Downtown Excelsior Springs is the FIRST and FOREVER heart of our community!

Prepared by Lyndsey M. Baxter
DEP Executive Director

Approved by DEP Board of Directors
February 12, 2020

www.VisitExcelsior.com

2019 Nationally Accredited Main Street America Community

2019 State Accredited Missouri Main Street Community
In 2019, Downtown Excelsior Springs and the Downtown Excelsior Partnership enjoyed a year filled with excitement, success and growth. Our calendar of events expanded and improved and new programs and initiatives were added to our annual work plan. As we begin 2020, we see wonderful opportunities for additional growth and amenities to our downtown. Not only do I truly believe we are moving in the right direction, our statistics show it too!

We have recently seen the purchase of multiple buildings that will be undergoing major renovations and will result in additional retail shops & boutiques, eateries and drinkeries locating within Downtown Excelsior Springs. And in 2019 we experienced our highest year of taxable retail sales since the CID was established and we can expect for that growth to continue with the addition of these new businesses.

As an organization, DEP took over several new events in 2019 and completed some very large scale projects, which required significant commitment from volunteers to ensure their success. Through these dedicated efforts, DEP was able to boast 4,746 volunteer hours!

I am filled with hope for the future of Downtown Excelsior Springs, not simply because of the trends, but because of the sense of commitment and support we have received from our community in general and the City of Excelsior Springs. This is our time to maximize the opportunities presented to us and fulfill the potential that we know exists here. Together we can make this happen!

Sincerely,

Lyndsey M. Baxter
Executive Director
Downtown Excelsior Partnership
ABOUT THE DOWNTOWN EXCELSIOR PARTNERSHIP

DEP is a community supported and volunteer driven organization for people of all walks of life who are working together to revitalize Downtown Excelsior Springs. We are united in our efforts to build a special place that future generations will be proud to call their home. We have a deep-rooted love for Excelsior Springs, an affection for its history and a passion for creating a fun, economically vibrant and visually compelling downtown.

MISSION & VISION

DEP's mission is to provide services and support to businesses, promote positive economic development and tourism; preserving our historic and natural resources while enhancing our citizen’s quality of life in Downtown Excelsior Springs.

DEP's vision is to foster an environment that encourages growth and development while enhancing the historic quality of Downtown Excelsior Springs.
MEET THE 2020 DEP BOARD OF DIRECTORS

The DEP Board of Directors is made up of volunteer & recognized leaders across many areas of expertise. They represent the broad diversity of our business district and contribute significant amount of time, talent and energy to further the mission of the organization.

Scott Adams
Board President

Cheryl Boos
Board Vice President

Mark Spohn
Board Secretary

Gary Sanson
Board Treasurer

Nick Anderson
Board Member

Jim McCullough
Board Member

Craig Carr
Board Member

Sharon Powell
City Liaison

Lyndsey Baxter
Executive Director
FINANCIAL SUMMARY

For every $1 invested by the City of Excelsior Springs, DEP raises an additional $5.96.
Nearly $5.5 Million in reported taxable retails sales in 2019

INCOME
14% - Public Support
9% - Memberships
3% - Donations
2% - Grants
40% - Events
7% - Sponsors
15% - Tax Revenue
10% - Other

EXPENSES
23% - Beautification
1% - Economic Vitality
31% - Events/Marketing
10% - Operating Expenses
2% - Main Street
20% - Salaries
13% - Visitor Center

Over $77,700 Spent Marketing the Downtown District in 2019 Through Publications & Events
Over $58,000 Spent On Downtown Beautification
Over 100 Event Days By DEP In Downtown
REINVESTMENT STATISTICS

The Average Price Per Square Foot Increased from $4.68 to $4.94
There were 29,850 Overnight Stays in 2019
4,746 Volunteer Hours is equivalent to $120,690.78

$5.5 M
Taxable Dollars In Retail Sales
In CID District

29,859
Overnight Stays in
Excelsior Springs

$1 M
Spent In Private
Building Improvements

4,746
Volunteer Hours
Donated to DEP

WWW.VISITEXCELSIOR.COM
SOCIAL REACH STATISTICS

Through the use of our Visit Excelsior Tourism Website and Social Media Platforms, we were able to reach over 1,229,426 individuals with the Visit Excelsior Springs promotional campaign.

182,563
Visit Excelsior Website Visitors

799,967
Visit Excelsior Website Pages Viewed

1,046,863
People Reached On Facebook

1,570
New Facebook Followers
There are currently 76 businesses located within Downtown Excelsior Springs.

When comparing end of year 2019 to end of year 2018 business mix, the following can be concluded:

We have added additional overnight accommodations.

The vacancy rate increased from 8% to 16.3% however, 66% of the current vacancies will be full within the 1st quarter of 2020 or undergoing major renovations for businesses to open.

Of that 66%, 100% are retail oriented businesses or eateries and drinkeries locating/expanding in Downtown Excelsior Springs.
2019 ACTION PLAN

Successful Completion of 56 Projects in 2019

Design Committee
Pocket Park Development Completion
Light It Up Project Completion & Launch
Began Streetscape Development Plan
Seasonally Decorated Downtown Streetscape
Provided Multiple Façade Grants
Hosted Downtown Clean Up Day

Economic Vitality Committee
Building Inventory
Business Inventory
Business Directory
Shopping & Dining Guides
Low Interest Loans
Business Retention Surveys
Compiled Business Incentives List
Business Recruitment

Organization Committee
Budget Development
Investor Drive
Quarterly Newsletters
Quarterly Meetings
Discover Downtown Blog
Social Media Management
State Award Nominations
Grant Applications & Administration
144 Envelopes
Press Releases
Annual Report
Property Management

Promotion Committee
Completed Event Marketing Plan
Chocolate Tour
Sippin’ Into Springtime
Spring Sidewalk Sales
Wine Festival
Mug Shots
Annual Benefit Dinner
Oktoberfest
Small Business Saturday
Taste of Christmas
Lane of Lights
Trick or Treating
Small Business Saturday
Holiday Open Houses
Pancake Breakfast
Second Weekends
Elf Factory
Mistletoe Market
BBQ & Fly-In on the River
Lighted Parade
Holiday Homes Tour
Santa’s Polar Express
Hall of Trees
Paranormal Ghost Tours

Website Committee
Started redevelopment of V.E. Website
Hosted Website Reaching 182,563 Visitors
Successfully Printed 2020 Trip Planner
Spent Over $50,000 Marketing District
Continually Updated Website Content
Solicited Website Ad Memberships
VISITOR CENTER
Hall of Waters Visitor Center & Cultural Museum

This summary will supply you with a month by month breakdown of visitors, as well as a breakdown of visitors by day of the week.

January Visitors = 173
February Visitors = 599
March Visitors = 591
April Visitors = 453
May Visitors = 630
June Visitors = 782
July Visitors = 871
August Visitors = 645
September = 520
October = 625
November = 706
December = 1,118

Sunday Visitors = 757
Monday Visitors = 674
Tuesday Visitors = 713
Wednesday Visitors = 770
Thursday Visitors = 853
Friday Visitors = 1,053
Saturday Visitors = 2,493

Total Visitors During 2019
7,713
2020 EVENT CALENDAR

Events Happening Year Round!!!

January
Second Weekends
Paranormal Ghost Tour

February
Chocolate Tour
Second Weekends
Paranormal Ghost Tour

March
Second Weekends
Paranormal Ghost Tour
Sippin' Into Springtime

April
Second Weekends
Spring Sidewalk Sales
Paranormal Ghost Tour

May
Second Weekends
Paranormal Ghost Tour

June
Second Weekends
Wine Festival
Paranormal Ghost Tour
Pancake Breakfast

July
Second Weekends
Paranormal Ghost Tour

August
Second Weekends
BBQ & Fly-In on the River

September
Second Weekends
DEP Benefit Dinner
Paranormal Ghost Tour
Oktoberfest
Mug Shots

October
Second Weekends
Paranormal Ghost Tour
Downtown Trick or Treating

November
Second Weekends
Holiday Open Houses
Mistletoe Market
Elf Factory
Lighting & Lighted Parade
Hall of Trees
Lane of Lights
Small Business Saturday

December
Holiday Homes Tour
Second Weekends
Santa's Polar Express
Taste of Christmas
Paranormal Ghost Tour