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March 27, 2025

PRESS RELEASE

**Missouri Main Street Connection Announces “Get Your Kicks on Main Street” as the theme for the 2025 Missouri’s Premier Downtown Revitalization Conference**

**Branson, MO.** — Missouri Main Street Connection (MMSC) is proud to present the 2025 Missouri’s Premier Downtown Revitalization Conference, “Get Your Kicks on Main Street”, at the St. Charles Convention Center in St. Charles, MO, on July 22 - July 24.

This is the first time that Missouri’s Premier Downtown Revitalization Conference will be hosted in St. Charles. This year our theme “Get Your Kicks on Main Street” will shine a light on Missouri’s historic commercial districts’ captivating stories, stellar experiences, and unique characteristics. As economic hubs and centers for community activity, historic commercial districts are beacons for their community, region, and state.

State Director of MMSC, Gayla Roten, remarked, “Main Street is positioned perfectly to catch the attention of locals and visitors with inspiring stories, picturesque places, and fun experiences bringing the community together to live, work, invest, and play, boosting the local economy”

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Local Main Street directors, volunteers, city and county elected officials and professionals, economic developers, entrepreneurs, and small business owners from across the state can discover the inviting atmosphere historic commercial districts provide. This atmosphere captivates people day and night.

Past conference attendees have had amazing things to say about the educational opportunities and networking time before, between, and after our sessions as well as at our events. Vienna Main Street volunteer Patrick Kleffner said,

"I enjoyed the historic preservation and downtown improvement sessions, as each provided me with enthusiasm, new perspectives, and a wealth of information."

Abbie Backes from My Hometown Carrollton added,

"The supportive atmosphere of the entire conference experience left me feeling refreshed and energized. I met with many vendors, speakers, and Main Street directors that had resources my community is looking for to improve our historic commercial district."

### **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 \$1.3 billion in public and private investment and MMSC has with over 150 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 inquires: PO Box 1066, Branson, MO 65615.