



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

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Downtown Marceline, 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 Marceline'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 Marceline revitalization group anticipates:

- Focusing on its most significant historic asset – the boyhood home of Walt Disney – Marceline envisions a preservation and restoration program that will enhance its commercial core and benefit the entire community.
- Using an ordinance that established a special historic district several years ago will be a valuable tool to advance the downtown revitalization program.
- A group of eager volunteers who are business owners and community leaders have already laid the foundation for revitalization and are prepared to take charge of the planning and implementation to sustain a long-term revitalization effort.

The grant period is for two years. During this time Marceline's leadership group will receive on-site training and mentoring from MMSC to help them establish a downtown revitalization organization to 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.

Marceline also is 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.

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