

2025 NEWSLETTER

Rediscover Union: Building community, one event at a time.

A Message from the Rediscover Union Board

2025 has been a year of growth and connection for downtown Union. With the support of our investors, volunteers, businesses, and partners, we celebrated exciting events, strengthened community ties, and laid the groundwork for future improvements.

As we look ahead to 2026, we are eager to build on this momentum and continue making downtown Union a place where our community can thrive. Thank you for being part of this journey.

- The Rediscover Union Board of Directors

Special Projects & Initiatives

Missouri Main Street Conventions

Several board members attended state conventions where we learned best practices in revitalization, volunteer engagement, and community marketing. These insights are already shaping how we plan and deliver events in Union.

Wayfinding & Parking Grant

We are actively pursuing grant funding for downtown parking and wayfinding signage. These improvements will make visiting downtown Union easier and more enjoyable for residents and guests alike.

2025 BY NUMBERS

New Investors Added: 13

Total Investors: 29

Board Members Serving: 8

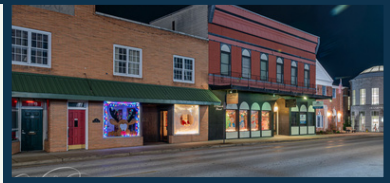
Conventions Attended (MMSC): 3

Events Hosted: 5

Events Partnered: 4

New Events Planned for 2026: 3

Downtown Businesses with Wildcat Pride: 31



Get Involved in 2026!

Rediscover Union is growing, and we'd love for you to be part of it. Here's how you can help strengthen downtown Union:

Volunteer

Be part of the action! From helping at events to decorating downtown, volunteers make a big difference. Whether you can give a few hours or a few days, your time matters.

Invest in Rediscover Union

Your investment fuels downtown projects and events that keep Union thriving

Thank You to Our 2025 Sponsors

Rediscover Union extends a heartfelt thank you to all of the businesses and organizations who made our 2025 events possible. Your support brought energy and excitement to downtown Union all year long!

Union Dining Guide

Rediscover Union partnered with the Union Area Chamber of Commerce to create a Restaurant Dining Guide — showcasing not only our downtown dining establishments but restaurants across the entire community.



Scan the QR code to visit the Rediscover Union website — your place for investing, volunteering, dining guide, event updates, and more

2025 Rediscover Union Highlights

St. Patrick's Day Block Party

We kicked off the first quarter with a family-focused St. Patrick's Day Block Party. The event offered plenty of kids' activities, festive green beer for adults, and a food truck that kept everyone fueled for the fun. It was a lively way to launch our 2025 season and bring families together downtown.

Wildcat Pride – Homecoming Decorating

In the fall, Rediscover Union showed its school spirit by transforming downtown for Union's Homecoming. With a Wizard of Oz/Wicked theme, storefronts and streets came alive with Wildcat pride, adding excitement to the big game and rallying community spirit.

Scare on the Square

We launched Scare on the Square, a brand-new Halloween event designed for teens and adults. With a scary movie pop-up, vendors, food trucks, and more, the event brought big energy to downtown and is set to grow even bigger in 2026.

Downtown Holiday Decorating

We wrapped up the year by decking out downtown Union for the holidays. Lights, greenery, and festive touches turned downtown Union into a cheerful backdrop for community celebrations, showing pride in our city and setting the stage for more traditions to come.



2025 Community Partnerships

In addition to hosting our own events, Rediscover Union was proud to support and partner on several cornerstone community traditions that brought people together downtown:

Founders Day

Partnering with the Union Parks Department, Rediscover Union coordinated food and drink along Main Street as the community celebrated Union's history, heritage, and small-town pride.

White Rose Car Show

This annual event filled the streets with nearly 300 vehicles and drew car enthusiasts from across the region, creating an unforgettable day of community pride and fun.

Music on Main – Fall Concert Series

Also in partnership with the Union Parks Department, the fall Music on Main concert series brought live bands, food, and energy to the heart of Union, creating a fresh tradition for families and friends to enjoy together. We are excited to announce that in 2026, Music on Main will expand to include a spring concert series in addition to the fall shows.

Union Furniture Holiday Block Party

Hosted by one of downtown's cornerstone businesses, the Union Furniture Holiday Block Party brings families together for food, fun, and festive activities. This beloved event has become a tradition that kicks off the holiday season in Union.

These partnerships reflect the strength of our community and the importance of collaboration in keeping downtown active and vibrant.



2026 Sneak Peek

Rediscover Union is excited to keep building momentum with new events and projects planned for 2026:

Music on Main – Spring & Fall Concert Series

After a successful fall launch, Music on Main will return bigger than ever with both a spring and fall concert series in 2026. Expect live music, local food, and plenty of community spirit in downtown Union.

Saturday on the Square: 1920s Pub Crawl

Step back in time with us for a themed 1920s Pub Crawl, blending downtown nightlife with vintage fun for a one-of-a-kind evening experience.



Friday Food Trucks for the Arch

This new Friday series will feature a rotation of food trucks in downtown Union. Simple and casual, these gatherings will raise funds for a new sign over the arch on Main Street — a welcoming landmark that will help define downtown for years to come.

Saturday on the Square: Pop-Up Summer Event – July

Downtown Union will host a new Pop-Up Evening Event in July, featuring local vendors, makers, and possibly food trucks. It's designed to bring fresh energy downtown and give residents new ways to gather and enjoy our community.