



# MISSOURI COMMUNITY BETTERMENT EDUCATIONAL FUND, INC.

Throughout its 50-year history, Missouri Community Betterment, Inc. (MCB), has emphasized both assistance in planning and implementing community betterment projects as well as the annual recognition of that process and accomplishments during an annual recognition day.

MCB is a private, not-for-profit corporation established in 1963. It is designed to help Missouri communities enhance their quality of life through community development, planning and implementation. MCB lends technical assistance, provides recognition and awards communities that excel in the program.

There are currently 50 participating communities in the state. Last year, MCB communities poured \$37,027,425.00 back into their local economy. MCB has provided service to more than 415 communities, covering all parts of the state. MCB participating communities have had greater success in creating jobs and attracting outside investment into their community than Missouri communities that have not made this commitment.

MCB continues to offer the assistance to participating communities

for many years, including:

- How to organize a community betterment organization
- How to conduct a community needs assessment
- Engaging the community in planning discussions to set priorities
- Project planning processes
- How to present your material for easy understanding and recognition
- Funding assistance for projects
- Regional meetings as a way to minimize community leaders' cost to network in face-to-face settings
- MCB website as a source of supporting information/documents to assist in a community's development efforts that includes items like: matrix of other community projects, list of funding resources, all program forms available electronically, assistance with writing a press release for your community
- Monthly e-newsletters to provide updates on current events/resources
- MCB's annual conference with a focus on the needs shared by our participating communities

## TECHNICAL ASSISTANCE

With the addition of a second staff person in July 2013, MCB now has expanded capacity to provide technical assistance to the MCB participating communities. Some of the new services include:

- Expansion of the "Rural Funding Team" - a process to assist your community in identifying additional funding streams
- Expanding publicity assistance - publicity templates for your local community betterment program that corresponds with our statewide publicity
- Expanding use of social media to share information from our MCB support staff, as well as provide more outlets for your local community to share/request information from other communities
- New information sharing/skill building opportunities through webinar training on topics of interest to participating communities utilizing the talent of our MCB Board and partners
- Assistance with writing press releases for participating communities

**Rock.  
Hard  
place.**

As water and wastewater problems grow, our local communities are getting squeezed:  capital improvement projects  technical challenges  shortages of licensed personnel  government regulations  revenue shortfalls. Missouri's own Alliance Water Resources is a national leader in solving exactly these problems. If you can check any of these boxes, call (573) 874-8080 or visit [www.alliancewater.com](http://www.alliancewater.com)

**Alliance** WATER RESOURCES®

● **View Project Profiles at [www.alliancewater.com](http://www.alliancewater.com)**

## NEW INITIATIVES

With the assistance of the MCB Board of Directors, two new initiatives are underway in 2014. The first is the creation of a statewide Youth Advisory Board. This effort will engage youth as leaders and guides of the MCB program in an expanded manner. This effort, led by MCB Board Vice President Brett Dinkins, with support from staff and Board, aims to have an official kickoff of the MCB Youth Advisory Board in place at the 2014 MCB Annual Conference held in October.

The second major new initiative is a 2014 MCB Day at the Capitol on April 22. This is an effort to increase the Missouri General Assembly's knowledge of MCB as a technical assistance program to Missouri's rural communities. Also it provides an outlet for your local community betterment group to develop a personal working relationship with your local state representative and senator. More details on this event are available on the MCB website under "Upcoming Events."

## ECONOMIC DEVELOPMENT

At the Annual MCB Recognition Banquet, Mike Downing, director of Missouri Department of Economic Development (DED) made an offer to the MCB participating communities. He stated the first six to email him a list of specific information would receive a visit from DED. Those visits have been scheduled for Windsor, March 14; Steelville, March 18; Clinton, March 21; Albany, March 27; Grant City, March 28; and Jamesport, April 4.

MCB and DED have partnered with other supporting agencies to provide the visits. The day will consist of several components, including meeting with the mayor and city council; an overview by the community; a community tour; meetings with local MCB leaders, Chamber of Commerce leadership, key businesses, school district, student council leaders/MCB Youth Group; and specialized groups based upon the community's goals.

After the group has met with everyone, they will take some time to meet privately to discuss the

observations, develop preliminary recommendations, and finalize feedback to the community. A final open meeting will be held with the community to discuss the group's observations and recommendations. It is the intent to identify some programs the community can use moving forward.

MCB's goal is to assist "small communities to have big accomplishments." Please contact the MCB administrative office at (660) 383-1034 or visit [www.mocommunitybetterment.com](http://www.mocommunitybetterment.com) to learn more about these programs aimed at helping you meet your local community betterment needs. Likewise, please contact MCB to discuss the challenges you face and how we can assist your community. MCB looks forward to partnering with your community in 2014 to help make your community a better place to live, work and play in Missouri. □



# RICE SIGNS

Your Leader In Transportation Safety

**Free Traffic Sign Catalog:**

**Call 888-728-7665**

- or -

**Visit [www.RiceSigns.com](http://www.RiceSigns.com)**

- Traffic Signs
- Roll-Up Construction Signs
- Sign Stands
- Traffic Cones & Barricades
- Custom Street Name Signs
- Sign Posts & Hardware

**Contact Us / Bids / Quotes:**

**Toll-Free: 888-728-7665**

**Fax: 877-546-6165**

**Email: [sales@RiceSigns.com](mailto:sales@RiceSigns.com)**

**Web: [www.RiceSigns.com](http://www.RiceSigns.com)**

