



DREAM NEWSLETTER

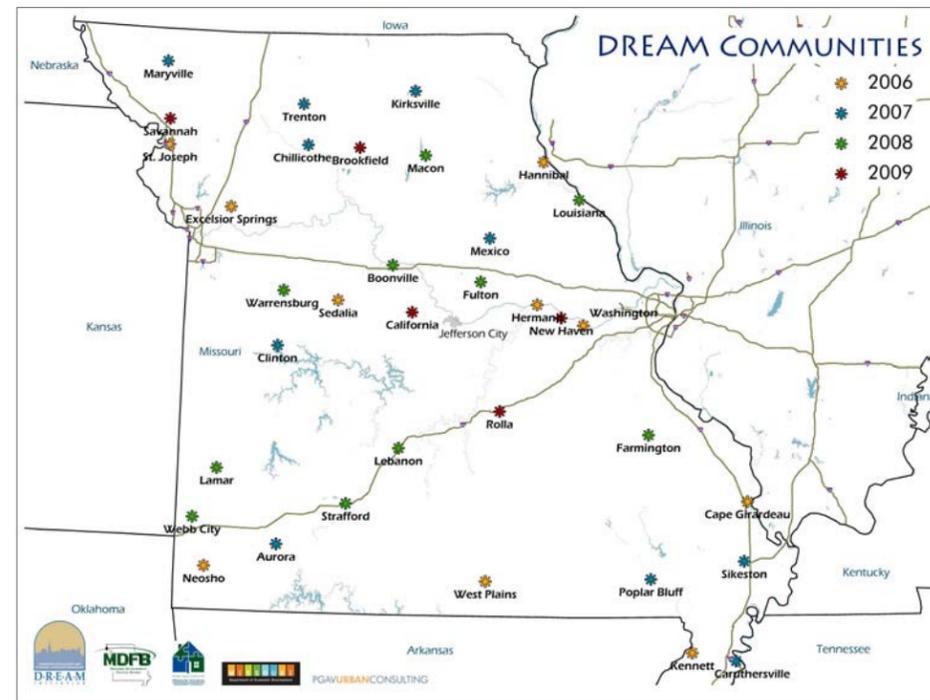
DREAM Initiative to Benefit Five Missouri Communities in 2009

The following communities have been selected by Governor Jay Nixon to participate in the 2009 DREAM (Downtown Revitalization and Economic Assistance for Missouri) Initiative: Brookfield, California, New Haven, Rolla and Savannah.

These five Missouri communities will have opportunities to transform their downtown areas and create new jobs through this initiative. The DREAM Initiative was unveiled in 2006 as a way for small and mid-sized communities to gain the same access to economic development tools as larger communities. Selected communities become active members of the DREAM Initiative for three years and gain prioritized access to state-supported programs through ongoing cooperation among several separate agencies and funding sources.

Programs include: technical and financial assistance for infrastructure improvements, retail market analysis, building and streetscape design guidelines, historic preservation, housing development, community services, marketing, business development and job creation. This year's selections mark the fourth round of communities inducted in the Governor's DREAM Initiative.

The 30 previous communities have received more than \$174 million in state grants to rebuild, revitalize, and rejuvenate their downtowns. The private investment has totaled more than \$287 million which has allowed for countless projects to occur across the State of Missouri.



The DREAM Initiative is a comprehensive, streamlined approach to downtown revitalization that provides a one-stop shop of technical and financial assistance for select communities to more efficiently and effectively engage in the downtown revitalization process.

DREAM Initiative Accomplishments

The Missouri DREAM Initiative will head into the new year with tremendous momentum. Five new communities were announced in Fall 2009, and many existing DREAM Initiative communities have success stories of their own.

The list of accomplishments achieved by communities in the DREAM Initiative is truly impressive. The DREAM has been directly or indirectly involved in planning, funding, or providing technical assistance for a long list of accomplishments led by local community stakeholders.

Some of the notable accomplishments for the DREAM Communities include:

- Downtown Organizations Formed
- Historic Districts Created/Modified and Historic Design Guidelines Adopted
- Attractive Parking Lots Designed and Constructed
- Downtown Tax Increment Finance Districts Established
- Downtown Districts Re-Branded and Marketed
- Downtown Movie Theatres Developed
- Farmer's Markets Established or Enhanced
- Railroad Quiet Zones Established
- Downtown Public Plazas Designed and Constructed
- Downtown Organizations' Capacity Expanded
- Streetscape Beautification Designed and Constructed
- Façade Rehabilitation Designed and Constructed



New Downtown Hannibal Organization



Newly Landscaped Parking Lot, in Neosho



New Branding & Wayfinding for Clinton



Façade Rehabilitation in Excelsior Springs



New Farmer's Market in Washington

D

DOWNTOWN

R

REVITALIZATION

E

ECONOMIC

A

ASSISTANCE

M

MISSOURI



“Restoring the dream..... Rebuilding the future”



DREAM to Launch New Website

A new website is being developed to improve and enhance the effectiveness of the DREAM Initiative. The new DREAM website will provide information about the Initiative and expanded resources and exposure for all designated communities. The homepage will feature a rotation of selected DREAM Initiative communities, promoting their successes and accomplishments.

The new website will not only provide general information about the Initiative, but also specific information about the designated communities and their activities.

Each designated community will have a dedicated web page detailing the community, current DREAM activities, and final planning reports and related materials.

The new website features a “Resources” section that will house materials from DREAM Initiative seminars, and media or news related articles. An online calendar will list scheduled meetings in DREAM communities and upcoming educational seminars.

Look for the new website to launch at the end of January 2010.

Promoting Downtown in a Changing Media Environment

Perhaps you begin the day browsing a traditional newspaper and end the day with the ten o'clock television news. But you probably get news and opinions from many more sources, including “new media” like blogs, social media and even text messages. When it comes to marketing and promotion, your city or downtown organization should consider doing more than sending standard press releases to media contacts.

In recent DREAM marketing discussions a larger theme has developed: “earned media” versus “paid media”. Using paid advertising, whether by a convention/visitor bureau or an economic development agency, is a common tactic to attract visitors and new businesses to a community. Billboards, print ads and radio/television commercials are useful in influencing customer behavior and building a brand. However, “earned media” can be an even more effective and efficient way to tell your community’s story.

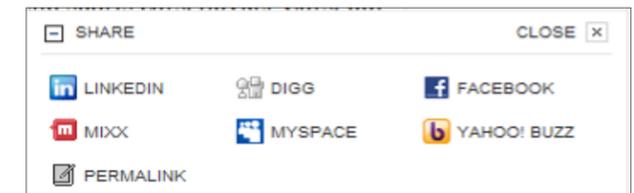
Here are some questions to consider in thinking about your Downtown or citywide marketing effort relevant to both paid and earned media:

- *What are the specific messages we want to convey (“Downtown ____ has more than 10 authentic restaurants” or “Spend the weekend fishing and playing golf in _____” or “Downtown retailers thrive and more opportunity remains”).*
- *Who are we trying to reach (e.g. individual shoppers, potential tourists or entrepreneurs) and what specific sub-categories of that audience is most important (antique shoppers, bus tour operators or potential building rehabbers)?*
- *PAID MEDIA: What’s the most cost-effective way to convey the message to the audience?*
- *EARNED MEDIA: Who can amplify our message and channel it to the most relevant audiences (e.g. a newspaper columnist, certain bloggers, a radio talk show host, traditional reporters)?*

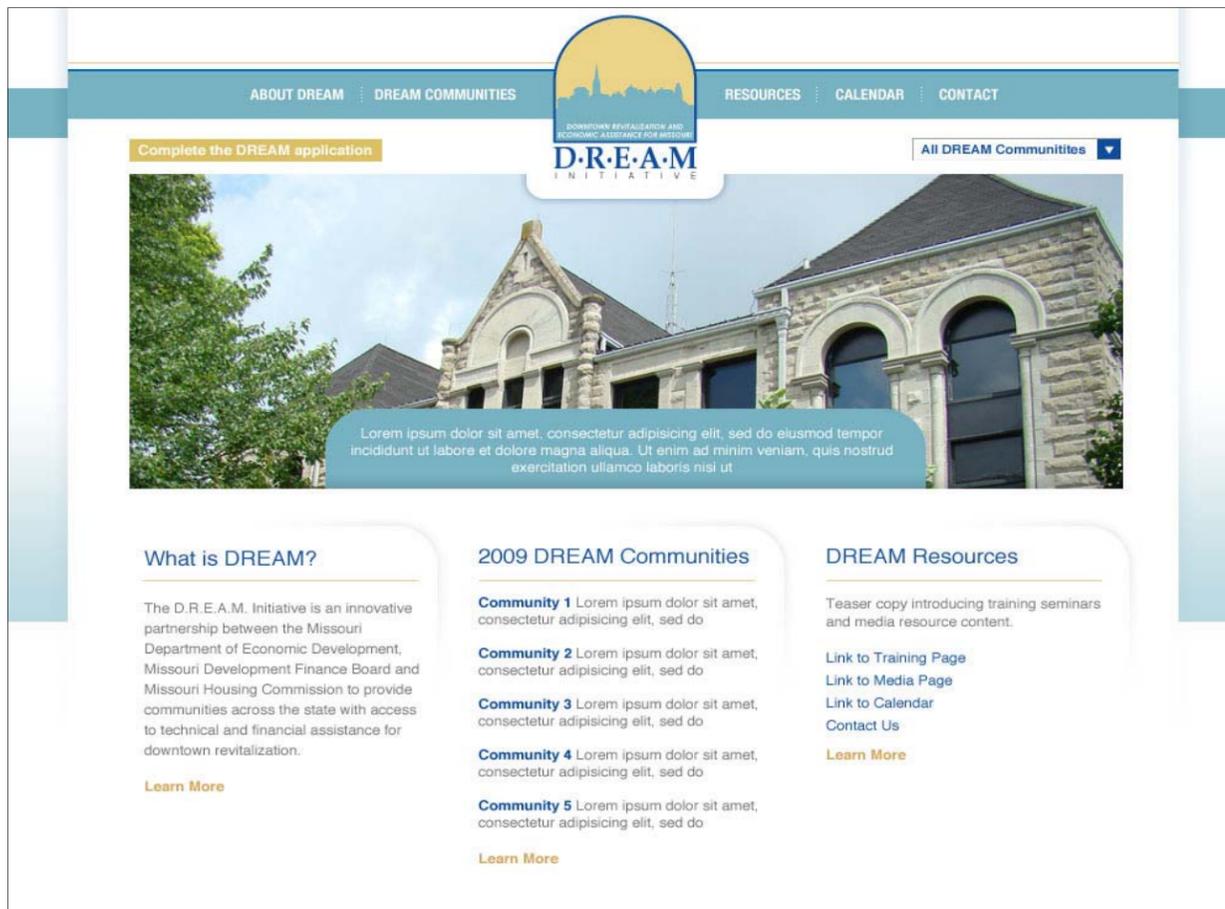
Next time someone forwards you an article about a successful Downtown project or event, consider how the message got out and how you can proactively tell *your* community’s story to the world.



The Clinton Area Chamber of Commerce Facebook Page



Sample of Sharing Applications that Amplify Media Message



Screenshot of the DREAM Website Currently Under Development

