

Broaden Your Horizons with Arts, Humanities and Tourism Program

JEFFERSON CITY, MO – Cultural events across Missouri are taking center stage as part of the 2024 *Horizons* initiative created by Missouri Humanities, Missouri Arts Council and Missouri Division of Tourism.

Horizons is designed to encourage in-state travelers and out-of-state visitors to experience culture, art and the humanities at Missouri events, festivals and institutions.

“Missouri is rich in history and culture,” said Ashley Beard-Fosnow, executive director of Missouri Humanities, “and we want people of all ages and interests to learn more about how people, the arts and different traditions helped shape our state. *Horizons* is designed to do that by encouraging people to find new experiences.”

In the second year of the program, five organizations were selected to participate in *Horizons* and to receive \$10,000 grants from Missouri Humanities to support cultural events that are open to the public and meet other selection criteria. Organizers are encouraged to promote their activities to audiences who live more than 50 miles from the event location.

Many of these programs feature artists who celebrate Missouri’s cultural traditions through song, artistic expression, history demonstrations and other interpretative means.

“Our goal is to generate more interest in Missouri as a hub for cultural activities and for our residents and visitors to have an increased appreciation for the arts,” said Michael Donovan, executive director of the Missouri Arts Council. “The events featured in *Horizons* are a source of local pride for the areas in which they’re held and our organizations want all Missourians, and visitors, to feel that sense of community.”

Events on the 2024 *Horizons* calendar:

French Heritage Festival, Ste. Genevieve, June 7-8,

Sliced Bread Day, Chillicothe, June 28-29

Joplin Arts Fest, September 20-21

Bethel Fall Market, Historic Bethel German Colony, September 27-29

Old Tyme Apple Festival, Versailles, October 5-6

“While these events are the stars of the show, there’s much to explore in the host communities,” said Stephen Foutes, director of Missouri Division of Tourism.

“Visitors will find great local dining, art and history museums, beautiful outdoor spaces, and perhaps a renewed appreciation for all Missouri has to offer.”

The 2023 *Horizons* initiative featured the Carl Junction Bluegrass Festival, Pony Express Museum Family Festival in St. Joseph, Dogtown Irish Festival in St. Louis, Dogwood Azalea Festival in Charleston, Cinco De Mayo in Kansas City, Twain on Main in Hannibal, For the People Pow Wow in Jefferson City, Scott Joplin Festival in Sedalia, and the Old Time Music Ozark Heritage Festival in West Plains. All the festivals increased the number of vendors and scholars at their events. Each event experienced attendance growth with some festivals receiving 100 to 400% more visitors!

To learn more about *Horizons*, please visit MoHumanities.org/horizons/ and MissouriArtsCouncil.org. To find great places to explore in Missouri, check out VisitMo.com.

###

About Missouri Humanities - For more than 53 years, Missouri Humanities has been dedicated to helping Missourians explore the people, places, and ideas that shape our society. Our focus for the future remains the same; for a more thoughtful, informed, and civil society.

About Missouri Arts Council - The Missouri Arts Council, a division of the office of the Lieutenant Governor, is the state agency dedicated - as public leader, partner, and catalyst - to broadening the growth, availability, and appreciation of the arts in Missouri and fostering the diversity, vitality, and excellence of Missouri's communities, economy, and cultural heritage.

About Missouri Division of Tourism – The Missouri Division of Tourism showcases Missouri experiences through compelling storytelling to inspire travel, support healthy communities and strengthen our economy. The travel industry is vital to Missouri's economy, generating more than \$12.5 billion in tourism-related spending and supporting more than 255,000 jobs in FY21.

Contact

Ashley Beard-Fosnow

Executive Director

Missouri Humanities

Ashley@mohumanities.org

816.682.0861