



EMPOWERING
Community Revitalization

June 22, 2021
PRESS RELEASE

Historic Downtown Liberty, Inc. Maintains Accredited Status

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

Historic Downtown Liberty, Inc. is once again a nationally and state accredited Main Street community following a program assessment by Missouri Main Street Connection (MMS). Accreditation is the highest level a downtown revitalization program can achieve.

Patrice Frey, President & CEO of Main Street America, stated, “We are proud to recognize this year’s 889 nationally accredited Main Street programs that have worked tirelessly to advance economic vitality and quality of life in their downtowns and commercial districts. During an incredibly challenging year, these programs demonstrated the power of the Main Street movement to drive impressive local recovery efforts, champion small businesses, and foster vibrant downtown districts. I am inspired by their hard work and confident that these accredited communities will continue to help their downtowns flourish in the next stages of recovery.”

To receive National and State Accreditation status a community must meet or exceed the Main Street criteria covering various aspects of revitalization work that help create a sustainable, community-driven Main Street program. The Main Street criteria is utilized across the country to recognize high achieving Main Street programs. Gayla Roten, State Director of Missouri Main Street Connection, Inc. stated, “These criteria were established by Main Street America and is a proven comprehensive approach to community economic revitalization and we are proud of this accomplishment by Historic Downtown Liberty, Inc. These criteria ensure a broad-based community support for the program, a strong historic preservation ethic, active Board of Directors and committees, as well as other technical aspects that help the program function at a high level.”

The Accreditation process includes a self-evaluation and submission of materials from the program that support their work for each criteria. Each community was then assessed by MMS to determine tier placement. Though it is a critical moment for a Missouri Main Street community to become Accredited, it is equally important for the community to maintain the Accreditation status once it has been earned.

Gayla Roten, MMS State Director, stated, “Historic Downtown Liberty, Inc. has strong support from their local government in Main Street’s efforts. City and district stakeholders are strong supporters of Main Street efforts. That’s fantastic!”

BOARD OF DIRECTORS

President, Robert Lewis

St. Louis University, St. Louis

**Immediate Past President,
Steven Hoffman**

Southeast MO State Univ., Cape Girardeau

Treasurer, Bridgette Kelch

East Central College Foundation, Washington

Karen Bode Baxter

Preservation Specialist, St. Louis

Dawn Dauer

The Bank of Missouri, Cape Girardeau

Robert Espeland

US Bank, St. Louis

Shelia Holm

AARP, St. Louis

Christine Johnston

MarksNelson, LLC, Kansas City

Sandy Lucy

Mayor, Washington

Mark Pauley

MO Dept. of Econ. Dev., Jefferson City

Dan Ross

Jefferson City

Russ Volmert

Forest Park Forever, St. Louis

ADVISORY BOARD

Darin Chappell

City Administrator, Chillicothe

Senator Mike Cierpiot

Missouri Senate District 8

William Emmons

Federal Reserve Bank of St. Louis, St. Louis

Mark Grimm

Gilmore and Bell, St. Louis

Julie Turnipseed

Anderson Co. Devel. Agency, Garnett, KS

John Vietmeier

Downtown Washington, Washington

Senator Brian Williams

Missouri Senate District 14



EMPOWERING *Community Revitalization*

Throughout 2020, Historic Downtown Liberty, Inc. saw a net gain of 6 new businesses and 11 new jobs. Additionally, volunteers for Historic Downtown Liberty, Inc. donated 520 hours of their time.

The Missouri Main Street Program's purpose is to create vibrant communities across the state. This effort is based on numerous recent studies showing that empowering individuals to develop their downtown motivates high achievement, creates a place people will want to live, work and invest, and makes our State economically stronger. The goal of the National Main Street Center and Missouri Main Street Connection is to encourage preservation-based economic development through the Main Street Approach™.