

Sedalia, Missouri

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DESTINATION
ASSESSMENT

MARCH 6, 2009



ACKNOWLEDGMENTS



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EXECUTIVE SUMMARY

This Destination Assessment component of the Missouri DREAM Initiative provides a critical look at the City of Sedalia and its Downtown. The assessment methodology offers an unbiased, “newcomer” point-of-view and applies this fresh perspective to a hierarchy of needs required by visitors for a fulfilling visit to Downtown Sedalia. Characteristics of successful destinations are discussed as is Sedalia’s market positioning. The recommendations that follow are grouped into general strategies and specific recommendations that the City of Sedalia and Sedalia Downtown Development, Inc. can act upon. A list of the specific recommendations follows:

Marketing:

- Positioning of Downtown Sedalia: “The Entertainer”

Public Improvements:

- Improve Signage and Wayfinding
- Improve and Restore Buildings in Disrepair
- Improve Visibility and Access to Katy Depot

Retail and Retail Operations:

- Add more Stores and Attractions to Downtown District
- Improve Retail Communication, Hours, and Other Amenities

Events:

- Add More Festivals to the Downtown
- Continue to Promote and Develop the Scott Joplin Festival

Other:

- Provide Transportation to Downtown
- Promote and Develop the Katy Trail
- Offer More Entertainment and Dining Options for Cyclists

While all of the recommendations within this report will help Downtown Sedalia capitalize on its tourist trade, the Public Improvement recommendations should be the top priority for the involved Downtown leaders. These items help to address the most basic of the functional and comfortable visitor needs. Downtown visitors need to be able to find Downtown, navigate, and feel safe and welcome. Without these aspects, the other recommendations are ineffective.

INTRODUCTION

The DREAM Initiative concentrates efforts on downtown revitalization because the overall health of the community is greatly influenced by the vitality and viability of its downtown. Moreover, downtown reflects the unique attributes of a community—its heritage, its people and its future. While much of America becomes culturally homogenized, our downtowns should retain their unique identity and reflect the incredible diversity contained within the American story. For visitors, downtowns embody the character of the community and represent hidden treasures awaiting discovery.

The DREAM Initiative recognizes that downtown exists within a larger context. Visitors may be attracted to a region for destinations outside downtown, such as a nearby natural or historic attraction, but downtown should be a part of their adventure. In order for downtown to be a viable destination it must offer something to attract visitors such as unique shopping, dining, and recreational opportunities.

The Destination Assessment component of the DREAM Initiative will help Sedalia better understand its potential to derive benefits from tourism. The assessment will help formulate a realistic vision for Sedalia to implement improvements to its unique tourist activity. Recommendations will address potential synergies among existing features to capitalize on Downtown Sedalia and surrounding assets.



Many communities already enjoy significant economic impact from tourism, while others have fledgling tourist industries. In either case, the assessment will help formulate an aspirational and realistic vision for the future. Recommendations will address potential synergies among existing features to capitalize on Sedalia’s Downtown and the surrounding area’s tourism assets. This assessment is meant to identify the conditions that Sedalia stakeholders need to address, not provide a marketing piece that presents only the best side of the City.

The “Destination Assessment Team” is a collaboration of representatives of PGAV, the Missouri Division of Tourism, and the Missouri Arts Council. The findings and recommendations contained within this document, while primarily prepared by PGAV, represent a coordinated effort to address the “tourist” or “visitor” experience from independent consultants and key State agencies involved in tourism and the arts. It is anticipated that the Missouri Division of Tourism and the Missouri Arts Council will play an ongoing role in providing technical and financial resources, as applicable.

The Importance of Tourism

Visitors are the vehicle by which outside money travels into, around, and hopefully not just through the community. A well-balanced economic development strategy will include the capture of tourism dollars. Most downtowns do not have the retail base they once enjoyed. As a result, residents are often forced to shop elsewhere or through catalog or internet shopping (creating 'leakage'). The attraction of new cash to the community through tourism is a strategy to deal with the financial gap left by these changes in consumer spending habits. Visitors leave behind tax revenue from purchases at the community's businesses.

But a community's attractions, its "products", must be compelling enough to pull visitors from far enough away that they will stay overnight in the community. This distance is typically 50 miles. The overnight stay is the goal of a tourism strategy as this visitor will generally spend more money than other types of visitors.

In addition to the direct impact of tax revenues, tourism enhancement can also be an effective retail development strategy. Retailers will serve the visitors and collect the revenues. Many retailers can benefit from understanding their market may extend beyond the limits of their community, utilizing marketing techniques for targeted visitor profiles, or expanding hours and services specifically for visitors.

The local residents will benefit from added visitor services as well. A thriving tourist trade will cause greater money circulation, improved services and infrastructure for everyone, job and entrepreneurial opportunities, and enhanced shopping convenience, choice, and competitiveness. A well-balanced mix of retail and related services will make Downtown Sedalia attractive to residents and visitors.

It is possible that there can be detrimental effects of tourism. As the numbers of visitors grow, they will demand greater services and may cause resentment among permanent residents. Particularly successful strategies, if not properly planned, can cause a much more intense influx of visitors and support businesses than the community is prepared to handle.



Ohio Street.

Assessment Methodology

The Destination Assessment provides a snapshot of the tourism industry operating community-wide, but focuses on Downtown. The process consists of reviewing data, marketing materials, visiting the community and its key features, meeting with community tourism leaders and compiling a report with recommendations. The recommendations should serve as a strategic foundation as the community moves through subsequent steps of planning and design on their way toward destination success. Understanding the framework used to evaluate destinations will provide context for the recommendations and suggestions for improvement.

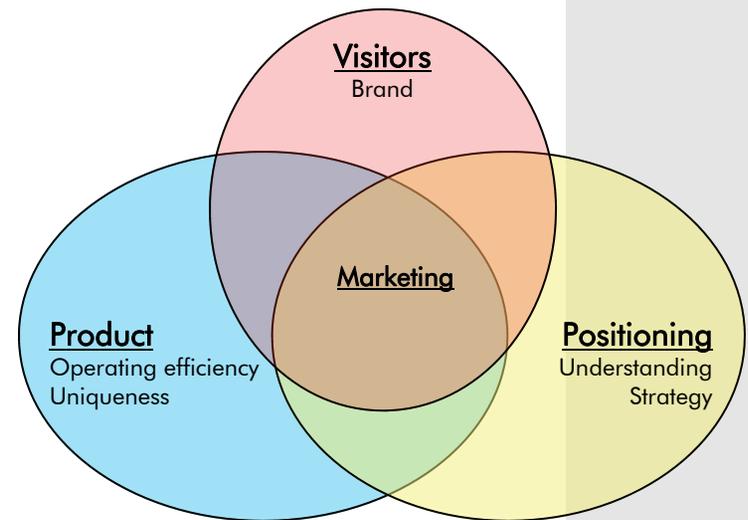
The ideas reviewed and explored will be as the City relates to its customers as a business and are depicted in the diagram below.

The **product** that the City is selling to its **visitors** is Downtown Sedalia and all of its amenities. Businesses, restaurants, museums, infrastructure, people, streets, sidewalks, parks, events, and many other attractions create the “product.” **Attachment 1** in the Appendix is an inventory of attractions and is the beginning definition of Sedalia’s product. The City should constantly strive for a competitive advantage that will make it a more attractive choice over other, similar products. There are two parts to competitive advantage; operating efficiency and uniqueness.

The product is nothing if potential visitors are not aware of its existence. The **position** of the product in the overall marketplace allows it to be competitive for the desired customers. It is critically important that the community spend some time understanding how it is unique. This capacity is what will set it apart from others. If there is a service level at which the community can be the ‘best’, this can be a useful draw. A review of the product to assess these strengths should be ongoing. Once this understanding occurs, strategies can be developed for improving, solidifying, or repositioning a community’s product.

The meeting of product and positioning, is **marketing**. The DREAM Initiative includes a marketing aspect that will provide more detail, including improvements to existing, or the establishment of new, strategies to increase visitors to Sedalia.

Visitors or customers are the final piece of the puzzle. Understanding must be garnered concerning the types of visitors being attracted and the trends associated with that style of visitor. Opportunities for adjustments to the product and identifying unmet potential may be uncovered. The businesses and people that influence the product will come to better understand their customers and the revenue potential that exists for their businesses.



If marketing is successful in reaching the intended visitors, they will carry with them a preconceived idea of the community's **brand**. A brand is a promise to provide a product or service in a consistent way. Destination brands have distinct aspects of their image in the mind of the customer. Each 'realm' represents an opportunity to differentiate from the competition and offer a consumer benefit. Destinations reach their maximum potential only when they leverage all four. A description of these four realms excerpted from the October 2007 edition of *Destinology*; published by PGAV, follows:

REALM ONE—PLACE:

If you visit the Empire State Building, you go to a building with the city surrounding it. Up at the observation tower, the **place** becomes an oasis high above bustling Manhattan. What benefits does the place provide for the guest? Some people like the high energy feeling of being in the city, but they may also like taking a break from the intensity. People go to a destination. It exists in a physical place. A destination should try to get the most out of the power of its place.

REALM TWO—EXPERIENCE:

Hike in the canyon. Ride the coaster. Attend a show. People want to *do* something at a destination—something unique, something to brag about, or something to share. The experience of a destination can provide key benefits to guests and a fundamental part of its brand. A destination can reach its full potential when it promotes the benefits of a unique experience and delivers.

REALM THREE—MINDSET:

Sometimes a destination epitomizes or evokes an attitude, value, or mindset that has meaning beyond the physical limits of the site. Colonial Williamsburg set out to "own" the concept of Colonial America, and people might feel more patriotic just thinking about it. When a destination can symbolize an aspirational concept, it can form a powerful connection with its guests. The destination becomes a touchstone for the concept and people return to renew their connection with it.

REALM FOUR—ORGANIZATION:

What role does the organization behind the destination play in the brand? The Niagara Parks emblem conveys tremendous trust among regional guests, who want to spend their money with the organization that helps preserve the nature and heritage of Niagara Falls. The organizational dimension of a destination may also make a big difference to future employees, donors, business partners, granting agencies, or other organizations. People want to associate with a cause or organization they feel good about, one that expresses their own values and aspirations.

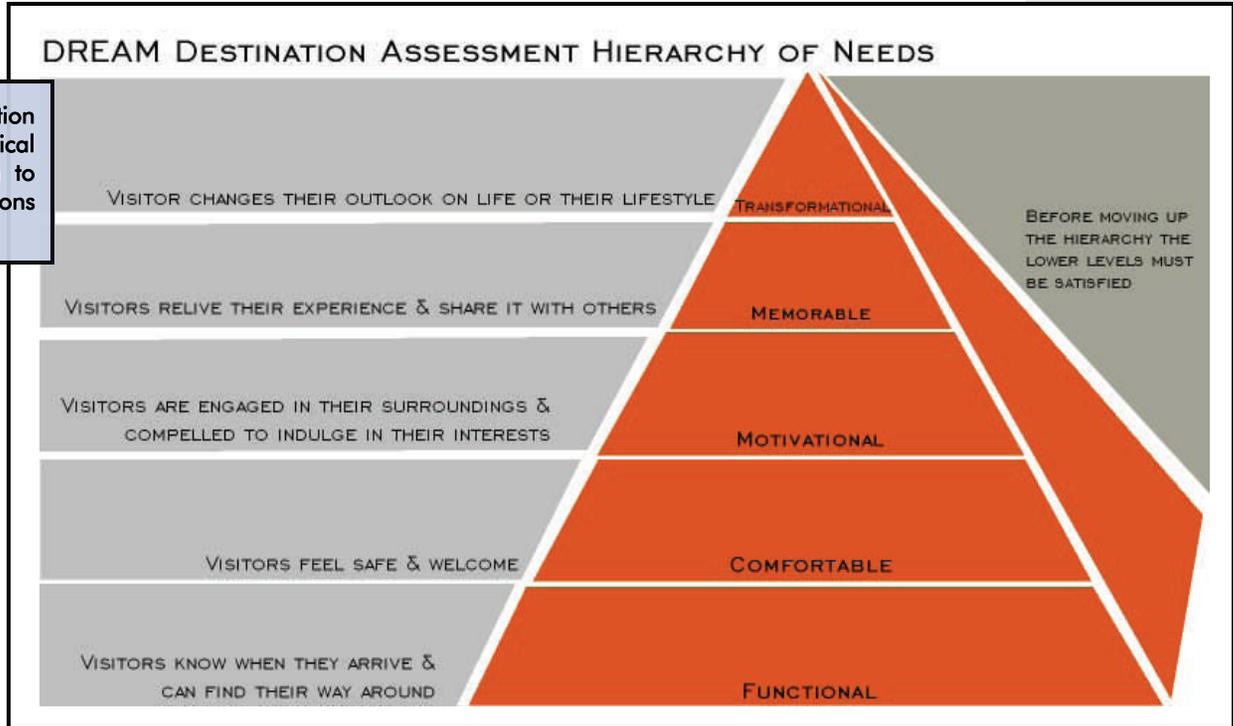
When people think of Sedalia as a destination, do they long to be in the place, get excited by the experience, aspire to the values represented, and trust the organization behind it? When the answer is 'yes' to all four, people will attribute a high value to visiting Sedalia which relates directly to attendance and financial success.

Hierarchy of Needs

Destinations and, in a larger sense, downtowns are basically customer-oriented businesses and therefore should always take the customer point-of-view. When destinations conduct product development and determine marketing decisions they must address what the customer wants and needs. During the Destination Assessment Kick-Off Meeting, the Destination Assessment Team introduced the concept of a destination consumer “Hierarchy of Needs,” which hypothesizes that customers must have their most basic needs met before they can attain higher levels of fulfillment. This customer-focused theme will recur throughout the recommendations for Sedalia.

For the purposes of this Destination Assessment, PGAV uses the hierarchical scheme shown here, listed from bottom to top, to illustrate and describe the motivations of the typical, “downtown” Missouri tourist.

There are a great number of reasons or desires that drive an individual consumer’s decision to travel and their choice of destination. The “Hierarchy of Needs” describes the requirements of a typical visitor in order for them to have a fulfilling destination experience. Questions a municipality’s staff may ask themselves regarding whether or not their community’s destination assets meet these needs are:



1. Functional: Does the City provide adequate wayfinding to make travel throughout the area easy and somewhat intuitive? Do visitors know when they have “arrived”? Does the City adequately provide basic comforts, such as parking, bathrooms, and a place to rest? Is information about destinations and events easily attainable?
2. Comfortable: Is Downtown Sedalia pedestrian friendly and well lit? Are the building facades and streetscape designs aesthetically pleasing? Are numerous lodging and dining options present throughout the municipality? Does the Downtown provide adequate comforts so that the visitor can relax while away from home?

3. Motivational: Does the Downtown provide visitors with activities in which to participate? What will move the visitor to get out of their car and get involved? Does the Downtown provide a chance to learn, interact with others, and an opportunity for adventure or escape?
4. Memorable: Does the Downtown leave the visitor with positive memories? Do visitors repeatedly return to Downtown? Do visitors recommend a visit to Downtown to others? Is there positive word-of-mouth about Downtown?
5. Transformational: If the City meets the aforementioned needs, then they've created a fulfilling experience to the visitor, which, hopefully, will positively change the visitor; thus imbuing the visitor with not only a valuable rejuvenative experience, but also a new and positive outlook on life. The visitor will want to return to and reconnect with the destination to renew that positive outlook in the future. The visitor will actively seek to bring others and share the rejuvenative experience.

In the case of a visit to a destination like a resort, zoo or theme park, a single organization manages the tourist experience to ensure a “seamless” experience; one that flows smoothly and consistently from parking and restrooms to attractions, food and shopping without breaks in the “brand.” People have come to expect this level of product and service. Destination communities would benefit from emulating this model to the degree they can considering the complexity of their destination environment (i.e. multiple tourism product owners and interests). For example, Destination communities can develop organizational structures that support a coordinated aesthetic presentation of downtown; manage a consistent and unified marketing plan; administer special event planning; and guide businesses toward consistent business standards (i.e. uniform business hours).

Although Destination Assessment focuses on tourism and arts, many of the recommendations promise to improve quality of life for both visitors and residents. Conversely, many of the recommendations in other parts of the overall DREAM Initiative, such as streetscape improvements and traffic management will provide essential infrastructure to support tourism. This synergy of benefits illustrates the key strategy of the Initiative—that an integrated approach to planning and implementation will achieve the best results for Downtown Sedalia.

Downtown Sedalia's Art display.



CHARACTERISTICS OF SUCCESSFUL DESTINATIONS

The City's Product

Revitalization efforts of small to medium rural downtowns have occurred for numerous and varied reasons. Some have failed, some have met with success. The ability to adapt to changes and take advantage of opportunities while preserving the elements that make a downtown unique is the deciding factor between the two. Common themes can be attributed to successful efforts. Planning, Organization, Financing, Marketing, and Retail are all aspects addressed by the DREAM Initiative and are all common elements of successful downtown revitalization efforts.

Downtown Sedalia should have a good base and balance of businesses and amenities that address the basic needs of the hierarchy and support the higher levels as Downtown improves. The 'correct' mix of businesses for Downtown is the mix that works at any given point in time. This will be different for every community and will change. This Destination Assessment, coupled with the DREAM Retail Market Analysis will identify retail gaps and make suggestions for current deficiencies in Downtown Sedalia, but it is more vital that the community be prepared to act on future opportunities and adjust its strategies to exploit growth opportunities.

A procedure should be put in place to annually inventory the Downtown business mix and this information should be shared with the public. A simple spreadsheet with Standard Industrial Classifications (SIC) codes such as the one in **Attachment 2** in the **Appendix** can be used. Targeted retail sectors can be promoted and contacted. Business types that support the desired brand of Downtown and address the Hierarchy of Needs should be top priority. Specific types of businesses that might improve Downtown Sedalia are noted in the DREAM Retail Market Analysis. Given the goal of capturing visitor spending, general examples of retailers and products (other than the obvious examples of lodging, restaurants, and pubs) can be suggested:

Apparel	Collectibles	Home Décor	Photography	Stuffed Animals & Dolls
Antiques Stores	Culinary Items	Jewelry	Quilts & Rugs	T-shirts
Art Galleries	Factory Outlets	Leather Goods	Skin Products	Toys
Baskets	Flowers	Liquor & Wine	Specialty Foods:	Themed Restaurants
Book Stores	Glass & Pottery	Novelties	Cheese	
Candles & Crafts	Sporting Goods	Perfumes & Soaps	Candy	
Cards & Souvenirs	History & Ethnic	Pet Supplies	Coffee	

Market Positioning

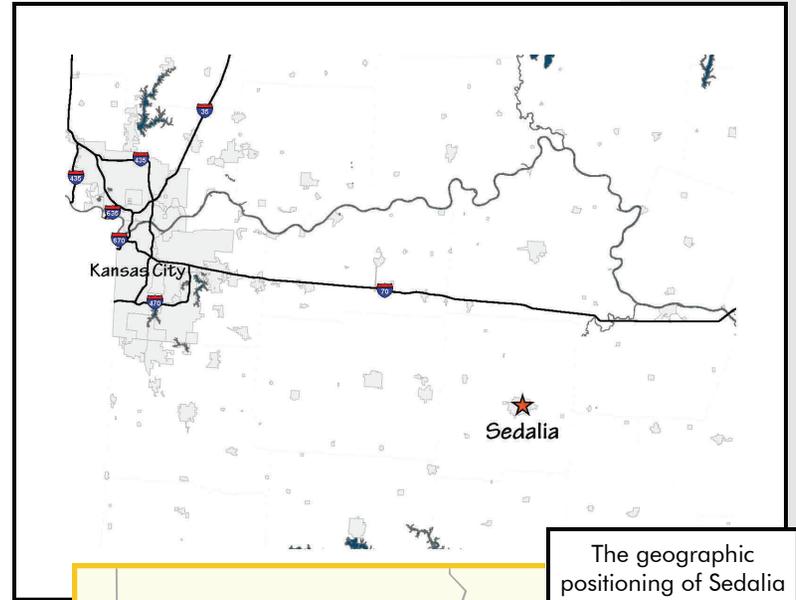
Destination success requires products and marketing, neither can work alone. Marketing is how destinations make people aware of product attributes and benefits. Both should reflect a distinct market positioning and brand—something that draws on the strengths of the destination, feels authentic, and leverages people’s desire for unique experiences.

Market positioning, has two main steps; understanding and strategy.

Understanding: The proprietors of a destination must understand how visitors (customers) currently perceive the destination. This perception is the community’s image or brand. Consumer research, with methods such as intercepts, internet surveys, and focus groups, is the best way to accurately determine current perceptions.

Strategy: The proprietors of a destination must craft a strategy that builds on the positive aspects of its current image and repositions it, if necessary, to a more advantageous and competitive position. Repositioning takes time, patience and persistence because it involves changing perceptions.

Sedalia competes in a crowded marketplace and has proximity to a major metropolitan area. Attracting visitors at a time when the economy is uncertain and travelers are more knowledgeable, thrifty, and critical is more difficult than ever before. The positioning strategy developed for Sedalia will need to show a compelling and unique experience can be found.



The geographic positioning of Sedalia is not the market positioning.

Visitors and Trends

The City must understand who is currently visiting the community and who else might potentially visit. This requires a broad look at the overall market of travelers in the region. From this information a profile of a typical visitor can be developed.

Strictly speaking, any non-resident, temporary visitor is a tourist. The goal of the Destination Assessment is to enable the City to be more prepared to attract more visitors and get them to spend their money in Downtown. In addition, there are accidental visitors; people who did not leave their home destination with the intention of traveling to the community. Thus, the definition can be refined to read “**any non-resident, temporary consumer visiting.**” Visitors can further be categorized by the type of reason for which they choose to visit the community and may fall into more than one category. This report offers the following types of visitors and suggests possible characteristics:

- 1) Business Travelers—Most likely to travel during the week, driven by businesses, primarily basic needs of lodging, restaurants, services, gift shopping, and evening entertainment, potential to impress and return for pleasure.
- 2) Family Travelers—Typically travel during the weekend, driven by relatives, less likely to need lodging, potential needs of services and restaurants, general shopping.
- 3) Ethnic and Cultural Seekers—Looking for exposure to new experiences, personal development, and education. Tend to be interested in the area’s “way of life” and people. Adventuresome and looking for more than basic needs. Museums, galleries, concerts, festivals, and performances. Likely to shop for unique items.
- 4) Heritage and Passive Recreation Enthusiasts—This visitor enjoys the scenery and feel of the area more than the interaction with the people. They are more inwardly focused and reflective. Their needs are similar to the culture seeker, but are just as likely to enjoy a drive through town to look at architecture or a walk in the local parks.
- 5) Active Outdoor Adventurers—Intense enjoyers of the parks and natural areas. These sportsmen enjoy a wide variety of recreational opportunities. Outdoorsmen, boaters, hikers, or golfers; they are on the move. They are devoted and spend money on their chosen sport.
- 6) Urban Entertainment—The shoppers, team sport spectators, college visitors, night owls, or amusement park attendees. They tend to travel in groups and have a higher expendable income. Internet connectivity and cell phone access is important to them.

Some general nationwide tourism trends include:

- 70% of destination decisions are made by women
- Consumers today have more money and less guilt about spending it than past consumers
- Consumers today have a stronger desire to examine their emotional side
- Consumers today have a wider variety of choices available
- Emotional pools that influence decisions include:
 - ⇒ Taking care of ME...rejuvenation
 - ⇒ Questing...new experiences, growth, fun
 - ⇒ Connecting...finding and deepening relationships
 - ⇒ Individual style...personal expression through products and experiences
- Authenticity drives people to want to get beyond homogenized franchise culture, but they still have high expectations that have been created by the chains such as Disney, etc.
- Families are using travel to reunite. Parents, Kids, Grandparents, Grandkids...all seek something fun and age appropriate. Entertainment for the kids and something enjoyable for the adults...a mix of fun, physical activity, and enrichment/education
- Long weekends or other short trips often work better for busy families
- The internet continues to play an increasing role in travel planning and research
- Health and well-being continues to grow in financial priority
- The greatest luxuries are time and space

The Missouri Division of Tourism notes the following demographic trends among state visitors:

- 43.5% indicated they have traveled in Missouri in the past 2 years
- Average age: 47- 55 years old
- Estimated 40% of Missouri travelers have a 4 year degree or higher
- Estimated 34% of the FY05 respondents were professionals
- Estimated that half of the households visiting Missouri during FY05 had an income of \$50,000 or more: the same as during the previous five fiscal years.
- Average per person trip expenditures: \$162.57 during FY05
- Per person per day expenditures by Missouri visitors: \$50.58
- Leisure travel is estimated to have been the dominant purpose of stay, accounting for 69% of Missouri's visitors.
- Visit Friends or Relatives accounted for 21%
- Getaway Weekend accounted for 13%.
- Over 50% of Missouri's travelers are from out-of-state
- Most of Missouri's out-of-state visitors come from Missouri's neighboring states. Texas continues to send more visitors to Missouri than any other non-neighboring State

In the spring of 2008, UNICOM-ARC coordinated with the City of Sedalia to conduct a visitor's survey in Downtown Sedalia using volunteers to conduct the survey. This survey was to be a full report as part of the DREAM scope of services for Sedalia. The purpose of the survey was to learn about perceptions of and priorities for the Downtown area in collaboration with the DREAM Initiative.

Data was collected via paper surveys collected by volunteers at the Scott Joplin Festival. Forty (40) interviews were completed by visitors from various zip codes surrounding Sedalia. Sedalia residents were excluded from taking the survey as this was to be a visitor's survey. Due to the lack of responses collected, the full report was not deemed statistically accurate enough to reach conclusions for Sedalia's overall visitor profile, however the responses may be of value to the organizers of the Joplin Festival.

The following overview provides results of some of the questions asked in the survey responses. The full response report can be found as **Attachment 3** in the **Appendix**.

- 94.9% of the respondents indicated they were staying overnight in Sedalia
 - ◊ 31% were staying in a hotel/motel/bed & breakfast in Sedalia but NOT Downtown
 - ◊ 27.6% were staying with family or friends
 - ◊ 24.1% were staying at a campground/RV park
 - ◊ 17.2% were staying in a hotel/motel/bed & breakfast Downtown
- 59% had visited Downtown Sedalia before, but 54.2% visit Downtown Sedalia once a year or less
- 77.1% intended to dine at a Downtown restaurant; 61.5% intended to visit nightlife/entertainment venues; 60.6% intended to shop; and 41.9% intended to visit outdoor recreation options
- 88.9% found it very easy to find their way around Downtown Sedalia, with 11.1% indicating "I don't know"
- 58.3% found the Downtown parking convenient, with 30.6% indicating "I don't know"
- 51.5% found the Downtown business hours convenient, with 31.4% indicating "I don't know"
- The top four responses for businesses that would be more likely to make them visit Downtown are:
 - ◊ 51.7% - More/Better Restaurants
 - ◊ 34.5% - Ice Cream/Soda Fountain

- ◇ 31% - Art Galleries/shops
- ◇ 24.1% - Specialty/upscale shops
- The top two responses for physical improvements they would like to see in Downtown Sedalia are:
 - ◇ 82.1% - Renovation of historic buildings
 - ◇ 42.9% - Better maintained buildings
- 67.5% of respondents were over the age of 50
- None of the respondents brought children under the age of 18 with them
- 50% of the respondents were Male



CURRENT ENVIRONMENT AND ASSESSMENT EXPERIENCE

Assessment Visit Experience

In September of 2007, the Destination Assessment Team visited Sedalia, various attractions, and held a Kick-off Meeting with various officials. The initial reviews were conducted free of influence and without any local representative input. After the first impressions were documented, local opinions were solicited. The Team stayed overnight. After the meeting, additional research was conducted as the assessment was compiled.

Most approaches to Sedalia include an easy drive past farms, fields of crops, and a few industrial buildings along the north-south Highway 65 or the east-west Missouri State Highway 50. The approach from Highway 65 is likely more traveled and leads visitors on a four lane road into the heart of Sedalia, past a mix of businesses and residential areas. There are a few signs directing drivers to Downtown Sedalia, although once a turn is made in the direction of the sign, there is no confirmation or demarcation that the driver is headed in the right direction. There are residences and businesses along the routes, with little or no signage or wayfinding directing visitors to the historic Downtown or to the Katy Depot that houses the Sedalia Convention and Visitors Bureau Visitor's Center. The Destination Assessment Team found it a little difficult to follow the very few signs directing visitors to Downtown Sedalia and was initially surprised to discover that the Katy Depot Visitor's Center was located a few blocks past the main thoroughfares of Downtown.

The first impression a visitor has of a destination is typically a lasting impression. Once visitors enter the main street of Broadway and the historic Downtown, Sedalia appears to be a quaint and historic place. The Destination Assessment Team could see some evidence of building improvements, although the empty storefronts and boarded up buildings clearly indicate more improvement is needed. In addition, there was little activity on the streets of Downtown; missing were people walking on sidewalks, going in-and-out of shops, and street traffic. On one of the days the Destination Assessment Team visited Downtown Sedalia, the area around the courthouse and jail appeared to be the most active and all street parking spaces along this square block were full.



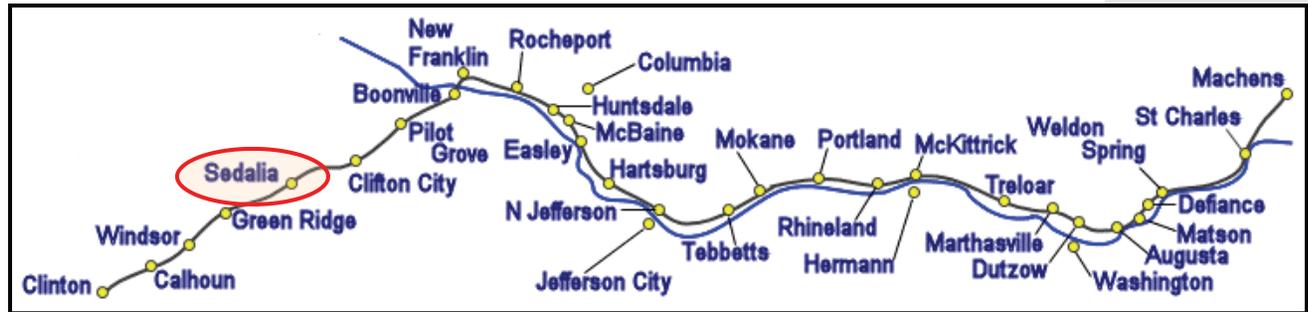
Sights upon entering the Downtown.

Sedalia, Missouri

Sedalia's Convention and Visitors Bureau is located in the historic Katy Depot, once a busy railway station for the Missouri, Kansas, Texas Railroad. The Katy Depot is a beautifully restored building that not only houses the CVB, but also contains the interesting Railroad Heritage Exhibits Museum, The Depot Store, and administrative offices on the second floor. It's also a stop along the Katy Trail bike route. However, the Depot is located beyond the heart of Downtown, several blocks from the main streets, therefore there must be clear direction and a compelling reason for cyclists to continue into Downtown and for visitors already Downtown to find the Depot.



The Katy Depot Visitors Center does provide visitors with access to public restrooms and a place to purchase simple conveniences at the Katy Depot Shop. However, the Downtown area did not have many places where visitors can rest and buy general goods or obtain tourist information about Sedalia. Making these amenities available is a basic need for all visitors.



There are a couple of events that appeal to adult and family visitors: the Missouri State Fair and Scott Joplin Ragtime Festival are unique events, and attract thousands of visitors of all ages. In fact, the Missouri State Fair has been the main attraction for Sedalia since 1901; it is an event rich with tradition and history. With rodeos and live entertainment ranging from popular country singers to performances for kids, not to mention all of the agriculture and livestock competitions, the Missouri State Fair continues to be a major attraction in Sedalia.



When visitors come to Sedalia for the Fair or Ragtime Festival, there is a great opportunity for the City to show off its other attractions and businesses. In particular, Sedalia is home to the Daum Museum of Contemporary Art, Liberty Center, Bothwell State Historic Site, Liberty Park and several art galleries and shops. The Daum Museum presents a unique collection of contemporary art housed in a world-class museum facility. Art openings at the Daum occur throughout the year and the museum attracts thousands of visitors. The Liberty Center presents live performances throughout the year, attracting residents and visitors alike.

In addition to the State Fair and Ragtime Festival, there are events in Sedalia that occur throughout the year and appeal to a broad audience of families, adults and seniors. Events such as the Annual Bob Ramey Sr. Memorial Auto Race, Show Me Crafters Craft Show, Bijou At Bothwell Lodge: Stars Under the Sun, Annual Sunrise Optimist Tractor Cruise, and the Annual AKC Kennel Club Dog Show are scheduled throughout the year and attract residents and visitors of all ages to Sedalia's Downtown and environs.



DAUM MUSEUM
Of Contemporary Art



Art gallery wares found in Sedalia.



Bothwell Lodge.

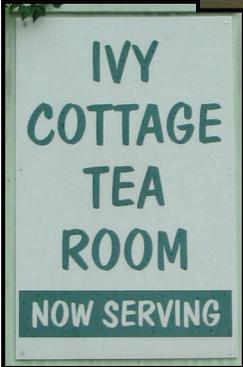
There is a very limited variety of shops and restaurants in Sedalia's Downtown. There does appear to be a good mix of activity and shops along Ohio Avenue, the disrepair of many of the surrounding buildings and limited pedestrian and street activity does not suggest a vibrant or inviting Downtown. However, there is a growing community of artists based in Sedalia. Many of the artists display and sell their work in their own gallery spaces in which they live and work. Many of these galleries are located along the north end of the Downtown on Main Street, and suggest an interesting and inviting artists' district. However, the fact that this area includes many boarded-up buildings along nearby streets suggested that this "artists area" is a bit isolated from the heart of Downtown.



The lodging in Sedalia is varied and appears to be able to accommodate most visitors. There are several bed and breakfasts for individual or small groups of travelers, as well as moderately priced hotels and motels in the immediate area. Most of the overnight stays are from business travelers during weekdays.



The Missouri Pacific Railroad Station/Amtrak Station and Founders Park are located on the north end of the historic district. This is the active railroad station for Sedalia, although it is currently undergoing renovations. Additional landscape and streetscape improvements will enhance the initial impression of the train station and Founders Park. Currently, it also appears to be isolated from the rest of Downtown Sedalia because it is separated by the train tracks and rows of boarded-up buildings or storefronts.



Perceptions, Understanding & Current Positioning

Welcome to Sedalia, a City rich in history, blended with a touch of small rural town charm. Enjoy the interweaving of centuries in Sedalia, home of the exciting Missouri State Fair, the foot-tapping Scott Joplin Festival, beautiful historic buildings, museums and antique finds galore.
*Sedalia Missouri Visitor's Guide
published by Sedalia Convention & Visitors Bureau and
Sedalia Chamber of Commerce*

*Sedalia, Missouri – Home of Rails, Trails & Ragtime
Visit Sedalia...
...and discover all the wonderful things to do and see! Plan a fun day trip just for you or a weekend getaway for two. Book the perfect place to stay. Get handy newcomer information. Or get the latest news releases, images and facts. Sedalia is full of fascinating stories!*
*<http://www.visitsedaliamo.com>,
published by Sedalia Convention & Visitors Bureau*

The City of Sedalia is proud of its history and its place at the crossroads of many railroads and growth of America. In addition to the Missouri State Fair; music, arts and entertainment mixed with historic attractions fill the Sedalia calendar today. In Downtown Sedalia, visitors will see wonderful examples of Romanesque Revival architecture, as well as the historic Hotel Bothwell. The Katy Depot Site is home to Sedalia's Convention and Visitors Bureau, Railroad Heritage Exhibits Museum, and The Depot Store. In addition, the Depot's location on the Katy Trail State Park makes it an attractive stop for cyclists – whether they are biking around historic Downtown or are touring across the state of Missouri.



As first-time visitors to Sedalia, the Destination Assessment Team initially perceived the Downtown as one that had a rich and active past. The architecture is impressive and denotes Sedalia as a sophisticated City that was filled with travelers from Missouri and the nation. A Downtown park, well-established state fairgrounds, and Katy Trail State Park created a green and inviting setting for a

historic Downtown, and a balance to the buildings in the City. However, the Destination Assessment Team discovered that the beautiful buildings and Katy Depot belied the absence of business and activities in Downtown Sedalia. Posters, pamphlets and displays provided evidence of festivals, arts and entertainment, but there were not many restaurants or shops that were open, and it was even difficult to buy a cup of coffee in the Downtown. Upon reflection, the Destination Assessment Team views Downtown Sedalia as a historic area with great potential, offering arts and entertainment opportunities that distinguish Sedalia from other cities in Missouri. The Team could see that Sedalia's business community is committed to improve the visitor experience.

Two annual festivals – the “Scott Joplin Ragtime Festival” in June and the “Missouri State Fair” in August – draw the most visitors to Sedalia from around the Missouri and the nation. However, Sedalia offers other events throughout the year that attract visitors as well as residents of the City – art openings at the Daum Museum, theatrical and musical performances at the Liberty Center, Missouri Blues, Bar-B-Q and Bike Fest, and Bijou At Bothwell Lodge movie events. Sedalia's “Heritage Trail” provides walking and driving routes for visitors already in town; however during the walk from one attraction to another in historic Downtown visitors will pass by empty storefronts, buildings boarded-up for renovation, and closed restaurants or shops.



Visitor Overview

The majority of visitors to Sedalia travel from all parts of Missouri. The largest numbers of visitors travel to Sedalia for the Missouri State Fair, while another large group visits for the Scott Joplin Ragtime Festival and business travel. Many spend the night for the State Fair and business conventions, while there are many “day-trippers” who bike on the Katy Trail, visit the Daum Museum or attend a performance at the Liberty Theatre. Many visitors are adults, although families do visit to attend the State Fair.

The attractions and restaurants appeal more to adults, although the State Fair clearly appeals to visitors of all ages. There are many campsites and RV hookups for lodging, and there are hotels and motels. All forms of lodging are very suitable for families and adults alike.

Due to the large amounts of visitors attracted to Sedalia from events like the Joplin Festival and the State Fair, it is imperative that Sedalia benchmark and monitor visitors through surveys and other methods. Representatives from these large attractions, the lodging industry, Sedalia Downtown Development, Inc., The City, and other tourism groups should share information on their visitors and meet on a regular basis to develop tourism strategies to meet the changing needs of visitors.

CONCLUSIONS, RECOMMENDATIONS, AND IMPLEMENTATION

General Strategies

Sedalia possesses the foundation for entertainment and arts attractions that can draw residents and tourists to the Downtown. However, Sedalia's Downtown does not yet have the critical mass of attractions or a distinctive destination brand to attract more visitors to the Downtown as a destination. Improving wayfinding and signage, providing transportation from the state fairgrounds, and furnishing visitors' "basic needs" will not only provide good customer service, but will also create a seamless experience where visitors and residents alike will feel comfortable visiting Downtown Sedalia. Filling empty storefronts, with particular attention to the types of retailers, will help create a better shopping experience. With a wealth of impressive building stock, Sedalia has great potential in this respect.

The addition of more restaurants, shops and attractions, and improved operations of existing establishments is critical to the establishment of Sedalia's Downtown as an "entertainment district." Sedalia is already host to a distinguished music festival and state fair, and its Downtown is home to a growing community of artists and performing arts theatre. Shops, restaurants and coffee or wine bars provide places for Downtown visitors to rest and rejuvenate themselves, and they help unite the entertainment and art venues located in different blocks of Downtown. Improved business operations and addition of similar attractions will strengthen the visitors' personal experiences and provide opportunities for enrichment. Ultimately, the addition of more shops and restaurants will complement the attractions and provide that critical mass needed to draw more tourists and residents to Downtown Sedalia as a destination.

Overall, Sedalia will be able to reap the benefits of a "quick win" by addressing the recommendations that focus on the "functional" and "comfortable" levels of the visitors' Hierarchy of Needs. Specifically, improving signage and wayfinding, improving streetscapes and buildings, and adding a visitor center kiosk to the historic Downtown area will provide all visitors with a level of comfort and sense of place of Sedalia that will encourage them to visit and stay in Downtown.

Addressing these needs will significantly improve the historic and "home town" feel of Sedalia, and will allow visitors to look beyond their comfort and safety needs, and explore the attractions that will deliver the "motivational" and "memorable" experiences that tourists hope to find in a destination. For Sedalia, visitors will be able to fully enjoy the richness and variety of music, performing arts, and fine arts, and firmly establish Sedalia's Downtown as "the entertainment district" for the City.

Suggested Positioning of Sedalia: “The Entertainer”

Sedalia hosts the Scott Joplin Ragtime Festival and the Missouri State Fair every year; the Daum Museum of Contemporary Art presents the work of notable artists. Together, these events draw numerous visitors to Sedalia’s historic Downtown, where they enjoy music, live performances, and the arts. In addition, Sedalia’s Downtown already has several entertainment venues and art galleries, and has the space and architectural character to add more. This unique combination of attractions positions Sedalia’s Downtown as the entertainment district for music and the arts in central Missouri.

Reaching Destination Potential

There are different levels of recommendations that Sedalia can follow in order to reach its destination potential. Improvements can range from better signage and wayfinding to developing excellent customer service and guest practices common to successful destinations. Moreover, these steps will reinforce Sedalia as a model entertainment district for Missouri. Addressing basic needs of visitors, adding more shops and restaurants, and the coordination of existing resources and attractions can have a significant impact in helping Sedalia realize its potential.

◆ *PUBLIC IMPROVEMENTS* ◆

Improve Signage and Wayfinding

It is important that Sedalia establish a sense of place, define the boundaries of historic Downtown Sedalia, and promote the brand of Sedalia and its entertainment district. Good wayfinding is one of the most basic needs of visitors. Not only will wayfinding establish a sense of place for the City, it will also provide reassurance to visitors that they are on the right road, and that they are in the right place. This represents a missed opportunity to establish an arrival experience, to define Sedalia’s Downtown as the entertainment district for central Missouri.

An improved and clearly defined corridor from Highway 65 to historic Downtown Sedalia will establish a sense of place for visitors, introduce “The Entertainer” brand and begin to create the setting for an engaging visit Downtown. The use of consistent and well-placed signage along the several roads leading to Sedalia (e.g. banners as part of the streetscapes, and signage that is coordinated with signs on the interstate) will make the drive to Downtown easy for any visitor.

Once Downtown, there should be signage that defines an “Entertainment District” zone or other signs to highlight the galleries and performances in and around Sedalia. This signage will further demarcate the historic Downtown, and encourage visitors to explore the shops and restaurants on intersecting streets. Visitors must have a sense that they have ‘arrived.’

Improve and Restore Buildings in Disrepair

Sedalia's historic Downtown is home to many buildings with significant or notable architecture. These buildings add to the fabric and character of Downtown, and further distinguish the Downtown district from the environs and suburbs of Sedalia. There are many buildings that are in need of repair, dramatized by the large sheets of corrugated metal or wood adorning many of the buildings. These buildings are located throughout the Downtown and have the effect of isolating pockets of activity, such as the growing artists' galleries on Main Street or Liberty Center on the other side of the historic district. The restoration of the Katy Depot is a good example of how these historic buildings can be repurposed or restored as attractions, businesses, or even residences integral to Downtown.

Sedalia should focus on repairing the buildings located along Main Street and Ohio Street. These are two of the main activity corridors in Downtown Sedalia, and improving the buildings at these two intersecting streets will clearly be required to establish a welcoming and vibrant entertainment district. There will be a continuous connection between the growing arts community of studios and residents on Main Street with the growing restaurants and shops on Ohio Street.

Improve Visibility and Access to Katy Depot

Providing information to visitors is a vital component of a successful destination. A Visitors Center is often the first place tourists will go to learn of attractions or events. In Sedalia, visitors will have to drive to the Katy Depot, located beyond the heart of Downtown, to learn about attractions they are passing on the way to the Depot. Not many signs provide direction to the Katy Depot, and it is not located on Broadway, Ohio or Main Streets – one of the three main streets that most visitors would travel once they first enter Downtown. Consequently, it is not the first place many visitors stop for information about Sedalia. The Depot Visitors Center itself is quaint and welcoming; the restored Katy Depot is beautiful and provides visitors with a great introduction to Sedalia via the historic museum, also located in the Katy Depot. Public restrooms are available.

The visibility of the Katy Depot Visitors Center should be improved with better signage along the corridor from the Highway 65 to Broadway and Main Streets, leading to Downtown Sedalia. The Depot and accompanying information should be easy to locate for any visitor traveling by any means. One way to accomplish this is through improved wayfinding and signage. The information from the Depot Visitor Center should be available 24 hours/7 days a week through some method such as making brochures available outside the Center when it is closed.

It would also be very beneficial to locate an additional Visitor Center kiosk on Ohio Street in the middle of the historic district or near City Hall. There is parking available for visitors to stop in and pick up information and public restrooms are available in City Hall. This could be the Katy Depot "Outpost" or "Annex" and would meet many basic tourist information needs.

◆ *RETAIL & RETAIL OPERATIONS* ◆

Add More Shops, Restaurants and Attractions to Downtown District

In order for Downtown Sedalia to develop an “entertainment district” that will complement the very popular Missouri State Fair, Scott Joplin Ragtime Festival, Daum Museum, and business conventions, a “critical mass” of restaurants and shops to attract and retain visitors must be developed. Currently Downtown does not have sufficient numbers of restaurants or shops. Although one or two establishments are very quaint, they are not enough to support an “entertainment district.” The addition of more restaurants, specialty food shops, or coffee houses would not only provide places for visitors to enjoy refreshments, they could also become intimate venues for entertainment or to display the works of local artists who live in Sedalia.

Improve Retail Communication, Hours, and Other Amenities

In addition, those restaurants that are Downtown are not prominent or easy to locate, the hours of operation are inconsistent, and the offerings are limited. Improved communication and coordination can help retailers and attractions develop similar hours of operation to encourage visitors to extend their stay. The synergy that results from merchants working together will help build upon the seamless experience.

The Sedalia Chamber of Commerce or Sedalia Downtown Development, Inc. should provide business education programs to develop and assist in establishing this synergy and encourage stores to cross-promote each other. Retailers should modify or expand their product offerings to address the needs of visitors, taking into account both basic needs and higher needs. Particular attention should be paid to the specific visitor type being targeted and their corresponding needs. Additionally, providing attractive displays and coordinating themes and hours of operation will help create a positive shopping experience. Merchants should also attempt to stay open later than 5:00 pm.

Merchants should also be educated on developing a friendly atmosphere for the bike culture that will be discussed in a later recommendation. Cyclists will seek out such an atmosphere for any needs. It is important for the City to understand the Katy Trail and use it to Sedalia’s advantage. Missouri Department of Natural Resources has information, procedures, and promotions available to trail towns and the City should learn to be particularly available to cyclists during trail events. Merchants may not benefit immediately, but an impressed cyclist likely has a family that may come back to Sedalia at a later date.

The City should work to encourage and allow innovations such as outdoor café seating and Downtown promotions that will add a sense of excitement to the City.



◆ *EVENTS* ◆

Add More Festivals to the Downtown

The addition of more festivals and events that are located Downtown will also reinforce and support an “Entertainment District” and “The Entertainer” as a brand. For example, currently the Liberty Center’s annual art show is held on the parking lot of a Wal-Mart outside of Downtown and away from Liberty Center itself. Instead, this art fair should be held at Liberty Park.

Liberty Park is an attractive and comfortable park located in the Downtown area. The combination of public artwork, playgrounds, miniature train and gardens attract a wide variety of visitors – from families with children to seniors. It is also used for sports and recreation. It is a place that people like to go and more festivals and events should include Liberty Park, whether at the site for a fair or as a stop along the way.

Sedalia must create a reason for visitors to the State Fair, Ragtime Festival, Daum Museum or conferences to travel further into the City and the historic Downtown.

Continue to Promote and Develop the Scott Joplin Ragtime Festival

The legacy of Scott Joplin and the Ragtime Festival is one of Sedalia’s best assets. This unique festival draws a national and international, loyal following. Utilizing several venues in Downtown Sedalia, the Scott Joplin Ragtime Festival presents a wonderful opportunity to define an “Entertainment District”. The variety of music venues should integrate with other tourist assets, such as art galleries, restaurants, wine bars, coffee shops, or Liberty Park. Music can be an ambassador for a wide range of audiences. Sedalia should use the Ragtime Festival as the basis to add more music-based festivals and events located in Downtown.

◆ *OTHER* ◆

Provide Transportation to Downtown

An important component of a seamless experience is access to safe and reliable transportation. Currently, the majority of visitors travel to Sedalia for the State Fair located beyond the Downtown area. Since the Missouri State Fair attracts the largest number of visitors each year, it would be beneficial to provide easily accessible transportation to Downtown Sedalia. There are also many business visitors to the convention and meeting facilities at the fairgrounds throughout the year that would also benefit from public transportation, such as a trolley. Improved transportation options will encourage exploration of the City and Downtown by many visitors. In addition, transportation from the fairgrounds to Downtown would help solve parking problems at major events and help extend visitor stays.

Promote and Develop the Katy Trail

The Katy Trail is a well-known and highly regarded brand with a strong presence in Downtown Sedalia. It is one of the paths that lead to the historic Katy Depot and Visitors Center and it directly connects the State Fairgrounds to the Downtown. Better signage that not only demarcates the trail, but also promotes the Katy Trail brand is important and directly addresses the basic needs of visitors. The addition of amenities along the routes to and from the Trail at key points will provide interpretation, and provide another basic need for cyclists – whether they are tourists or residents. Cyclists will always stop for water.

The Missouri Department of Natural Resources (DNR) allows trailhead signs using symbols as well as a “community interest” panel bulletin board on which a community can post information about businesses and events. Cyclists use these bulletin boards to determine locations of interest in the community and typically consider that an establishment that uses the board to be friendly to cyclists. No other advertisement, flyers, or signs are permitted on the Katy Trail State Park right-of-way.



According to a Missouri DNR survey, Katy Trail users tend to be well-educated, high-income, family-oriented users around 40 years old. Users tend to be repeat visitors and primarily use the trail during the day. Visitors surveyed by DNR were found to be least satisfied with the availability of drinking water.

Another survey taken after the Missouri Department of Natural Resources sponsored “2007 Katy Trail Ride” participants ranked Sedalia as number 4 out of 21 communities they would most like to return to for a visit. This important finding should be emphasized in marketing materials developed to promote Downtown Sedalia.

Sedalia should promote bike culture throughout the City, and add a dedicated bike lane detour through Downtown with stops and highlights in the entertainment district, similar to the existing Heritage Trail. This route should be clearly marked with signage or pavement markings. The addition of a bike shop that offers bike rentals, sales, and accessories as well as the sponsorship of a bike race, ramble, or other fundraising events will draw residents and tourists into the Downtown. These cyclist-related activities and attractions take advantage of one of Sedalia’s most distinguishing assets and can appeal to a family and younger adult audience.

In addition, Sedalia should actively coordinate with state and regional cycling associations, trail websites, or other Katy Trail towns to host cycling events and raise the awareness of Sedalia as a stop on the Trail. The events could range from local to state-wide and have appeal ranging from families to serious cyclists. For any of these events, Sedalia should make sure that the Katy Depot serves as the trail-head or stop along the event. The availability of public restrooms, shops with conveniences and bike accessories, additional dining, and entertainment at the Katy Depot will encourage cyclists and race spectators to spend more time in Sedalia and to explore the City. Water should be freely available.

Offer More Entertainment and Dining Options for Cyclists

The Katy Trail hosts a wide range of cyclists – from local family groups to serious cyclists traveling more than one-hundred miles. The serious cyclists may be unlikely to stop and walk around Downtown for a couple of hours. The casual cyclists may not want to wander far off the path of the Katy Trail. Certainly both groups of cyclists require water.

Offering entertainment, music, and dining tents or booths located at the Katy Depot would encourage cyclists to take a longer break in Sedalia. Word will quickly spread if cyclists receive a bit of entertainment while they refill. The Depot can host and provide a sample of the kind of entertainment and arts available in Downtown Sedalia. A message of “For more to see and do, follow the route through Downtown!” can be easily conveyed.

Also the addition of dining and entertainment at the Katy Depot will attract other visitors (the non-cyclists) from Downtown to the Depot and generate excitement as a favorite meeting place for all visitors. If public transportation is provided, such as a trolley, cyclists will have need of a secure site to leave their gear and join pedestrians on a ride around the City.



A poster for the 8th Annual Katy Trail Ride "Ride West" 2008. The poster features the text "THE 8th ANNUAL KATY TRAIL RIDE allows bicyclists to experience Katy Trail State Park from ST. CHARLES to CLINTON. 'RIDE WEST' on THE KATY TRAIL and enjoy evening activities and daily trivia questions on this scenic five-day ride on the nation's longest developed and most popular rail trail." The main title "RIDE WEST" is in large, stylized letters. Below it, it says "KATY TRAIL RIDE 2008 JUNE 16-20". The poster also includes details about the ride: "This year's ride covers approximately 225 MILES OF KATY TRAIL and approximately THREE MILES OF ROAD riding into Hermann. The surface of the Katy Trail is packed crushed limestone. Mountain bicycle and hybrid bicycle tires are best suited for the trail." It also mentions "KATY TRAIL RIDE 2008 features GREAT FOOD and many FUN ACTIVITIES. Hot showers are available at each overnight stop, enhancing comfortable campsite settings. Participation is limited to 300 people. YOU'LL WANT TO REGISTER RIGHT AWAY TO ENSURE YOUR PLACE ON THIS SCENIC RIDE. THE COST IS \$250 FOR ADULTS, \$200 FOR CHILDREN AND \$700 FOR A FAMILY." The poster is hosted by the Missouri Department of Natural Resources.

Implementation

The various recommendations included in this report can be implemented under the leadership of Sedalia Downtown Development, Inc. with help from the Convention & Visitor's Bureau, the Sedalia Chamber of Commerce, the City, and other members of the Downtown leadership. Sustainable organizational funding necessary to implement the programmatic recommendations will likely require a special district such as a Community Improvement District. Public transportation via a trolley and other Downtown amenities could be funded through this mechanism.

The Missouri Arts Council offers funding programs to expand cultural offerings and the Missouri Division of Tourism can assist with group tours and promotions of attractions; Sedalia currently utilizes these agencies. Several Katy Trail websites exist as well as the Missouri Department of Natural Resources and more general trail organizations. Information on these and other programs can be provided by the DREAM sponsors and can be found at:

- www.missouriartscouncil.org
- www.visitmo.com
- www.mostateparks.com/katytrail/index.html
- www.greatrivers.info
- www.moriver.org
- www.bikekatytrail.com
- www.trailnet.org
- www.mobikefed.org

Other projects and aspects that support physical recommendations, such as wayfinding, retail attraction, and streetscape design will be found in other DREAM reports.

Also collaboration with regional tourism groups and events can be very efficient for Sedalia. The City should seek to expand and strengthen these bonds whenever possible. Participation in events like the "Tour of Missouri" bicycle race that winds through several Missouri communities should be promoted.



Tour of Missouri

APPENDIX

Attachment 1—Inventory of Attractions

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Historic Sites/ Points of Interest	Daum Museum of Contemporary Art	Collects, preserves, interprets and exhibits modern and contemporary works of art and design for the educational enrichment of students, faculty and the general public. Located on the campus of State Fair Community College.
	Historic Downtown	The Sedalia Commercial Historic District in Downtown Sedalia stretches from Main to 7th along Ohio Avenue and is a National Historic District. This area contains fabulous architecture, history,
	Sedalia’s Heritage Trail	This historical “whistle stop” tour of Sedalia’s heritage has 58 points of interest including the Katy Depot, artists workshops, historic residences and buildings, Hotel Bothwell, the Amtrak Station, several theatres, the Joplin mural, the Pettis County Courthouse, the YMCA, several churches, City Hall, Missouri State Fairgrounds, and Katy Trail State Park.
	Katy Depot Heritage Site	One of the largest depots between Kansas City and St. Louis. Built in 1896 by the Missouri Kansas Texas Railway (Katy). Today, the building is owned by the Department of Natural Resources and is listed on the National Register of Historic Places. Houses the Sedalia Convention & Visitors Bureau, Sedalia Chamber of Commerce, and the Depot Store. This site serves as a trailhead for Katy Trail State Park and Sedalia’s Visitors Center.

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Historic Sites / Points of Interest	Missouri State Fairgrounds	Approximately 400 acres. Host to a variety of events that have local, regional, national and international appeal. Includes auctions, livestock shows of all breeds, sporting events, camping and motorcycle rallies, tradeshow, conventions, receptions, and even motor sporting events on a half-mile track.
Parks and Recreation	Katy Trail State Park	A "Rails to Trails" linear park where the whole family can hike, bike and study nature. The Sedalia Depot links the north and south trailheads for the Katy Trail. The Trail currently detours through Sedalia using City Streets which are marked with Katy Trail Symbols painted on the streets and signs posted along the route. The depot serves as an official Welcome Center for Trail visitors. A rest area and information area are available at the site.
	Sedalia City Parks	Seven parks located within the City of Sedalia offering a variety of recreational needs, including tennis courts, softball and soccer fields, sand volleyball courts, shelter houses, playgrounds, and two lakes for fishing, basketball courts and plenty of picnic areas. Centennial and Liberty Parks also have new aquatic swim facilities for all ages. Katy Park is home to the new skateboard park.
Golf Courses	Prairie Ridge	Public; 9-hole course
	Elm Hills	Public; 9-hole course
	Leisure Park	Two 18-hole mini golf courses

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Arts & Entertainment	The Liberty Center Association for the Arts	A multidisciplinary cultural center offering a wide variety of programs; dynamic theater productions; classes in art, music, theater, and creative writing; rotating exhibitions of contemporary art; and fabulous vocal and band concerts.
	Bowling	Broadway Lanes
	Skating	The Wheel Thing Skate Center
	Movie Theatres	Galaxy Cinemas
	Arcade and Go-Carts	Leisure Park
	Surrey Rides	Occasion Surrey Co. can be hired for rides through Downtown or special events.
Higher Education Centers	State Fair Community College	Offers associate of applied science degrees and professional certificates in nearly 30 programs, including dental hygiene and radiologic technology. In addition to vocational-technical degrees, SFCC offers an associate of arts degree, allowing for transfer to a baccalaureate program. The college is also the career and technical center for high schools

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Shopping	Antiques & Collectibles	B & S'tiques Toys and Tools Becca's Antiques & Framing Chelsea's Antiques Consignment & Antique Shop Downtown Antiques East Hwy. 50 Antique Mall & Flea Market Granny's Unique Treasures Juanita's House of Antiques Ken Schreiner Service Maple Leaf Antique Mall and Tea Room Osage Anything and Everything Pink Mall Antiques Sam's Place Antiques
	Art Galleries	Art Impressions Gallery & Framing Becca's Antiques & Framing Douglass Freed Studios J.P. Kelly Studio
	Bicycle Shops	Cecil's Cyclery Pro-Velo
	Bookstores	Queen City Book and Bargains Sedalia Book & Toy The Shepherd's Place Trade A Book

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Shopping	Department Stores	J.C. Penney Stage Goody's
	Jewelry	Bichsel Jewelry Classic Jewelry Family Pawn Store Reed & Son Jewelry
	Music	Creative Audio Instrumental Influence Mr. Vinyl's Record Exchange The Ragtime Store 7th Heaven Stereo Clinic / Sound Spectrum Wilken Music
	Retail Clothing	The Buckle The Fig Leaf Maurices Vincent Clothing Co. Weller's Men's Wear
	Shoes	Gene's Boots & hats Hush Puppy Factory Direct Payless Shoe Source Vincent's Comfort Shoes

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
<p>Shopping</p>	<p>Specialty Stores</p>	<p>Art Impressions Bodyworks Day Spa The Budweiser Store Central Market Spanish Grocery Charlie’s Health Foods & Day Spa Corona Market John Deere Store Gallery 111 Game X Change Izmail European Food Market & Coffee Shop Lewis & Co. T-Shirts Nexcy Spanish Grocery The Pet Shop Popcorn World Russel Stover Candy Outlet Sculptures in Glass The Depot Store Smoker’s Outlet Wine & More</p>
	<p>Sporting Goods</p>	<p>Hibbett’s Sporting Goods Orschein Farm & Home Pummill’s Sporting Goods Scuba Down Under Sedalia Outdoor Sports</p>

IN TOWN ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Accommodations	Hotels & Motels	American Inn Best Western Budget Host Super 7 Comfort Inn Holiday Inn Express Hotel Bothwell Ramada Inn Stardust Motel Sunset Motel Super 8 Motel
	Bed & Breakfasts	Georgetown Country View Estates Georgetown Inn Sedalia House
	Campgrounds	Chaplin's RV Missouri State Fairgrounds Campground

PETTIS COUNTY ATTRACTIONS

Type of Attraction	Name of Attraction	Comments
Historic Sites / Points of Interest	Bothwell Lodge State Historic Site	John Homer Bothwell was one of Sedalia's greatest benefactors. His country estate, Stonyridge, is located north of the City on Highway 65 and showcases his home, Bothwell Lodge, a massive stone structure built in sections between 1897 and 1928.

AREA / CENTRAL MISSOURI ATTRACTIONS

Historic Sites / Points of Interest	Whiteman Air Force Base	Home of the 509th Bomb Wing, which operates and maintains the Air Force's premier weapon system, the B-2 bomber. Also the home of the 442nd Fighter Wing, an Air Force Reserve Command unit that flies the A-10 Thunderbolt II, as well as the Missouri Army National Guard 1-135th Aviation Battalion, which flies the AH-64 Apache helicopter. The Navy Reserve Mobile Inshore Undersea Warfare Unit 114 also operates from Whiteman.
Wineries		Bristle Ridge Vineyards (Knob Noster, MO) Buffalo Creek Winery (Stover, MO) Eichenberg Winery (Cole Camp, MO) Grey Bear Vineyards (Stover, MO) Les Bourgeois Vineyards, Inc. (Rocheport, MO) Montserrat Vineyards (Knob Noster, MO)
Accommodations	Hotels & Motels	Bunkhouse Lodge
	Campgrounds	Countryside Adult & Senior RV Park Happy Acres RV Park

Type of Attraction	Name of Event	Comments
Annual Events	Relay for Life Kickoff	January
	State Fair Community College Music Arts Winter Concert	February
	An Evening of Heart and Hope	February
	Benefit Concert for Scott Joplin Foundation	February
	Trivia Night Benefit for Open Door Utility Relief	February
	Black History Month Celebration	February
	Ag Photo Display	February
	Mid Missouri Ag Expo	February
	Jeff Williams Motorcycle Swap Meet	February
	Heirlooms In Your Attic: Antique Appraisal Fair	February
	Collector's Choice Benefit for Liberty Center Association for the Arts	February
	Show Me Crafters Craft Show	March
	Habitat Walk for Humanity	March
	The St. Louis Travel Show	March
	St. Patrick's Day Celebration	March
	Easter Egg Hunt	
	Show Me Gourd Festival	April
	State Fair Community College Music Arts Spring Concert	May
	Relay for Life of Pettis County	June
	Midwest Stud Ram Sale and Show	June
	Sunrise Optimist Tractor Cruise	June
	Lions Club Blues and BBQ Festival	June

Type of Attraction	Name of Event	Comments
Annual Events	Scott Joplin Ragtime Festival	June
	Sedalia Fireworks	July
	Robert Woolery Pow-wow	July
	"Christmas in July!" Art Show & Sale	July
	USCF Racing Criterium Under the Lights	August
	Missouri State Fair	August
	Festival of Flavors	October
	Show Me Crafters Craft Show	November
	Thanksgiving Lighting & Fireworks Extravaganza	November

Attachment 2 - Sample Business Type Survey

EXISTING BUSINESSES, DREAM BOUNDARY (as of Feb, 2008)

<u>SIC Code</u>	<u>SIC Category / Product</u>	<u># In area</u>	<u># in 30 min.</u>	<u># in City</u>	<u>Comments</u>
01-09	Agricultural	-	6	3	
10-14	Mining	-	3	2	
15-17	Construction	3	93	46	
20-39	Manufacturing	4	55	33	
40-49	Transportation, Communication, Electric, Gas & Sanitary	3	36	23	
50-51	Wholesale Trade	2	62	38	
52-59	Retail	46	487	264	
60-67	Finance, Insurance, & Real Estate	15	125	109	
70-89	Services	61	466	362	
91-97	Public Administration	21	50	48	
99	Non Classifiable Establishments	-	18	13	
RETAIL CATEGORIES					
56	Apparel & Accessory Stores	4	21	17	4 Downtown close by 5 pm.
55	Automotive Dealers & Service Stations	5	106	54	
52	Building Materials, Hardware & Garden Supplies	3	58	24	
58	Eating & Drinking Places	5	59	32	Only 1 stays open past 5 pm.
54	Food Stores	1	38	16	1 downtown is "I.B. Fruit & Nuts"
57	Furniture & Home Furnishing Stores	5	51	31	
53	General Merchandise Stores	-	19	11	
59	Miscellaneous Retail	23	135	79	Should list these...23 is a large number for Misc.

SAMPLE ONLY

SUGGESTED BUSINESSES TO ATTRACT (as of Feb, 2008)

<u>SIC Code</u>	<u>SIC Category / Product</u>	<u># now In area</u>	<u>Comments</u>
VISITOR RETAIL			
56	Apparel & Accessory Stores	4	4 could be adequate. Are all types available? Men's clothes? Shoes?
59320200	Antique Stores		
5999	Art Galleries		
51990600	Baskets		
5942	Book Stores		
5947	Candles & Crafts		
5947	Cards & Souvenirs		
5947	Collectibles		
5719	Culinary Items		
	Factory Outlets		
5992	Flowers		
5719	Glass & Pottery		
5941	Sporting Goods		
5999	History & Ethnic Shops		
5719	Home Décor		
5944	Jewelry		
5948	Leather Goods		
5921	Liquor & Wine		
5947	Novelties		
5999	Perfumes & Soaps		
5999	Pet Supplies		
5946	Photography		
5713	Quilts & Rugs		
5999	Skin Products		
5451	Specialty Foods: Cheese		
5441	Specialty Foods: Candy		
5499	Specialty Foods: Coffee		
5945	Stuffed Animals & Dolls		
56	T-Shirts		
5945	Toys		
5812	Themed Restaurants		

SAMPLE ONLY

Attachment 3 - UNICOM ARC Overview of Data

Sedalia, Missouri Visitor Survey 2008

Overview of Data

In the spring of 2008, UNICOM ARC coordinated with the City of Sedalia to conduct a visitor's survey in Downtown Sedalia using volunteers to conduct the surveys. Data was collected via paper surveys collected by volunteers at the Scott Joplin Festival. The purpose of the survey was to learn about perceptions of and priorities for the Downtown area in collaboration with the DREAM Initiative.

Forty (40) interviews were completed from various zip codes surrounding Sedalia. (Sedalia residents were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
2. What is the main purpose of your visit to Downtown Sedalia today?	Shopping	.0%
	Visiting family/friends	7.7%
	Business	.0%
	Special event	92.3%
	Government/Post Office	.0%

		%
2. What is the main purpose of your visit to Downtown Sedalia today? (Other - specify)	Bike Katy Trail	2.6%
	Bike ride	2.6%
	Bike Ride	2.6%
	Cycling	2.6%
	Drinking	2.6%
	Katy bike ride w/MO DNR	2.6%
	Katy Trail bike tour	2.6%
	Katy Trail ride	5.1%
	Katy Trail Ride	2.6%
	Katy Trail Ride West 2008	2.6%
	Nosy	2.6%
	Ragtime Festival	2.6%
	Scott Joplin	2.6%
Scott Joplin Festival	15.4%	

		%
3. Are you staying overnight in Sedalia?	Yes	94.9%
	No	5.1%

		%
4. Where are you staying overnight in Sedalia?	Hotel/motel/bed and breakfast in Downtown Sedalia	17.2%
	Hotel/motel/bed and breakfast in Sedalia area but not Downtown	31.0%
	With family or friends	27.6%
	Campground/RV park	24.1%
	Other	.0%

		%
4. Where are you staying overnight in Sedalia? (other - specify)	Camping City park	2.6%
	Camping in Liberty Park	5.1%
	Hotel Bothwell	2.6%
	Katy Trail Ride Campsite	2.6%
	Liberty Park	2.6%
	Our apartment	2.6%

		%
5. Have you visited Downtown Sedalia?	Yes	59.0%
	No	41.0%

		%
6. How often do you visit Downtown Sedalia	Once a year or less	54.2%
	Less than once a month	12.5%
	One to five times per month	12.5%
	More than 5 times a month	4.2%
	I have only visited Downtown Sedalia once	16.7%

		%
6. How often do you visit Downtown Sedalia? (other-specify)	1st time	2.6%
	3 times in my life	2.6%

On this visit to Sedalia, which of these activities do you plan to do specifically in the Downtown area?

	Yes %	No %	I don't know. %
7. Attend Special event	74.3%	14.3%	11.4%
8. Shop	60.6%	30.3%	9.1%
9. Dine at restaurants	77.1%	17.1%	5.7%
10. Nightlife/entertainment	61.5%	33.3%	5.1%
11. Outdoor recreation	41.9%	51.6%	6.5%
12. Conducting business	12.5%	84.4%	3.1%
13. Government/Post Office	6.7%	90.0%	3.3%

		%
14. What is the reason you most often visit Downtown Sedalia?	Special Event	70.0%
	Shopping	3.3%
	Dining	13.3%
	Nightlife/entertainment	6.7%
	Outdoor recreation	6.7%
	Conducting business	6.7%
	Government/Post Office	3.3%
This is my first visit to Downtown.	20.0%	

		%
14. What is the reason you most often visit Downtown Sedalia? (Other-specify)	Don't	2.6%
	Drinking	2.6%
	S. Joplin	2.6%
	Visit	2.6%
	Visit family	2.6%
	Visit friend	2.6%

Sedalia, Missouri

		%
15. How easy is it to find your way around Downtown?	Very easy	72.2%
	Somewhat easy	16.7%
	Somewhat difficult	.0%
	Very difficult	.0%
	I don't know	11.1%

		%
16. How convenient would you say that parking is Downtown?	Very convenient	33.3%
	Somewhat convenient	25.0%
	Somewhat inconvenient	11.1%
	Very inconvenient	.0%
	I don't know	30.6%

		%
17. How convenient would you say that hours of Downtown businesses are?	Very convenient	28.6%
	Somewhat convenient	22.9%
	Somewhat inconvenient	14.3%
	Very inconvenient	2.9%
	I don't know	31.4%

		%
18. What kinds of additional businesses do you think would make you more likely to visit Downtown Sedalia?	More/better restaurants	51.7%
	Clothing Stores	13.8%
	More shops (in general)	17.2%
	Specialty/upscale shops	24.1%
	Antique shops	10.3%
	Coffee shops	13.8%
	Ice cream/soda fountain	34.5%
	Art galleries/shops	31.0%
	Bed and breakfasts/lodging	17.2%

		%
19. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Sedalia in the future?	More special events	48.3%
	Bands/live concerts/music	58.6%
	More restaurants	24.1%
	More bars	20.7%
	Theaters/movies/plays	17.2%
	Family Events	.0%
	Art Galleries/events	17.2%

		%
19. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Sedalia in the future? (other - specify)	Cleaner	2.6%
	Gift	2.6%
	Looks good	2.6%
	Movie Theater	2.6%
	Not sure	2.6%
	Pharmacy	2.6%
	Whatever	2.6%

		%
20. What other physical improvements would you like to see made to Downtown Sedalia to make it more appealing?	Renovation of historic buildings	82.1%
	Better maintained buildings	42.9%
	More/better lighting	7.1%
	Better signage	7.1%
	Cleaner	3.6%
	More/better parking	17.9%
	New/better sidewalks	17.9%
	Benches/Greenspace	17.9%

		%
21. Excluding lodging, how much money are you likely to spend in Downtown Sedalia during this visit?	less than \$50	27.0%
	\$50-\$99	27.0%
	\$100-\$199	18.9%
	\$200 or more	21.6%
	don't know	5.4%

For each of the following hobbies, please indicate whether it is a hobby of yours...

	Yes %	No %	I don't know %
22. Retail/boutique shopping	57.1%	42.9%	.0%
23. Biking	62.5%	34.4%	3.1%
24. Camping	64.5%	35.5%	.0%
25. Antique shopping	50.0%	50.0%	.0%
26. Golf	21.4%	75.0%	3.6%
27. Seeing live music	85.7%	14.3%	.0%
28. Walking/hiking	81.3%	18.8%	.0%
29. Fine dining	73.5%	26.5%	.0%

		%
30. In which of the following age groups are you?	18-34	13.5%
	35-49	18.9%
	50-64	40.5%
	65 or over	27.0%
	other, don't know, refused	.0%

		%
31. Did any children under the age of 18 come with you Downtown today?	Yes	.0%
	No	100.0%
	other, don't know	.0%

		%
32. Which category best describes your annual household income from 2007?	under \$25,000	7.9%
	\$25,000 to \$49,999	13.2%
	\$50,000 to \$74,999	18.4%
	\$75,000 to \$99,999	21.1%
	\$100,000 plus	26.3%
other, don't know, refused	13.2%	

		%
33. Gender	male	50.0%
	female	50.0%