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To: Investors in Mississippi Main Street
From: Bob Wilson, Executive Director
Re: Annual Monitoring Report

June 30, 2013 marked the end of our fiscal year and what a great year it has been! In January, MMSA partnered with the Mississippi Arts Commission (MAC) and the MDA Tourism Division to produce "Back Stage Pass," our annual training workshop focusing on Promotion. Festival and Special Event development, evaluation and management was the core theme but included social media as a method of community marketability. Trends are changing fast in the world of marketing and this workshop keeps our Managers, local Board Members and industry partners up to date on national and statewide trends and developments. An Artist Showcase is a featured part of this workshop that introduces our Mississippi communities to the resources and talents that exist in our state. Mississippi's fast growing film industry is becoming a big part of how the state is marketed and is truly an economic engine of which Main Street is an integral part. As MDA continues to focus on the Creative Economy and cultural assets in Mississippi, this workshop will take on new meaning in the years to come. This workshop started out as a Quarterly Manager Training attracting 50-70 attendees; attendance at the 2013 event was over 225.

Our regular Board of Directors meeting in February gave our Board and Staff the opportunity to evaluate and update the MMSA Strategic Plan that is the cornerstone of Main Street Matters! Laurel Main Street hosted and the Board was able to experience a very successful and growing Main Street program and the impressive sights and sounds of Laurel from the Lauren Rogers Museum and the Rogers-Green House to a very vibrant downtown. The staff unveiled the new Mississippi Main Street video that has been used to promote Main Street throughout the state to prospective Main Street communities, partnering associations and the Mississippi Legislature at MMSA's first annual Legislative Breakfast on March 21. The legislative breakfast was attended by 70 Managers and Legislators and allowed the staff to present the economic impact of Main Street in our 51 Main Street programs and 7 Downtown Network communities.

The National Main Street conference returned to New Orleans in April of 2013 with Mississippi Main Street as the co-host. The Cultural Economy was a timely theme and gave us an opportunity to highlight Mississippi's diverse economy. In addition to our staff, our partners at MDA and MAC presented a session on the Creative Economy that was highly rated by attendees. Pre and Post trips to Mississippi were conducted to capture as many of the 2,000 attendees as possible. This conference also marked the formal announcement of the National Main Street Center becoming a wholly owned not-for-profit subsidiary of the National Trust, a project that MMSA has been involved with for several years. The new organization has its own CEO and Board and will provide more focus and support for the Main Street efforts throughout the nation.

MMSA participated with our partners at MDA Asset Development Department on numerous Asset Mapping exercises, made presentations for continuing education credits for our partners at the Mississippi Municipal League, participated in the YourTown conference hosted by MSU Stennis Institute and continued our outreach efforts assisting the re-organization of Alabama Main Street and Wyoming Main Street. MMSA was asked by an Australian Design Workgroup familiar with our successful Main Street model to make a presentation in Memphis that will help the Australian Main Street movement to explore best Main Street practices from around the globe.

A slowly recovering economy has had a positive effect on the attitudes of many Mississippi communities and MMSA is now working with Brandon, Grenada, Iuka, Kemper County and several urban areas in Jackson including 5 Points and the Hwy 18 Corridor to introduce Main Street's approach to community revitalization.

As reported on the MMSA online reporting system by Main Street Managers for the period July 1, 2012 to June 30, 2013, in our Main Street communities:

222 Net New Businesses
 55 Business Expansions
 1,094 Net New Jobs
 \$35,461,985 Public Dollars Invested
 \$14,564,525 Private Dollars Invested

136 Façade Rehabs completed
 215 Downtown Residential Units added
 44,240 Volunteer Hours logged

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 CREATE Foundation * EastGroup Properties * Farmers & Merchants Bank - Baldwin * First Commercial Bank * First State Bank * Foundation
 for the MidSouth * Horne LLP * Laws Construction * Merchants & Marine Bank * Metropolitan Bank * Mississippi Export Railroad * Mitchell
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of Ripley * B. Plunkett, Inc. * Regions Bank * Robinson and Associates * Roy Anderson Corporation * R.W. Reed Co. * Ross and Yerger, Inc.-Tupelo * SouthGroup Insurance Services * StateStreet Group *Structural Steel Services, Inc. * The Taylor Group * Tellus Operating Group * University of Mississippi Medical Center * Venture Technologies * Waggoner Engineering * Yates Construction

Bronze

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