

DOWNTOWN  
REVITALIZATION &  
ECONOMIC  
ASSISTANCE FOR  
MISSOURI

DESTINATION  
ASSESSMENT

DECEMBER 2011





ACKNOWLEDGMENTS



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# TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
EXECUTIVE SUMMARY.....	1
INTRODUCTION .....	3
The Importance of Tourism.....	4
Assessment Methodology.....	5
Hierarchy of Needs .....	8
CURRENT ENVIRONMENT AND ASSESSMENT EXPERIENCE .....	11
Assessment Visit Experience .....	11
Visitor Profile .....	16
REACHING DESTINATION POTENTIAL.....	19
Marketing .....	19
Downtown Improvements.....	21
Events .....	26
Retail Operations .....	32
<u>APPENDIX</u>	
Inventory of Attractions .....	33

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## EXECUTIVE SUMMARY

The Destination Assessment of the Missouri DREAM Initiative provides an assessment methodology that offers an unbiased point-of-view and applies this fresh perspective to a hierarchy of needs required by visitors for a fulfilling visit to Downtown. Boonville's market positioning is discussed as is the Destination Assessment Team's (Team) visit to the community. Specific recommendations in this report are grouped into the categories of marketing, Downtown improvements, events, and retail operations. Each recommendation provides activities that the City and the proposed new Downtown Organization can promote, encourage, or implement. An outline of specific recommendations follows:

### Marketing:

- Support and expand upon "Discover our Treasures" branding
- Capitalize on existing visitors

### Downtown Improvements:

- Develop "Feature Identification" signs
- Install gateway and directional signage
- Develop new/improve existing public parking lots
- Improve building, housing, and vacant lot conditions
- Improve the Butternut Bakery wall

### Events:

- Develop a standard Downtown event
- Develop "Treasure Hunts"
- Establish the Tourism Hub as an event venue

### Retail Operations:

- Improve customer service
- Encourage expanded business hours

While all of the recommendations within this report will help Downtown capitalize on its tourist trade, capitalizing on existing visitors will likely have the most immediate impact on Downtown businesses. All of the recommendations in the Public Improvements category should be priority issues for the City of Boonville, as visitors need to be able to find Downtown, navigate within it, locate attractive and welcoming parking areas, feel safe, and be encouraged to walk around. Without these aspects, other activities are ineffective.

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## INTRODUCTION

The DREAM Initiative concentrates efforts on downtown revitalization because the overall health of a community is greatly influenced by the vitality and viability of its downtown. Downtown reflects the human attributes of a community. While much of America becomes culturally homogenized, downtowns should retain their unique identity and reflect the incredible diversity contained within the American city. For visitors, downtowns embody the character of the community and represent treasures awaiting discovery in an atmosphere that does not exist at a large shopping center on the outskirts of town.

The DREAM Initiative recognizes that downtowns exist within the larger context of the region. Visitors may be attracted to destinations in a region, such as a natural or historic feature, but the nearest city's downtown should also be a part of their adventure. For today's downtowns to be viable destinations, they must offer something to attract existing regional visitors such as unique shopping, dining, and recreational opportunities.

The Destination Assessment component of the DREAM Initiative is designed to help a Missouri downtown better understand its potential to derive benefits from tourism. The assessment will formulate a realistic vision for improvements to the local tourist activities. Recommendations to address potential synergies among existing attractions are made to help the downtown capitalize on surrounding assets. Conditions are identified that downtown stakeholders need to address to improve the visitor experience. This task does not produce a marketing piece, nor will it portray only the positive aspects of the community. The elements of this report include a description of the rapid assessment process, a description of initial conditions observed, a review of visitor survey information gathered, and recommendations for improvements. A listing of visitor attractions and events considered in this assessment is included in the **Appendix**.

The findings and recommendations contained within this document, while primarily prepared by the Team, include anecdotal observations of the tourist experience from Boonville-area leaders, businessmen, residents, and involved State agencies. 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 Missouri-Kansas-Texas (MKT or "Katy") Railroad Bridge across the Missouri River is a distinctive landmark in Downtown Boonville.

## THE IMPORTANCE OF TOURISM

A vibrant tourism trade offers many potential benefits to a community. Tourism can help enhance the image of an area, increase local pride, and improve quality of life. Tourism is recognized as an important component of a diverse economy and provide economic benefits such as additional tax revenues, employment, and redevelopment and investment opportunities. Tourism can help build a distinctive, unique, and productive community.

The economic benefits of tourism include job creation, as well as increased retail sales generation, essentially bringing new money into the community. Potential new retail sales from tourism can help counter the inconsistent nature of the retail market. The attraction of new money to the community through an active tourism campaign is an effective economic development strategy. Additionally, existing retailers will benefit from a better understanding of their market area and how to use marketing techniques to communicate with targeted visitor profiles. As the tourism effort grows, merchants will realize the benefits of enhancing their operations to be more visitor friendly, such as expanding business hours and services.

Local residents will benefit from added visitor services. A thriving tourist trade will cause greater money circulation throughout the community. Improved services, infrastructure enhancements, and events will benefit visitors and residents alike. Increased economic activity provides new employment and entrepreneurial opportunities and enhanced shopping convenience, choice, and competitiveness. A balanced mix of accessible retail and related services is attractive to residents, visitors, and investors.

These positive effects of a successful tourism industry can resonate through many business sectors, including non-tourism related businesses. In light of the far reaching impacts of a successful tourism industry, and the size of the local industry, tourism should be viewed as a strategic sector. Any economic development strategy or long range planning effort should specifically address the tourism industry and its importance to the local economy.



## ASSESSMENT METHODOLOGY

The Destination Assessment provides a snapshot of the tourism industry operating in Boonville, with a focus on Downtown. This “rapid assessment” process consists of reviewing data and marketing materials, visiting the community and its key features, and meeting with community tourism stakeholders. The recommendations contained in this report provide strategic direction as the City and new Downtown Organization implement planning and design efforts to help local destinations succeed. Understanding the framework used to evaluate Boonville’s destinations will provide context for the recommendations.

Development of a tourism strategy, just as any business or product development strategy, begins with an evaluation of the relationship between product and the customer in a competitive marketplace. The analysis of this relationship results in the development or identification of an aspect of the product that will make it a more attractive choice over other, similar products. This feature is called a “competitive advantage” and will give a community an edge over its rivals and an ability to generate greater success. The City should strive for a competitive advantage for its product in areas such as cost, operating efficiency, or service. The competitors in this scenario are other communities attempting to attract the same market.

### Product

The product is Downtown and all of its amenities. Businesses, restaurants, infrastructure, people, streets, sidewalks, parks, events, and other attractions create the product. Specific attractions within the Boonville DREAM Study Area include the Isle of Capri Casino and hotel, Hotel Frederick, Katy Trail, Cooper’s Oak Winery, Zuzak Art Gallery, and several restaurants and retail shops. Other elements include scenic views of the Missouri River and MKT Railroad Bridge, historic building and homes, railroad, pioneering, and riverboat heritage, and nearby locations such as Les Bourgeois Winery and Warm Springs Ranch. Additionally, Downtown Boonville provides a few large events that can also be included as its tourism product. These include the Missouri River Festival of the Arts and the Big Muddy Folk Festival.

### Customers

Visitors to various attractions in Downtown Boonville are its customers. Visitors include residents, commuters, and travelers, as well as traditional tourists. Downtown Boonville must understand these existing visitors and their associated trends. Visitors can be categorized by the reason for their visit, such as:

#### Business Travelers:

Most likely to travel during the week, driven by businesses, primarily basic needs of lodging, restaurants, services, gift shopping, and evening entertainment. There is potential to impress these travelers and gain return visits for pleasure.

#### Family Travelers:

Most likely to travel during the weekend, driven by relatives, less likely to need lodging, primary needs tend to be shops, services, and restaurants.

Ethnic and Cultural Seekers:

Looking for exposure to new experiences, development, and education. Interested in the area's way of life and people. Adventurous and looking for more than basic needs, such as museums, galleries, concerts, festivals, and performances. They are likely to shop for unique items.

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 they are just as likely to enjoy a drive through town to look at architecture or a walk in the local parks.

Active Outdoor Adventurers:

Intense enjoyers of the parks and natural areas. These sportsmen enjoy a wide variety of recreational opportunities. They tend to be outdoorsmen, boaters, hikers, or golfers and they are always on the move. They are devoted and spend significant money on their chosen sport.

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.

## Market Positioning and Brand

With an enhanced product and clearly identified customers, the focus turns to identifying how the product is viewed by the overall marketplace, or positioning. Effective positioning is an important component of competitive advantage. Downtown Boonville must determine a distinct market position that draws on its unique strengths that will set it apart from other destinations. It is essential to understand how customers currently perceive Downtown. Strategies that reposition the product in a market take time, patience, and persistence as long held preconceptions are modified.

The preconceptions a visitor has is called the image or brand. A brand is a promise that a product will deliver a particular service or activity in a consistent way. Boonville must craft marketing strategies that build on existing positive aspects of Downtown and reposition its brand to align with these strengths. It is critical that Downtown is able to deliver on the advertised brand or repositioning will fail. Worse yet, the brand of Downtown Boonville may become untrustworthy.

If marketing strategies are successful in reaching the intended market and the product is compelling enough to draw visitors, they will carry with them the desired preconceived idea of Downtown's brand. Marketing strategies are discussed and considered in the Boonville DREAM Marketing task.

Destination brands produce a distinct image in the mind of the customer. Each of the “realms” listed below represents an opportunity to differentiate from the competition and offer a unique consumer benefit. Destinations reach their maximum potential when they leverage all four realms. A description of these four realms (excerpted from the October 2007 edition of *Destinology* as 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 Boonville 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 Boonville, which relates directly to attendance and financial success.

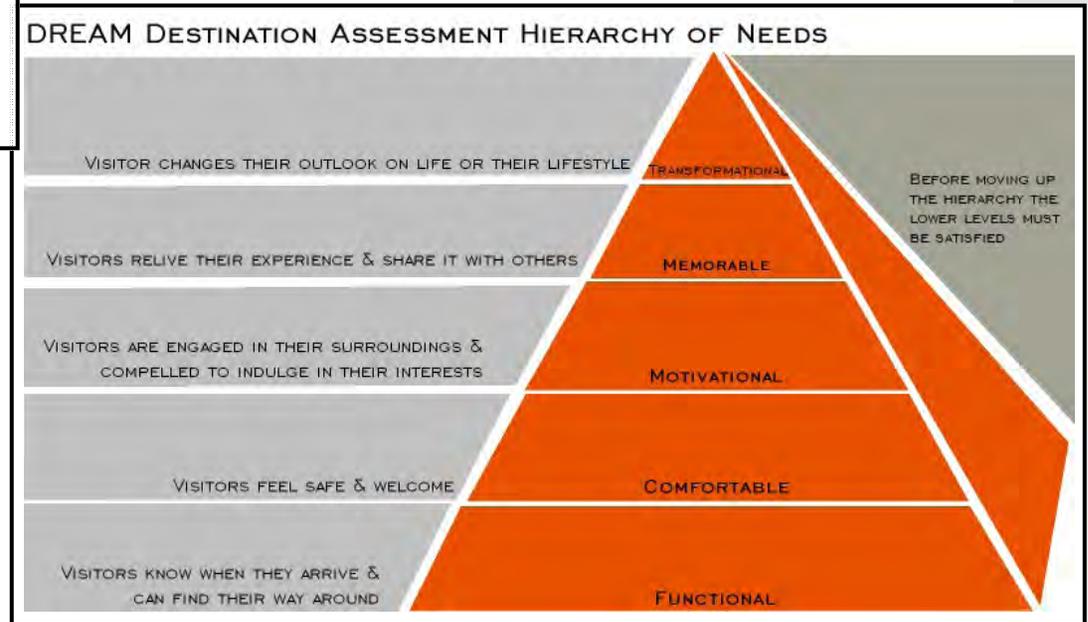
### HIERARCHY OF NEEDS

Destinations, and in a larger sense downtowns, are customer-oriented businesses and any product development or marketing decisions should consider the customer’s wants and needs. During the Destination Assessment Kick-Off Meeting, the Team introduced the concept of a destination consumer “Hierarchy of Needs.” This hierarchy illustrates that customers must have their most basic needs met before they can attain higher levels of fulfillment from the destination. This customer focused theme will recur throughout the recommendations for Downtown Boonville.

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 number of reasons that drive an individual consumer’s decision to travel and a number of desires that influence their choice of destination. A typical visitor must have very basic needs met before progressing to another level of fulfillment in their experience. For example, if the visitor does not feel safe, they will not engage in their surroundings.

Downtown Boonville should review if its destination assets are adequately meeting visitor’s needs. Questions to consider for each hierarchy category include:



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 in Downtown? Does the City adequately provide basic comforts, such as parking, bathrooms, and a place to rest? Is information about destinations and events easily obtainable?
2. **Comfortable:** Is Downtown Boonville pedestrian friendly and well lit? Are building facades and streetscapes aesthetically pleasing? Are there numerous lodging and dining options present in the City? Does Downtown provide adequate comforts so that the visitor can relax while away from home?

3. Motivational: Does Downtown Boonville provide visitors with activities in which to participate? What will motivate the visitor to get out of their car and act? Does Downtown provide a chance to learn, interact, and explore? Is there an opportunity for adventure or escape from their normal lives?
4. Memorable: Does Downtown leave the visitor with positive memories? Do visitors often return to Downtown? Do visitors recommend Downtown to others? Is there positive word-of-mouth about Downtown?
5. Transformational: Are all of the aforementioned needs met? If so, Boonville has created a fulfilling experience that will imbue the visitor with a valuable new outlook. The visitor will want to return to and reconnect with the destination to relive that positive experience. The visitor will also seek to bring others to Boonville and share the experience.

In the case of a visit to a large destination like a resort, zoo, or theme park, a single organization manages the visitor experience. This technique ensures a seamless experience that flows smoothly and consistently from parking and restrooms to attractions, food, and shopping. The brand of the attraction is maintained throughout. People have come to expect this level of product and service. Downtown Boonville can benefit from emulating this model by considering the complexity of Downtown and developing strategies to marketing the area as one destination, albeit with multiple tourism product owners and interests. For example, Downtown can support a coordinated aesthetic presentation, manage a consistent and unified marketing campaign, administer and coordinate special events, and guide businesses toward uniform business hours.

Although Destination Assessment focuses on tourism, many of the report recommendations promote improved quality of life for existing residents and businesses. Many of recommendations of other DREAM Initiative components, such as streetscape improvements, will provide essential infrastructure to support the visitor industry. This synergy of benefits demonstrates the DREAM Initiative's integrated approach to planning that will achieve the best results for Downtown Boonville.

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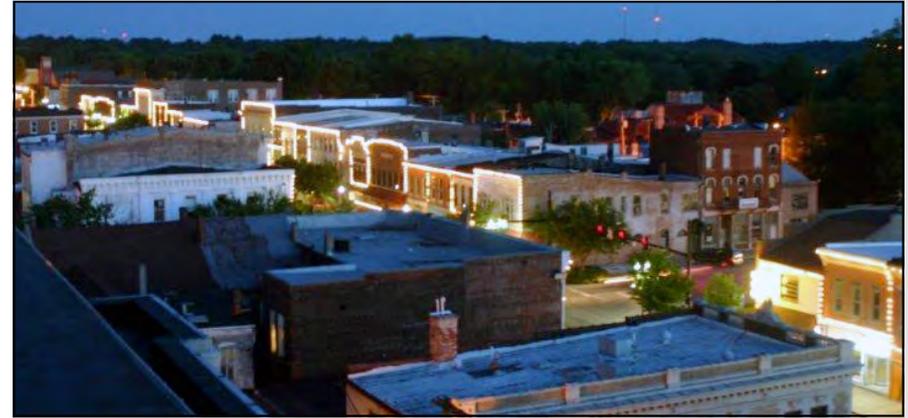
## CURRENT ENVIRONMENT AND ASSESSMENT EXPERIENCE

### ASSESSMENT VISIT EXPERIENCE

From 2009 to 2011, the Team visited Boonville on several occasions. On the initial visit, the Team toured the area, visited various attractions, and discussed Downtown with several business owners. The Team enjoyed meals at local restaurants, shopping in local stores, a trip to the Isle of Capri casino and hotel (Casino), a walk north on the Katy Trail, and stayed overnight in the Hotel Frederick. Other area attractions visited included Cooper's Oak and Les Bourgeois Wineries. The initial impressions of Downtown Boonville were free of influence and without any local representative or City input.

At a Destination Assessment Kick-off meeting held in August of 2010 at the nearby Settler's Inn restaurant, local opinions were solicited from representatives of attractions throughout Cooper County. Additional research was conducted on several other DREAM Initiative trips and an inventory of area attractions and events was compiled over time. This inventory can be found in the **Appendix**.

Boonville is located in north central Missouri, along Interstate Highway 70 approximately 100 miles east of Kansas City and 120 miles west of St. Louis. The region is full of natural beauty and agricultural in nature, however Boonville enjoys a richly built environment with a colorful heritage rooted in pioneering and westward expansion. Downtown overlooks the Missouri River to the north and enjoys an active business corridor to the south along State Route 5. However, Downtown is prevented from directly accessing the Missouri River by a railroad line. Boonville hosts some large events in Downtown, including the Big Muddy Folk Festival and the Missouri River Festival of the Arts. Other popular events are held at Thespian Hall, Turner Hall, and the Casino.



Christmas in Historic Downtown Boonville.



Cooper's Oak Winery is a recent addition to Downtown Boonville.

The Team approached Boonville from Interstate Highway 70, noting numerous billboard advertisements for the Casino and one billboard for Boonville. The Team reviewed each of the three exits leading into town. All three featured directional signage for the Casino and all three eventually reach Main Street in Downtown Boonville.

The easternmost exit (106) is for State Route 87 and becomes Bingham Road. Bingham Road is primarily agricultural and residential in nature and intersects Main Street south of Downtown. State Route 87 becomes Main Street and continues north through Downtown across the Boonslick bridge.

The middle exit (103) for State Route B includes signage for Historic Downtown Boonville and the Hotel Frederick. This exit is the most direct route to Downtown as Route B becomes Main Street. This route also takes the visitor past a medical facility, Walmart, and other retail centers.

The westernmost exit (101) is for State Route 5 and becomes Ashley Road. Ashley Road includes a mix of business and residential property and intersects Main Street south of Downtown, but north of where Bingham Road intersects. Route 5 merges with Route 87/Main Street and continues north through Downtown across the Boonslick bridge. The directional signage for the Casino pulls the visitor off of Route 5/Ashley Road and through rural/residential areas along Sante Fe Trail and Spring Streets.

The Team noted that any of the highway exits are adequate to approach Downtown, but signage is needed at the intersections of Main Street with both Ashley and Bingham Roads. These are critical decision points where the Downtown visitor must be reassured they are on the right path to reach Downtown. Additionally, the Team felt the routing of the Casino traffic to and from Interstate 70 is a missed opportunity for Downtown and other retail areas and potentially dangerous for the rural neighborhoods through which the visitor is channeled.



Views from the Boonslick Bridge: Hotel Frederick, top left; Isle of Capri Casino and Hotel, top right; MKT bridge over the Missouri River, bottom.

Main Street to, and through, Downtown is heavily traveled and highly developed. The roadway is a two-lane, bidirectional thoroughfare and requires some lane shifting south of Downtown near the intersections with Ashley and Bingham Roads. There is a “Welcome to Boonville” sign near Bingham Road, but there is no gateway signage to let a visitor know they have arrived in Downtown. Attractive lighting and streetscape elements are installed from Vine Street to High Street; the core of the Downtown business area. The Katy trail shares the Boonslick bridge over the Missouri River, just to the north of Downtown. The Trail diverges from Main Street toward the Casino and Historic Depot, just west of Downtown.

On the initial visit, the Team parked on Main Street and walked to several businesses, including the Hotel Frederick and the Casino. There was no issue finding a spot or locating destinations, however there was no directional signage for anything other than the Casino. The Team searched for other clear indicators of public parking lots on later visits, but were unable to determine where the lots are located.

The Team walked throughout Downtown and visited several establishments and attractions. Walking Downtown was pleasant and easy except when crossing Main Street. Due to the long blank wall of the Butternut Bakery, pedestrians are hesitant to walk farther south than Chestnut Street and may miss Thespian Hall or the businesses on the west side of Main Street. The feel of the center of Downtown is strongest at Main and High Streets; the location of the Hotel Frederick and the Cooper County Courthouse. Although this intersection feels like the center of Downtown, the other intersections along Main also contribute significantly. Downtown is home to parks, monuments, benches, attractive landscaping, and numerous displays of historic architecture for the pedestrian’s pleasure.

Team members remarked on the potential of the MKT Railroad Depot, which houses the Chamber of Commerce. The depot area is adjacent to the Katy Trail, affords a view of the Katy bridge, and adjoins the Casino property. These factors should make a lasting impression on visitors of the trail and Casino, however there is no directional signage drawing visitors to Main Street and its businesses.



Examples of existing Downtown Boonville wayfinding.



The restored MKT Railroad Depot houses the Boonville Chamber of Commerce.

Overall, the Team's impression of Downtown Boonville was of a healthy and active community. Some poorly maintained buildings were observed, but the Team members were very complimentary of the commercial area and noted the numerous large historic houses found in the surrounding residential area. Some housing, especially west of Main along walking routes to the Casino, were found to be in poor condition. The High Street Historic District provides a very pleasant walk, however it is a residential area and offers no destination for pedestrians. The Team noted numerous rehabilitation construction activity both to residences and commercial buildings. The Team was also saddened to hear of a recent fire that claimed the Stein House Restaurant and a nearby building along Main Street.

Most shopkeepers with which the Team spoke were very friendly, however few stores were open in the evening. On two occasions, the Team was in town for the weekend and found the selection of merchants open was again very limited. On Saturday mornings, the Team walked along Main Street looking for breakfast and coffee at the Riverside Diner. The Team noted several bicyclists also looking for a restaurant on Sunday morning, when the diner is closed. In the evenings, restaurants were moderately busy. The addition of Cooper's Oak winery on Main Street seems to provide a good activity center, but needs to be supported by surrounding merchants with similar business hours. The Team was also in town over an Independence Day holiday weekend and could find no festival or special activities to attend.

The Casino was active, however the restaurant had few diners, even at the dinner hour. There is a drink limit per hour enforced on the gamers that was somewhat unusual and annoying. One Team member could not visit the bar and buy a drink for another Team member, both patrons had to be present at the bar. The annual amount of visitors drawn to the Casino should provide a steady customer base upon which Downtown businesses can draw.

A member of the Team also traveled the Katy Trail north to New Franklin from Boonville. The connection to the trail as it crosses the Boonslick bridge by the Hotel Frederick is not very attractive. Additionally, the trail routing collects a significant amount of litter along the bridge and it did not appear that this section was very



Historic house on High Street in Downtown Boonville.



An example of rehabilitation activity on Main Street in Downtown Boonville.

well maintained. The trail itself wound through the countryside and was enjoyable, but also treats the traveler to views of a junkyard before emerging at the New Franklin trailhead area. Signage for Downtown Boonville attractions and businesses was limited and Team members felt that the trail could be better connected to Downtown.

The Destination Assessment Kickoff Meeting was held at the conclusion of one of the Team's visits and was well-attended by representatives from County attractions. The group had many questions and comments and provided outstanding information regarding their attractions, communities, or events. Their attendance estimates include:

- Big Muddy Folk Festival (1,500 annually)
- Town of Blackwater (70-100 weekly)
- Boonville Farmer's Market (300 weekly)
- Cooper's Oak Winery (unknown - new)
- Events at Friend's of Historic Boonville sites (5,000 annually)
- Hotel Frederick (6,000 nights annually)
- Isle of Capri Casino (340,000 annually)
- Isle of Capri Hotel (40,000 nights annually)
- River Rats Arts Festival (3,000 annually)
- Missouri River Festival (1,000 annually)
- Town of New Lebanon (200 annually)
- Turner Hall Events (4,000 annually)
- Pleasant Green Plantation (150 annually)
- Ravenswood Plantation (500 annually)
- Warm Springs Ranch (10,000 annually)

In reviewing the above list with the participants, it was clear that the Casino, nearby Warm Springs Ranch, and Boonville festivals account for a large amount of visitors to the area. The meeting participants reported they felt that visitors to the area tend to be day-trippers from out-of-state or at least 75 miles away, they typically arrive on Interstate 70, and are drawn to the area by the Katy Trail, Casino, wineries, Warm Springs Ranch, natural beauty, and other community activities. The meeting participants also noted that their visitors complain about the limited local business hours.

Concerning Downtown, the group felt improvements should include more emphasis on pedestrians, better coordination of events, better wayfinding, and more shops and restaurants. The group indicated there is some marketing of the City as a whole provided by the Boonville Tourism Bureau, including a recent effort to develop a Downtown Boonville map brochure.



Attendees listen to the presentation during the destination Kick-off Meeting.

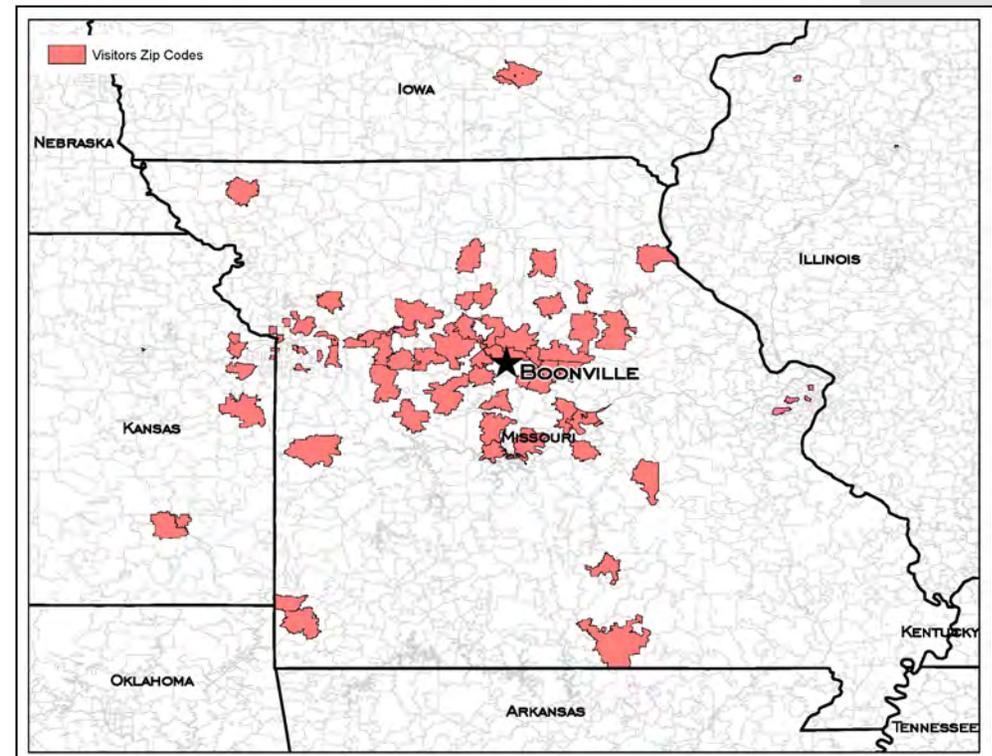
## VISITOR PROFILE

In the latter half of 2009 and early in 2010, UNICOM-ARC coordinated with the City of Boonville to conduct a visitor's survey using local volunteers. The full results of this survey are found in the April 2010 Boonville Visitor Survey Report.

Two hundred and seven (207) interviews were completed by visitors from various zip codes surrounding Boonville. Residents living in the Boonville zip code of 65223 were excluded from taking the survey as this was a visitor's survey. **Figure 1** demonstrates the geographic location of the respondents and the following overview provides some of the survey information to help identify Boonville visitor trends.

- About 38% of the respondents indicated they were staying overnight in Boonville. Responses were ranked:
  - ◇ 41% were staying at a campground/RV park
  - ◇ 24% were staying with family or friends
  - ◇ 22% were staying in a hotel/motel/bed & breakfast in Downtown Boonville
- About 82% indicated they had visited Downtown Boonville before.
- Only about 21% of respondents indicated they visit Downtown Boonville at least once a month.
- Respondents were asked why they most often visit Downtown. The top responses include:
  - ◇ About 42% said dining
  - ◇ 32% indicated a special event
  - ◇ 26% said shopping
  - ◇ 24% said they were conducting business
- About 88% of respondents found it easy to find their way around Downtown Boonville.
- About 67% indicated that parking was convenient in Downtown.

Figure 1: Visitor Survey Respondent Zip Codes



- Only 41% of respondents felt Downtown business hours were convenient.
- Respondents were asked what kinds of general businesses would make them more likely to visit Downtown. Top responses include:
  - ◊ About 28% chose family dining, 19% chose fine dining, and 16% chose outdoor dining for 63% total dining
  - ◊ 26% indicated bands/live concerts/music, 12% choosing family events, 10% choosing children's activities, and 4% choosing activities for teenagers, for 52% total
  - ◊ 15% indicated interest in community theatre
  - ◊ 14% indicated interest in Art galleries and events
- Respondents were then asked what specific businesses might make them more likely to visit Downtown. Top responses include:
  - ◊ About 22% chose more shops in general
  - ◊ 20% chose antique shops
  - ◊ 15% indicated clothing stores, outdoor dining, and coffee shops
- Respondents were asked what physical improvements would make Downtown more appealing to them. Top responses include:
  - ◊ 51% indicated renovation of historic buildings
  - ◊ 22% said better maintained buildings
  - ◊ 20% indicated more/better parking
  - ◊ 17% chose public restrooms
- Over 60% of respondents expected to spend less than \$100, exclusive of lodging, on their visit.
- Respondents were asked about their hobbies. Top responses include:
  - ◊ 82% selected walking/hiking
  - ◊ 76% chose fine dining
  - ◊ 70% selected live theatre
  - ◊ 67% indicated antique shopping
  - ◊ 63% chose retail/boutique shopping
  - ◊ 55% indicated biking
  - ◊ 53% said camping

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## REACHING DESTINATION POTENTIAL

Boonville faces many challenges, but it also has many assets in its favor, as it seeks to enhance its tourism industry. The region is rich with attractions that draw visitors from a wide geographic area that includes St. Louis and Kansas City, Missouri. The City should be able to leverage activity centers such as the Isle of Capri Casino and Hotel, Hotel Frederick, as well as nearby Warm Springs Ranch to serve the region as a tourism hub. Other intrinsic features such as the Katy Trail, the natural beauty of the views overlooking the Missouri River, and the City's wealth of pioneering and railroad heritage help to support tourism in Boonville. By becoming the launching point for regional attractions, the City will serve as a center for entertainment, dining, and shopping.

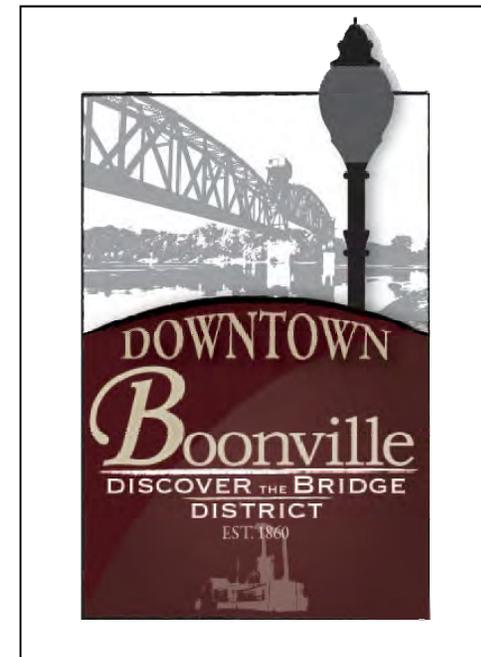
The fundamental strategy of this report lies in improving Downtown by transforming it into a vibrant commercial district that is relevant to the City as a whole. A successful Downtown will combine shopping, dining, and entertainment to serve visitors and residents alike. Other essential elements for success include a streetscape, wayfinding, adjustments to the retail mix or operations, added events and promotions, and a proactive attitude by local leaders and property owners.

Boonville can reach its destination potential by implementing recommendations focused on the upper levels of the "Hierarchy of Needs". Having met the basic levels (Functional and Comfortable), Downtown Boonville is well-situated to offer more to its visitors. Effective tourism strategies will include the coordination and efficient use of existing resources to engage and inspire visitors. Compelling attractions are critical to draw visitors from far enough away that they stay overnight in the community. The overnight visitor typically travels more than 50 miles and will generally spend more money than other types of visitors. The recommendations noted below were developed through the contemplation of an overnight visitor's point-of-view and in the context of the "Hierarchy of Needs." These recommendations fall into the categories of marketing, physical improvements, events, and retail operations.

## MARKETING

### SUPPORT AND EXPAND UPON "DISCOVER OUR TREASURES" BRANDING

This branding statement can serve the community well and is adjustable to fit many circumstances. The City has installed a billboard along Interstate 70 using the slogan and the emerging Downtown organization is already applying an adjusted statement to banners for Downtown by stating "Discover the Bridge District".



Existing branding efforts are already playing on the "Discover" branding.

Downtown Boonville has much to offer and merchants should be encouraged to use some variation of the branding statement in their advertising and promotions. Several of the following recommendations support this branding, however the Downtown Organization should also work to provide coordinated advertising and integration with regional tourism efforts. The City will need to continue investments in Downtown elements such as the streetscape, parks, and wayfinding and develop a supportive organizational structure. Downtown property owners must maintain their buildings or remove dilapidated structures. Downtown must be a vibrant place that visitors are made to feel they have discovered.

The emerging Downtown organization should also work with existing events to consider how they might be adjusted to support the brand. A recommendation noted later in this assessment involves developing a “Treasure Hunt” event, however many events could provide some type of “treasure” as an attendance prize.

#### CAPITALIZE ON EXISTING VISITORS

Boonville enjoys a significant tourism draw from its existing attractions. Visitors of regional activity centers may be interested in what Downtown Boonville has to offer, while visitors to the major Downtown attractions such as the Isle of Capri Casino and Hotel, Katy Trail, and the Hotel Frederick, may want to know about other City activities.

The Isle of Capri Casino and Hotel advertises along Interstate 70 for many miles and draws an estimated 340,000 visitors annually, with 40,000 overnight stays, to Downtown. With this many visitors, the Downtown organization needs to make a special effort to connect Downtown businesses and events with the Casino patrons. Isle of Capri leaders have been very supportive of the DREAM process and the Casino provides some community information distributed through a brochure rack. However, it appears that many Downtown businesses and area attractions are not using this rack. The Downtown organization and the Chamber of Commerce can help maintain the information provided to visitors of the casino. As the City implements the physical improvements found in this assessment, Casino visitors will be encouraged to explore Boonville and Downtown will become known for more than the Casino.



Billboard for Boonville on Interstate 70.

## DOWNTOWN IMPROVEMENTS

### DEVELOP “FEATURE IDENTIFICATION” SIGNS

Downtown Boonville will benefit from signage along Interstate 70 that lists community features. This well-designed signage will help the traveler understand that there is more to see in Boonville than the Casino. This signage should consist of a “Welcome to Boonville” panel with generic feature listings below. Feature sign panels might include:

- Casino
- Wineries
- Art Galleries
- Dozens of Restaurants
- Dozens of Shops
- 450 Hotel Rooms
- Hiking/Biking—Katy Trail
- Scenic Views
- Parks
- 454 Historic Properties
- Civil War Sites
- Pioneering Heritage
- Historic Train Depot
- Events and Concerts

The feature panels should consist of simple, easy-to-read text. The sign structures can be located on property near the interstate, but these are not billboards. Westbound on Interstate 70, the sign should be placed east of the rest stop and eastbound the sign should be placed west of the Love’s Convenience Center, across the highway from Mid America Industrial Park. These locations will likely not be in the City, and will have to be secured through negotiations with the property owners.

### INSTALL GATEWAY AND DIRECTIONAL SIGNAGE

It is important that Downtown Boonville define its boundaries and encourage visitors with simple, clear direction to, from, and around Downtown. A wayfinding system can accomplish these goals and address basic functional needs for visitors. Elements of this system should include Gateway signs to let the visitor know they have arrived in Downtown Boonville and directional



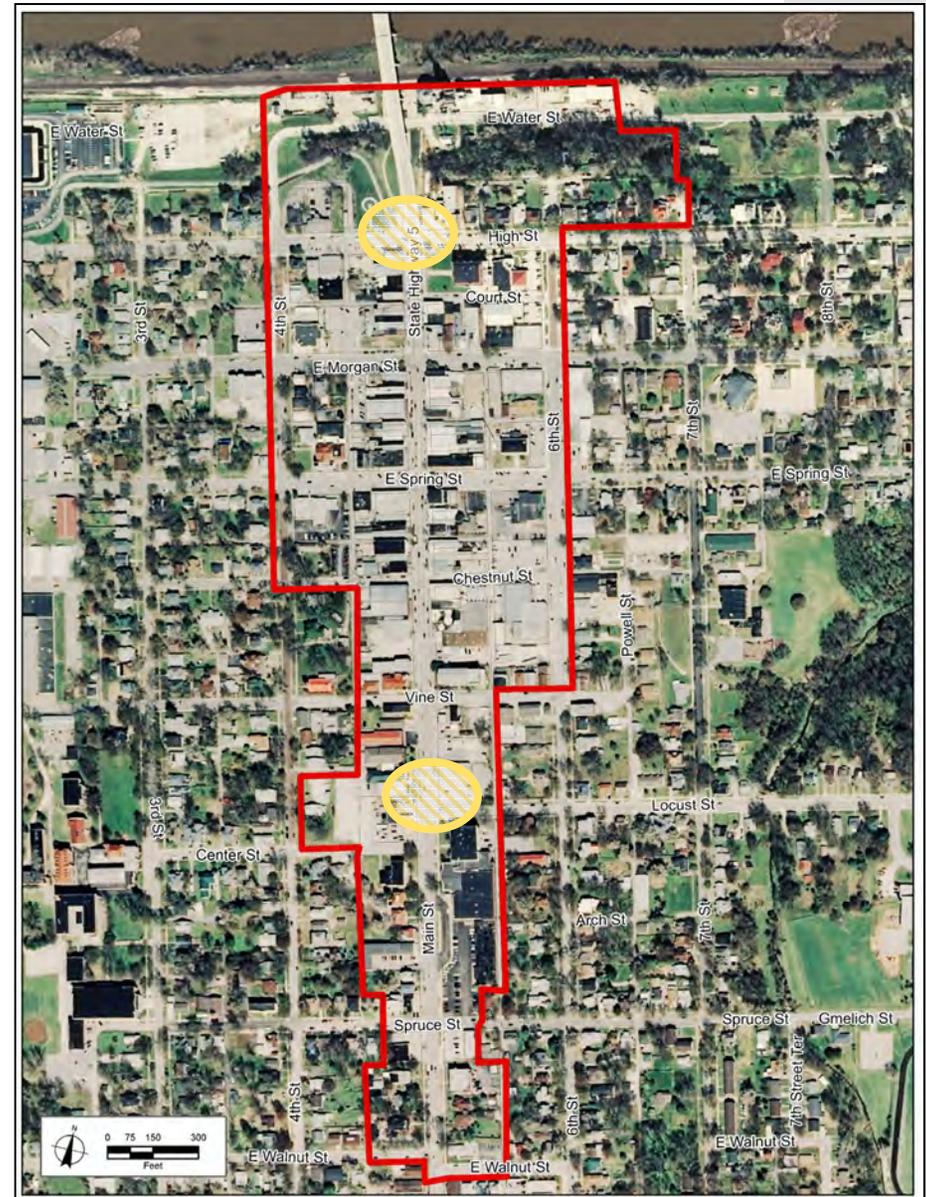
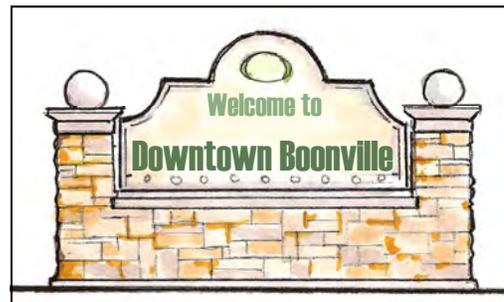
Armed services monument in Downtown Boonville.

signage for the attractions of the Isle of Capri Casino and Hotel, Katy Trail, Hotel Frederick, Thespian Hall, Chamber of Commerce, YMCA, and public parking lots. Such a coordinated system can improve communication and eliminate confusing visual clutter of non-coordinated signs.

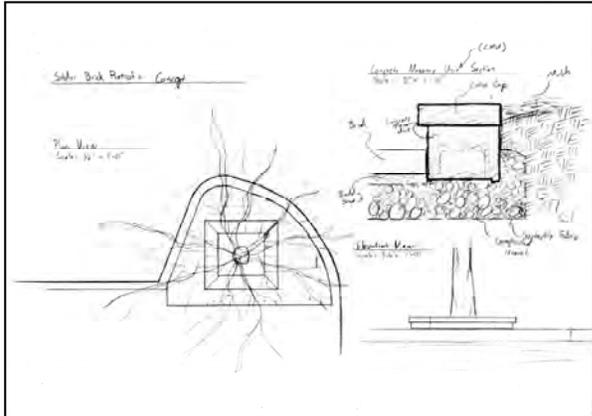
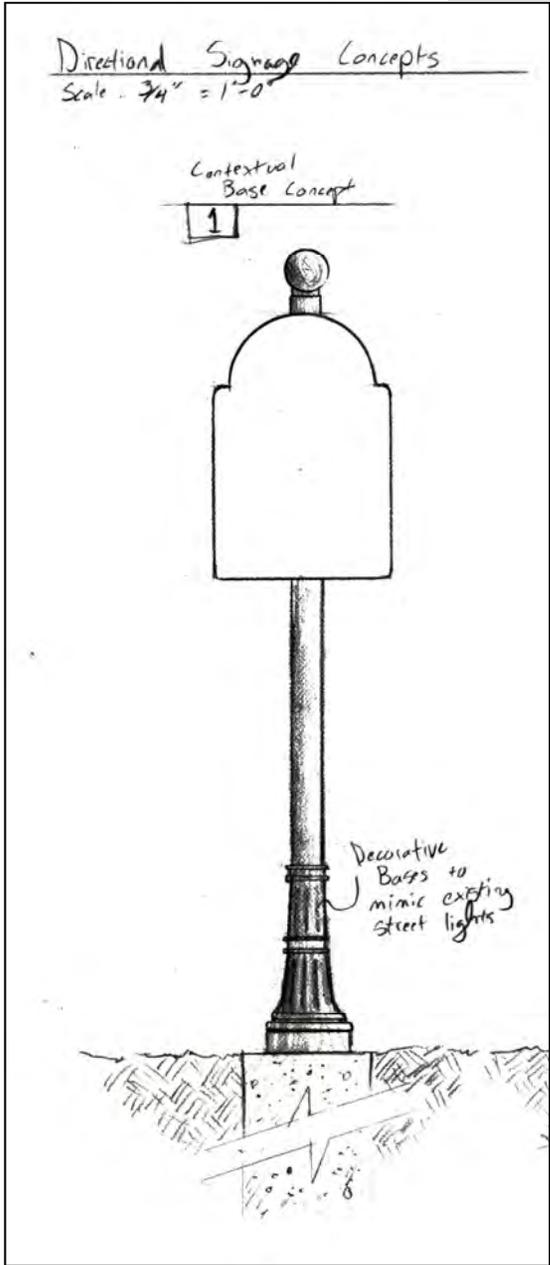
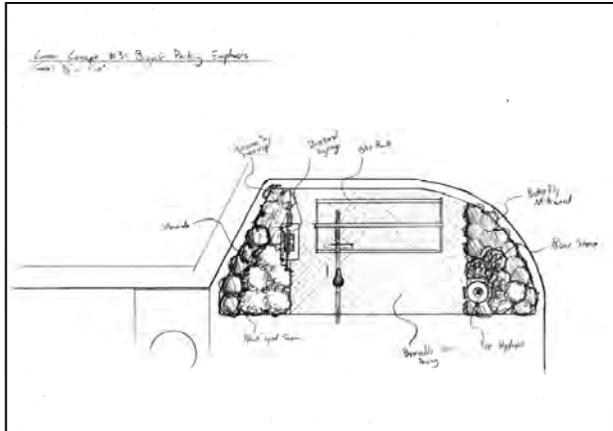
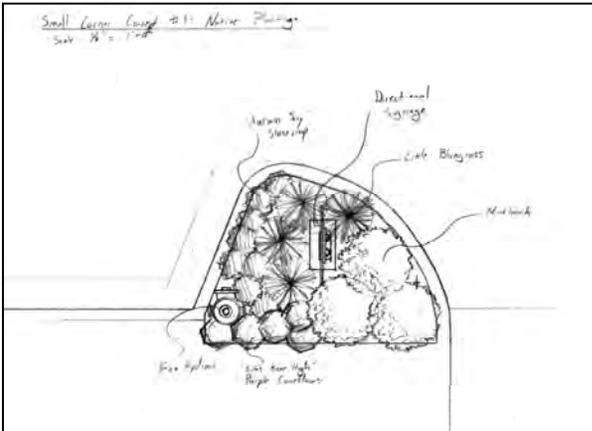
The map at right suggests two locations for Gateway signage, such as is illustrated below. The locations proposed are at the intersections of Main Street with Locust and High Streets. Northbound traffic on Main has a view of the east side of Main Street at the Locust intersection, approximately where the Library parking lot is located. Southbound traffic coming over the Boonslick Bridge can be welcomed to Downtown by a sign near the Veteran's Monument Park.

The City may desire to move the northbound gateway sign to the southern edge of the DREAM boundary, however the location at the intersection of Main and Locust streets is proposed because at this point Main Street begins to take on a more pedestrian feeling, rather than the vehicular character to the south.

A current effort is underway to establish directional signage along Main Street. This signage should be installed as necessary to assist with visitors navigating to Downtown attractions. The proposed signage and landscaping is illustrated on the following page.



Proposed gateway sign locations indicated in yellow.



Existing signage the City will repaint and use for directional signs, with proposed concept drawings.

### DEVELOP NEW/IMPROVE EXISTING PUBLIC PARKING LOTS

As noted, the Casino is a major activity generator for Downtown. Visitors arrive at the large parking lot, which is well-maintained. However for visitors not stopping at the Casino, a public parking lot is difficult to find. There is often adequate parking along Main Street and there are a few lots behind the Downtown commercial buildings, but often these lots are reserved. Additionally, many Downtown lots have a gravel surfacing and the City should require a greater standard than that for Downtown parking.

Downtown should seek to add a public lot near Thespian Hall and the Cooper County Courthouse. Attractive lots in these areas, within a block of Main Street will serve Main Street traffic well. The lots should include directional signage to encourage the pedestrian to walk once their vehicle is parked. Specific sites may include the site of the proposed new library and areas along Morgan Street. Alternatively, the City may consider converting 6th Street behind the Courthouse to parking.



The Cooper County Courthouse in Downtown Boonville.

### IMPROVE BUILDING, HOUSING, AND VACANT LOT CONDITIONS

First impressions make for lasting impressions, and the first impression of Downtown Boonville will be the streetscape and buildings. Private investment will follow public investment, but property owners need encouragement by the City that their investments will retain value. Proper maintenance of publicly owned facilities sends this signal to private owners. Downtown infrastructure projects will provide visitors and residents with a positive first impression and a more pleasant experience. It is important that the City focus on maintenance of the existing infrastructure, parking conditions, and other streetscape elements, while enforcing standards for private property. It is critical that City maintenance of public Downtown properties is a top priority to encourage private property maintenance.

With high quality public improvements, the City can insist on high quality private improvements. Storefront rehabilitation should occur according to historic district guidelines and the City should insist that new construction is complementary to historic buildings. The City should empower the Historic Preservation Advisory Commission to review, for appropriateness, all residential construction in the High Street District and Downtown commercial construction. Downtown Boonville has an important asset in its architecture and should leverage this unique character to improve its overall aesthetic quality and raise property values.

The City will also need to bolster code enforcement in relation to unsafe buildings and nuisance issues to ensure private property maintenance. Non-historic buildings, particular the residential properties between the Casino and Main Street, require maintenance as well.

In 2011, the Stein House Café suffered a devastating fire that destroyed a nearby building and damaged two others. The City has attempted to negotiate with all property owners involved to remove the debris and secure and repair the structures that can be saved. As of the writing of this report, those negotiations have been unsuccessful. The City should continue to seek to resolve this unfortunate situation, but should also insist that the owners clear the lots. These lots are in a prominent Main Street location and the eventual use could be infill development or a small park with a parking lot on the rear of the property.

IMPROVE THE BUTTERNUT BAKERY WALL

The long expanse of the Butternut Bakery wall on Main Street creates a barrier that discourages pedestrians. The Bakery is on the east side of Main Street between Chestnut and Vine Streets. Such a large expanse with no vertical store elements disrupts the rhythm of shops and pedestrian walking patterns. Pedestrians prefer to walk in “loops” beginning and ending at their vehicle. It is very likely that a Boonville visitor parks on the north end of Main Street, walks south to the Bakery, crosses the street and returns north to their car. This effectively limits the reach of Downtown from the River to Chestnut Street, on both sides of Main. The pedestrian misses out on several retail shops and Thespian Hall, located just south of the Bakery.

The Downtown group has convinced the Bakery to allow murals to be painted on the store panels facing Main Street, however the group needs to continue to work with the company to make the entire wall expanse inviting for pedestrians. Building lighting, landscaping, and benches will improve this area dramatically.



The expanse of the Butternut Bakery Wall facing Main Street.



The mural program has begun, however additional streetscape element such as building lighting, landscaping, and benches in the middle of the block should be added.

## EVENTS

### DEVELOP A STANDARD DOWNTOWN EVENT

Events tend to be resource intensive, however Downtown Boonville has several venues and elements that make events successful. With a picturesque setting, high traffic count, and numerous supporting businesses and restaurants, event-oriented tourism can play a significant role for Downtown. Additionally, holidays are an impulsive time for travelers. Boonville is situated along an Interstate that sees over 30,000 cars per day on an annual average. Downtown should be prepared to welcome impulsive visitors on all major holidays. The Team visited over the Independence Day weekend, yet there were no activities to be found.

The Downtown group should be able to organize merchants for a sidewalk sale-type promotion and provide a venue for music relatively easily. This type of event could be prearranged or “canned” to minimize the effort needed, while at the same time ensuring that visitors to Downtown have activities to attend. Such events can also be used during other large events elsewhere in the community.

### DEVELOP “TREASURE HUNTS”

To support the branding statement of “Discover our Treasures”, the Downtown Organization and Boonville Tourism should develop “Treasure Hunts” that can be held at existing festivals. This activity will introduce visitors to the community and allow them to explore Downtown, searching for prizes. Treasure, in the form of free vouchers and coupons to Downtown businesses should be common, however a few significant prizes should be included. Treasure maps with the most difficult clues leading to the best treasure should be created for the participants. Boonville could add this activity to existing events, such as the Big Muddy Folk Festival or Missouri River Festival. The treasure being hunted can be adapted to fit the festival.

The idea of a treasure hunt could also be creatively interpreted. For example, a hunt for Boonville best artists or authors might be an activity to do at Thespian Hall or the library in the winter months; when searching outside might be uncomfortable.

A Treasure Hunt could potentially develop into a signature event such as a Pirate Festival, to include music and food. This event also plays to the local High School team, the Boonville Pirates. Students should be encouraged to help plan and host the event.



Window display during the Big Muddy Folk Festival.

### ESTABLISH THE TOURSIM HUB AS AN EVENT VENUE

Boonville has potential to expand upon events such as the Big Muddy Folk Festival and the Missouri River Festival. Both of these events are well attended, however they could be built into signature events for the City by continuing plans to establish the Tourism Hub adjacent to Downtown. While this recommendations is a public improvement and will impact more than just events, the City should work to develop the area as a vibrant location for visitors and a meeting place for residents.

The Tourism Hub concept consists of the Gingrich Warehouse, the Katy Trailhead, the restored MKT Depot, land adjacent to the Isle of Capri Casino, and the MKT Railroad bridge over the Missouri River. This grouping of attractions, although not located within the DREAM Study Area boundary, can impact Downtown greatly as the primary festival location. The City has taken important steps to acquire necessary properties and is in the process of developing a site and use plan for the area. Conceptual illustrations, along with suggestions of potential improvements, are shown on pages 28 through 31. The various crosswalks and the alignment of the Katy Trail are particularly important. The area will need to be accessible to pedestrians, many of which should be drawn to the area from Downtown.

With these ambitious improvements, and a concerted effort to enhance the connection to Downtown, events held at the Boonville Tourism Hub can improve the visitor drawing power of the City tremendously.



View from the MKT Railroad Depot with the Gingrich Warehouse in the background.

**BOONVILLE TOURISM HUB**

The aerial photography portrays the subject properties. Important structures and features located within this area include:

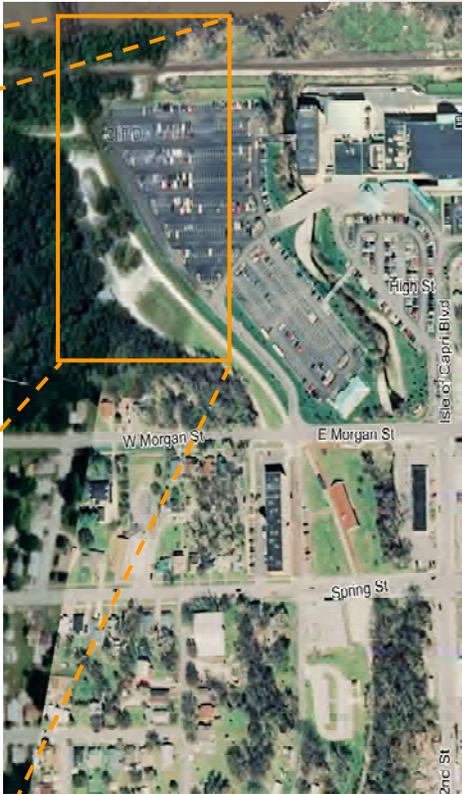
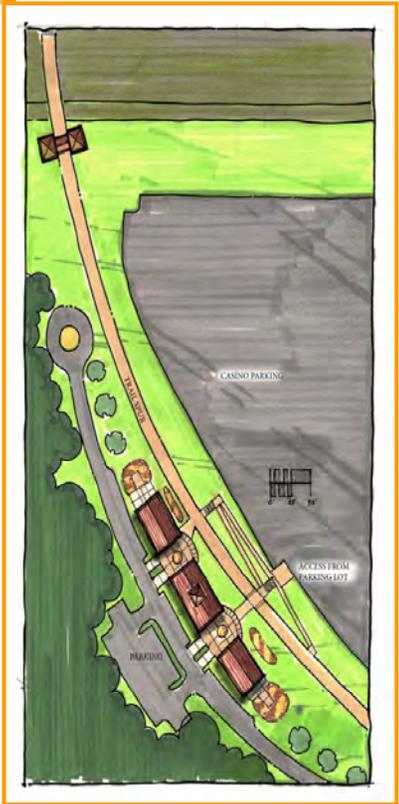
- MKT Bridge
- Union Pacific Railroad Tracks
- Isle of Capri Casino Parking
- Original MKT Railway Alignment
- MKT Depot (Chamber of Commerce)
- Katy Trail Boonville Trailhead



**NORTH PROPERTY**

The Tourism Hub Concept begins with the property at the north end as shown in the illustration of that area. Important proposed features may include:

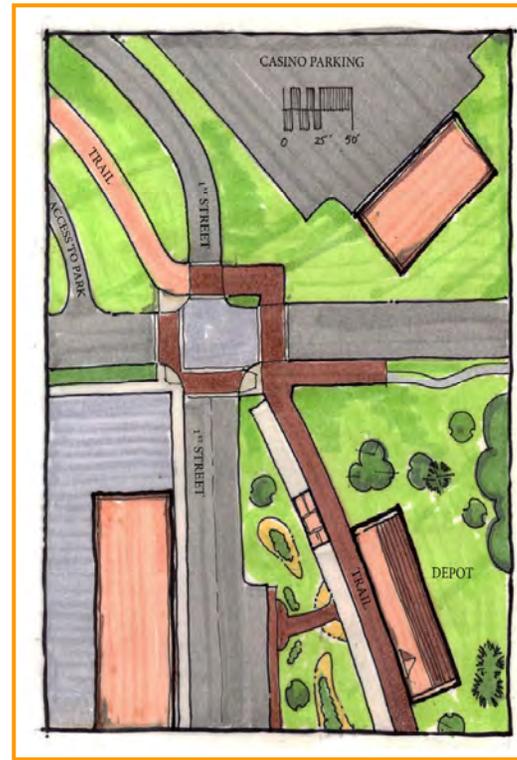
- An Overlook structure on the trail alignment, nearest the river, to provide views of the Missouri River and MKT Bridge. At some future point, the overlook may be an access point to the MKT Bridge.
- Descriptive signage on and around the Overlook regarding the heritage of the river, bridge, and railway.
- Improve trail denoting the original MKT alignment.
- Ramp and stair access to the parking facilities that the City leases to Isle of Capri.
- Removal of existing buildings.
- Construction of open air shelters to be used for a permanent location for the Boonville Farmer’s Market as well as other festivals.
- Improved street access area for Farmer’s Market / Festival area vendor parking.
- Enhanced landscaping, lighting, pavement, and curbing throughout the site.



### MORGAN STREET CROSSING

The existing crossing of the original MKT trail alignment with Morgan Street creates a problematic intersection for pedestrians and vehicular travelers. The illustration shows the proposed alignment of the spur, including connections to the Katy Trail State Park alignment. Important proposed features in this area would include:

- Removable bollards to restrict access to the Farmer's Market vendor parking area.
- Right angle trail crossings with decorative pavers across the casino parking access and Morgan Street.
- Signage denoting the Katy Trail alignment, Farmer's Market / Festival area, Overlook, parking, casino, and Katy Depot / Chamber.
- Improved crosswalks and traffic signs.
- Enhanced landscaping, lighting, pavement, and curbing throughout the site.



**DEPOT / WAREHOUSE / TRAILHEAD**

This area includes the significant structures of the Katy Depot (housing the Chamber of Commerce), the Gingrich Warehouse (a structure the City is acquiring), and the existing Katy Trail State Park trailhead. The concept drawing illustrates proposed improvements for this area that include:

- Enhanced landscaping around the Depot, including an improved connection to 1st St.
- Decorative pavers to indicate the Katy Trail alignment across Spring Street. Spring Street is heavily traveled and an improved crossing will increase pedestrian safety and use.
- A realignment of the Katy Trail south of Spring Street to avoid the parking area for the Gingrich Warehouse.
- Improved parking area on the east side of Gingrich Warehouse.
- Improved parking area on the west side of Gingrich Warehouse, to include connection to existing trailhead parking.
- Wayfinding signage to area attractions.
- Enhanced landscaping, lighting, pavement, and curbing throughout the site.



## RETAIL OPERATIONS

### IMPROVE CUSTOMER SERVICE

Boonville has the beginnings of a healthy and diverse mix of attractions and businesses. However, it is critical that existing businesses are visitor and customer oriented. The Team visited several shops, but were greeted in only a few. One gift store, now closed, appeared to be unmanned as Team members visited the shop for 15 minutes and never saw a clerk. Merchants should also have Boonville gifts prepared in advance. Additionally, it is important that businesses in Downtown Boonville work together to provide visitors with a positive experience. Cross promotional efforts and knowledgeable clerks can keep visitors in town longer, with the potential to spend more money that all Downtown businesses can tap into. Retailers could also modify or expand their product offerings to address the needs of visitors, taking into account both basic needs and higher needs. Cooperative advertising, attractive displays, and coordinating themes will help create a positive shopping experience which visitors will seek to repeat.

The Downtown Organization, working with the Chamber and Tourism Commission, should strengthen ties with the owners and operators of Downtown entertainment, events, shops, and restaurants to help cultivate an atmosphere that improves the visitor's experience. The Downtown group should provide customer service seminars and keep businesses informed regarding upcoming events. These seminars should maintain a Downtown focus. As the Downtown Organization conducts additional survey work, details regarding Downtown Boonville's retail market should be provided to merchants at these meetings.

### ENCOURAGE EXPANDED BUSINESS HOURS

As previously noted, Downtown Boonville merchants offer the visitor very little to do in the evenings and have limited hours on the weekends. By only having 9-5 hours during the week, a business is catering to local and unemployed residents. Weekend hours are critical to capture tourism dollars. Downtown can develop a monthly evening shopping promotion by coordinating several stores that would be of interest to visitors. This type of promotion would be most effective during the Christmas shopping season, but may also be an attractive activity for summer months when combined with the Farmer's Market or live music. Such a promotion could lead to merchants developing an evening customer base. The Downtown Organization can also encourage merchants to provide a notepad for visitors to let the store owner know that they tried to visit them but the store was closed. Effective use of social networking tools such as Facebook and Twitter can also help inform a shop owner of missed connections with customers. These mechanisms can help demonstrate the customers on which a store owner is missing out.



Example of limited store hours found in Downtown Boonville.

APPENDIX  
INVENTORY OF ATTRACTIONS

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<b>Inventory of Attractions—CITY OF BOONVILLE</b>		
<b>Type of Attraction</b>	<b>Name of Attraction</b>	<b>Comments</b>
<b>Entertainment</b>	<b>Buck’s Athletic Center</b>	Indoor athletic facility which includes roller skating and racquetball.
	<b>Isle of Capri Casino and Hotel</b> <a href="http://boonville.isleofcapricasinos.com/">http://boonville.isleofcapricasinos.com/</a>	28,000 square feet of casino space including slots and table games attached to the Hotel, entertainment venue, and three options for dining.
	<b>Thespian Hall</b>	A restored four-story Greek revival building built in 1857 serves as the oldest theatre still in use west of the Alleghenies. Numerous events are presented including live music and the Big Muddy Folk Festival.
	<b>Turner Hall</b>	An entertainment venue on Vine Street hosting music and art programs.
<b>Higher Education</b>	<b>Boonslick Technical Education Center</b>	Technical Education Center serving central Missouri. Includes college-level programs for high school juniors and seniors, professional certification programs, and community classes.
	<b>Boonslick Regional Public Library</b> <a href="http://brl.lib.mo.us/">http://brl.lib.mo.us/</a>	The facility serves a three-county area consisting of Benton, Cooper and Pettis Counties. The library is governed by a Board of Trustees composed of five board members from each county. The library director's office is located in the Regional Headquarters, which is 219 West Third Street, Sedalia, Mo 65301.

Inventory of Attractions—CITY OF BOONVILLE		
Type of Attraction	Name of Attraction	Comments
Historic Sites	<p>Incomplete Listing of area sites.</p> <p>For more information on Boonville historic sites see <a href="http://www.friendsofhistoricboonville.org">www.friendsofhistoricboonville.org</a> and <a href="http://www.msda.org">www.msda.org</a></p>	<p>715 East High Street</p> <p>Ballentine House</p> <p>Battle of Boonville (First)</p> <p>Battle of Boonville (Second)</p> <p>Clark House</p> <p>Cobblestone Street/Old Trail Highway Bridge</p> <p>Cole Fort</p> <p>Cooper County Courthouse</p> <p>Forest Hill</p> <p>Hain House</p> <p>Harley Park</p> <p>Hotel Frederick</p> <p>Katy Depot</p> <p>Kemper Military School</p> <p>Old Boonville City Hall</p> <p>Old Cooper County Jail &amp; Hanging Barn</p> <p>Roslyn Heights</p> <p>Sunset Hills Cemetery</p> <p>Thespian Hall</p> <p>Walnut Grove Cemetery</p> <p>Williams/Kemper House</p>

Inventory of Attractions—CITY OF BOONVILLE		
Type of Attraction	Name of Attraction	Comments
Lodging	Hotels & Motels  For more information regarding Boonville Tourism see <a href="http://www.goboonville.com">www.goboonville.com</a>	Comfort Inn  Days Inn  Holiday Inn Express  Hotel Frederick <a href="http://www.hotelfrederick.com">www.hotelfrederick.com</a>  Isle of Capri Hotel  QT Inn  Super 8
	Bed & Breakfast Inns	Eloyse’s Bed and Breakfast  Garden Gate Bed and Breakfast  Hannah Cole Cottage  High Street Victorian Bed and Breakfast
	Campgrounds/Cabins	Black Oaks Community  RV Express

<b>Inventory of Attractions—CITY OF BOONVILLE</b>		
<b>Type of Attraction</b>	<b>Name of Attraction</b>	<b>Comments</b>
Recreation	Golf Courses	Boonville Golf & Country Club; 9-holes, public.  Hail Ridge; 18-holes, public.
	Municipal Parks	Boonville has 12 parks ranging in size from 0.25 to 70 acres. The Boonville Parks and Recreation Department also oversees two cemeteries and most City buildings and grounds. Parklands include:  Bell’s View Park  Big Sky Park  Cobblestone Street Park  Harley Park  Johnston’s Park  Kemper, Frederick T. Park  Lion’s Memorial Park  Morgan Street Park  Riverfront Park  Veteran’s Memorial Park
	Other	Boonslick Heartland YMCA  Curves for Women  Katy Trail State Park  Lion’s Park Aquatic Center

<b>Inventory of Attractions—CITY OF BOONVILLE</b>		
<b>Type of Attraction</b>	<b>Name of Attraction</b>	<b>Comments</b>
<b>Retail / Restaurants</b>	<b>General retail that may appeal to visitors</b>	<p>There are numerous retailers in the City of Boonville. A brief listing includes:</p> <ul style="list-style-type: none"> <li>• A. Baker Floral</li> <li>• A-Bow-K Florist</li> <li>• Celestial Body Natural Arts</li> <li>• Christy &amp; Company</li> <li>• Girlfriends Vintage Collectibles</li> <li>• Gordon Jewelers</li> <li>• Main Street Gift Gallery</li> <li>• Never the Same</li> <li>• Ricmar Decorating Gallery</li> <li>• River Eagle Hobby Shop</li> <li>• Russell Stover Candies</li> <li>• Savvy Seconds</li> <li>• Sports-n-More</li> <li>• Veronica’s Secret</li> <li>• Weyland’s Furniture &amp; Gifts</li> <li>• WB &amp; Company</li> <li>• Your Money’s Worth Antiques</li> <li>• Zuzak Wonder Store Art Gallery</li> </ul>
	<b>Eating and Drinking Places that may appeal to visitors</b>	<p>A brief list of unique establishments in the City of Boonville, includes:</p> <ul style="list-style-type: none"> <li>• 87 Diner</li> <li>• The Blind Ref Tavern</li> <li>• Bredeaux Pizza</li> <li>• Butternut Bread Bakery</li> <li>• Calypso’s Buffet</li> <li>• Carrie Lyn’s Ice Cream Parlor</li> <li>• China Garden</li> <li>• Cooper’s Oak Winery</li> <li>• Daylight Donuts</li> <li>• Farraday’s Bistro</li> <li>• Glenn’s Café</li> <li>• Happy China Buffet</li> <li>• La Hacienda</li> <li>• Louise’s Tea Room</li> <li>• Lucky Lady Saloon</li> <li>• Maggie’s</li> <li>• Main Street Pub</li> <li>• The Palace</li> <li>• Riverside Diner</li> <li>• The Settler’s Inn</li> <li>• Shauna Lu’s Restaurant</li> <li>• Taylor’s Bake Shop</li> <li>• Tradewinds</li> <li>• SereniTea House</li> <li>• W.J.’s Restaurant</li> </ul>

Inventory of Attractions—COOPER/HOWARD COUNTIES AND SURROUNDING REGION		
Type of Attraction	Name of Attraction	Comments
Higher Education	Colleges	<p>University of Missouri—Columbia, MO; over 286 degree programs, enrollment of over 30,000.</p> <p>Columbia College—Columbia, MO; liberal arts and science degrees, enrollment over 4,000.</p> <p>Stephens College—Columbia, MO; women’s college.</p> <p>Central Methodist University—Fayette, MO; liberal arts and pre-professional programs, enrollment over 3,500.</p>
Historic Sites	Communities	<p>Arrow Rock—<a href="http://www.arrowrock.org">www.arrowrock.org</a> Includes entertainment at the Lyceum Theatre and other shops and lodging.</p> <p>Blackwater—<a href="http://www.blackwater-mo.com">www.blackwater-mo.com</a> Includes Iron Horse Hotel and other shops. Entertainment at West End Theatre. Founded in 1887.</p> <p>New Lebanon</p>
Other	Franklin Island Conservation Area	1,600 acre conservation area allowing fishing, hunting, and boating by permit.
	Les Bourgeois Winery & Vineyards	Located north of Boonville in Rocheport, Missouri. <a href="http://www.missouriwine.com">www.missouriwine.com</a>
	Pleasant Green Plantation	Located southwest of Boonville in Pilot Grove, Missouri.
	Rivercene Mansion Bed & Breakfast	Located north of Boonville in New Franklin, Missouri. <a href="http://www.rivercene.com">www.rivercene.com</a>
	Warm Springs Ranch	300 acre ranch, home of the Budweiser Clydesdales.

Inventory of Regular City Events	
Name of Event	Month Held
Boonville Silver Pirate Band concert and Pie Auction	January
Cooper County Limbhangers Banquet	February
Blast from the Past Dance	February
Celebration of Black History Month/Soul Food Dinner	February
Boonville Area Trout Tournament	March
Taste of Home	April
Big Muddy Folk Festival	April
Best of Missouri Life	May
Pedaler's Jamboree (Katy Trail)	May
Boonville Jaycee's Rodeo	June
Spring Swap Meet, Flea Market, and Tractor Pull	June
Heritage Days	June
Clatter & Splatter	July
Cooper County Youth Fair	July
Boonville Babe Ruth Missouri State Tournament	July
Missouri River Festival	August
Steam Engine Show	September
Katy Trail Wine Walk	September
Community Christmas Concert	December

Inventory of Regular City Events	
Name of Event	Held
Boonville Farmer's Market	
Live Music at Isle of Capri Casino	