

EMPOWERING
Community Revitalization

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July 23, 2024

Vienna Completes Services from the Community Empowerment Grant program

Vienna Main Street has completed the services from the cost-sharing Community Empowerment Grant that provided training, mentoring, and technical services to the local revitalization organization. The service grant is provided by Missouri Main Street Connection, Inc. (MMSC).

MMSC staff facilitated input from the community through a Town Hall and community survey and worked with community leaders to identify and provide tools to implement these ideas. Additionally, consultants provided branding, design, and economic development services, giving the organization a roadmap to implement for years to come. MMSC State Director Gayla Roten noted, “Vienna Main Street has completed so many projects since becoming a program two years ago. It has truly been inspiring to see this small, county-seat community utilize all of the resources available to them to bring about real change in downtown Vienna by utilizing the Main Street Approach™

The goal of the grant is the development of a sustainable, volunteer-based economic development organization focused on using the Main Street Approach™ to revitalize downtown. The Community Empowerment Grant is a 60/40 matching service grant. The total value of the grant in training and mentoring services is \$30,800, with MMSC providing 60% of the match for services. Missouri Main Street Connection staff provided specialized training services to implement the Main Street principles to assist Salisbury Main Street in identifying and developing economic development projects downtown.

Salisbury is designated as a community in the Affiliate Tier in the Missouri Main Street Tier Structure, which ranks progression on standards established by Main Street America. It is Missouri Main Street Connection’s goal and hope that Salisbury Main Street continues to grow as an organization to continue to move up the Tier Structure.

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



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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.

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