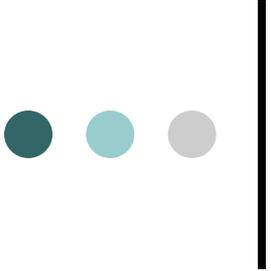
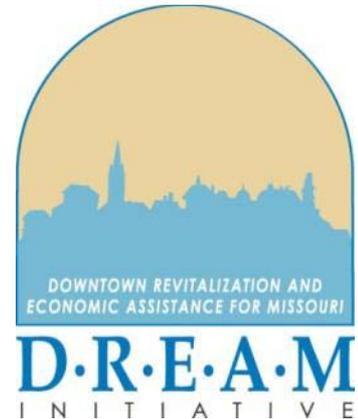


*Ozark, MO DREAM Kickoff Meeting*  
*April 26<sup>th</sup>, 2011*



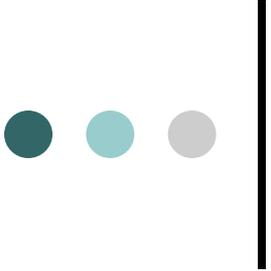
# Introductions

## PGAV PLANNERS

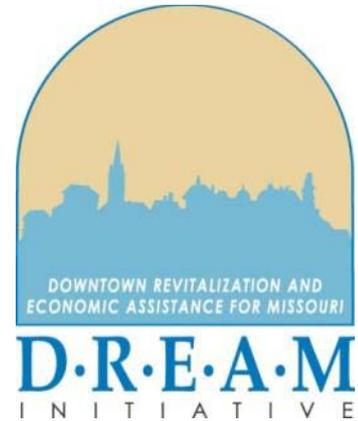


- Patrick Hanlon, Senior Project Manager; PGAV
- (314) 231-7318 office
- (314) 707-6531 cell
- [patrick.hanlon@pgav.com](mailto:patrick.hanlon@pgav.com)
- [www.pgavplanners.com](http://www.pgavplanners.com)

PGAV is an Urban Planning, Architecture & Destination Consulting firm with locations in St. Louis and Kansas City that has been contracted by the Missouri Development Finance Board to implement the Missouri DREAM initiative.



# Introductions



## **Missouri Development Finance Board**

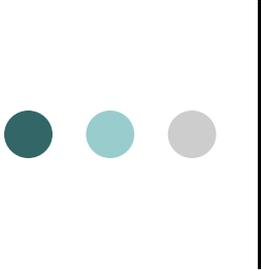
Kim Martin, Community Development Program Manager

## **Missouri Department of Economic Development**

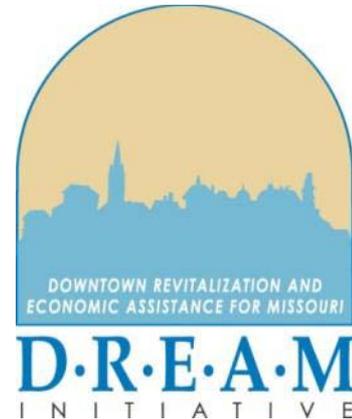
(Brenda Horstman, Ann Perry, Andy Papen)

## **Missouri Housing Development Commission**

(Jennifer Tidwell)



# D.R.E.A.M.



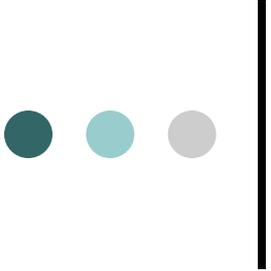
Downtown Revitalization & Economic Assistance for Missouri

D.R.E.A.M. is a one-stop shop initiative that allows for select communities to receive technical assistance for their emerging Downtown Revitalization.

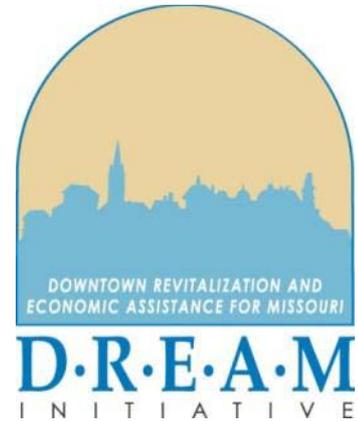
The goals of D.R.E.A.M. are to:

- **Re-establish the properties in use in the downtown core**
- **Increase property tax values and sales tax opportunities**
- **Re-establish a sense of place and cultural heritage in the heart of the community**
- **Attract new private investment and jobs**

[www.modream.org](http://www.modream.org)



# Sponsoring Agencies



- Bring into play resources that coordinate with each other to provide and complement Downtown planning efforts.
- Provide a liaison to other Agencies, depending on community needs.
- MDFB provides program development, implementation, contractual agreements, project assistance, and serves as a bridge between the community and Partners.
- DED provides project development assistance through assigned staff to build a long-lasting relationship with your community.
- MHDC provides project assistance for housing programs.

# Sponsoring Agencies



- **Missouri Development Finance Board (MDFB)**  
- Bob Miserez
- **Missouri Department of Economic Development (DED)**  
- Sallie Hemenway
- **Missouri Housing Development Commission (MHDC)**  
- Margaret Lineberry

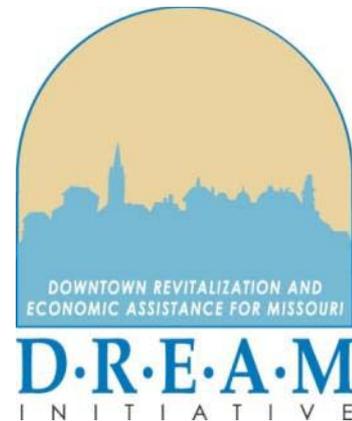




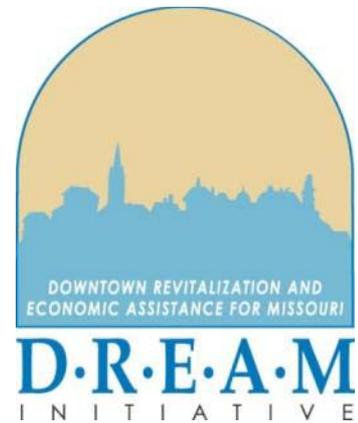
# Missouri Programs Include:

(Subject to change due to legislative action)

- Contribution for Tax Credit Program
- MIDOC – Infrastructure Loan/RLF program
- Public Infrastructure Bond Programs
- Missouri Downtown Economic Stimulus Act
  
- Community Development Block Grant
- Neighborhood Assistance Program
- Historic Preservation Tax Credit Program
- Missouri Downtown Economic Stimulus Act
- Missouri Downtown Preservation
- Brownfield Remediation and Demolition Tax Credits
  
- Home Repair Opportunity (HeRO) Program
- Low Income Housing Tax Credit Program
- Homeownership Loan Programs
- Missouri Housing Trust Fund



# MDFB

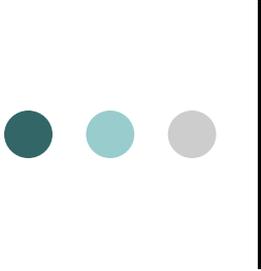


## ○ Project Examples

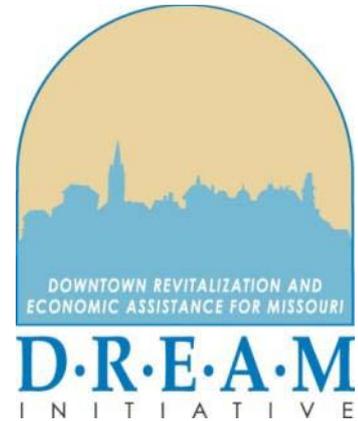
- DREAM Fund
- Public renovation/preservation projects
  - Business Incubator
  - Depot renovation/transportation hub
- Streetscape Improvements

[www.mdfb.org](http://www.mdfb.org)





DED



## ○ Project Examples

- Public Infrastructure Improvements
- Revolving Loan funds
- Historic Preservation projects

[www.ded.mo.gov](http://www.ded.mo.gov)

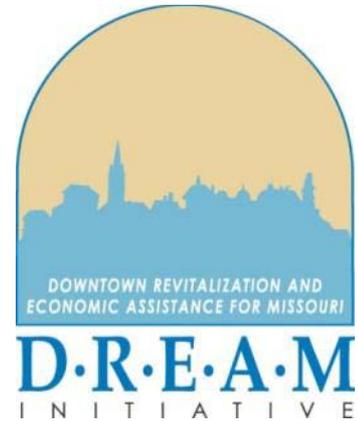


# Home Repair Opportunity (HeRO)- Cape Girardeau



[www.mhdc.com](http://www.mhdc.com)

# The DREAM Communities



## 2006

- Cape Girardeau
- Excelsior Springs
- Hannibal
- Hermann
- Kennett
- Neosho
- Sedalia
- St. Joseph
- Washington
- West Plains

## 2007

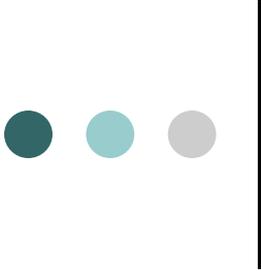
- Aurora
- Caruthersville
- Chillicothe
- Clinton
- Kirksville
- Maryville
- Mexico
- Poplar Bluff
- Sikeston
- Trenton

## 2008

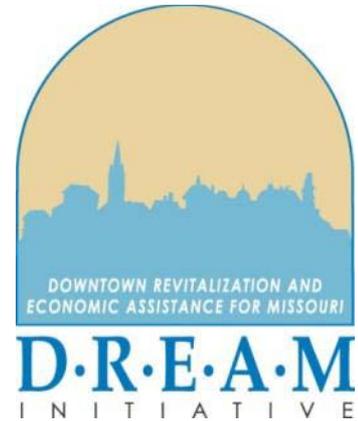
- Boonville
- Farmington
- Fulton
- Lamar
- Lebanon
- Louisiana
- Macon
- Strafford
- Warrensburg
- Webb City

## 2009

- Brookfield
- California
- New Haven
- Rolla
- Savannah

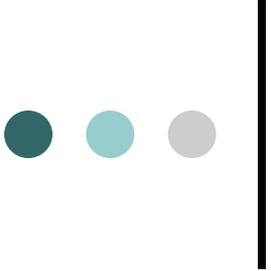


# The DREAM Communities

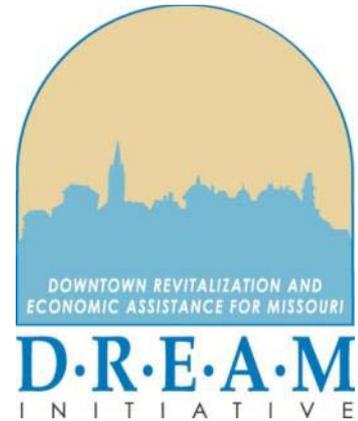


## 2010

- Cassville
- Jackson
- Monett
- **Ozark**
- Waynesville



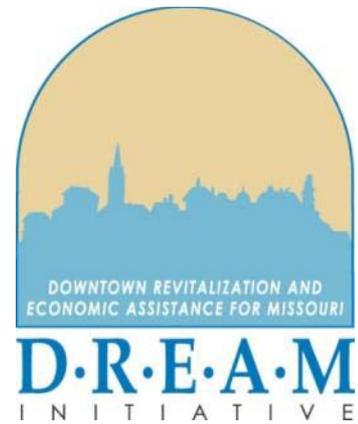
# Success Stories



The list of achievements of the 10 DREAM Initiative communities selected in 2006 is truly impressive:

- 110 total projects (e.g. redevelopment & new construction)
- 2,500 jobs
- Leveraged approximately \$77 million in Missouri incentive funding to create \$200 million in 85 bricks & mortar projects.

# Success Stories



Ozark???

## INFORMATION GATHERING

### PHYSICAL INFORMATION

- Building Conditions
- Site Conditions
- Infrastructure Conditions
- Land Use

### ECONOMIC INFORMATION

- Occupancy
- Downtown Market Profile
- Demographic Trends
- Commercial Activity

### ORGANIZATIONAL INFORMATION

- Structure/Relationships
- Financial Capacity
- Stakeholders

### PERCEPTIONS & VISION

- Community/Residents
- Business Leaders
- Visitors

ANALYSIS

## RECOMMENDATIONS

### ORGANIZATIONAL STRUCTURE

### BUILDING AND STREETScape DESIGN

### RETAIL MARKET ANALYSIS

### HOUSING MARKET ANALYSIS

### FINANCIAL ANALYSIS

### MARKETING

STRATEGIC  
PLANNING

## IMPLEMENTATION

### Development Project Assistance

### Organizational Enhancement and Development

### Building Façade Improvement Assistance

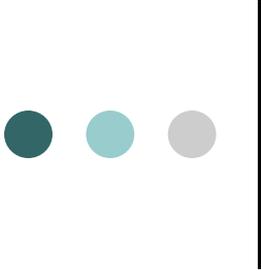
### Streetscape Improvement Assistance

### Retail Attraction Programs

### Financial Incentive & Tax Credit Utilization

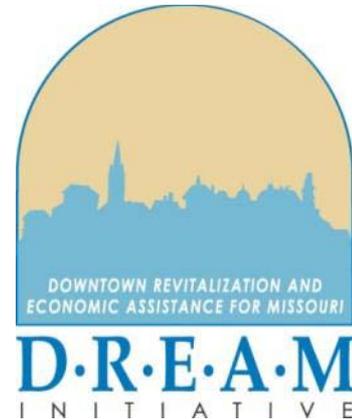
PUBLIC PARTICIPATION & COMMUNICATION

DOWNTOWN PROJECT SUPPORT



# Ozark's Scope of Services

- Provide technical planning, architecture and public engagement services:
  - Organizational Structure Review
  - Land Use, Bldg. & Infrastructure Survey
  - Community / Consumer Survey
  - Developer Solicitation Assistance
  - Retail Market Analysis
  - Housing Market Analysis
  - Financial Assistance Evaluation
  - Building Design Guidelines
  - Marketing Assistance
  - Communications
  - Strategic Planning



# Study Area

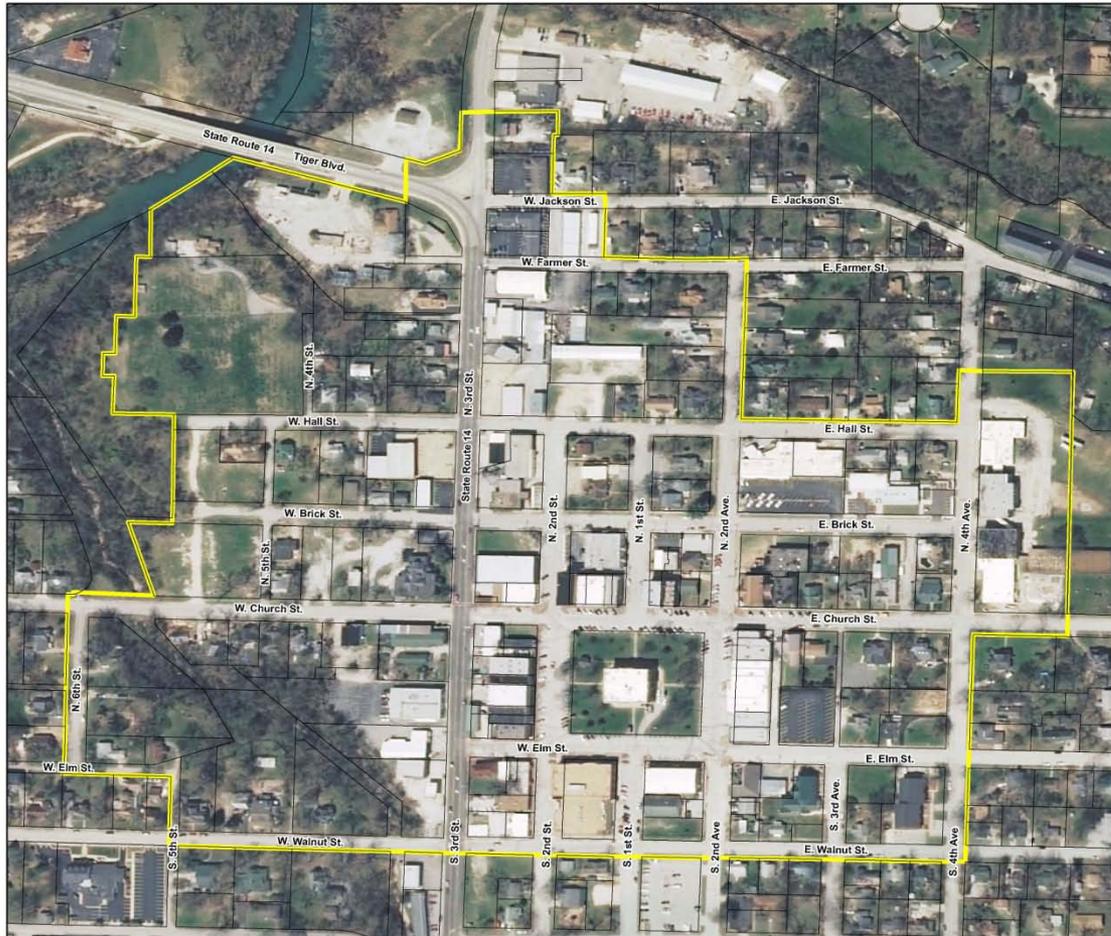


Exhibit 1  
DREAM Boundary

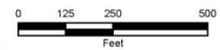
Downtown Study Area  
City of Ozark, Missouri

### Legend

 Study Area Boundary



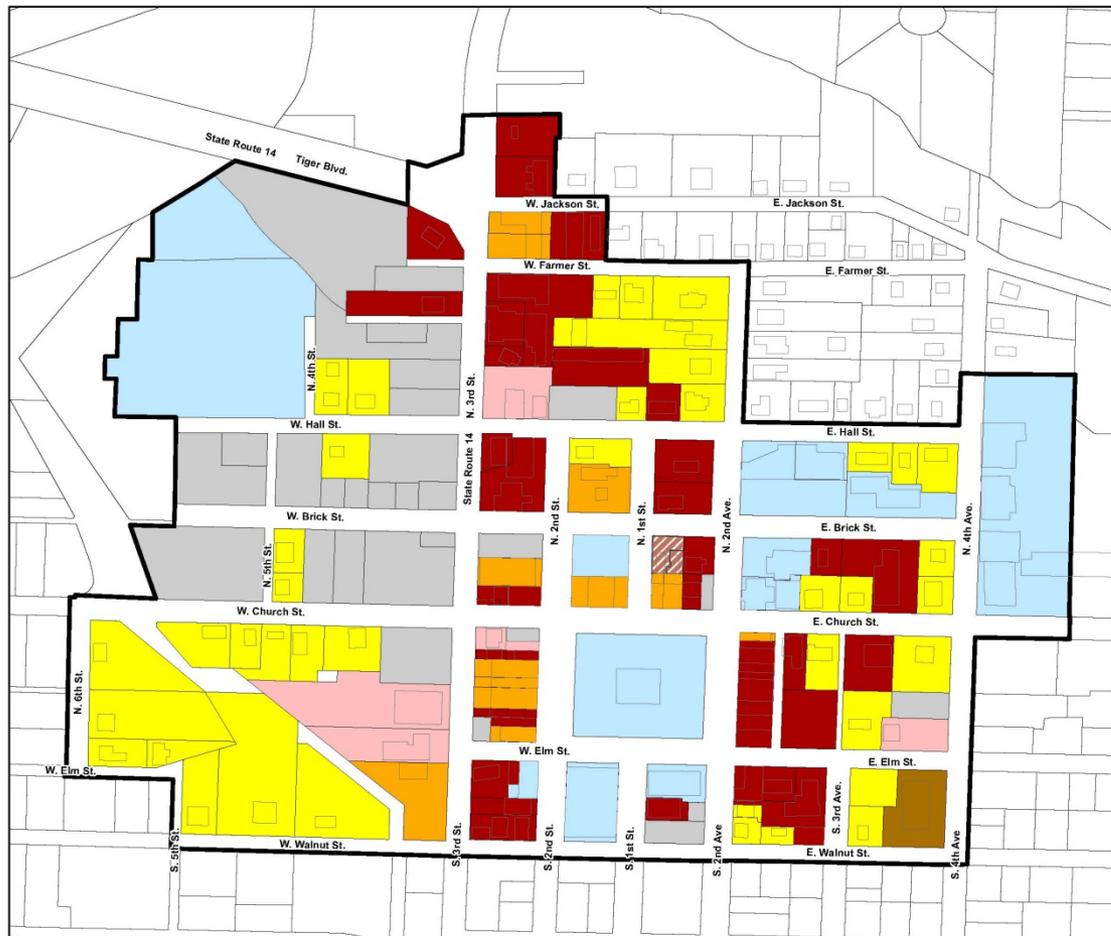
APRIL 2011



# Study Area

## Exhibit 2-a Existing Land Use

Downtown Study Area  
City of Ozark, Missouri

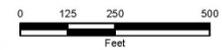


### Legend

-  Study Area Boundary
-  Single-Family
-  Multi-Family
-  Mixed Use
-  Commercial
-  Retail
-  Restaurant / Bar
-  Public / Institutional
-  Vacant Lot



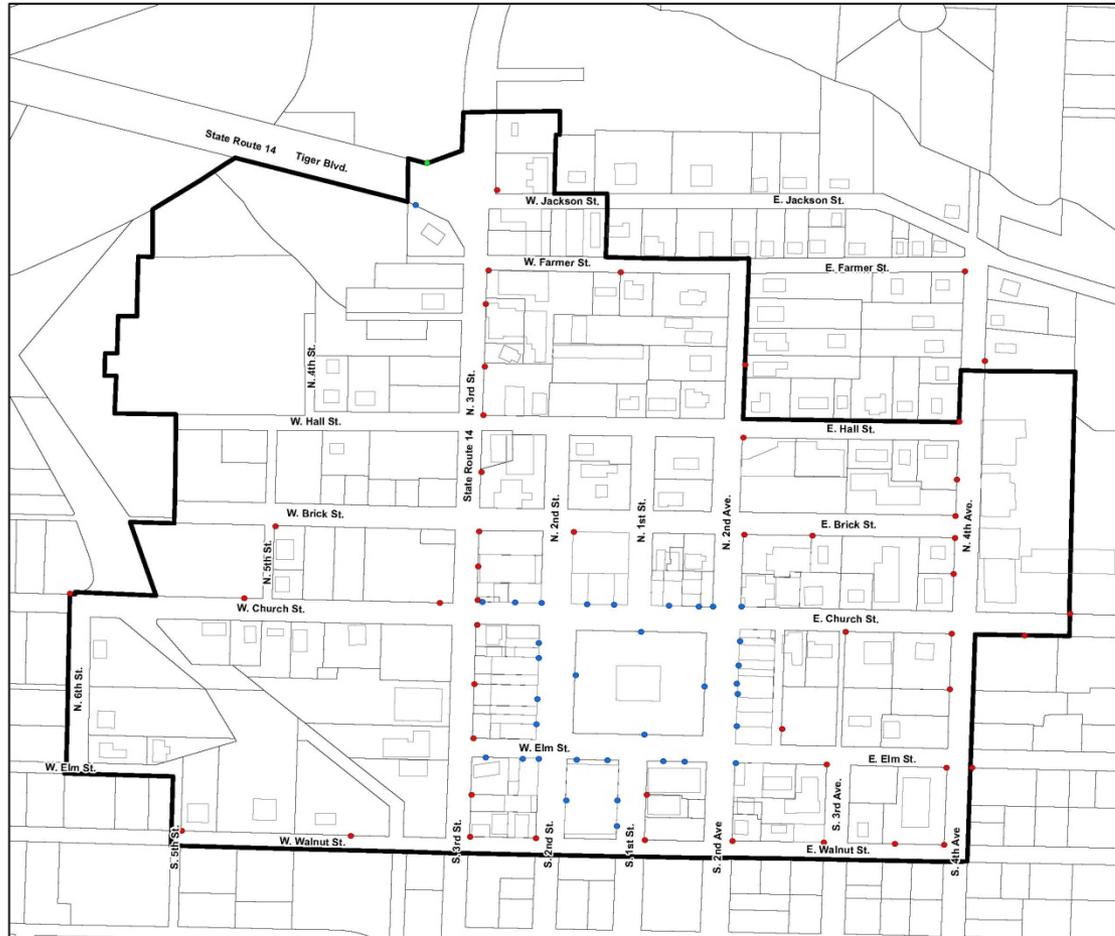
APRIL 2011



# Study Area

## Exhibit 7-b Street Lighting

Downtown Study Area  
City of Ozark, Missouri



### Legend

-  Study Area Boundary
-  Decorative Streetlight
-  Standard Streetlight
-  Streetlight on Pole

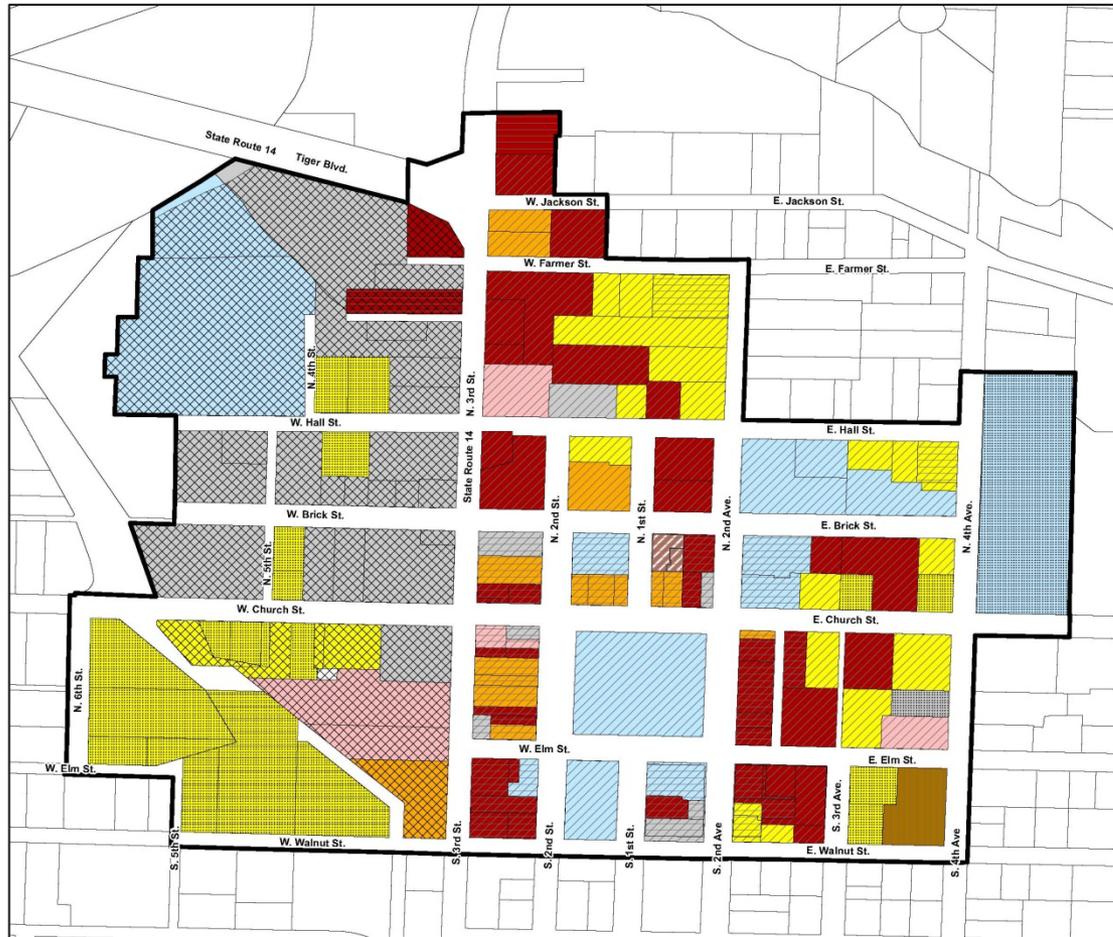


APRIL 2011



# Study Area

Exhibit 9-b  
Existing Zoning &  
Land Use  
Downtown Study Area  
City of Ozark, Missouri

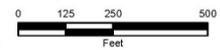


## Legend

-  Study Area Boundary
-  R-1C (Single-Family)
-  R-3 (Multi-Family)
-  C-4 (Central Business)
-  H (Historic Overlay)
-  PUD (Planned Unit Development)
-  Single-Family
-  Multi-Family
-  Mixed Use
-  Commercial
-  Retail
-  Restaurant / Bar
-  Public / Institutional
-  Vacant Lot

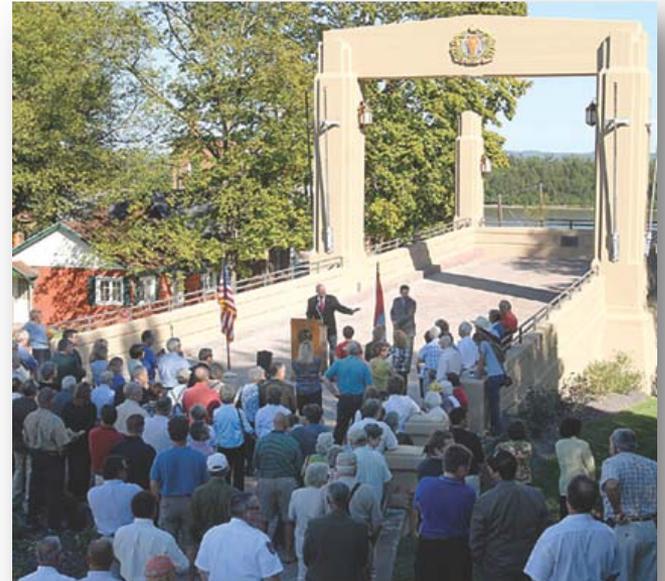


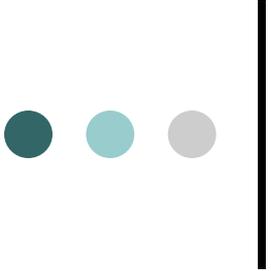
APRIL 2011



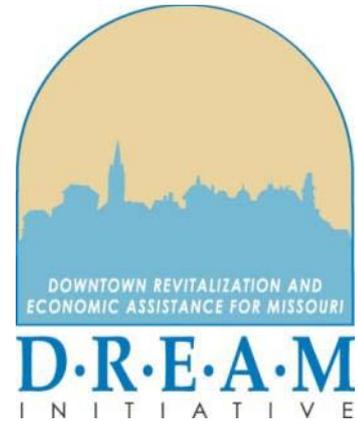
# Successful Communities are Locally Driven

- Local DREAM Contact
  - Communication
  - Identification of local issues
  - Identification of local leaders
  - Schedule
- Local DREAM Steering Committee
  - Identify project goals
  - Identify local issues
  - Review of Task Reports
  - Project Champions
- Successful Downtown revitalization requires planning & strategic implementation by many organizations.
- Provide you the tools to revitalize downtown with DREAM Initiative's help

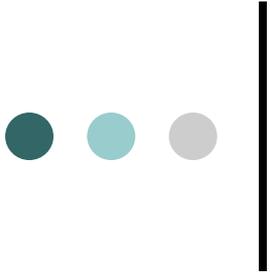




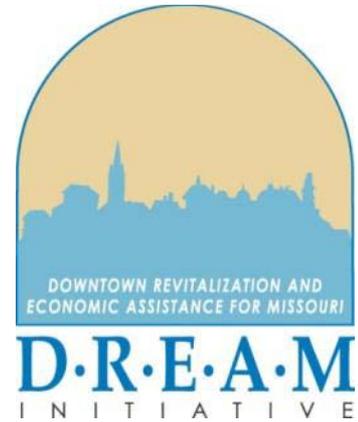
# Traits of Successful DREAM Communities



- COMMUNICATION
- Ownership of Process and Results
- Meet Regularly and Often
- Innovative and Risk Takers
- Utilize Available Programs, Training, & Grants
- Excitement – Involve the Public
- Paid Downtown Staff



# Thank you



## Questions / Comments