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## PRESS RELEASE

January 18, 2011

To: City of Cassville, MO c/o Lynette Dilbeck

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

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Missouri Main Street Connection Inc. (MMSC) is pleased to announce that the non-profit Downtown Cassville Partnership, in cooperation with the City of Cassville, 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 with the Cassville group to evaluate the revitalization program and set up a schedule of services customized to address the local revitalization needs.

The Downtown Partnership was launched in July 2010 with commitments from many local leaders to help facilitate the revitalization program. As part of the city's master planning process in 2009, citizens participated in the *Downtown Awareness Walk* which provided observations and ideas that the new revitalization group will use to help form a long-range action plan for downtown. Cassville is also participating in the State of Missouri's Downtown Revitalization Economic Assistance for Missouri (DREAM) initiative.

The grant from MMSC covers a two-year period. During that time the members of the Downtown Cassville Partnership will receive on-site training from MMSC that will develop the organization's efficiency necessary to conduct the revitalization effort. Representatives from Downtown Cassville 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 Cassville'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 or [info@momainstreet.org](mailto:info@momainstreet.org)

## Missouri Main Street Connection

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