



## 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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November 11, 2016

### **Collaboration Makes a Win-Win for Missouri Main Street Connection**

**PRESS RELEASE** – Missouri Main Street Connection (MMSC) unveiled their new branding today at their Fall Quarterly Workshop in Chillicothe, Missouri. The new branding is a product of collaboration between a Main Street community, a local business and Missouri Main Street Connection.

As a follow up to their 10<sup>th</sup> anniversary year, MMSC asked the Executive Directors of their Main Street communities to seek out local design and marketing firms within their community who would submit logo and branding proposals for consideration as the new image of MMSC.

The winning design was submitted by Downtown Lee's Summit Main Street (DLSMS). The design was created in conjunction with the DLSMS staff and Fossil Forge, a Lee's Summit-based design firm that donated their time and work to help create the new branding. A committee created by MMSC selected the winning design from a group of over 10 submissions.

When presenting the competition to the Main Street communities, MMSC asked that the new logo and brand showcase the spirit of Main Street in Missouri. The selection committee enjoyed not only the brand design itself but also the explanation provided in the proposal by DLSMS. The design highlighted the diversity of experiences available in Missouri communities, and used a grid pattern to represent intersections and connections felt in cities and communities. The grid pattern also represents the patchwork of agriculture often found in Missouri's rural areas. Missouri Main Street Connection is placed at the center of the state to illustrate how the organization strives to bring all Missouri communities together.

Fossil Forge will receive an award of \$5,000 that will be passed to DLSMS as the Main Street organization with the winning logo submission. All involved in the creation of the branding will benefit. Fossil Forge will receive a letter of support for a \$5,000 pledge to a non-profit to use on their taxes and DLSMS receives \$5,000 to invest into their community. MMSC will begin using the new branding in 2017.

For more information contact MMSC Director Gayla Roten at [gloten@momainstreet.org](mailto:gloten@momainstreet.org) or 417.334.3014.

## MISSOURI MAIN STREET CONNECTION

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