

November 20, 2025

**FOR IMMEDIATE RELEASE****Missouri Main Street Connection Continues to Offer its  
Community Empowerment Grant in 2026****BOARD OF DIRECTORS****President, Christine Johnston**  
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Branson, MO. – Missouri Main Street Connection (MMSC) will continue to offer its Community Empowerment Grant (CEG) in 2026 with four grant rounds. This grant is a 70/30 matching service grant that walks local leaders and volunteers through the process of establishing a locally led 501c3 nonprofit Main Street organization that implements downtown revitalization through the Four Points of the Main Street Approach™.

Each grant round opens with a free CEG workshop that takes place in Jefferson City. The four free workshops will take place on January 28<sup>th</sup>, April 8<sup>th</sup>, June 10<sup>th</sup>, and October 7<sup>th</sup>.

Any Missouri community not under a current agreement with MMSC and with a historic commercial district should attend to learn about this matching service grant offers. Ben White, Senior Program Specialist, shares,

“We see strong revitalization in communities of all sizes who participate in this two-year matching service grant. Communities like Aurora, Mexico, Stanberry, and others are recruiting new business downtown and providing resources to entrepreneurs just starting.”

It is also important that a city representative and community member both attend this workshop within two years of applying as the partnership is vital to the success of the grant process.

Now is the time to make a move for the future of your community! See you soon.

**About Missouri Main Street Connection**

MMSC 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 155 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 us on Facebook @MissouriMainStreetConnection and Instagram @MOMainstreet.

For additional information, contact State Director, Gayla Roten at 417-334-3014.

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