

HISTORIC DOWNTOWN JOPLIN

# *Business Investment Guide*

*Collaborating*

WITH SMALL BUSINESSES AND  
ENTREPRENEURS TO CREATE A  
VIBRANT, UNIQUE DOWNTOWN.

8

REASONS  
TO CHOOSE JOPLIN



DOWNTOWN  
JOPLIN  
ALLIANCE

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Photo: © mark N photography

# WELCOME TO JOPLIN, MISSOURI!

**W**e are excited you are considering adding your business to the mix in Downtown! Joplin is a major hub in the region for retail, entertainment, employment, and health and education.

Downtown is truly a destination for consumers, tourists, diners, students, residents, those to be entertained or who just want to do some urban exploring. Downtown is the heart of many of the community's events. From our signature Third Thursday event to community runs, parades, comedy shows, live music, and more, downtown always has something going on!

Located in approx 150 blocks of our historic core, we have a great mix of restaurants, coffee shops, boutiques and vintage shops, business services, and events and activities that take place in and around century old architecture. The only walkable retail district in Joplin, the synergy of complementary small locally owned businesses is really what makes it special.

While we have a good selection of businesses now, every community has market gaps. On the following pages, we will share these with you along with information on doing business in our historic downtown. Please keep reading, and we think you will agree that Downtown Joplin offers a tremendous opportunity for you.

Lori Haun, Executive Director  
Downtown Joplin Alliance



## REASONS

TO DO BUSINESS IN JOPLIN

### MARKET POTENTIAL ■

Explore our demographics to find the market gaps YOU can harness.

REASON  
1

### A THRIVING DOWNTOWN ■

Take a look at current & planned projects.

REASON  
2

### A WEALTH OF BUSINESS INCENTIVES ■

Loans, tax credits and more make Downtown Joplin the business friendly choice.

REASON  
3

### LOCATION, LOCATION, LOCATION ■

Find the perfect spot in our walkable downtown in a centrally located city.

REASON  
4

### DOWNTOWN EVENTS ■

Downtown events bring crowds to your door!

REASON  
5

### EDUCATED WORKFORCE AT YOUR FINGERTIPS ■

Our university and technical colleges create employees with the skill sets you need.

REASON  
6

### HIGH QUALITY OF LIFE ■

We look forward to growing our thriving destination with you.

REASON  
7

### RESOURCES TO HELP YOU GET STARTED NOW ■

Need advice? A banker? A code official? Downtown Joplin Alliance will put you in touch with the right person.

REASON  
8

Our market analysis shows you have an opportunity in Downtown Joplin. In addition to market and demographic data, Downtown Joplin Alliance has detailed survey information from our trade area, which boasts a population of nearly 500,000<sup>1</sup>, to help you determine business potential.

## TOP 10 REQUESTED BUSINESSES FOR DOWNTOWN<sup>2</sup>

Top Categories
1. Grocery Store
2. Restaurant (with outdoor dining)
3. Brewery (coming soon)
4. Deli
5. Clothing Store
6. Bookstore
7. Hotel
8. Family/Child Friendly Activities
9. Daycare
10. Upper Floor Housing

## CONSUMER SPENDING WITHIN THE JOPLIN AREA<sup>3</sup>

Top Categories	Total Potential
Health Care	\$169,833,411
Food Purchased for Home Use	\$146,741,266
Food Purchased Outside of Home	\$99,878,637
Entertainment	\$92,737,102
Apparel and Services	\$61,231,159
Furnishings and Equipment	\$59,780,788

## EXISTING MARKET GAPS IN DOWNTOWN<sup>4</sup>

Top Categories	Total Potential
Clothing and Accessories	\$787,570
Sporting goods, Hobby, Books, Music	\$2,869,270
Furniture	\$926,281
Misc Store Retailers	\$4,879,968

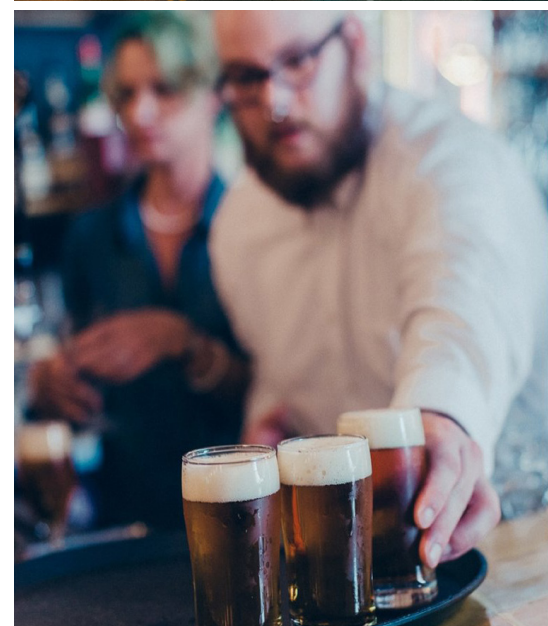
<sup>1</sup> ESRI data for the Joplin trade area (50 mile radius)

<sup>2</sup> 2018 Community Survey, Downtown Joplin Alliance

<sup>3</sup> ESRI data for Consumer Spending within 15 Minutes of Downtown Joplin, MO for 2018

<sup>4</sup> ESRI data for Consumer Spending within 5 minutes of downtown Joplin for 2018

**Joplin is the center for academic achievement and higher education opportunities** in the Four-State Region. Missouri Southern State University, Kansas City University of Medicine and Bioscience, Ozark Christian College, Crowder College, Pittsburg State University, and Kansas City University College of Dental Medicine (Coming in 2022).



## The Joplin Region<sup>5</sup>

Demographics within a 5-minute, 10-minute, and 15-minute drive radius of Joplin's core.

General Stats	5-Minute	10-Minute	15-Minute
Total Population	20,636	60,088	93,534
Total Households	8,664	25,066	37,704
Female Population	50.90%	51.70%	51.50%
Male Population	49.10%	48.30%	48.50%
Total Housing Units	10,275	28,131	42,130

Age	5-Minute	10-Minute	15-Minute
Age 0-4	6.1%	6.0%	6.7%
Age 5-14	10.8%	10.3%	12.1%
Age 15-24	22.4%	20.7%	15.8%
Age 25-34	13.7%	15.4%	16.6%
Age 35-44	11.7%	11.8%	12.9%
Age 45-54	10.8%	11.4%	11.9%
Age 55-64	10.5%	11.3%	11.5%
Age 65-74	8.7%	8.3%	8.0%
Age 75-84	4.1%	3.6%	3.3%
Age 85+	1.2%	1.2%	1.2%

Race and Ethnicity <sup>6</sup>	5-Minute	10-Minute	15-Minute
White	83.0%	84.9%	86.5%
Black	4.9%	3.5%	2.8%
American Indian	2.2%	2.1%	2.1%
Asian	1.0%	1.8%	1.6%
Pacific Islander	0.5%	0.6%	0.5%
Other	3.5%	2.7%	2.4%
Multi-Race	4.9%	4.4%	4.2%
Hispanic	8.3%	6.9%	6.3%

<sup>5</sup> ESRI Data for Joplin, MO 2018

<sup>6</sup> ESRI Data for Joplin, MO 2018

<sup>7</sup> <https://www.joplinmo.org/253/Fact-Sheet-for-City,3/5/19> and ESRI Data for Joplin, MO 2018

<sup>8</sup> <https://datausa.io/profile/geo/missouri/,3/7/19> (Median Income Between Newton and Jasper County)

## Joplin at a Glance<sup>7</sup>

**Daytime Population**  
240,000

**Median Age**  
36.2

**Total Households**  
21,383

**Average Household Size**  
2.35

**Joplin** is located at the intersection of Highway **U.S. 71** and **Interstate 44**



**D**owntown Joplin has come a long way. With nearly a 150 year history, downtown Joplin has long been a regional and local destination. While losing more than 40 acres of historic buildings due to urban renewal in the 60s and 70s, downtown retains nearly 250 unique historic buildings which make up an impressive downtown of approximately 150 blocks. In the past dozen years, downtown Main Street has gone from 75% vacancy in 2007, to less than 10% vacancy in the same area.

As momentum builds in downtown, more and more properties are being brought back to life. What really makes a difference in our downtown is locally-owned unique small businesses – like yours!

## Downtown Development

### City Infrastructure

Streetscaping, sidewalks, lighting, stop lights, planters, and benches were a major step in improving the viability of downtown and showing city commitment to downtown.

### Sunshine Lamp District

### Columbia Building and Main Street Place

Two of the first projects renovating a historic building and bringing upper floor housing to Main Street.

### 5th and Main

### Gryphon Building

Approx 100,000 square feet of commercial, retail, and restaurant space in a beautifully restored space designate “Downtown” from “Midtown”.

### 10th and Main

### Joe Becker Stadium

A \$4.7 million dollar renovation brought this historic stadium to the 21st century.

### 3rd and High

### Hurlbut Undertaking Co.

Built in 1920, this gorgeous building is the first historic retrofit that is certified as a LEED GOLD commercial space by the USGBC.

### 212 S Joplin

### Frisco Building

Starting life as a train depot, a renovation of this building houses 56 apartments over the eight floors.

### 6th and Main

### Newman Brothers Building

Originally Newman’s Department store, this impressive structure now houses city hall.

### 602 S Main

## Downtown Fast Facts:

Over 500 businesses  
providing nearly 5000 jobs\*

More than 2500 residents\*

4200 parking spots

\*ESRI data 2018 within ½ of 4<sup>th</sup>/Main St.

Cornell Arts Complex  
Coming 2022



Joplin City Hall  
6th & Main



© mark N photography

### A Few Projects in Progress:

#### **Harry M. Cornell Arts & Entertainment Complex** 7th and Joplin

A state-of-the-art 36,000 sq ft performing and visual arts complex – including galleries, a 450-500 seat theatre, classrooms, a 1,500-2,000 seat outdoor amphitheater, rooftop venue, and more – will take the place of and transform this currently underutilized parking lot. Anticipated completion Fall 2022.

#### **Muir Building/Willard Hotel** 901-907 S Main

These two buildings, while a little down in the heels, have a bright new future in the works. In addition to upper story housing, renovated storefronts will help transform the southern portion of downtown.

#### **Pennington Drug/Christman Building** 500 Block Virginia Ave

Loft over retail will soon liven up streets off of Main.

#### **Joplin Empire Market** 931 E 4th

While the farmer's market opened initially in 2018, the Empire Market has big aspirations. The building and grounds will eventually be able to house dozens of vendors, event space, commercial kitchen, community gardens, and coworking space.

#### **Southern Living Lofts** 401 S Virginia

Undergoing renovation, luxury condos will be available here soon.

#### **MSSU Downtown Campus** 4th and Main

Missouri Southern is working to establish an education program in a downtown facility.

#### **Discovery Center** Location TBD

A grass-roots initiative, a children's museum is in the works for downtown.



In 2019, Downtown Joplin  
Alliance volunteers worked over  
**3,000 hours**  
on events, promotions, cleanups  
and countless other downtown  
projects.

### Community Initiated Development

Each one of these projects contains thriving success stories that include viable businesses and community hubs. Investment in downtown Joplin generates a return for businesses, developers, and the community. And we aren't done yet!

We work with developers, entrepreneurs, and franchises to find the best position for their product. Using market analysis, surveys, community visioning, professional engineering, architectural assessments, and development trends research to identify the future uses of downtown as we create a fully integrated shopping, entertainment, dining, service, and housing base in a downtown urban setting.

### The vision for Downtown's Future

Downtown Joplin Alliance is a not for profit organization dedicated to increasing consumer business, strengthening retail and professional institutions, assisting in the preservation and maintenance of the community's heritage and promoting pride in the community's institutions and achievements through design, promotion, business enhancement, and organization.

To that end, our goal is to create a community with so many recreational, educational, and entertainment opportunities, from sports, to farmers markets, museums, fine arts, and special events, that downtown is simply where our residents and their guests love to gather.

A walkable downtown encourages you to stroll among the bright hanging baskets and lovely shops while you enjoy this vibrant downtown district where you can shop, dine, live and enjoy life!



We know that business start up or expansion can be cash intensive.

Here are some resources that may help you transform your passion into a thriving business in Downtown Joplin:

### **Federal and State Historic Tax Credits**

For a major renovation project, state and federal historic tax credits (HTC) can be an excellent tool to make the finances work. State historic tax credits are equal to 25% of qualified renovation expenses and these may be sold. Federal historic tax credits equal 20% of the qualified renovation expenses. The total of 45% of expenses in tax credits can really help the bottom line of a larger project. It is a complex 3 step process, so you'll want to have pros involved along the way!

### **Opportunity Zone**

Encourages long-term investment and job creation in low-income areas of the state, by allowing investors to re-invest unrealized capital gains in designated census tracts. A portion of downtown is eligible. Your accountant can discuss benefits for your situation.

### **Brownfields Remediation Program**

Provides financial incentives for the redevelopment of commercial/ industrial sites that are contaminated with hazardous substances & have been abandoned or underutilized for at least 3 years.

### **Facade Grants**

A City of Joplin Façade Improvement Grant may be used for a variety of building façade rehabilitations for buildings located in the Sunshine Lamp Historic District, including painting, window or door repairs or replacements, signage, awnings, or other façade improvement projects. Grants are available for up to 50% of the total cost of the improvement up to a maximum grant amount of \$37,500 per storefront.

### **Property Tax Abatement**

Some areas considered "blighted" are eligible to apply for property tax abatement under the Urban Redevelopment Corporations Law.



## **TIF District**

TIF is a public financing method that is used most commonly to redevelop blighted areas and make public infrastructure improvements funded in part by future taxes created by the development itself. A TIF District is usually created in a blighted area where little to no property and sales taxes are currently being generated. A development is then built and paid for by the developer.

## **Joplin Capital Corporation**

Furnish “gap financing” providing small business loans and/or equity to entrepreneurs who cannot obtain a complete package of conventional financing.

## **Code Team**

Time is money for businesses opening or expanding. Instead of meeting with code officials, fire, engineering, zoning, architects, and your construction crew separately, why not call everyone together for one on-site meeting to talk through issues and move projects along quickly and efficiently? The “code team” brings all relevant community elements together at your potential business location to offer assistance!

## **Continued Support**

Downtown Joplin Alliance believes in continued relationship building because we want your CONTINUED success. We know it's not just celebrating the opening of a business, but the long term vitality of a business that makes our community vital.

**Contact Downtown Joplin Alliance for additional information on these and other incentive programs.**

Phone: 417-501-9649

Email: [info@downtownjoplin.com](mailto:info@downtownjoplin.com)

Website: [www.downtownjoplin.com](http://www.downtownjoplin.com)



Downtown Joplin is an emerging hot spot and a prime location for your business.

## Accessible Main Corridor

Main Street is Hwy 43 — close to Highways 249, I-44, 71.

The Joplin Sunshine Lamp Trolley is based downtown with multiple stops in the area.

City Hall, Jasper County Courthouse, and Emergency services are all located downtown.

## Be Close to Your Customers in a Mixed Use District

Loft apartments and upper story housing are in high demand right now in downtown Joplin. With more than 350 occupied apartments and more in the works, your customers are just steps away. According to national studies, residents of a core community district spend approximately forty percent of their disposable income within the district. As we continue to grow the housing stock downtown, we are also building customers for you.

City Government, County Government, professional institutions, educational facilities, and over 500 commercial entities currently exist in our downtown. People live, work, and utilize our community core every day, and your business can reap the benefits.

“When we were looking for space to relocate our store, we knew we wanted to be in Downtown Joplin. I love all the events that go on; it brings out so many in the community. We get so many new customers...”

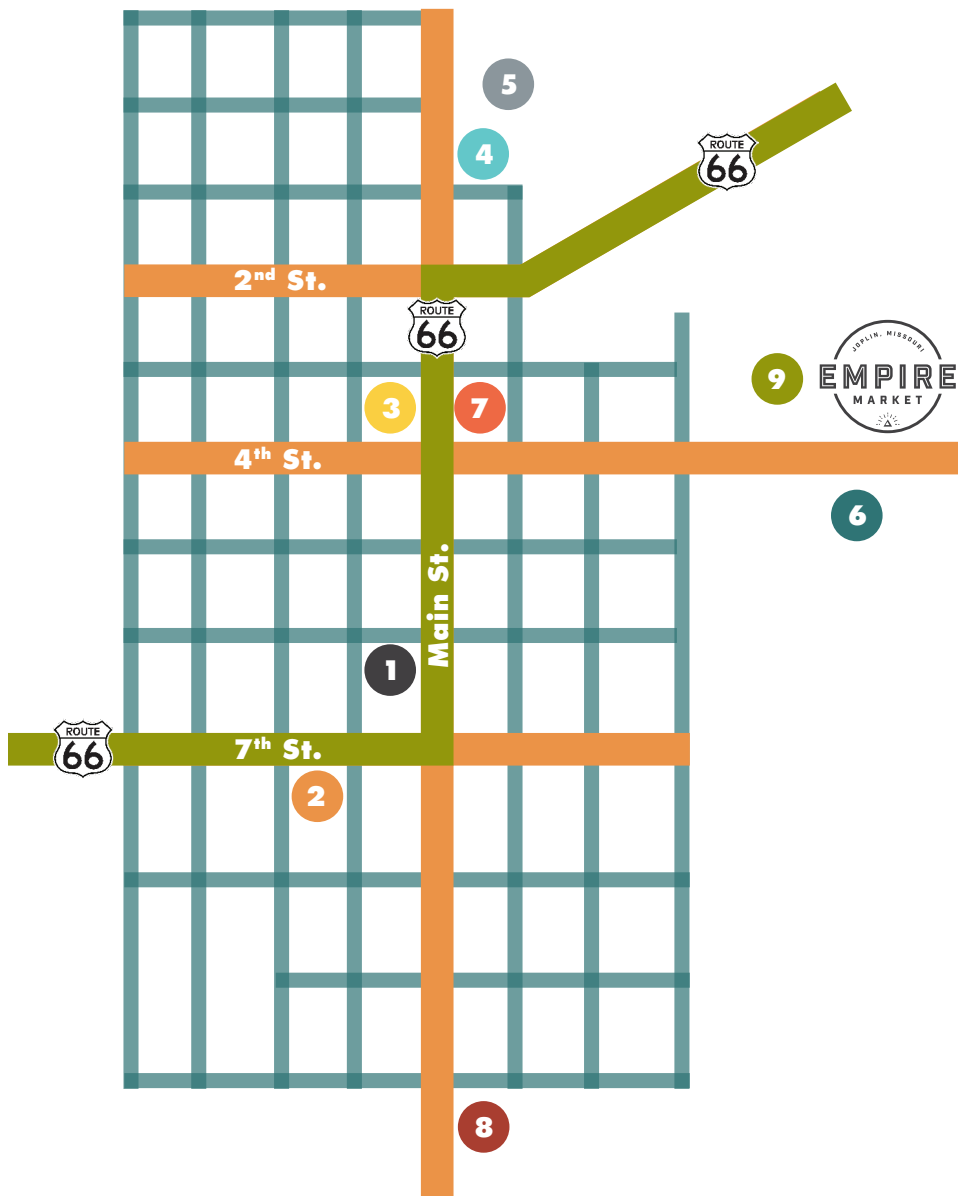
- Julie Bollin, Blush Boutique

## Attractive, High Traffic Area

Downtown is uniquely positioned to accommodate vehicular, pedestrian and bike traffic. With nearly 5000 jobs housed in our downtown district, only minutes from Missouri Southern State University, Kansas City University Medical School, Joplin Airport, and the Hotel District make it an easy destination.

Residents of a core district  
**spend about**  
**40%** of their disposable  
income within the district.





- |                         |                     |
|-------------------------|---------------------|
| 1 Joplin City Hall      | 6 Ewert Park        |
| 2 Cornell Arts Complex* | 7 Spiva Park        |
| 3 MSSU Downtown Campus* | 8 Gryphon Building  |
| 4 Post Office           | 9 Community Gardens |
| 5 Union Depot           |                     |

## Joplin, Missouri

- Joplin is located in the southwest corner of Missouri, and offers easy access to eight major lakes and numerous clear-water streams.
- Superb scenery and clean air invite people outdoors throughout most of the mild four seasons.
- As the commercial, medical, manufacturing and cultural hub of the Four-State Region, Joplin offers quality of life amenities rare in a city of this size, providing services for more than eight times its population.
- Located just seven miles from the Kansas border, 10 miles from the Oklahoma border and 50 miles from Arkansas, Joplin attracts thousands of daily visitors who work here, shop here and enjoy the many attractions the city offers.
- When everyone goes home at night, Joplin has a population of 52,000 people. But during the business day Monday through Saturday, the population swells to more than 240,000 people.

## Cost Effective

A downtown location offers the advantages of reasonable rent rates or affordable purchase options, redevelopment opportunities, and special tax incentives available only in the core districts. That means downtown businesses can dedicate more assets to customers and less to overhead while maintaining a healthy bottom line.

## Building Development

From historic factories to breweries, theatres and hotels, the adaptive reuse potential of old buildings in Downtown Joplin is seemingly limitless. Our historic downtown retains nearly 250 buildings all built around the turn of the last century. While some of these buildings have been renovated, many remain ripe for cost-effective development. If you are considering leasing or purchasing one of these diamonds in the rough, do your homework. Know what incentives and regulations apply. Contact Downtown Joplin Alliance to coordinate a walk through so that you get the full picture of what codes and guidelines should be taken into consideration.

A renovated historic property often costs less per square foot than new construction and can be just as energy efficient. The historic materials that it was built with 100 years ago will serve to take it another 100 into the future. Rehabbing an existing building is the greenest solution as well since it keeps tons of debris out of the landfill.

While not always the easiest solution, a beautifully restored historic property is a boon for your business. They are unique and each have a story to tell. They inspire and encourage us to dream, yet they also ground us and help us remember our roots and our history.

## Historic District Guidelines

The Historic District Design Guidelines assist property owners when planning an improvement project, to ensure that the proposed work will help preserve the historic character of the property and the neighborhood. Remember that any exterior changes to property located within the historic districts are subject to review before the project begins.

## Sunshine Lamp District Guidelines

Unlike many communities, the Sunshine Lamp District section of downtown has historic renovation guidelines based on national standards to preserve and restore our historic buildings to previous grandeur. DJA, city staff, and architectural pros are here to help guide you as you begin planning your building's face lift and new signage.

## Traffic Count Fast Facts

- 14,000 daily vehicles cross Joplin's core on Highway 66 heading east-west.
- An average of 6,000 vehicles cross directly through the core on Highway 43 going north-south.
- More than 34,000 vehicles pass through the Joplin area on Interstate 44 daily, just minutes from downtown.



## A Walkable District

- Only walkable commercial district in Joplin
- More than 4200 parking spots in the downtown area
- 60-70 on-street parking spots from any given address
- Streetscaping, flower pots and hanging baskets
- Simple gridded street layout
- All public parking is free parking.
- Most private lots available for public use after 5pm.

A primary focus of Downtown Joplin Alliance is to generate activity downtown. We actively create and support opportunities to bring people downtown through various events throughout the year.

Recurring and Monthly Events

- THIRD THURSDAY .....Monthly March-October
- FIRST FRIDAY WINESHARE .....First Friday of every month
- JOPLIN EMPIRE MARKET ..... Every Saturday
- FIRST THURSDAY ARTWALK ..... Monthly March - October

Annual Event Highlights

- PRIDE CELEBRATION ..... July
- COMEDY, LIVE MUSIC, OPEN MIC, ETC. ....Ongoing
- SIDEWALK SALE/BIKE DOWNTOWN ..... July
- EMANCIPATION CELEBRATION ..... August
- HOLIDAY PARADE .....December
- VETERANS DAY PARADE ..... November 11
- HOLIDAY EXPERIENCE .....November-December
- WINDOW DECORATING CONTEST.....November-December
- DOWNTOWN LIGHTING CELEBRATION ..... November
- WIZARDING RUN/FALL FESTIVAL ..... October
- GUILTY BY ASSOCIATION TRUCK SHOW ..... September



The Joplin Empire Market reveived the Economic Impact Award for 2018 from the Missouri Main Street Organization.



## Event Highlights

### THIRD THURSDAY

2020 is the 14<sup>th</sup> season of Third Thursday. It happens every month, March through October. During the event, Main Street from 1<sup>st</sup> to 7<sup>th</sup> is filled with artists and artisans, food trucks, live music, business and nonprofit vendors. It brings out more than 5000 attendees each month.

### FIRST FRIDAY WINESHARE

Held in a variety of rotating locations in and around downtown, this relaxed networking event brings folks into new businesses, new spaces and new connections.

### JOPLIN EMPIRE MARKET

Year round weekly market held in an historic 1907 building just 9 blocks east of Main Street. Part farmer's market, part artisan market, all destination.

### DOWNTOWN HOLIDAY EXPERIENCE

Combining a variety of events during the months of November and December, downtown becomes a destination for shopping, eating, playing, and celebrating!

Kicking off in early November with a traveling WineShare and open house, merchants compete for bragging rights with extravagant window decorating and visitors are proud to Shop Local for the holidays.

### SIDEWALK SALE/BIKE DOWNTOWN

Annual Sidewalk Sale in downtown happens the last Saturday of July every year. Partnering with a local bike group, all ages bike events add fun to the deals.

### OTHER EVENTS

There are many other events that are held downtown throughout the year by many other organizations. Celebrations, festivals, block parties, runs, parades, comedy, live music, and more. There is always something happening downtown!



For more information and events, check out:

**[Connect2Culture.org](https://connect2culture.org)**

**[VisitJoplinMo.org](https://visitjoplinmo.org)**

**[DowntownJoplin.com](https://downtownjoplin.com)**

## A College Town at Heart

Joplin stands strong with a business foundation that is comprised of a skilled labor force, easy transportation access, reasonable operating costs and local government that is pro-business.

These assets are what ensure a strong economic development plan gets successful results. With a daytime population of more than 240,000, Joplin is a magnet for the surrounding area. About 62% of the available labor pool in the area has at least some college experience and almost 93% of potential employees have a high school diploma. Many have technical skill training beyond high school. Open to new possibilities, nearly 90% of workers say they are willing to work outside of their primary field of employment for the right opportunities.

**Located in Joplin, the beautiful Missouri Southern State University campus serves more than 6,000 students. With a student-to-faculty ratio of 19:1 and more than 140 academic programs, the university's mission is to graduate knowledgeable, responsible, successful global citizens – with an emphasis on quality and affordability.**

What makes Joplin so attractive for new businesses as well as our existing firms? Key factors include major transportation access; a skilled, available and willing workforce; low operating costs and taxes; and a quality of living that comes from being a hub city in a market of nearly 500,000.

## Educational Attainment Stats

<b>Total Population 25+</b>	<b>62,935</b>
High School Graduate	27.6%
Associate's Degree	7.3%
Some College	24.5%
Bachelor's Degree	16.9%
Graduate Degree	8.8%



**MISSOURI  
SOUTHERN**  
STATE UNIVERSITY

 **Kansas City  
University**  
OF MEDICINE  
AND BIOSCIENCES

 **(FTC)**  
FRANKLIN TECHNOLOGY CENTER

 **CROWDER  
COLLEGE**

 **OZARK**  
CHRISTIAN COLLEGE

Joplin is a crossroads of culture tucked away in the Ozarks of Southwest Missouri. Interstate 44, Interstate 49, and Historic Route 66 unite in this friendly, welcoming hometown. Joplin maintains the lowest cost of living and highest bang-for-your buck. Our downtown blooms daily as artists, chefs, and entrepreneurs invent new ways of resurrecting century-old structures.

## A Place For Everyone

Joplin is home to the beautiful Wild Cat Glades, an ideal hiking trail and outdoor adventure for all nature-lovers. For those who crave excitement and city life, Joplin puts on many cultural and artistic events in our Historic Downtown District. We also offer regularly scheduled Farmers' Markets, concerts, live performances at Joplin Little Theater, painting classes, world-class exhibits in Spiva Art Gallery and professional sporting events at Joe Becker Stadium.

Joplin combines the welcoming feeling and familiarity of a small town with the beauty of the green countryside and the industry and growth of a big city. All walks of life are welcome in Joplin, and no matter who you are, you'll find a place to belong here in our town.

## Inclusiveness

Joplin welcomes newcomers with open arms. Our visitors, college students, and new residents give glowing reviews of Joplin's hospitality. We embrace our diverse mix of cultures and backgrounds to provide everyone with an opportunity to grow and succeed.

## A Culinary Destination

Downtown Joplin has many amazing local restaurants and places to unwind, including Instant Karma, Hacketts Hot Wings, Red Onion, Frosted Cakerie, Bearded Lady Roasters, The Bookhouse Cinema, Carmine's Wood Fired Pizza, 609, Wilders, Crabby's, Blackthorn, The Bruncheonette and many others. Don't forget about the Empire Market for all your fresh, local ingredients! Joplin's weekly farmer's market is held every Saturday in a historic building just east of Main Street.

## Top 25 Things To Do RECOMMENDED BY LOCALS

Third Thursday  
First Thursday Artwalk  
Grand Falls  
Wildcat Glades Conservation Center  
George Washington Carver National Park  
Joplin Empire Market  
Joplin Museum Complex  
Frisco Greenway Trail  
George A Spiva Center for the Arts  
Mercy Park  
Sculpture Garden  
Mural Tour  
Axe Throwing  
Candy House Gourmet  
Historic Murphysburg District  
Create and Sip  
Live Music  
Joplin Little Theatre  
Vintage and Antique Shopping  
Bookhouse Cinema  
Local Eats and Drinks  
Slow Roll Bike Event  
Various Sporting Events  
Skatepark  
Local Festivals



### **We're Green!**

Curbside Recycling, Public transit, trails/bike lanes, availability of electric charging, The Empire Market and other area farmers markets provide local produce that only travels an average of 12 miles to provide a much smaller carbon footprint than grocery store produce.

Community Gardens are available at The Empire Market and many neighborhoods also have their own community gardens.

### **Arts and culture**

Joplin has a vibrant, ever-expanding Arts & Cultural community that helps make it a great place to live. Joplin was celebrated as a "Creative Community" award recipient by the Missouri Arts Council in 2012. With Spiva Center for the Arts, Joplin Little Theatre, Siblings Improv, thriving local music Scene, Heartland Opera, Cornell Complex, Art Galleries, two monthly Art Walks, Hip Handmade Market, public art, classes, and much more, Joplin arts truly have something to offer everyone!

### **We want you!**

Many communities reach out to successful organizations like yours to promote market opportunities, and while Joplin is a great place to invest, we want you to know that Joplin is more than just a location for your business. Joplin is a great place to call home.

Now that you know a little more about Joplin, we would like to learn more about you! Please contact the Downtown Joplin Alliance to learn more about the opportunities and benefits of being a part of Downtown Joplin. We look forward to having you as a vital part of our community.

## **JOPLIN IS MORE THAN JUST A LOCATION FOR YOUR BUSINESS.**

## ***It's a great place to call home.***



## Eight Reasons to Consider Joplin

Toby Teeter, Joplin Area Chamber of Commerce President

**JOPLIN** is a thriving, diverse community of **dreamers** and **doers** who belong - united by the fun of living our purpose. Here are eight reasons why a growing number of families, students, and businesses are choosing Joplin:

**1** **Joplin is where entrepreneurs come to build thriving businesses.** Leveraging our low cost of living, transportation infrastructure, and the moxy of our regional workforce, businesses large and small choose Joplin to base their regional, national, and international operations. From national leaders in trucking, building products, and food production, to emerging e-commerce and tech startups, Joplin offers a supportive business community and a culture of innovation.

**2** **Joplin is an emerging educational center where students from all over the world follow their passions.** Missouri Southern State University offers over 140 academic programs to nearly 6,000 students. Ozark Christian College is a national leading Bible college, training men and women for Christian service. The new Kansas City University-Joplin campus is the first medical school to open in Missouri in nearly 50 years, featuring state-of-the-art facilities and technology to educate the next generation of medical doctors and bioscientists. And in 2022, KCU-Joplin will open a new College of Dental Medicine.

**3** **Joplin has a robust culinary scene.** Besides its 200 restaurants, the Joplin area has indoor and outdoor year-round farmers markets, numerous food trucks, and is the home of several emerging microbreweries and coffee roasters.

**4** **Joplin is where arts and culture are celebrated.** Art galleries and monthly art walks attract patrons from across the region to our historic Downtown Arts District. Pro Musica and Connect2Culture host concert series that bring a diverse array of performances to Joplin, igniting a passion for the arts. Grammy Award winning artists perform at house concerts. Opening in 2022, the Harry M. Cornell Arts & Entertainment Complex will consist of a 450-seat indoor multipurpose performance hall, a 1,500 person capacity outdoor amphitheater, and the new home for the Spiva Center for the Arts. It will bring visual and performing artists from around the world to Joplin and showcase our region's amazing arts community.

5

**Joplin is an active lifestyle community that offers numerous outdoor recreation opportunities.**

The City of Joplin maintains 22 parks and greenways, including three aquatic centers. The area is dotted with championship golf courses, tennis and pickleball courts, and an expansive and growing trail system. Joplin's running and cycling communities organize fun, inviting group runs and rides. Nestled on the edge of the Ozark Mountains, the numerous lakes and state parks surrounding Joplin offer world-class boating, fishing, and hunting opportunities.

6

**Joplin is a regional transportation hub.** At the intersection of I-44 and I-49, Joplin-based trucking companies and distribution centers service the entire nation. Meanwhile, the Joplin Regional Airport offers direct flights to both Chicago and Dallas, efficiently connecting Joplin to the world.

7

**Joplin is known as a welcoming faith-based community.**

Congregations of nearly every Christian denomination, a historic synagogue, and a new mosque serve as places for worship, interfaith dialogue, and community service.

8

**Joplin is proud of its nearly 150 years of rich history.** Our revitalized downtown district features nearly 250 historic buildings, a testament to Joplin's zinc and lead mining boomtown era of stunning growth and prosperity. Later, Joplin became a key part of America's lore when the historic Route 66 came through town. The Joplin area has been home to the famous and infamous. Mickey Mantle, Thomas Hart Benton, Langston Hughes, George Washington Carver, and even Bonnie and Clyde have added to the patina of our historic community.

**JOPLIN** has transformed into an affordable, livable version of the urban lifestyle that offers viable career, entrepreneurial, and educational opportunities, burgeoning music and cultural venues, bike trails and walkable streets, and robust culinary and coffee scenes. Progress fueled by genuine people rolling up their sleeves and making it happen, with grit and creativity.

*Whatever your passion or purpose, it can happen in Joplin!*

*Consider joining us.*

**D**owntown Joplin Alliance and our Friends of Downtown welcome you to the community. We are here to connect you to the right person to move your project forward.

### **Downtown Joplin Alliance**

Lori Haun, Executive Director  
417-501-9649

### **Joplin Area Chamber of Commerce**

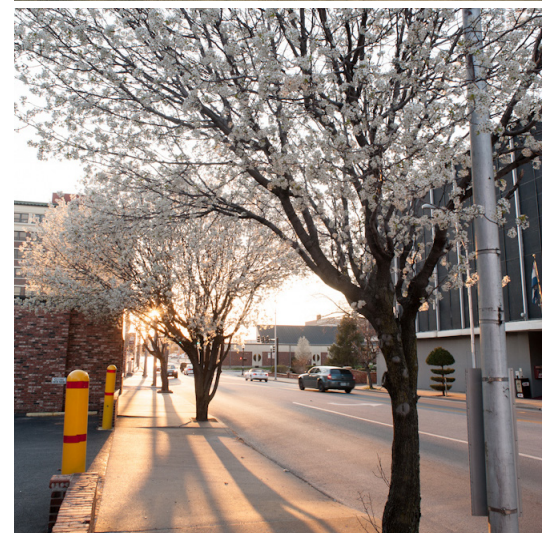
Toby Teeter, President  
417-624-4150

### **Small Business Development Center**

417-625-3128

### **City of Joplin**

417-624-0820



## *Who is Downtown Joplin Alliance?*

Downtown Joplin Alliance is a 501c3 originally formed in 1989. We guide community-based revitalization efforts focusing on Downtown Joplin. Using a proven four-point approach adopted by the National Main Street Center, we create a dense and sustainable community environment where businesses, properties, developments and people can thrive. We leverage both the art and science of downtown revitalization to create a better quality of life for all. The result of these efforts is a community with strong social cohesion and economic opportunity; a downtown that supports and sustains innovation and opportunity; places where people of diverse perspectives and backgrounds come together to shape the future.

Our Promotions bring thousands of individuals to downtown exposing our area businesses to potential customers. Downtown Joplin Alliance Design works to create a pleasant, walkable environment while encouraging aesthetics that promote community pride and profitable properties. Our Economic Vitality group works with new and existing businesses to provide resources such as this one you hold in your hand. Through consulting, education, networking, and unique tools, we are dedicated to working with you so that your business succeeds.

We are excited about the future and invite you to join us in creating a vibrant thriving downtown!

# FRIENDS OF DOWNTOWN INVESTMENT FORM



Downtown Joplin Alliance is a 501c3 tax exempt organization.

Your donation is deductible to the fullest extent of the law. EIN: 43-1561015

Your Name

Business Name

E-mail

Address

City/State/Zip

Cell Phone

Signature

Date

Donation Amount \_\_\_\_\_

Return this form to:  
Downtown Joplin Alliance  
Attn: Friends of Downtown  
931 E 4th Street  
Joplin MO 64801

☐ Charge My Credit Card ☐ Check Enclosed

Card Number

Expiration Date

Security Code

Name on Card

Billing Zipcode

☐ I would like to renew my investment for three years.

☐ My company will match my gift.

☐ I permit my name/business name to be publicly recognized as a supporter of  
Downtown Joplin Alliance.

☐ **\$25**  
Or More

Thank you for caring! Every donation of any size helps to fund the incremental improvements that make for a thriving downtown! You will receive a shout out on our social media and receive regular updates on happenings downtown.

☐ **\$50**  
Or More

**Friend of Downtown.** *Suggested for Individuals/families.* Your contribution helps keep events like Third Thursday and Empire Market happening! We will give you a shout out on social media and keep you informed of all the downtown happenings! You will also receive an invitation to our Annual Friends and Volunteer Celebration.

☐ **\$250**  
Or More

**Partner of Downtown!** *Recommended for Businesses/Property Owners.* Thank you for your commitment to downtown! You are playing a part in preserving our historic heritage and finding creative entrepreneurs to fill the spaces! You'll receive a shout out on social media and a window decal to display in your place of business. We will keep you informed of all the downtown happenings! You will also receive an invitation to our Annual Friends and Volunteer Celebration in November.

☐ **\$1,000**  
Or More

**Champion of Downtown!** Wow! You obviously know that downtown is the heart and soul of our community and that keeping it growing and thriving is vital to our city. We will give you a shout out on social media and you will receive a window decal and a Joplin notebook. You will receive regular updates of what's going on downtown; you will also receive an invitation to our Annual Friends and Volunteer Celebration and be recognized in our newsletter throughout the year.

☐ **\$10,000**  
Or More

**Uptown Circle!** You are a star in our eyes! We are so lucky to have partners like you who see how far downtown has come and are excited about the future. You know that change doesn't happen overnight or without community support and involvement. You will receive a shout out on social media, a window decal, a Joplin notebook, and we will keep you informed of all the downtown happenings! You will also receive an invitation to our Annual Friends and Volunteer Celebration. You will be recognized in our newsletter and on our website throughout the year. You also will have the opportunity to rent Empire Market facilities at 50% during the course of the year\* and an event sponsorship at either Third Thursday or the Empire Market\*.



## *Imagine the Possibilities*

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