



This publication is an informational letter produced by The Missouri Main Street Connection. Its intent is solely to acquaint and inform Missouri Communities and supporters about the Main Street Philosophy of Downtown Revitalization.

Missouri Main Street Has a State Coordinator

Missouri Main Street News



The Missouri Main Street Connection (MMSC) has hired Gayla Roten, of Branson, as coordinator to manage its state-wide program. MMSC provides services that help Missouri communities rejuvenate economic growth in their historic commercial districts, using the Main Street approach to revitalization.

With Gayla Roten as the new state coordinator, the Main Street Program can now strengthen its efforts and move forward, said MMSC Vice-President Diane Hannah, of Clinton. "The MMSC Board interviewed several candidates from several different states and concluded that Gayla has the energy, the drive, and the ability to do an exceptional job. We couldn't be more pleased than to have Gayla on board as the new state coordinator for Missouri Main Street."

While Missouri's Main Street communities have lacked a coordinator for the past several years, the MMSC Board of Directors did not let the program falter. They began a grass-roots effort to keep the Main Street Program alive and encouraged state legislators to restore funding for the program. During that time, Missouri Main Street has grown from nine participating towns to eighty communities that are now learning the Main Street professional methods for revitalizing their downtowns.

Funding for the Missouri Main Street program will come from a variety of sources, including Neighborhood Assistance Program

(NAP) tax credits, according to an announcement in September from Missouri Gov. Matt Blunt. The Main Street coordinator and an office assistant will work closely with the Missouri Department of Economic Development (DED) to assist communities designated by Gov. Blunt's DREAM Initiative, and other towns in Missouri, enabling them to implement projects in the areas of business development and job growth, job training, community services, infrastructure improvements and other aspects of physical revitalization.

Along with efforts by the Governor and the Department of Economic Development to spur economic growth throughout the State, Sen. John Griesheimer (Dist. 26), Chairman of the Economic Development Committee, has endorsed MMSC's efforts from the beginning. "Gayla has done a tremendous job in Downtown Branson. With her help Downtown Branson has continued to be truly amazing! It is exciting that her drive and enthusiasm will be transferred to this state organization," Griesheimer said.

The Main Street approach to revitalization and the DREAM Initiative encourage a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets, distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

To the coordinator's position, Roten brings four years of experience as a Board Member and President of MMSC and 11 years of

experience in serving the Downtown Branson Main Street Association (DBMA) as Executive Director, a task she has mixed feelings about leaving. "My years here in the Downtown Branson Main Street Association have been the most rewarding. I have had the pleasure of working with a wonderful community that has embraced growth and opportunity. Exciting achievements in downtown revitalization are still underway, and I'm proud to have been a part of a successful historic district."

While with the DBMA, Roten has overseen several landmark projects, including the launching of a Community Improvement District with a 1-cent sales tax that supports a trolley system for the historic district, the Branson History Museum and Murals Program, and a retail incubator – one of only a few in the State of Missouri. Roten will continue working with the Branson Main Street program through October to ensure a smooth transition to a new executive director.

The DBMA Board of Directors views the selection of Roten to serve in the state position is a direct outcome of the Downtown Branson Main Street program's success. "We feel honored that MMSC chose Gayla, and we feel that this says a lot about the confidence the state has in Gayla and the Downtown Branson Main Street program itself," said DBMA President Deana Acton. "We feel this is a wonderful opportunity for Gayla and wish her the best in this exciting new endeavor. We have valued her commitment to the DBMA and appreciate the longevity of her commitment to Historic Downtown Branson."

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Missouri Main Street Has a State Coordinator Continued

Roten is eager to begin the work on November 5, as state coordinator for the Missouri Main Street Program. "I'm thrilled to be able to work with communities across the entire state of Missouri. Downtown revitalization with an emphasis in historic preservation is my passion for continued and renewed economic development within any downtown large or small. Each downtown is the heart of the community. Some just need to rediscover this, and with the Missouri Main Street Program we will be able to provide the services for communities to take a renewed interest in the heart of the community and in turn improve the environment for current and new business to prosper."

Sheri Stuart, former state Program Coordinator for Missouri and a

past staff member of the National Trust Main Street Center, said of Roten, "Two of the many attributes I most respect in Gayla is her passion for downtown revitalization and the leadership she exhibited in helping re-establish a strong statewide program once again in Missouri. Gayla brings a great deal of dedication and heart to assisting her constituents – both in Branson and statewide."

Her tasks will include serving as an advocate for downtown business districts, state policy regarding downtown revitalization and the state Main Street Program. She will develop training and promotional materials for the local Main Street programs, and work closely with the local program managers, board of directors and volunteers through periodic visits, meetings and

workshops to help them establish their revitalization programs within the framework of historic preservation. She will also serve as a liaison with the National Trust Main Street Center in Washington, D.C. An outcome of all these efforts will be more successful Main Street programs that are serving their communities well and have earned accreditation from the Main Street Center.

**Congratulations
Gayla—MMSC
has an exciting
future ahead!**

Membership Contribution Requests . . .

went out in June for MMSC. The annual contribution request is only \$50 and it helps to defray costs for mailing the newsletter and hosting the website. So, please, if you enjoy receiving the Missouri Main Street Connection info, please send a check to help us out!

Main Street Basic Training Continues Across Missouri

Main Street Basic Training continues across the state, landing next in Branson on October 25-26. All details are included in the flyer with this newsletter.

The last Basic Training, held in Lee's Summit, on August 23-24, was a great success. There were approximately 40 people who chose to learn more about Downtown Revitalization and take the information back to

their community.

Jeanine Rann, Executive Director of the Main Street program in Lee's Summit was thrilled with the turn out and participation of the twelve communities that attended. "This training was a win-win situation for Lee's Summit, were able to share our successes as an 18 year old Main Street program and at the same time sharpen our skills as we assisted start

up communities with how to kick start their revitalization efforts."

Basic Training is an excellent tool for any community. Get a few people together, take a day or two and come learn about Downtown Revitalization and YOU can help YOUR community!

Details on future trainings are always available on the on the MMSC website www.momainstreet.org

2008 National Main Street Conference

**Enriching Main Street Through
Entrepreneurship and Diversity**

Philadelphia, Pennsylvania—March 30-April 2, 2008

www.conference.mainstreet.org

MMSC Calendar

Main Street Basic Training

Branson:
October 25-26, 9-4 pm

Quarterly Manager's Meetings

Branson:
October 24 at 5 p.m.
& Oct 25, all day

MMSC Board Meetings

Branson:
October 24, 1 p.m.

Quarterly Manager's Meetings & Training

Wednesday, October 24

Join Us For Opening Session

(Mandatory for all paid Main Street Managers)

4:00-4:15 Managers meet at DBMA office: 119 W. Pacific Street (parking lot directly across the street)

4:30-5:15 Mandatory Manager's Meeting

5:30 Mandatory dinner for Main Street Managers at Branson Landing, and any others who want to join us, meet at the DBMA office.

8:00 A trip to Branson is not complete without great entertainment - We will be enjoying Branson's top new show - SIX! No Charge for the Missouri Main Street Managers for this Educational Evening!

Thursday, October 25

Special Advanced Topics for Managers Convention Center Compton Ferry Rm.

10:00 Managers Tour of the Branson retail incubator; (Waterfront Trading

Company), and round-table discussion 12:00 - 1:30 Lunch (on your own)

1:30 Managers - Special session: "Taming the Two-Headed Dragon," speaker: Michael Zimmer, Exec. Dir. Two Rivers Main Street, Inc., Wisconsin

Thursday, Evening Events

(for everyone, but reservation is required) 5:30 (sharp) Meet at the DBMA office: 119 W. Pacific; Tour of Branson and Ozark Mountain Region on the Historic Downtown Discovery Trolley. The trolley system showcases how a Community Improvement District (CID) can be useful in your downtown.

Thursday, Evening Continued

7:00 Dinner: Rocky's Italian Restaurant in Historic Downtown (Dutch treat)

9:00 Waterfront Fountains & Fire Show at Branson Landing

9:30 Spirits & Entertainment: Ernie Briggs Piano Bar

WHAT IS NAP (Neighborhood Assistance Program)?

PURPOSE: Provide assistance to community-based organizations that enable them to implement community or neighborhood projects in the areas of community service, education, crime prevention, job training and physical revitalization.

How the Program Works: The Department of Economic Development (DED) will issue 50% or 70% tax credits to an eligible taxpayer that makes a qualified contribution to an approved Neighborhood Assistance Program (NAP) project.

Eligible Applicants: Not-for-profit corporations organized under Chapter 355, RSMo; Organizations holding a 501(c)(3) ruling from the IRS; and Missouri businesses.

Eligible Donors: Businesses only - individuals who operate a sole proprietorship, operate a farm, have rental property or have royalty income are also eligible, as well as a shareholder in an S-corporation, a partner in a Partnership or a member of a Limited Liability Corporation.

This credit's special attributes: Carry forward 5 years

Application Procedure: There is no deadline for applying. Applications are reviewed as received until funding is depleted. NAP staff is available to provide technical assistance to organizations making application to the program.

Funding Limits: The maximum amount of tax credits available is \$18 million per fiscal year. The tax credits are allocated at the discretion of DED and are subject to change: \$12,000,000 million in 50% credits and \$6,000,000 million in 70% credits (reserved for projects in certain lower population or unincorporated areas).

Applicant organizations may request a maximum of \$250,000 in 50% tax credits per year or \$350,000 in 70% tax credits per year if the organization is located in a qualifying rural area.

Special Program Requirements: Preference is given to projects addressing specified program outcomes. The NAP also seeks projects located in distressed communities and in target communities as determined by the department.

Contact: Business and Community Services—Finance Management

301 West High Street, Room 770—P.O. Box 118—Jefferson City, MO 65102—Phone: 573-751-4539 Fax: 573-522-4322

E-mail: dedfin@ded.mo.gov

Governor Announces New DREAM Communities

Gov. Matt Blunt recently announced the 10 Missouri communities selected to participate in the 2007 DREAM (Downtown Revitalization and Economic Assistance for Missouri) Initiative. Gov. Blunt's initiative helps communities more efficiently and effectively engage in downtown redevelopment and revitalization efforts.

Aurora, Caruthersville, Chillicothe, Clinton, Kirksville, Maryville, Mexico, Poplar Bluff, Sikeston and Trenton are the second round of communities inducted in the governor's Initiative.

"Missouri relies on its local economies and the investment of Missourians who are interested in preserving a sense of place and cultural heritage in the hearts of their communities," Blunt said.

DREAM Initiative will provide Missouri's small and mid-sized towns the same access to economic development tools as larger communities. Selected communities become active members of the DREAM Initiative for three-years and gain prioritized access to state supported programs through ongoing cooperation among several unique agencies and funding sources. Programs include technical and financial assistance for infrastructure improvements, historic preservation, affordable housing, community services, business development and job creation.

The governor's DREAM Initiative supports a comprehensive approach to concentrate resources and available tools to allow communities to accomplish their broad-based and long term revitalization and redevelopment goals more quickly than ever before.

In addition all 42 applicants will benefit from the governor's new initiative as well. They will receive:

- technical assistance
- exclusive invitations to a series of revitalization training opportunities and seminars
- the chance to learn about existing redevelopment programs, how they work and how to best access available tools

Last year, Cape Girardeau, Excelsior Springs, Hannibal, Hermann, Kennett, Neosho, St. Joseph, Sedalia, Wash-

ington, and West Plains were the first communities to receive the honor of being a Missouri DREAM community. Together, they have received more than \$30 million in state grants to rebuild, revitalize, and rejuvenate their downtowns.

AURORA: Aurora's downtown has many historic buildings. Many of these buildings are under-utilized, and redeveloping these structures into attractive, occupied businesses is a major goal of the city and Main Street Aurora. Aurora has done some upgrades to downtown infrastructure using a prior Community Development Block Grant award, but with their DREAM designation more assistance will be made available to help restore downtown Aurora to what it could be.

CARUTHERSVILLE: Caruthersville hopes that the designation will spur even more local volunteer effort and renewed vigor from its residents. Caruthersville has completed a plan that addresses the linking of the riverfront, the historic downtown, and the Casino Aztar. A walking trail along the scenic Mississippi River has been completed. The next phase is to upgrade and redevelop the streetscape along Ward Avenue.

CHILICOTHE: Chillicothe is the county seat, which brings many people to the downtown area as they conduct county business in the Courthouse. Chillicothe plans to take advantage of their status to develop vacant buildings and vacant lots in the downtown.

CLINTON: Business retention is an important piece of the economic development puzzle in Clinton, and DREAM will help the community find ways for local groups to provide business assistance to existing businesses. Clinton hopes to utilize their new designation to redevelop the North side of their square and to promote the development of upper stories in the downtown district for commercial and residential use.

KIRKSVILLE: Kirksville feels that it is at a make or break point for its downtown and hopes the designation will facilitate state and private expertise that will keep the downtown moving forward and lead to further develop-

ment and viability. The historic Traveler's Hotel in downtown is being planned for redevelopment as an apartment building, maintaining it as a viable part of Kirksville's downtown. Connecting downtown to Truman State University and A.T. Still University.

MEXICO: Mexico understands that downtown businesses are not as convenient as the "big box" stores. They hope the initiative helps to bring the downtown back as the center of the community, unify the vision of the downtown businesses and market the downtown as a shopping destination.

MARYVILLE: Maryville hopes to use their status as one of Missouri's DREAM communities to promote a mix of commercial and residential development in their downtown. They want to complete their downtown streetscape project and establish a downtown business merchants association.

POPLAR BLUFF: There will be at least three focus areas in the implementation of the initiative in Poplar Bluff. The first focus area is a reconnection of downtown to the river. Second, an effort to create different housing opportunities in the downtown area will be a key to restoring vitality to the area. Third, the downtown area is truly a treasure trove of Poplar Bluff history.

SIKESTON: Sikeston's DREAM designation will help the community reach its goal of re-establishing Downtown Sikeston as a retail and social center of their city. The community will work with the Historic Midtown Development Group in making transportation and streetscape improvements, developing programs to promote business retention and expansion, and working to preserve their historic buildings.

TRENTON: Trenton hopes their designation will assist with their downtown revitalization plan which includes a performing arts center, streetscapes, downtown parks and new street traffic flow including a roundabout. Trenton and Grundy County are currently building a new combined city/county law enforcement center on one end of downtown and North Central College is beginning work on a new \$7 million health facility on the other end.

Visit the DREAM Initiative site,

Blunt Announces \$328,937 in Neighborhood Assistance for MO Main Street Connection

Gov. Matt Blunt announced funding to spur economic development, jobs and opportunities within the framework of historic preservation. Missouri Main Street Connections will receive \$328,937 in Neighborhood Assistance Program tax credits to help communities rejuvenate growth and recreate new opportunities.

"This Missouri Main Street Connections assistance will help Missouri communities formulate a vision for downtown revitalization," Blunt said. "This is a tremendous public-private partnership that compliments my administration's pro-job, pro-growth policies that have aided in the creation of nearly 85,000 jobs since January

2005. I am pleased we are able to help this fine organization and I look forward to learning about positive results."

Missouri Main Street Connections provides services that can help Missouri communities prepare to be considered as one of Blunt's Downtown Revitalization and Economic Assistance for Missouri (DREAM) communities, which focuses on job creation in addition to comprehensive downtown improvements.

Missouri Main Street Connections will encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. The Main Street

approach advances a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets; distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of community.

The Neighborhood Assistance Tax Credit Program, administered by the Missouri Department of Economic Development, provides assistance to community-based organizations that enable them to implement community or neighborhood projects in the areas of community service, education, crime prevention, job training, and physical revitalization.

Downtown Branson Main Street Assoc. is seeking an Executive Director!

7.8 million visitors in 2006 can't be wrong!

Besides its designation as the Live Entertainment Capital Of The World, Branson, Missouri is also rich in history! DBMA has been a nationally recognized Main Street Community for 18 years. This nonprofit organization's mission is to provide leadership for continued economic growth and revitalization for Historic Downtown Branson. Candidates for this position should possess excellent oral and written communication skills, display leadership and the ability to supervise people, excellent public relation skills, experience with planning special events, proficiency in grant writing and fundraising. This individual should have excellent time management skills, be able to work independently as well as with staff, volunteers, and government officials.

Education or Experience required-Bachelor of Science degree in a related field, Main Street Experience preferred and Familiarity with a tourism based economy is a plus.

Salary-Salary based on experience / range begins at \$37,000 Annually.

Resumes Accepted-Please send cover letter and resume to the DBMA Board of Directors at downtownbranson@yahoo.com

Deadline For Application-November 2, 2007

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Thank you for contributing to Missouri Main Street Connections!

Blue Springs Economic Development Corp
Downtown Branson Main Street Assoc.
Old Town Cape
City of Caruthersville
Main Street Clarksville
City of Clinton
Clinton Main Street, Inc.
Fayette Main Street
City of Glasgow
City of Hermann
Bank of Holden
Main Street Corridor Dev. Corp.
Downtown Lee's Summit Main Street

Historic Downtown Liberty
LEDC- Downtown Louisiana
Main Street Moberly, Inc.
Main Street Nevada
City of Pleasant Hill
Historic Midtown Development Group
Lighthouse Consulting Services
St. Joseph Downtown
Karen Bode Baxter Preservation Specialist
Warrensburg Main Street
Warsaw Main Street Inc.
Downtown Washington Inc.
Downtown West Plains

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The Connection News
P. O. Box 1034
Branson, MO 65615

We're on the Web!
www.momainstreet.org

*Missouri Communities
Making Connections!*

Missouri Main Street Connection Mission Statement

The Missouri Main Street Connection's Mission is to enhance the economic, social, cultural, and environmental well-being of historic downtown business districts located in Missouri's diverse cities and towns through education using the Main Street Four-Point Approach as developed by the National Trust for Historic Preservation.



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