



EMPOWERING
Community Revitalization

April 20, 2020
PRESS RELEASE

**Missouri Main Street Connection Hosts
Mornings On Main Free Webinar Series**

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc. PO Box 1066, Branson, MO 65615; phone: 417-334-3014.

Missouri Main Street Connection (MMSC) is dedicated to supporting Missouri communities and small businesses during the COVID-19 pandemic. MMSC believes that Main Street organizations play a vital role in helping small businesses through this trying time and MMSC is committed to providing resources to help in that effort.

MMSC will be hosting Mornings on Main every Wednesday, a free webinar series aimed at equipping businesses and Main Street organizations with necessary tools in this changing economic landscape. This free service is open to anyone and the webinar will be made available to view and share afterwards.

There are other free resources available by MMSC during this time. One of those is the COVID-19 resource page on MoMainStreet.org and is updated daily with federal information, state resources, and community marketing tools. The resource page also includes funding opportunities through Grant Resource Directory provided by MMSC weekly. MMSC has created a Facebook group called "Downtown Chat" to help support communities and individuals by sharing ideas and tools.

MMSC State Director, Gayla Roten noted, "All of the work MMSC is doing during the pandemic aims to help our Main Street communities adapt to the current situation, plan for recovery, and bring us together to support Missouri's historic districts and small businesses."

Missouri Main Street Connection is a statewide non-profit designed to help Missouri communities preserve their historic commercial districts through economic revitalization. MMSC currently provides services and trainings to over 140 communities across the state. MMSC has empowered downtown revitalization in Missouri communities since 2006, resulting in \$964 million of private and public investments, the creation of 829 net new businesses, and the development of 4,097 net new jobs in Main Street communities.

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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.