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FOR IMMEDIATE RELEASE

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McKinley Presidential Library & Museum Awarded Visit Canton Recovery and Destination Development Grant for Visitor Experience Enhancement Project

Stark County, Ohio – The McKinley Presidential Library & Museum has been awarded a Visit Canton Recovery and Destination Development Grant for its Visitor Experience Enhancement Project.

Visit Canton, the Stark County Convention & Visitors' Bureau (CVB), has awarded \$296,368 in Recovery and Destination Development Grants, and the McKinley Presidential Library & Museum is honored to be one of the recipients.

"This has been a very difficult year for the Museum," said Executive Director Kim Kenney, "so we are excited to launch a project that will enhance the experience of our visitors. So much of our fundraising in 2021 has been concentrated on keeping our doors open and the lights on. This is the first major project we have launched that will focus on our recovery effort from the ongoing pandemic."

The CVB made grant dollars available to fund projects in Stark County that are in concert with Visit Canton's mission to attract visitors and increase visitor spending. Grantees were encouraged to partner in strategic ways between multiple organizations, businesses, and communities. Applicants could request from \$10,000 to \$50,000, with committed matching funds required, to support projects that commence in 2022. The complete Recovery and Destination Development Grant criteria and application process are available to view here: http://canton-stark.s3.amazonaws.com/digital_files/2036/visit_canton_recovery_and_development_grants_2021_application_cycle.pdf.

With the funds received from the Recovery and Destination Development Grant awards, the Museum will be using the dollars to purchase audio tour headsets for group tours and a portable digital photo booth for events and exhibitions. The VisitCanton grant is part of a larger Visitor Experience Project which will include new AV equipment and a renovation of the Museum's auditorium space, where most of its cultural programming takes place.

"The audio tour system can also be used during school tours for students who are hearing impaired, and on tours of the McKinley National Memorial rotunda and basement, as well as walking tours of West Lawn Cemetery, all of which are notoriously difficult for individuals to hear the tour guide," said Kenney. "The portable photo booth will be used in our exhibitions and events to provide a fun, interactive experience for our visitors. This system has a built-in printer, so visitors can purchase their own photos on the spot, with a small profit coming back to the Museum. They can also use the photos to tag themselves on social media, which will increase our marketing reach."

To find out more information about this project and follow along with the progress, please visit www.McKinleyMuseum.org and follow the Museum on Facebook and Instagram.

About the McKinley Presidential Library & Museum:

The McKinley Presidential Library & Museum is located at 800 McKinley Monument Dr NW in Canton. The Keller Gallery is the Museum's temporary exhibition space and features a variety of topics each year. The Museum also includes the McKinley National Memorial, McKinley Gallery, Street of Shops, The Stark County Story, Discover World, Ramsayer Research Library, and the Hoover-Price Planetarium. The Museum is open Tuesday – Saturday from 9:00 AM to 4:00 PM. The Museum is closed Sunday and Monday.

About Visit Canton:

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County. Visit Canton facilitates operations that support a travel and tourism industry in Stark County. Visit Canton Contact: | Allison Gromofsky | Manager of Grants & Promotions | 330.454.1439 | AllisonG@VisitCanton.com