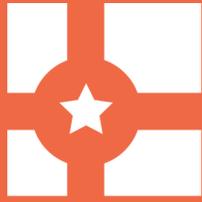


2025 ANNUAL REPORT



DOWNTOWN JOPLIN ALLIANCE

Downtown Joplin Alliance is a not for profit organization facilitating economic development in the downtown district, securing a brighter future for the area.

In the past five years, more than \$80 million in private investment in the district has brought 80 businesses and much needed housing. With more than 900 downtown residents, downtown is growing and evolving.

This progress is only possible with the support of the community, key partners, and public and private investment. Through collaboration, DJA has successfully positioned the heart of Joplin to attract employers, residents and visitors.



2025 ACCOMPLISHMENTS

EVENTS

- 18th season of **Third Thursday** included 8 events bringing more than 40,000 visitors to Main Street
- 8th season of **Empire Market**: 101 unique vendors over 52 weeks. Total vendor sales \$670,000; 34% increase
- Annual **Evening of Excellence**, bringing in national speaker and recognizing volunteers and Downtown Champions.

THRIVING BUSINESS

- **Restaurant Week** Promotional event included 18 participating locations
- **Walkabout Wednesdays** visiting and promoting downtown locations and businesses

HISTORIC BUILDINGS

- Collaboration with Friends of Joplin Memorial Hall on plan for **Memorial Hall** restoration
- Survey of area west of Main begun for potential inclusion in historic district

COMMUNITY

- **Downtown Now** quarterly educational and networking sessions
- **Holiday Decorating** and **Mayor's Tree Lighting**
- Twice monthly **Clean Team** volunteer events
- **ADA improvements on Empire Market** facility with ARPA funding completed
- Walkin cooler added to **Jane and Bunny Newton Community Kitchen**
- **Free Kids Meals** every Saturday; nearly 10,000 provided since 2020
- **Community Gardens** offer master gardener expertise and community connections
- **Accredited Main Street** Community signage installed at downtown gateways

COMING IN 2026

- Streetscaping on Main Street from 8th Street to 15th
- Downtown Master Plan
- Pennsylvania viaduct removal
- 600 block parking deck replacement
- Lofts Tour May 2026

CONTACT US:
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WE ARE...

Committees

Sheri Sztamenits
Chad Brueckner
Carolina Neal
Jerrad Parise
Marriah Baker
Jamy Spry
Melody Dickey
Jill Halbach
Jane Cage

Katie Donovan
Matt Thompson
Jackie Mock
Lydia Meadows
Whitney Clairmont
Micah Bruggeman
Angela Hudson
Jeff Neal
Andrea Briley
Lisa Brown
Kelsey Little

Melodee Colbert Kean, Pres
Todd Patterson, Vice Pres
Stephen Blum, Treasurer
Jeremy Gibson, Secretary
Luke Gibson
Lisa Nelson
Emily Larson
Tiffany Blair
Melody Dickey
Betsy Mense, Ex Officio
Tony Robyn, Ex Officio

Staff

Lori Haun
Executive Director

Ivy Hagedorn
Assistant Director

Leann Halsey
Market Manager

Broderick Coursey
Events Coordinator

OUR MISSION

Downtown Joplin Alliance is a not for profit organization dedicated to the revitalization of the downtown community as a thriving, safe, and attractive center of art, history, enterprise, commerce, culture, residence, and entertainment.

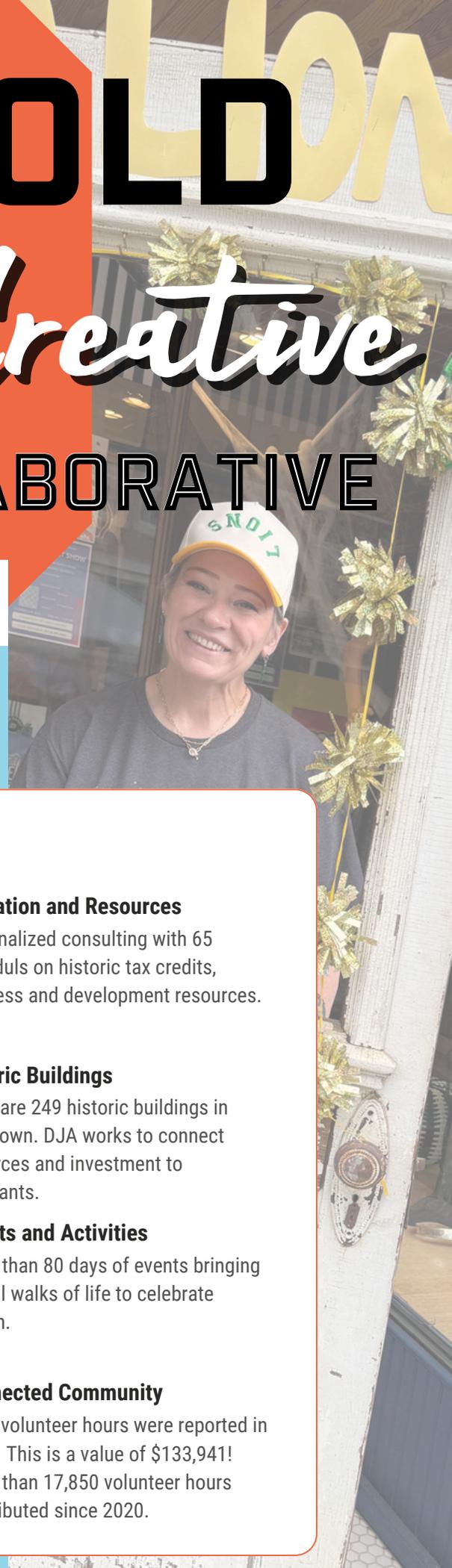
TRANSFORMATION STRATEGY

Entrepreneurship and Downtown Living to create a vibrant neighborhood.

BOLD

Creative

COLLABORATIVE



BY THE NUMBERS

Downtown Housing

900

More than 900 Joplinites call downtown home

Economic Impact

16

New businesses in 2025; more than 500 businesses call downtown home, creating more than 5000 jobs.

Private Investment

80

More than 80 million in private investment in the last five years has changed the face of downtown.

Small Business Incubation

100

DJA's Empire Market is more than a farmers market, serving as a start-up space for more than 100 entrepreneurs annually.

Education and Resources

65

Personalized consulting with 65 individuals on historic tax credits, business and development resources.

Historic Buildings

249

There are 249 historic buildings in downtown. DJA works to connect resources and investment to occupants.

Events and Activities

80

More than 80 days of events bringing out all walks of life to celebrate Joplin.

Connected Community

3850

3850 volunteer hours were reported in 2025. This is a value of \$133,941! More than 17,850 volunteer hours contributed since 2020.