WARRENSBURG MAIN STREET

ANNUAL REPORT

2019 STATISTICS

10 NEW BUSINESSES

WARRENSBURG MAIN STREET INC.
HOME OF MAN'S BESTFRIEND

7 TRAININGS ATTENDED

VOLUNTEER HOURS
2,557

VALUE OF VOLUNTEER HOURS
$47,816

PUBLIC IMPROVEMENTS
$232,889

PRIVATE IMPROVEMENTS
$781,910

21 EVENTS HELD

24 FARMERS' MARKET DAYS

2020 CURRENT BUILDING OCCUPANCY

64% OCCUPIED

22% VACANT

14% HOUSING
SINGLE FAMILY RESIDENCE & APARTMENTS

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WARRENSBURG MAIN STREET

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WARRENSBURG MAIN STREET INC.
HOME OF MAN'S BESTFRIEND

OUR MISSION

The Mission of Warrensburg Main Street, Inc. is to promote, improve, and preserve the unique character and economic vitality of downtown Warrensburg while embracing our growing community.

OUR VISION

The Vision of Warrensburg Main Street, Inc. is the continued economic growth and betterment of our historic downtown and community.

CURRENT STAFF

2 FULL TIME POSITIONS:

Executive Director, Jill Purvis
Events Coordinator, Jamie DeBacker

2 PART TIME POSITIONS: Funded by USDA Grant

Farmers' Market Manager, Monica Mitcheltree
Farmers' Market Intern, Caitlyn Harrison

WARRENSBURG MAIN STREET

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BOARD OF DIRECTORS

PRESIDENT: Katie Scully
VICE PRESIDENT: Rhonda Gelbach
TREASURER: Sarah Craig
SECRETARY: Amie Nabiyev

Jason Elkins Gina Carlyle Mike Carey
Eiann Misner Chance Riddle Crystal Schreiner

Scott Holmberg - City Councilman, Ex-Officio
Jeff Reynolds - Police Department, Ex-Officio
Jessica Rhodes - UCM Representative, Ex-Officio
Aerin Sentgeorge- Warrensburg Arts Commission, Ex-Officio

WARRENSBURG MAIN STREET

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OUR RESOURCES

- Downtown Business Owner Meetings: Bi -Monthly
- Private Downtown Business Owners Facebook Page
- Monthly Email Updates
- Social Media and Google training
- Downtown Shopping and Dining Guide
- Dedicated page on Main Street website
- Individual Business Marketing & Promotion
- COVID-19 Resources: Stay at Home Order
  - Weekly Zoom Meetings:
    - Tuesday's - Informative
    - Friday's - TGIF Networking
  - COVID Directory
  - Weekly News Letters
  - Attended & Offered Weekly Webinars
  - Weekly Meeting with Missouri Main Street with updates

OUR INVOLVEMENT

Love What's Local Committee: 4 annual events
Member of Warrensburg Economic Coalition
Meet regularly with Johnson County Economic Development
2019 Partnered with over 15 community organizations
Attend Base Community Council
Attend Historic Preservation Council Meetings
2019 CLIMB Graduate & 2020 CLIMB Board Member
Work with 5 UCM classes/organizations to collaborate with WMS

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WARRENSBURG MAIN STREET

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OUR COMMITTEES

DESIGN

2019 Members: 6
2020 Members: 10

HIGHLIGHTS

Facade Grant
Art in Downtown
Downtown Clean Up
Downtown Beautification
Christmas Decorations
Historical Scavenger Hunt

PROMOTION

2019 Members: 4
2020 Members: 6

HIGHLIGHTS

Downtown Trick or Treat
4th of July
Dicken's Christmas
Art Walks
Summer Concerts

WARRENSBURG MAIN STREET

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OUR COMMITTEES

ORGANIZATON

2019 Members: 6
2020 Members: 5

HIGHLIGHTS

Accreditation 2020
Board Member Recruitment
Burg Fest
Evening of Excellence
Farm to Table
Piccadilly
Partnership
Volunteers

ECONOMIC VITALITY

2019 Members: 10
2020 Members: 10

HIGHLIGHTS

Wedding Walk
Economic Data Collection
Small business support
Shopping & Dining Guide
Farmers' Market
Business Incubator

WARRENSBURG MAIN STREET

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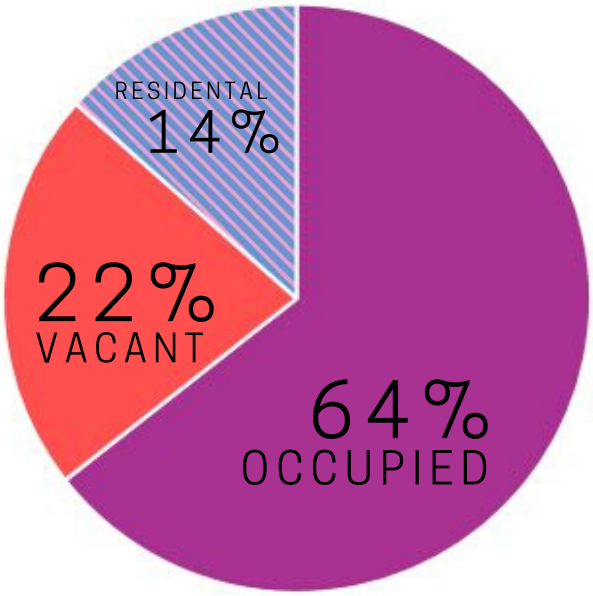

Total Buildings: 141

Warrensburg Main Street Map of Service Area

This map depicts the current area that we use as our service area. This number represents the physical number of buildings in our downtown. Some buildings may have multiple businesses within them. The vacant buildings include all buildings even if they are not available for rent or sale. The residential spaces include single family residential and apartments only.

WARRENSBURG MAIN STREET

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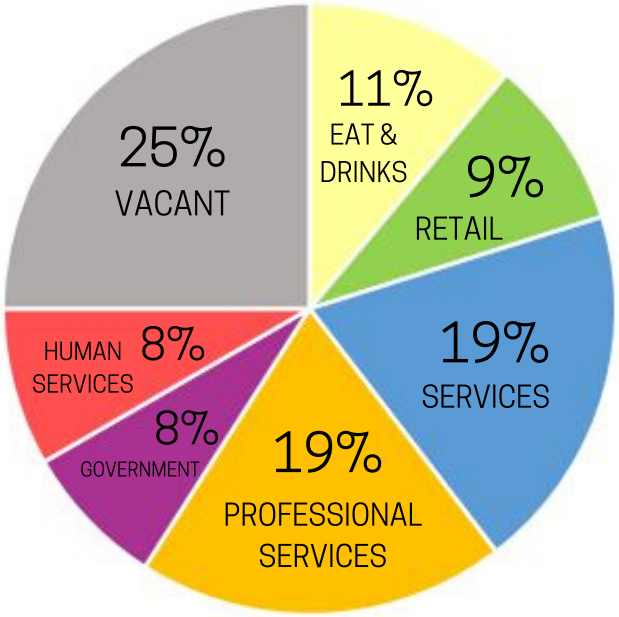
This map depicts the current business demographic in Downtown Warrensburg.

Eat & Drinks - Restaurants, Bars & Cafes
Retail - Retail Shopping
Services - Salons, Massage, Printing, etc
Professional Services - Lawyers, Title companies
Government - Police, City Hall, Courthouse
Human Services - Non Profits, Churches
Vacant - Buildings with no businesses



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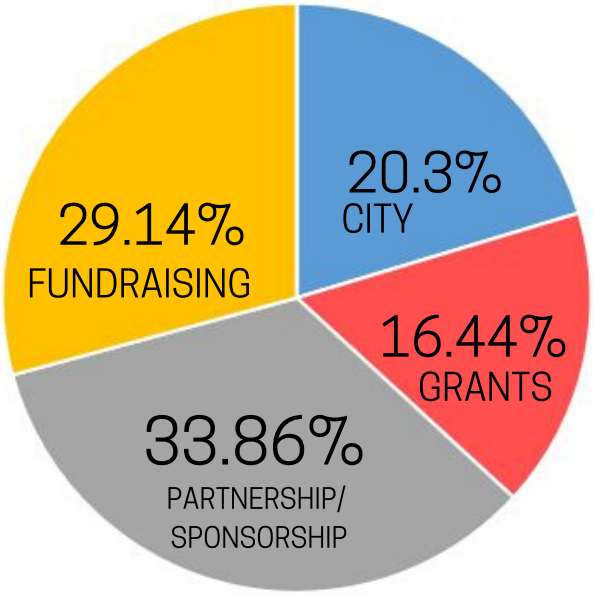
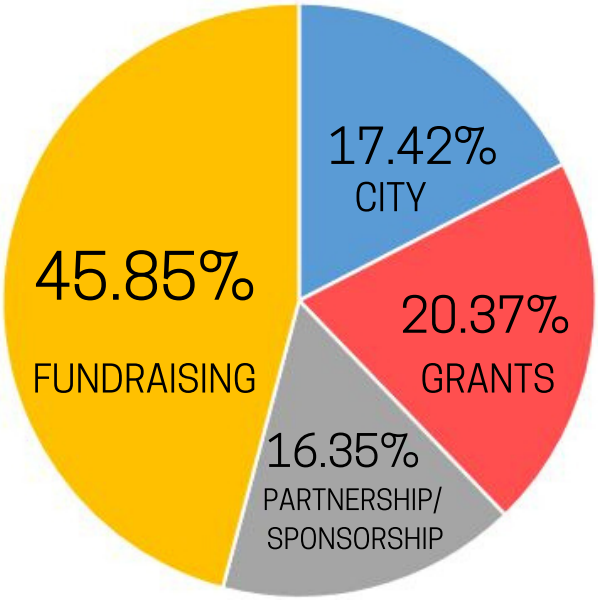


2019 Funding

City: Contract of Services
Grants: USDA(year 2 of 3), Tourism, Friends of Music, Warrensburg Arts Council, MAC
Partnership/Sponsorship: Partnership campaign, Event Sponsors
Fundraising: Piccadilly, Farm to Table, Burg Fest

2020 Funding: Proposed preCOVID

City: Contract of Services 2019 funding level
Grants: USDA(year 3 of 3), Tourism, Friends of Music, Warrensburg Arts Council, Missouri Humanities, TRIM Grant, Corporate Grants, MAC
Partnership/Sponsorship: Unknown income due to COVID
Fundraising: Unknown income due to COVID



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HOME OF MAN'S BESTFRIEND

Current Serivce Breakdown

2019 Funding: $46,000

$ 30,000
- Maintain State and National Accreditation
- Submit annual Work Plan
- Love What's Local Committee
- Warrensburg Economic Coalition
- Location One
- Facade grant
- Permanent Main Street Funding

$ 10,000
- Staff an Events Coordinator
  - Dickens Christmas
  - Sounds of Summer

$ 5,000
- Burg Fest

$1,000
- Professional Development

Amended Services: Alley Activation

Proposed Service Breakdown

2020 Funding: $36,000

$ 23,000
- Maintain State and National Accreditation
- Submit annual Work Plan
- Love What's Local Committee
- Warrensburg Economic Coalition
- Location One
- Facade grant
- Permanent Main Street Funding
- Maintain Alley Activation

$ 10,000*
- Staff person: which responsibilities include event planning

$ 2,500
- Community Festival

$ 500
- Professional Development

*Events include: Community Festival, 2 Music or Art Focused Family Events & Christmas Event