



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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Missouri Legislators Attend Main Street Showcase

Missouri Main Street Connection (MMSC) hosted a reception for Missouri legislators and community members at Revel Catering in Jefferson City on January 29, 2018. Each year the event gathers legislators from across the state to celebrate the achievements by Missouri communities participating in the Missouri Main Street statewide revitalization program.

Representatives from Missouri Main Street Connection and Main Street communities across the state were able to meet with legislators to showcase the work they are accomplishing in Missouri's historic downtowns. At the showcase event, MMSC took the time to highlight the impact Main Street organizations have had on Missouri's economy. The data shared has been collected from the local Main Streets for the past 12 years.

- **\$880 Million** – Public and Private Investment
- **3,525** – Net New Jobs
- **686** – Net New Businesses
- **363,847** – Volunteer Hours Valued at \$7.75 Million
- **\$1,091** – Private investment for every dollar appropriated to MMSC by the State of Missouri

State Director, Gayla Roten noted, "Missouri Main Street communities have a lot to be proud of as they work to revitalize their downtowns. Their hard work will be showcased to a national audience when MMSC hosts the 2018 Main Street Now Conference in Kansas City." The Main Street Now Conference is a national event March 26-28, 2018, expecting upwards of 1600 attendees covering a wide range of downtown revitalization topics.

Missouri Main Street Connection is a statewide program currently providing services and training to over 135 communities across the state. MMSC offers education and mentoring in downtown revitalization strategies using the Main Street Four-Point Approach® to revitalization as developed by the National Trust for Historic Preservation. The approach is a comprehensive methodology addressing all components of revitalization including organization, design, economic vitality and promotions, all within the context of historic preservation.

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