

July 1, 2025

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

Jefferson City, 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 70/30 matching service grant, worth a total of \$44,110, that provides training, mentoring, and technical services to Jefferson City's stakeholders with an end goal of establishing and enhancing a local Main Street program to implement downtown revitalization in Jefferson City's historic commercial district.

During the next two years, MMSC and Jefferson City's stakeholders will engage the entire community through on-site visits that guide the development and implementation of a new Main Street program. The on-site visits include conducting a town hall community input session; 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 continue downtown revitalization efforts in downtown Jefferson City, bringing a time-tested economic development methodology. There has been great work done to date by Downtown Jefferson City, and we are excited to assist in helping to determine the next steps for the organization and downtown!

With support MMSC, Jefferson City leaders anticipate:

- Enhancing and sustaining a strong and locally led organization focused on downtown development through the Main Street Approach;
- The implementation of community ideas using the time-tested comprehensive Main Street Methodology for economic development

The Main Street program 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 Jefferson City's historic commercial district the heart of the community. Jefferson City is now designated in the Community Empowerment Grant tier in the Missouri Main Street Tier



EMPOWERING *Community Revitalization*

Structure, which ranks progress on standards established by Main Street America.

About the Community Empowerment Service Grant

The Community Empowerment Service Grant is a 70/30 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 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.