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PRESS RELEASE

Missouri Main Street Connection Inaugurates Main Street Accredited Signage Program During Annual Main Street Capitol Day

Branson, MO. – Missouri Main Street Connection (MMSC) unveiled its Main Street Accredited signage program while in Jefferson City for Main Street Capitol Day. In a partnership with the Missouri Department of Transportation (MODOT) through its Community Awareness sign program, MMSC now provides current nationally and state accredited Main Street communities with two “Accredited Main Street Community” signs.

The current eight nationally and state accredited Main Street communities: Cape Girardeau, Chillicothe, Excelsior Springs, Joplin, Lee’s Summit, Liberty, Warrensburg, and Washington, accompanied by their legislators, were presented their “Accredited Main Street Community” signs by Missouri Main Street Connection State Director, Gayla Roten. These 18” x 24” signs will be installed by each city at various entrance points into the city.

MMSC hopes to be able to present more of these signs to new communities in the future, as local programs continue to grow in their capacity to implement the Main Street Approach™, rise in our tier system, and receive accreditation from MMSC and Main Street America.

The Main Street Accredited signage program was developed by MMSC and its Outreach Committee to recognize the efforts of local Main Streets who have achieved national and state accreditation from MMSC and Main Street America as well as provide more visible markers for local Main Street accredited programs. The signs will also serve as a welcome to visitors looking to visit Main Street communities and highlight, to residents, the accomplishments that the local Main Street organization continues to achieve.

About Missouri Main Street Connection

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and

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EMPOWERING
Community Revitalization

sustaining Missouri historic commercial districts in both rural and urban settings. Since 2005, Missouri Main Street communities have seen \$1 billion in public and private investment and MMSC has worked in over 180 communities. These Missouri Main Street communities and districts are thriving and vibrant by engaging the community members in revitalization strategies to create experiences that preserve their history and culture. Follow Missouri Main Street Connection on Facebook @MissouriMainStreetConnection and Instagram @Momainstreet.

For additional information, contact State Director Gayla Roten at 417-334-3014.

Mailing address for inquiries: PO Box 1066, Branson, MO 65615.