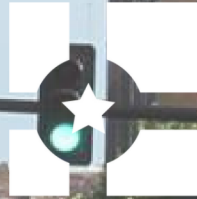


2024

PARTNER & SPONSOR OPPORTUNITIES



**DOWNTOWN
JOPLIN
ALLIANCE**

Get Involved

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Why does downtown matter?

1. Image and character of community
2. Incubator for entrepreneurship and local business
3. Historic and beautiful; only walkable district, "people scale" encourages gatherings, events, destination for locals and visitors
4. Downtown is typically the most prosperous area for the city. Existing infrastructure and dense development patterns create smart investment for the city's bottom line.
5. Downtown is a major employer: Joplin's downtown houses over 500 businesses who employ nearly 5000 workers.
6. Downtown is the neighborhood that belongs to everyone

CONTACT

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DOWNTOWNJOPLIN.COM

ABOUT DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a nonprofit organization dedicated to the economic vitality and historic preservation of Downtown Joplin.

Downtown Joplin Alliance is an Accredited Main Street Program recognized by the National and Missouri Main Street Organizations.



Downtown Joplin Alliance leverages both the art and science of downtown revitalization to create a better quality of life for all by harnessing the assets that set Joplin apart.

Downtown Joplin Alliance is a privately funded organization that relies on donations, grants, partnerships and sponsorships to make downtown progress possible.

Downtown Joplin Alliance is a 501c3 tax exempt organization. Your contribution may be deductible. Please consult with a tax advisor. EIN: 43-1561015



WHAT WE DO



BUSINESS

Small biz is the lifeblood of a community and downtown is the perfect incubator

- Business support, recruitment, resources, networking
- Newton Community Kitchen for start up food businesses
- Empire Market serves 100+ small businesses/farmers annually
- Connecting properties with prospects
- Marketing and promotion of the district



PROPERTY

Historic buildings make sense for the future

- Historic property resources, education
- Endangered Properties Program finding solutions for vacant and underutilized properties including the Olivia and Union Depot
- Code Team to facilitate navigating adapting old buildings



QUALITY OF LIFE

Creating a vibrant downtown neighborhood

- Over 80 days of events including Third Thursday, Joplin Arts Fest, Lofts Tour
- Safer, pedestrian friendly improvements
- Beautification efforts
- Weekly Farmer's Market at Empire Market



COMMUNITY

Downtown is the heart of Joplin.

- More than 11,000 volunteer hours since 2018
- Community Gardens
- Free Kids Meals
- Gardening classes, cooking classes, and other educational opportunities

DOWNTOWN FAST FACTS



DOWNTOWN HOUSING

321 units currently at 96% occupancy

Around 200 under development and/or construction

- Pennington
- Olivia
- Holcroft (condos)
- Degraff (new const)
- Haughton
- Independant
- Pearl Bros

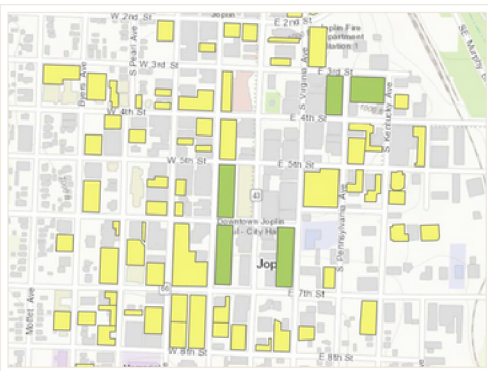


ECONOMIC IMPACT

Over 500 businesses creating more than 5000 jobs call downtown home

In the past five years:

- Sale prices of downtown buildings have increased 2-3x
- More than 60 million in private investment
- 80+ new businesses
- Sales tax revenue increase of 32%



PARKING

Lots of parking downtown!

- More than 4000 parking spots
- 70-80 on street spots within one block of any front door
- Takes a minute and a half to walk a block
- Parking is generally only at 30% occupancy



FUTURE OF DOWNTOWN

Getting the mix right

- Need more kitchens
- Storefronts need to be public facing--food, retail, activity
- Usable, right sized spaces
- Cater to residents--we will have 1/3 more soon!
- Affordable spaces--smaller, shared space
- Consumers now demand great, consistent experiences



YOUR IMPACT



Downtown Joplin Alliance offers many partnership and sponsorship opportunities. We recognize your support in a variety of ways including printed materials, recognition in news releases, newsletters, emails, social media and website. Sponsors of larger events may also receive recognition on signage, t-shirts, TV, newspaper, and radio ads and booth space.

Your financial investment not only helps your business build brand awareness in the community, it also supports the year-round revitalization efforts of Downtown Joplin Alliance that positively impact the economic development and quality of life in Joplin.

While small in geographic area, downtowns are immensely valuable, diverse, efficient, inclusive and resilient on multiple levels. From driving tax revenue and business activity to hosting a concentration of resources, amenities, and social infrastructure, downtowns are at the heart of the long-term health of a region.

OUR REACH WITHIN THE COMMUNITY

- OVER 30,000 SOCIAL MEDIA FOLLOWERS
- DOWNTOWNJOPLIN.COM OVER 23,000 MONTHLY PAGE VIEWS
- KSN/KODE NBC&ABC TELEVISION AFFILIATES FOR THE FOUR STATE AREA
- THE JOPLIN GLOBE OVER 75,000 PRINT SUBSCRIPTIONS
- AMI RADIO: 6 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- ZIMMER RADIO: 5 RADIO STATIONS IN JOPLIN, PITTSBURG, NEOSHO
- PRESS RELEASES: 30+ MEDIA OUTLETS INCLUDING RADIO, TELEVISION, NEWSPAPER, MAGAZINES, AND BLOGGERS



PARTNERSHIPS

2024

Loving the progress downtown and want to be part of the ongoing success? Our partnerships are a full calendar year of general support for the organization. We will show our thanks with items such as website presence, social media shout out, invites to events and more.

Connor 20,000
Keystone 5000

Paramount 1000
Fox 500

PROGRAMS

2024

We have a variety of initiatives that carry throughout the year. Benefits vary but include website and social media recognition, logo placement, invitations to events and more.

KIDS MEALS 3500

We've served more than 7000 free kids meals since 2020

VOLUNTEER PROGRAM 1500

With thousands of hours contributed annually, our volunteers are the lifeblood of the organization

ENDANGERED PROPERTIES 1000

Intervening in the future of buildings like the Olivia, the Depot, and many others, we connect resources and people to save Joplin's historic buildings

BUSINESS ENHANCEMENT 500

Support, education and resources to start and grow businesses

COMMUNITY GARDENS 250

individual and teaching gardens on the grounds of the Empire Market

NEWSLETTER 1000

What's Up Downtown shares the happenings every month

CLEAN TEAM 250

Twice monthly downtown clean up

**CONTACT US
FOR
ADDITIONAL
DETAILS**



EVENTS

2024

Over 80 days of events bring thousands to Downtown Joplin!

THIRD THURSDAY **Monthly 2500/4500 Season Title 8500**

Entering its 18th season, Third Thursday is long heralded as Joplin's Premier community and cultural event. Hosted on Main Street from 1st to 7th street, each month March to October, the event draws upwards of 5000 people for live entertainment, food trucks, streetside dining, artisan market, vintage car show, and more.

- **March - Going Green**
- **April - Be A Hero**
- **May - Great Adventure**
- **June - Diversity and Inclusion Festival**
- **July - Downtown Waterfest**
- **August - Dog Days of Summer**
- **September - Green and Gold**
- **October - Fall Festival**



EMPIRE MARKET **Monthly 1200/ Title 10000**

2024 is the seventh season of the Empire Market. Not just a farmer's market, it offers exclusively locally grown or locally made products. Dozens of entrepreneurs launch their small businesses, offering produce, meat, eggs, baked goods, jams, ready to eat, coffee, artisan products, bath and body products and more.

JOPLIN ARTS FEST **Various levels from 500-2500**

Arts Fest is the area's only juried arts competition. Hosted at the Cornell Complex, and drawing talent and attendees from throughout the region and beyond, this two day event has an attendance of 1500-2000.

LOFTS TOUR **2000-500**

Arts Fest is the area's only juried arts competition. Hosted attendees from throughout the region and beyond, this two

EVENING OF EXCELLENCE **Event 500-1000 Speaker 2500**

NIGHT MARKET **2000**

HOLIDAYS IN DOWNTOWN **2500**

DOWNTOWN NOW **500** WINESHARE **500**

For further information or to reserve any of our partnership or sponsorship opportunities, please select the area(s) of interest and contact us via the info below.

ANNUAL PARTNERSHIP INVESTMENT

- | | | | |
|-----------------------------------|--------|------------------------------------|------|
| <input type="checkbox"/> Connor | 20,000 | <input type="checkbox"/> Paramount | 1000 |
| <input type="checkbox"/> Keystone | 5000 | <input type="checkbox"/> Fox | 500 |

EVENT SPONSORSHIP

- | | | | |
|--|----------------|---|------|
| <input type="checkbox"/> Third Thursday | 2500/4500/8500 | <input type="checkbox"/> Holidays in Downtown | 2500 |
| <input type="checkbox"/> Empire Market | 1200/10,000 | <input type="checkbox"/> Night Market | 2000 |
| <input type="checkbox"/> Arts Fest | 500-2500 | <input type="checkbox"/> Downtown Now | 500 |
| <input type="checkbox"/> Evening of Excellence | 500-2500 | <input type="checkbox"/> WineShare | 500 |

PROGRAM SPONSORSHIP

- | | | | |
|--|------|---|-----|
| <input type="checkbox"/> Kids Meals Program | 3500 | <input type="checkbox"/> Biz Enhancement | 500 |
| <input type="checkbox"/> Volunteer | 1500 | <input type="checkbox"/> Community Garden | 250 |
| <input type="checkbox"/> Endangered Properties Program | 1000 | <input type="checkbox"/> Clean Team | 250 |
| <input type="checkbox"/> Newsletter | 1000 | | |



MORE INFORMATION

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