



Tune into MPB's Next Stop Mississippi this Friday at 10 a.m. to hear from a few Main Street Directors about the Small Business Saturday events going on in Mississippi's Downtowns!

Dear Main Street Supporters,

This Saturday, Nov. 25, we celebrate **Small Business Saturday** with you! It's a special day created so people can show love for our small businesses, like the hundreds of small businesses in our Mississippi Main Street communities. And it wouldn't be a celebration without customers like you joining us!

Some quick facts to pump you up from the 2017 Urban Land Institute's Emerging Trends Study:

- Main Street retail is increasing while big boxes and chains are slowing down or closing
- People are seeking the authentic experience of “shopping small”
- Even though online shopping is huge, brick and mortar stores are still a very important part of our economy
- Shoppers spend 60% more on creative/experiential retail
- Main Street has an enhanced competitive advantage because of our architecture (character matters), unique product offerings, added value of purchasing from shop owners/“the experts”, a leisure "strolling" environment, social interaction, and the mixed-use retail offerings.
- Even millennials still prefer to buy from brick and mortar stores over purchasing online

So this Saturday after Thanksgiving, get ready to **Shop**

MS Main Street

**Impact: 2017
Year to Date**

85 Net New
Businesses

31 Business
Expansions

662 Net New Jobs

\$15,289,309
Public Dollars
Invested

\$7,076,168
Private Dollars
Invested

24 Façade Rehabs

132 Downtown
Residential Units

16,531 Volunteer
Hours

Small with us. Get to a downtown near you between the hours of 10 a.m. and 6 p.m.!

And please don't forget to share your favorite Small Business Saturday moments on Facebook, Twitter, and Instagram with **#ShopSmall**.

Thanks for your support. See you Saturday, Nov 25!

MS MAIN STREET TEAM



**Get up, get out and
#ShopSmall on Nov 25.
Celebrate #SmallBizSat
with us!**

Developing Mississippi's Downtowns

www.msmainstreet.com



Thank you to our Investors

Platinum

Entergy - Mississippi Power

Gold

Hancock Bank - Renasant Bank - Sanderson Farms

Silver

Atmos Energy - Citizens Bank of Philadelphia - Community Bancshares of MS
Hood Companies - Jack Reed - Neel-Schaffer - Regions Bank - SouthGroup Insurance
Structural Steel - The First National Banking Association - Trustmark Bank

Bronze

Allison Beasley - Fred and Sheila Varnado - Ivey Mechanical Company - Suzanne Smith

Mississippi Main Street Association
P.O. Box 55747 | Jackson, MS 39296
Phone: 601-944-0113
www.msmainstreet.com

Share this email:



Manage your preferences | **Opt out** using **TrueRemove®**

Got this as a forward? **Sign up** to receive our future emails.

View this email **online**.

This email was sent to inquiries@msmainstreet.com.

To continue receiving our emails, add us to your address book.

