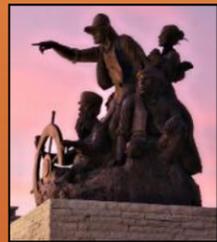




MISSOURI D·R·E·A·M INITIATIVE



DREAM Communities

Downtown Residential Development Seminar November 17th, at the Capitol Plaza Hotel & Convention Center

Three attendees per community/ \$15.00 per person; lunch provided

The DREAM Initiative is offering exclusive one-day Downtown Residential Development training to designated communities. The seminar will cover topics including:

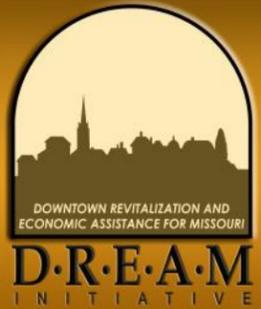
- Residential Market Analysis: MHDC will present the methodology, results and implications of the Residential Market Analysis for downtown.
- MHDC Residential Development Tools: MHDC will present the various financing and incentives available for downtown residential development.
- Downtown Living: Why do people choose to live downtown? Hear from a residents perspective.
- Downtown Residential Development: Presents two viewpoints of downtown residential development.
 - Affordable Housing developments of new construction and adaptive reuse projects
 - Market Rate developments - Small scale projects utilizing second story space
- Marketing Downtown Residential - How to conduct a comprehensive campaign to sell downtown living.
- Statistics of Downtown Residential - **What's the impact of a vibrant, revitalized downtown in terms of spending and taxes collected?**

The goal of the seminar is to train Downtown representatives how to effectively use these tools to improve their Downtown Residential Market. To register, please contact:

Erin Carel, Community Development Program Manager
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www.modream.org



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Five New DREAM Initiative Communities Announced

The Missouri Department of Economic Development has selected five new communities to participate in the 2010 DREAM (Downtown Revitalization and Economic Assistance for Missouri) Initiative: Cassville, Jackson, Monett, Ozark and Waynesville.

“A top priority of Governor Nixon’s administration is to support economic development to help create jobs,” DED Director David Kerr said. “The DREAM Initiative is a key instrument in the DED toolbox to aid in the economic development and downtown revitalization of the communities that have been selected as DREAM communities. Awarding DREAM Initiative status to these communities to create new opportunities that will transform our state’s economy for the future.”

These five Missouri communities will have opportunities to transform their downtown areas and create new jobs through this initiative:

- Cassville: Located in Barry County in southwest Missouri, with a population of over 3,000, in the heart of the Ozarks, surrounded on two sides by the Mark Twain National Forest.
- Jackson: The county seat of Cape Girardeau County in southeast Missouri, named after President Andrew Jackson, with a population of 14,000.
- Monett: Population of nearly 9,000, located in Barry County in southwest Missouri, known as a community of “pride and progress”.
- Ozark: On Hwy. 65, just south of Springfield and north of Branson, located in Christian County. The town has seen its population more than double in the last ten years, to over 20,000 residents.
- Waynesville: Population of over 4,000, located in Pulaski County in south-central Missouri, named for Revolutionary War hero General “Mad Anthony” Wayne and supportive of nearby Fort Leonard Wood.

This year’s selections mark the fifth round of communities inducted into the DREAM Initiative. The 35 previous communities have received more than \$179 million in state grants to rebuild, revitalize, and rejuvenate their downtowns. Public funding secured through the initiative has created an unprecedented \$600 million in private investment, which has allowed for countless projects to occur across the State of Missouri.



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DREAM Initiative Program, Projects and People Receive Honors

Missouri's DREAM Initiative, associated community projects and individuals are being recognized by both state and national organizations for their significant efforts in planning and economic development. The Missouri Development Finance Board (MDFB), the Missouri Department of Economic Development (DED), and the Missouri Housing Development Commission (MHDC) were honored by the International Economic Development Council (IEDC) with Second Place, or Honorable Mention, for Excellence in Economic Development in the category of Neighborhood Development, for the "DREAM Initiative- Program Year 2006."

The award was presented on September 28, 2010 during IEDC's Annual Conference in Columbus, Ohio. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world.

"We recognize the Missouri Development Finance Board, Department of Economic Development, and Housing Development Commission for providing successful strategies to promote new paradigms in economic development in this period of global recovery," said William Best, IEDC chair. "Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Missouri Development Finance Board, Department of Economic Development, and Housing Development Commission are showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities."

The DREAM Initiative received additional honors from the Missouri chapter of the American Planning Association (MOAPA), at their annual conference in Columbia, MO on October 7, 2010. The DREAM Initiative received First Place, and was named as an "outstanding project, program or tool." Officials from the MDFB and DED were present to accept the award.

"Small towns are a vital part of our Missouri way of life, and they're critical to our economic prosperity," said DED Director David Kerr. "The DREAM Initiative has proven to be a valuable resource that we can offer to assist with local economic development efforts throughout Missouri. We hope this wonderful recognition by the American Planning Association's Missouri chapter leads to more communities across Missouri taking advantage of the DREAM Initiative."

In addition to awards for the program itself, several DREAM Initiative communities and individuals have been recognized for individual projects and services.



Sallie Hemenway, DED, Bob Miserez, MDFB, Kim Martin, MDFB, receiving the MO APA Award on Oct. 7, 2010



Architect Provides Retail Design Tips to DREAM Community Businesses

"People come downtown for a unique experience..."

As a part of the DREAM Initiative's Retail Development support, PGAV's Sara Tetley, AIA architect, provides design tips to retail businesses located within the DREAM boundaries of designated communities.

Some DREAM Communities have negotiated into their respective contracts, to have Ms. Tetley work with existing retail businesses on merchandising, branding and design techniques for their stores. Tetley tours and evaluates several participating stores from both pedestrian and vehicular points of view. She brings a "new in town" frame-of-mind to gauge how each store identifies itself. After her evaluation, Tetley sits down with owners one-on-one to make suggestions on how best to improve their store.

Tetley reminds owners to look at their stores from the customer's viewpoint. Signage should reflect the brand and be carried throughout the store. Entrances and windows must be appealing. Store merchandise should be useful or unique, and placed at focal points to keep customer's interest. "People come downtown for a unique experience, not efficiency," Tetley explains. Stores must provide expert, friendly assistance, unique merchandise and an interesting environment not found in big box stores. She believes that store appearances count and the invitation to enter a store starts at the street with windows serving as retail billboards.

For those stores located near restaurants or drinking establishments, nighttime lighting of windows and storefronts is a great way to advertise after hours. Tetley further suggests the downtown stores work together to promote each other through joint advertising, special events and basic word of mouth. According to Tetley, "The combination of attention to a store's image from the street, interior design and customer service all work harmoniously to create a positive experience which remains with the visitor long after they leave the store...and entices them to return as loyal customers."

To date, Tetley has helped the communities of Boonville, Excelsior Springs, Kirksville, Mexico and Poplar Bluff businesses through DREAM's Retail Development services and looks forward to assisting many more.



NAP Credits prove effective in Excelsior Springs

"It was a win-win situation for all parties involved and we were glad to see this project become a reality."

The corner of Broadway and Penn Streets forms an anchor for the retail and dining district of Downtown Excelsior Springs. The property at that corner, addressed as 259 E. Broadway, was an empty one-story building, painted green and purple as a vestige to its former use as a bar. The property's former function, architectural design, and color scheme were not in line with the goals of the Downtown Excelsior Partnership (DEP) and those laid out in the DREAM Initiative's Strategic Plan for Excelsior Springs. The DEP utilized the MO DED's Neighborhood Assistance Program (NAP) to help change that.

The NAP requirements allowed for the blighted building be donated to the DEP in exchange for Missouri tax credits. Lawson Bank, which operates a branch in Excelsior Springs, acquired the property late last year. At the time, the building was considered blighted, so when a developer was identified whose plan met the overall vision for Downtown Excelsior Springs, DEP approached the bank with the idea for a donation to take place. Brick Porter, the president of Lawson Bank, agreed to endorse the program and the related revitalization efforts in Downtown Excelsior Springs. "Lawson Bank was happy to be involved," Porter said. "It was a win-win situation for all parties



Before NAP Credits



After NAP Credits

involved and we were glad to see this project become a reality."

The "reality" was a plan by local residents, Brent and Lisa McElwee, to start a funky retro shop in downtown Excelsior Springs. The two, acting as developers, acquired the property from the DEP to create the new retail space on the east end of Broadway—not just to add another attraction to Downtown, but to extend the redevelopment already happening elsewhere on the street.

The McElwees' and Lawson Bank's efforts were instrumental in the completion of the project, according to DEP Executive Director Keith Winge. Brent McElwee performed or oversaw much of the renovation work himself.

The McElwees opened the doors of "Broadway & Penn" for the first time in late June and already have a following. The store offers a wide variety of merchandise—from clothing to jewelry to kitchen supplies to decor, and beyond. They recently added a coffee bar, and are always looking for new merchandise to add to their inventory.

The project is a catalyst for the further revitalization of Downtown Excelsior Springs. Lisa McElwee says the seeds are already being sown. "I've had a couple of potential business owners and investors come in already and say 'now that you've done this, we see that it's all starting to come together and we might do something as well.'"

"It is amazing what you can accomplish if you do not care who gets the credit."
-Harry S. Truman

"The man with a new idea is a crank... until the idea succeeds." - Mark Twain

