

2022 NATIONALLY
ACCREDITED MAIN
STREET AMERICA
ORGANIZATION

2022 STATE
ACCREDITED MAIN
STREET
ORGANIZATION

2022

ANNUAL REPORT

DOWNTOWN EXCELSIOR PARTNERSHIP, INC.

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 8, 2023



LOOKING FORWARD...

Never has the Downtown Excelsior Partnership, Inc. thought so much about the future. Now that we have seen how resilient our community can be, we are looking forward to the future of the heart of our community. Our historic district is stronger than it's been for many years, even considering the pandemic-induced uncertainties in the marketplace. While we are all aware the work is not complete and we often hear what downtown could be, Downtown Excelsior Springs is already a great place, and we are well on our way to becoming even greater.

I am proud to share this annual report with you, which provides an overview of the many accomplishments of our organization in the past year. It also shows you impact statistics and recognizes current challenges, which allow us to better determine opportunities for our downtown district.

I hope you will feel encouraged and inspired by our plans for 2023.

These plans lay the groundwork to ensure continued success for our historic downtown district. Looking forward, we are focused on transformational projects that will positively impact our downtown, and in turn, the City of Excelsior Springs.

Our organization is proud to work alongside our many partners and volunteers to ensure our downtown continues to become more vibrant every day. To our partners, volunteers, and all those who experience, enjoy, and explore in Downtown Excelsior Springs: Thank you for making a difference in our downtown.

Sincerely,



Lyndsey M. Baxter
Executive Director
Downtown Excelsior Partnership, Inc.



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 2022 DEP BOARD OF DIRECTORS

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



Nate Williams
Board President



Jeanine Stubbs
Board Vice President



Jim McCullough
Board Secretary



Jill Rickart
Board Treasurer



Allen Amos
Board Member



Brenda Kilgore
Board Member



Kenny Slavens
Board Member



Sharon Powell
City Liaison



Lyndsey Baxter
Executive Director

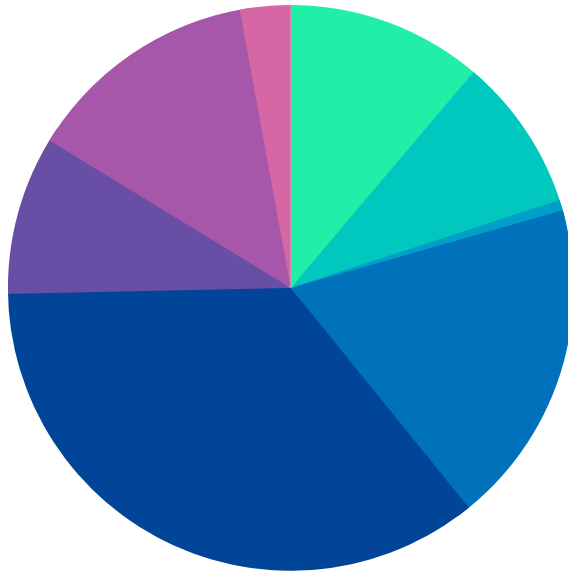
WWW.VISITEXCELSIOR.COM

FINANCIAL SUMMARY

For every \$1 invested by the City of Excelsior Springs in the PSA, DEP raised an additional \$8.41.

Over \$6.9 Million in reported taxable retail sales in 2022, a 3.30% increase compared to 2021 and a 101.48% increase since the CID was established.

INCOME



11.2% - Public Support

8.8% - Memberships

0.6% - Donations

18.6% - Grants

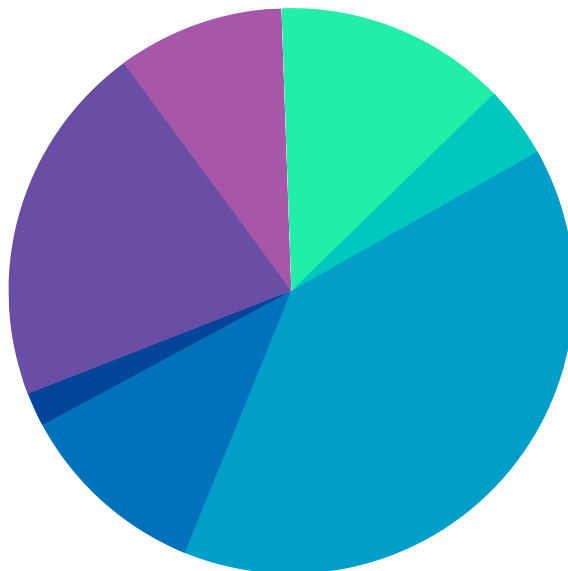
35.5% - Events

9.1% - Sponsors

13.4% - Tax Revenue

2.9% - Other

EXPENSES



13.3% - Beautification

4.1% - Economic Vitality

39.3% - Events/Marketing

11% - Operating Expenses

1.9% - Main Street

20.8% - Salaries

9.5% - Visitor Center

Over \$126,000 Spent Marketing the Downtown District in 2022

Through Publications & Events

Over \$42,500 spent on downtown beautification

DEP Events had their largest economic impact ever in 2022 based on survey responses

REINVESTMENT STATISTICS

The Average Price Per Square Foot Remained at \$4.97
There was a 1.97% increase in REPORTED overnight stays to our community in 2022.
8,350 Volunteer Hours is equivalent to \$250,082.50.



6.9 MILLION

Reported Taxable Dollars In
Retail Sales In CID District



31,124

Overnight Stays in
Excelsior Springs



\$7,938,263

Spent In Private Building
Improvements



8,350

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 1.1 million individuals with the Visit Excelsior Springs promotional campaign.



161,717

*Visit Excelsior
Website Visitors*



1,072,962

*Visit Excelsior Website
Pages Viewed*



960,835

*People Reached
On Social Media*



2,725

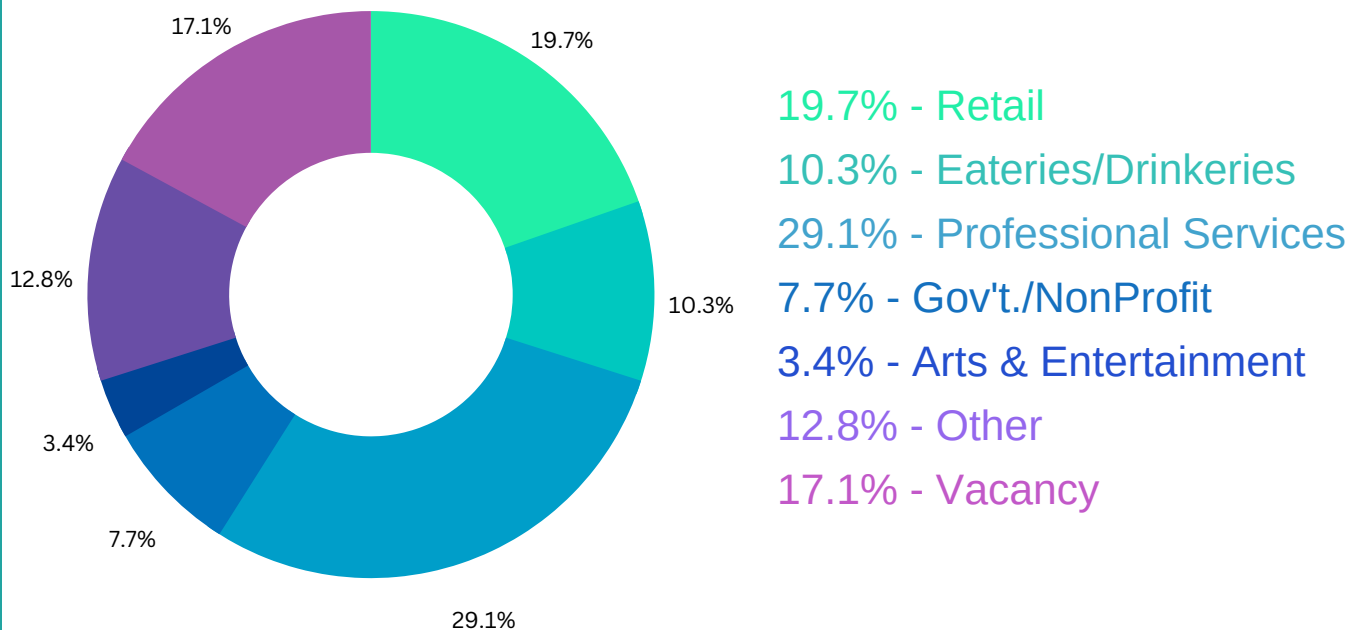
*New Social
Media Followers*



WWW.VISITEXCELSIOR.COM

DOWNTOWN EXCELSIOR BUSINESS MIX

*There are currently 87 businesses located within
Downtown Excelsior Springs.*



When comparing end of year 2022 to end of year 2021 business mix, the following can be concluded....

Through business openings, closures and expansions, we had a total loss of 6 businesses and a gain of 7 FTEs.

While we lost 6 businesses, our vacancy rate only increased 0.3% due to business expansions and additional offerings.

Of our 17.1% vacancy rate, 35% are under construction, 20% are available for lease and 15% are for sale.

2022 ACTION PLAN

Successful Completion of 69 Projects in 2022

Design Committee

New Downtown Planters
Mural Repair
Downtown Planting Day
Window Display Competition
Memory Tree in Pocket Park

Seasonally Decorated Downtown Streetscape
Provided Multiple Façade Grants
Awarded \$58,000 in ARPA Facade Grants
Completed Wayfinding Study
Secured Engineer for Lithia Landing

Economic Vitality Committee

Building Inventory
Business Inventory
Business Directory
Shopping & Dining Guides
Real Estate Redevelopment Plan

Low Interest Loans
Event Economic Impact Results
Business Recruitment
Available Property Database
Placer.ai Reporting

Organization Committee

Budget Development
Investor Drive
Quarterly Newsletters
Monthly Business Updates
Discover Downtown Blog
Social Media Management
Annual Sponsorship Opportunities
Updated Bylaws
Awarded Best Organization Pandemic Response

Grant Applications & Administration
Press Releases
Annual Report
Property Management
Downtown Raffle
Annual Sponsorship Campaign
Volunteer Recruitment/Retention
Gift Card Giveaways
Secured \$200,000 in County ARPA Funds
Managed Downtown CID

Promotion Committee

Event Marketing Plan
Tourism Marketing Plan
Chocolate Tour
Sippin' Into Springtime
Spring Open Houses
Wine Festival
BBQ & Fly-In on the River
Benefit Dinner
Witch Way to the Wine
Cocktails & Candy Canes
Home Brew Competition
Added Event VIP Opportunities

Mug Shots
Downtown Trick or Treating
Small Business Saturday
Downtown Holiday Open Houses
Mistletoe Market
Elf Factory
Lighted Parade
Christmas Wreath Auction
Lane of Lights
Holiday Homes Tour
A Miracle On Regent Street
Second Friday

Website Committee

Successfully Hosted Visit Excelsior Website
Successfully Printed 2023 Trip Planner
Implemented Website Ad Space Sales

Continually Updated Website Content
Executed 2022 Marketing Calendar
Google Ad Word Campaigns
Secured \$32,000 For Image Procurement

PLANS FOR 2023

Entertainment District

Heightened Tourism Efforts

Lane of Lights Extension

Wayfinding Signage
Implementation

CDBG Streetscape Funding

Organization Rebrand

Package Marketing Opportunities

Compare Replica & Placer.ai

Complete Videography &
Photography Procurement Projects

Develop Lithia Landing

Complete Mini Mural Series
Project

Heightened Business
Recruitment/Retention
Promotional Materials

