



**EMPOWERING**  
*Community Revitalization*

June 28, 2021  
PRESS RELEASE

**Clinton Main Street Maintains Associate Status**

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.  
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Clinton Main Street is once again a state accredited Main Street community following a program assessment by Missouri Main Street Connection (MMSC). Accreditation is the highest level a downtown revitalization program can achieve.

To receive State Associate status a community must meet or exceed the Main Street criteria covering various aspects of revitalization work that help create a sustainable, community-driven Main Street program. The Main Street criteria is utilized across the country to recognize high achieving Main Street programs. Gayla Roten, State Director of Missouri Main Street Connection, Inc. stated, "These criteria were established by Main Street America and is a proven comprehensive approach to community economic revitalization and we are proud of this accomplishment by Clinton Main Street. These criteria ensure a broad-based community support for the program, a strong historic preservation ethic, active Board of Directors and committees, as well as other technical aspects that help the program function at a high level."

The Associate assessments include a self-evaluation and submission of materials from the program that support their work for each criteria. Each community was then assessed by MMSC to determine tier placement. Though it is a critical moment for a Missouri Main Street community to become Associate level, it is equally important for the community to maintain the status once it has been earned.

Gayla Roten, MMSC State Director stated, "The Clinton Main Street Board Members along with the staff and volunteers attended various Main Street trainings provided in 2020 that has contributed to success of their Main Street program."

Throughout 2020, Clinton Main Street saw public and private investment of over \$2 million in the historic district from 42 projects. The district saw a net gain of 10 new businesses and 6 new jobs. Additionally, volunteers for Clinton Main Street donated 1,137 hours of their time.

The Missouri Main Street Program's purpose is to create vibrant communities across the state. This effort is based on numerous recent studies showing that empowering individuals to develop their downtown motivates high achievement, creates a place people will want to live, work and invest, and makes our State economically stronger. The goal of the National Main Street Center and Missouri Main Street Connection is to encourage preservation-based economic development through the Main Street Approach™.

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