



Canton Tourism Commission  
2018 to 2020

# Canton Tourism Commission

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### Tourism Commission Mission

*To develop and position the City of Canton Missouri as a destination that attracts people to our community in a way that adds economic value, is respectful of our resources and supports our natural environment.*



### Summary Comment – Traditions, partner shipping & listening

This Master Plan is the third 3 year plan to be developed. The commission is still dedicated to fulfill its original mission and has realized a measure of progress over this last planning term. We have been mindful of the need to manage for sustainability and try not to burn out our volunteer workers while staying within a practical budget. At the same time we have been blessed with support from the general population, specific Canton related groups and the city staff to help us meet our goals and objectives.

We are no longer in “start up” mode. While we are still learning, this last three year planning period has shown a significant positive development in Tourism Commission traditions. We have had some significant successes. Our levee walk and the observation deck is heavily used and considered a community asset. If you are on Facebook, almost every morning greets you with a wonderful sunrise river picture from the Canton levee walk. Our Wetlands Trail is full of wild life and is a popular hiking destination, often as an extension of the levee walk. While there are a number of successes we can point to three events as on going traditions that work in a small town tourism effort.

**Tradition One – The Father’s Day Catfish Tournament year three.** The commission partners with Twisted Cat Outdoors to provide a stop on the summer tour. The commission provides some of the prize money, the location, the large water tank to display the “catch”, food and markets the event. This year we also combined the event with a street band concert the night before the tournament. The Canton Mainstreet organization also served donuts and coffee at 5 AM during the check in and registration and pulled pork sandwiches and drinks at the 3:00 weigh in that afternoon. The event drew 33 semi-professional fisherman boats and the top three catfish won over \$3,000 with the largest cat, 44 pounds, winning \$1,300. A great number of the fisherman stayed in the local hotel and some were here a couple of nights as they often scout out the waters in advance. One group came from 800 miles to compete.

**Tradition Two – Free Street Dances second season.** We have budgeted for three street dances a year and have scheduled them for various times during the year. We fill the streets with people who have come to Canton to enjoy the music and the company. A good many of the people who come to enjoy an evening are from outside the community and enjoy dinner and drinks at our local establishments.

**Tradition Three – Plein Air – Outdoor painting contest, first season.** Credit goes to the Canton Area Arts Council for organizing and running the one day event. Tourism provided the prize money. The success of this event suggests that this is well worth an ongoing effort. Seventeen artists came from Iowa, Illinois and Missouri to participate. We worked with Quincy and Hannibal and our reviews were outstanding. After the event, the artists paintings were available for sale and we had a huge crowd of local people and reportedly had more sales than either Quincy or Hannibal. The PR for Canton supporting the arts was very positive.

## Tourism Commission Objectives

1. To develop sustainable tourism attractions in the Canton, Missouri area that are easily accessible, educational and economically beneficial to the community.
  - a) To promote Canton as a destination for Mississippi River related activities.
  - b) To support environmental educational opportunities in the local public schools and colleges.
  - c) To develop a regional reputation for being an interesting and friendly place to enjoy the river, the town and the surrounding area.
  - d) To advocate for projects that reflect our commitment to being good stewards of all our resources and our community.
2. To make Canton a river destination for boaters Develop a practical marina for the river
  - a) Develop a usable dock for tour boats
  - b) Improve transportation between river and down town
  - c) Enlarge the catfish tournament to include local bank fisherman in a parallel tournament
  - d) Market the capability
3. To make music and the visual arts part of the Canton profile
  - a) Market to the tri-state area.
  - b) Partnership with other groups and businesses that help us meet our objectives
  - c) Provide "First Contact" training for those who are likely to come into early contact with our tourists.
4. To have fun!

## Tourism Commission Members

The five member tourism commission following citizens of Canton.

Jim Upchurch, Chairperson,

Crystal Bell, Member

Tina Uhlmeier, Member

Sandy Trudell, Member

Anne Fryer, Member



## Tourism Commission Principles

- A. The commission's projects must be manageable by available number of volunteers.
- B. Our formula is for every one hour a person travels there needs to be at least two hours of activities.
- C. Events must have realistic, attainable, and measurable objectives and be timely and sustainable.

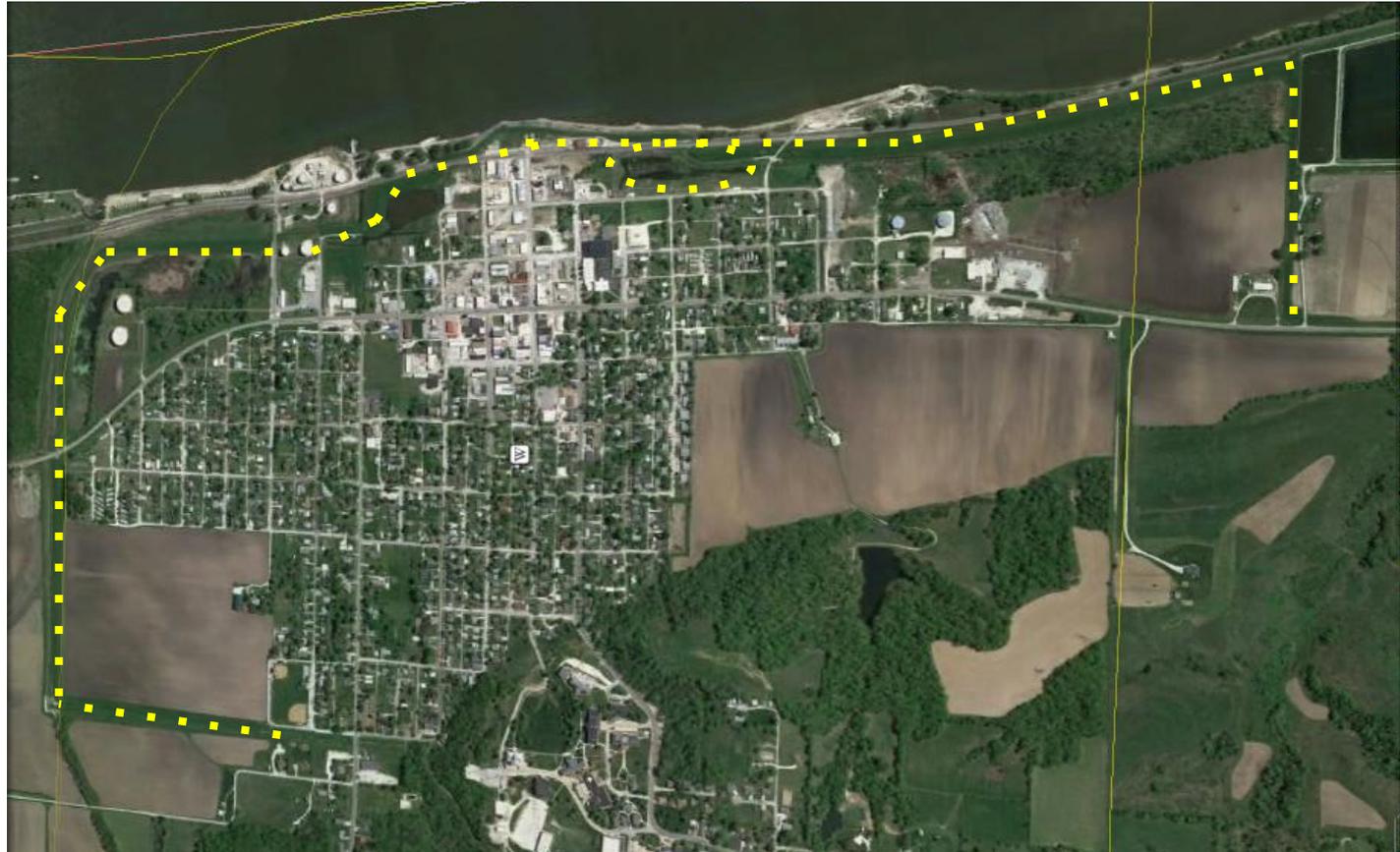
# Explore the possibility of using the levee for additional recreational purposes – 2018 - 2020

Canton is protected by a three mile levee system. Currently some 2,000 feet of the levee has a concrete side walk that is used and enjoyed by local residents and visitors alike to walk along the river. The project is well engineered and approved by the United States Army Corps of Engineers. Realistically, we don't expect there will be funding to extend the levee walk using the same type of structure but we will do a study to see what other stretches might have a realistic use for recreation. The levee has two railroad gates and a number of street and highway intersections. Practical access to the complete system may or may not be feasible.

## Action:

1. Discover what other areas are doing with their levee systems for recreational use.
2. Develop a concept plan.
3. Discuss the plan with the USACE for their reaction.
4. Get approval of the City Council.
5. Partnership if possible with MODOT.

Estimated Costs: \$



# Restoration of the Canton Rail Road Station – 2018 to 2020

The Canton Depot is owned by the City of Canton for the first time is approximately 50 years. The building was purchased from the Lewis County Industrial Development Authority by the City with funds from the Canton Tourism Commission. The building is stable as it was “mothballed” according to federal standards. A plan for development of the Canton Depot will be assembled by Fourth Quarter of 2017. Its location at the river front, levee walk, wetlands trail and the observation deck makes it an exciting addition to the development of the Canton river front and the Canton Marina.

## Action:

1. Develop a plan for making the depot functional
  - ✓ Restroom
  - ✓ Utilities
  - ✓ Security
  - ✓ Funding Transportation Grant
2. Identify resources to help improve the building
  - ✓ Roofing
  - ✓ Painting
  - ✓ Interior remodel
  - ✓ Protective fencing
  - ✓ Culver-Stockton College Community Betterment Class
3. Identify a sustaining purpose for the depot
  - ✓ Lease to a destination business
  - ✓ Identify an affordable community use for the building
4. Estimated Costs: \$



# Developing a Canton Marina – 2018 to 2020

A river presence is difficult for Canton. The area does not have a natural or man made protected cove that could guard a floating docks from Ice in the winter or debris during the time a dock is in place. If a structure is on the water to accommodate boaters, it will need to be quickly moved before a high water event. The structure must also be placed in a protective cove during the winter to avoid being damaged by ice. A spud barge that allows a floating structure to raise or lower with the water level may be the solution. The spuds may be removed and the barge taken to safer waters by a tug boat.

## Action:

1. Develop a practical plan for a floating dock
  - ✓ Design
  - ✓ Costs
  - ✓ User Rules
  - ✓ Maintenance
2. Local support
3. Estimated Costs: \$



# Entertainment Venue – 2018 to 2020

Tourism feels that Canton needs an out door entertainment venue. Currently a tent is used in the street but it has its limitations, causes some minor damage to the street and is not completely supported by businesses in the area. A location needs to be identified and then a structure needs to be built to accommodate a band or other entertainment.

## Action:

1. Agree on a location using area neighbors and businesses
2. Select a plan for the band shell
3. Estimated Costs: \$

