

2025

# ANNUAL REPORT

DOWNTOWN EXCELSIOR  
PARTNERSHIP, INC.

**A Destination. A Community. A Home.**

A 2025 Nationally & State Accredited  
Main Street America Program

*VisitExcelsior.com*



# Looking Forward...

## Built Together

The past year marked a defining chapter for Downtown Excelsior Springs. Driven by momentum, measurable progress, and the teamwork that turns vision into action.

Revitalization doesn't happen because one organization works hard. It happens because a community chooses to build something together.

**Lyndsey Baxter - Executive Director**

## About Us

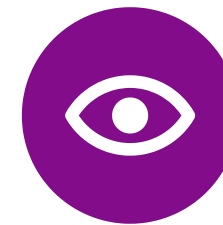
Community Supported  
Volunteer Driven

Passionate about creating a  
fun, economically vibrant  
and visually compelling  
downtown.



# Our Vision & Mission

The Reason Why



## Vision

To create a vibrant thriving downtown that seamlessly blends the charm of our historic past with the energy of exciting new opportunities.



## Mission

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.

# The Team Behind Us

## 2025-2026 Board of Directors



**Nate Williams**  
**President**

Excelsior Springs Parks &  
Recreation & Community Center



**Jeanine Stubbs**  
**Vice President**

Former Business Owner



**Jill Rickart**  
**Treasurer**

Ventana Gourmet Grill



**Allen Amos**  
**Secretary**

Vesta Hearth & Home



**Brenda Kilgore**  
**Board Member**

414 Company  
Kilgore's Vintage & Design



**Keith Hudson**  
**Board Member**

Atlas Saloon Brewery



**Jason Van Till**  
**Board Member**

Van Till Family Farm Winery



**Reggie St. John**  
**City Council Liaison**

City of Excelsior Springs



**Lyndsey Baxter**  
**Executive Director**

Downtown Excelsior  
Partnership, Inc.

# Key Achievements

Some of the Highlights

**\$133K**

SPENT  
MARKETING

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**\$2.9M**

PRIVATE  
INVESTMENT

**\$70K**

SPENT ON  
BEAUTIFICATION

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**\$11.86**

RAISED FOR EVERY  
\$1 FROM CITY PSA

**11,391**

VOLUNTEER  
HOURS

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**\$8.32M**

IN REPORTED  
RETAIL SALES

# Social Reach Statistics

## Connecting With More People

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.

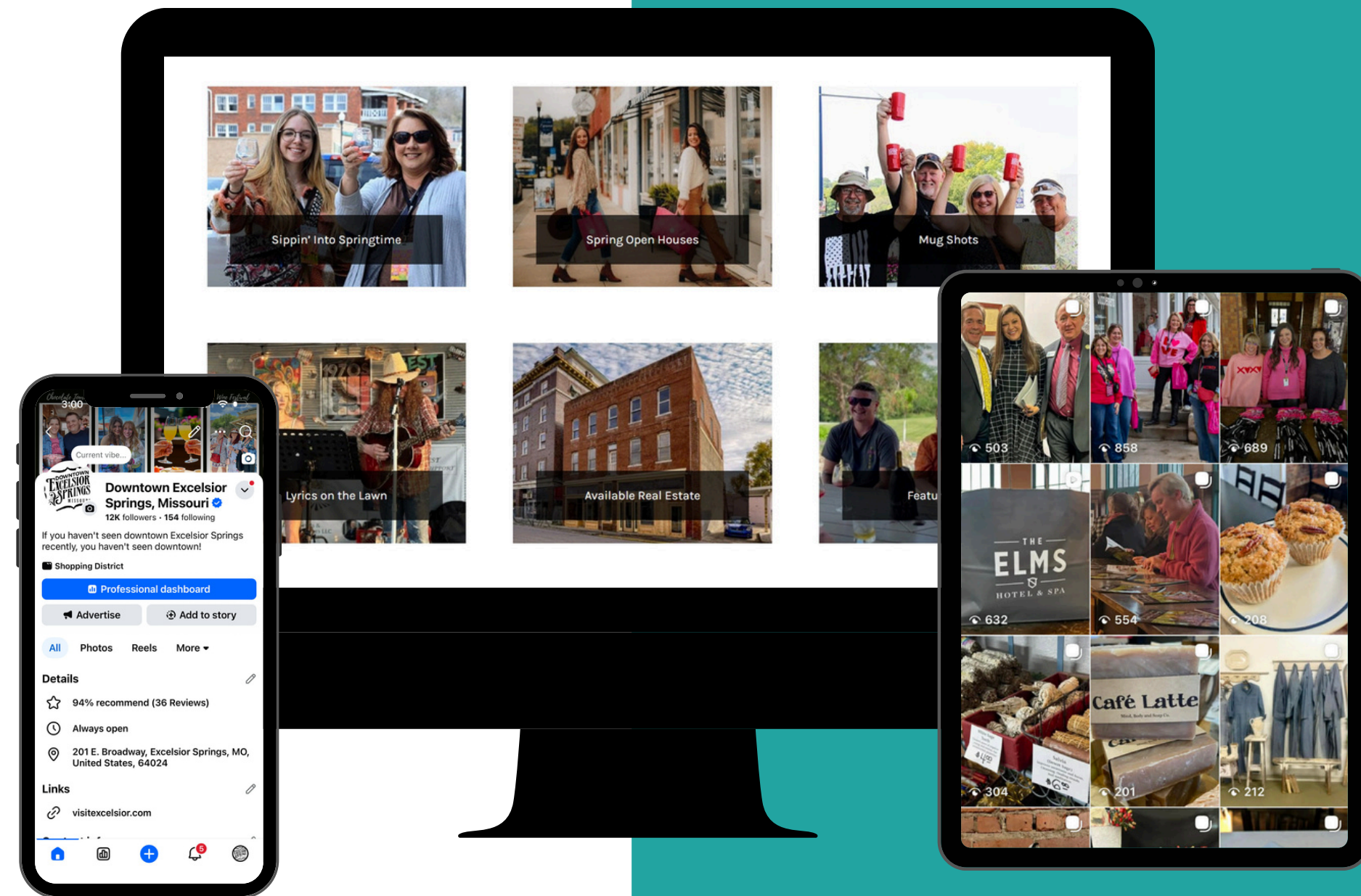
**243,274 Website Visitors**



**1,531,949 Website Pages Viewed**

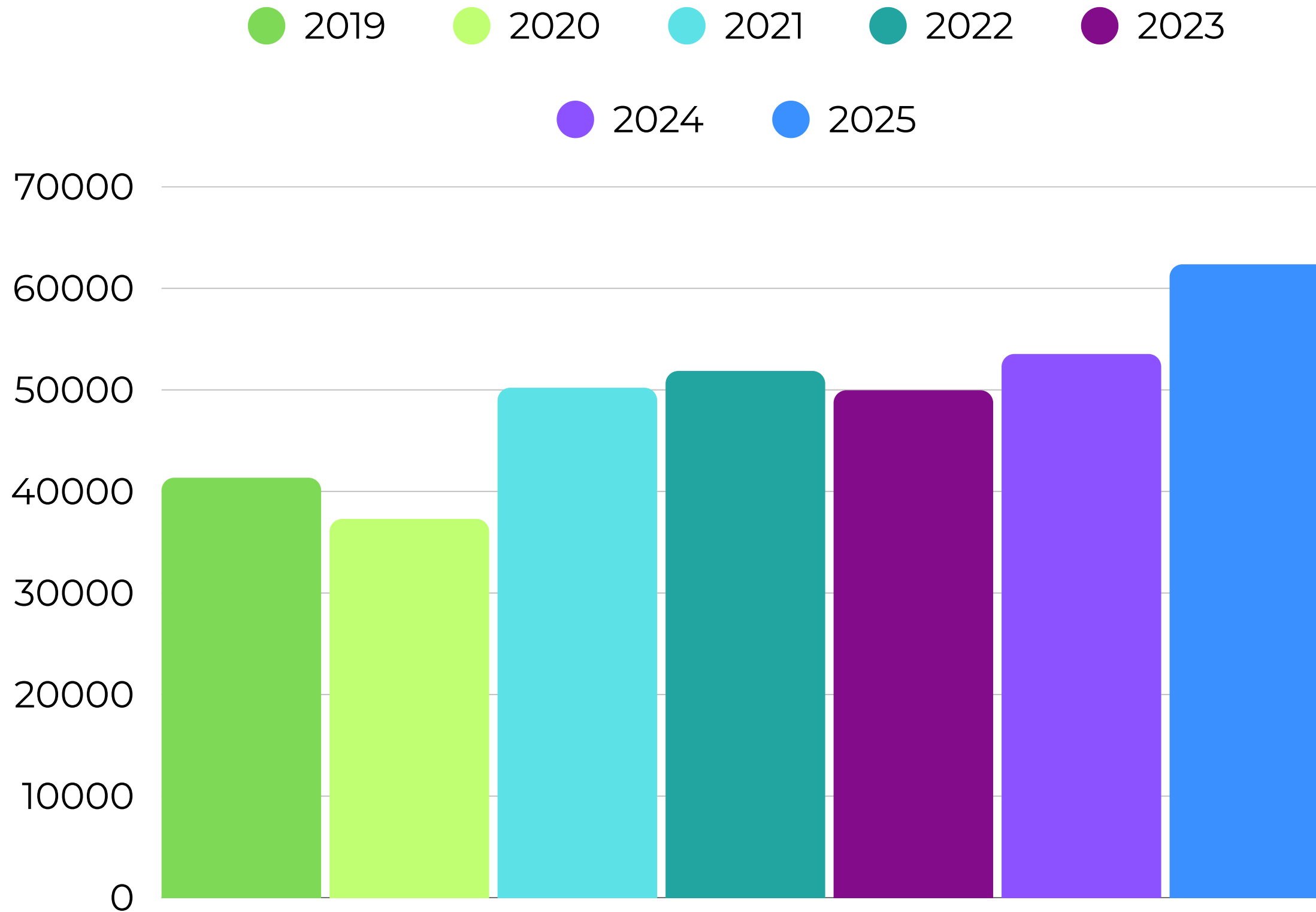


**4,363,519 Views on Social Media**



# Sales Tax

## A Look Through The Years



**\$8.32 MILLION**

In sales in Downtown Excelsior Springs based on reported taxable retail sales.

**16.5% INCREASE**

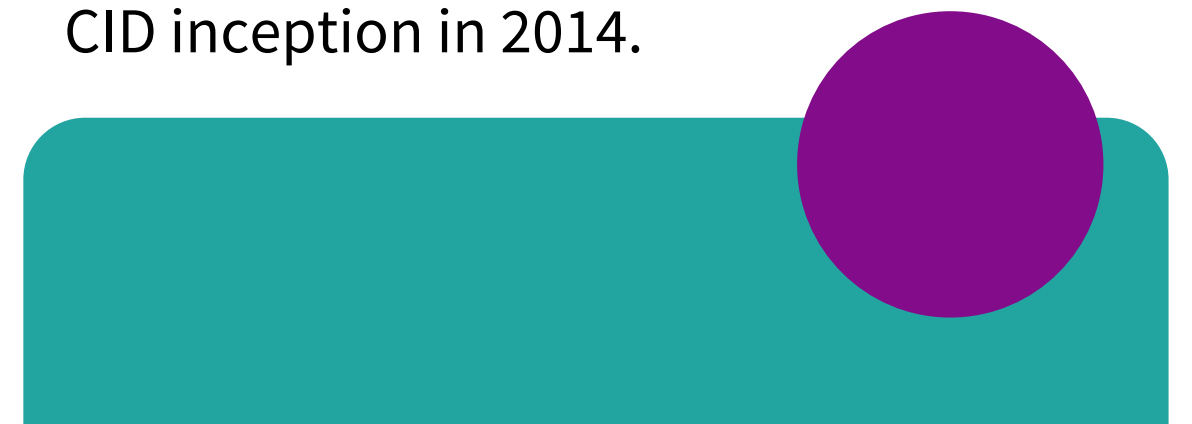
in reported taxable retail sales compared to 2024

**50.8% INCREASE**

Increase in reported taxable sales since 2019

**142% INCREASE**

Increase in reported taxable sales since CID inception in 2014.



# Events That Impact

It's About Placemaking



**31,000+**  
Visitors on DEP  
Signature Event Days

**71**  
Event Days in  
Downtown



**\$282 K**  
Spent Downtown During  
8 Signed Ticketed  
Events

# Downtown Visitation

## Overview



Visits

387,625



Visitors

129,209



Frequency

3.0



Dwell Time

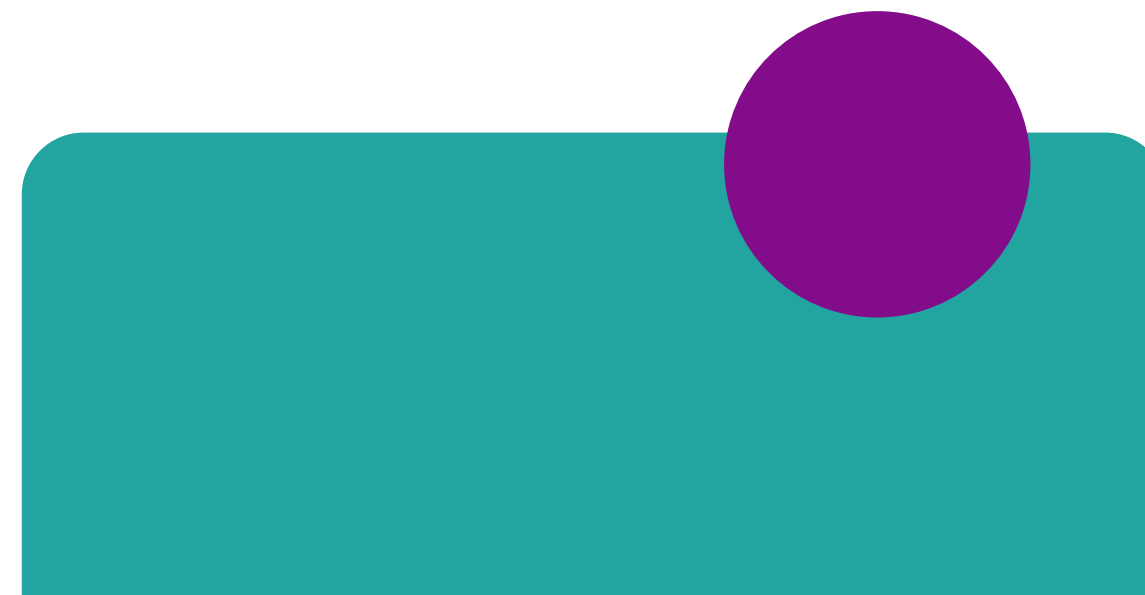
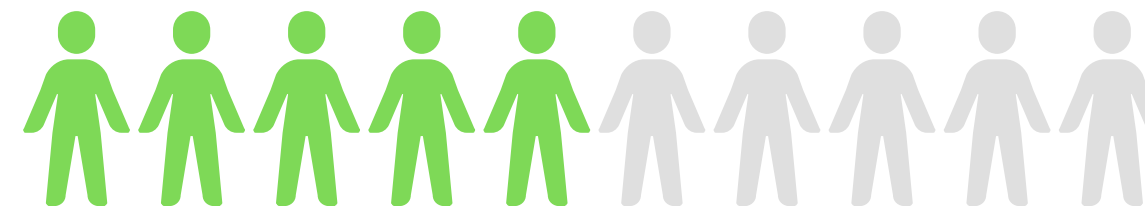
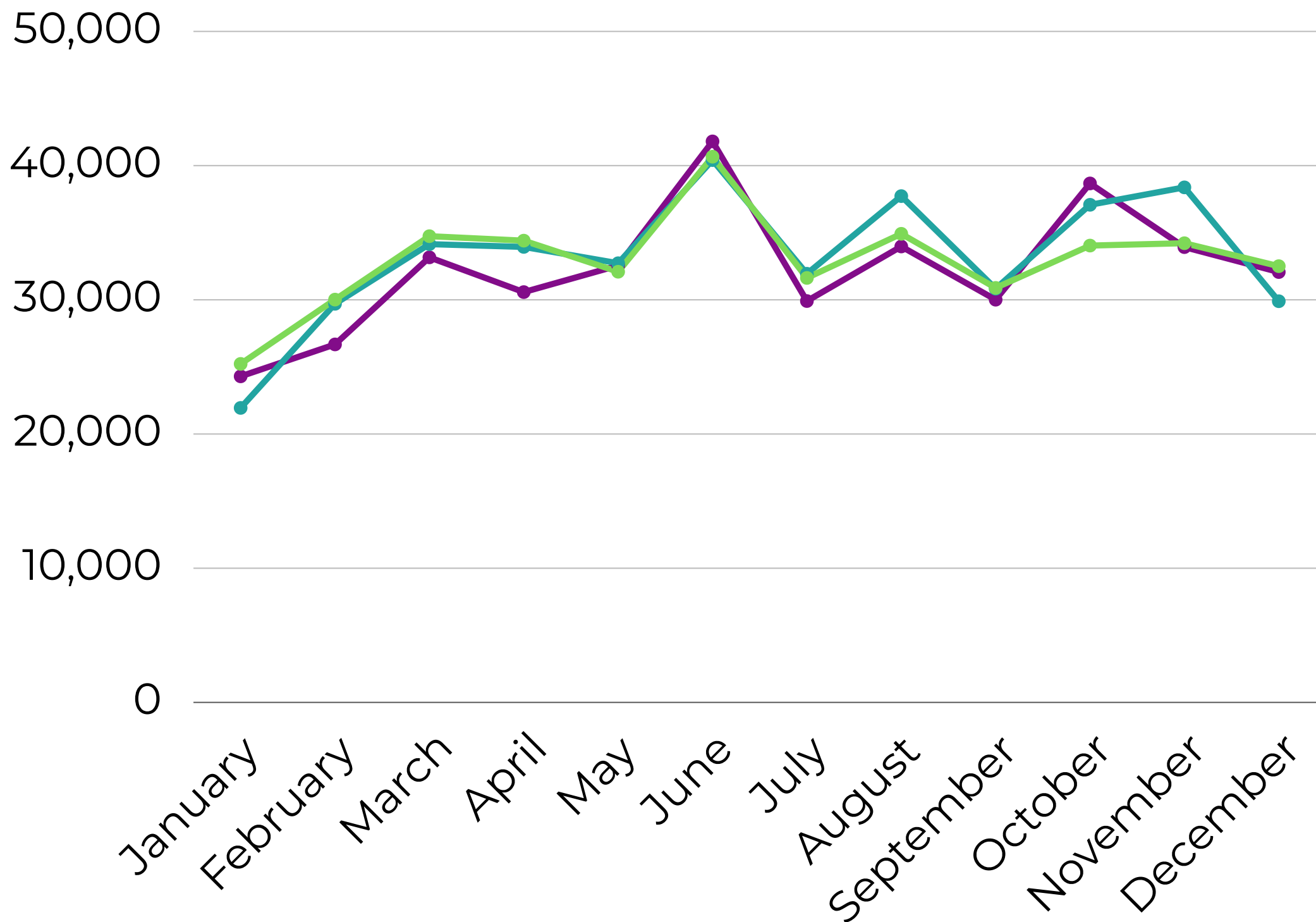
120 Minutes



# Visitation Patterns

## Monthly Visits

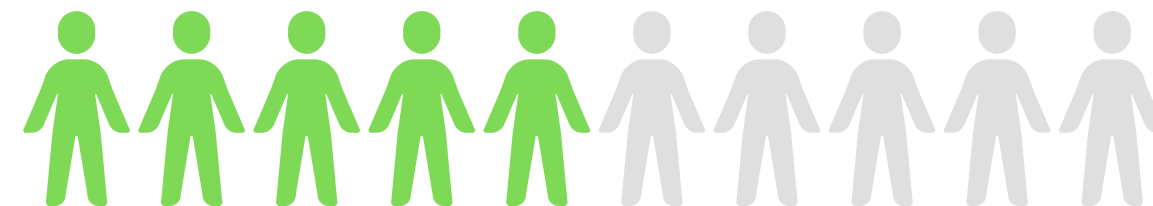
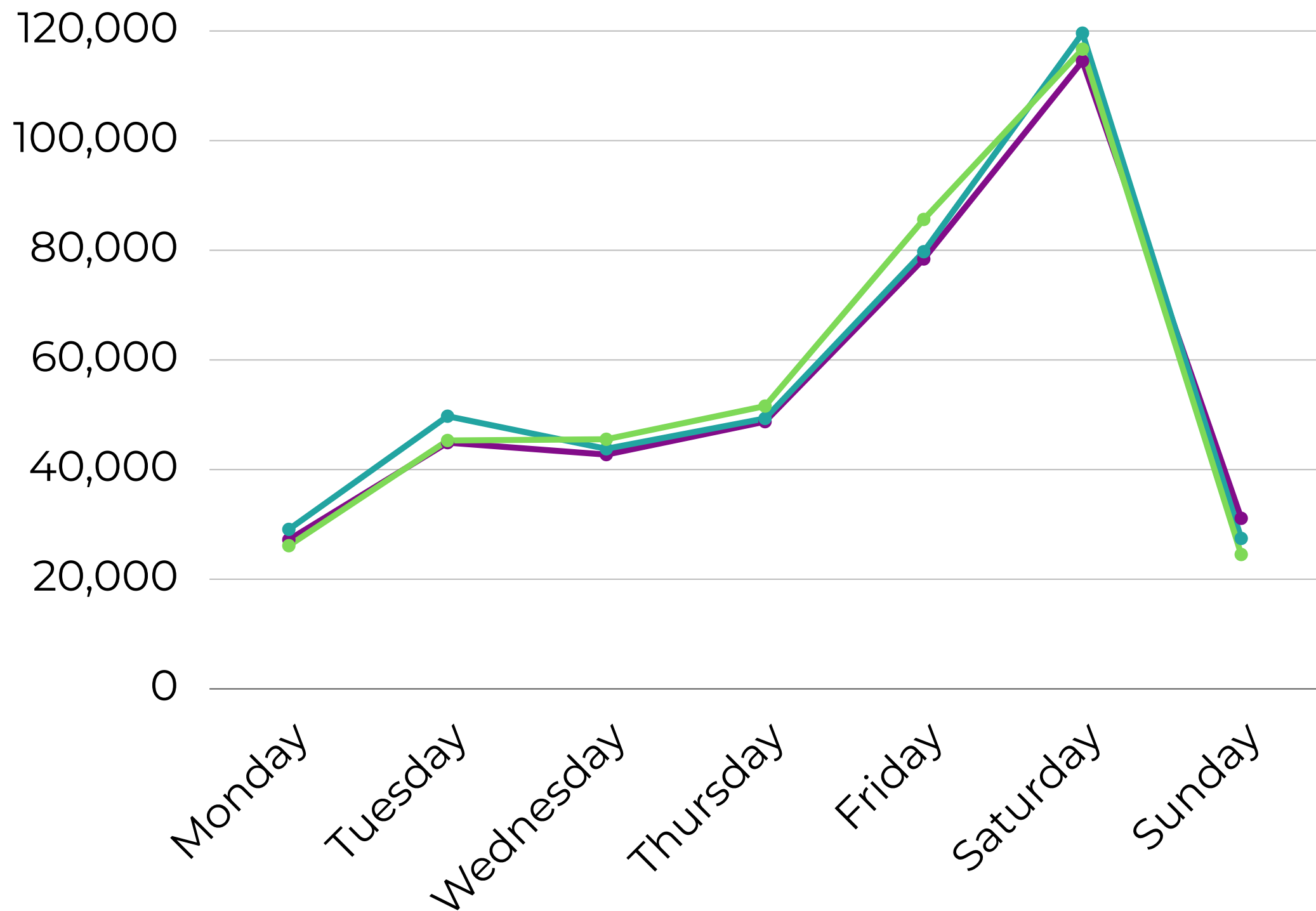
● 2025 ● 2024 ● 2023



# Visitation Patterns

## Visits By Day

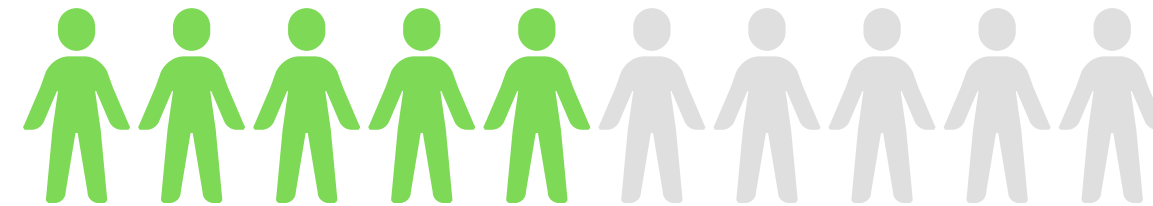
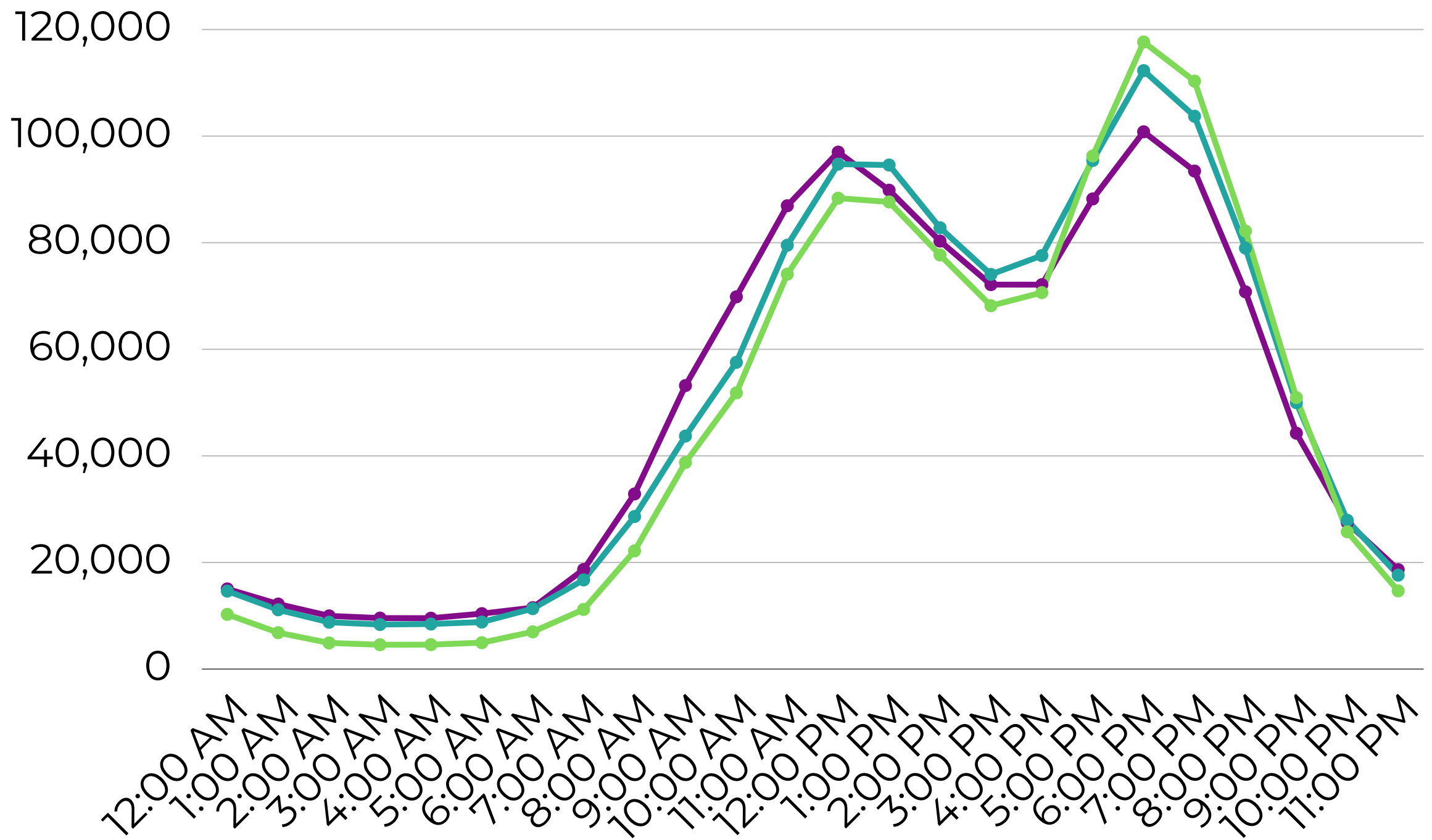
● 2025 ● 2024 ● 2023



# Visitation Patterns

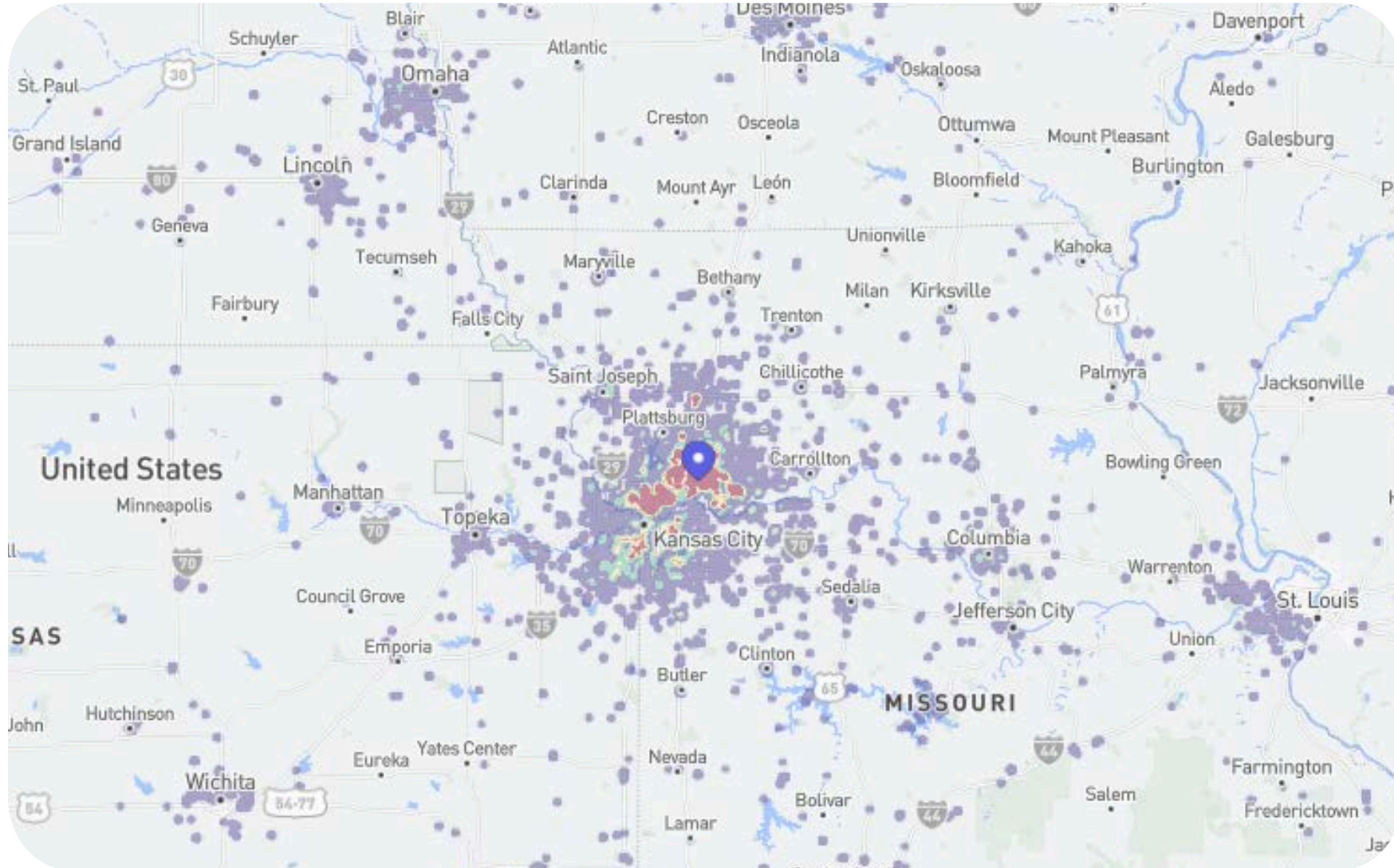
Time of Day

● 2025 ● 2024 ● 2023



# Trade Area

## Visitor Origins



**37.9% or 150K**

Visits from Residents of Excelsior Springs  
64024 Zip Code

**52.69%**

Visits from Residents within a 10 Mile Radius

**44 States**

Visitors by Home Location

**24 Of Top 100**

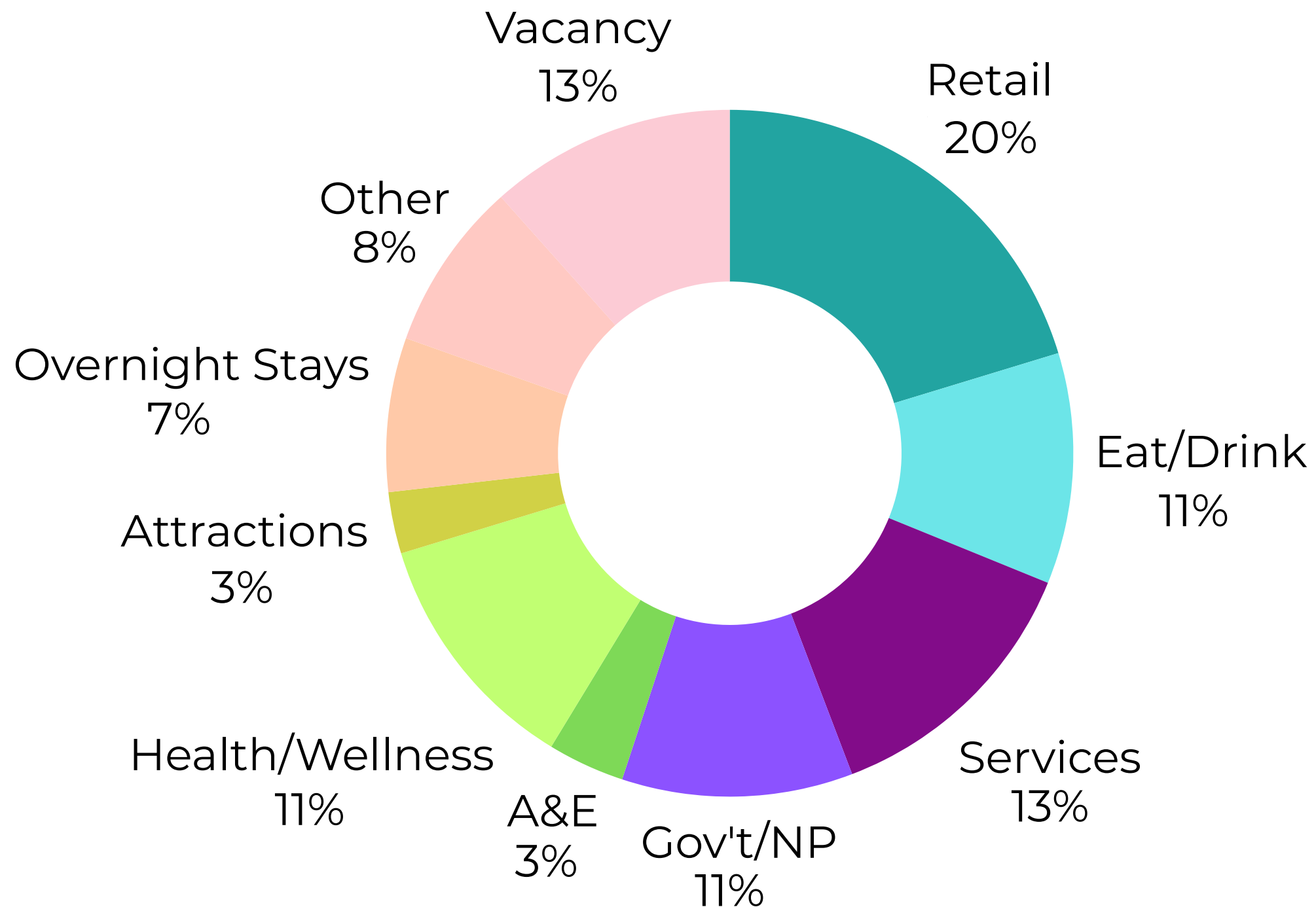
Zip Codes Outside of Missouri

**1,542 Zip Codes**

Visitors by Home Location

# Business Mix

104 Businesses Located in Downtown



## New Business & Closures

Resulted in a total gain of 5 new businesses

## \$5.88 Avg. Price/Sq Foot

Increase of \$0.23 or 4.07% compared to 2024

## Vacancy Rates

Ground/First Floor Only

37% Occupied in 2025

19% Under Construction

44% Available For Sale or Lease

25% No Plans for Construction or Tenancy

# Reinvestment

## Downtown Investments



**\$2.9 MILLION**

In Private Investment to Downtown  
Properties

**\$20,000+**

Spent on Downtown Economic Vitality  
Initiatives

**11,391**

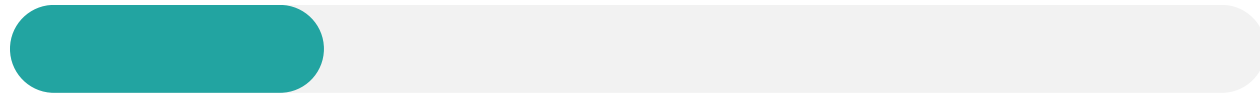
Volunteer Hours Valued At  
\$396,292.89

**Visitor Spend**

\$25.05 per Visit  
\$90.76 per Visitor

# Financial Summary

**\$11.86 Raised for Every City Dollar**



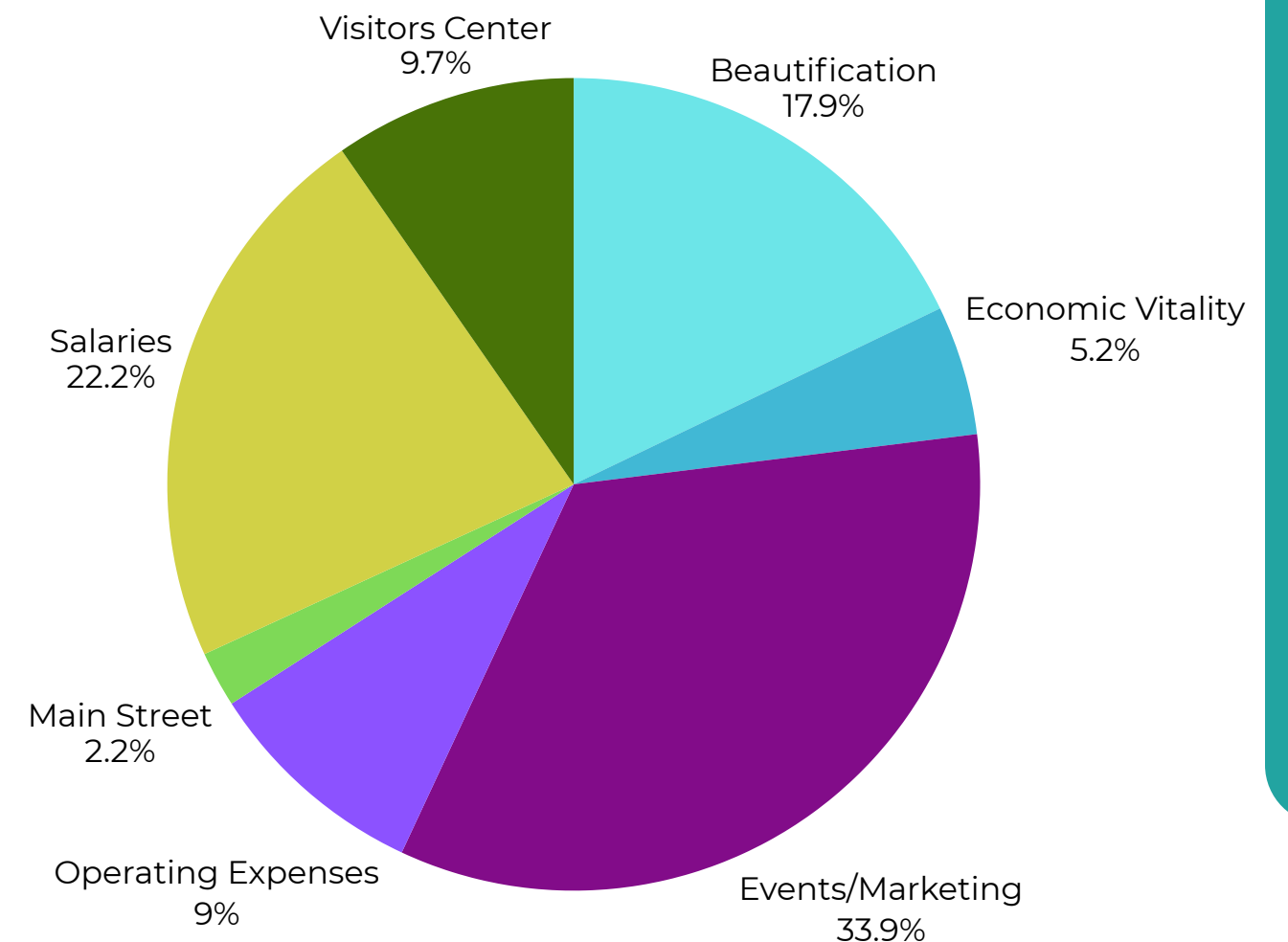
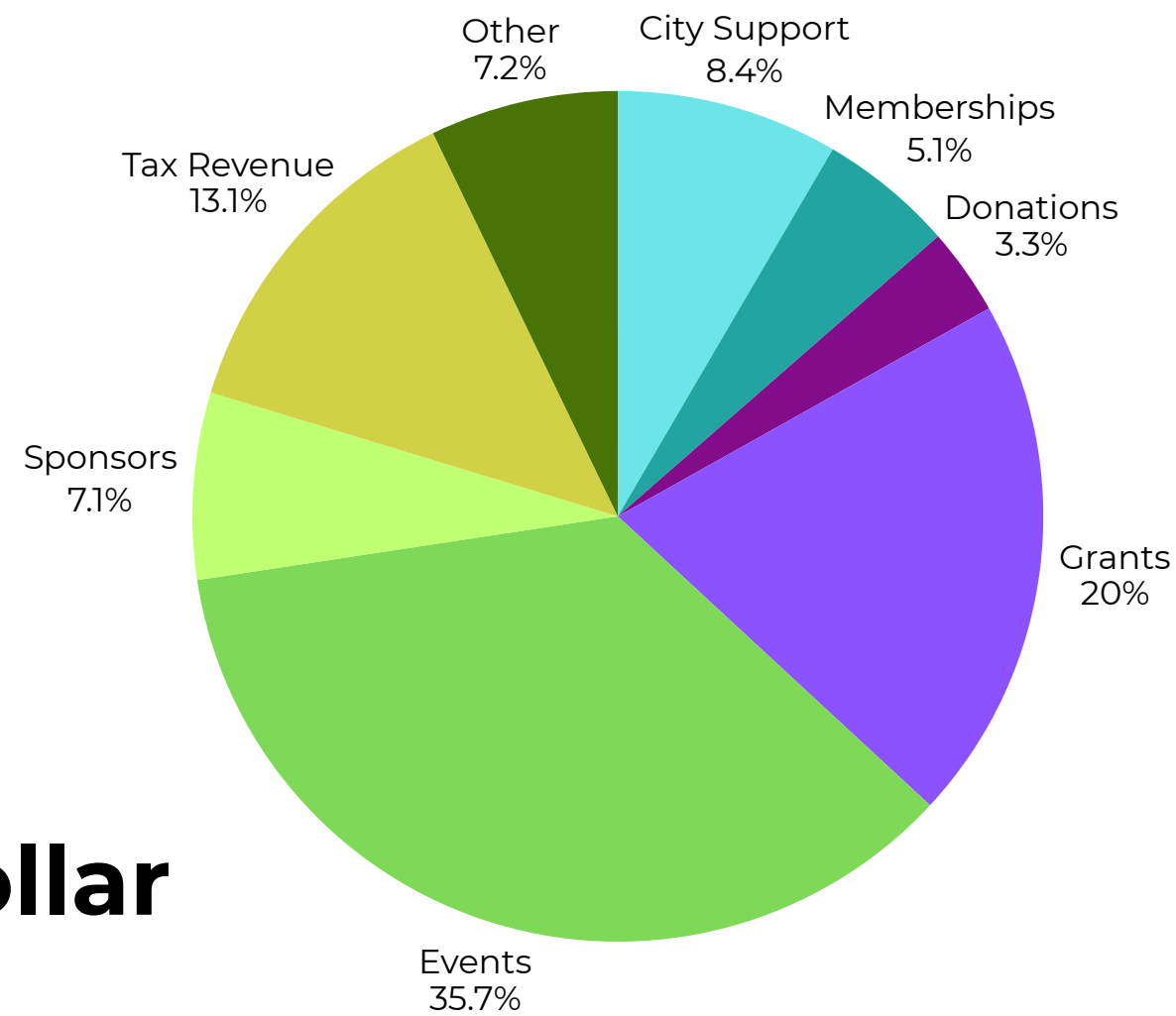
**\$70,000 on Downtown Beautification**



**Sponsor & Grant Opportunities**

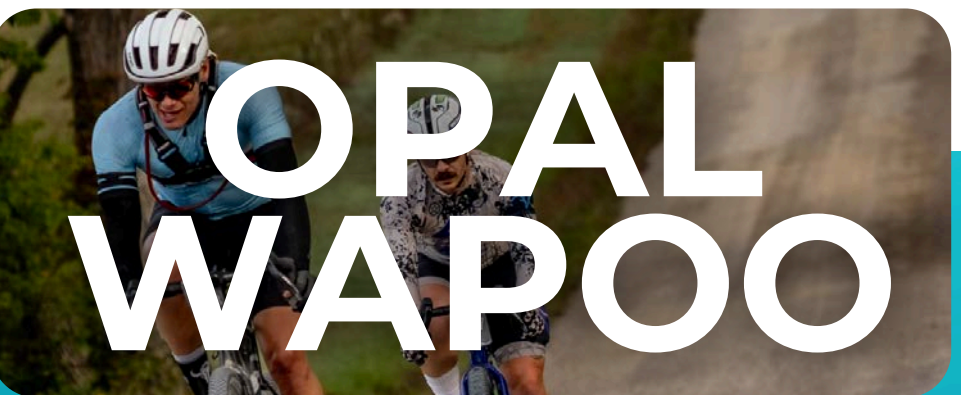


**Salary & Staff Changes**



# The DEP Volunteer Teams

That Were A Part Of 99 Projects, Events & Initiatives in 2025





# Looking Ahead

2026 & Beyond



# Thank You

Momentum Is Building In Downtown Excelsior Springs!

*We've strengthened partnerships, supported small businesses, and advanced meaningful public improvements. The work continues, and the future is even brighter.*

**Thank you for believing in what we're building together.**

