



The Power of MS Hills **PARTNERSHIP**

- Be A Part of A Program With National Heritage Area Recognition
- A Shared Purpose
- Increased Resources
- Innovative Solutions Through Networking
- Better Communication
- Stronger Support for Public Policy
- Collaborative Marketing
- New Program Development Through Innovative Ideas

A PARTNERSHIP WITH BENEFITS

What are the benefits of membership in the Mississippi Hills National Heritage Area?

- **You become a part of the 30-county Mississippi Hills National Heritage Area**
 - Currently there are only 49 National Heritage Areas (NHA) in the United States
 - Only Congress can authorize an area for NHA status
- **You gain national exposure and increased economic benefits from spending by the cultural and heritage traveler**
 - 78% of leisure travelers participate in cultural and heritage activities*
 - Cultural and heritage travelers spend more, stay longer and are more likely to take part in local activities than regular travelers*
- **You benefit from state and federal funding for cultural and heritage activities**
 - Funding for cultural and heritage programs exists at both the state and federal levels
 - Your membership dues are leveraged to produce maximum return for your investment
- **You have increased exposure at the new Mississippi Hills Heritage Center opening in late 2010**
 - A new 2,500 square foot Heritage Center will have member information, exhibits and demonstration areas. The Heritage Center will be located in the FairPark district of Tupelo.
- **You have increased networking and partnership opportunities**
 - Through the networking and best practices process, members often find smarter solutions to common challenges while expanding their own presence within the region
- **As a voting member you will have a part in the planning and allocation of funds for the Mississippi Hills NHA program**
 - You will help direct the Mississippi Hills NHA as it develops annual budgets, annual programs of work and sound marketing strategies
- **You become a part of the national promotion for Mississippi Hills National Heritage Area**
 - Through a well focused advertising campaign you will be represented on websites, in magazines and collateral materials reaching potential cultural and heritage travelers from around the world
- **You are at the forefront in helping to preserve, protect and promote all the hidden treasures within the Mississippi Hills region**
 - The potential for cultural and heritage development within the 30-county Hills region is enormous and by taking part in the process you will be insuring maximum representation for your area

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