



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

PO Box 1066, Branson, MO 65615; phone: 417-334-3014; e-mail: [info@momainstreet.org](mailto:info@momainstreet.org)

### **PRESS RELEASE: Canton Receives Downtown Revitalization Grant from Missouri Main Street**

The City of Canton, 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 the Canton's downtown community leaders to evaluate existing and future needs of the downtown, and then schedule a series of customized training 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 Canton revitalization group anticipates:

- Expanding the Levee Walk to include trails that lead to other cultural and heritage points of interest, which will expand tourism and educational opportunities for residents.
- Creating a downtown comprehensive program that will feature infrastructure improvements, plus restoration of historic buildings, and recruiting businesses to occupy commercial vacancies.
- Using ideas within the Canton Downtown Vision and Development Strategy created in 2008 that will serve as a foundation for revitalization planning. The experience of creating that plan gave the citizens of Canton new confidence and enthusiasm which will carry over to the creation of a successful, long-term revitalization organization.

The grant period is for two years. During this time Canton's leadership for downtown revitalization will receive on-site training and mentoring from MMSC to help them establish a downtown revitalization organization that will engage the entire community as a participant and beneficiary of revitalization. Representatives of the downtown 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, and MMSC to contribute 60%. The total grant value in training and mentoring services is \$23,500.

Canton is also now designated as an Affiliate in the Missouri Main Street Tier Structure, which ranks revitalization progress on a standard established by the *National Trust for Historic Preservation's Main Street Center*. Missouri Main Street Connection is currently providing revitalization training and mentoring to 145 communities in the state, plus Main Street accreditation services.

## **Missouri Main Street Connection**

PO Box 1066, Branson Missouri 65615 ☎ 417.334-3014 ✉ [glroten@momainstreet.org](mailto:glroten@momainstreet.org) 🌐 [www.momainstreet.org](http://www.momainstreet.org)