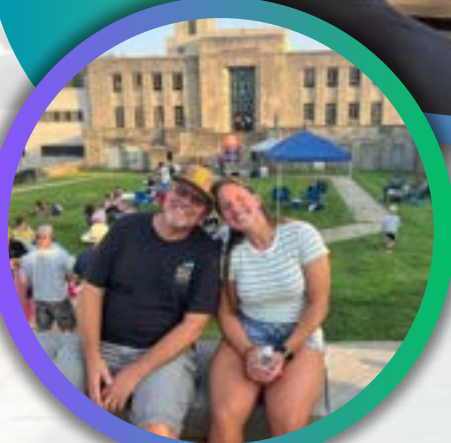


ANNUAL REPORT 2024

**Downtown Excelsior Springs:
A Destination.
A Community.
A Home.**

A 2024 Nationally & State
Accredited Main Street
America Program



LOOKING FORWARD...

The past year has been one of incredible momentum for Downtown Excelsior Springs. As we reflect on 2024, it is clear that our collective efforts through collaboration, vision, and unwavering dedication have propelled us forward in ways that continue to strengthen the heart of our community.

From advancing major public improvement projects to fostering economic growth, expanding our signature events, and introducing new initiatives that celebrate our historic charm, each milestone achieved this year has further solidified our downtown as a vibrant destination. These accomplishments are not the work of one, but the result of many. Our passionate board and committees, our dedicated city partners, local businesses, volunteers, and supporters who continue to believe in the potential of Excelsior Springs.

This annual report serves as both a celebration of our successes and a roadmap for the opportunities ahead. While we are proud of the progress made, we recognize that the work is far from finished. As we look to 2025 and beyond, we remain committed to fostering innovation, enhancing our downtown experience, and ensuring that Excelsior Springs continues to grow as a thriving, welcoming place for residents and visitors alike.

To everyone who has played a role in this journey, thank you. Your contributions, energy, and belief in what we can accomplish together fuel our mission. The best is yet to come, and we are just getting started. Here's to another year of progress, possibility, and partnership!

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 revitalize Downtown Excelsior Springs into a place where local businesses flourish, residents feel a deep sense of pride, and visitors can't wait to explore.

DEP's vision is to create a vibrant, thriving downtown that seamlessly blends the charm of our historic past with the energy of exciting new opportunities.



MEET THE 2024-2025 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



Allen Amos
Board Secretary



Jill Rickart
Board Treasurer



Keith Hudson
Board Member



Brenda Kilgore
Board Member



Jason Van Till
Board Member



Reggie St. John
City Liaison



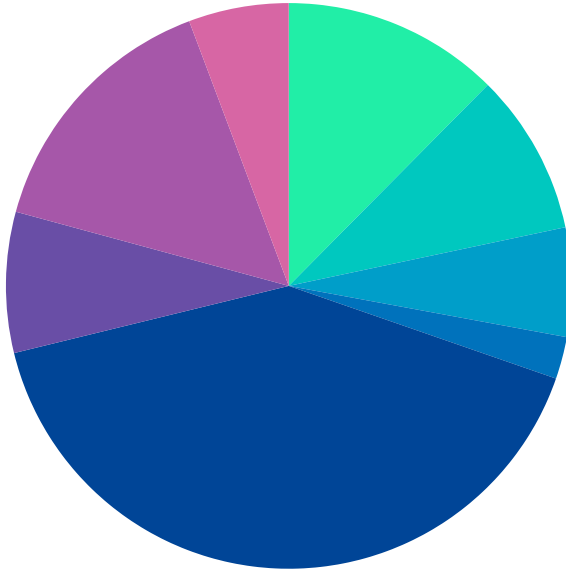
Lyndsey Baxter
Executive Director

FINANCIAL SUMMARY

For every \$1 invested by the City of Excelsior Springs in the PSA, DEP raised an additional \$7.51.

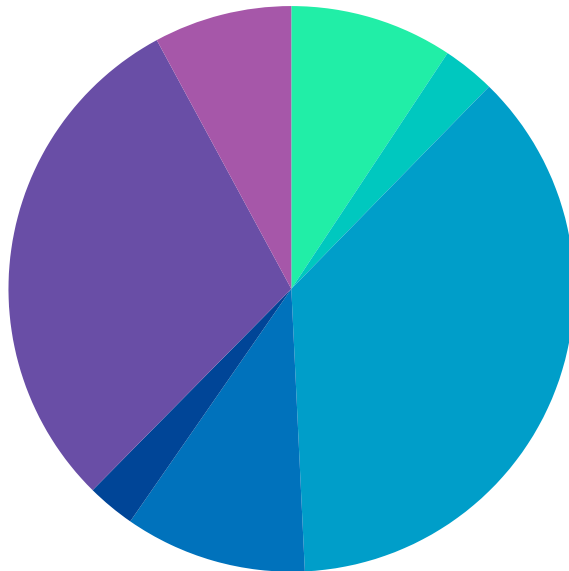
Over \$7.1 Million in reported taxable retail sales in 2024, a 7.15% increase compared to 2023 and a 107.97% increase since the CID was established.

Average Spend of \$20.57/Visit and \$74.11/Visitor



INCOME

- 12.4% - Public Support
- 9.2% - Memberships
- 6.2% - Donations
- 2.4% - Grants
- 40.9% - Events
- 8.0% - Sponsors
- 15.0% - Tax Revenue
- 5.7% - Other



EXPENSES

- 9.3% - Beautification
- 3.0% - Economic Vitality
- 36.9% - Events/Marketing
- 10.4% - Operating Expenses
- 2.8% - Main Street
- 29.7% - Salaries
- 7.9% - Visitor Center

Over \$128,000 Spent Marketing the Downtown District in 2024 Through Publications & Events

Over \$32,000 Spent on Downtown Beautification

\$16,000 Awarded to Small Businesses in Facade Grants

REINVESTMENT STATISTICS

The Average Price Per Square Foot Increased to \$5.65/Year
8,392 Volunteer Hours is equivalent to \$315,475.80



7.14 MILLION

Reported Taxable Dollars In
Retail Sales In CID District



35,000

Visits During DEP Signature
Events in Downtown



\$604,101.61

Spent In Private Building
Improvements



9,420

Volunteer Hours
Donated to DEP



WWW.VISITEXCELSIOR.COM

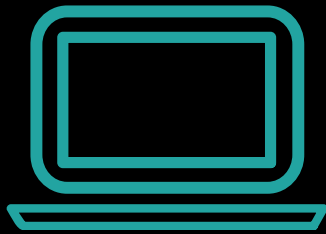
SOCIAL REACH STATISTICS

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



213,880

*Visit Excelsior
Website Visitors*



1,582,076

*Visit Excelsior Website
Pages Viewed*



774,120

*People Reached
On Social Media*



1,582

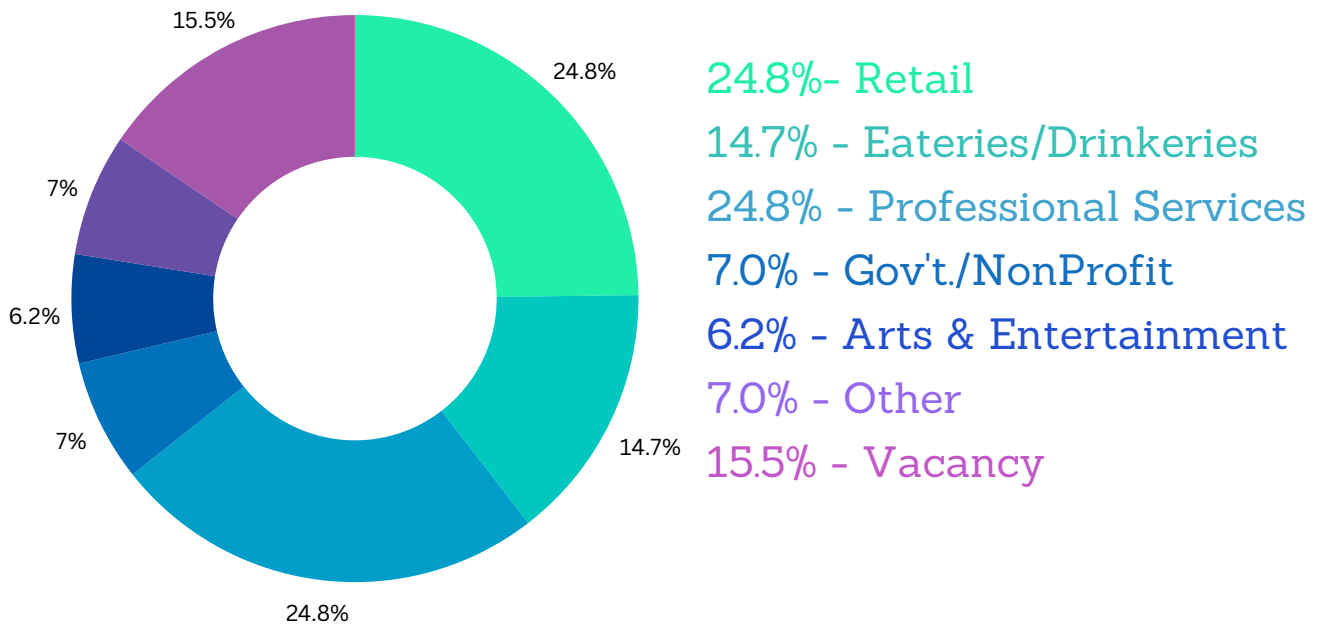
*New Social
Media Followers*



WWW.VISITEXCELSIOR.COM

DOWNTOWN EXCELSIOR BUSINESS MIX

There are currently 95 businesses located within Downtown Excelsior Springs.



When comparing end of year 2024 to end of year 2023 business mix, the following can be concluded...

Business openings and closures resulted in a total loss of 1 business.

The average price per square foot increased from \$5.50 to \$5.65

Of the 15.5% vacancy rate, 30% will be occupied in 2025, 5% are under construction, 35% are available for lease or for sale, 30% have no plans of construction or tenancy or are scheduled for demolition

DEP VOLUNTEER TEAMS

WWW.VISITEXCELSIOR.COM



Design



Economic Vitality



Organization



Promotion



BBQ & Fly-In



Home Brew



Christmas



Opal Wapoo



Website



2024 ACTION PLAN

98 Volunteer Projects, Events & Initiatives in 2024

Design Committee

- | | | |
|-------------------------------|------------------------------|-------------------|
| Create Space Activation Grant | Hardscape Pocket Park Design | Mini Mural Series |
| Downtown Kiosks | Historic Preservation Month | Streetscape Plan |
| Downtown Planters | Holiday Décor | Wayfinding Plan |
| Façade Grants | Lithia Landing | Well Walking Tour |

Economic Vitality Committee

- | | | |
|--------------------------|-------------------------------|-------------------------------|
| CDBG Interest Intake | Shopping & Dining Guides | Individual Business Placer |
| CEC Application Partner | Business Newsletters | Reports |
| Low Interest Loans | Thrive EV Task Force | Building & Business Inventory |
| Meet The Business | Event Economic Impact Reports | Assist Potential Business & |
| Placer.ai Event Reports | Market Available Real Estate | Property Owners |
| Downtown Visitation Data | | Business Directory |

Organization Committee

- | | | |
|-----------------------------|-------------------------------|-----------------------------|
| Annual Agreements | Event Insurance | Volunteer Recognition |
| CID Agreement | Gift Certificates | Visitor Center Operation |
| IRA Grant Partner Applicant | Giving Tuesday Fundraiser | Organizational Filings |
| City Grants | In the Know DEP Page | Trolley Public Service |
| ARPA Grants | Invest | Agreement |
| Annual Report | Logo Rebranding | Main Street Presentations |
| Missouri Art Council Grant | Merchant Mingles | MMSC Training & Conferences |
| MMSC Award Nominations | Newsletters | National Annual Assessment |
| Capitol Day | Updated Policies & Procedures | Budget Development |
| Action Planning | Press Releases | City Professional Services |
| Annual Sponsors | Public Relations | Agreement |

Promotion Committee

- | | | |
|----------------------------|---------------------------|-----------------------------|
| Annual DEP Dinner | Gun Raffle | Sippin' Into Springtime |
| BBQ & Fly-In | Hall of Trees | Small Business Saturday |
| Chocolate Tour | Holiday Homes Tour | Social Media Ads |
| Christmas | Home Brew | Spring Open Houses |
| City Wide Pole Mounts | Lane of Lights | Tourism Marketing Plan |
| Cocktails & Candy Canes | Lighted Christmas Parade | Visit Excelsior Website |
| Downtown Blogs | Lyrics on the Lawn | Maintenance |
| Elf Factory | Missouri Tourism Listings | Website ADA Compliance |
| Event Marketing Plans | Mistletoe Market | Update |
| Event Participation Policy | Mug Shots | Website and Trip Planner Ad |
| Event Sponsorships | On The Rocks | Sales |
| Event Videography | Opal Wapoo | Wine Festival |
| Experience Excelsior Trip | Pictures with Santa | Witch Way |
| Planner | Printing Marketing | Wreath Auction |
| Google Ads | | You Tube Ads |

PLANS FOR 2025

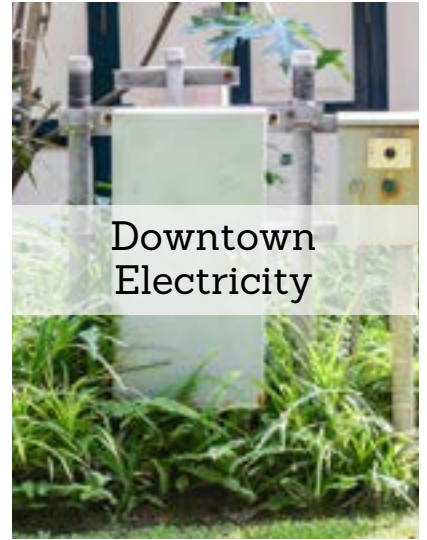
WWW.VISITEXCELSIOR.COM



Wayfinding Signage



Mini Mural Series



Downtown Electricity



Event Ticketing Software



World Cup 2026



Opal Wapoo Gravel Experience



25th Annual BBQ & Fly-In



Partnerships & Expansion



CEC Conference