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November 22, 2024

Marshall, Missouri Receives the Community Empowerment Service Grant from Missouri Main Street Connection for Downtown Revitalization Services

Marshall, Missouri has been awarded the Community Empowerment Service Grant from Missouri Main Street Connection (MMSC) following a competitive application process. The Community Empowerment Grant is a 60/40 matching service grant, worth a total of \$30,800, that provides training, mentoring, and technical services to Marshall's stakeholders with an end goal of establishing a local Main Street program to implement downtown revitalization in Marshall's historic commercial districts.

During the next two years, MMSC and Marshall's stakeholders will engage the entire community through on-site visits that guide the development of a Main Street program. The on-site visits include conducting a town hall; training on the Main Street Approach™, fund-raising, action planning, the development of economic strategies; and customized technical services. MMSC State Director Gayla Roten noted, "This service grant will help to organize downtown revitalization efforts in downtown Marshall, bringing a time-tested economic development methodology. We are excited to assist with this work!"

With support from MMSC, the sponsoring organization, the Marshall Tourism Commission anticipates:

- The creation of a strong, sustainable, locally led organization focused on downtown development.
- The implementation of community ideas using the time-tested comprehensive Main Street Methodology

The Main Street program formed from this service will implement, with community support and partners, strategies to build a successful downtown with new investment, businesses, residents, and experiences celebrating all that makes Marshall's historic commercial district the heart of Marshall, Missouri. Marshall is now designated as an Affiliate in the Missouri Main Street Tier Structure which ranks progress on standards established by Main Street America.



EMPOWERING
Community Revitalization

About the Community Empowerment Service Grant

The Community Empowerment Service Grant is a 60/40 matching service grant program that assists local stakeholders in forming a nonprofit, 501(C)3 Main Street organization. Through the implementation of these services, MMSC delivers “over the shoulder” guidance and encouragement that assists in building 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 Approach™ to revitalization.

About Marshall Tourism Commission

The Marshall Tourism Commission, the sponsoring organization for this new Main Street initiative, exists to promote Marshall as a great place to visit, spend time, and to educate on what makes Marshall a unique and thriving place. Marshall provides great quality of life measures with its unique assets, including the downtown, and is proud to showcase all that Marshall has to offer.

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.

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

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