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This popular, mixed-use building blends well in historic Olde Towne Clinton and features Pimento's Café, Mississippi College bookstore, and graduate student loft living.

To: Investors in Main Street Matters  
Re: Semi Annual Monitoring Report  
Date: December 31, 2012

December 31 marked the first six months of our fiscal year, and we closed out 2012 in grand fashion. **Destination Downtown, our joint conference with Louisiana and Arkansas Main Street, was hosted by Arkansas Main Street in Rogers, Ark.** The MMSA Staff and over **30** of our Main Street Managers attended the event that featured several national speakers. We also went on tours to several nearby towns which always prove to be a learning experience for our staff and Managers. Rogers is right next door to Bentonville, home of the Walmart headquarters. It is truly amazing to see how this company has reached out to these communities and funded so many projects that have helped revitalize their historic districts and downtowns; certainly not something you think about Walmart. **In 2013, Destination Downtown will merge with the National Main Street Conference that will be held in New Orleans, La. on April 13–16.** With Louisiana hosting, Mississippi Main Street and Arkansas Main Street will be co-sponsors and several side tours will be coming to Mississippi. Mississippi will return as the host of Destination Downtown in 2014.

During the last 6 months, a **quarterly Managers Training was held in Clinton, Miss.** Outgoing Mayor, Rosemary Aultman, a true Main Street champion, was a featured speaker along with Dr. Lee Royce, President of Mississippi College. Clinton Main Street and Tara Lytal, Manager, have forged an impressive “Town and Gown” effort that is accomplishing great things in the Olde Towne area of Clinton. **Our Managers learned how to partner with Colleges and Universities in their area** (See header photo: mixed-use building developed by Mississippi College in Olde Towne Clinton). The focus of this Training was Design, and featured

**workshops by State Architect, Randy Wilson** and a **downtown tour and mural demonstration conducted by** nationally known artist and one of the newest members of the MMSA Board of Directors, **Wyatt Waters**.

Also during the last six months, thanks to the generous support of our Main Street Matters! stakeholders and a stronger than ever partnership with the Mississippi Development Authority, the MMSA staff was able to facilitate **103 community visits, 8 community assessments, 4 evaluation visits, 20 Regional Training workshops** and **7 Festival and Special Event workshops**. The Communication and Public Relations Director for MMSA produced **8 E-newsletters, 21** specifically-targeted **email blasts to Managers, 9 Grant newsletters, 5 Stakeholder newsletters** and **13 press releases**.

One **Regional Training Session was conducted in Cleveland, Miss.** that was attended by the Managers and local Board Members located in the Delta District. The meeting focused on the **new Mississippi Delta Heritage Area**, the state's third federally-designated Tourism area and the Delta Culinary Trail.

The **Main Street Staff attended numerous conferences and meetings with our partners** including Mississippi Municipal League (MML), Mississippi Economic Development Council (MEDC), Mississippi Economic Council (MEC), Mississippi Heritage Trust (MHT), Mississippi Tourism Association (MTA), Rural Tourism, Mississippi Society of Association Executives (MSAE) and Mississippi Development Authority Asset Development Annual Meeting. **MMSA worked closely with MDA as they unveiled their Creative Economy Grant program.** These grants will positively affect many Main Street programs.

**MMSA provided Design Services to 28 Main Street communities** during the first six months of the fiscal year. Along with Design Services, **MMSA and our consultant, Margie Johnson, conducted retail presentations and one-on-one consulting services in six different Main Street communities.** Part of our retail efforts was co-sponsored by the **Mississippi Press Association, our newest partner.** During the coming year, we hope to expand that program. Tripp and Ben Muldrow with **Arnett Muldrow Associates continued to work with numerous Main Street programs on market analysis, business recruiting and branding.** Belinda Stewart Architects of Eupora, Leigh Minor Nagy and

**July 2012 thru December 2012**

**89 Net New Businesses**

**336 Net New Jobs**

**14 Business Expansions**

**\$8,353,794 Public Dollars Invested**

**\$8,030,623 Private Dollars Invested**

**43 Buildings/Facades Rehabilitated**

**28 Downtown Residential Units added**

**18,759 Volunteer Hours logged**

Respectfully Submitted,

*Robert J. (Bob) Wilson*

**Developing Mississippi's Downtowns**  
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**Bronze**

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