



The Missouri Main Street Connection Mission

To enhance the social, cultural and environmental well being of historic downtown business districts located in Missouri's diverse cities and towns, through education using the Main Street Four Point Approach® as developed by the National Trust for Historic Preservation.

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PRESS RELEASE: Holden Area Chamber of Commerce Receives Downtown Revitalization Grant

December 12, 2012

To: John Roberts, Editor, Holden Image
from: Gayla Roten, State Director, Missouri Main Street Connection, Inc.
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Missouri Main Street Connection Inc. (MMSC) is pleased to announce that the Holden Area Chamber of Commerce has been selected in a competitive application process to participate in a cost-sharing Affiliate Grant that provides training, mentoring, and technical services to revitalization programs in Missouri's historic commercial districts.

MMSC staff will visit with the Holden Area Chamber of Commerce and community representatives to evaluate existing and future needs of the downtown, and then schedule a series of customized training sessions that will equip them to concentrate on revitalization goals during the next two years. **The goal of the grant** is to develop a sustainable, volunteer-based organization that will carry out an economic development program based on the preservation of historic assets in the downtown, using the Main Street 4-Point Approach® to Revitalization.

With support from Missouri Main Street Connection and using the Main Street Four-Point Approach to Revitalization, the Holden Area Chamber of Commerce will

- Create partnerships with local business and civic entities that involve citizens throughout the community to conduct the downtown revitalization effort
- Continue implementing improvement plans for the downtown district, as outlined in the Holden Comprehensive Plan
- Develop an on-going organization that will facilitate new business growth and job development and preserve the unique culture and heritage of downtown Holden.

The grant period is for two years. During that time the Holden Area Chamber of Commerce will receive on-site training and mentoring from MMSC that will engage the entire community as participant and beneficiary of revitalization. Representatives of the Chamber also will attend regional revitalization workshops and conferences conducted by MMSC.

The Affiliate Grant is a 40/60 match, requiring the community to contribute 40% of the cash value of the services, and MMSC to contribute 60%. The total grant value in services is \$23,500.

As a result of Holden's successful grant application, the community is also designated as an Affiliate in the Missouri Main Street Tier Structure, which ranks revitalization progress on standards established by the *National Trust for Historic Preservation's Main Street Center*. Missouri Main Street Connection is currently assisting 29 downtown revitalization programs in Missouri with training and annual accreditation services, and provides revitalization workshops and technical services to 116 other communities in the state.

For more information about the MMSC Affiliate grant program, contact Gayla Roten at 417-334-3014 or info@momainstreet.org

Missouri Main Street Connection

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