

- ▶ Organizational Structure Review
- ▶ Land, Use, Building and Infrastructure Survey
- ▶ Community and Consumer Survey
- ▶ Focus Groups
- ▶ Community Phone Survey
- ▶ Visitor Survey
- ▶ Retail Market Analysis
- ▶ Financial Assistance Review
- ▶ Building and Streetscape Revitalization Program
- ▶ Marketing Plan
- ▶ Communications Plan

# Kirksville's DREAM Initiative

**DOWNTOWN REVITALIZATION AND  
ECONOMIC ASSISTANCE FOR MISSOURI**

*In late August of 2007, ten Missouri communities, including Kirksville, were named by Governor Matt Blunt as designated DREAM communities. These small to medium-sized communities will receive access to economic development tools in order to revitalize and rebuild their downtown areas to aid in the creation of new growth and economic development opportunities for the community.*

## What's Happening in Kirksville

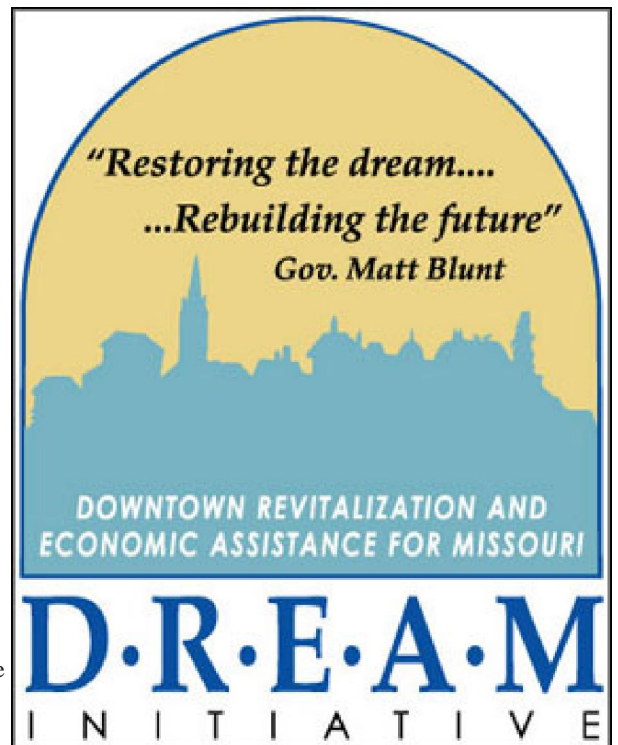
A visitor survey has been written with questions aimed at gaining input about the downtown from non-residents who shop, vacation, conduct business, or attend community events in the downtown. The visitor survey will be conducted at different events and days throughout the summer. The survey information will be compiled and used to determine what specific actions and activities may enhance the downtown.

Programs Available for Kirksville:

The Missouri Housing Development Commission (MHDC) plans to make \$3 million

in federal HOME Investment Partnership Program funds available for the Home Repair Program (HeRO) specifically for DREAM communities. HeRO program funds will be targeted for use in owner-occupied homes in, adjacent, or surrounding the downtown area.

The Missouri Arts Council (MAC) is supporting DREAM communities by using the arts to redevelop their downtown area by offering grant opportunities. MAC recognizes the arts ability to revitalize communities and stimulate economic development.



## Background of the DREAM Initiative

DREAM is a new initiative based on the collaboration of three agencies, the Missouri Department of Economic Development, the Missouri Development Finance Board, and the Missouri Housing Development Commission in an approach to downtown revitalization through technical and financial assistance. This coordinated approach assists in centralizing several major state incentives and is supported by a team of professionals helping to rebuild your central business district in a more efficient manner. The goal of the DREAM Initiative is to help selected Missouri communities re-establish the properties in use in the downtown core, increase property tax values and sales tax opportunities, re-establish a sense of place and cultural heritage in the heart of the community, and attract private investment and new jobs. Selected DREAM Initiative communities such as Kirksville may receive access to both technical and financial assistance from the State. Assistance can be obtained through the categories of technical assistance and planning, historic preservation, public infrastructure, façade renovation, housing development, and additional trainings.