



## 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

### **Willow Springs Receives Downtown Revitalization Grant from Missouri Main Street Connection**

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.  
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Downtown Historic District of Willow Springs 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 Willow Springs' 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. **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 Willow Springs revitalization group anticipates:

- Building upon the local arts activities such as the theater, community orchestra, youth orchestra and art exhibits.
- Developing partnerships throughout the community to assist in their work.
- Utilizing the beautiful historic brick buildings for new businesses.

During the next two years MMSC will provide Willow Springs 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 Affiliate 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 \$24,000. Willow Springs also is 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*. MMSC currently provides revitalization training and mentoring to 124 communities in Missouri, plus Main Street accreditation services.

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