

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

MAIN STREET CHILLICOTHE:

PROUD TO BE A 2009 NATIONALLY ACCREDITED MAIN STREET COMMUNITY



MAIN STREET CHILLICOTHE ACHIEVES NATIONAL ACCREDITATION

In December 2008, Main Street Chillicothe underwent a intensive review process with both the Missouri Main Street Connection and National Trust for Historic Preservation Main Street Center. Through this process it was determined that we had met all ten performance standards and criteria required to be named an accredited Main Street program.

These standards of performance help us keep the Main Street movement strong and focused nationally. The ten standards of performance require a Main Street Program to:

1. Have broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors;
2. Develop vision and mission statements relevant to community conditions and to the local Main

- Street program's organizational stage;
3. Have a comprehensive Main Street work plan;
4. Possess and exhibit an historic preservation ethic;
5. Have an active board of directors and committees;
6. Have an adequate operating budget;
7. Have a paid professional program manager;
8. Conduct a program of ongoing training for staff and volunteers;
9. Report key statistics; and
10. Have a current membership in the National Main Street Network® membership program.

National Main Street Program Accreditation is designed to reward organizations and help them garner attention within their communities. Accredited programs receive a certificate, press releases, recognition at the

National Conference, and listings on the National Trust website and in the National Trust's Preservation Atlas. However, the ultimate benefit is a stronger and better functioning organization.

Receiving National Accreditation was a major organizational accomplishment for Main Street Chillicothe. We hold this status with esteem and will continue to strengthen our program and downtown area throughout the coming year.



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The Local Organizing Committee for the Tour of Missouri is off to a rolling start, making big plans for the professional cycling event set to hit Chillicothe this September.

Although the exact course for the race will not be finalized until April, the downtown square is expected to play a major role. This is great news for area businesses downtown as it will bring thousands of people to our downtown. There will be some unique challenges and opportunities on that day that with so many people in town but the benefits and economic impact for Downtown and for Chillicothe will be tremendous.

The Greater Chillicothe Visitors Region sent a proposal to the state in 2008 expressing our interest in hosting the Tour. A delegation from Chillicothe attended a press conference in January where the announcement was made that Chillicothe would be the start city for the sixth stage of the race.

"We had a record amount of cities inquire about the Tour of Missouri," said Lt. Governor Kinder. "It is a testament to the success of the race. We faced a very difficult process of eliminating some great cities. Our commitment, however, is to continue to route the course to all areas of the state. This year, for the first time, we will visit the southeast part of Missouri while spending a longer time north of Interstate 70. In addition, we will be able to highlight some of the agricultural regions."

The overall course will take on a very different slant in 2009. For the first time, the race will route east to west, starting in St. Louis and finishing in Kansas City. The past two years, the race routed west to east starting in Kansas City to finish in St. Louis. Stage by stage courses will be announced at a later date.

Though a stellar world-class field was presented last year, the three-year-old race is expected to be event better as

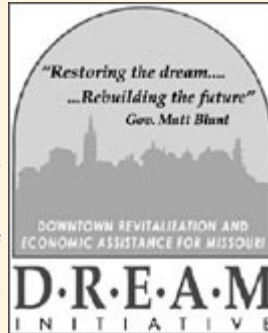
the Tour of Missouri was granted an upgrade to one of the top five-ranked events outside Europe by international and national federation's for cycling last month. The upgrade will likely draw more pro tour teams to the event, which featured three last year in Garmin, Columbia and Liquigas. Last year, the event drew more than 435,000 spectators over seven days. Missouri Tourism noted an direct and indirect economic impact of almost 30 million to the state.

The event is sanctioned by USA Cycling, the national federation for cycling in the United States, and the Union Cycliste Internationale, the international governing body for the sport of cycling.

If you are interested in helping with this exciting event, contact Amy Supple at 646-4050 or amy@visitchillicothe.com or Brent Kline at 707-0770 or email Klinebrent@hotmail.com. See www.visitchillicothe.com for details!

JUST DREAM

Since the announcement of Chillicothe being selected as a 2007 DREAM Initiative community, the momentum has been non-stop. In the spring of 2008 we were able to jumpstart our DREAM program through holding focus groups as well as a formal kickoff event open to the public. We have also received our draft report of the land use, building, and infrastructure survey and are reviewing its contents. Additionally, we are currently in the process of completing our visitor survey component which will be finished by fall 2008.



The next project in the pipeline is the Housing Market Analysis to be performed by the Missouri Housing Development Commission. This will be an valuable tool when considering future housing proposals for the City of Chillicothe.

If you are looking to learn more on Chillicothe's DREAM program, attend the July 16th Chamber Luncheon. You can make reservations by calling 646-4050. Many great things are headed for downtown Chillicothe so keep your eyes and ears open!



STRUM & STROLL 2009

Coming back for a fourth year is the Strum & Stroll! This event went through a major renovation last year and proved to be a great success. Featuring local artists and musicians, travelers and locals alike strolled the square to enjoy our local talent. This year Strum & Stroll will feature

much of the same art walk, eclectic feel including the children's area which will once again boost the 50 foot color-in mural! A big hit in 2008! The Courthouse will also be teeming with a "Fiber is Art" live exhibit as well as a Farmers Market Spring preview in the west Courthouse lot.

If you or someone you know would like to be involved, please contact the Main Street Chillicothe office to be registered. We look forward to seeing everyone on Saturday, April 25th from Noon to 4pm for the 4th Annual Strum & Stroll!

MAIN STREET NATIONAL CONFERENCE 2009

Despite the howling wind, bitter cold, and accumulated snow, Chicago, home of the 2009 Main Street National Conference, was another great success. This year the focus was on "Becoming Main Street 2.0" through new technological tricks of the trade. Buzz words like Face-

book, Twitter, Flickr, and Digg could be heard in many of the offered sessions. In the ever-emerging technological age, websites and email are no longer the crème de la crème. During the summer of 2009, Main Street Chillicothe is going to begin implementing many of these tactics to

better serve Chillicothe's downtown district. Furthermore, we will be undergoing a branding experience followed by a marketing campaign. Both of these will enhance the cohesiveness of the district as well as drive traffic to the downtown area.

INTRODUCING SILVER MOON PLAZA

I am sure that you are familiar with the phrase 'turning lemons into lemonade.' Coming Fall 2009, Downtown Chillicothe is going to reveal the largest lemonade stand to ever hit northern Missouri!

When it was discovered in 2007 that the three historic buildings on the north side of the courthouse square needed to be razed, our organization was faced with a daunting task. What could we dream up to fill the once occupied and bustling space? Dream is exactly what we did! Through the help of the DREAM Initiative, the bare bones plans that were developed through the Main Street Chillicothe Design Committee and Board of Directors, came to life on paper. The plan began through discussion of what we would like to see in our downtown area. Ideas were tossed about but one truly seemed to be the right fit; a open air, multi-use space boasting a performance area. It is from there that the plan grew to encompass two murals, custom fountains, an elegant entryway, and lavish greenspace. It was during this developmental stage that the name of the space also came to be. The space is owned by Mr. Edward Milbank who so graciously agreed to donate the space for the better good of the downtown district and area arts programming, which are both great loves of his. Our organization decided that there was no better way to honor Mr. Milbank and his family's contributions to our community for over a century than by paying homage through the naming of the infill development thus Silver Moon Plaza was born.

We envision Silver Moon Plaza as a scenic location to hold open-air concerts, festivals, tours, field trips, storytelling events, award

ceremonies and we don't want it to stop there. It will play a pivotal role in much loved events such as Strum & Stroll, Boofest & the annual Holiday Parade. We also foresee this project breathing life into the downtown area and helping our local economy. Merchants and property owners are excited about this wonderful addition to the downtown fabric and the great things that will follow its completion. We want this project to be driven by community support because we see this Plaza becoming a great civic pride to the Chillicothe community and surrounding area. We hope that you will join us in our efforts to produce this amazing development for our community. There are many opportunities for you to become involved through

your family, business or affiliate organizations. If you are interested in how you can help this dream come true, please contact the Main Street Chillicothe office at 646-4071 or mschilli@greenhills.net. Also, if you have ideas on how you see this space enhancing your business, personal activities, or the community at whole, we would love to have your input. Once completed, we look forward to unveiling this magnificent project for all the community to enjoy and who knows, we just might serve lemonade!

See you at the Moon!



LOOKING UP IN DOWN TIMES

Stay the course. Main Street programs have a history in dealing with downturns and have a track record of reversing negative trends. While the media publish stories of doom and gloom daily, nonprofit organizations historically weather economic downturns quite well. According to the Center on Philanthropy at Indiana University, charitable giving in the U.S. tends to be recession proof, demonstrated by the fact that U.S. charitable donations have increased during 39 of the past 40 years. The Giving USA Foundation reports that even in years that had

eight or more months of recession, individual giving (the source of much of Main Street's funds) declined only 2.4 percent.



A recent survey by Giving USA found that 46 percent of people "whose own situation had deteriorated over the past year" still planned to make charitable dona-

tions. "If an organization is providing a worthwhile service, individuals [who] have a passion for that mission will continue to give," says Jim Yuker of Giving USA. This recession should not mean the end of your organization, and donors will be more comfortable giving to Main Street if its board, staff and district are publicly optimistic. Main Street programs have been and will continue to be a mainstay in communities throughout the nation through good times and bad.

www.preservationnation.org

WWW.MAINSTREETCHILLICOTHEMO.COM

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

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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 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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Using the Past as Pavement to the Future

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