

# DOWNTOWN

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## LEE'S SUMMIT MAIN STREET

# WHAT IS DLSMS?

- 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 9 communities in MO.





# VOLUNTEERS MAKE IT ALL POSSIBLE!



# 100

free activities and  
events



Shovel the Sidewalk Sale– Spring Open House – Shamrock the Block– 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 – 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- Farmers Market Holiday Market – Santa Visits

# TOP 5 SATURDAYS TO BE DOWNTOWN

- June 7- Downtown Days- 43,800 visitors
- Sept. 27- Oktoberfest- 37,100 visitors
- Dec. 6- Holiday Season/ 12 Bars Pub Crawl- 22,000 visitors
- Aug. 16- Opening Day of Green Street- 21,500 visitors
- March 8- Emerald Isle Pub Crawl- 19,200 visitors





# MARKETING AND PROMOTION

## Social Media

- 4.7 M Post Reach on Meta
  - 35,473 Facebook Fans
  - 11,636 Instagram Followers

## Website

- 272K Pages Viewed (14% increase)
- Top 5 Pages
  - Business Directory, Farmers Market, Events, Available Space, Oktoberfest

Gift Card Sales- \$85,732 kept local!

Postcards mailed to over 12k households during the 2025 Spring and Holiday Seasons.



# SOME OF OUR FAVORITE HEADLINES OF THE YEAR



## NOW HIRING: FARMERS MARKET ASSISTANT MANAGER

By Donnie / June 25, 2025

**Position Overview** We are seeking a dedicated and organized Assistant Manager to oversee the daily on-site operations of the Downtown Lee's Summit Farmers Market. This role involves managing vendors, coordinating...

[Read Full Story](#)



## DOWNTOWN LEE'S SUMMIT MAIN STREET WINS BIG AT STATE AWARDS CEREMONY, TAKING HOME TWO MAJOR HONORS

Jul 30, 2025

Missouri Main Street Connection (MMSC) awarded two prestigious honors to Downtown Lee's Summit Main Street during Missouri's Premier



## Creating Green Street in Lee's Summit, Missouri

Building an anchor to bring people together and invest in the future.



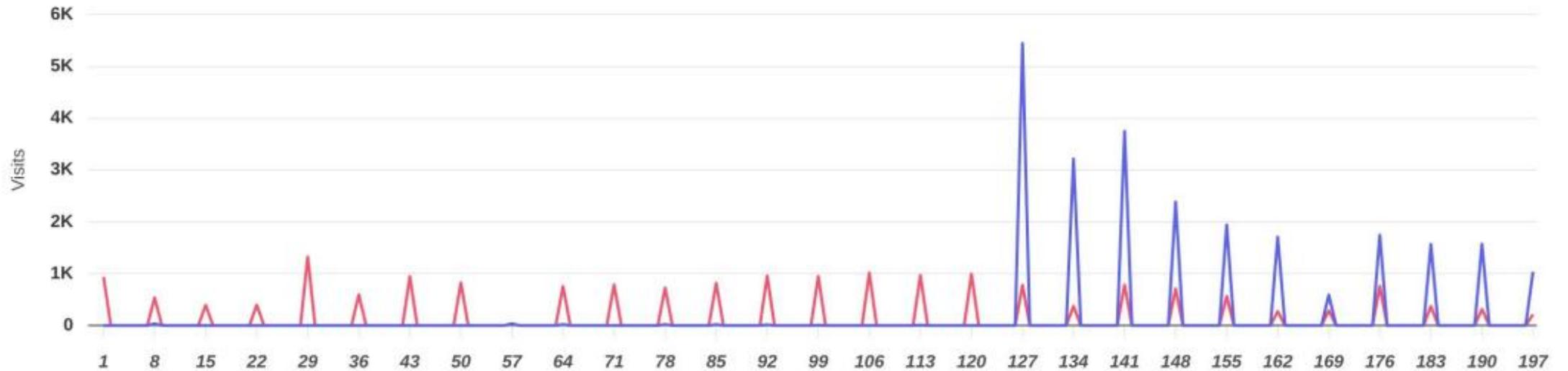


# DOWNTOWN LEE'S SUMMIT FARMERS MARKET

## Visits Trend

**Green Street Project**  
SE Green Street, Lee's Summit, MO

**DTLS Farmers Market**  
SE 2ND St, Lee's Summit, MO, MO



Daily | Visits

Green Street Project - Apr 12th, 2025 - Oct 25th, 2025

DTLS Farmers Market - Apr 13th, 2024 - Oct 26th, 2024

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# SINCE 2009

Downtown Lee's Summit  
Summit  
volunteers have  
logged

**61,871**

hours of service  
since 2009

Downtown  
Lee's Summit  
has welcomed

**109**

net new  
businesses  
since 2009

Downtown  
Lee's Summit  
has welcomed

**833.5**

net new jobs  
since 2009

Downtown  
Lee's Summit  
businesses  
have invested

**\$79.9M**

in renovations  
since 2009





We're creating the place that people want to be.



THANK YOU

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