

Multi-year Partnership with The Retail Coach Garners Results

COMMUNITY

Warrensburg, Missouri

THE CHALLENGE

The Warrensburg, Missouri Convention and Visitors Bureau describes the city's location as being in the heart of the nation. Warrensburg is located 20 minutes south of Interstate 70 and directly on US Highway 50, a route that runs coast to coast. It is just 60 miles east of Kansas City.

The City of Warrensburg was founded in 1855 and relishes its history. The term "Man's Best Friend" was made famous by a colorful court case in 1870, involving the shooting of a man's favorite dog, which went all the way to the Missouri Supreme Court. The dog's name was "Old Drum" and his statue sits in front of the courthouse today. Warrensburg embraces this history by incorporating "Old Drum" into various city themes and logos.

Home to Whitman Air Force Base and University of Central Missouri, Warrensburg also boasts a historic downtown shopping and entertainment district.

Warrensburg Main Street, Inc. proudly states on their website that Downtown Warrensburg prides itself on bringing together community and retail to give an exciting place for both residents and visitors. The Mission of Warrensburg Main Street, Inc. is to promote, improve, and preserve the unique character and economic vitality of downtown Warrensburg while embracing their growing community.

Stakeholders in Warrensburg felt their city, as well as the region, were positioned for growth and investment. Warrensburg has two Opportunity Zones in the city. They needed partners to help guide them on this journey.

THE SOLUTION

Representatives of Warrensburg met The Retail Coach team at an International Council of Shopping Centers conference and have been working together for four years.

The Retail Coach has provided retail trade area determination, demographics, retail market profiles, gap/opportunity analysis, marketing flyers and GIS interactive maps. The Retail Coach actively provides retail recruitment. The Retail Coach has also been actively working to educate clients about Opportunity Zones.

The city has had several successes including FFO Home (Furniture Factory Outlet) occupying a 20,000+ square-foot building, in the old Office Depot location. The latest restaurant to join the Warrensburg community is Schlotzsky's. A 20K square-foot clothing retailer will be opening soon.

The Retail Coach often says that retail economic development is a process. Making the right connections, creating and nurturing relationships and successful partnerships take time and commitment.



“The City of Warrensburg welcomes and encourages responsible investment and development that will help build a vibrant business community, while contributing to a strong local economy and a high quality of life for our residents. We recognize the value of cooperation between the City and private development partners, and offer development incentives designed to help create quality jobs through investment in the community.”

The City of Warrensburg, Missouri