



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

Joplin Receives Downtown Revitalization Grant from Missouri Main Street

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Downtown Joplin Alliance has been selected in a competitive application process to participate in a cost-sharing People Energizing Places (PEP) 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 Downtown Joplin's staff, Board of Directors, and committees to evaluate existing and future needs of the downtown, and then schedule a series of customized trainings equipping them to concentrate on their local revitalization goals. *The goal of the grant* is to help downtown revitalization organizations advance their program. This program will help get everyone on the same page, identify smart growth strategies and create a detailed plan of action. An assessment of the current conditions will identify potential to create a plan of action involving partners and funding options.

MMSC State Director, Gayla Roten believes, "The PEP grant is an opportunity for Joplin to build on the wonderful resources that currently exist and create a downtown that continues to serve the community."

With support from MMSC, the Downtown Joplin Alliance anticipates:

- Utilizing momentum from recent and upcoming projects to increase the organization's visibility in their community.
- Developing their downtown revitalization efforts further through the training and guidance provided by Missouri Main Street Connection.
- Enriching the organization with partnerships formed with individuals, businesses and other organizations throughout the community.

The PEP Grant is a 25/75 match, requiring the community to contribute 25% of the cash value of the services. The total value of the grant in training and mentoring services is \$38,400. Downtown Joplin Alliance is currently designated as an Aspiring community in the Missouri Main Street Tier Structure. With the completion of the grant, Downtown Joplin Alliance hopes to advance their organization in the Tier Structure. MMSC currently provides revitalization training and mentoring to 135 communities in Missouri, plus Main Street® accreditation services.

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