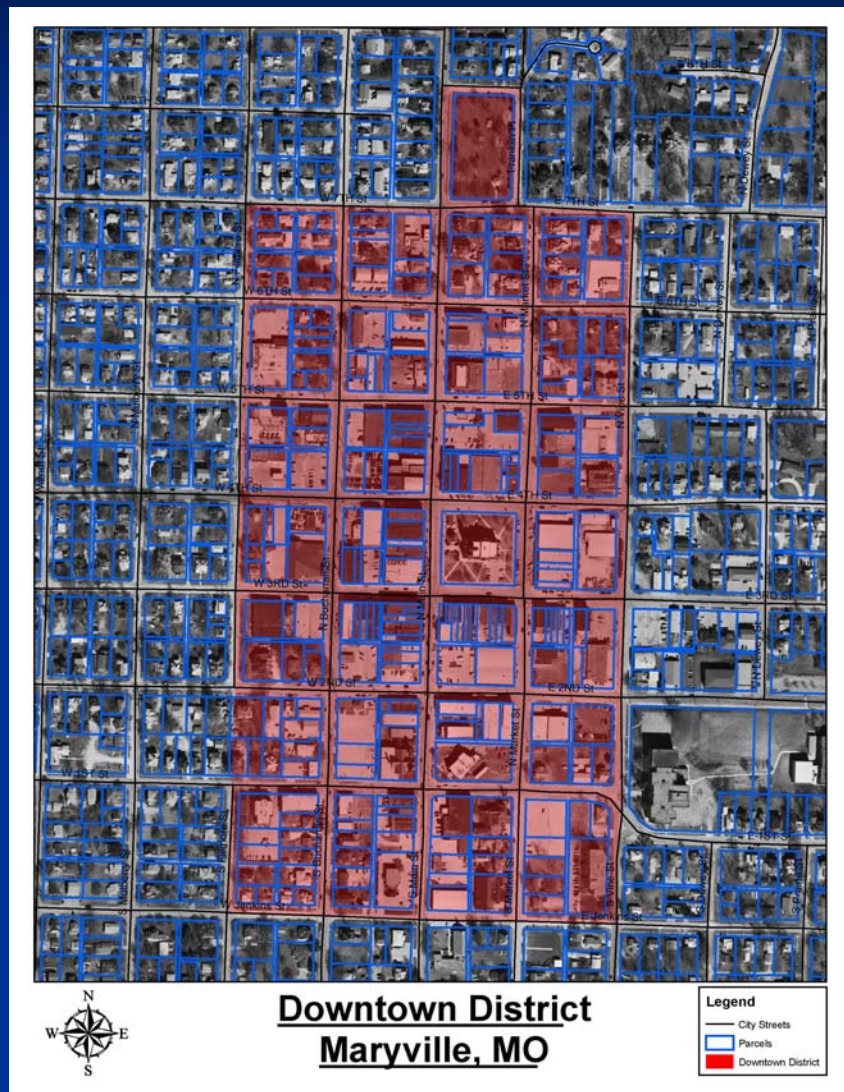


# DREAM Presentation Downtown Maryville



Matt LeCerf, City Manager  
October 3, 2007

# Downtown District



# Structure and Composition of the Downtown Development / Redevelopment Efforts

- Structure is community-action oriented
  - Campaign For Community Renewal – Public/Private Partnership
  - All local governmental entities support this group and have an active role in it.
  - Able to operate outside of most political boundaries and influences.
  - By being independent able to bring people together.

# Downtown Organization

- Campaign for Community Renewal
- Private Citizens
- Local Business Owners
- Civic Organizations
- City of Maryville
- Nodaway County
- Nodaway County Economic Development
- Chamber of Commerce
- NWMoRCOG
- NWMSU
- Historical Society
- SBDC

# Funding

- Funding for downtown initiatives are accessed through many different avenues
  - Private donations
  - Fundraising
  - Grants and Tax Credit Programs
  - General Fund of Governmental Bodies
  - In-kind Work
    - Other organizations
    - Citizens
    - Internships

# Significant Accomplishments

- Development of a new sign ordinance.
- Downtown Streetscape Project - implementation.
- Creation of a Revolving Loan Fund (NCED).
- Property inventory of the downtown businesses.
- Updating of the Maryville Downtown Revitalization Plan.
- Development of our goals and objectives for downtown.



# Mission and Vision

- *To foster, facilitate, and protect the quality of life, growth, and development while preserving the heritage of the downtown district, through efforts in revitalization, organization, promotion, design, and economic advancement while utilizing public and private resources to benefit the entire community.*

# How is the Community Engaged?

- Historical Awareness and Engagement
  - MCCA
  - Public Forums
  - Greater Maryville Chamber of Commerce
  - NWMSU – Student Feedback and Eggs and Issues
  - Fundraising Efforts
  - Other Community Input
  - Governmental Support
  - Benchmarking
  - Campaign for Community Renewal
  - Media Outlets



# Strengths, Weaknesses & Impediments to a Better Downtown

## ■ Strengths

- Great core group of individuals, businesses, and organizations.
- Vision for downtown.
- Historic Courthouse as centerpiece of downtown.
- Creating the buzz – a readiness to improve downtown.
- Structures that are available for historic preservation improvement.
- Collaboration, communication and consistent leadership.
- Local businesses and individuals willing to invest in downtown.

# Strengths, Weaknesses & Impediments to a Better Downtown

## ■ Weaknesses

- Currently not a complete location to live, work, and play
- Vision for downtown- multiple ideas
- Completed future land use plan – no planning process
- A balance of residential, governmental, professional, retail, and park space in downtown
- Overall marketing and programming effort for downtown.
- Utility lines throughout the city.
- \$ \$ \$ \$ \$

# Strengths, Weaknesses & Impediments to a Better Downtown

- Impediments
  - Skeptics
  - South Commercial District
  - Vision for downtown
  - Non-Resident Property Owners
  - Commercial property owners

# Past/Recent Projects in Downtown

- Mural
- Downtown Revolving Loan Fund through NCED for Awning and Façade Improvements
- Full time Economic Development Director
- Planters – Soroptimist Club
- Removal of the Parking Meters
- Downtown Streetscape Project

# Projects Likely to Occur in Downtown

- Not a project but....
  - The drive, excitement and enthusiasm of the community organizations and structure in place to continue moving forward with this initiative.
- Private investment in downtown.
- Development of a trail system which will run through downtown.

# Projects Needing Assistance in Downtown

- Development and direction of a comprehensive plan for downtown.
- Comprehensive marketing plan for downtown
- Proactive plan to address residential blight and possibly consider implementing a rental inspection program
- A comprehensive plan to remove utility wires in downtown – major eyesore
- Education on other incentives through the State.
- Education to property owners regarding renovating historic buildings – both residential and commercial.

# Promoting and Marketing Downtown

- Downtown Events
  - Art Events, County Fair, Parades, Trick or Treat, Christmas in the Park
- Chamber Events
- NCED
- City
- County
- NWMSU Events



# Vision for Downtown

- Increasing retail diversity to develop a destination experience.
- Developing a central theme and uniform feel to the downtown
- Implementing a long-range strategic plan inclusive of those who live, work, and play in the district.
- Creating an aesthetically pleasing environment that brings sustainable economic vitality to the citizens of the community.
- Creating a downtown to live, work, and play!

# Plans to Achieve our Goals and Objectives for Downtown

## DOCUMENTS

- Recently completed an update of our Downtown Revitalization Plan.
- Retail Study conducted by Buxton Corp- Community ID

## ACTIONS TAKEN

- Improved the aesthetics of the historical courthouse square. Presentation is critical and is a long-term goal for downtown.
- Small Business development and retail recruitment programs

# Questions and Answers

