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contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.

Appleton City Receives Grant for Revitalization Training

Missouri Main Street Connection Inc. (MMSC) is pleased to announce that Appleton City has been selected in a competitive application process to participate in a new cost-sharing grant that provides training and technical services to local revitalization programs in Missouri's historic commercial districts.

MMSC staff will conduct an initial consultation in October with the Appleton City group to evaluate the existing revitalization efforts and set up a schedule of services customized to address the local revitalization needs.

Appleton City residents have engaged in preliminary discussions about revitalization and have given their enthusiastic support by volunteering with local civic groups and non-profit organizations, including Appleton City Landmarks Preservation, the Industrial Development Authority, and Appleton City Quad Lakes Community Development Corporation, the Community Club, Library, Optimist Club, the Vision Team, the Chamber of Commerce, and the Golden Apples senior citizens club.

The grant from MMSC covers a two-year period. During that time the members of the Appleton City revitalization group will receive on-site training from MMSC that will develop the organization's efficiency necessary to conduct the revitalization effort. Representatives from Appleton City also will attend regional revitalization workshops and conferences conducted by MMSC. **The goal of the grant is to create a local organization that can develop a long-term, self-sustaining revitalization program.**

The grant is a 40/60 match, requiring the community to contribute 40% of the cash value of the services, and MMSC to contribute 60% in services.

As a result of Appleton City's successful application, the program is also designated as an Affiliate in the MMSC Tier Structure, which ranks revitalization progress on standards established by the National Trust for Historic Preservation's Main Street Center. The Missouri Main Street Connection oversees the programs in Missouri and is currently working with over 70 communities to conduct sustainable revitalization.

For more information about the MMSC Affiliate grant program, contact Gayla Roten at 417-334-3014; e-mail: info@momainstreet.org, or visit the Missouri Main Street website: www.momainstreet.org

Missouri Main Street Connection

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