

Who Are We?

Since 1997, the Urban Districts Alliance has served as the "grease and the glue" for Springfield's Center City. We have worked with the City to cultivate over \$400 million in public and private investments and encouraged entrepreneurs to pursue new business opportunities in our three historic business districts – Downtown, Walnut Street, and Commercial Street.

Center City is once again the place to be seen. It's family friendly with the Springfield Cardinals, Jordan Valley Park, Discovery Center, First Friday Artwalks, Springfield Family Y, and the Commercial Street Farmer's Market and Footbridge. It's the place to go for fine dining with choices for every palette or to be with friends at a coffeehouse or pub. It produces outstanding community-wide special events, such as –

- **First Night (December 31)**
 - Springfield's Alcohol-Free New Year's Eve Celebration with venues for all ages
 - Culminates in fireworks at midnight at Jordan Valley Park

- **Artsfest (First weekend in May)**
 - Voted the Best Community Festival by 417 Magazine
 - This fine arts event celebrated its 25th anniversary in 2005

- **C-Street Jam (Second Saturday in May)**
 - Features local live music
 - Promotes the Commercial Street Strategy for Success and New Businesses

- **Cider Days (Third Weekend in September)**
 - Features "Scarecrow Village," bed races, and outstanding entertainment
 - This arts and crafts festival has become a Walnut Street tradition since 1998

- **Taste of Springfield (First Saturday in October)**
 - Over 20 local restaurants from throughout Springfield
 - Started in 2007, over 5,000 people attended in its first year

- **Miss Merrie Christmas Pageant (Third Weekend in November)**
 - Open to all Springfield high school juniors and seniors
 - Contestants compete for a \$2,000 collegiate scholarship

- **Downtown Christmas Parade (First Saturday in December)**
 - A lighted holiday parade through Springfield's downtown
 - Post-parade Expo event features children's rides, food, and entertainment

The UDA works with our partner organizations – the Downtown Springfield Association, the Historic Walnut Street Association, and Commercial Club – to attract and support small businesses, which have been the life-blood of Center City's redevelopment.

As the umbrella organization for Center City, we work with the City of Springfield to bring stakeholders together to talk about changes in dining and entertainment industry (through the Hospitality Resource Panel), capital improvement projects (streetscape prioritization, design, and coordination), and planning for parking and transportation needs.

Finally, the UDA manages the day-to-day services of the Downtown Springfield Community Improvement District which helps make the area cleaner, safer, and more vibrant. This includes cleaning streets and sidewalks, monitoring parking, enhancing the image of downtown through the itsalldowntown.com website and banners, developing cooperative marketing initiatives, and initiating a new Downtown Ambassador program to help orient new patrons to the area.

This is an exciting time for Springfield's Center City. Welcome!

UDA Participating Institutions

City of Springfield
City Utilities
Commercial Club
Cox Health
Downtown Springfield Association
Drury University
Greene County
Historic Walnut Street Association
Missouri State University
Ozarks Regional YMCA
Ozarks Technical Community College
Springfield Area Chamber of Commerce
Springfield Convention and Visitors Bureau
Springfield Finance and Development Corporation
Springfield R-12 School District
Springfield Regional Arts Council
Urban Neighborhoods Alliance