

# Town of Acton

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## FOR IMMEDIATE RELEASE

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## Town of Acton Awarded \$78,000 Travel and Tourism Recovery Grant

ACTON — Town Manager John S. Mangiaratti is pleased to announce that The Town of Acton has been awarded a grant from the state as a part of the Fiscal Year 2022 Travel and Tourism Recovery Grant Program.

The Town of Acton received \$78,000 from the program, which supports initiatives aimed at strengthening the Massachusetts economy and advancing community COVID-19 recovery efforts through increased tourism.

Funds will support the town's Rail Trail Wayfinding initiative along the Bruce Freeman Rail Trail. The paved trail, which stretches from Acton into West Concord, is a popular spot for walking, running, biking, rollerblading and enjoying the outdoors.

The wayfinding initiative includes the design, fabrication and installation of new signage on the trail promoting area businesses on the Great Road Corridor, as well as key historical and cultural destinations.

The town developed a [Local Rapid Recovery Program \(LRRP\)](#) in early 2021 in response to the pandemic, focused on providing support to businesses along Great Road Corridor.

The LRRP includes an array of projects aimed at boosting economic recovery for local businesses, including increased signage and wayfinding solutions along the Bruce Freeman Trail.

The Town worked with consultant Beta Group, Inc. to develop the Rapid Recovery Plan with input provided by residents and local business owners.

"This project will help make visitors of the trail aware of the many goods and services available along the nearby Great Road Corridor," Town Manager Mangiaratti said.

"Through the development of the LRRP, community members voiced this wayfinding initiative as a top priority. We are thankful for the opportunity to implement this recommendation and support businesses still recovering from the pandemic."

To learn more about the FY22 Travel and Tourism Recovery Grant Program, please click [here](#).

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**A message from the Town of Acton**