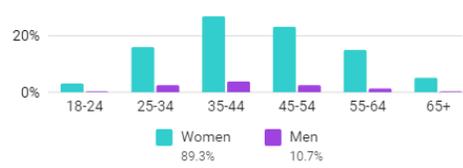
Current and On-Going Projects

Promotion

- **Downtown District Events:** Plan, promote and execute special events that attract visitors to the downtown district.

2021 Events: Bicentennial Birthday Block Party (August 7), Harrisonville Farmers & Artists Market (Weekly June – September), Junk in the Trunk Flea Market (May 8, August 7 & September 11), The Winter Market (November 14 & December 12), Small Business Saturday (November 27, 2021), Christmas on the Square (December 4)

- **Community Influence & Communication:** Build awareness of our organization, communicate with and engage the community through social media, organizational website, print materials, newspaper and radio.

	Facebook	Instagram
Followers	3,414	514
Estimated Reach	51,531	1,315
Audience (age & gender)	 <p>A bar chart showing Facebook audience demographics by age group and gender. The x-axis lists age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. The y-axis shows percentages from 0% to 20%. Women are represented by teal bars and Men by purple bars. Below the chart, it states: Women 82.1%, Men 17.9%.</p>	 <p>A bar chart showing Instagram audience demographics by age group and gender. The x-axis lists age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. The y-axis shows percentages from 0% to 20%. Women are represented by teal bars and Men by purple bars. Below the chart, it states: Women 89.3%, Men 10.7%.</p>

- **Downtown Destination Marketing:** The marketing campaign includes a new billboard, the online visitor's guide, visitor's survey and printed downtown visitor's map (coming soon).

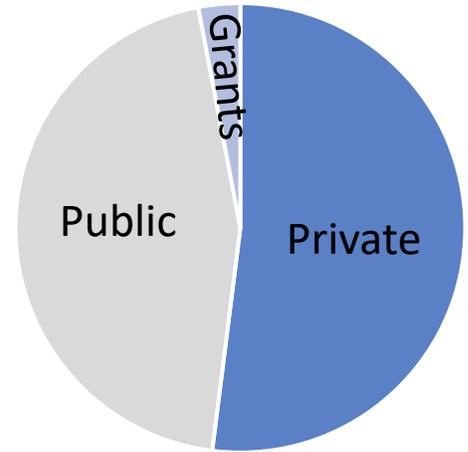


- Installed September 8, 2021
- Illuminated 14'x48' billboard receives an estimated 167,200+ impressions weekly from I-49 traffic
- Survey will track impressions of the district, zip codes and other data points
- Printed map will include survey link and be provided to area businesses

Funding Needs

2021 Funding Mix

Private funding and event revenues comprised approximately 52% of our budget and 3% was comprised by grants. The City of Harrisonville provided a budgetary line item for reimbursable expenses of up to \$15,000 comprised approximately 45%.



2022 Funding Needs

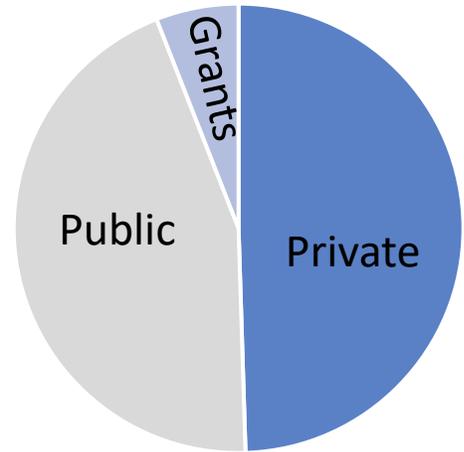
As our organization continues to grow and take on projects with a more substantial impact to downtown and the surrounding community, it is critical that we continue to scale funding.

2022 Budgetary Needs and Sources

- Private Partnership & Sponsorship - \$20,000
- Grants and miscellaneous funding - \$2,000
- Public Partnership - \$18,000

Securing this funding will allow our organization to continue our ongoing efforts to:

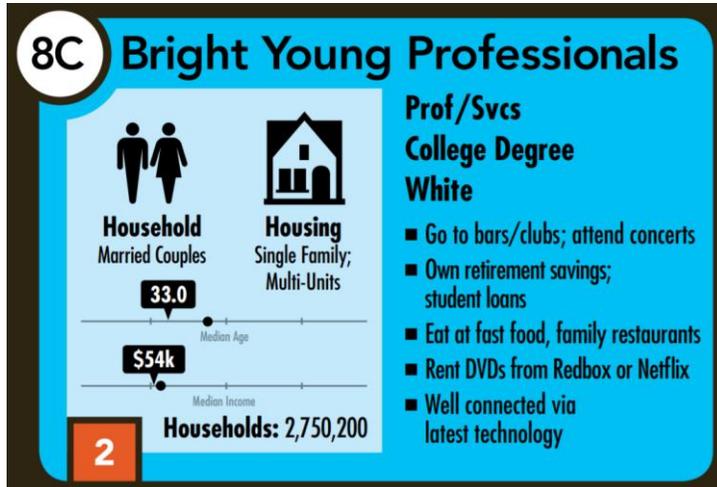
- Beatify the downtown district
- Continue the Façade Grant program
- Offer low barrier entrepreneurship opportunities
- Obtain professional assistance required for projects that cannot be gained through volunteer recruitment
- Increase efforts to market the district to visitors and enhance their experience with downtown Harrisonville



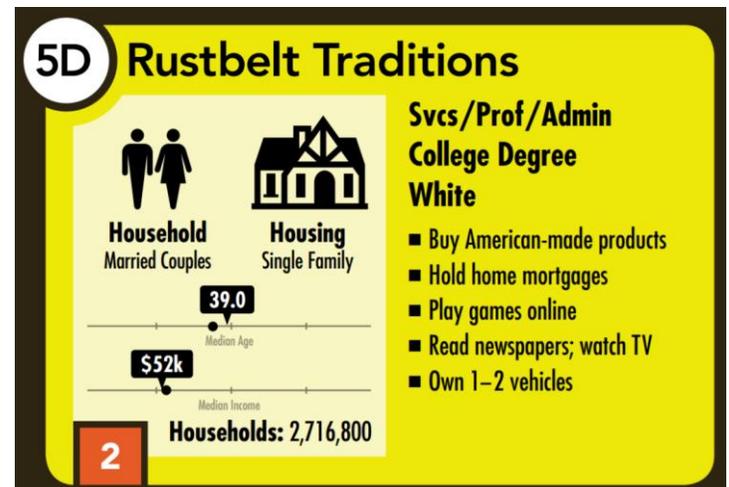
Supplemental Information

Core Four Consumer Market Segments: ESRI Tapestry Segmentation for City limits

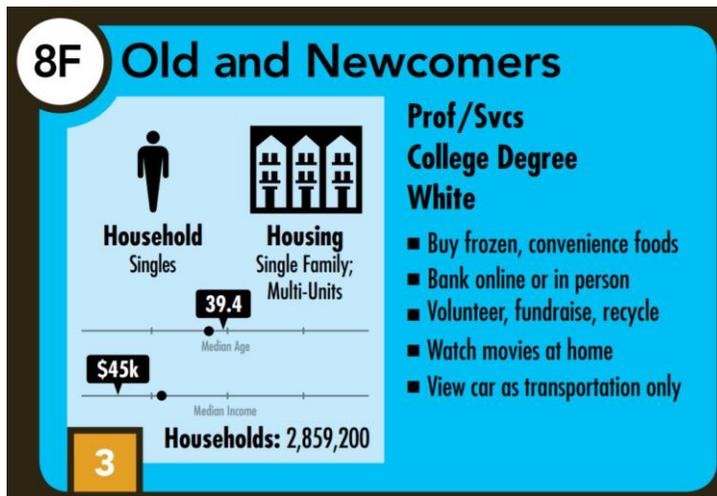
#1 - 20.4%



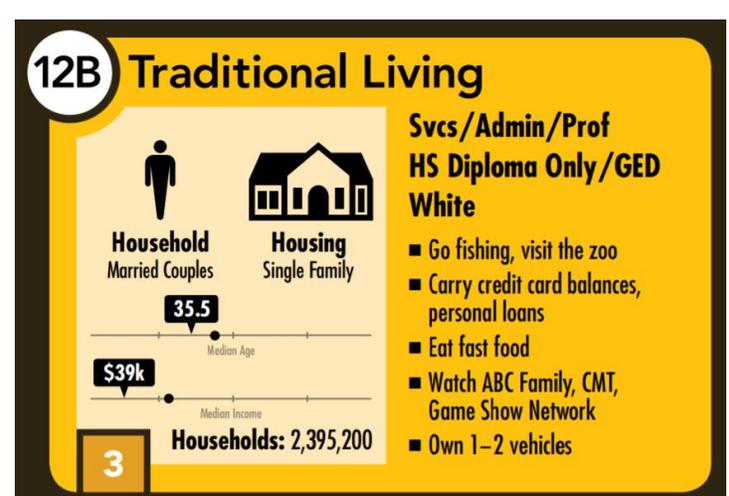
#2 - 20.0%



#3 - 17.3%



#4 - 13.8%



Love the Harrisonville Square Website: <https://lovethesquare.org/>

- Visitor's Guide: <https://lovethesquare.org/visitors-guide/>
- Farmers & Artists Market: <https://lovethesquare.org/farmers-market/>
- Junk in the Trunk Flea Market: <https://lovethesquare.org/junk-in-the-trunk/>
- The Winter Market: <https://lovethesquare.org/winter-market/>

Supplemental Information

Main Street America Budget Guidelines

A Main Street program must have financial resources to carry out its annual and evolving program of work. The size of a program's budget will change as the program matures (in its early years, it may need less money than in its growth years).

General guidelines for minimum operating budgets are:

- Small town programs: \$40,000+ annually (populations of less than 5,000 people)
- Midsize community programs: \$60,000+ annually (populations between 5,000 - 50,000)
- Large town or urban neighborhood programs: \$100,000+ annually (community or neighborhood population greater than 50,000 people)

The budget should be specifically dedicated for the purpose of revitalizing the district:

- The Main Street program's budget should contain funds adequate to cover the salary and benefits of staff; office expenses; travel; professional development; and committee activities.
- Revenue sources are varied and broad-based, including appropriate support from the municipal government.
- There is a strategy in place to help maintain stable funding.