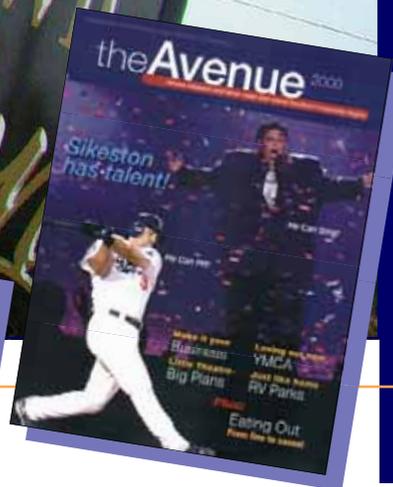


DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

MARKETING PLAN
APRIL 2010



ACKNOWLEDGMENTS



DOWNTOWN
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ASSISTANCE FOR
MISSOURI

DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR MISSOURI (DREAM) PROGRAM SPONSORS:



PLANNING CONSULTANT:

PGAVURBANCONSULTING



MARKETING PLAN

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TABLE OF CONTENTS

- EXECUTIVE SUMMARY1**
- SITUATIONAL ANALYSIS.....2**
- EVALUATION OF EXISTING MARKETING EFFORTS4**
 - Media Landscape Analysis.....4
- OBJECTIVES AND STRATEGIES.....8**
 - Objective 1: Develop the Identity of Downtown Sikeston.....9
 - Objective 2: Increase Media Presence.....13
 - Objective 3: Develop the Retail Market.....17
 - Objective 4: Improve the Sense of Place21
 - Objective 5: Redefine the Historic Midtown
Development Group.....25
- APPENDIX.....27**
 - SWOT Analysis.....28

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EXECUTIVE SUMMARY

Downtown Sikeston is the civic and cultural center for the city and region. Downtown has many institutions which attract citizens, such as the city hall, public library, police station, churches and parks. These institutions give a civic formality and sense of organization to the downtown. Retail shops, professional offices and restaurants, combined with the institutions make Downtown Sikeston a destination for shopping and entertainment.

Downtown Sikeston has numerous assets including outstanding business owners offering great products and quality service. Many business people and civic leaders work in Downtown everyday, giving the area a concentration of talented professionals. It is the people currently in Downtown Sikeston which give the area such potential for growth. Downtown should utilize these existing assets of business savvy, entrepreneurship and civic leadership to develop and sustain a reputation for quality. Downtown Sikeston should emphasize high end quality and class instead of convenience and discount.

The goal of the marketing plan is to create a sense of identity for Downtown Sikeston. An identity which builds upon the assets of the business owners, civic institutions, events and history. An identity of a place of quality: quality people, quality service, quality experience.

In order to achieve the goal of the marketing plan, five objectives have been identified, listed as follows:

Objective 1: Develop the Identity of Downtown Sikeston

Create an identity through tradition and quality: Southern hospitality, quality goods and service, and quality events. Downtown Sikeston will develop an identity as a place for high quality retail, first class events and a well maintained environment.

Objective 2: Increase Media Presence

Identify the best media, venues and formats to promote a positive image of Downtown Sikeston.

Objective 3: Develop the Retail Market

Develop a broader variety of retail and high quality retail stores.

Objective 4: Improve the Sense of Place

Create a sense of place through improvements to the built environment and events.

Objective 5: Redefine the Historic Midtown Development Group

Enhance the identity and purpose of the Historic Midtown Development Group as the leading organization for Downtown Sikeston.



The Sikeston Depot showcases local history, culture and the arts in Downtown Sikeston.

SITUATION ANALYSIS

Downtown Sikeston is the civic and cultural center of the community. Downtown is the location of many institutions which help a city function: city hall, the library, the police station, the YMCA and the Depot Museum. These entities give character to Downtown and bring citizens to the area. The institutions and a mix of retail shops, restaurants and offices comprise Downtown Sikeston.

The Downtown Sikeston Study Area for the DREAM Initiative is not a large area, comprising 30 city blocks. Downtown Sikeston is primarily accessed from the east and west via Malone Avenue, state highway 114, which connects to Interstate 55 approximately 3 miles east of downtown. Malone Avenue bisects downtown with the majority of the downtown on the north side of the road. Downtown's appearance and edge along Malone Avenue needs improvement, in wayfinding/signage, landscaping, and identification. Entering Downtown from Malone Avenue the primary access intersections are Kingshighway, New Madrid and Scott Street. These intersections are where stronger edges and a tangible definition of downtown is most needed. The downtown area is bordered on the north by a very strong and attractive residential neighborhood; on the east by commercial and service businesses; on the south by businesses and residential land uses and on the west by churches, parks and residential.

The streets, parks and open space of Downtown Sikeston present a great opportunity. Legion Square and the Depot Museum along with the adjacent parking lot

present a long frontage of open space along Malone Avenue. The recently installed streetscape on Front Street and Kingshighway was very well executed giving a defined edge to the public realm with street lights, banners, trees, landscaping and street furniture. Future phases of the streetscape improvements will enhance the image and beautification of downtown.

Finding one's way to downtown Sikeston is surprisingly a challenge. As stated previously, Malone Avenue is directly connected to Interstate 55 as well as to state highways 60 and 61. However, there is a lack of signage along these roads directing travelers to downtown, specifically at key intersections. A simple and well defined wayfinding system would be very helpful especially for out of town visitors. Due to the general visual clutter and lack of architectural character found along these typical highway environments, Downtown Sikeston has an opportunity to enhance it's uniqueness as a traditional American downtown. Improvements to the edge along Malone Avenue and to the building facades on Front Street will help to distinguish downtown as a destination which is unique and of a higher quality, distinct from the highway corridor areas.

Downtown Sikeston's buildings have experienced transformation through the years. Unfortunately, much of the transformation has been to a negative effect through the installation of inappropriate siding, signage, and neglect. Rehabilitation of the building facades is a needed improvement which could contribute to the identity of downtown.

The downtown businesses are a mix of retail shops, professional offices, a bank and restaurants. The retail shops, while not large in number, are largely of high and very high quality. The restaurants offer fare for a mix of tastes and clientele. There are also a few consignment shops, which are not undesirable as a business, however most do not offer a high level of merchandise. These stores are generally not maintained at an quality level. A few of buildings in Downtown Sikeston are vacant. These structures have varying levels of maintenance which unfortunately tend to present a negative image for downtown.

The events and festivals in Downtown Sikeston attract tourists, customers and local citizens to the downtown area. The Sikeston in Bloom, Fall Family Fun Day, Cowboy Up Arts Festival and the Merchants Holiday Open House are all very good events which showcase downtown businesses and the downtown neighborhood. The Sesquicentennial Celebration of 2010 and it's many events should serve as a catalyst for further promotion of downtown beyond 2010.

Sikeston is marketed via different formats from brochures to billboards. The marketing materials produced by various organizations are very good. (Printed media and digital media are reviewed on pages 4-7.) Downtown Sikeston has many assets as well as some challenges which need to be addressed in the near future. Identifying and resolving these issues are critical to marketing Downtown Sikeston. Capitalizing on the existing assets will assist the Downtown to thrive as the civic, cultural and entertainment center for city and the region.

Sikeston , Missouri



Sikeston Sesquicentennial Celebration



Farmer's Market at Legion Square



Improvements to building facades in Downtown Sikeston

EVALUATION OF EXISTING MARKETING MATERIALS

MEDIA LANDSCAPE ANALYSIS

A review of the existing media which reports, promotes and advertises the Sikeston market was conducted to serve as the basis for the marketing plan. A brief summary of the reviews of each respective media source is listed below:

Websites:

City of Sikeston

www.sikeston.org

- Very professional image and layout.
- Good banner graphic.
- Quick to load; easy to maneuver.
- Clear, concise and easy to comprehend.
- Video tour book has great photos and graphics.
- Presents good civic image of an organized and professional municipality.
- Contact information should be home page.

Historic Midtown Development Group

www.downtownsikeston.org

- Home page needs to better fit the format of the screen.
- In the sidebar menu "Home" should always be at the top or bottom so that it is easy to find.
- Links button would be helpful.
- Events tab should have photos of the events.
- Need photos and images of people in Downtown and at Downtown events.
- Overall composition lacks color and images.
- Frequently home page content is out of date.
- Pages contain much information.
- Tabs are quick.



City of Sikeston Website page



HMDG Website Page

Sikeston Convention & Visitors Bureau

www.visitsikeston.com

- Pages have a clean and simple look.
- Pull down tabs are quick and informative.
- Calendar is useful and quick.
- More photographs of local people and local events are needed.
- Brochure download is excellent: great content, information and graphics.

Sikeston Chamber of Commerce

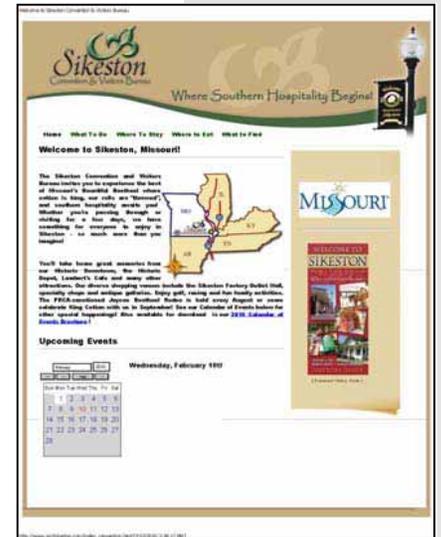
www.sikeston.net

- Text should be larger for better legibility.
- Sidebar buttons appear fuzzy and need to be of a better resolution.
- Photographs of local people and events are good.
- Good use of color and animation.
- The "SACC Spirit Award" page has missing images.
- The scrolling edits tend to have too much movement.
- Links should open in a new window.

Sikeston Depot

www.sikestondepot.org

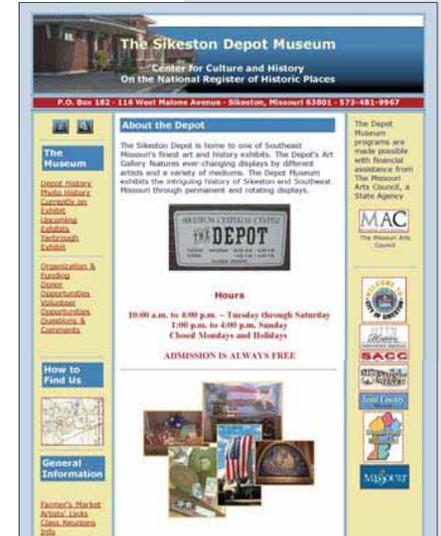
- Good story and message to tell the viewer.
- Tabs are quick to load and pages contain much information.
- Permanent exhibit photos need better lighting.
- Detail description of events could be improved.
- Photographs should be larger and of higher resolution.
- More photographs of local people and events are needed.



Sikeston CVB Website Page



Sikeston Area Chamber of Commerce website page



Sikeston Depot website page

Printed Media

The traditional media forms of magazines, brochures and postcards are useful tools in marketing a downtown. An evaluation of the existing traditional media is listed below.

The Avenue Magazine (Chamber of Commerce)

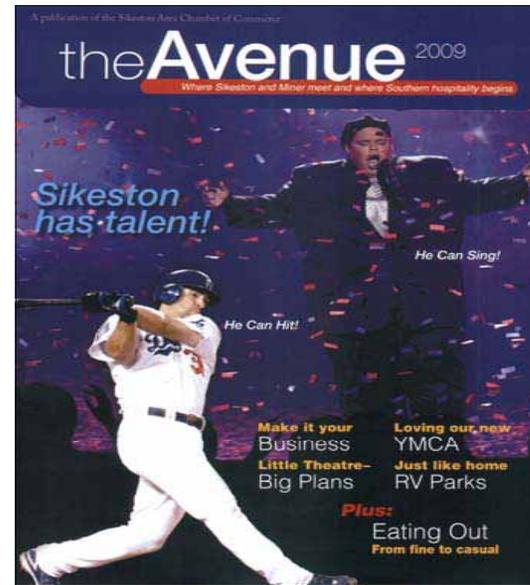
- Excellent marketing media for entire Sikeston region.
- Professional composition.
- Very good and informative articles.
- Large amount of content and graphics.

Historic Downtown Sikeston Brochure (Historic Midtown Development Group) (HMDG)

- Dedicated to promoting downtown exclusively
- Presents positive image for Downtown.
- Good listing of retail shops.
- Concise and easy to read.
- Excellent composition and images.
- Website address of HMDG would be helpful.

Historic Homes Walking & Driving Tour (Sikeston Convention & Visitors Bureau)

- Excellent marketing media for entire Sikeston region.
- Professional composition
- Very informative; large amount of content and graphics.
- Presents very good image of Downtown and the City of Sikeston.



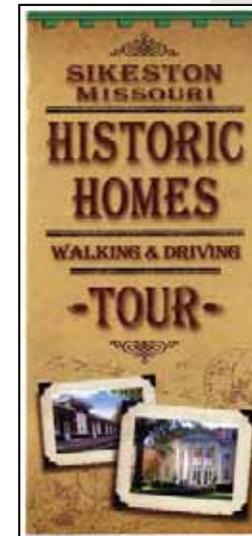
The Avenue magazine, a publication of the Sikeston Area Chamber of Commerce



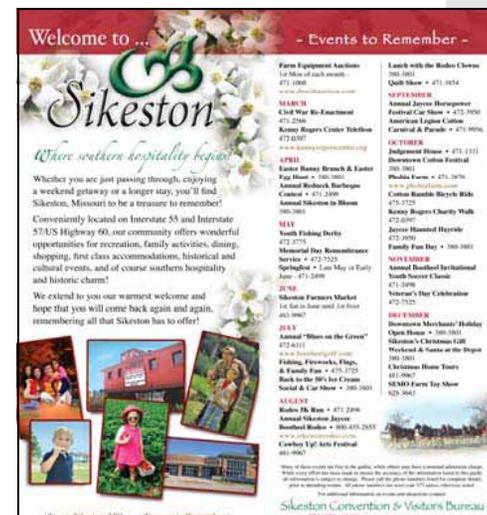
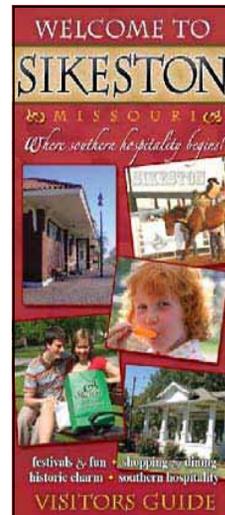
Brochure promoting Downtown Sikeston , a publication of the Historic Midtown Development Group.

Welcome to Sikeston Visitors Guide (Sikeston Convention & Visitors Bureau)

- Excellent visitors guide for entire Sikeston region.
- Professional composition.
- Very informative and detail.
- User friendly.
- Large amount of content and graphics.
- Downtown Sikeston is featured frequently in the guide.



Historic Homes Walking and Driving Tour brochure, a publication of the Sikeston Convention & Visitors Bureau



Sikeston Visitors Guide, a publication of the Sikeston Convention and Visitors Bureau

OBJECTIVES & STRATEGIES:

The following text outlines the specific objectives and strategies for the marketing of Downtown Sikeston. Each of the goals are discussed in greater detail on the following pages.

Objective 1: Develop the Identity of Downtown Sikeston

Create an identity through tradition and quality: Southern hospitality, quality goods and service, and quality events. Identity will be developed as the place for high quality retail, first class events and a well maintained environment.

Objective 2: Increase Media Presence

Identify the best media, venues and formats to promote a positive image of Downtown Sikeston.

Objective 3: Develop the Retail Market

Develop a broader variety of retail stores and high quality retail stores.

Objective 4: Improve the Sense of Place

Create a sense of place through improvements to the built environment and events.

Objective 5: Redefine the Historic Midtown Development Group

Enhance the identity and purpose of the Historic Midtown Development Group as the leading organization for Downtown Sikeston.

BOOTHEEL BOWL

**HIGH SCHOOL FOOTBALL CELEBRATION
LABOR DAY WEEKEND
GAMES**

9/3 7:00PM	SIKESTON BULLDOGS	VS.	WEBB CITY CARDINALS
9/4 2:00PM	POPLAR BLUFF MULES	VS.	CAPE CENTRAL TIGERS
9/4 7:00PM	JACKSON INDIANS	VS.	FARMINGTON KNIGHTS

BOOTHEEL BOWL PARADE
SATURDAY, 9/4 DOWNTOWN SIKESTON 10:00AM
BANDS - QUEEN & COURT - CARR TROPHY WINNERS - NFL PLAYER

GAME DAY FAN PLAZA
DOWNTOWN SIKESTON
CONTESTS - GAMES - GEAR



LEIGH'S FAVORITE BOOKS
NEW AND USED - BUY-SELL

Kirby's Sandwich Shop
109 N. Kingshighway, Sikeston MO 63801
573-471-1318
"Serving the Sikeston Community Since 1967"

Southern Living SPECIAL DOUBLE ISSUE

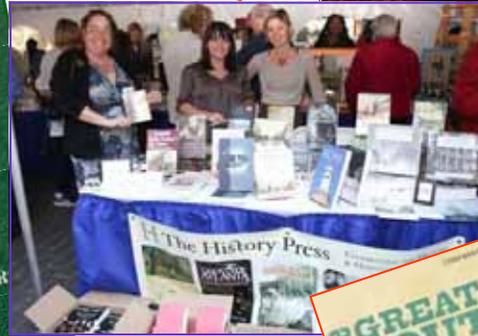
149 Kitchen Tested Recipes

5 Great Holiday Menus
With Beautiful Decorating Ideas

100% Pure-Perfect homemade land
Decorations
From the Garden

Savor the South
A MISSOURI TOON FESTIVAL

- Home
- Tickets
- About
- Entertainment
- Directions
- Contact



The Southern School of Etiquette

Carolina Forest sisters start new etiquette school

THE GREAT SOUTHERN FOOD Festival
Cookbook

Over 200 of the Best Recipes in the South

Contributing everything from drinks to dips, recipes to preserves
Mindy B. Henderson

CHOCOLATE FESTIVAL

May 7 - 8, 2010

FARMERS MARKET
Downtown Sikeston
SATURDAY
8:00 AM UNTIL SELL OUT

OBJECTIVE 1: DEVELOP THE IDENTITY OF DOWNTOWN SIKESTON

OBJECTIVE 1: DEVELOP THE IDENTITY OF DOWNTOWN SIKESTON

Create an identity through tradition and quality: Southern tradition, quality establishments and quality Events. Identity will be developed as the place for high quality retail, first class events and a well maintained environment.

Strategy 1.1 - Identify Downtown Sikeston with Southern Culture. The Sikeston area has a distinct Southern characteristic as part of Missouri. The cotton fields and soft accents, hint at Sikeston’s cultural ties to The South.

The Sikeston Convention and Visitor Bureau’s slogan is, “ Where Southern hospitality begins” Southern hospitality is evokes images of Southern culture: cordialness, beauty, honor, etc...all of which reflects on Downtown Sikeston’s formality as a civic and cultural center.

Downtown should capitalize on Sikeston’s role as the gateway to the Bootheel and to Southern Culture. Emphasis should be on high quality goods and services, tradition, and a sense of place for Southern culture.

- **Promote tours to Sikeston with expatriate Southerners in the Midwest:** Advertise and promote Sikeston as the closest Southern destination with expatriate Southerners living in the Midwest, especially in St. Louis, MO., Chicago, IL. and along the I-55/I-57 corridor. Offer Southern hospitality to such groups as the Tennessee Society of St. Louis, Southern State Societies in Missouri, Illinois and Indiana; and alumni chapters of Southern universities living in Midwest cities.

- **Attract new Businesses with Southern Emphasis:** Identify possible markets for finishing schools or Southern Etiquette Schools, Southern Cooking Schools, grocers/distributors of Southern products (Moon Pies, pecans, grits, etc...) garden shops, tobacco/cigar stores, etc...
- **Capital City of the Bootheel:** Promote Sikeston and Downtown Sikeston as the commercial, intellectual and cultural capital of the Bootheel, the gateway to the South. Utilize education, commerce and art to promote Southern culture and Downtown as the place for that culture. Continue the successful Cotton Festival and Cowboy Up! Arts Festival. Explore the idea of a Southern Food Festival, Book Festival, Southern Film Festival, etc...
- **The Bootheel Bowl:** Southern states love their football, especially high school football. Develop a celebration of local and Southeast Missouri high school football with a festival at the beginning of the season. The festival would be located downtown with a parade, activities and food booths. The football games would be played at the Sikeston Public High School stadium with teams from Southeast Missouri, Southern Illinois and Northern Arkansas.
- **Emphasize the tradition of The South:** The Old South had many traditions which would complement the formalness of Downtown Sikeston. Identify opportunities for military parades and promoting Sikeston’s military and aviation history, Civil War history and Veterans Day. Collaborate with the Stars and Stripes Museum, local National Guard reserves, high school and junior high band parades, etc...to conduct these activities in Downtown Sikeston.

Target Market:

- Higher Income Shoppers
- Female Shoppers
- Midwest Residents w/ Southern heritage.
- College Students w/ Southern heritage.
- Parents with school age children
- Athletic Families
- High School Football fans
- Military Families
- Veterans
- Families
- Rodeo Tourists
- Cultural Tourists
- Food Tourists
- Southerner Tourists

Strategy 1.2 - Capitalize on Downtown's role as a civic and cultural center. Downtown Sikeston has city hall, the library, churches, the police station, and the professional service offices. These entities give a sense of formality to downtown and represent permanence, professionalism and tradition. Downtown Sikeston should capitalize on the sense of formality when it comes to promotion, marketing, business attraction and events. Building upon the existing strengths of Downtown's formality will attract like minded customers and visitors.

- **The Bootheel Book Festival:** Explore the idea of a book festival for Downtown. Emphasize Sikeston's history, agriculture, and Southern Culture. Identify local groups such as the Heartland Writers Guild or authors such as John Vaughan, a Sikeston native, to serve as featured readers and speakers.
- **Downtown Sikeston Art Fair:** Coordinate with the Sikeston Depot, local artists and colleges to identify a possible art fair on the streets of Downtown.
- **Artist Galleries:** Attract qualified and established artists for vacant floor space in the Downtown.
- **The Sikeston Chocolate Festival:** Build upon Downtown's successful stores which cater to the female shopper by hosting a chocolate festival or "chocolate shopping experience". Consider Mother's Day weekend to schedule the festival, when many former residents will be in town. Have local and regional bakeries, food distributors, caterers, chocolatiers, and businesses exhibit their chocolate goods and accessories.

- **Existing Festivals:** Promote Downtown festivals as attractions for families, church groups and adults. Such visitors are attracted to safe, clean and well organized events.
- **New Festivals:** Consider events or festivals which would attract cultural tourists such as a Sidewalk Checkers festival or Gospel Music Event to reflect Southern heritage; a Easter Hat and Bonnet Day or Chess Tournament to promote Downtown's formality.
- **Fitness Runs and Rides:** Build upon the success of the Cotton Ramble Bicycle Ride to have fitness runs, bike rides and health fairs to promote healthy, active living. Such events attract higher educated, higher income individuals and families.

Target Market:

- Cultural Tourists
- Higher Income Shoppers
- Female Shoppers
- Artists
- Fine Art Shoppers
- Education Professionals
- School Groups
- Church Groups
- Retirees
- Athletic Families
- Cyclists
- Girlfriend Weekend Shoppers
- Mother/Daughter Shoppers



Chocolate Festival in Denver, Colorado



Sidewalk Checkers Tournament in Shelbyville, Tennessee

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COUNTRY LIVING

AT HOME
St. Louis

SOUTHERN
Lady



417
MAG.COM



OBJECTIVE 2: INCREASE MEDIA PRESENCE

OBJECTIVE 2: INCREASE MEDIA PRESCENCE

Sikeston is promoted by various organizations and through a variety of media. The City of Sikeston is marketed in magazine advertisements, websites, billboards and other venues. As funding resources allow, utilize opportunities to promote and market Downtown Sikeston and it's businesses, events, and institutions.

Strategy 2.1 - Use traditional media to publish feature articles on Downtown Sikeston in regional newspapers, magazines and websites: The Sikeston CV&B does a great job advertising Sikeston in regional magazines such as *AAA's Midwest Traveler* and *Midwest Living*. Other publications/websites should be considered for target audiences.

- **Sikeston's Southern Hospitality articles:** Write articles highlighting Sikeston's Southern hospitality and culture for magazines, websites and blogs which have a Missouri and Midwest distribution. Such articles will help to promote Sikeston as unique and as the gateway to the South.
- **Recreational Vehicle market:** Advertise and promote Downtown Sikeston in magazines and at trade shows of the recreational vehicle (RV) market.
- **Travel Section articles:** Produce articles featuring Downtown Sikeston in the travel sections of Sunday edition newspapers in major metro areas such as St. Louis, MO., Memphis, TN. and Little Rock, AR.
- **Day Trip articles:** Ensure Downtown Sikeston is mentioned in articles and advertisements as a "day's trip" in the visitor guides of major metro areas such as

St. Louis, MO. and Memphis, TN. but also smaller markets such as Carbondale, Il., Dyersburg, TN., Poplar Bluff, MO. and Cape Girardeau, MO.

- **Magazines for Higher Income Markets:** Consider articles and advertisements in magazines which cater to higher income markets, such as *Ladue News* in the St. Louis, Missouri market; *Memphis Magazine* in the Memphis, Tennessee market or *Evansville Living* in the Evansville, Indiana market.
- **Radio Commercials:** Surveys with Downtown Sikeston business owners have documented that radio advertising has been effective for their respective businesses.

Strategy 2.2 - Select use of out-of-home advertising: Continue the use of billboards along the I-55, I-57 and Hwy 60 corridors outside of Southeast Missouri for the advertisement of Sikeston and Downtown Sikeston.

- **Use airport advertising:** Consider the use of advertisement boards in airports in St. Louis, Memphis, Little Rock and Branson.
- **Branson Market:** Identify advertising opportunities in the Branson, MO. market. While Branson is a far distance from Sikeston, the fact is that Branson is one of the top tourist markets in the country. Select advertisements in Branson, the Branson Airport and along Highway 60 would promote Downtown Sikeston with tourists. Promote Sikeston as the half way point on a drive between the country music capitals of Nashville, TN and Branson, MO.

Target Market:

- Cultural Tourists
- Higher Income Shoppers
- Country Music Fans and Tourists
- RV Travelers
- Retirees
- Veterans
- Military Families
- Memphis Market
- St. Louis Market
- College students
- School Groups
- Church Groups

Strategy 2.3 - Develop and maintain collaboration with other Bootheel communities: Continue to collaborate with the Missouri Travel Council, Division of Tourism, the Bootheel Regional Planning Commission on the promotion of Sikeston and the Bootheel region.

- **Lead other Bootheel communities:** Identify other opportunities in which pooled resources or regional promotions on the Bootheel, can feature Downtown Sikeston as a leading destination for business, shopping and festivals in the Bootheel.

Strategy 2.4 - Use of Social Media: The use of social media sites can be consuming in regards to time, personnel and budget. However the costs to set up social media connections are minimal and can offer direct communication with select markets.

- **Historic Midtown Development Group (HMDG) Blog:** HMDG should explore the idea of creating a blog or maintain an account on Facebook or even Flickr, to promote businesses, events and positive images of Downtown Sikeston.

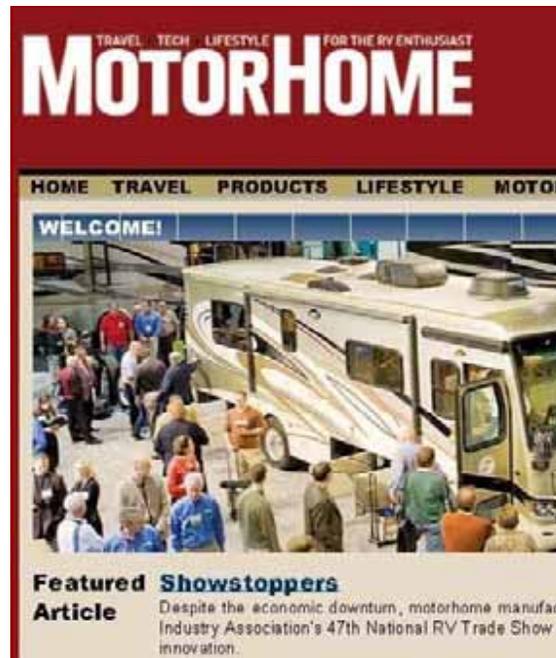
Strategy 2.5 - Email Marketing: Marketing by email correspondence has the potential to reach a large quantity of consumers and visitors. However, the message, timing and email service are critical to avoid having the message ignored by the recipient.

- **Tax Return Marketing:** Travel surveys have revealed that many travel and expenditure decisions are made based on tax returns received in mid to late Spring. An email marketing campaign in early April, promoting Downtown shop's seasonal goods or

Downtown events such the "Sikeston in Bloom Festival" would be effective way to use email marketing.

Strategy 2.6 - Existing Sikeston Area Media Outlets:

The Sikeston area has many outstanding publications including *The Avenue Magazine* of the Sikeston Area Chamber of Commerce and the *Visitors Guide* published by the Sikeston Convention and Visitors Bureau. HMDG should always work to ensure that Downtown Sikeston continues to be featured and is given promotional opportunities in the publications.

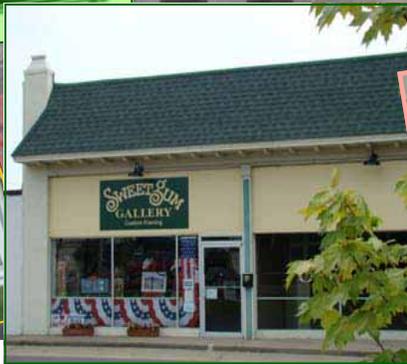
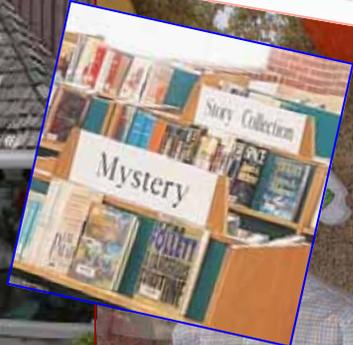


Website of *MotorHome magazine*, a leading publication of the recreational vehicle market.

Target Market:

- Cultural Tourists
- Higher Income Shoppers
- RV Travelers
- Retirees
- Veterans
- Military Families
- College students
- School Groups
- Church Groups

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OBJECTIVE 3: DEVELOP THE RETAIL MARKET

Downtown Sikeston is fortunate to have some very successful retail shops along with many institutional uses. The retail mix in downtown is an interesting range of a very high end men’s clothing store and gift shop to very modest consignment shops. The simple goal is to have more of the high end stores to enhance the long term retail market in Downtown Sikeston.

Surveys conducted in the DREAM Initiative have show that Downtown Sikeston is known for it’s unique shops and quality service. This reputation is priceless advertising as many of the shop owners rely on “word of mouth” from their customers to attract new customers. Customers appreciate the quality personal service, which brings them back to the stores as repeat customers. Many of the chain and franchise stores, typically located along major arterial roads and highways, cater towards discount sales and trends. These stores too often lack experienced sales people, quality service and a commitment to customer satisfaction. The existing stores in Downtown Sikeston have proven over the years that quality goods and services will allow a retail business to succeed. An emphasis of unique stores offering high end merchandise and outstanding service is suggested to enhance Downtown’s retail mix.

Strategy 3.1 - Downtown as a shopping destination experience: Downtown offers a concentration of shops and services for customers which translates into a shopping experience. Identify locally owned stores which currently are located along major highways in either strip centers or on individual parcels. Offer Downtown as a shopping experience with unique stores, pedestrians, personal friendly service and exciting events.

- **Identify local small businesses to relocate or expand to Downtown:** Identify locally owned shops to be part of the Downtown community. Shops such as Lamberts Café, florists, book stores, caterers, pharmacies, print shops, and barber shops, etc... may be interested in relocating to Downtown.
- **Quality Events:** Continue the many events and festivals which occur throughout the year, emphasizing quality, well organized, and entertaining events. Coordinate with shop owners on issues of event hours and store hours, parking, security, maintenance, etc....Consider new events discussed in Strategy 1.2

Strategy 3.2 - Cater to the Professional Class: Downtown Sikeston should seek to attract stores which offer quality goods and services which cater to the more educated adult professional class, middle class, and upper class customers of the greater Sikeston Area.

- **Medical Apparel/Supply Store:** Downtown is in proximity to numerous dentist offices, doctor offices nursing homes, and the Missouri Delta Medical Center.
- **Day Spa/Salon:** Luxury personal service for local women of the greater Sikeston Area.
- **Golf Store:** Store which offers golf equipment, men’s and women’s wear and equipment service.
- **Tobacco Shop:** High end store offering tobacco, cigars and accessories.

Target Market:

- Professionals
- Higher Income Shoppers
- Female Shoppers
- Education Professionals
- Golfers
- Retirees
- Athletic Families
- Food Tourists
- Gardeners

Strategy 3.3 — Attract the professional class: Promote Downtown Sikeston's role as a business, civic and cultural center to attract professional offices. While such businesses are not retail oriented, they bring educated, civic minded, middle to higher income professionals into Downtown on a daily basis. In addition, these professionals service offices will attract their clients into Downtown to serve as potential customers for the retail businesses. Such professional offices may include:

- Lawyers
- Financial Advisors
- Architects and Engineers
- Doctors, Dentists and Optometrists
- Accountants

Strategy 3.4 - Build upon existing strengths: Downtown Sikeston has very good visibility and access from Malone Avenue, a state highway. Many Downtown businesses also have proven that offering unique merchandise and quality service can succeed. Identify new businesses which complement the existing retail stores Downtown. Some potential new stores and services which may complement existing businesses could include:

- Garden Shop/Garden Furnishings
- Finishing School or Etiquette School
- Shoe Store
- Art Supply Store
- Vintage Clothing Store
- Book Store
- Golf Store
- Pie Shop
- Musical Lessons Academy

Strategy 3.5 — Identify truly unique shops to cater to greater regional market: Promote Downtown Sikeston as an unique neighborhood with a concentration of shops and services which attract customers from the greater 4 state region. Such businesses may include:

- Architectural Salvage/Restoration hardware
- Cutlery Store
- Kitchen and Bath Store
- Tack and Saddle Shop /Western Wear Shop
- Gourmet Butcher/Meats
- Southern Cooking School
- Bike Shop

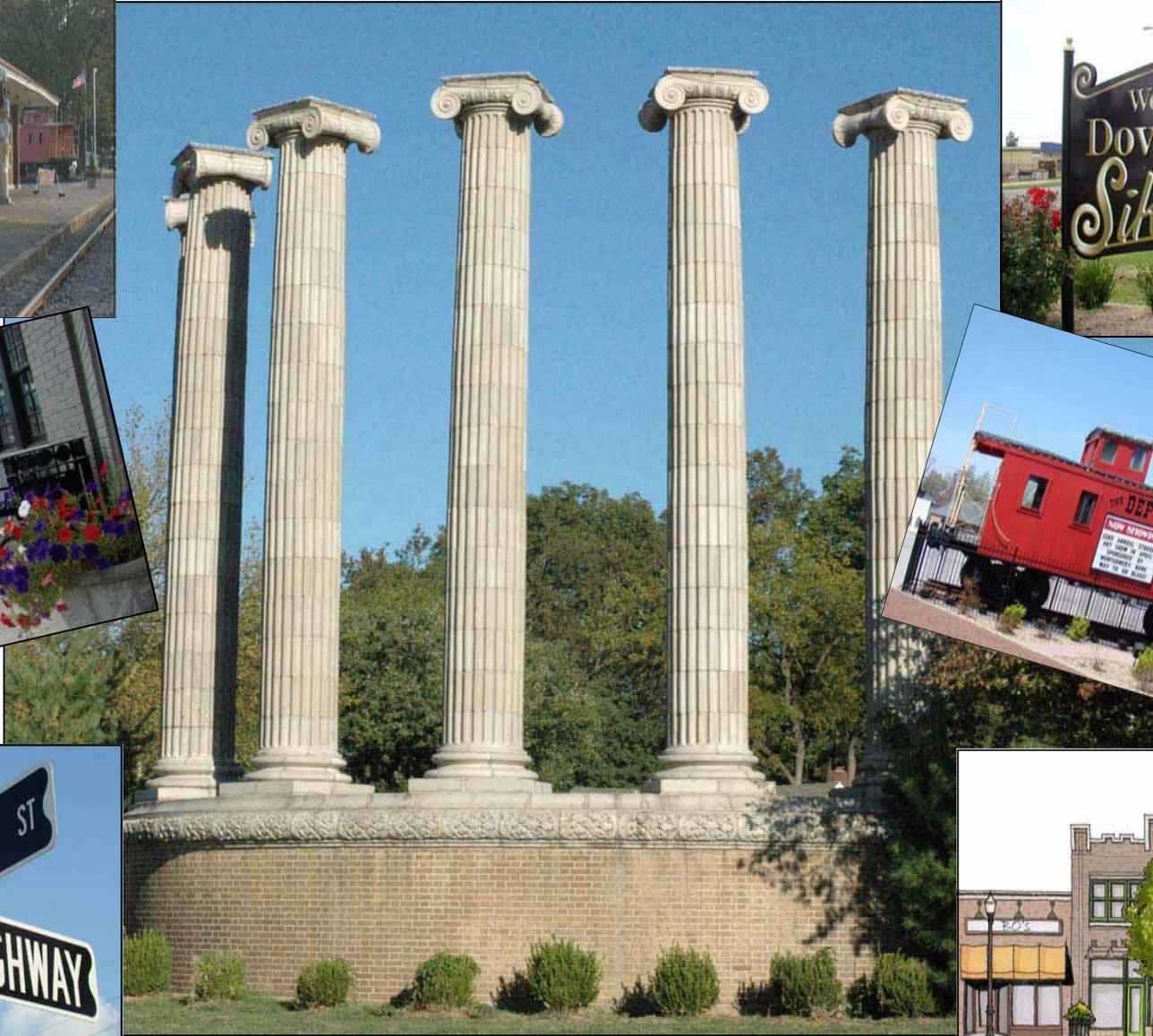
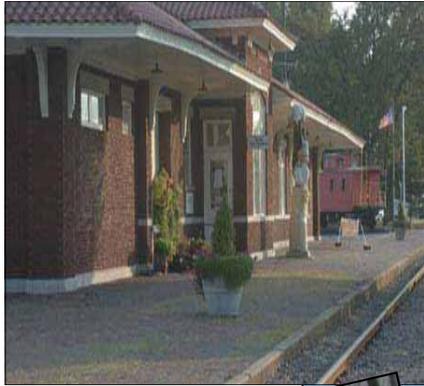
Strategy 3.6 — Collaborate with local, regional and national commerce organizations: Capitalize on relationships, memberships and support of local organizations to help sustain existing businesses and attract new business Downtown. In addition to existing organizations, some other organizations which could provide support and marketing opportunities include:

- Missouri Travel Council
- The 3/50 Project
- The Southeast Missouri Eco. Development Alliance
- Missouri Retailers Association
- IndieBound
- Missouri Writers Guild
- Missouri Community Betterment
- Southern Foodways Alliance

Target Market:

- Professionals
- Higher Income Shoppers
- Female Shoppers
- Artists
- Education Professionals
- Golfers
- Retirees
- Athletic Families
- Gardeners
- Rehabbers
- Cyclists

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OBJECTIVE 4: IMPROVE THE SENSE OF PLACE

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Downtown Sikeston has experienced many changes in recent years. While some of the changes have resulted in a loss of density or façades being altered, many new improvements are helping to create a sense of place in Downtown. A Downtown which is appealing, easy to find, and well maintained will attract customers, citizens and investment.

Strategy 4.1 - Continue the Streetscape Improvements:

The streetscape improvements implemented in 2009 on Front Street and Kingshighway established a new standard for the design of public space in Downtown. The improvements should be implemented in the future as resources allow.

- **Lighting:** Ensure Downtown has sufficient lighting on public streets and parks to present a safe and positive image of Downtown at night.

Strategy 4.2 - Develop wayfinding plan: Develop a wayfinding plan to sustain and promote Downtown. Customers and visitors will not support Downtown if they cannot locate it easily. Downtown is 3 miles from I-55; 1.5 miles to Highway 60; 1/2 mile from Highway 61 (Main Street) and located on Highway 114 (Malone Avenue). Signs are needed along these routes to direct travelers to Downtown. A hierarchy of wayfinding, at potential locations, is listed below:

- **Civic Gateway Monument:**
 - East: Malone Ave. & Edward Ave.
 - West: Malone Ave. just east of Welter Drive.
 - Downtown: Front St. & New Madrid St.
 - South: Highway 61 & Highway 60.
 - North: Highway 61 & Highway HH

- **Directional Signs:**
 - Malone Ave. @:** Campanella Dr.; Main St. (Hwy. 61); Kingshighway; Westgate St.
 - Main St. (Hwy. 61)@:** Helen St.; Malone Ave.; Salcedo Rd.
- **Wayfinding Signs :**
 - Kingshighway @:** Malone Ave.; Center St.
 - New Madrid St. @:** Front St.; North St.
 - Scott St. @:** Malone Ave.; Center St.

Strategy 4.3 - Develop a more defined edge along

Malone Avenue: Downtown Sikeston has excellent visibility from Malone Avenue, a busy state highway. Malone Ave. traverses the south part of Downtown and is the main Downtown entry point from the east, south and west. Improvements along Malone Ave. would give greater “curb appeal” to Downtown.

- **Landscaping along railroad right-of-way:** Continue landscaping of railroad r.o.w. to provide a more natural enhancement of the industrial corridor.
- **Enhance Legion Square:** Improve hardscape, landscape and function of the highly visible and historical public space.
- **Celebrate the entrances to Downtown:** Intersections with Malone Avenue should be enhanced with landscaping, lighting, art and signage to announce the entry points into the downtown neighborhood.
- **Improve south edge of Malone Avenue:** Ensure that future streetscape improvements include the south side of Malone Avenue.

Strategy 4.4 - Implement Façade Rehabilitation Program:

The DREAM Initiative surveys have documented that improvements to the facades of buildings would greatly improve the image of Downtown Sikeston.

- **Utilize existing façade loan programs:** Capitalize on the local and state façade renovation programs, such as the Revolving Loan Program of the Missouri Development Finance board, to collaborate with owners in the rehabilitation of downtown buildings.

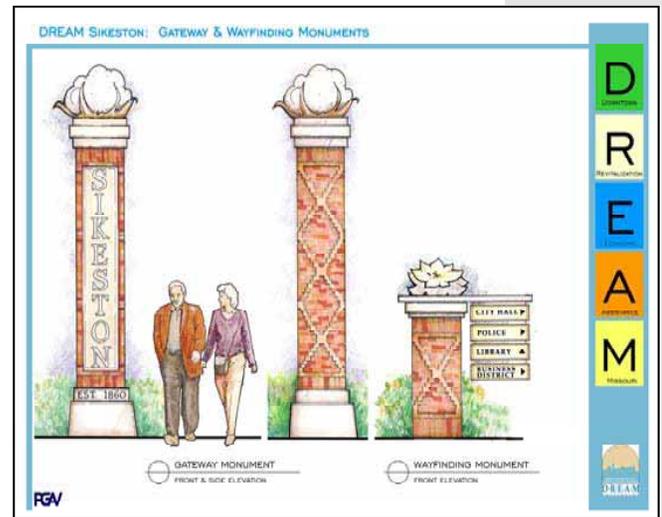
Strategy 4.5 - Tell the story of The Church Columns:

The Church Columns present a strong civic and architectural icon for Downtown and the City of Sikeston. The columns of the former First Methodist Church are very visible and attract the attention of any visitor to Downtown. Collaboration with the property owner to highlight the history of the church, the columns and Sikeston’s faith community would give the columns and site more significance. Interpreting the story of the columns would help to make the columns more of a cultural destination and have more merit with the local community and with the future.

- **Interpretive Exhibits:** Interpretive signage with text and graphics highlighting the history and role of The First Methodist Church in the formation of the City of Sikeston.
- **Sesquicentennial:** Capitalize on the energy and significance of the city’s Sesquicentennial by highlighting the City’s Christian faith community through plaques, interpretive signage, landscaping, lighting or a time capsule at the Columns site.



Streetscape improvements at the intersection of Center Street and Kingshighway in Downtown.



Proposed civic gateway monument and wayfinding signs for Downtown.

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An illustration of six classical columns in a row, serving as a background for the word "Historic".

Historic



DOWNTOWN SIKESTON

“Southern Hospitality & Old Time Charm”



OBJECTIVE 5: REDEFINE THE HISTORIC MIDTOWN
DEVELOPMENT GROUP

OBJECTIVE 5: REDEFINE THE HISTORIC MIDTOWN DEVELOPMENT GROUP

Historic Midtown Development Group (HMDG) was founded in 2006, as a Main Street Organization. HMDG has made significant achievements in it's initial years, including development of new events, a website and marketing brochures. More recent efforts have yielded a long term strategy for sustainable funding for the organization. As HMDG continues to grow, more will be expected of its role to promote and lead the marketing of Downtown Sikeston.

Strategy 5.1 - Change the name of Historic Midtown Development Group (HMDG) The name Historic Midtown Development Group (HMDG) is confusing. The title does not use the words Downtown or Sikeston. Midtown is generally considered to be further east near Main Street. HMDG's website is downtownsikeston.org and the term Historic Downtown Sikeston is used on brochures. A simplification of the name for the leading organization of Downtown is recommended. Some potential names are listed below

- **Historic Sikeston Development Group (HSDG)**
- **Historic Downtown Sikeston (HDS)**
- **Downtown Sikeston Development Group (DSDG)**

Strategy 5.2 - Develop long-term funding source for the organization.: HMDG receives support and funding from a variety of sources for operations and marketing. A sustainable funding source in the future would help to ensure that HMDG operates at the highest professional level.

Strategy 5.3 - Enhance website: Information is often attained and disseminated digitally in today's world. The website of HMDG should be enhanced and maintained to give the best presentation of Downtown Sikeston with every inquiry on the website.

- **Internet search tags:** Ensure that internet search tags for Downtown Sikeston link to the HMDG website, some of which may include:
 - Sikeston+ shopping
 - Sikeston+ restaurants
 - Sikeston + dining
 - Sikeston + festivals
 - Sikeston + entertainment
 - Sikeston + culture
 - Sikeston + history
 - Bootheel + culture
 - Bootheel + festivals
 - Bootheel + shopping

Strategy 5.4 - Elevate organization in local business community: Identify opportunities to promote HMDG as the lead organization for Downtown Sikeston. HMDG should have opportunities to represent Downtown interests regarding development, business attraction/retention, promotion and community planning.

- **Promote visibility and responsibility of Executive Director:** The executive director of HMDG should be the contact person for Downtown, representing Downtown at community meetings, city council meetings, conferences, and business development meetings.

APPENDIX

SWOT Analysis

A SWOT (Strengths, Weakness, Opportunities, and Threats) Analysis is a highly effective way of identifying Strengths and Weaknesses (of existing conditions) and the Opportunities and Threats (of future conditions) which may be present or emerge within any given community. Carrying out this type of analysis will assist an entity in capitalizing on its strengths and opportunities and on focusing needed attention on those areas requiring improvement.

The sponsors of the DREAM Initiative have long recognized the benefits that can be derived from a community's willingness to identify and address features, both physical and psychological, that may hinder its progress. As part of the analysis process that was conducted for Downtown Sikeston, the consultants and local leaders facilitated a series of Focus Group Meetings with representative groups from the Downtown community; interviews with Downtown Sikeston business owners; user surveys of area residents and out-of-town visitors; and conducted on-site visits of Downtown.

The summary of the analysis is listed on the following pages as strengths, weaknesses, opportunities and threats of Downtown Sikeston.

Downtown Sikeston SWOT Analysis:

The DREAM Initiative has facilitated Focus Groups Meetings, business owner interviews, and on-site visits. The summary of the SWOT Analysis is listed below:

Strengths

- Downtown Sikeston has high visibility from Malone Avenue.
- Concentration of civic institutions brings people to Downtown (City Hall, libraries, churches, etc...)
- New Streetscape on Front Street and Kingshighway
- Businesses which are regional shopping destinations.
- Unique retail shops.
- Smart and successful business owners.
- Sikeston Depot is a cultural attraction.
- The Convention and Visitors Bureau has a variety of excellent visitors' guides, brochures and marketing materials related to Downtown Sikeston and the City of Sikeston.
- City government is located in Downtown and committed to a successful Downtown Sikeston.
- Strong leadership in municipal and local civic managers.
- Professional class interested in sustainability of Downtown.
- Citywide Long Term Strategic Plan which addressed numerous issues affecting Downtown Sikeston.

Weaknesses

- Poor lighting at night creates negative image.
- The title of the downtown historic organization– Historic Midtown Development Group (HMDG) is confusing.
- Downtown Sikeston lacks an identity.
- Many storefronts lack architectural character.
- Wayfinding to Downtown Sikeston, from I-55 is non-existent.
- Low quality consignments shops are concentrated in the Downtown.
- There are a few vacant lots which are very visible.
- There is a perception of Sikeston as being unsafe at night.

Opportunities

- Capitalize on City's Sesquicentennial Celebration 2010 for events and projects in the Downtown.
- There is a chance to create cohesive streetscape and wayfinding systems to establish a consistent look and feel for Downtown Sikeston.
- Increasing the 24 hour population in Downtown Sikeston.
- Continued beautification of Downtown Sikeston will be a priority.
- The wayfinding and signage systems can improve.
- There can be increased community advertising and marketing opportunities.
- Downtown Sikeston can build upon its existing niche shopping experience and atmosphere.
- A Facade Incentive Program can enhance the aesthetic qualities and experiences of Downtown.
- More special events are being created including the Cotton Ramble Bike Ride and the Wine Fest.
- Rehabilitation of Legion square will be a new icon for Downtown and the City.
- Proximity to three state highways (Highway 60,61, and 114).
- Growing the Downtown Main Street organization: Historic Midtown Development Group (HMDG)

Threats

- Residents will continue to shop for luxury items outside the area.
- Strip mall developments and chain stores along Main Street and I-55 Corridors.
- Difficulty redeveloping Downtown buildings will persist.
- Lack of capital in rehabilitation of downtown buildings.
- Concentration of low-rent housing surrounding Downtown.
- Perception of security problem.
- Property owners who neglect to maintain their properties.
- Local events and festivals not held in Downtown Sikeston.