



The Missouri Main Street Connection Mission

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: California Progress Inc. Receives Downtown Revitalization Grant

October 25, 2012

To: *California Democrat*, David Wilson, Editor

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

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Missouri Main Street Connection Inc. (MMSC) is pleased to announce that California Progress, Inc. (CPI) has been selected in a competitive application process to participate in a cost-sharing grant that provides training and technical services to revitalization programs in Missouri's historic commercial districts.

In November, MMSC staff will visit with CPI to evaluate the existing downtown conditions and then schedule a series of customized training sessions that will prepare the group to address revitalization needs during the next two years and beyond. **The goal of the grant** is to develop a sustainable, long-term, organization that can carry out a preservation-based economic development program, using the Main Street 4-Point Approach® to Revitalization.

With support from Missouri Main Street Connection, CPI will undertake a broader leadership role to sustain the momentum begun by the DREAM initiative in 2009. The City's Board of Aldermen, a number of civic groups, and businesses representing a large base of volunteers have expressed support for CPI's efforts. The result is expected to be a community-wide effort that will develop a broad-based foundation for growth and continued preservation of historic assets, which include the local cultural heritage and historic buildings dating from the 1860s - 1900.

The grant period is for two years. During that time CPI will receive on-site training from MMSC to conduct revitalization efforts that will engage the entire community as participant and beneficiary of revitalization. Representatives of CPI also will attend regional revitalization workshops and conferences conducted by MMSC.

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%.

As a result of California's successful grant application, CPI 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*. Missouri Main Street Connection oversees 29 downtown revitalization programs in Missouri with training and annual accreditation services, and provides revitalization workshops and technical services to 116 other communities in the state.

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

Missouri Main Street Connection

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