



Punch Above Your Size: Marketing Success for Missouri's Main Street Communities

Despite recent travel industry upheavals and pandemic issues, 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 offer all of that, and they are particularly attractive to heritage and cultural tourism travelers, as well as those who seek interesting local special events. But how can "mighty teams of one" (or just two or three) Main Street staff do an effective job of marketing to these prospective visitors, in between juggling all of their other responsibilities and projects? Join us for an intensive, hands-on marketing workshop with Sheila Scarborough from Tourism Currents. She'll help you understand that "ideal visitor" to your Main Street, bring clarity and focus to your promotional efforts, and teach you how to repurpose photos and videos for more content in less time. You will walk away with a simple marketing strategy and templates that you can use immediately.

- **Attendance at the marketing workshop will be mandatory for any community wanting to apply for the grant offered by MMSC.** Only communities under 50,000 population are eligible to apply. Following the workshop, applications will be accepted until March 1. Each community selected will be awarded a Marketing Heritage and Cultural Tourism (MHCT) grant from MMSC in the amount of \$5,000 to help with their marketing plan.
- **A second workshop is recommended for the communities that are awarded the MHCT grant** along with any one else that would like to attend and will be held during Missouri's Premier Downtown Revitalization State Conference in Kansas City, August 3-5, 2022.



QUESTIONS: Diane@MoMainStreet.org

FREE REGISTRATION: MoMainStreet.org

In partnership with the Missouri Humanities Council (MHC), Missouri Main Street Connections (MMSC) is excited to announce the Marketing Heritage and Cultural Tourism in Rural Missouri (MHCT) grant. MMSC proposes to assist small rural Main Street communities that are not connected to or represented by the large regional Destination Marketing Organizations (DMO) funded by the Missouri Division of Tourism through their grant program.

MMSC will focus on promotion of heritage and cultural tourism which is an economic development tool for many small communities. Attendance at the marketing workshop will be mandatory for any community wanting to apply for the grant. More details can be found at MoMainStreet.org.

MARKETING
Heritage
and
CULTURAL TOURISM
in Rural Missouri
(MHCT) GRANT WORKSHOP

January 26, 2022

**10 am - 5 pm | Governors Office
Building, 200 Madison Street,
Jefferson City, MO**



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About Our Speaker: Sheila Scarborough



Sheila Scarborough is a speaker, trainer, and writer specializing in tourism, travel, and social media. She's written for many blogs and print publications and is also a certified Navy Master Training Specialist, with years of experience as an instructor.

Along with Leslie McLellan, Sheila is part of the Tourism Currents team, offering online and in-person training in social media marketing for tourism, hospitality, and economic development.

Winner of the Austin American-Statesman Texas Social Media Award and an AWC (Association for Women in Communications) Clarion award, Sheila trains and speaks regularly about social media to a variety of audiences including public relations and

marketing professionals, tourism and economic development experts, Main Street organizations, and Chambers of Commerce.

She co-founded and still writes for the award-winning Perceptive Travel blog, helps run #tourismchat on Twitter and Facebook, serves on the Advisory Board for SXSW - the South by Southwest conference - and also serves on both the Education Committee for TACVB (Texas Association of CVBs) and the Legislative Committee for the Texas Downtown Association.

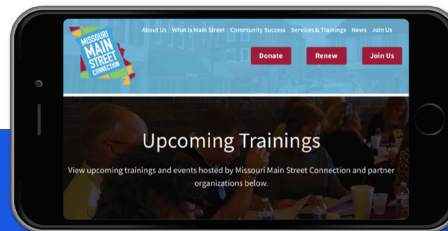
A U.S. Navy veteran who is married with two children, Sheila is an NHRA drag racing fan because there's one winner, one loser, and no whining.

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Driving Tourism Recovery



► Register for **FREE**
at **MoMainStreet.org!**

REGISTRATION IS FREE, but please register online* at MoMainStreet.org.

*The online application will be available after January 1st.

WORKSHOP OPEN TO ALL MISSOURI MAIN STREET COMMUNITIES—Accredited, Associated, and Affiliate (including CEG) communities under 50,000 in population are eligible to apply for grant.

Communities must attend the workshop in order to apply for the \$5,000 grant assistance.

Missouri Main Street Connection is sponsoring this program in partnership with the Missouri Humanities Council and with support from the National Endowment for the Humanities.