



STATE OF THE DISTRICT

74	Businesses
14	Restaraunts
14	Retail Stores
40	Services
774	Public Parking Spaces
53%	Foot traffic increase from 2024 to 2025

Aurora Downtown Project, Inc made a difference in 2025!

Aurora Downtown Project catalyzed significant economic and community revitalization in 2025 through strategic partnerships and a dramatic increase in local engagement. Community events, Farmers Market, increased traffic and visibility all contributed to a real sense of progress.

Mission Statement

Aurora Downtown Project is a community driven, non-profit organization whose mission is to preserve, promote, revitalize, and enhance our downtown district through the Main Street Approach™. Through partnerships, innovation, and community engagement, we are dedicated to drive economic growth, celebrate our unique history, and improve the overall quality of life for everyone who lives, works, and plays in downtown.



Our Partner That Makes This Work Possible

Missouri Main Street Connection works diligently to empower and support Missouri communities seeking to revitalize their historic commercial districts through economic and community development. With an emphasis on preservation and supporting local small businesses, Missouri Main Street communities across the state enhance their local economies by celebrating their history, preserving their infrastructure, and implementing the sustainable practices of the Main Street Approach™.

Economic Vitality



- Marketing Seminar for local business owners
- Business Directory on the website
- Catalyst Aurora community development event with Missouri Extension, Innovate SOMO and The Federal Reserve Bank of St Louis
- BOOMS Tracker to inventory buildings and show opportunities
- Story telling to promote businesses
- Billboard set up to promote the Downtown
- Downtown Bingo for Small Business Saturday Promotion

Net New Businesses 7

Promotion



- Prom photo opportunity with Engage Church
- Veterans Ceremony, a tribute to our veterans
- New Downtown Farmers Market, coordinated with a variety of events including an Art Walk
- Raised funds for the pocket park with Drives for Downtown Golf Tournament
- Community Christmas at the last minute relocated to the Armoury due to weather but still a huge success
- Christmas on Display storefront competition, won by new business Front Porch Mercantile.

Event Volunteer Hours 580

Design



- Thanks to a USDA grant through MMSC a new branding guide was created and implemented
- Services of an architect were made available to two building owners and a rendering was drawn up to restore the façade to its historic condition
- Downtown Cleanup Day: community led action to clean up the streets and alleys
- Parking Evaluation: 774 total parking spaces were counted
- Veterans Banners were designed, ordered by families and hung in the downtown to honor veterans
- Thanks to a CFO grant, new planters were purchased, set and planted on Madison Street
- Blooms for downtown: flowers were planted in existing planters in the downtown area

Local Funds Raised \$42,000

Grant Dollars Secured \$2,000

Organization



- Hosted the MSU Planning and Zoning class who created a feasibility study for the downtown
- Annual fundraiser drive
- Designed a new T-shirt with new branding featured; to be sold for fundraising and to promote the organization
- Hired a grant writer to review and assist with grant applications
- Presented a proposal to the City of Aurora to create a partnership between ADP and the City
- Held a raffle for a basket of products that were sourced from local businesses

Board Volunteer Hours 291

Committee Volunteer Hours 364

Total Volunteer Hours 1235

CONTACT

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Invested in Downtown's Comeback