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July 29, 2025

Missouri Main Street Connection Awarded the Best New Awareness Campaign, Affiliate Tier Award to Stanberry Main Street

Branson, MO. – Missouri Main Street Connection (MMSC) awarded the Best New Awareness Campaign, Affiliate Tier Award to the Stanberry Main Street 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.

Stanberry Main Street received this award for their Annual Giving Campaign that exceeded their goal of raising \$25,000. The money raised will fund Facade Improvement Grants for local downtown businesses and shows the community's enthusiastic support of downtown revitalization efforts.

Stanberry Main Street kicked off this fundraising campaign on July 4, 2024, during Stanberry's longest-standing tradition, the Fourth of July celebration. Over the course of three short months, they raised \$27,000 to support continued economic growth, community participation, and increased pride in their town through donations big and small. The grand announcement of their success came from Organization Co-Chair Megan Jennings at their Street Lights and Small Town Nights event.

They exceeded their goal in fundraising through a multi-channel approach that included a signature and creative element to their promotional campaign, which was the opportunity to donate \$18.79, a tribute to the year Stanberry was founded. Terri Johnson, Project Director for Stanberry Main Street, stated "This historically symbolic donation option captured hearts and added a unique storytelling aspect to our appeal." Additionally, Stanberry Main Street volunteers reached people through personalized letters, news articles, social media posts, participated in parades, and manned a booth at their tent during their Fourth of July celebration.

The Stanberry Main Street Annual Giving Campaign is a stellar example of facilitating a comprehensive fundraising campaign that communities of any size can learn from.

About Stanberry Main Street

Stanberry Main Street is a community-driven, non-profit organization that is devoted to revitalizing, creating, and preserving their vibrant, quaint, and evolving community into a place for residents and visitors to enjoy and call home.

For more information on this award, contact Stanberry Main Street at stanberry.mainstreet@gmail.com.

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.

Mailing address for inquiries: PO Box 1066, Branson, MO 65615.