



The Missouri Main Street Connection Mission

Is to enhance the 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.

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PRESS RELEASE

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

Concordia Receives Grant for Revitalization Training

Missouri Main Street Connection Inc. (MMSC) is pleased to announce that Concordia 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 Concordia in December to evaluate the existing revitalization efforts and set up a schedule of services customized to address the local revitalization needs.

Concordia's city government has committed support to the revitalization effort, and the community's civic organizations, including the Downtown Development Committee, the Chamber of Commerce and the Lions Club, are ready to participate in the program. Local media are also prepared to provide coverage of the events related to the downtown revitalization program.

The grant from MMSC covers a two-year period. During that time, individuals in the Concordia revitalization program will receive on-site training from MMSC that will develop the organization's efficiency necessary to conduct the revitalization effort. Representatives from Concordia 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 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% of the services without cost to the city.

As a result of Concordia's successful application, the community 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

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