



EMPOWERING
Community Revitalization

January 23, 2020

PRESS RELEASE

Warrenton Downtown Association wins Activation Storefront Grant from Missouri Main Street Connection, Inc.

This grant will enhance a vacant storefront and transform that storefront into a vibrant opening for a new business that is needed in their community.

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc., PO Box 1066, Branson, MO 65616; phone: 417-334-3014.

Missouri Main Street Connection, Inc. (MMSC) selected two winning applications for the Activation of Storefront Grant on January 10, 2020, recognizing projects planned out by communities to enhance their districts.

Missouri Main Street Connection is a non-profit designed to help communities preserve their historic commercial districts through economic revitalization. Missouri Main Street Connection has empowered downtown revitalization in Missouri communities since 2006, resulting in \$954 million of private and public investments and the creation of 902 net new businesses and 4,043 net new jobs in Main Street communities.

The Activation Storefront Grant is a \$2,500 grant awarded to two communities for storefront activation plus \$1,000 in architecture fees of storefront design. The goal for the recipient community is to transform an empty storefront and showcase an idea for a new business needed in the community. A workshop was held to dive into market driven data to determine what type of business that each community could support. Applications for the grant were submitted, with MMSC selecting two winning communities. The communities will spend the next 18 months activating and engaging the space, with the resources to fill the vacancy with a new business and create new jobs in a vibrant setting in their communities.

Warrenton Downtown Association wins Activation Storefront Grant.

Warrenton Downtown Association's plan for their project is to activate a 3,000 square foot vacant building located in their district. Their vision for the space is a family friendly creative play business that will create a community gathering place and honor their educational roots. It is a unique project for the space and community.

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Through collaborative efforts with community groups that include the property owners, Warrenton Downtown Association, local school district, and others, they plan to utilize a white box building with a vacant storefront to house an amenity-value business geared toward children and families as interactive gathering place that will impact not only their district, but their community.

Gayla Roten, State Director, commented that “Warrenton Downtown Association’s use of the Environmental Systems Research Institute (ESRI) data from the workshop, their vision for the space, and the community engagement from local organizations and school groups were key factors in the decision to choose Warrenton Downtown Association.”

ESRI data is a collection of demographic, psychographic, and socioeconomic data, with over 15,000 data variables reflecting where communities have strength and where there are areas economically to be improved.

The 18-month timeline and activities leading up to the grand opening of the business submitted in their application impressed MMSC ultimately leading to their selection for the grant.

For more information on this project and its progress contact Maggie Hase at 314-952-8784 or maggie@mainstre.com