



**EMPOWERING**  
*Community Revitalization*

August 31, 2022  
PRESS RELEASE

**Downtown Joplin Alliance Achieves Accredited Tier  
Status with Missouri Main Street Connection**

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.  
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We are proud to recognize that Downtown Joplin Alliance has achieved accreditation from both Main Street American and Missouri Main Street Connection (MMSA). Accreditation is the highest level a downtown revitalization program can achieve.

To receive National and State Accreditation 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 with Downtown Joplin Alliance. These criteria ensure a broad-base of community support for the local Main Street 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 Accreditation process includes a self-assessment and submission of materials from the local program that support their work for each criteria. An on-site assessment visit then confirms the local program's work and impact through the use of Main Street principles and criteria. Though it is a critical moment for a Missouri Main Street community to become Accredited, it is equally important for the community to maintain the Accreditation status once it has been earned.

Throughout 2021, Downtown Joplin Alliance saw public and private investment of over \$45 million in the historic district from 36 projects. The district saw a net gain of 19 new business and 54 new jobs. Additionally, volunteers for Downtown Joplin Alliance donated 1,425 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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