

EMPOWERING
Community Revitalization

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PRESS RELEASE

Downtown Joplin Alliance Maintains Associate Status

Contact: Gayla Roten, State Director, Missouri Main Street Connection, Inc.
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Downtown Joplin Alliance is once again a state accredited Main Street community following a program assessment by Missouri Main Street Connection (MMSA). 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 Downtown Joplin Alliance. 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 MMSA 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, MMSA State Director stated, "The 1772 Foundation grant was a huge preservation win! Downtown Joplin Alliance's Endangered Properties Program helps to shed light on deteriorated buildings in need of assistance."

Throughout 2020, Downtown Joplin Alliance saw public and private investment of over \$39 million in the historic district from 30 projects. The district saw a net gain of 13 new businesses and 10 new jobs. Additionally, volunteers for Downtown Joplin Alliance donated 1,629 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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