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July 29, 2025

### **Missouri Main Street Connection Awarded the Best Façade Rehabilitation Award to Maryville Florist**

Branson, MO. – Missouri Main Street Connection (MMSMC) awarded the Best Façade Rehabilitation Award to Maryville Florist during Missouri's Premier Downtown Revitalization Conference's Evening of Excellence Awards Ceremony and Dinner at the St. Charles Convention Center. They were one of the 23 community, individual, business, and organization award recipients that were recognized Thursday night.

The building, located in the heart of Downtown Maryville, is a historic building that was constructed in the 1880's and housed a range of businesses over the decades, including a dry goods store, dry cleaner, and children's clothing boutique before becoming the long-standing home of Maryville Florists.

In 2024, the current owners completed improvements that focused on restoring the building's historic details and improved the long-term structural integrity. Following improvements, Maryville Florist adds to the vibrancy of Downtown Maryville with a refreshed awning, clean façade, and mural. Maryville Florist have also reported an improvement in business visibility and customer engagement.

The project has inspired neighboring property owners to consider physical improvements on their buildings causing a ripple effect that will inevitably strengthen Downtown Maryville. DeAnn Davison, Executive Director of Downtown Maryville, stated, "It's a striking, cheerful introduction to the historic district and a model on how strategic restoration can impact a business bottom line and Maryville's downtown identity."

The Maryville Florist is a shining example of how preservation-based economic development generates a higher return on investment through preserving history, supporting small businesses, and energizing a community.

### **About Downtown Maryville**

Downtown Maryville is a community-driven, non-profit organization that advocates promoting community pride and retail business and highlights opportunities in Maryville's downtown corridor.

For more information on this award, contact Downtown Maryville's Executive Director DeAnn Davison at [ddavison@maryville.org](mailto:ddavison@maryville.org) or 660-562-8001.

### **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 districts have seen \$1.4 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.

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