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Clinton Main Street's Dine Downtown 2021 Awarded Creative New Promotion, Accredited & Associate Tier Award.

Missouri Main Street Connection Inc. (MMSC) presented downtown revitalization awards recognizing revitalization excellence during Missouri's Premier Downtown Revitalization Conference in Kansas City on August 5, 2022. The event was hosted at the Kansas City Marriott Downtown.

Missouri Main Street Connection 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.

MMSC is proud to announce that we have been celebrating one billion dollars in public and private investment in Missouri Main Street districts. This milestone was reached at the end of 2021. In addition, Missouri Main Street communities have created 5,069 net new jobs and 1,068 net new businesses from 2006-2021.

The ceremony Friday night honored communities, individuals, businesses, and organizations from across the state that have completed exemplary work in downtown revitalization. Competitive nominations were submitted for projects, activities, and individuals in 16 different categories that covered aspects of design, economic vitality, organization, promotion, and other efforts in downtown revitalization.

Creative New Promotion, Accredited and Associate Tier, Awarded to Clinton Main Street.

Clinton Main Street's Dine Downtown 2021 program came about in July of 2020 to push traffic to the downtown restaurants impacted by COVID-19. After consulting with the downtown restaurant owners, the committee hosted a three-week event in spring of 2021 consisting of an information campaign, weekly Facebook contests, and focused

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radio and newspaper ad campaign.

The information campaign was geared toward Clinton and Henry County residents reminding them to support local restaurant owners who are their friends and neighbors.

The weekly Facebook contests were meant to drive traffic to the restaurants because entry for the contests was a photo of participants either inside dining or with a takeout order. Traffic increased with the restaurants, but contestants were not as interested as anticipated in entering the Facebook contest.

The specialty ads seemed to be the most successful part of the campaign and included purchased radio ads and newspaper advertising. The ads brought in a different audience than the online campaign and helped broaden the campaign to a more diverse audience. These ads not only helped the restaurants but also brought awareness to Clinton Main Street as the downtown organization supporting small business.

For more information on this award contact Clinton Main Street's at 660-885-2121 or mainstreet@clintonmo.com.