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PRESS RELEASE

February 7, 2011

To: Lamar Democrat Newspaper

from:

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

PO Box 1066, Branson, MO 65615; 417-334-3014; e-mail: info@momainstreet.org

Missouri Main Street Connection Inc. (MMSC) is pleased to announce that the not-for-profit Lamar Downtown Association 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 historic commercial districts.

MMSC staff will conduct an initial consultation with the Lamar Downtown Association to evaluate the revitalization program that started several years ago and set up a schedule of services customized to help the program make progress.

Lamar has a number of valuable assets that will be the foundation for its revitalization program. The downtown commercial district has a number of valuable historic buildings which MMSC will recommend for preservation. Various organizations that sponsor events in Lamar are doing a fine job of public relations and promotions to enhance tourism. MMSC will work with these existing features, plus the DREAM initiative, to help the revitalization program in Lamar reach full potential .

The grant period is for two years. During that time the Lamar Downtown Association will receive on-site training from MMSC that will develop the leadership skills necessary to conduct the revitalization efforts. Representatives of the downtown group 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 Lamar'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, educating and training them in to conduct sustainable revitalization.

For more information about the MMSC Affiliate grant program, you may contact Gayla Roten at 417-334-3014 or info@momainstreet.org

Missouri Main Street Connection

PO Box 1066, Branson Missouri 65615 ☎ 417.334-3014 ✉ glroten@momainstreet.org 🌐 www.momainstreet.org