

Downtown Plaza Slated for Chillicothe

Chillicothe, Missouri - Vacant land left by the razing of three historic buildings is slated to become an outdoor plaza in Downtown Chillicothe this September.

Silver Moon Plaza, a project of Main Street Chillicothe, is located on the north side of the Courthouse Square, across the street from the Livingston County Courthouse. After being left with vacant space where historic buildings once stood, Main Street Chillicothe officials brainstormed and determined the City of Chillicothe needed space to hold open air concerts, festivals, award ceremonies, etc. within Downtown area. PGAV worked with City officials to design a creative, multi-use plaza.

The plaza will include murals, custom fountains, an elegant entryway, stage and green space. The entry way will use brick masonry design and detailing reflective of the local architecture as well as ornamental metal work honoring the city's agrarian heritage. A large lawn will accommodate crowds



Chillicothe Silver Moon Plaza

attending events and festivals. An elevated stage at the north end of the plaza will provide space for bands and speakers. The plaza will meet the courthouse by extending into the street and utilizing five parking spaces.

Mr. Edward Milbank generously donated the space for the betterment of Downtown and performing arts. The plaza is named in his honor after a product sold by Milbank Mills, one of Chillicothe's oldest businesses.

Main Street Chillicothe plans to have the plaza complete in time for the Tour of Missouri event in September. Officials are excited about the possibilities of the plaza and believe it will aid in breathing life into Downtown Chillicothe and help the local economy.

For more information regarding Silver Moon Plaza, please contact the Main Street Chillicothe office at (660) 646-4071 or mschilli@greenhills.net.



DREAM Newsletter

DREAM Initiative Progress Continues

Each 2008 DREAM Initiative community has now held their kickoff meeting, putting them well on their way through the DREAM planning process.

Since its inception in 2006, the DREAM Initiative has helped select small and mid-sized communities gain prioritized access to state-sponsored economic development programs and incentive tools through ongoing cooperation among several state agencies and funding sources.

More than \$46 million of public funding has been invested from the state's arsenal of financial incentive tools over the course of the DREAM Initiative, leveraging approximately \$300 million in private investment.

Public incentives and contributions include:

- ◆ The Home Repair Opportunity Program (HeRO) has awarded \$1.5 million to various home rehab projects throughout DREAM communities;

- ◆ More than \$5 million in Community Development Block Grant funds; and
- ◆ More than \$2 million in Neighborhood Assistance Program tax credits.

These and other programs have helped to generate private investment:

- ◆ Federal & State Rental Tax Credits have spurred more than \$44 million in private investment in affordable housing;
- ◆ Federal Historic Tax Credits — \$58 million in private investment;
- ◆ State Historic Tax Credits — \$81 million in private investment; and
- ◆ Missouri Development Finance Board Tax Credit for Contribution — \$1.8 million in private investment.

For more information about the DREAM Initiative, contact the Missouri Department of Economic Development at (800) 523-1434 or the DREAM website dream@ded.mo.gov.



Federal & State Historic Tax Credits



HeRO Program

The 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.





“Restoring the dream..... Rebuilding the future”



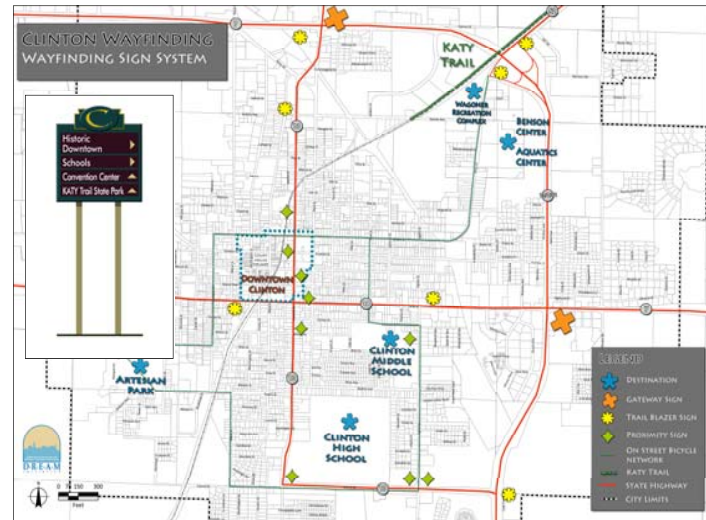
Wayfinding Plan being developed for Clinton

PGAV is working with Clinton, a 2007 DREAM community, to create a Wayfinding Plan for the community. “Wayfinding” refers to a coordinated program of well-designed signage and landmarks that directs travelers to key destinations and reinforces community image.

In many communities, the main highway bypasses the historic downtown. Convenience stores, fast food restaurants and retailers along the highway make it easy for motorists to pass through town unaware of downtown attractions. Clinton’s Wayfinding Plan aims to address this problem and reinforce Downtown Clinton’s image as an attractive destination for dining, shopping and business.

With a uniform design theme, Clinton’s wayfinding program will point the way to Downtown and attractions elsewhere in town. A key objective of the program is to help Downtown Clinton

businesses capitalize on visits to attractions like the Katy Trail, schools, the hospital and the Benson Convention Center, all of which lie outside Downtown.



Draft of Wayfinding Concept

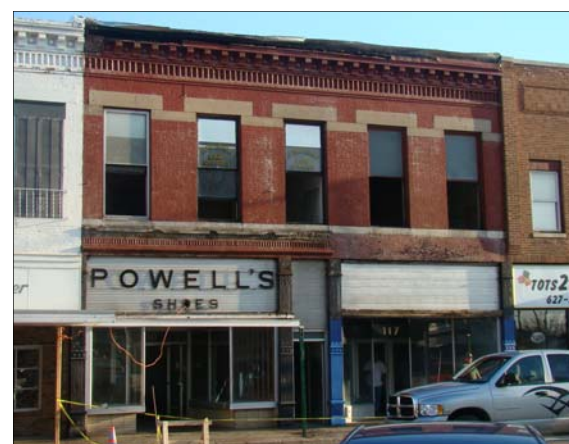
Kirksville Unveils Historic Building Facade

Developers Justin Puckett and Todd Kuhns held a successful event featuring the unveiling of a Historic Building Façade in Downtown Kirksville. The event began with a tour of new apartments above the Tranquil Seasons boutique in another recently completed rehabilitated historic property.

The tour included a sampling of several new retailers that are moving Downtown. The crowd of nearly 300 then gathered on the square to watch as the tarp was removed, unveiling a nearly intact historic façade. Construction is underway with occupancy scheduled for this fall.



Before façade improvements



Unveiled Historic Facade

New Cinema Opens in Downtown Hannibal

Hannibal, MO — Five years and numerous pilings later, B&B Theatres kicked off the opening of Main Street Cinema 8 on Thursday, March 26, 2009 with a fundraiser to benefit the Downtown Hannibal Development Corp. The \$4 million-plus project is located in Downtown Hannibal at the corner of Main Street and Broadway.

The project began five years ago with the sale of the old Northport Theater and was the most complicated and expensive project in B&B’s history. Development challenges included 119 piles, 34 feet deep and sound reinforcement due to local train traffic. Adding to the overall cost of the project are the ornate exterior and all digital technology the cinema provides. Despite construction hurdles, development representatives are pleased with the new cinema and the cooperation they received from

local officials. They believe the project to be a win for them, as well as the City of Hannibal.

A dozen locations within a 20 to 30 minute drive from Hannibal were considered. In an overall economic development effort, the property for the existing location was donated by the law firm of Wasinger, Parham, Morthland, Terrell & Wasinger to Hannibal Community Betterment Association which helped seal the project’s location.



After a ribbon cutting ceremony on Friday, March 27, Main Street Cinema 8 opened its doors to the general public. The evening included the 3-D showing of “Monsters vs. Aliens” to highlight its updated technology. For future showings contact B&B Theatre’s Main Street Cinema 8 at (573) 248-1966 or www.bbtheatres.com.

DREAM Communities - Retail Development Seminar

July 15th, Truman Hotel, Jefferson City

The DREAM Initiative is offering exclusive one-day Retail Development training to designated communities. The seminar will cover topics including:

- ◆ Retail Market Analysis—Includes a review of the methodology PGAV uses in Retail Market Analysis . This presentation will have a large focus on retail development trends and the components of great downtown retail.
- ◆ Centralized Retail Management—Focuses on the advantage of controlling the right retail mix in Downtown that fits your niche. Also, what strategies are available to create the right retail mix.
- ◆ Existing Business Development—Includes a review of the strategies available to assist existing businesses. The presentation will focus on recently successful efforts in Historic St. Charles, Missouri.
- ◆ New Business Recruitment Strategies—A review of the potential strategies for attracting retail to Downtown, from the retailers perspective. This will address the importance of trying to ensure success of the retailer and profitability for the building owner.
- ◆ Retail Operations Improvement—Includes a review of the components of successful store branding, window displays, store layouts and merchandising.

The goal of the Seminar is to train Downtown representatives in how to effectively use these tools to improve their Downtown Retail.

