

EMPOWERING
Community Revitalization

July 23, 2021
PRESS RELEASE

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Independence Square Association Maintains Associate Status

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Independence Square Association is once again a state accredited Main Street community following a program assessment by Missouri Main Street Connection (MMSA). Accreditation is the highest level a downtown revitalization program can achieve.

To receive State Associate 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 Independence Square Association. 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 Associate assessments include a self-evaluation and submission of materials from the program that support their work for each criteria. Each community was then assessed by MMSA to determine tier placement. Though it is a critical moment for a Missouri Main Street community to become Associate level, it is equally important for the community to maintain the status once it has been earned.

Gayla Roten, MMSA State Director stated, "The organization recently helped to develop a façade renovation program, which is a huge physical revitalization tool for building owners. The COVID adaption of the Preservation Hunt was a great way to educate the community on preservation in a safe way."

Throughout 2020, Independence Square Association saw public and private investment of over \$183,000 in the historic district from 4 projects. The district saw a net gain of 5 new businesses. Additionally, volunteers for Independence Square Association donated 1,056 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



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Main Street Connection is to encourage preservation-based economic development through the Main Street Approach™.