



# 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

### **Kirkville Receives Downtown Revitalization Grant from Missouri Main Street**

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

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The Kirkville Downtown Improvement Committee 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 Kirkville'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 "Downtown Kirkville is ready to further their revitalization efforts with support of MMSC. We are excited to work with them so that they can create a vibrant community center."

**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 Kirkville revitalization group anticipates:

- Maximizing on strong partnerships, especially with the City of Kirkville to revitalize their historic district.
- Utilizing Kirkville's role as a cultural hub for the region to draw visitors and citizens to downtown events.
- Building community pride in downtown Kirkville.

During the next two years MMSC will provide Kirkville 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. Kirkville 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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