

2023 NATIONALLY
ACCREDITED MAIN
STREET AMERICA
ORGANIZATION

2023 STATE
ACCREDITED MAIN
STREET
ORGANIZATION

2023

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
March 20, 2024



LOOKING FORWARD...

The year of 2023 was a testament to the power of collaboration and the unyielding spirit of our community. Together, we've not only navigated the complexities of our time, but also laid down the foundations for a future that shines even brighter for Downtown Excelsior Springs.

Our achievements this year are numerous and diverse. From the revitalization of historic properties, introducing innovative new public spaces, to hosting events that brought our community closer, each accomplishment has been a step forward realizing our vision for a vibrant, inclusive, and prosperous downtown.

Our efforts in economic development, cultural enhancement, and community engagement have been met with remarkable success, thanks to the hard work of our team, the unwavering support of our partners, and the dynamic engagement of our community members. This synergy has not only propelled our initiatives forward, but has also embedded a sense of pride and belonging within the heart of every individual associated with the Downtown Excelsior Partnership, Inc.

As we turn the pages of this report, let's celebrate the milestones we've achieved together. Each statistic, story, and photograph is a testament to what we can accomplish when we unite with a common purpose. Let us also look ahead, with renewed commitment and enthusiasm, to the opportunities and challenges that lie before us. Our journey is far from over, and the road ahead promises to be filled with more achievements, innovations, and transformative projects that will continue to shape the future of our beloved downtown.

Here's to another year of making a difference, driving change, and building a future we can all be proud of.

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 2023 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



Reggie St. John
City Liaison



Lyndsey Baxter
Executive Director

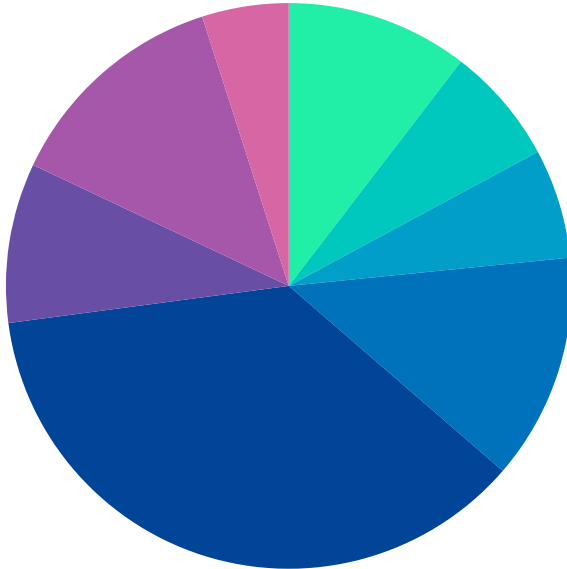
FINANCIAL SUMMARY

For every \$1 invested by the City of Excelsior Springs in the PSA, DEP raised an additional \$9.60.

Over \$6.94 Million in reported taxable retail sales in 2023, a 5.19% decrease compared to 2022 but a 102.23% increase since the CID was established.

Average Spend of \$17.19/Visit and \$61.31/Visitor

INCOME



10.4% - Public Support

6.7% - Memberships

6.3% - Donations

12.9% - Grants

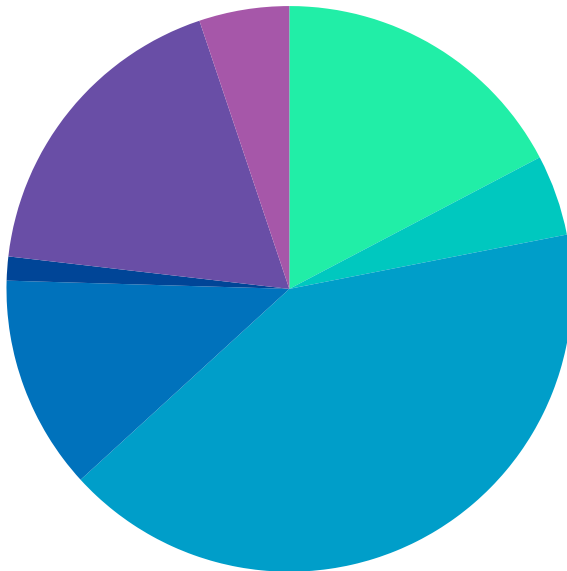
36.6% - Events

9.1 - Sponsors

13.0% - Tax Revenue

5.0% - 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 \$208,800 Spent Marketing the Downtown District in 2023 Through Publications & Events

Over \$87,500 spent on downtown beautification

REINVESTMENT STATISTICS

The Average Price Per Square Foot Increased to \$5.50/Year
There were 28,035 overnight stays REPORTED in our community in 2023.
8,392 Volunteer Hours is equivalent to \$266,852.88



6.94 MILLION

Reported Taxable Dollars In
Retail Sales In CID District



22,900

Visits During DEP Events In
Downtown Excelsior Springs



\$485,792

Spent In Private Building
Improvements



8,392

Volunteer Hours
Donated to DEP



WWW.VISITEXCELSIOR.COM

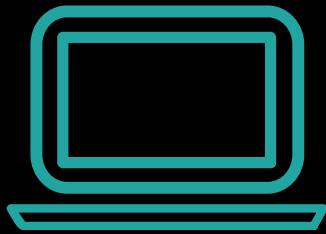
SOCIAL REACH STATISTICS

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.



213,728

*Visit Excelsior
Website Visitors*



1,396,231

*Visit Excelsior Website
Pages Viewed*



1,074,900

*People Reached
On Social Media*



1,704

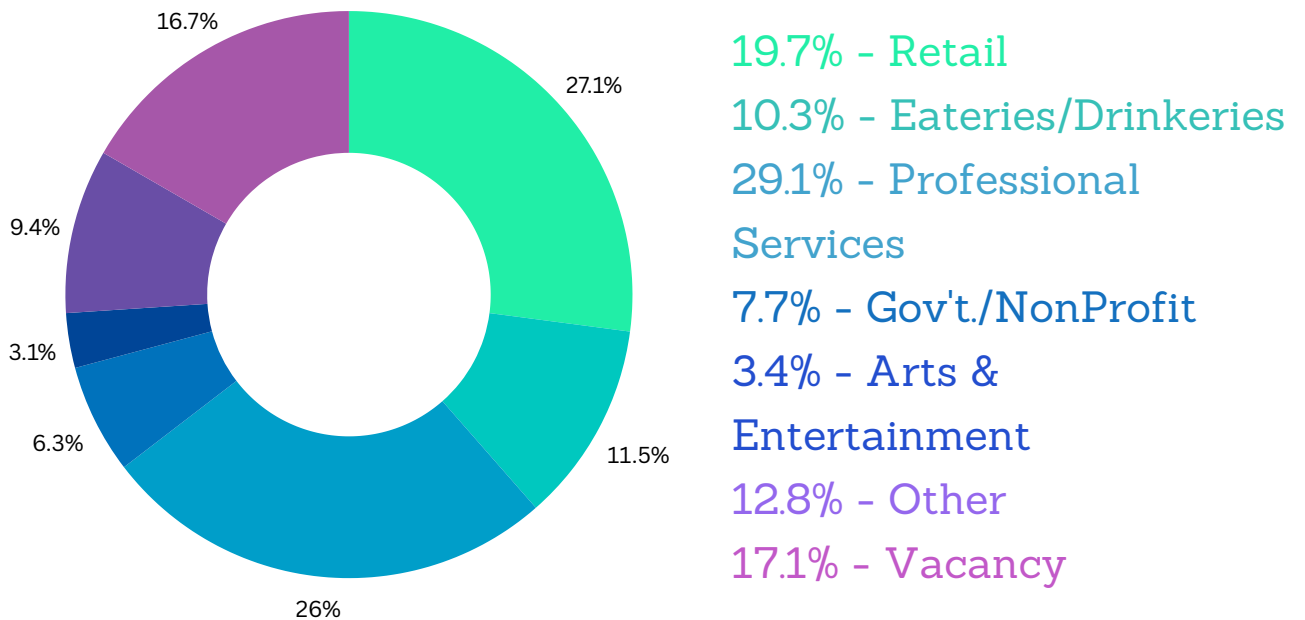
*New Social
Media Followers*



WWW.VISITEXCELSIOR.COM

DOWNTOWN EXCELSIOR BUSINESS MIX

There are currently 96 businesses located within Downtown Excelsior Springs.



When comparing end of year 2023 to end of year 2022 business mix, the following can be concluded...

Business openings and closures resulted in a total gain of 7 businesses and a loss of 18 FTEs, which can be attributed to the loss of 2 restaurants in the district which make up a great amount of jobs.

Retail offerings increased by 7.4%.

Of the 17.1% vacancy rate, 39% will be occupied in 2024, 11% are under construction, 22% are available for lease or for sale, 28% have no plans of construction or tenancy or are scheduled for demolition

2023 ACTION PLAN

85 Volunteer Projects, Events & Initiatives in 2023

Design Committee

Facade Grant Program
Downtown Signage
Downtown Kiosks
Lithia Landing Development
Rooftop Christmas Lighting
Murals

Memory Tree
Streetscape Redesign
Hardscape Pocket Park
Wayfinding Signage
Downtown Planters
Holiday Lightpole Decor

Economic Vitality Committee

Citizen's Leadership Academy
Thrive Excelsior E.V. Task Force
Entertainment District
Event Economic Impact Reports
Real Estate Availability
Downtown Visitation Data & Reports

Individual Business Placer.ai Reports
Building & Business Inventory
Assist Potential Business Owners
Low Interest Loans
Business Directory
Shopping & Dining Guides

Organization Committee

Organizational Filings
Destination & Organization Logo Rebrand
Annual Report
City of Excelsior Springs Grants
Personnel Policies
Trolley Public Service Agreement
Visitor Center Operation
Main Street Presentations
Attend Trainings & Conferences
National Annual Assessment
State Award Nominations

Merchant Mingles
Public Relations
Budget Development
C.I.D. Professional Services Agreement
Annual Sponsorship Campaign
Downtown Raffle
Downtown Gift Certificate Program
Giving Tuesday Fundraiser
Lithia Landing Fundraising
Press Releases
Investor Drive
City Professional Services Agreement

Promotion Committee

Event Marketing Plan
Tourism Marketing Plan
Annual Dinner
Chocolate Tour
Gin & Jazz
Mug Shots
Sippin' Into Springtime
Small Business Saturday
Spring Open Houses
Whiskey Walk
Trick or Treat
Wine Festival
Witch Way to the Wine

BBQ & Fly-In on the River
Gun Raffle
Event Sponsorships
Home Brew Contest
Elf Factory
Hall of Trees
Holiday Homes Tour
Lane of Lights
Lighted Christmas Parade
Mistletoe Market
Pictures with Santa
Wreath Auction
City Wide Pole Mounts
Cocktails & Candy Canes

Website Committee

Visit Excelsior Blog Posts
Social Media Advertising
Google Ad Campaigns
Print Marketing
Experience Excelsior Trip Planner
Website Advertising Sales

Advertising Grant Opportunities
Videography Procurement
Photography Procurement
Visit Excelsior Website Maintenance
YouTube Ad Development

PLANS FOR 2024

Lane of Lights Extension

Wayfinding Signage
Implementation

Organization Rebrand

YouTube Video Marketing

Event Videography &
Photography Procurement
Project

Develop Lithia Landing

Complete Mini Mural Series
Project

Heightened Business
Recruitment/Retention
Promotional Materials

Summer Music Series

Hardscape Pocket Park

