

06/21/2024

PRESS RELEASE

The Willow Boutique in Pleasant Hill, MO awarded \$36,900.00 from Missouri Main Street Connection's Paul Bruhn Historic Revitalization Subgrant Program

Pleasant Hill, MO. – The Willow Boutique is one of thirteen properties in Missouri to receive a Paul Bruhn Historic Revitalization Subgrant from Missouri Main Street Connection (MMSMC) and the National Park Service.

Lisa Hoffman was awarded \$36,900.00 to address the structural concerns of the contributing building's interior brick wall that has been exposed to the elements for the past 15+ years as an exterior wall following its neighboring buildings collapse 30+ years ago. In addition, to the \$36,900.00 provided by this grant, Lisa Hoffman will invest a minimum of ten percent of the grant amount toward the final project as a match.

In its current state, the 20' by 80' brick wall is decaying and crumbling at an alarming rate. If nothing is done soon not only will interior damage continue to happen, which could result in the current tenant leaving, the brick wall will not be able to support itself and collapse. The rehabilitation project that was approved by MMSMC will focus on the first phase which focuses on the structural concerns of this brick wall.

Upon completion of work at The Willow Boutique the brick wall will be stabilized allowing community leaders including the Pleasant Hill Historic District to look for a muralist to enhance the aesthetic of the brick wall which is connected to a greenspace called "Gray's Lot" that is the nucleus of the downtown district. Lisa shared they're how the community currently utilizes this space and how securing it and making it aesthetic will only enhance their community's pride,

"My exterior wall serves as the "backdrop or stage" to Gray's Lot for the majority of cultural and community events that take place in this space. Photo booths, senior pictures, wedding/engagement pictures are frequently taken in front of my wall even in its current condition. Musicians, children's programs and various community engagements requiring a stage element typically sit in front of my business's wall, again, the backdrop for the community."

If you are a banking institution who would like to partner with MMSMC to provide construction, commercial, and/or bridge loans for this project and/or any of the projects that have been awarded see what this looks like with MMSMC's [information sheet](#).



EMPOWERING *Community Revitalization*

This grant was made possible with assistance from the Historic Preservation Fund, administered by the National Park Service, Department of the Interior under Grant Number P23AP01967. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the Department of Interior.

About National Park Service

Since 1916, the National Park Service (NPS) has directed the management and implementation of programming for the national parks across the country.

For over 100 years they have led the preservation of America's natural and cultural resources for current and future generations. The NPS in partnership and cooperation with partners has taken care of the national parks and helping Americans take care of their communities. One way that this is accomplished is through appropriations authorized by Congress for the Historic Preservation Fund (HPF). The HPF, authorized through 2023, uses revenue from federal oil and gas leases on the Outer Continental Shelf, providing assistance for a broad range of preservation projects without expending tax dollars.

These grants mark the fifth year of funding for the program honoring the late Paul Bruhn, executive director of the Preservation Trust of Vermont for nearly 40 years. For more information about the grants and the Paul Bruhn Historic Revitalization Grants program, please visit [nps.gov](https://www.nps.gov).

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 \$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.

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