



The Missouri Main Street Connection Mission

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® as developed by the National Trust for Historic Preservation.

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PRESS RELEASE: Vine Street District Council Receives Revitalization Grant

November 30, 2012

To: *Kansas City Star*

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

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Missouri Main Street Connection Inc. (MMSC) is pleased to announce that the Vine Street District Council 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.

On December 19th MMSC staff will visit with the Vine Street District Council and community representatives to evaluate existing and future needs, and then schedule a series of customized training sessions that will equip the group to concentrate on revitalization goals during the next two years. **The goal of the grant** is to develop a sustainable, volunteer-based organization that will carry out an economic development program based on the preservation of historic assets, using the Main Street 4-Point Approach® to Revitalization.

With support from Missouri Main Street Connection, the Vine Street District Council will undertake a leadership role to sustain the momentum begun by the Vine Street District Economic Development Plan adopted in July 2010. The Council will cooperate with over 70 local not-for-profit groups, churches, businesses, and other entities including city government which helped create the Development Plan. Together, these organizations represent a large base of volunteers who will lead the revitalization program. The result is expected to be an on-going community effort that will enable new business growth and job development, and strengthen the ongoing efforts to preserve the district's unique cultural and heritage character.

The grant period is for two years. During that time the Vine Street District Council will receive on-site training and mentoring that will engage the entire community as participant and beneficiary of revitalization. Representatives of the Council 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 services is \$23,500.

As a result of the Council's successful grant application, The Vine Street District is also designated 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 assisting 29 downtown revitalization programs in Missouri with training and annual accreditation services, and provides revitalization workshops and technical services to 116 other communities in the state.

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

Missouri Main Street Connection

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