



**EMPOWERING**  
*Community Revitalization*

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PRESS RELEASE

**Missouri Main Street Communities Receive Marketing Heritage and Cultural Tourism Grant from Missouri Main Street**

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Twelve Missouri Main Street communities have been selected as recipients of the Marketing Heritage and Cultural Tourism in Rural Missouri (MHCT) grant offered by Missouri Main Street Connection (MMS C) in partnership with the Missouri Humanities Council. They will each receive \$5,000 toward a project focused on reinvigorating cultural tourism which has suffered worldwide due to the ongoing pandemic. The communities were selected by a competitive application process according to the quality of their marketing plan, demonstrated need and capacity in addition to reviewing the individual application.

The awarded Main Street organizations receiving the grant represent the communities of Cameron, Campbell, Canton, Cape Girardeau, Carthage, Charleston, Clinton, Glasgow, Liberty, Sedalia, Vienna, and Warrensburg. Projects selected range from murals and walking tours to new monuments and building plaques highlighting each community's history for residents and visitors.

In order to offer the MHCT grant, MMS C received a grant from the Missouri Humanities Council through the American Rescue Plan Act (ARPA). This grant program includes two workshops to teach organizations how to market their community to visitors interested in heritage and cultural tourism. This grant opportunity was offered to rural communities with projects focused on strengthening their cultural tourism offerings and marketing themselves to prospective visitors. The selected projects will focus on the promotion of heritage tourism as an economic development tool in small communities.

Gayla Roten, MMS C State Director, said, "We are happy to help our Missouri Main Street communities highlight their cultural and heritage tourism. Despite recent travel industry upheavals due to the pandemic, small towns and rural areas are increasingly favored as destinations. Visitors want wide-open spaces, more time in nature, and unique, authentic experiences. Missouri's Main Street communities have all those things, and this grant will help them market their destinations to visitors."

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and other partners, MMS C empowers community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings.

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