



EMPOWERING *Community Revitalization*

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PRESS RELEASE

Ashland Receives Downtown Revitalization Grant from Missouri Main Street

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.
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Ashland has been selected in a competitive application process to participate in a cost-sharing Community Empowerment 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 Ashland downtown community leaders to evaluate existing and future needs of the downtown, and then schedule a series of customized training and mentoring sessions equipping them to concentrate on their local revitalization goals. MMSC State Director Gayla Roten noted, "This service grant offers an amazing opportunity to Ashland to bring the community together to preserve and revitalize the downtown district. We are excited to assist the entire community with this work!"

The goal of the grant is the development of 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 Four-Point Approach® to Revitalization.

With support from MMSC, the City of Ashland anticipates:

- Comprehensive and sustainable revitalization in downtown Ashland
- To build on the successes already accomplished by the City of Ashland and other downtown stakeholders in downtown Ashland

During the next two years, MMSC will provide Ashland with training and mentoring to establish a revitalization organization that will engage the entire community as a participant and beneficiary. The group also will attend regional revitalization workshops and conferences conducted by MMSC.

The Community Empowerment Grant is a 40/60 match, requiring the community to contribute 40% of the cash value of the services. The total value of the grant in training and mentoring services is \$30,800. Ashland is also now designated as an Affiliate in the Missouri Main Street Tier Structure which ranks progress on standards established by the *National Trust for Historic Preservation's Main Street Center*.

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