



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.

Cheers for our accomplishments: National recognition

The National Main Street Center awarded four Missouri communities with Accreditation status for their accomplishments last year. **Cape Girardeau's Old Town Cape Inc., Clinton Main Street, Downtown Lee's Summit Main Street, and Louisiana's Economic Development Committee** all received their certificates following the National Conference, March 31 to April 2 in Philadelphia.

"To be accredited, communities must meet 10 program standards set by the National Main Street Center," said Main Street State Director Gayla Roten. "It is not an easy task, and if a community wants to maintain the accreditation status, its revitalization program must pass the annual review by professional Main Street Center staff. Every designated Main Street Program undergoes a review annually. This helps keep all of our local Main Street programs on track with using the Main Street Four-Point Approach™ to revitalization. Congratulations to all the communities who met this goal!"

Individual achievements

"Also, we are very happy to congratulate Rich Groves, manager of Historic Downtown Liberty, who completed his Main Street Manager training at the National Certification Institute last year, and received his certificate during the National Conference," Roten said.

More news from the Conference

This year's conference theme was "Diversity and Entrepreneurship." Twenty-seven people representing 11 Missouri towns attended the conference: Cape Girardeau, Chillicothe, Clinton, Liberty, Louisiana, Lee's Summit, Sikeston, Warsaw, Warrensburg, Washington and Wentzville. Everyone gathered lots of information and ideas to take home from conference workshops and tours of Philadelphia's historic neighborhoods. *Continued page 2*



Main Street conference visitors tour one of Philadelphia's oldest residential streets
- Photo by Crystal Narr

MMSC President's Message — by Diane Hannah

The MMSC Board of Directors is made up of volunteers from different Main Street programs across the state. They have been diligent in developing the Missouri Main Street program during the past four years.

Our board members often have to travel to meetings, which means taking an extra day from their already hectic schedules. They all have full-time jobs at home. They have made

this commitment because they believe Main Street can help many communities in Missouri achieve success.

Soon we will be expanding the board to include a wider variety of people from different walks of life. We feel it is important to stretch our expectations while at the same time being realistic in what we can accomplish. Bringing in people who

have additional areas of expertise will help us accomplish that goal.

I want to thank our current board members for their faithful service, and encourage anyone who is reading this to be ready to accept the challenge of serving with us on the MMSC board if asked to do so.

We need your help and expertise and are looking forward to moving to the next level in MMSC's future.

Looking for a Tax Break?

MMSC is offering 70% Neighborhood Assistance Program (NAP) Tax Credits

The end of second quarter 2008 is coming up June 15th. If you want to reduce your tax burden for this quarter, and if you want to support the Missouri Main Street Connection's efforts to assist Missouri communities with revitalization, consider these facts:

- 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, and depending upon your tax bracket, that could mean a "wash" in your taxes due. Your credit can be applied to any 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, including but not limited to job development and physical 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; it's more than economic development; it's about making a difference in people's lives.

National Main Street Conference news — continued from page 1

Main Street people from across the nation were excited to learn during this conference that the National Trust for Historic Preservation is now prepared to say that *among all the programs it has sponsored over the years, Main Street is the most successful.*

During NTHP Executive Director David Brown's presentation to the Main Street Coordinators, he noted that NTHP's marketing methods are adopting the Main Street concept of comprehensive preservation through design, which includes the three other components that help to revitalize historic "places," not just a single historic building here and there. The bottom line is that NTHP is beginning to adjust its preservation message to encompass the Main Street Four-Point Approach.TM

Following that announcement, the National Trust staff unveiled the new website, preservationnation.org, which is more user-friendly and interactive. NTHP and the Main Street Center also announced their new priorities for research, which includes cataloging and sharing all research on preservation-based revitalization from other

organizations such as the International Downtown Association (IDA), the Local Initiative Support Corporation (LISC). The result will be a directory and catalogue of preservation materials.



Missouri representatives at the National Main Street Conference enjoyed their visit to Philadelphia and gained new skills to help their organizations perform to higher standards

MMSC Calendar 2008

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

Quarterly Workshops
Liberty, June 19
“Funding Strategies
& Tax Credit Incentives for Restoring
Historic Buildings”

Washington, Aug 20
“Encouraging Entrepreneurs
& Incubator Startups”

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

Managers Meetings
Liberty, June 18
“Habits of Effective Directors”

Washington, Aug. 19
“Time Management”

Warrensburg, Oct. 22
“501(c)3 Status
& Sunshine Laws”

**MMSC Board
of Directors Meetings**
Liberty, June 17
6:30 p.m

MMSC Board Planning
Branson, Dec. 15 –16

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

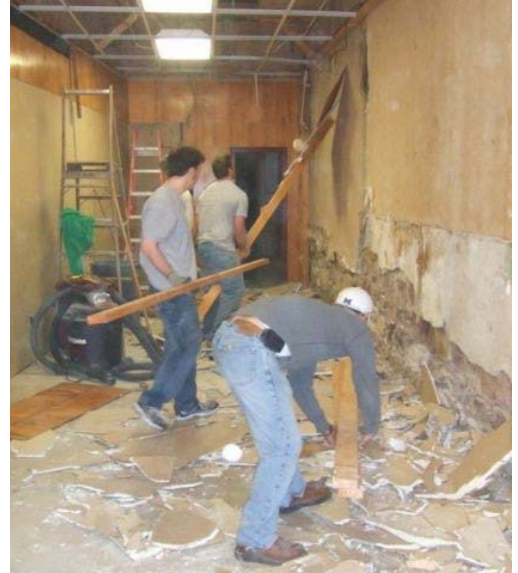
News from Missouri Main Street Towns

Warsaw Main Street has just unveiled a new brochure to promote downtown. It will go to local display areas and 280 Missouri Tourism agencies. Funding from several sources, including Neighborhood Assistance Program donations, have helped cover costs.

Warrensburg Main Street

A new office space is nearly ready, after lots of hard work by volunteers and staff. To help generate income for the organization, the staff is moving out of a larger space and into a smaller room in the same building, which they recently purchased.

“This project has really helped our organization rejuvenate itself,” said Exec. Director Jessica Rhodes.



Construction volunteers working in the new Main Street office at Warrensburg. - Photo by J. Rhodes

Summer Fun in Missouri Communities

Missouri's Main Street towns are planning a summer filled with fun activities. Pack your family in the car and go exploring. Many of these events are free.

Cape Girardeau: Tunes at Twilight -

Free live music downtown, June 16, 13, 20, 7-8 pm; Aug. 15, 22, 29; 6:30 – 8:30 pm.

“Libertyfest,” Fireworks, patriotic music & air show; downtown & the riverfront, July 4, starting at 3 pm.

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 Nights cars, trucks, motorcycles, prizes, music.

June 14 & July 12 at 5 pm
Aug. 9 at 8 pm

Old Glory Days, entertainment, carnival rides, food, crafts, games for kids, fireworks, July 3-6.

Lees' Summit: “Downtown Days-Streets Alive,” carnival, bands, crafts, food, classic car & motorcycle show, Camp Rock family area, fashion show, Sunday Jazz Brunch, June 6 –8.

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

Liberty: Cruise nights-classic cars on the Courthouse Square, June 28, July 26, Aug. 30, 5—9 p.m.

Architecture walks first Saturdays, May through Oct., download self-guided tours at www.historicliberty.org/tours

Louisiana: Independence Day and Louisiana's 190th Birthday Celebration on the riverfront, fireworks & street dance, July 4-5.

“July Blast,” celebrating volunteers & fundraising kickoff party, July 17 at the Eagles Nest, downtown, 5:30 p.m.

Sikeston: Malone Park Ice Cream Social & 1950's theme music, July 26, afternoon.

Cowboys & Arts Fest, Aug. 8-9 at American Legion Park.

Warsaw: Jubilee Days, parade, carnival, bike races, crafts, June 10-13.

Fireworks at Truman Dam, July 5.

Warrensburg: “Hot Dogs & Cool Cars,” dog show, classic car show, games & contests, on the Courthouse Square, July 26.

Washington: “Sunset on the Riverfront” free concert series, food & beverages, June 26, July 24, Aug. 28.

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

The Connection News

PO Box 1066

Branson, MO 65615-1066

ADDRESS CORRECTION REQUESTED



Missouri Communities Making Connections!



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.

The Missouri Main Street Connection Board of Directors

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Missouri Main Street Quarterly Workshop **June 19, 2008**

Funding Restoration Projects: Financial Tools & Strategies

at Liberty, MO William Jewell College - Pryor Leadership Center, 17 S. Jewell Street

Workshops are sponsored by the Missouri Main Street Connection, the National Trust for Historic Preservation Main Street Center, and the Missouri Department of Economic Development

AGENDA

June 19: Quarterly Workshop. PLEASE NOTE: The Workshop today is open to everyone.

8:30 - 9 am Registration

9 am to noon: Topic: "Funding Your Project - Financial Tools & Strategies"

Speaker: Linda Sorden, of the National Trust for Historic Preservation Main Street Center.

"For most, using other people's money to develop real estate is a common practice. How to determine the funding that is best for your project however requires knowledge of the financial tools available to you. This session is designed to introduce you to financing tools available, whether the financing tool is the right tool for your project and the strategy to access those financing tools."

Noon - 1:30 pm Lunch on your own

1:30 - 4:30 pm Topic: "Tax Credit Incentives for Restoring Historic Buildings"

Speaker: Ann Perry, of the Missouri Department of Economic Development

Speaker for the morning workshop:

Linda B. Sorden

Executive Director, National Trust Loan Fund

National Trust for Historic Preservation

1785 Massachusetts Ave NW. Washington, DC 20036

Phone: (202) 588-6024

Fax: (202) 588-6475

Email: linda_sorden@nthp.org

Ms. Sorden has worked for the National Trust for Historic Preservation since 2004. She is the *Executive Director* of the National Trust Loan Fund, a certified Community Development Financial Institution and a not-for profit subsidiary of the National Trust for Historic Preservation. She brings twenty-six years of experience with commercial credit administration and real estate lending with an emphasis on economic and community development lending. Her experience includes working for private banks, government economic development departments and national alternative lenders. As Vice President at NCB Capital Impact (formerly NCB Development Corporation), she was instrumental in developing a nationwide technical assistance program serving charter schools with a focus on real estate development and finance and creating a construction lending program on a national level. She has managed a variety of lending programs and loan portfolios varying in size up to \$100,000,000 including construction finance, permanent lending to commercial/housing cooperatives and lending to under-served communities. She received a B.A. in History from Cedar Crest College and completed graduate coursework in Finance.

Speaker for the afternoon workshop:

Ann Perry, Missouri Department of Economic Development (DED), Finance Development Team

Truman State Office Building, 301 W. High Street, Jefferson City, MO 65102

Phone: 573-751-4962; e-mail: ann.perry@ded.mo.gov

Ms. Perry is an Economic Development Finance Professional (EDFP) and has held several positions in that field. She is currently the Manager of Development Finance with the Department of Economic Development, covering the Tax Increment Financing program, and investment tax credits which include Historic, Brownfield and Neighborhood Preservation tax credits.

Who should attend? This workshop is for you if your Downtown Historic commercial district is the heart of the community, and it needs financial assistance to revitalize.

If you are -

- a downtown revitalization group
- commercial district business owner
- property owner
- preservationist
- city or county representative
- a designated DREAM community
- a DREAM applicant community

and you want to learn more about the Main Street Approach™ to financing a downtown rehabilitation project, this workshop is for you.

Registration Fee for the Quarterly Workshops on June 19:

See fees noted below. If your organization has donated to MMSC within the past year, each attendee from your organization will receive a 50% reduction on the cost of the workshops. Registration fees help cover part of the conference expenses. Please fill out one registration for each person attending, mail checks and registration forms to MMSC, PO Box 1066, Branson MO 65615-1066.

Conference Location: William Jewell College, Pryor Leadership Center, 17 S. Jewell Street, Liberty, MO 64068

Conference Lodging: Your choice - several Bed & Breakfasts or hotels in Liberty/East Kansas City area:

- Steeple Inn B & B, 342 N. Water Street, phone: 816-781-9450 (downtown)
- Stone Yancey House B & B, 421 N. Lightburne St., phone: 816-415-0066 (downtown)
- Days Inn-Liberty, 209 N. Highway 291, phone: 877-477-8004
- Super 8, 115 N. Stewart Rd. phone: 816-781-9400
- Hampton Inn, 8551 N. Church Rd., phone: 816-415-9600
- Comfort Inn & Suites, 8200 N. Church Rd. phone: 816-781-7273



Registration Form

**Please mail payment and form by June 13, 2008 to:
MMSC, PO Box 1066, Branson, MO 65615-1066**

Name: _____

Organization: _____

Address: _____ Phone: _____

Fax: _____ Email: _____

Please register me for the following workshops

- Thurs, June 19 "Funding Your Projects" - Financial Tools & Strategies 9 am - noon
 "Using Historic Preservation Tax Credits 1:30- 4:30 pm

Payment Information: Fee is \$50 (non-members) for both sessions - _____ Amount of Check Enclosed
Members of MMSC pay ONLY \$25.00 reduced by half.

**Questions: Please call or e-mail Phyllis VanderNaald, Admin Assistant, MMSC
E-mail: momainstreet@aol.com - Phone: 417-334-3014**

Cancellation Policy: All cancellations/refund requests must be submitted in writing. Cancellations within 5 days of the start date of the event will not receive a refund.