



Missouri Main Street Connection, Inc.

Our 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® to Revitalization, as developed by the National Trust for Historic Preservation.

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PRESS RELEASE

Odessa Receives Downtown Revitalization Grant from Missouri Main Street

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Odessa, MO has been selected in a competitive application process to participate in a cost-sharing Affiliate Grant that provides training, mentoring, and technical services to revitalization programs in Missouri's historic commercial districts. The grant is provided by Missouri Main Street Connection, Inc. (MMSC)

MMSC staff will visit with Odessa's downtown community leaders to evaluate existing and future needs of the downtown, and then schedule a series of customized training and mentoring sessions equipping them to concentrate on their local revitalization goals. **The goal of the grant** is the development a sustainable, volunteer-based organization that will carry out an economic development program based on the preservation of historic assets in the downtown, using the Main Street 4-Point Approach® to Revitalization.

With support from MMSC, the Odessa revitalization group anticipates:

- Expanding the asset of its historic buildings with restoration projects that will entice new businesses and create jobs.
- Promoting current and future retail locations to develop downtown as a shopping destination.
- Launching their revitalization plan with a volunteer team who are already prepared to devote time and energy that will build a comprehensive downtown program and sustain its success into the future.

During the next two years MMSC will provide Odessa citizens with training and mentoring to establish a revitalization organization that will engage the entire community as a participant and beneficiary. The group also will attend regional revitalization workshops and conferences conducted by MMSC.

The Affiliate Grant is a 40/60 match, requiring the community to contribute 40% of the cash value of the services. The total value of the grant in training and mentoring services is \$24,000. Odessa also is now designated as an Affiliate in the Missouri Main Street Tier Structure which ranks progress on standards established by the *National Trust for Historic Preservation's Main Street Center*. MMSC currently provides revitalization training and mentoring to 159 communities in Missouri, plus Main Street® accreditation services.

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