



To: Smithville, Missouri Board of Aldermen:

Our team has worked diligently to enhance the vibrancy and appeal of our beloved Smithville Main Street District, and we are excited to share our progress and future plans with you.

Accomplishments Over the Past Year

1. Event Hosting

- Winter Wine Walk and Christmas Market: This event brought together the community to celebrate the festive season with wine tastings, local vendors, and holiday cheer.
- Shark Week Scavenger Hunt and Olympics Scavenger Hunt: We partnered with Smithville Parks & Rec to create a fun and engaging event for families, where participants explored the district while searching for hidden shark-themed items.
- Hot Summer Nights Takeover for The Lion's Club: We successfully took over the organization of this popular event, ensuring its continued success and supporting a great cause.

2. Enhanced Online Presence

- Social Media Growth: We have significantly increased our social media presence, engaging with more community members and visitors through platforms like Facebook, Instagram, and Twitter.
- Website Update: Our website has been updated to provide a more user-friendly experience, offering easier access to event information, district news, and business directories.

3. Community Engagement

- Board Retreat Hosted by Mayor Boley: We attended a productive board retreat, hosted by Mayor Boley, where we discussed strategies for the district's growth and improvement. This retreat fostered stronger relationships among board members and aligned our vision for the future.

Goals for the Upcoming Year

1. Hosting More Community Family-Friendly Events

- We aim to increase the number of events that cater to families, providing opportunities for all ages to enjoy the district. These events will focus on inclusivity, entertainment, and fostering a sense of community.

2. Growing Tourism for Smithville

- One of our primary goals is to attract more tourists to Smithville. By promoting our unique attractions and hosting special events, we aim to boost local businesses and showcase the charm of our town.

3. Partnering with Other City Groups

- Parks and Recreation: We plan to collaborate with the Parks and Recreation department to enhance our events and utilize public spaces effectively.

- The Chamber of Commerce: Partnering with the Chamber of Commerce will help us to align our efforts with broader economic development goals and support local businesses more effectively.

Smithville Main Street District has made significant strides over the past year, and we are excited about the future. Our accomplishments reflect our dedication to making Smithville a vibrant and welcoming community for residents and visitors alike. As we move forward, we remain committed to our goals of hosting more family-friendly events, growing tourism, and strengthening partnerships with other city groups. Thank you for your continued support and enthusiasm for our district. Together, we can make Smithville an even better place to live, work, and visit.

Thank you,
Alicia Neth, President
Smithville Main Street District