

Murphysburg Action Plan

Location: Joplin, Missouri. Murphysburg National Register of Historic Places. The National Register of Historic Places boundaries are generally from 1st to 7th Street on Sergeant and Moffet Avenue, Byers Avenue and Pearl Avenue. 185 contributing structures, **37.090863 - 94.520622.**

Our Vision: HMP's **vision** is to have *all* of the homes and structures in the historic residential district rehabilitated and protected. This action has a positive impact on the economy, jobs, property values, heritage tourism, environmental impact, social impact, art and architectural preservation plus contributes to Joplin's "quality of life." It is further believed that restoring and stabilizing the residential historic district leads to increased value to the ongoing downtown revitalization.

Our Mission: HMP's is to implement charitable and educational activities that promote and stimulate historic awareness throughout the neighborhood. We strive educate people about the Murphysburg Historic District and the value of historic preservation to our economy, city quality of life, as well as state and national value

Our Mandate; This Place Matters: and it could not be more appropriate for Murphysburg Residential Historic District. The members of Historic Murphysburg Preservation have long felt the historic district matters not only to its residences but to the city also. As an organization, we have spent countless hours working to promote the awareness of the district and the importance of its architecture and history.

Our History: In 1992, the City of Joplin designated Sergeant Avenue from Second Street to Fourth Street as the "Murphysburg Residential Historic District." At the request of homeowners in the adjacent neighborhoods, the City of Joplin expanded the historic district in 2004. The historic district encompassed Sergeant Avenue from First Street to Seventh Street and Moffet Avenue from First Street to Fourth Street. The city of Joplin hired Rosin Preservation, an architectural firm to survey Murphysburg District. In 2015 they conducted survey and increased the footprint of the district to 1st to 7th Street on Sergeant and Moffet Avenue, Byers Avenue and Pearl Avenue. The Missouri Advisory Council on Historic Preservation voted to place Murphysburg Historic District on the National Register of Historic Places later that year.

Core Values we synergize and partner with similar organizations such as the Joplin History & Mineral Museum and Post Art Memorial Library. Furthermore, we list the museum and Post library as contributors in printed and verbal "acknowledgements."

Organizational Structure: Past and present board members are involved in the City of Joplin Historic Preservation Commission, Missouri Preservation Board, Joplin History and Mineral Museum Board, Convention and Visitors Bureau Advisory Board and Ozark Gateway Association of Realtors.

Board: Historic Murphysburg Preservation, Inc. is a non-profit 501(c) (3) corporation governed by a volunteer board consisting of seven people. President, Vice President, Secretary, Treasurer and three directors. The organization is dedicated to the preservation of historic homes in Joplin's only designated residential historic district. Past and present board members are personally and financially invested in historic preservation via historic home and business ownership

Operational funding: HMP does need to maintain enough cash reserve for ongoing expenses such as liability insurance, post office box rental, various dues, website maintenance, and more. Because HMP does not need to maintain a large cash reserve for office space, overhead, salaries, etc., we do not differentiate ourselves from competitors or similar organizations. HMP also takes advantage of Square and Pay Pal for payment of event tickets, vendor booths, dues and donations.

Branding: Promise, Visible, credible and sustainable: HMPs **branding strategies** that promote our image are as follows:

- ❖ HMP logo and contact phone numbers are on all correspondence
- ❖ Only historically accurate information is released
- ❖ Coordinate and cooperate with all City departments such as Zoning and Planning/Historic Preservation, Convention and Visitors Bureau, Street Department and Police Department, which creates a partnership when hosting events, tours and grants
- ❖ Host safe, entertaining and educational events which builds a reputation to the Joplin area demographic
- ❖ HMP has been consistent over a ten-year period with the mission statement
- ❖ HMP continues to build its brand as the authority on historic Murphysburg via successful events and the media
- ❖ Website Address and all Social Media pages: www.murphysburg.org,
www.facebook.com/Murphysburg, <https://twitter.com/murphysburg> and
<https://www.pinterest.com/murphysburg/>
- ❖ The board and membership have a very productive relationship with the media because we assure accurate information and members are always available for interviews, tours, photographs, videos, archival information/artifacts, references, and more. HMP is often the "go to" organization for the media regarding Joplin's history

Our market: Couples and families throughout the Midwest interested in an affordable getaway trip for fun and shopping without a long drive. Visitors that are interested in local architectural and personal accounts of local pioneers of Joplin history. Specifically, visitors from NW Arkansas, Oklahoma and Southeast Kansas areas that choose to make the trip over a 1, 2 or 3 days or a weekend.

Niche markets: Additional targets include bus tours, Route 66 travelers

Links other than murphysburg.org

<ul style="list-style-type: none"> • www.visitjoplinmo.com • facebook.com/JoplinCVB • www.festivalnet.com • www.visitmo.com • facebook.com/downtownjoplin • www.festivalsandevent.com • www.festivalnet.com • facebook.com/Joplinslocalfamilyfun • www.missourifairsandfestivals.com • www.festivalsandevents.com 	<ul style="list-style-type: none"> • www.oaff.com • www.joplinindependent.com • www.kansasfairsassociation.com • www.news-leader.com • www.arfea.org • Missouri Preservation • Route 66 Association of Missouri • Missouri Tourism
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Marketing projects: We expect to receive approximately \$1,000 of “in-kind” marketing exposure from partner newspapers, magazines, cable networks, TV stations and the internet

Some of the deliverables that HMP has accomplished are as follows:

- Home and Garden tours, Walking tours, Guided tours, Street Fair
- Kitchens of historic Murphysburg tour
- Pleasures of the Porch Tour and Evening on the Veranda Porch Tour
- Produced DickensFest as a free community and tourism event for the Christmas holiday season; partnered with the Scottish Rite Cathedral in 2014
- Partnered with Dream Theatre to present living history of Patrick Murphy in conjunction with St. Patrick’s Day, Joplin’s Birthday celebration at City Hall and DickensFest
- Monuments and mausoleum tour where original Murphysburg home owners are interred at Mount Hope Cemetery
- Annual meetings with educational guest speakers at entertaining venues – 2014 annual meeting was held at the Bonnie and Clyde garage hideout with Brad Belk telling about B&C’s time spent in Joplin
- Maintain a web site with links - publish newsletters
- Co-hosted the Frisco Apartments 100th Anniversary Celebration
- Joplin Historic Sacred Places tour during the Christmas Season
- Maintain street banners, Christmas wreaths, American flags and Route 66 flags on utility poles on Moffet and Sergeant Avenues
- Assisted the City and the Dept. of Natural Resources with the annual state preservation conference held in Joplin in 2011
- Celebrated Charles Schifferdecker’s 100th anniversary of his death at two of the Schifferdecker’s properties showcased with living history portrayals and Opera performances from Kansas City
- Assisted the Jewish Temple with its 100th Anniversary with tours and historical narratives

Research: While the word “history” translates to most people as “old fashioned,” changing technology has been a fruitful to HMP. Social media has enhanced our ability to communicate our mission, and is a convenience for board members, the general membership and the community. HMP utilizes web sites such as Find a Grave.com, Newspaperarchive.com,

Ancestry.com, Joplinlibrary.org and historic bloggers to research the founding fathers of Murphysburg, original Murphysburg homeowners, lifestyles, historical events and much more. Further empowerment consists of volunteers participating in Continuing education such as:

- The Missouri Certified Local Government (CLG) Program, administered by the Missouri Department of Natural Resources' State Historic Preservation Office (SHPO).
- Attending workshops held by Missouri Preservation
- Attending annual preservation conferences, state and national
- Attending the Connect to Culture workshops

Stake Holders: HMP proudly partners with numerous community entities such as Downtown Joplin Alliance, Scottish Rite Cathedral (which houses a vast amount of local historical information and artifacts), Joplin History and Mineral Museum, Post Memorial Art Library, Route 66 Association of Missouri, Dream Theatre, Missouri Division of Tourism, historic re-enactors, Mount Hope Cemetery, and annual Joplin Christmas parade. HMP has hosted numerous community events through the years. DickensFest---the historic district's gift to the community---is the most dynamic of events mainly because of its uniqueness and free activities.

Projects:

<ul style="list-style-type: none"> ❖ Art in Architecture ❖ Walking & Driving tours ❖ Winter festival "DickensFest" ❖ Guided Walking Tour CLASSICAL STYLE INVESTIGATION--CSI Murphysburg architectural scavenger hunt was developed for students. CSI Brochure can be downloaded on our website. 	<ul style="list-style-type: none"> ❖ Sacred Places tours ❖ May is historic preservation month celebrate with ❖ October Membership awareness meeting ❖ Explore the role of arts and culture in urban communities. Art in Architecture is our commitment to urban development and community cultural vitality
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Challenges:

Historic Murphysburg Preservation, Inc. (HMP) does not have any "paid" employees, therefore it is always a challenge to have volunteers, HMP members, board of directors, or area resident's complete various tasks. However, treating the tasks and mission as if it were an actual business gives the board a professional procedure as a guide. For instance, when a contractor must be hired to hang the Christmas wreaths on the utility poles in the historic district, a bid request is outlined in detail containing the locations and time line, a purchase order is issued and payment is not made until HMP receives a written invoice. Another challenge is convincing the homeowners and landlords that there is a benefit to historic preservation and membership in HMP. While this task is ongoing, HMP has many accomplishments such as getting the district expanded and listed on the National Register of Historic Places.