

## 2013 Year in Review

### MMSC Revitalization Services Provided to Missouri communities in 2013:

- Quarterly Training held in Jefferson City
- Quarterly Training held in Cape Girardeau
- Managers' Training held in Jefferson City and Girardeau
- Main Street Capital Day in Jefferson City
- Gayla Roten, MMSC Director and Board of Directors Steven Hoffman & Joe Lauber attended National Main Street Conference in New Orleans
  - 2 days of training for State Coordinating Programs before the conference began
  - Gayla Roten, MMSC State Director, presented a half-day workshop during the National Conference
  - MMSC held networking events & Missouri State Dinner
  - 30 individuals from Missouri attended the National Conference

### MMSC Provided Organizational, Tech Visits & Accreditation Reviews To:

- Clinton
- Liberty
- Sedalia
- Cape Girardeau
- Chillicothe
- Washington
- Warrensburg
- Lee's Summit
- Excelsior Springs

### MMSC Staff Provided 4 Affiliate Grant Workshops

41 Communities attended Affiliate Grant Workshops with attendance of 71 individuals.

- Jefferson City
- Blue Springs
- Cape Girardeau
- Hannibal

### MMSC Staff Provided Affiliate Visits To:

- Peculiar - City Council Presentation
- Concordia - Work Planning and Committee Round Table Discussion
- 18<sup>th</sup> & Vine (KC) - Resource Team Visit with State/National, Board Development
- Belton - Board Training and Visioning
- Blue Springs - Visioning Meeting
- Bolivar - Town Hall, Board & Committee Roles and Responsibilities
- California - Town Hall, Visioning, Work Planning
- Holden - Town Hall, Visioning, Board & Committee Roles and Responsibilities
- Fayette - Start-up Consultation, Stakeholders Meeting
- Canton - Start-up Consultation

### MMSC Staff Provided On-site Consultations & Organizational Visits to:

- Lexington
- Kearney
- Bolivar
- Hannibal

- Washington
- Chillicothe
- Lee's Summit
- Vine Street, Kansas City
- Cape Girardeau

#### **Staff Presented Main Street Topics at Special Conferences:**

- Gayla Roten with Norma Ramirez Miess, presented at the National Main Street Conference in New Orleans.
- Steven Hoffman, MMSC President, presented at the National Main Street Conference in New Orleans.
- Gayla Roten presented at the National Trust Preservation Conference during State Coordinators Meeting in Indianapolis.
- Gayla Roten presented to the Missouri Preservation Conference in Boonville.
- Gayla Roten presented at Missouri Community Betterment Conference in Lake of the Ozarks.

#### **Staff and volunteers presented the 5<sup>th</sup> Annual Downtown Revitalization Conf. in Kansas City**

- Speakers included the National Main Street President and CEO Patrice Frey, Joe Borgstrom, Director of Downtown & Community Service Division of Michigan Housing & Development Authority, Norma Miess, Program Officer for the National Main Street Center
- 244 attended
- 11 new communities attended
- 25 educational sessions
- 6 educational Tours
- 15 sponsors
- 11 exhibitors

#### **Direct Services Provided to the Communities:**

- \$257,994 - Raised in private contributions for support of the MMSC program in 2013
- 136 Days in 2013 - Staff worked on-site in the communities
- Received State Coordinating Program Designation from National Main Street Center

#### **Staff attended the Missouri Preservation Conference and the Missouri Community Betterment Conference:**

- Staff provided an exhibit of educational items from Missouri Main Street Connection

#### **Main Street Outreach Committee**

The Main Street Outreach Committee educates new communities about the Main Street 4-Point Approach<sup>®</sup> to Revitalization. The committee also educates communities that have abandoned the Main Street Program about the importance of re-establishing the program in their communities.

#### **Outreach - 2013 Successes**

- Outreach Luncheon held with Senator Pearce that resulted in contacts being made with Lexington, Richmond, Higginsville and Marshall.
- Contacts made in the following communities by the committee or staff on the Affiliate Grant program: South Grand (St Louis), Lexington, Grandview, Kearney, Odessa, Carrollton, Drexel, Canton, West Bottoms/Stockyard District (Kansas City), University City (St Louis), Fayette, Marceline, Ferguson, Springfield and Del Mar Loop (St Louis).
- Communications calendar was created and utilized throughout the year using Facebook and Email Blasts to share information on MMSC.

- Strategy was started to increase Facebook Likes for the MMSC page. More will follow in 2014.
- Work began on contacting Regional Planning Commissions to make a presentation on Main Street at their respective quarterly meetings or to have a booth at their state conference or make a presentation. Work will continue in 2014.
- Work began on contacting Certified Local Government communities by the committee members. Work will continue in 2014.
- Affiliate Grant Communities accepted in 2013 included: Fayette, Canton and Drexel. The goal for 2014 is 8. Those accepted already include: Marceline, Kearney, Grandview and Lexington. Those expected to apply include: Odessa, Smithville, Albany, Maryville, Poplar Bluff and Ste. Genevieve.
- 25 communities attended Quarterly Training Workshops in 2013 - Total attendance was 84 people at these workshops.
- 41 communities attended an Affiliate Grant Workshop in 2013.

### **Main Street Financial Resource Development Committee**

The Main Street Resource Development Committee establishes financial stability for MMSC so that it will be able to serve Missouri communities for years into the future, with strong partnerships from different areas of financial resources.

#### **Financial Resource Development – 2013 Successes**

- \$249,319 Raised in Neighborhood Assistance Program (NAP) contributions
- \$27,500 Raised in Sponsorships for Annual Downtown Revitalization Conference
- Increased Investor Participation – raised awareness and increased revenues
- Created a “new” investor program brochure
- Committee and staff provided educational meetings with 9 potential “big sponsors”
- Expansion of Ideas for Corporate Sponsorships
- Received Grant from US Bank
- Identified Additional Grant Opportunities

### **Main Street Caucus Committee**

The Main Street Caucus Committee advocates to the Legislative Branch for continued service of the Missouri Main Street program with adequate funding to support the Mission and Vision of the program.

#### **Caucus – 2013 Successes**

- Proven outcome measurement of the program
- Expansion of the Advisory Committee
- Held Main Street Capital Day
- Restructured Legislative Literature
- Held Interactive Session during State Conference to Educate Communities on Advocacy

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