



# ANNUAL REPORT 2025

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

A 2025 Nationally & State  
Accredited Main Street  
America Program

Prepared By:  
**Lyndsey M. Baxter**  
Executive Director

Approved By:

# A YEAR OF MOMENTUM

The past year was a defining chapter for Downtown Excelsior Springs. A chapter shaped by momentum, measurable progress, and the kind of teamwork that turns good ideas into real change. As we reflect on this year's work, one thing is clear: revitalization doesn't happen because one organization works hard. It happens because an entire community chooses to build something together.

Throughout the year, the Downtown Excelsior Partnership, Inc. worked alongside an engaged board, dedicated volunteer teams, committed local businesses, and trusted partners to strengthen our district from every angle. We supported small businesses through targeted economic vitality initiatives, elevated our downtown experience through beautification and design efforts, and continued to position Excelsior Springs as a destination through intentional promotion. This work shows up in the everyday details. Stronger partnerships, fuller sidewalks, new investments, and a downtown story that more people are proud to be a part of.

We are also proud of the behind the scenes work that most people never see. DEP's action plan reflects dozens of moving parts led by volunteers. Events, marketing campaigns, business recruitment and support, design planning, grant pursuits, data tracking, and long-range project development. That kind of consistency is what creates stability for a district and the confidence to take on bigger goals.

This annual report is both a celebration and a snapshot of that progress. It reflects a year of collaboration and forward motion, while also acknowledging what we already know to be true: the work is far from finished. As we look ahead, our focus remains on public improvements that elevate the visitor experience, tools and programs that help businesses thrive, and partnerships that expand our capacity to deliver big on district goals.

To our investors, donors, sponsors, volunteers, city partners, and business community: thank you! Your support fuels this mission, your belief strengthens the work, and your involvement is what keeps Downtown Excelsior Springs moving forward. We are proud of what we've accomplished together, and even more excited about where we're headed next.

Sincerely,



Executive Director  
Downtown Excelsior Partnership, Inc.  
exec@visitesprings.com  
816.719.9912



# 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 2025-2026 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



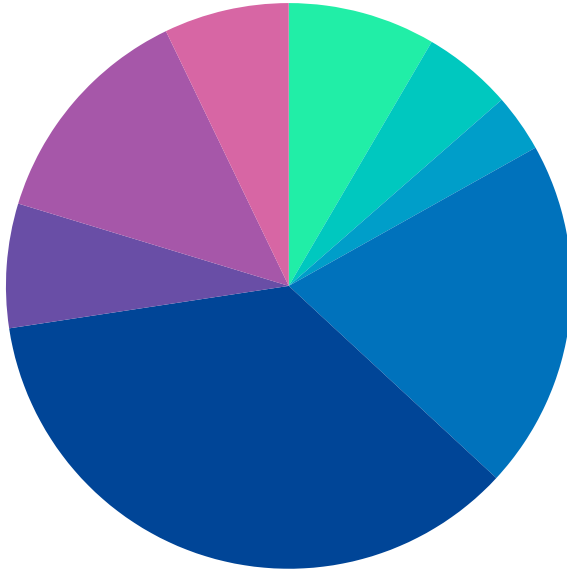
**Lyndsey Baxter**  
Executive Director

# FINANCIAL SUMMARY

For every \$1 invested by the City of Excelsior Springs in the PSA, DEP raised an additional \$11.86.

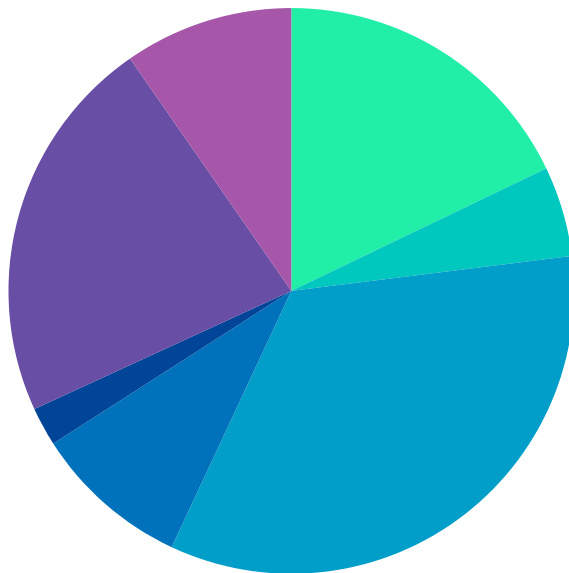
Over \$8.3 Million in reported taxable retail sales in 2025, a 16.5% increase compared to 2024 and a 142% increase since 2014 & CID established.

Average Spend of \$25.05/Visit and \$90.76/Visitor



## INCOME

- 8.4% - City Support
- 5.1% - Memberships
- 3.3% - Donations
- 20.0% - Grants
- 35.7% - Events
- 7.1%- Sponsors
- 13.1% - Tax Revenue
- 7.2% - Other



## EXPENSES

- 17.9% - Beautification
- 5.2% - Economic Vitality
- 33.9% - Events/Marketing
- 9.0% - Operating Expenses
- 2.2% - Main Street
- 22.2% - Salaries
- 9.7% - Visitor Center

Nearly \$133,000 Spent Marketing the Downtown District in 2025 Through Publications & Events

Over \$70,000 Spent on Downtown Beautification

Over \$20,000 Spent on Economic Vitality Initiatives to Support Small Businesses

# REINVESTMENT STATISTICS

The Average Price Per Square Foot Increased to \$5.88/Year  
11,391 Volunteer Hours is equivalent to \$396,292.89



**8.32 MILLION**

Reported Taxable Dollars In  
Retail Sales In CID District



**31,000**

Visits During DEP Signature  
Events in Downtown



**\$2.9 MILLION**

Spent In Private Building  
Improvements



**11,391**

Volunteer Hours  
Donated to DEP



[WWW.VISITEXCELSIOR.COM](http://WWW.VISITEXCELSIOR.COM)

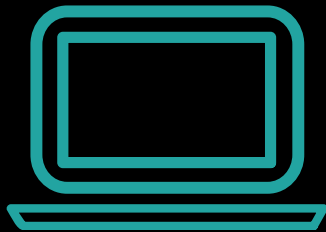
# SOCIAL REACH STATISTICS

Through the Visit Excelsior tourism website and our social media platforms, we consistently promoted Excelsior Springs' events, businesses, and visitor experiences, keeping our community informed and helping travelers plan their visits year-round.



**243,274**

*Visit Excelsior  
Website Visitors*



**1,531,949**

*Visit Excelsior Website  
Pages Viewed*



**4,363,519**

*Views On Downtown  
Social Media Channels*



**2,171**

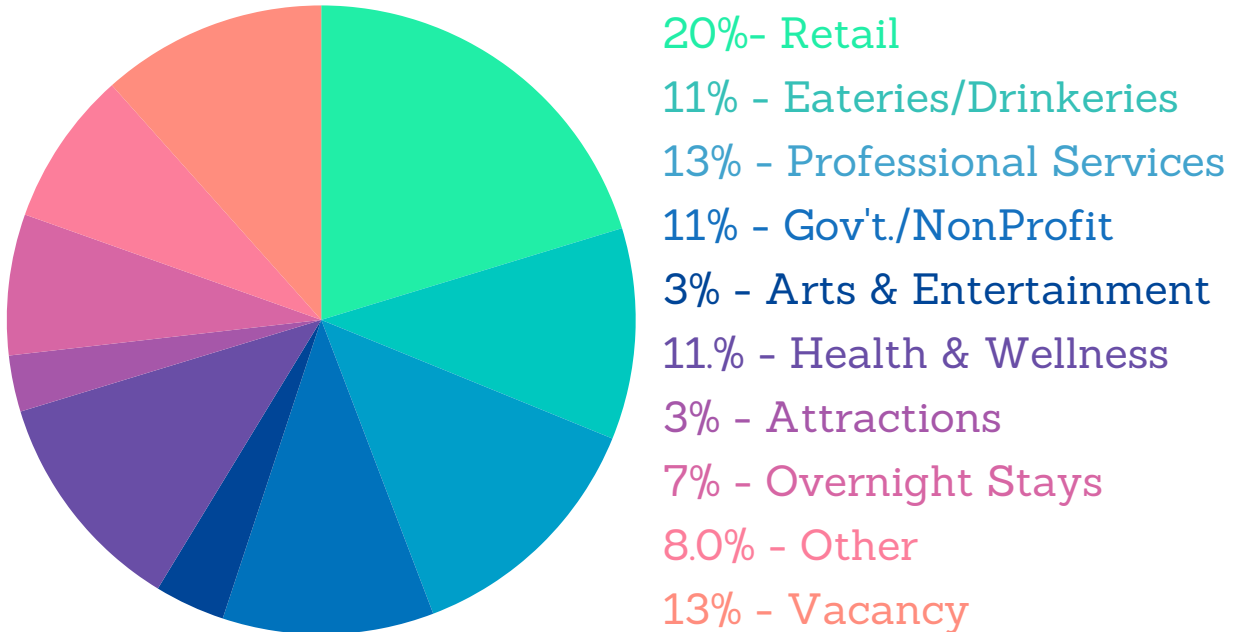
*New Social  
Media Followers*



**WWW.VISITEXCELSIOR.COM**

# DOWNTOWN EXCELSIOR BUSINESS MIX

*There are currently 104 businesses located within Downtown Excelsior Springs.*



When comparing end of year 2025 to end of year 2024 business mix, the following can be concluded...

Business openings and closures resulted in a total gain of 5 new businesses in the downtown district

The average price per square foot increased from \$5.65 to \$5.88

Of the 13% vacancy rate, 37% will be occupied in 2025, 19% are under construction, 44% are available for lease or for sale, 25% have no plans of construction or tenancy

# DEP VOLUNTEER TEAMS

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Design



Economic Vitality



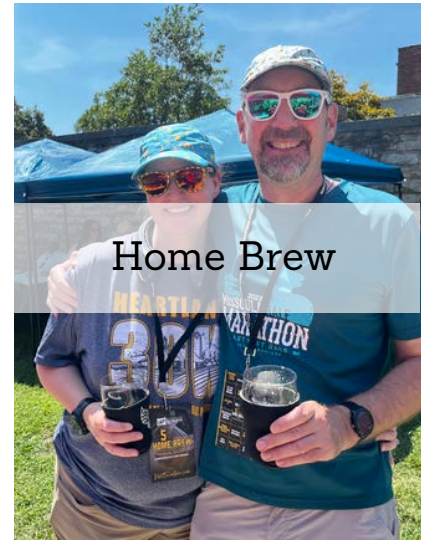
Organization



Promotion



BBQ & Fly-In



Home Brew



Christmas



Opal Wapoo



Website

# 2025 ACTION PLAN

## 99 Volunteer Led Projects, Events & Initiatives in 2025

### Design Committee

Downtown Kiosks  
 Downtown Planters  
 Façade Grants  
 Memory Tree

Hardscape Pocket Park Design  
 Historic Preservation Month  
 Holiday Décor  
 Lithia Landing

Mini Mural Series  
 Streetscape Plan  
 Wayfinding Plan  
 Well Walking Tour

### Economic Vitality Committee

CDBG Interest Intake  
 CEC Application Partner  
 Low Interest Loans  
 Meet The Business  
 Placer.ai Event Reports  
 Downtown Visitation Data

Shopping & Dining Guides  
 Business Newsletters  
 Thrive EV Task Force  
 Event Economic Impact Reports  
 Market Available Real Estate

Individual Business Placer  
 Reports  
 Building & Business Inventory  
 Assist Potential Business &  
 Property Owners  
 Business Directory

### Organization Committee

Annual Agreements  
 CID Agreement  
 IRA Grant Partner Applicant  
 City Grants  
 ARPA Grants  
 Annual Report  
 Missouri Art Council Grant  
 MMSC Award Nominations  
 Capitol Day  
 Action Planning  
 Annual Sponsors

Event Insurance  
 Gift Certificates  
 Giving Tuesday Fundraiser  
 In the Know DEP Page  
 Invest  
 Logo Rebranding  
 Merchant Mingles  
 Newsletters  
 Updated Policies & Procedures  
 Press Releases  
 Public Relations  
 CEC Conference

Volunteer Recognition  
 Visitor Center Operation  
 Organizational Filings  
 Trolley Public Service  
 Agreement  
 Main Street Presentations  
 MMSC Training & Conferences  
 National Annual Assessment  
 Budget Development  
 City Professional Services  
 Agreement

### Promotion Committee

Annual DEP Dinner  
 BBQ & Fly-In  
 Chocolate Tour  
 Christmas  
 City Wide Pole Mounts  
 Cocktails & Candy Canes  
 Downtown Blogs  
 Elf Factory  
 Event Marketing Plans  
 Event Participation Policy  
 Event Sponsorships  
 Event Videography  
 Experience Excelsior Trip  
 Planner  
 Google Ads

Hall of Trees  
 Holiday Homes Tour  
 Home Brew  
 Lane of Lights  
 Lighted Christmas Parade  
 Lyrics on the Lawn  
 Missouri Tourism Listings  
 Mistletoe Market  
 Mug Shots  
 On The Rocks  
 Opal Wapoo  
 Pictures with Santa  
 Print Marketing

Sippin' Into Springtime  
 Small Business Saturday  
 Social Media Ads  
 Spring Open Houses  
 Tourism Marketing Plan  
 Visit Excelsior Website  
 Maintenance  
 Website ADA Compliance  
 Update  
 Website and Trip Planner Ad  
 Sales  
 Wine Festival  
 Witch Way to the Wine  
 YouTube Ads

# PLANS FOR 2026

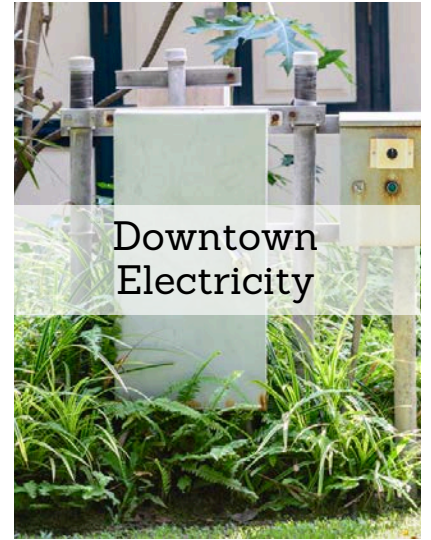
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Wayfinding Signage



CDBG Program



Downtown Electricity



Business Seminars



World Cup 2026



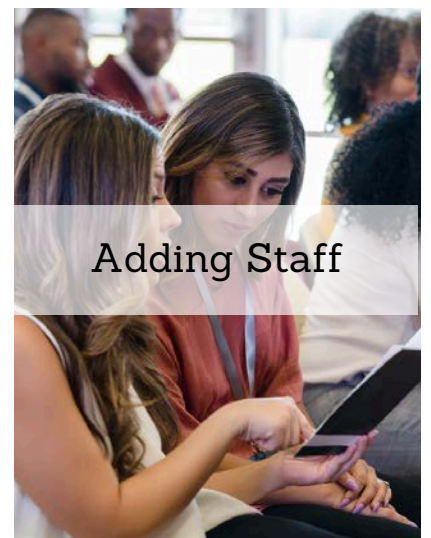
Event Expansions



BBQ World Cup Qualifier



Partnership Expansion



Adding Staff