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Missouri Main Street Connection – 20th Anniversary

Branson, MO. – Missouri Main Street Connection (MMSC) is excited to celebrate 20-year as the leading statewide nonprofit organization devoted to educating and empowering communities and Main Street programs to thrive through preservation-based economic development and the Main Street Approach™.

Over the past 20 years, MMSC has collaborated with Main Street America, the State of Missouri, and countless partners to deliver outstanding and frontrunning educational workshops, timely grants, conferences, and hands-on services.

As we look into the future, we see our past experience guiding our work which will shape Missouri Main Street communities and districts into thriving and vibrant communities where memories are created and history is preserved.

Throughout 2026, MMSC's team will not slow down as we celebrate; we commit to delivering excellence to Missouri communities. Two new activities that MMSC's will complete this year for our anniversary include hosting a hands-on workshop with Bob Yapp in Excelsior Springs for Preservation Month and service projects to assist four Missouri communities.

In July, at the Roaring 20th Anniversary of Missouri Main Street Connection – Missouri's Premier Downtown Revitalization Conference, MMSC will release our "Memories on Main Street" 20th anniversary book project. This book project was created to celebrate the growth of the Main Street program and the people and businesses who make Missouri's Main Streets special. Phil Eich, Storyville, and Logan Breer, MMSC, completed three weeks of interviews and photography session at the end of 2025. During the three weeks, we gathered 62 stories representing 20 communities. The Memories on Main Street publication will be available in July.

By staying connected to our social media and featured articles, you will get to know influential people to MMSC and the Main Street movement's history throughout 2026. Each month will bring several opportunities to connect with the people behind this movement that started 20 years ago and will continue for many more years to come.

We hope you join us in celebrating Main Streets' enormous impact on Missouri which has shaped communities, businesses, and the lives of so many.

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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