



EMPOWERING
Community Revitalization

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PRESS RELEASE

Missouri Main Street Connection Hosts Main Street Capitol Day

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

Missouri Main Street Connection Inc. (MMSC) hosted Main Street Capitol Day in Jefferson City on January 24, 2023. The annual event gathered Main Street communities across the state to visit with legislators to celebrate their achievements through participating in the Missouri Main Street state-wide revitalization program. Members of Main Street organizations throughout the state shared information and insight with the legislators about the impact Main Street has had on their communities. MMSC has advanced economic and workforce development in both Main Street communities and the entire state of Missouri. Utilizing the principles of economic development taught by Missouri Main Street Connection, has also helped local Main Street organizations create more resilient local economies in the downtown districts that are better equipped to weather economic hardships.

Missouri Main Street Connection is a non-profit designed to help communities preserve their historic commercial districts through economic revitalization. MMSC has empowered downtown revitalization in Missouri communities since 2006, resulting in \$1.16 billion of private and public investments, the creation of 1,067 net new businesses, and the development of 5,067 net new jobs in Main Street districts as of the end of 2021.

State Director, Gayla Roten noted, "Local Main Street organization work diligently to support their local small businesses and create a positive influence on their community, establishing an environment for increased investment and a resilient economy. Missouri Main Street communities are better equipped to face challenges and utilize opportunities thanks to the work they do every day, and we were excited to share that work with legislators during Main Street Capitol Day."

Missouri Main Street Connection is a statewide program currently providing services and training to over 160 communities across the state. MMSC offers education and mentoring in downtown revitalization strategies using the Main Street 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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