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**There are so many exciting things happening on Mississippi's Main Streets!**

Governor Phil Bryant has declared 2014 as the **Year of the Creative Economy in Mississippi**. This initiative has so much to do with Main Street, and we are excited about spreading the news about all that our 60+ Main Street communities and network members are doing around the state. Since July 2013, **249 net new businesses** have been started in our downtown districts, accounting for **1,228 net new jobs**. **Seventy-two business expansions** have occurred and **94 façade rehabs** have added to the ambiance in Mississippi's downtowns with a total **public and private reinvestment of \$73,564,027**. Additionally, more than **55,000** volunteer hours have been logged.

**Back Stage Pass in Starkville**  
Statewide Festival and Event Coordinators Conference and Mississippi Artists Showcase

**Our Main Streets provide great case studies of the creative economy at work.** From entrepreneurial women who have sparked a **wave of new business** through a series of building renovations on Main Streets throughout Mississippi, starting with the B.T.C. Grocery Store in **Water Valley**, to Rue Vieux LLC in **Biloxi**, created in 2011 with 10 women (now grown to 25) investing \$10,000 each to purchase properties within the Rue Magnolia and Water Street area to create a downtown **Arts District**. Think about **Greenville** seizing the title of the "Hot Tamale Capital of the World" and creating a successful festival to celebrate the **Delta's unique culinary traditions**, and **Ocean Springs** using culture and art to attract more than 120,000 people to this town of just 17,000 for the **35th Annual Peter Anderson Festival**. Yes, the creative economy lives and breathes on Main Street!



**Organization Training in Laurel**  
Volunteer Management, Fundraising, Membership Campaigns, Sponsorships, Board Training and Creating a 501(c)3

These successes don't "just happen." Main Street and its Four Point



Approach to downtown revitalization is the catalyst that brings communities together and allows them to take advantage of their assets and human capital to create a special "place" that draws visitors, investors and the creative class. The **District Directors** at Mississippi Main Street Association are always hard at work with local managers and their boards to organize the economic engines on Main Streets all over the state.

Recent field services include:

- Ocean Springs, Miss. named a Great American Main Street
- \$750,000 in operational and marketing grants from BP America
- Partnered with state universities on a series of economic development workshops for elected officials
- Construction underway for a minor league baseball stadium in downtown Biloxi
- Held educational sessions directly for city mayors, alderpersons (AKA selectmen, council, etc.) and staff
- Partnering with Secretary of State's office to create Entertainment Districts in Main Street downtown districts. Special incentives and tax abatements available in these districts
- 3rd Annual Back Stage Pass (Festivals and Events Conference) and Mississippi Artist Showcase
- Tax Credit and Development Incentive workshops held regionally
- 2nd Annual Legislative Breakfast to educate elected officials
- Heritage Highway 82 Tour and social media campaign
- Quarterly Managers' Trainings
- Regional Managers' Meetings
- Designation of Mississippi's 51st Main Street program: Small Town, Miss.
- Design workshops - Basic and Advanced
- Design assessment and renderings for Tanglefoot Trail, Mississippi's second 41.5 mile Rails-to-Trails project that connects three Main Street cities in Northeast Miss.
- Ongoing facilitation of program strategic planning and creation of workable strategy boards
- Ongoing new manager, board and committee trainings
- Communications, social media and marketing assistance
- MMSA awarded Community Partner Award by Ocean Springs
- Grant opportunities sent monthly to member programs that have resulted in local programs receiving hundreds of thousands of dollars in grant funding
- Worked with Mississippi State Extension office on Economic Impact Analysis of community events, including: Woodville Deer and Wildlife Festival, Columbus Market Street Festival, West Point Prairie Arts Festival, Ocean Springs Peter Anderson Festival and Gulf Coast Cruisin' the Coast.
- Annual Awards Meeting and Fundraiser for Managers' Scholarship Fund



### 25th Annual Awards Luncheon

and Mississippi Delta Get Away Raffle Drawing  
Old Capitol Inn in Jackson



### Destination Downtown in Ocean Springs

Co-Sponsors: Louisiana Main Street and Arkansas Main Street



### Chili Festival in Tupelo

Statewide Chili Cookoff

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