



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

Brunswick Receives Downtown Revitalization Grant from Missouri Main Street

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.

PO Box 1066, Branson, MO 65615; phone: 417-334-3014.

The City of Brunswick 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 Brunswick'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. MMSC State Director Gayla Roten noted "We are very excited to work with Brunswick to achieve their goals for revitalizing their downtown. This is the first step towards making downtown Brunswick a vibrant and exciting place for the community once again."

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 Brunswick revitalization group anticipates:

- Maximizing on the community's claim to fame as the Pecan Capital of Missouri as well as connection to new visitors travelling on US Highway 24 which runs directly through their historic district.
- Utilizing downtown buildings for new and unique business growth.
- Developing programming that showcases the rich heritage and history found in the community.

During the next two years MMSC will provide Brunswick 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. Brunswick 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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PO Box 1066, Branson Missouri 65615 • 417-334-3014 • glroten@momainstreet.org • www.momainstreet.org