



The Connection News

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

Clinton Main Street to Celebrate New Downtown Complex

When the Elks Lodge in downtown Clinton collapsed on June 26, 2006, it left a huge hole in the block on the north side of the Square.

Several adjacent buildings suffered peripheral damage during the collapse and they had to be demolished, making the hole even bigger. A total of six lots covering half a block became vacant.

The Elks, a 700-member community-minded organization, said from the day of the collapse they would rebuild because they knew if they did not, no one would. It was inconceivable to the Elks members to leave the downtown in such a condition. Their goal was to improve their community and they felt a responsibility to do so.

Clinton Main Street asked Mark Miles, of the State Historic Preservation office, to help design a new building that would be appropriate for the Historic District.

In the meantime, the Elks and Kreisler's Drug Store formed an LLC, and a unique plan to rebuild.

"The impact of this redevelopment project is immense for downtown Clinton," said Diane Hannah, Executive Director for Clinton Main Street. "If the Elks and Kreislers had not worked together, most likely neither would have been able to make this project happen separately. The reinvestment alone, using local

contractors, labor and suppliers, is significant."

The plan devised by the Elks and Kreisler's was for a partnership of the not-for profit organization and the for-profit business, an innovative arrangement whereby the Elks own 60% of the new building and the drug store owns 40%.

When the new building opens next month, the Elks will

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Downtown Clinton's new Elks Lodge—Kreisler Drug Store

Call for Applications—MMSC Accepting Aspiring & Affiliate Members

This fall, Missouri Main Street Connection is unveiling a revised Tier System to offer expanded revitalization opportunities and education to Missouri communities.

Groups that are inquiring about how to revitalize their downtown business districts are invited to join the MMSC Tier System at the **Aspiring Level**. This is the entry point for learning more about the Main Street Four-Point Approach™ to revitaliza-

tion and to receive specified services from MMSC.

Many towns in the state will soon be receiving an application form to join MMSC at the Aspiring level.

If your community does not receive this information in the mail soon and you would like to be considered, please contact the MMSC office.

Applications for the Tier System's

Affiliate Level are already in the mail. If your community has received the material and you have questions, please call.

Four communities will be selected from among the applicants to step up to the Affiliate level this year.

During September those four will receive additional services from staff of MMSC and the National Trust Main Street Center, including on-site services.

MMSC Offers 70% Tax Credits on Charitable Contributions for Revitalization

When you help the Missouri Main Street Connection's mission to assist downtown revitalization efforts, your gift is targeted to a valuable public benefit that creates jobs, improves the economy in small towns across Missouri and helps preserve historic commercial buildings.

- Your contribution will earn a 70% tax credit. **For example** if you contribute \$5,000 to MMSC, you will reduce your tax burden by \$3,500. In addition, you can take a federal tax deduction on the gift. Your credit can be applied to any state tax return - quarterly or annual - this year or anytime within the next five years.
- **Eligible donors** are businesses, individuals who operate a sole proprietorship, operate a farm, have rental property, or have royalty income. Shareholders in S-corporations, partners in a Partnership, or a member of a Limited Liability Corporation are also eligible.
- Your tax credits can be applied to: State income tax, Corporate franchise tax, bank tax, insurance premium tax, and other financial institution tax.
- The Neighborhood Assistance Program is sponsored by the Missouri Department of Economic Development (DED), and authorized by State Statute, section 32.100 to 32.125. **The purpose of NAP** is to assist community-based organizations that provide community benefits, job development and revitalization.
- DED will issue 70% tax credits to eligible taxpayers who make qualified contributions to the Missouri Main Street Connection. Call MMSC for more details. We will be happy to explain more about this great opportunity, and help you decide if it is the kind of tax break you're looking for. 417-334-3014.

Contributions to MMSC help Missourians achieve a better quality of life. It's more than rehabilitating historic buildings; more than economic development; it's about making a difference in people's lives.

We would like to thank the following donors for recent generous NAP contributions to MMSC:

**James & Teresa Mauer • Margaret Waterman
Broadway Prescription Shop • Evans & Dixon, LLC**

Congratulations !

- ◆ **Downtown Washington Main Street Inc.** has a super grant writer in Aimee Frey, who successfully applied for a \$8,625 grant for the Washington Bluesfest and Fall Festival.
- ◆ **Old Town Cape Inc.** and **Downtown Lee's Summit Main Street** have worked many hours to complete the first step in the application process for the Great American Main Street Award. This is a highly competitive nationwide award that is open only to Accredited Main Street organizations. Winners will be announced next spring during the National Main Street Conference in Chicago.
- ◆ **Cape Girardeau** has received news that their application for a \$370,800 Community Development Block Grant has won approval by the Missouri Department of Economic Development. The grant will be used to continue downtown revitalization in Cape Girardeau.

Elks & Kreisler's to occupy new complex in Downtown Clinton

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occupy the second floor above Kreisler's and several first-floor retail tenants. The \$3.2 million complex covers 14,000 square feet on each floor, including a 3,500 square foot banquet facility that will be available for public use.

In preparing a design, Mr. Miles advised that a building constructed in the present should look like a new building, but at the same time be compatible with its historic neighbors.

The Elks worked within the Historic Preservation guidelines established by the City of Clinton. They took the Miles design and refined it with their architect, Marshall Waters Woody of Springfield. The basic structure remains the same, with open patio fronts on the second floor and architectural details that make it look like four buildings although it is only one.

The Elks have purchased property across the street that will become a 70-space parking lot.

MMSC Calendar 2008

**Basic Training:
Four-Point Approach™**
Washington, August 20-21

Workshops

Washington, Aug 20
“Encouraging Entrepreneurs
& Incubator Startups”

Warrensburg, Oct. 22 –23
“Show Me the Money”

Jefferson City,
October 29 –30
“Forming a Downtown
Revitalization Organization”

Managers Meetings

Washington, Aug. 19
The Tier System,
and Round-Table Discussions

Warrensburg, Oct. 22
“Missouri Sunshine Laws”
& “How to Lose Your 501c3
Status without Really Trying”

MMSC Board of Directors Meetings

Washington, August 19
1 p.m.

MMSC Board of Directors & Advisory Board

Planning Retreat

Branson, Dec. 15 –16

*More details are available from the
MMSC office:
417-334-3014*

Main Street “Basic Training” coming up in AUGUST Topics in OCTOBER: “Show me the Money” and “Forming a Downtown Revitalization Organization”

Basic Training is an introduction to the Main Street Four-Point Approach™ that will be covered in four workshops on August 20 –21 in Washington, MO. This training will equip your group for planning a program of revitalization in your downtown. It is recommended for all staff, board of directors and committee members.

Warrensburg will host the October 22-23 workshop “**Show Me the Money**” for downtown revitalization groups that are seeking reliable, diverse sources of funding for their programs.

“**Forming a Downtown Revitalization Organization**” conference in Jefferson City on October 29-30, designed for revitalization groups that are just getting started. It will guide you through the legal requirements to incorporate, and help you learn more about the functions and responsibilities of not-for-profit revitalization organizations.

Fees for conferences & workshops are discounted for MMSC members

**For more details about any of these educational opportunities contact:
Missouri Main Street Connection Inc. 417-334-3014, www.momainstreet.org**

Autumn Fun in Missouri Communities

Missouri communities are hosting many family fun activities this fall. Check out these events and plan your trip. Many events are free.

Branson: Annual Old Time Fiddle Festival at Branson Landing, Aug. 23, and Autumn Daze Arts & Crafts Show in Downtown, Sept. 18 –21.

Cape Girardeau: Tunes at Twilight. Free live music downtown, 6:30 pm, Sept. 5, 12, 19 at the Courthouse Gazebo; River Tales Classic Car Show, Sept. 14, registration at 9 am.

Chillicothe: 17 heritage murals always on display throughout downtown. For a self-guided tour of the murals & downtown map go to: www.mainstreetchillicothe.com/ downtown walking tour.

Clinton: Cruise Night cars, trucks, motorcycles, prizes, music. Aug. 9, 8 pm

Lees’ Summit: Music in the Park, free, every Friday 6:30—10 pm through Aug. 29.

Downtown Lee’s Summit’s AVID (A Very Important Downtown) Shopper event - The first 2,500 shoppers who register can join the club and receive discounts, free promotions and other special treats. Forms are available at participating merchants, as noted in their store windows.

Lee’s Summit’s 6th Annual Piccadilly

Gala, Ladies Night Out, Sept. 18th, the Pavillion at John Knox, Tickets go on sale Aug. 14. Call 816-246-6598.

Liberty: Cruise night-classic cars on the Courthouse Square, Aug. 30, 5—9 pm. Architecture walks first Saturdays, through Oct., download self-guided tours at www.historicliberty.org/tours. Farmers Market every Saturday until Oct. 25th, opens at 7 am. Third Thursday Surprise—participating merchants open until 8 pm.

Sikeston: Cotton Heritage Festival, in Downtown and American Legion Park. Parade, fall plants & flowers, arts & crafts, live entertainment, children’s activities, cake walks, contests, Sept 27.

Warrensburg: Farmers Market, every Wed. & Sat. starting 7 am until sold out.

Warsaw: Heritage Days, old-time demonstrations, arts & crafts, food and fun, at Harry S. Truman Visitors Center, Drake Harbor & the Community Building, Oct. 18-19.

Washington: “Sunset on the Riverfront” free concert series, food & beverages, Aug. 28.

Farmers Market on Main Street, third Saturdays 8 a.m.

Cruise Night & Chili Cookoff: Sept/ 26. Fall Festival of Arts & Crafts, Sept. 27-28.

The Connection News

PO Box 1066

Branson, MO 65615-1066

ADDRESS CORRECTION REQUESTED



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.

Missouri Main Street Connection, Inc. is a 501(c)3 corporation registered in the State of Missouri.

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Phyllis VanderNaald, Admin. As-



MMSC to Accept Donations for Flooded Riverfront Communities in Missouri

Post-flood repairs and restoration will be costly for Clarksville and Louisiana, two Main Street communities that were in the path of rising water from the Mississippi River in June. Recovering from a flood does serious emotional damage to the people involved, without having to worry about sources of money for putting things back in shape.

Missouri Main Street Connection will be able to help, in a small way, with the recovery funds by channeling donations to these towns through the MMSC website. The National Trust for Historic Preservation Main Street Center has set up the mechanism to make this happen. The donation process will be ready soon in several Midwestern states. Each state's Main Street coordinating office will forward the donations to the recovering towns.

Clarksville is a quiet little river town listed on the National Register of Historic Places and was recognized by the National Trust for Historic Preservation Main Street Center as a Great American Main Street Award winner.

This wonderful quaint community endured the terrible floods in June and is working to restore the community. The flooding has created extensive damage to many historic properties in Clarksville, businesses and homes as well as the roads and sewer lines.



An intersection along Highway 79, in Louisiana, MO

program by the National Trust for Historic Preservation Main Street Center.

The Missouri Department of Natural Resources has noted that Louisiana, Missouri has "the most intact Victorian Streetscape in the state of Missouri." Downtown Louisiana, commonly known as the Georgia Street Historical District, is listed as well on the National Register of Historic Places. Many historic homes and service buildings received devastating damage. Louisiana's Historic Business District was spared major flood damage.



Clarksville, MO during the June flood on the Mississippi River

WATCH FOR IT

Details about how you can donate to one or both of these communities for flood recovery costs will be posted soon on the MMSC website:

www.momainstreet.org

President's Message—by Diane Hannah

Missouri Main Street Connection is designed to help any community in the state of Missouri that wants to work on downtown revitalization.

The Board of Directors, as a group of volunteers, has worked very hard to develop an organization that could meet the needs of communities everywhere, small towns and large urban neighborhoods.

This flexibility is built into our management philosophy because we recognize that each community is unique, and each is at a different stage of development.

There is another important reason why MMSC maintains a flexible approach. It is because downtown revitalization is an ongoing process. There is always another step, another level to achieve that will improve a community.

That said, we do have limited resources. Our staff of two works very hard to accommodate everyone that contacts the MMSC office seeking information about the National Main Street Four-Point Approach™.

What they cannot do is to visit every community that requests information. There just isn't enough time in the day or enough days in the week to meet face-to-face with every community. Also, we do not have the kind of budget that would allow so much travel. This is why we schedule workshops, seminars and conferences—so that each community has an opportunity to learn about Main Street™.

We encourage all towns to send representatives to our workshops, particularly Basic Training, which shows you how the Main Street Approach™ to revitalization can help your community.

Basic Training will be presented during a two-day workshop in Washington, MO on August 20-21. See the registration form and more details in this newsletter. I encourage any community interested in downtown revitalization to take advantage of this opportunity.

Your commitment will pay off many times over when you bring what you have learned back to your community.

Missouri Annual Statewide Preservation Conference

September 10-13, 2008 in St. Charles, at the St. Charles Convention Center

This is the premier preservation conference in Missouri, with speakers from across the nation sharing their expertise, including architects, historians and archivists, restoration technicians, financing experts and preservation consultants. The keynote speaker at the opening session/breakfast is Donovan Rypkema, real estate developer and nationally recognized expert on the economics of preserving historic buildings. Since 1983 he has provided consulting services to the National Trust for Historic Preservation and National Main Street Center.

A sampling of the workshop topics:

- The Ultimate Recycling Project—Coupling Historic with Sustainable Design
- Layering State & Federal Historic Tax Credits with Other Incentives
- Adaptive Re-Use: What To Do With Our Special Use Buildings
- Rebirth of Neighborhood Retailing—How to Make it Happen
- Designing Compatible Store-fronts

Tours of Historic sites in Downtown St. Charles are also available during the Conference

For prices and a conference brochure, contact:

Missouri Alliance for Historic Preservation 573-443-5946 www.preservemo.org

Downtown Revitalization Conference

Washington, Missouri
August 20 -21



This conference is for anyone interested in learning about commercial district revitalization and improving the economic health and vitality of the community.

- ◆ Learn the basics of Commercial district revitalization.
- ◆ Get an in-depth understanding of the nationally successful Main Street Four-Point Approach™
- ◆ Network with others involved in downtown revitalization.
- ◆ Prepare YOUR community for success.

REGISTER NOW!

Lodging:

Sleep Inn & Suites
636.390.8877
www.choicehotels.com

La Dolce Vita B&B
636.390.8180
www.ladolcevitawinery.com

**Brick Inn
Bed & Breakfast**
636.390.3264
www.BrickInnBedandBreakfast.com

**Guest Haus
at Washington**
636.390.8257
www.theguesthaus.com

Name: _____

Organization: _____

Address: _____

Phone: _____ E-Mail _____

Please use a separate registration for each person attending: Check all sessions attending

Wed. Aug. 20 9:00 Organization or 9—4:30 pm Encouraging Entrepreneurs 1:30 Design

Thur. Aug. 21 9:00 Economic Restructuring 1:30 Promotions

The Speakers for these sessions are Todd Barman and Norma Miess from National Main Street Center

Conference Fee: \$50 per day or \$100 for both days (MMSC Members pay only 1/2)

Please Mail Registration with Payment to MMSC, PO Box 1066 Branson MO 65615

Questions: call or e-mail Phyllis VanderNaald 417-334-3014 e-mail: momainstreet@aol.com

Cancellation Policy: All cancellations/refund requests must be submitted in writing. Cancellations within 7 days of conference will not receive a refund. **Deadline for Registrations: August 11**

Schedule of Events

Wed. Aug. 20th Basic Training in the Four-Point Main Street Approach™

9:00 AM Organization Session—establishing and structuring an organization: raising funds, managing volunteers, promoting the revitalization effort.

1:30 PM Design Session—basics of architectural style, façade rehabilitation, streetscape improvements, business appearance, design incentives.

Simultaneous Session Being Held on Wednesday

9:00-4:30 Encouraging Entrepreneur—based Retail and Incubator Start-ups

5:30 Downtown Tour hosted by the Main Street Program Downtown Washington Inc. Reception immediately following. Everyone is invited.

Thur. Aug. 21st Basic Training Continues

9:00 AM Economic Restructuring —understanding the local economy, market-driven and achievable projects, cultivating sustainable clusters of chain and independent businesses, retail market analysis.

1:30 PM Promotion—defining and marketing Main Street's image, understanding the categories of promotion, organizing and implementing promotional events.

Conference Location:

**St. Francis Borgia's
Jesuit Hall 310 W.
Main St. Downtown
Washington**

MISSOURI
DEPARTMENT OF ECONOMIC DEVELOPMENT

Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

This Conference is provided by Missouri Main Street Connection, Neighborhood Assistance Program—Missouri Department of Economic Development.



Advanced Workshop Topic:

“Encouraging Entrepreneurs”

9 am to 4:30 pm August 20, 2008, Washington, MO

PLEASE NOTE:

This workshop will be held concurrently with the Basic Training Workshops on Wednesday, August 20.

Location: St. Francis Borgia’s Jesuit Hall, 310 W. Main Street, Washington, MO

Please use the [registration form on the Downtown Revitalization Conference page](#) and return it with your payment to MMSC.

Registration fee: \$50 (MMSC members pay only \$25)

Registration deadline: August 11, 2008 Questions: call Missouri Main Street Connection Inc. 417-334-3014

9:00 am – noon Encouraging Entrepreneur-based Retail and Incubator Start-ups

By Todd Barman, Program Officer, National Trust Main Street Center

The strength of most historic commercial districts lies in their owner operated businesses. Attend this session to learn about how Main Street Programs can establish themselves as a central Entrepreneurial Support Organization in their community by leading efforts to develop and market entrepreneurship awareness and appreciation, training and technical assistance for entrepreneurs, capital access for entrepreneurs, networks, and a local entrepreneurial culture.

Come and explore whether or not incubators can be a successful strategy for your community’s historic commercial district revitalization. Learn the important questions to ask before you start investing time, money and reputation. Increase your return on investment by learning the lessons of accomplished incubators as well as those that struggled.

The session will also address the importance of restaurateurs to your downtown’s economic and social vitality. Discover effective strategies for supporting current and future restaurateurs.

Lunch Break: noon to 1:30 on your own

1:30 pm –

4:30 pm Winning Strategies for Including Multicultural Entrepreneurs

By Norma Miess, Program Officer, National Trust Main Street Center

Multicultural entrepreneurs add a proactive approach and great flavor to our downtowns with their products, traditions, and celebrations. At the same time, unique cultural backgrounds create challenges in working together for common goals. Let a seasoned director whose own multicultural background and experience in a diverse Main Street community help you develop strategies that invite multicultural support and help you weave your community’s cultural tapestry!

Speaker’s bios

Todd Barman is a program officer for the National Trust for Historic Preservation Main Street Center. He joined the National Trust after nearly 10 years of firsthand Main Street experience. His areas of expertise are evaluation and development of local and state coordinating programs, organizational and community planning, landscape design, and market analysis.

Norma Miess is a program officer for the National Trust for Historic Preservation Main Street Center. Her multicultural background has equipped her to understand the increasingly diverse Main Street communities. She provides consulting and technical services to Missouri Main Streets and additional programs in Boston, Iowa, Michigan, New Jersey, Oklahoma and South Carolina.