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July 29, 2025

### **Missouri Main Street Connection Awarded the Spirit of Main Street, Affiliate Tier Award to Stephanie Campbell-Yount**

Branson, MO. – Missouri Main Street Connection (MMSMC) awarded the Spirit of Main Street, Affiliate Tier Award to Stephanie Campbell-Yount 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.

Stephanie Campbell-Yount received this award for her leadership, dedication, hands-on approach, and unwavering commitment to revitalizing and strengthening Downtown Maryville.

In 2017, Stephanie began her journey as a business owner, property developer, mentor, board member, and advocate in Maryville when she purchased a downtown building to open Blue Willow, a women's clothing boutique.

This commitment would lead to years of collaboration and volunteering with Downtown Maryville including as a board member from 2018 to 2024 and now as the Economic Vitality Committee chair, where she consistently brings fresh ideas, strategic thinking, and an action-oriented approach.

Stephanie has played a vital role in expanding Downtown Maryville's reach and effectiveness through key initiatives such as: property development and revitalization, mentorship and knowledge sharing, state and national advocacy, public space enhancement, and innovative use of resources.

Her efforts have created lasting change, not only with the Downtown Maryville organization, but also with the brick and mortar buildings that embody the district. Her influence will continue to shape the downtown landscape for and inspire others to invest in the future downtown Maryville.

Stephanie Campbell-Yount embodies what it means to be a true champion of your local 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.

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



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**EMPOWERING**  
*Community Revitalization*