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### **Historic Downtown Liberty, Inc. Awarded the Best New Education Campaign 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.

### **Best New Education Campaign Awarded to Historic Downtown Liberty, Inc.**

In 2021, Historic Downtown Liberty Inc. (HDLI), introduced a new multi-weekend trolley tour of historic landmarks in and around downtown Liberty. The stops were based upon the local book "Glimpses of Our Past".

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Over three Saturdays in October of 2021, a tour group of 20 or so people visited a total of 19 historic sites with each Saturday's tour stopping at five to seven (5-7) different locations. Two morning times were offered each Saturday and each tour lasted about 90 minutes. While on the trolley, a volunteer shared general Liberty history. The stops featured the owners, local historian, or volunteers sharing their knowledge and stories about the historic site.

The City of Liberty partnered with HDLI on this project helping to pay for brochures on the local history that can be used outside of the tours for visitors year-round. HDLI plans on repeating the tour this fall with the trolley and has been conducting walking tours of some of the sites this summer.

For more information on this award contact Historic Downtown Liberty, Inc.'s Executive Director Danelle O'Connell at 816-781-3575 or [danelle@historicdowntownliberty.org](mailto:danelle@historicdowntownliberty.org).