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PRESS RELEASE

Missouri Main Street Connection Announces that Nine Main Street Programs Maintain their Main Street Accredited Status for 2025

Branson, MO. — Missouri Main Street Connection (MMSC) happily announces that Old Town Cape, Inc., Main Street Chillicothe, Downtown Excelsior Partnership, Independence Square Association, Downtown Joplin Alliance, Downtown Lee's Summit Main Street, Historic Downtown Liberty, Inc., Warrensburg Main Street, and Downtown Washington, Inc. exceeded the six National Accreditation Standards thus maintaining their national and state accreditation following annual assessments in January and February.

Each of these Main Street programs and communities underwent an annual assessment from MMSC and Main Street America, starting with a self-assessment and submitting materials supporting their work in each criterion, to evaluate their implementation of the Main Street Approach™ through the six National Accreditation Standards. The self-assessment was followed by an onsite visit which validated the submitted materials through meetings with key stakeholders, board and committee members, and city officials.

Maintaining Accreditation is equally as important as first earning Accreditation, and MMSC is proud of each of these communities for their dedication to historic preservation-based economic development that leads to thriving, resilient Main Streets. Gayla Roten, State Director of MMSC, stated, "These criteria are a proven comprehensive approach to community economic revitalization. By maintaining a high level of implementation, it ensures a broad-based community support for the program, a strong historic preservation ethic, active Board of Directors and committees, as well as other technical aspects that continue to help the program function at a high level."

Old Town Cape, Inc.

As a Great American Main Street Award-winning Main Street program, Old Town Cape's dedication and collaborative spirit sets a model for other communities to follow. Old Town Cape strengthens its impact through diverse partnerships ensuring balanced outcomes that align with organizational goals and avoiding the duplication of efforts. Volunteers and partners are at the heart of this success—together, they make a lasting difference.

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Throughout 2024, Old Town Cape saw public and private investment of over \$57 million in the historic district from 17 projects. The district saw a net gain of 11 new businesses and 71 new jobs. Additionally, Old Town Cape volunteers donated 3,661 hours of their time.

Main Street Chillicothe

Main Street Chillicothe leads the way in youth engagement by seamlessly integrating their family-friendly and entertainment-driven economic strategies with the work that their Main Street Main-iacs team accomplishes. The imaginative crosswalk art installation perfectly exemplifies the fruits of this engagement as one project, two strategies, and a lasting impact on placemaking, vibrancy, and community connection."

Throughout 2024, Main Street Chillicothe saw public and private investment of over \$188,000 in the historic district from nine projects. The district saw a net gain of three new businesses and nine new jobs. Additionally, Main Street Chillicothe volunteers donated 746 hours of their time.

Downtown Excelsior Partnership

Downtown Excelsior Partnership sets the standard for demonstrating impact, using people and numbers to tell a compelling story in its annual report. Through strategic partnerships, the organization has expanded its budget, enhancing services and programming that benefit stakeholders, the community, and visitors alike.

Throughout 2024, Downtown Excelsior Springs saw public and private investment of over \$31 million in the historic district from four projects. The district saw a net gain of 11 new businesses and 20 new jobs. Additionally, Downtown Excelsior Springs volunteers donated 8,430 hours of their time.

Independence Square Association

The Independence Square Association, with over 50 years of dedication to downtown Independence, illustrates the transformative power of partnerships. By working closely with the City of Independence and harnessing the passion of its volunteers, the organization creates lasting change for the community by driving preservation and economic development.

Throughout 2024, the Independence Square Association saw public and private investment of over \$189,000 in the historic district from five projects. The district saw a net gain of four new businesses and 10 new jobs. Additionally, Independence Square Association volunteers donated 2,018 hours of their time.

Downtown Joplin Alliance

Since Downtown Joplin Alliance's accreditation in 2022, it has continued connecting with business and property owners across one of Missouri's largest Main Street districts. They continue to shape a thriving downtown through expanding housing options, entrepreneurial initiatives, and their signature Third Thursday event that brings thousands together each year, strengthening connections and economic vitality.

Throughout 2024, Downtown Joplin Alliance saw public and private investment of over \$1.2 million in the historic district from 16 projects. The district saw a net gain of two new businesses and 22 new jobs. Additionally, Downtown Joplin Alliance volunteers donated 4,623 hours of their time.

Downtown Lee's Summit Main Street

Since 1989, Downtown Lee's Summit Main Street has set the standard for Main Street excellence in Missouri. By harnessing the power of partnerships with the City of Lee's Summit, stakeholders, and volunteers, the organization continues to drive transformative projects. The Green Street initiative, a true labor of love, will create a dynamic gathering space for residents and visitors, shaping the future of the downtown district.

Throughout 2024, Downtown Lee's Summit Main Street saw public and private investment of over \$611,000 in the historic district from three projects. The district saw a net gain of 18 new jobs. Additionally, Downtown Lee's Summit Main Street volunteers donated 2,160 hours of their time.

Historic Downtown Liberty, Inc.

Historic Downtown Liberty, Inc. continues to strengthen its impact for the fifth year in a row, expanding services and programming through strategic budget growth. By fostering connections with the local school district and university, the organization has successfully engaged youth in community projects—like the vibrant artwork on electrical boxes—creating lasting benefits for downtown Liberty.

Throughout 2024, Historic Downtown Liberty, Inc. saw public and private investment of over \$191,000 in the historic district from four projects. The district saw a net gain of three new businesses. Additionally, Historic Downtown Liberty, Inc. volunteers donated 4,605 hours of their time.



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Warrensburg Main Street

Warrensburg Main Street, driven by its dynamic board and dedicated volunteers, fosters downtown growth through innovative programming and events like the Farmers Market. By supporting business incubation and activating commercial spaces, the organization empowers emerging entrepreneurs. With a focus on engaging young adults and professionals, their strategies ensure meaningful interactions and lasting economic impact in the district.

Throughout 2024, Warrensburg Main Street saw public and private investment of over \$628,000 in the historic district from 30 projects. The district saw a net gain of two new businesses and 15 new jobs. Additionally, volunteers for Warrensburg Main Street donated 5,098 hours of their time.

Downtown Washington, Inc.

Downtown Washington, Inc., one of Missouri's original Main Street programs, continues to drive economic development with unwavering dedication. With over 9,000 volunteer hours invested, their efforts fuel events and projects that enhance community vitality. The addition of new businesses and new employees strengthens downtown's economic activity, reinforcing its role as a thriving destination for residents and visitors alike."

Throughout 2024, Downtown Washington, Inc. saw public and private investment of over \$11 million in the historic district from 69 projects. The district saw a net gain of six new businesses and 21 new jobs. Additionally, Downtown Washington, Inc. volunteers donated 9,479 hours of their time.

Missouri Main Street Connection's goal is to encourage and support communities across Missouri in utilizing the Main Street Approach™ at a high level which will lead to more historic commercial districts and increased vibrancy of the communities.

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 2006, Missouri Main Street communities have seen \$1.45 billion in public and private investment and MMSC has worked in 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.



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