

# The Downtowner

A P U B L I C A T I O N O F M A I N S T R E E T C H I L L I C O T H E

### Now Available

*Mural Map  
of  
Downtown  
Chillicothe*

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reminisce.



*Main Street Chillicothe*  
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Chillicothe, MO 64601  
660.646.4071

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## M A I N S T R E E T 1 0 1

The Main Street Program is a community-driven, comprehensive methodology used to revitalize older, traditional business districts throughout the United States. It is a common-sense way to address the variety of issues and problems that face traditional business districts. The underlying premise of the Main Street approach is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street Four-Point Approach is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas – Design, Economic Restructuring, Promotion, and Organization – that are



combined to address all of the commercial district's needs. The philosophy and principles behind this methodology make it an effective tool for community-based, grassroots revitalization efforts. The Main Street approach has been successful in communities of all sizes, both rural and urban.

The Main Street approach is incremental; it is not designed to produce immediate change. Because they often fail to address the underlying causes of commercial district decline, expensive improvements, such as pedestrian malls or sports arenas, do not always generate the desired economic results. In order to succeed, a long-term revitalization effort requires careful attention to every aspect of downtown – a process that takes time and requires leadership and local capacity building.

To learn more about the Main Street Program, both locally and nationally, visit the following sites:

[www.mainstreetchillicothe.com](http://www.mainstreetchillicothe.com)  
[www.mainstreet.org](http://www.mainstreet.org)

*Article courtesy of [www.mainstreet.org](http://www.mainstreet.org).*

## T H E D O W N T O W N E R D E B U T S

Our first edition of *The Downtowner* serves as another step in the right direction for our organization. The purpose of this newsletter is to inform all property owners, business owners, and other contributors of Main Street Chillicothe about events, challenges,

changes, and facts relating to the Downtown area.

This quarterly publication will keep you up-to-date on all downtown issues including news, highlights, events, DREAM updates, business tips and tourism efforts.

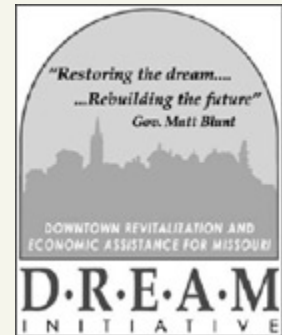
As with all new endeavors, we are open to all ideas and input on how to make this new publication both interesting and informative. Contact us at 660.646.4071 or by e-mail at [mshilli@greenhills.net](mailto:mshilli@greenhills.net). Let us know what you would like to see in *The Downtowner*!

## SOMETHING TO D.R.E.A.M. ABOUT

DREAM Initiative is a comprehensive, streamlined approach to downtown revitalization that provides a one-stop shop of technical and financial assistance for select communities to more efficiently and effectively engage in the downtown revitalization process. This unique new tool reduces the complexity involved in financing downtown revitalization plans through a coordinated approach.

1. It centralizes several major state incentives.
2. It offers direct access to financial technical assistance at the preliminary proposal stage.
3. It is supported by a team of professionals specifically dedicated to helping our community rebuild its downtown district.
4. It substantially shortens the redevelopment timeline.

DREAM is a new initiative based on the collaboration of three agencies, the Missouri Department of Economic Development, the Missouri Development Finance Board and the Missouri Housing Development Commission with additional contributions from PGAV Urban Consulting Firm. Watch for more information on how the DREAM is going to positively affect Downtown Chillicothe!



**Chillicothe was chosen as a 2007 D.R.E.A.M. Community by Missouri Governor Matt Blunt.**

## MEMBERSHIP MATTERS

*"It takes a whole town to make a downtown work."*

As we enter the new year, we would like to thank all of our contributors for your continued support and involvement over the past year. Without our contributing members, Downtown Chillicothe would not have accomplished all that it has over the past decade. Main Street Chillicothe has been and continues to be the *keeper of the downtown vision.*

How to support Main Street Chillicothe:

- Be a member
- Sponsor programs & projects
- Stay informed with:
  - *The Downtowner*
  - [www.mainstreetchillicothemo.com](http://www.mainstreetchillicothemo.com)
- Tell others
- Attend meetings & events
- Attend the Annual Luncheon
- Volunteer
- Serve on committees
- Shop & promote downtown

Thank you for all you do for the downtown and surrounding community. Please continue to support the heart of our city by remaining active in Main Street Chillicothe and encouraging others to join. Please take a moment to review the 2008 Main Street Chillicothe Membership Application and please call us with any questions.

## MAIN STREET CHILLICOTHE ANNUAL APPRECIATION LUNCHEON

On Thursday, February 7th, 2008 at noon, you are invited to attend the Annual Main Street Chillicothe Appreciation Luncheon in the renovated Strand Hotel community room. Please join us for a *Taste of Downtown* provided by our Downtown eateries of The Boji Stone, The Steakhouse & Piece of

Cake.

This is our way to say thank you for your continued support as well as inform you of what has taken place over the past year within the historic district. We also want to take this time to welcome new businesses in the Downtown area and promote

the Main Street Chillicothe program to others who are interested in joining and becoming involved.

Please RSVP by Wednesday, January 30th to 660-646-4071. We look forward to you joining us. See you on the 7th!



## SUSTAINING BUILDINGS FOR OUR FUTURE

Maintaining and repairing historic buildings are essential parts of downtown revitalization. Key maintenance issues must be addressed early to save building owners' time and money and to



This street scene mural depicts downtown Chillicothe buildings. Some of which are still in use today on Webster Street.

keep historic buildings standing for future generations. By performing simple maintenance check-ups throughout the year, you will save yourself from unwanted emergency repairs.

After extreme weather, such as an ice storm, inspect your building's exterior for damage and interior for roof leaks. This simple procedure will take about 30 minutes and only requires a watchful eye. As the seasons change, there are other check-ups you can perform. Ranging from erosion from ice melt to paint failure on interior surfaces, each check-up serves the purpose of maintaining a healthy, structurally sound building. For a complete Preventative Maintenance Calendar and Site Inspection Forms, contact the Main Street Chillicothe office. Preventative maintenance is the key to preserving the integrity of our historic buildings because what begins as a small problem can soon lead to greater problems.

*"For the longest time, we all waited for a white knight to ride into town and fix the problem. The Main Street Approach made us realize that the only way it was going to get done right was to do it ourselves."*

*Russell Thomas  
Mayor, Americus, Georgia*

## KEEPING UP APPEARANCES: 13 RETAIL TIPS TO ATTRACT NEW SHOPPERS

In today's retail marketplace, appearance might not be everything, but why take the chance and lose a sale!

1. Wash your windows at least once a week; wash your front door daily because it is so visible.
2. Polish your brass door handle or scrub your aluminum knob weekly. First impressions matter.
3. Scrape off old stickers from windows—Visa, MasterCard, etc. It is assumed that you take plastic in today's retail environment.
4. Remove old posters and window clutter so shoppers can see into your store. Look inviting to curious eyes.
5. Post your hours on the door so shoppers know when to come back and make a purchase.
6. Change your window displays frequently. The Gap changes its windows once a week.
7. Replace burned-out light bulbs so your store looks maintained and well lit.
8. Increase the wattage of light bulbs throughout your store.
9. Leave your display window lights on at night to highlight your merchandise 24 hours a day. Your windows are free advertising!
10. Replace your yellowed Plexiglas windows with clear glass. All the cleaning in the world won't make a difference if your windows look dingy.
11. Ask your customers what they like about the appearance of your business and what they would like to see change. Then, implement the suggestions.
12. Go on vacation. When you come back, you will have a fresh perspective. Walk through your store with a pad in hand and jot down anything "you never noticed before" that should be repaired, cleaned, upgraded, or replaced.
13. Hire a part-time employee and ask what he or she would change. Or, assign your new employee to make the upgrades!

*William McLeod  
Barracks Row, Washington DC*

## MEET ME DOWNTOWN

From Santa Claus to goblins and ghouls, the streets of Downtown Chillicothe often reflect the signs of the season through Main Street Chillicothe's annual events. In October, Main Street and the Chillicothe Chamber teamed up to host Boofest which has become a highly attended festivity in the downtown area. In December Main Street

kicked off a new event aptly titled Kids Christmas. It was a great success and will be brought back next year! In 2008, event goers will be able to experience a new form of the previously held Strum & Stroll event which is co-sponsored by Main Street Chillicothe and the Chillicothe Area Arts Council. Keeping true to its name, Strum & Stroll will

be a unique event complete with local artists and musicians of all different genres. It will be located on all four sides of the Historic Courthouse Square and will be held on Saturday, April 26th. Keep your eyes open on more information on this upcoming event!



**T H E D O W N T O W N E R**  
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M A I N S T R E E T  
C H I L L I C O T H E

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**“Using the Past as Pavement to the Future”**

Main Street Chillicothe is a 501(c)3 non-profit organization that promotes downtown as a place to work, shop, live and conduct business while also preserving its historical, architectural, commercial, and cultural heritage.

Your contribution & continuing concern allows Main Street to continue to thrive and our organization to continue to preserve the history of our downtown.

Chillicothe was built off of the success of the downtown area and our goal is to bring life back to what once was the heart of our community... the downtown.



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MAIN STREET  
CHILlicOTHE

*Using the Past as Pavement to the Future*