

January 29, 2025

## Missouri Main Street Connection Hosted the 14<sup>th</sup> Annual Main Street Capitol Day

Branson, MO. - Missouri Main Street Connection Inc, (MMSC) hosted Main Street Capitol Day in Jefferson City on January 28, 2025. Over 15 Main Street communities, from across the state, gathered in Jefferson City for this annual visit with Missouri legislators. Local Main Street staff and stakeholders from Brookfield, Cape Girardeau, Chillicothe, Clinton, Fayette, Independence, Jackson, Joplin, Lebanon, Liberty, Marceline, Maryville, Sedalia, Sikeston, Warrensburg, and Washington participated in handing out educational information on the impact of the Missouri Main Street network and sharing local impacts with their legislators during scheduled meetings.

The Main Street programs highlighted their successful efforts in downtown revitalization, economic development, and small business creation in their historic commercial districts through implementing the Main Street Approach™ with assistance from MMSC. Main Street communities, guided by MMSC, create strong, locally-based economies that are the perfect ecosystem to successfully open a business and enhance the statewide economy as well.

By utilizing these preservation-based economic development principles, local Main Street organizations create sustainable, long-term economic success that resulted in \$84.8 million of private and public investments, the creation of 83 net new businesses, and the development of 345 net new jobs in Main Street districts as of the end of third quarter of 2024.

State Director, Gayla Roten noted, “Local Main Street organizations work diligently to support their local small businesses and create a positive influence on their community, establishing an environment for increased investment and economic growth. Missouri Main Street communities are making great strides in revitalizing their historic districts and we were excited to share that work with legislators during Main Street Capitol Day.”

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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 \$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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