



The Connection News

This publication is 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.



Children welcoming Santa's appearance at Kruel's 5 & 10 Store was a tradition in Washington for 50 years. This photo is from 1928.



Hutson's Fine Furniture's animated window displays have been a tradition in Cape Girardeau since the late 1950's

Main Street Treasures Christmas Traditions

Although shopping is the activity that makes Main Street cash registers jingle, it's the traditions of Christmas decorations, holiday music and fun for kids that continue to attract families to downtown during the season.

Krue's department store at 120 W. Main in Washington, Missouri operated under two generations of the Krue family from 1920 to 1970. Santa Claus would appear each December welcoming throngs of children to kick off the holiday season. The store was the epitome of the old fashioned variety store, stocked with things everybody needs, most priced under a dollar. Of course it was packed with toys and candy at Christmas time. The building is now the Arts Center.

In Cape Girardeau, Hutson's Fine Furniture began creating elaborate Christmas displays sometime in the late 1950s and have done so ever since.

The animated window displays are unveiled the morning after Thanksgiving, and it has become a tradition with many in the area to bring the whole family to see the magical scenes. Is a fond memory for many children and grown-up kids.

The display is different every year, although they did repeat one theme—a replica of Silverton, Co. It also has a replica of Cape Girardeau's storefronts and street scenes. The store, at 43 S. Main Street, is owned by two brothers, Chris and Dave Hutson, who are big supporters of downtown Cape Girardeau.

Greetings from Missouri Main Street Connection Staff & Board

Missouri Main Street Connection Board of Directors, Advisory Board, and staff wish you all a *Merry Christmas*.

This year has given us great opportunities to become better acquainted with many of you around the state who are investing your time and energies to make the Main Street™ program successful in your communities.

We are proud of your accomplishments, as we are also proud of some milestones set by Missouri Main Street in 2009:

- Welcoming Ash Grove, Fredericktown, Raytown and Ste. Genevieve as Affiliates for the first time.
- Honoring Chillicothe as an Accredited community for the first time.
- Training over 253 individuals who attended workshops in Downtown Revitalization at our conferences this year.

- Establishing an Advisory Board of dedicated and enthusiastic persons who are assisting the MMSC Board of Directors to help MMSC become the best possible coordinating program that we can be.

- Conducting the first Missouri Main Street State Conference sponsored by MMSC. We are grateful for each of you who attended, and hope that you gained knowledge through the classroom training, networking, and in-the-field sessions.

We hope to see many more of you at the MMSC 2nd Annual State Conference August 10-13, next year in St. Louis.

Best Wishes for a Happy New Year,

Gayla Roten, State Director

Lee's Summit is a finalist for GAMSA® Award

The National Main Street Center recently announced that Downtown Lee's Summit is among the semifinalists for the Great American Main Street Award (GAMSA®) which will be presented at the National Main Street conference in Oklahoma City next May.

The GAMSA Award recognizes communities that are implementing successful downtown revitalization strategies, and all communities selected must have accredited Main Street programs that follow the Main Street Four-Point Approach™ to commercial district revitalization.

One of ten semifinalists, Lee's Summit will complete a rigorous final application process. A panel of downtown revitalization professionals will select five communities to win the GAMSA Award.

Lee's Summit has followed the Main Street Approach™ for 20 years. Jeanine Rann, Executive Director, says, "I am thrilled that we have been recognized at the National level for all the hard work and investment that our community, volunteers, partners and staff have put into the



Along-range strategic planning has resulted in many achievements in downtown Lee's Summit. Among them is the new streetscape. This view is along southeast Douglas Street.

revitalization effort. This reinforces what we have believed all along, that great strategic planning that is incremental and focuses on quality will result in great community pride and an economically healthy business district."

New Resource Library offers opportunities for MMSC members to acquire Revitalization skills

You won't need a library card for this.

MMSC members are now able to take advantage of learning opportunities through the new Resource Library available through the MMSC office.

Members will soon receive a list of materials that can be ordered by e-mail from MMSC. These include workshop presentations from previous conferences, sample documents, research reports, and copies of articles written by downtown revitalization professionals.

Fully operational Main Street groups will find items on this list that are designed to help mature programs. New programs will find materials that are geared to boost the skills and knowledge of those wanting to know more about downtown revitalization.

Items on the e-mail list will be free of charge. Here's a sampling of materials available:

For new revitalization groups:

- Is the Main Street Approach® Right for You?
- Getting Started in Commercial District Revitalization
- Fundraising Plan Outline
- Applying for Non-profit Status in Missouri.
- Mission Statements - Samples from Missouri Main Street Communities.
- Workplan Development and Sample Work Plans

- Best Practices for Successful Boards and Volunteers

For mature revitalization groups:

- Hiring a Downtown Program Manager
- Developing a Successful Membership Program
- Ten Quick Ways to Improve Board Meetings
- Benchmarking Festivals and Special Events
- Federal Historic Preservation Tax Incentives
- Conducting a Downtown Building Inventory
- Retail Market Analysis

The Resource Library also includes books, which can be borrowed from MMSC for the cost of shipping.

A typical book averages \$4.95 to mail by USPS Priority, one way. Some of the titles in the library:

- Economic Restructuring: Main Street Committee Members Handbook
- Design: Main Street Committee Members Handbook
- The Small Town Planning Handbook
- Building the Streetscape
- Maintaining Community Character: How to Establish a Local Historic District
- Fill-in the Blank Business Recruitment
- Effective Communications for Preservation Non-profits

Watch for a complete list in your e-mail.

National Conference Preview—2010

Oklahoma City is preparing to host the National Main Street Conference, May 2—5. The theme is “The Power of Main Street” that translates into billions of dollars in reinvestment, thousands of volunteer hours, hundreds of thousands of new jobs and new businesses, and thousands of revitalized communities.

Put the dates on your calendar and begin encouraging downtown people to go. Making the trip and spending time at this conference may be a sacrifice for every person who attends, but you will bring back information you could never acquire elsewhere, and motivation that keeps on growing. Every Main Street town in Missouri should be represented!

Missouri Main Street Basic Training Mark your calendars in March

A two-day Basic Training for Downtown Revitalization will be conducted March 17-18 in Jefferson City.

This is essential education for communities to get started using the Main Street Approach™ to Revitalization.

New Board members and officers of existing Main Street programs also need this training to help them fulfill their responsibilities and become effective Board members. Each of the four points of Main Street™ will be covered in half-day sessions, so plan to attend both days.

MMSC Offers 70% Tax Credits on Charitable Contributions for Revitalization

Contributions to Missouri Main Street Connection (MMSC) support downtown revitalization efforts in many towns across the state. MMSC provides leadership training that results in improved economic conditions in historic business districts, a renewal of community pride, new jobs, and preservation of historic commercial buildings in these districts.

- Your contribution will earn a **70% credit on your Missouri state income tax**. In addition, you can take a federal tax deduction on the gift. Your credit can be applied to any state tax return - quarterly or annually within the next five years.
- **Eligible donors** are businesses, sole proprietorships, farm operations, those who have income from 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.*

MMSC is a public benefit not-for-profit 501c3 corporation, registered in the State of Missouri. Our partners include the National Trust for Historic Preservation Main Street Center, and the Missouri Department of Economic Development.

Thank You to Recent NAP Contributors

Michael & Shelly Marquart
Bank of Missouri, Perryville

Ron & Judy Toellner
Joseph “Chip” Sheppard III

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ADDRESS SERVICE



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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