



Main Street Parkville Association Historic Downtown Parkville

Main Street Parkville Association June Membership Meeting

Mark Your Calendars!

Wednesday, June 10, 8:30 am
American Legion, 11 Main Street
RSVP for the meeting & breakfast
by Monday, June 8.

To RSVP: 816-505-2227
msparkville@sbcglobal.net

Breakfast is provided at no cost for
paid members. For non-members
the cost of breakfast is \$6.00 per
person.

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14th Annual Parkville Jazz, Blues and Fine Arts River Jam Merchant Message

The 14th Annual Parkville Blue's Jazz and Fine Arts River Jam will be held on June 19-20. The River Jam is held in English Landing Park. There appears to be some confusion with the Blue Grass festival which will be held on Main Street later in the year. We are expecting to have a big crowd this year as the Kansas City Rhythm and Ribs which is held the same weekend has been canceled due to financial difficulties. We are still looking for volunteers for several open shifts if anyone is interested. The hours of the festival are Friday, June 19 5:00 p.m. to 11:00 p.m. and Saturday, June 20 11:00 a.m. to 11:00 p.m.

We are also accepting donations for a raffle to be held in conjunction with the River Jam. If you have a small item to donate please attach your store name/business card and call Karen Montgomery 880-9078 for pick-up. We do our own fund raising and sponsorships are lagging due to the economy so a raffle will be held to help pay for the bands that are performing, and our city wide advertising. Thanks for all of your continued support, and if you have any questions please call our hot-line 816-880-9026 or go to www.parkvilleriverjam.com

Thank you, Karen Montgomery, Festival Coordinator

Parkville 2nd Cruise Night - Volunteers Wanted!

Main Street Parkville will be hosting their second Cruise Night on Saturday, June 6, 4:00 – 9:00 pm. The location of the Cruise Night is across the railroad tracks in the two big parking lots and the Farmers Market area.

If you or a family member would like to help at the Cruise Night contact Danelle Nichols, Program Coordinator. The committee is looking for volunteers to help set up the Main Street tent area, manage the Main Street tent where the raffle tickets, door prize tickets, pop and water are sold. Plus, looking for folks to direct parking / traffic and someone to make announcements throughout the evening.

Chairs Corner

Dear Downtowners,

I don't know about you But I certainly am in a better mood with the great weather we have been having. It's not only great to feel the sunshine on my back but also to see the shoppers and diners in downtown. With school out and summer activities getting in to full swing, we should all be seeing more traffic in the coming month.

One of the great attractions to downtown on Saturday mornings is our Farmer's Market. We open our store early on Saturdays for our Science Club and look forward to the visitors from Farmer's Market walking up our way to come in the store.

As you know, we are one part of a Parkville group (MSPA, the Chamber and the City of Parkville) that is participating in the Area Marketing Partnership with the Platte County Convention and Visitors Bureau to promote visitors and business in Platte County. The other groups participating are Zona Rosa, the City of Riverside, and the Weston Chamber of Commerce. This partnership allows for us to take advantage of some broad marketing efforts by the Bureau. This week the Partnership has placed three digital billboards promoting Platte County and each of the individual entities (Parkville has its own billboard) at the following locations:

- I-435 .2 miles north of Eastwood Trafficway. This display targets traffic traveling from the Grandview Triangle, South KC and Johnson County toward I-70, the Sports Complex, and the casinos. 14' x 40'
- I-35 .5 North of Cambridge Circle. To target commuters leaving Downtown, heading South toward Johnson County. 14' x 40'
- I-435 .5 miles south of K32. To target residents on the West side of the metro, in Wyandotte county/ Shawnee, etc. 14' x 40'

In addition, the MSPA Marketing Committee is working to find a location coming south on I-29 from St. Joseph for our own billboard. We hope to have this placed very soon.

We are also very pleased to have reached an agreement with the City of Parkville to replace, repair, and enhance the lighting on Main Street. The City and MSPA are sharing the costs to make this possible. MSPA has applied to the Parkville Old Towne Market Community Improvement District for a grant for our portion of the costs. The CID Board will be reviewing our request at that group's June 1 Board meeting. We are hoping to get the major portion of this work completed by July 4. In addition, the City is working with Kansas City Power and Light to add six additional cobra lights for the city parking lot south of the railroad tracks.

In this newsletter you will find information about the upcoming Cruise Night

“This partnership allows for us to take advantage of some broad marketing efforts by the Bureau.”

Chairs Corner—Continued

on June 6. We are expecting great attendance for this Saturday evening. We encourage you to stay open (there will be shoppers!) and think of some creative ways to bring folks into your business.

At our June meeting, Shani Porter of the Platte County Economic Development Corporation will be sharing with us the results of a recent survey of Park University students, staff and faculty about their interactions with the downtown shops and restaurants. This survey was coordinated by the Parkville Ad Hoc Committee on Economic Development (a group organized by the City of Parkville and chaired by Alderman Nan McManus). I am looking forward to learning how we can better serve the needs of this group.

Hope to see you at our meeting on June 10!

Sincerely, Carol Kuhns, Chair

4th of July Celebration: Merchant Booths & Volunteers!

Main Street Parkville merchants are invited to set up a booth / tent during the 4th of July festival this year at no cost. Complete the vendor contract and submit to the Main Street office by Monday, June 15. Vendor contracts can be downloaded from the Main Street website at www.parkvillemo.org or contact the Main Street office.

Festival Schedule

Wednesday, July 1 - Friday, July 3	6:00 pm - 10:00 pm
Saturday, July 4	10:00 am - 11:00 pm

The 4th of July planning committee is currently recruiting volunteers. Volunteers are needed to lineup the parade Saturday morning from 8:45 - 9:45 am, to help move beer from storage to the ball field at 3:00 pm and return unused beer back to storage at 11:00 pm and volunteers to supervise (make sure no alcoholic beverages are brought to the festival) at the shuttle stops at South Platte Community Center, Park University and Park Hill South High School from 5:45 - 8:45 pm. Contact the Main Street office if you are interested in volunteering. Your time and commitment will be greatly appreciated by the planning commit-

Main Street June Monthly Membership Meeting

Mark your calendars for the June Main Street Monthly Membership Meeting. The meeting is scheduled for Wednesday, June 10, 8:30 am at the American Legion, 11 Main Street. Breakfast will be provided at no cost for paid Main Street members; non-paid members the cost of breakfast is \$6.00 per person. Membership applications are still being accepted contact the Main Street office to receive an application. Reserve your seat today!

“Shani Porter of the Platte County Economic Development Corporation will be sharing with us the results of a recent survey of Park University students, staff and faculty about their interactions with the downtown shops and restaurants.”

Wanted!
Volunteers Help
4th of July Celebration
&
Cruise Night

Main Street Parkville Association
173 English Landing Drive, #250
Parkville, Missouri 64152

Phone: 816-505-2227
Email: msparkville@sbcglobal.net

**Far from Ordinary
Close to Home**

We're on the web!
www.parkvillemo.org

**Main Street
Parkville Association
Mission Statement**

Main Street Parkville Association mission is to preserve, maintain, and promote the hometown charm of historic downtown Parkville, Missouri.

Little Trip Big Surprises!

This is theme for the MSPA direct mail piece that will be mailed out in early June. Kathryn Buckley and the other members of the Marketing Committee have been working long hours to put together this creative piece to encourage shoppers and diners to our downtown.

We will be sending this direct mail piece to 14,000, including 2,000 in our immediate surrounding area. Other targeted areas for the mailing include Johnson County and eastern and southern Jackson County. The Marketing Committee was impressed with the number of visitors to the Microbrew Fest that came from outlying areas and wanted to encourage this demographic to come back and shop Parkville.

The piece is introducing a “new look” for MSPA that the Marketing Committee hopes to use in other marketing pieces, including the July 4th flyers and advertising for Parkville Days and Cruise Night. The direct mail piece promotes our summer events and includes a discount card. (Thank you very much to those of you who agreed to participate in the discount card.) The piece will be dropped around June 8 so recipients will receive it in time to get information about the upcoming River Jam Festival.

Event Details

14th Annual Parkville Jazz, Blues and Fine Arts River Jam

Friday, June 19 - Saturday, June 20 at English Landing Park

It's Fun! It's Free! Relax, shop and enjoy great food, cold beer and wine. Bring your lawn chairs and blankets.

Friday, June 19

5:30 - 7:30 The Rev. Jimmie Bratcher

7:30 - 9:00 Angela Hagenbach

9:30 - 11:00 Harper

Saturday, June 20

Noon - 1:00 Parkville Community Band

1:30 - 3:30 The Skip Hawkins Band

3:30 - 5:00 The Son's of Brazil

5:30 - 7:00 Tommy Andrews Band

7:30 - 9:00 Roger (Hurricane) Wilson with Levee Town

9:30 - 11:00 Stacy Mitchart

Alcoholic beverages can be purchased at River Jam - Sorry no carry in alcoholic beverages allowed. For more information contact 816-880-9026 or visit www.parkvilleriverjam.com