

## PRESS RELEASE

June 9, 2010

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### **Old Town Cape Reaches Main Street Accreditation for 6<sup>th</sup> Consecutive Year**

Cape Girardeau – Old Town Cape has received Accreditation from the National Trust for Historic Preservation Main Street Center and the Missouri Main Street Center. Old Town Cape joins other Main Street™ revitalization programs across the country being recognized, including only 5 other Missouri programs. This is the 6<sup>th</sup> year Old Town Cape has received its National Accreditation.

The Missouri Main Street® programs in Cape Girardeau, Chillicothe, Clinton, Lee's Summit, Warrensburg, and Washington all received Accreditation during the opening session of the Annual Main Street Conference in Oklahoma City this May.

The six communities were accredited through a rigorous, on-site review process. To achieve Accreditation, the local Main Street programs must meet the Ten Criteria of program service set by the National Trust's Main Street Center and utilize all components of the Main Street Four-Point Approach® to downtown revitalization.

“Accreditation by the National Main Street Center honors local programs that are fully operational. It is an achievement which must be sought each year, and something to which all programs can aspire,” said Doug Loescher, Director of the National Main Street Center.

Everyone who contributed to Old Town Cape's accreditation achievement can be proud of this recognition including the organization's officers, director, staff, volunteers, committees and financial supporters. Accredited organizations are able to maintain their status longer and are more successful over time than underachieving programs. Accredited Main Street® programs also receive more technical support from their state coordinating programs than do the non-Accredited programs. Last year, Missouri Main Street brought marketing and small business expert Rick Segal to Cape Girardeau and other accredited communities in Missouri among other resources.

Receiving the Accreditation award is especially significant during a time of nationwide economic crisis. Besides their hard work, the success of these six communities is due in part to the continued support from their municipal governments which understand the value of organizations dedicated to revitalization of their historic commercial districts.

Accreditation evaluations are a function of the Missouri Main Street coordinating program (MMSC), a 501c3 not-for-profit corporation, a partner National Trust for Historic Preservation in revitalizing historic commercial districts. “Our goal is multi-purpose – serving communities' needs for job growth, preservation of historic buildings, use of the built infrastructure, preventing urban sprawl and generally improving the quality of life for everyone who lives, works and visits our historic downtowns in Missouri,” said Gayla Roten, MMSC State Coordinator.