



MISSOURI MAIN STREET CONNECTION

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

Monroe City Receives Downtown Revitalization Grant from Missouri Main Street

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The Monroe City Chamber of Commerce 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 Monroe City's 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 Monroe City revitalization group anticipates:

- Maximizing on the community's proximity to Mark Twain Lake to drive interest and activity in the historic district.
- Establishing a long term revitalization program that will grow with the community.
- Enhancing the aesthetics and desirability of downtown Monroe City

During the next two years MMSC will provide Monroe City 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. Monroe City 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*. Throughout its history, MMSC has served over 178 Missouri communities.

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