



*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: Fayette Receives Downtown Revitalization Grant from Missouri Main Street**

Fayette Main Street Inc. in Fayette, 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 Fayette Main Street board of directors and other community leaders to evaluate existing and future needs of the downtown, and then schedule a series of customized training sessions that will equip 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 Downtown Fayette organization anticipates:

- Recruiting new businesses or expanding existing businesses to fill every vacant store front in the historic downtown
- Creating and implementing a comprehensive tourism plan for downtown and the community.
- Developing a perpetual revitalization organization that will facilitate business growth, job development and preserve the unique culture and heritage of downtown Fayette.

The grant period is for two years. During this time Fayette Main Street Inc. board members and committees will receive on-site training and mentoring from MMSC 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.

The community is also designated now as an Affiliate in the Missouri Main Street Tier Structure, which ranks revitalization progress on standards 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, including accreditation services.

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

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