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PRESS RELEASE

Downtown Joplin Alliance Achieves Associate Tier Status with Missouri Main Street Connection

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.; PO Box 1066, Branson, MO 65615; phone: 417-334-3014.

We are proud to recognize that Downtown Joplin Alliance has been selected as a new Associate community with Missouri Main Street Connection (MMSC). MMSC is a statewide non-profit organization designed to help Missouri communities preserve their historic commercial districts through economic revitalization. MMSC currently provides services and trainings to over 160 communities across the state. MMSC has empowered downtown revitalization in Missouri communities since 2006, resulting in \$964 million of private and public investments, the creation of 829 net new businesses, and the development of 4,097 net new jobs in Main Street communities.

MMSC State Director, Gayla Roten said, "The Downtown Joplin Alliance has been building capacity within the organization with great success. The Main Street organization has been hard at work implementing historic preservation-based economic development in downtown Joplin and these efforts are creating a place for people to gather, live, and work in downtown Joplin." Downtown Joplin Alliance has had \$1.8 million total investment in downtown, 47 net new jobs, and 2,925 volunteer hours.

Associate communities are those working toward being recognized as a nationally Accredited Main Street community by Missouri Main Street and National Main Street Center. The Associate Tier will help prepare the community for meeting the standards to be a Nationally and State Accredited community. At the Associate Tier level, the community is seeing an increase in the economic value of the downtown and is making progress to achieve an active and vibrant downtown revitalization organization.