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August 3, 2024

Missouri Main Street Connection (MMSC) Awards its Third Annual \$10,000 Creative Space Activation Grant to Main Street Brookfield at Missouri's Premier Downtown Revitalization Conference's ShowMe Bash & Pitch Party

Branson, MO — MMSC judges awarded the 2024 Creative Space Activation Grant to Main Street Brookfield following fantastic presentations by the three finalists: Downtown Excelsior Partnership, Inc., My Hometown Carrollton, and Main Street Brookfield. Main Street Brookfield received \$10,000 to realize their placemaking project that activates a space in their district to engage people of all ages in their community.

Main Street Brookfield can implement their long-held vision to activate a vacant lot into the "Littlest Park on Main". Now with funding secured, Brookfield will transform this lot into a rest stop that allows residents and visitors to be reintroduced to Downtown Brookfield. Donna Hulett, Board Member of Main Street Brookfield, shared in their application,

"I envision the "littlest park" as the meeting place, festival space, farmers market location, and more that better serves our residents individual needs while they shop downtown and special needs adults with Creative Pathways when they utilize this space for their enrichment activities."

By activating this space Brookfield will gain another great greenspace. Upon completion of this project, Brookfield will gain a park perfectly sized for smaller, more-intimate gatherings that draw the community together as well as a location for their Christmas "Magic Tree".

This year was MMSC's third year awarding the \$10,000 Creative Space Activation Grant. After the first two successful years our staff and board had feedback from previous applicants, judges, partners, and board members that we were able to implement, which brought us back to the beginning by focusing more on the lighter, quicker approach to placemaking. MMSC State Director Gayla Roten noted:

"Main Street Brookfield is a rockstar community. Even during their time in the Community Empowerment Grant program, they had big dreams and the people behind it to make it happen. Once this project is complete in 12-months, it will be the vibrant centerpiece to an amazing community. It is spectacular to see Brookfield Main Street seek to create a

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space in their downtown that can be used for events and residents in an inclusive manner.”

Within their application and presentation Main Street Brookfield included a mockup to allow MMSC judges and the crowd at the ShowMe Bash & Pitch Party to visualize the impact this project will have on their downtown area.



About Main Street Brookfield

Main Street Brookfield seeks to inspire economic development, encourage historic preservation, and collaborate with public and private organizations for the benefit of downtown Brookfield and its entire community.

For more information on this award contact Cheyenne Graff the Executive Director of Main Street Brookfield at mainstreet@brookfieldmissouri.us or 660-258-7278.



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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 sustaining Missouri historic commercial districts in both rural and urban settings. Since 2005, Missouri Main Street communities have seen over \$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.

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