



## EMPOWERING *Community Revitalization*

May 9, 2025

### PRESS RELEASE

#### **Missouri Main Street Connection Recognizes the Impact of Ten Communities by Advancing Them to the Associate Tier**

**Branson, MO.—** We are proud to recognize the local impact of Main Street Brookfield, My Hometown Carrollton, Delmar Main Street, Downtown Fayette, Main Street Kirksville, Lebanon Missouri Main Street, Downtown Marceline Foundation, Pacific Partnership, Sedalia Main Streets, and Main Street Trenton by advancing them to Missouri Main Street Connection's (MMSC) Associate Tier. The Associate Tier designation is the second highest level a Main Street program can achieve.

To receive State Associate Tier status a community must actively work towards Main Street Accreditation through implementing the Main Street Approach™ through six Community Evaluation Standards.

Each of these Main Street programs and communities demonstrated during their annual assessment with MMSC, starting with a self-assessment and submitting materials supporting their work in each criterion, that they are striving for Accreditation through their implementation of the Main Street Approach™ through six Community Evaluation 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. In addition, each of these programs have prioritized their organizational capacity through employing an Executive Director to lead their board and committees in meeting their goals.

Achieving Associate Tier designation is an important step for Missouri Main Street communities, and it is equally important to continue building support, financial resources, and a strong volunteer base to transform their community into a thriving, resilient Main Streets. Gayla Roten, State Director of Missouri Main Street Connection, Inc. stated, "We look forward to these community meeting state and national accreditation in the future."

#### **Main Street Brookfield**

Throughout 2024, Main Street Brookfield saw public and private investment of over \$600,000 in the historic district from 13 projects. The district saw a net gain of three new jobs. Additionally, Main Street Brookfield volunteers donated 3,214 hours of their time.

#### BOARD OF DIRECTORS

**President, Christine Johnston**  
MarksNelson, LLC, Retired, Odessa

**Immediate Past President, Robert Lewis**  
St. Louis University, St. Louis

**Vice President, Bridgette Kelch**  
East Central College Foundation, Washington

**Treasurer, Russ Volmert**  
Forest Park Forever, St. Louis

**Secretary, John Vietmeier**  
Downtown Washington, Washington

**Executive Leadership Trustee, Steven Hoffman**  
Southeast MO State Univ., Cape Girardeau

**Karen Bode Baxter**  
Preservation Specialist, St. Louis

**Christina Carver**  
MO Dept. of Econ. Dev., Jefferson City

**William Emmons**  
Washington University, St. Louis

**Robert Espeland**  
US Bank, St. Louis

**Dana Gould**  
SFS Architecture, Kansas City

**Mark Pauley**  
MO Dept. of Nat. Resources, Jefferson City

#### ADVISORY BOARD

**Jason Elkins**  
Elkins Enterprises, Warrensburg

**Garrett Fischer**  
Thompson Coburn, LLP, St. Louis

**Mark Grimm**  
Gilmore and Bell, St. Louis

**Erica Hagan**  
Delmar Main Street, St. Louis

**Steve Stovall**  
Southeast MO State Univ., Cape Girardeau

**Julie Turnipseed**  
Former Main Street Director, Garnett, KS

---

**EMPOWERING**  
*Community Revitalization*

**My Hometown Carrollton**

Throughout 2024, My Hometown Carrollton saw public and private investment of over \$153,000 in the historic district from two projects. The district saw a net gain of three new businesses and seven new jobs. Additionally, My Hometown Carrollton volunteers donated 903 hours of their time.

**Delmar Main Street**

Throughout 2024, Delmar Main Street saw public and private investment of over \$5.5 million in the district from eight projects. The district saw a gain of eight new businesses and 78 new jobs. Additionally, Delmar Main Street volunteers donated 1,625 hours of their time.

**Downtown Fayette**

Throughout 2024, Downtown Fayette saw public and private investment in the historic district from five projects. The district saw seven new businesses and 17 new jobs. Additionally, Downtown Fayette volunteers donated over 2,000 hours of their time.

**Main Street Kirksville**

Throughout 2024, Main Street Kirksville's district saw five new businesses and a net gain of nine new jobs. Additionally, Main Street Kirksville volunteers donated 418 hours of their time.

**Lebanon Missouri Main Street**

Throughout 2024, Lebanon Missouri Main Street saw public and private investment of over \$1.67 million in the historic district from 12 projects. The district saw a net gain of two new businesses and 18 new jobs. Additionally, Lebanon Missouri Main Street volunteers donated 2,934 hours of their time.

**Downtown Marceline Foundation**

Throughout 2024, Downtown Marceline Foundation saw public and private investment of over \$217,000 in the historic district from six projects. The district saw a net gain of 13 new jobs. Additionally, Downtown Marceline Foundation volunteers donated 716 hours of their time.

**Pacific Partnership**

Throughout 2024, Pacific Partnership saw public and private investment of over \$350,000 in the historic district from various projects. The district saw a



---

## EMPOWERING *Community Revitalization*

net gain of four new businesses and 23 new jobs. Additionally, Pacific Partnership volunteers donated 1,350 hours of their time.

### **Sedalia Main Streets**

Throughout 2024, Sedalia Main Streets saw public and private investment of over \$1.1 million in the historic district from 51 projects. The district saw a net gain of four new businesses and eight new jobs. Additionally, Sedalia Main Streets volunteers donated 339 hours of their time.

### **Main Street Trenton**

Throughout 2024, Main Street Trenton saw public and private investment of over \$500,000 in the historic district. The district saw a net gain of seven new businesses and 14 new jobs. Additionally, Main Street Trenton volunteers donated 531 hours of their time.

Missouri Main Street Connection's purpose is to create vibrant communities across the state. This effort is based on numerous recent studies showing that empowering individuals to develop their downtown motivates high achievement, creates a place people will want to live, work and invest, while making the State economically stronger. Missouri Main Street Connection's goal is to encourage and support communities across Missouri utilize the Main Street Approach™ at a high level which will lead to more historic commercial districts and the communities they support becoming vibrant again.

### **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.

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.