



MISSOURI  
MAIN STREET  
CONNECTION

## Love the Harrisonville Square

We are a local non-profit organization that believes our Square is much more than a place: it's our history, our home and the heart of the community we love.

That's why it is our mission to create a thriving downtown district that encourages locals and visitors to shop, dine, invest, and spend time in the heart of Harrisonville.

Learn more about us at [lovethesquare.org](http://lovethesquare.org) or by liking us on Facebook!

## The Four Point Approach

The success of the Main Street® approach to revitalization is based on its comprehensive nature. By carefully integrating four points into a practical downtown management strategy, the local Main Street® program will produce fundamental changes in a community's economic base, while preserving its historic commercial buildings and the community's unique heritage. The goal is to create a sustainable organization that functions as the revitalization leader in the community.

## Organization

Works on building a governing framework that includes a diverse representation of business and property owners, bankers, citizens, historians, public officials, chambers of commerce, and other preservation organizations. Everyone must work together in a long-term effort to renew downtown and maintain its stability into the future.

The organization committee also trains and develops leaders for the community's revitalization effort. Activities also include establishing priorities through comprehensive work plans, providing the organization with sustainable sources of revenue, and volunteer development.

## Economic Vitality

This committee works on analyzing current market forces to develop long-term solutions; recruiting new businesses and strengthening the existing competitiveness of the traditional merchants and service businesses, while diversifying the economic base; creatively converting unused space for new uses, and working closely with the Design Committee to seek appropriate solutions for historic commercial buildings that will ensure their continued occupancy, maintenance and preservation.

## Design

Enhances the visual attractiveness of downtown. This includes technical assistance and encouragement to building owners toward the restoration and rehabilitation of historic structures, street and alley cleanup, colorful banners and landscaping. Attention must be paid to safe and efficient infrastructure, including streets, sidewalks, curbs and gutters, and the appearance of storefronts, signs, street lights, window displays and graphic materials.

Design improvements should be developed through a public-private partnership by reinvestment of public and private dollars in downtown.

## Promotion

Projects a positive, unified image to identify downtown as a gathering place. Revitalization programs market the district and the community through a series of targeted activities such as special events and festivals, which highlight the local culture, art, music, dance and traditions that give each community its unique identity.

## How Can You Help?

There are lots of ways to get involved, lend a hand or make a contribution to your community! Here are a few ways you can help.

**Join a Committee:** Help move our community forward by joining and participating in one of our four committees. The committees each represent one of the four-points of the Missouri Main Street approach to revitalization: Organization, Economic Vitality, Design and Promotion.

Becoming a committee member is a wonderful way to share your time and knowledge with your community.

**Become a Volunteer:** We can always use a pair of extra hands for events on the Square, projects to improve the area or other tasks. This is a great way to give back to your community by giving your time.

**Make a Donation:** In order to be successful we depend on the generous spirit of our community. By making a tax deductible donation or by becoming a partner, your gift of resources will help move us forward.

For more information about any of these options, please visit [lovethesquare.org](http://lovethesquare.org) or speak to any Love the Harrisonville Square Board Member or Volunteer.