



LS DOWNTOWN

LEE'S SUMMIT MAIN STREET

WHAT IS MAIN STREET?

- 501 c 3 nonprofit organization dedicated to the revitalization of the heart of our community
- We follow the National Main Street 4-Point Approach.
- Nationally accredited. One of only 6 communities in MO.



PUBLIC SERVICE AGREEMENT

- Scope of Services
 - Organization
 - Marketing and Promotion
 - Design
 - Economic Enhancement

ORGANIZATION

Continue to provide unified management and coordination for the Downtown Core.



ORGANIZATION

- Monthly communications with downtown stakeholders including, investors, the City, downtown businesses, downtown property owners and community partners.
- Serve as advisory role on the Big 5 Master Plan Task Force and Implementation Group.
- Establishment of the Downtown Community Improvement District.

ORGANIZATION

\$412,983.24

17,529 volunteer hours since 2014.



MARKETING AND PROMOTION

Continue to develop and update consistent marketing and promotion program for the Downtown Core area that will bring the City's brand alive and elevate the image of downtown and the community.



MARKETING AND PROMOTION

112

Days of Events

Chocolate Crawl For a Cause – Spring Open House – Emerald Isle Parade – Fourth Fridays Art Walk – Farmers Market – Downtown Bunny Hop – Spring Celebration at the Market – Music in the Park – Downtown Days – Ladies Night Out – Sidewalk Sale – Christmas in July at the Market – Fall Open House – Witches Eve Ladies Night Out – Farmers Market Harvest Fest- Haunted & Historic Spaces Tour – Boos, Barks & Badges Halloween Parade – Holiday Open House – Mayor's Tree Lighting – Small Business Saturday- Hometown Holiday – Farmers Market Holiday Market – Santa Visits

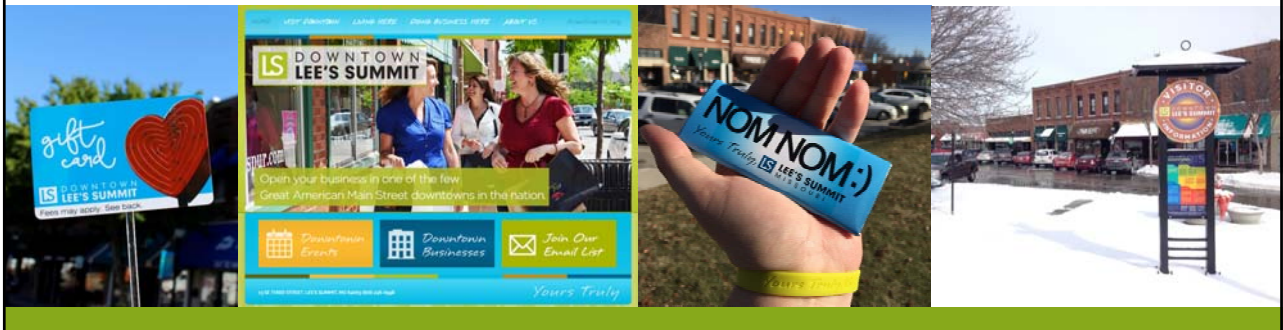
MARKETING AND PROMOTION

- Hosts 7 retail shopping events annually
- Record sales reported during the 2016 Holiday Season



MARKETING AND PROMOTION

- New Downtown Gift Card Program
- 1.5 Million Facebook Users Reached in 2016
- Collaboration with Community Marketing
- 566,372 pages viewed since 2014



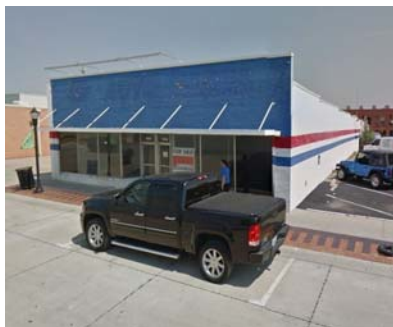
DESIGN

Continue to initiate and develop design proposals for façade, signage, lighting, landscaping, historic preservation and the overall aesthetic look of the Downtown Core Area.

Continue to assist City staff with the implementation and education of the City's Design Standards for the Downtown Core Area.

DESIGN

- Work with Property Owners to ensure design standards
- Adoption of Mural Standards
- Updating of Sign Ordinance to include neon signage



DESIGN

- New streetscape banners
- Outdoor Kiosks
- Historic Preservation Month



ECONOMIC ENHANCEMENT

Continue to strengthen the existing economic assets of the Downtown Core Area while diversifying its economic base, including recruiting new businesses, assisting with expansion of existing businesses, facilitating redevelopment, marketing available or underutilized commercial space, and strengthening the management capabilities and competitiveness of individual businesses.

Continue to track key statistics, including job growth and new businesses in the Downtown Core area.

ECONOMIC ENHANCEMENT

- Downtown Housing Study in partnership w/ LSEDC
- Mornings/Happy Hour with Merchants
- Quarterly Small Business Seminars
- New Business Welcome Packets
- Downtown Block Captains

ECONOMIC ENHANCEMENT

SINCE 2014:

- 265 Net New Jobs
- 27 Net New Businesses
- \$3.6 Million in Private Investment



PUBLIC SERVICE AGREEMENT RENEWAL

\$60,000 a year for three years

- July 1, 2017- June 30, 2020
- Continue Quarterly Reporting to City Manager
- City to maintain two non-voting representatives consisting of City Council liaison and a City Administration Department Representative



THANK YOU FOR
YOUR
CONSIDERATION.

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