

MISSISSIPPI MAIN STREET

IMPACT

2020-2025



**MISSISSIPPI
MAIN STREET**
ASSOCIATION



ECONOMIC IMPACT 2020-2025

Over the past **five years**, Mississippi Main Street programs helped generate the following economic activities in their downtown districts:

2,130 new businesses

371 business expansions

4,919 new jobs

619 public improvement projects

766 rehabilitation projects

375 new construction projects

5,682 downtown residential units

\$737 million in private investment

\$755 million in public investment

208,762 volunteer hours

MISSION

The mission of the Mississippi Main Street Association is to be the catalyst for the preservation and economic revitalization of Mississippi's historic downtowns and traditional commercial districts.

QUICK FACTS

YEAR FOUNDED:

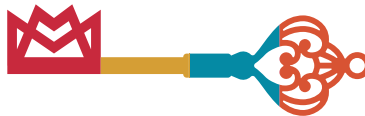
1984

HEADQUARTERS:

Jackson, MS

NON-PROFIT STATUS:

501 (c)(3)



KEY FOCUS AREAS

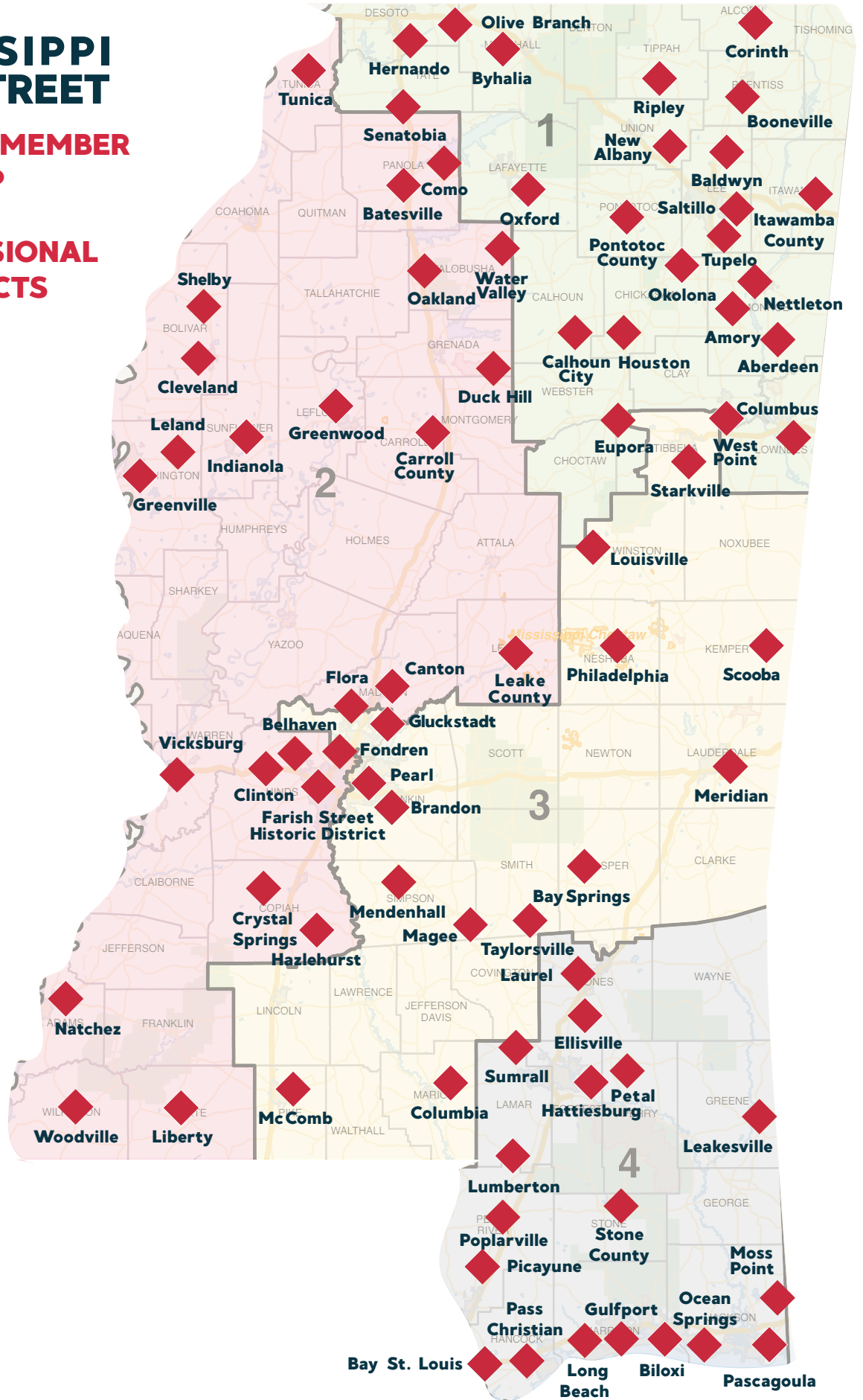
DESIGN **ORGANIZATION** **PROMOTION** **ECONOMIC VITALITY**

Learn more about Main Street

MSMAINSTREET.COM

MISSISSIPPI MAIN STREET

STATEWIDE MEMBER
MAP
+
CONGRESSIONAL
DISTRICTS





MISSISSIPPI MAIN STREET ASSOCIATION

The mission of the Mississippi Main Street Association (MMSA) is to be the catalyst for the preservation and economic revitalization of Mississippi's historic downtowns and traditional commercial districts.

WHO WE ARE

MMSA provides **visionary leadership** to Mississippi's most storied places. We foster economic and community development through strategies that promote community engagement, pride of place, and quality design to achieve long-term economic growth. We are a coordinating program of Main Street America with a strong network of **1600+ communities nationwide**.

“ Mississippi Main Street has the same vision for downtowns across the State that Laurel Main Street has for our city, and the partnership has produced unbelievable results.”

JOHNNY MAGEE
MAYOR, CITY OF LAUREL



TOP WINS

- ▶ Since 2020, MMSA administered **more than \$10 million** in grant funds to Main Street Communities, including \$8 million in ARPA funding through the Mississippi Legislature.
- ▶ MMSA has expanded its network to **89 member communities** across three different membership levels. This growth increases MMSA's reach and capacity to support downtown revitalization efforts throughout the entire state.
- ▶ Passage of the **Mississippi Main Street Revitalization Grant (MMSRG) Program** and securing \$500,000 for MMSA operations through the Mississippi Legislature. MMSA partnered with the Mississippi Development Authority and Mississippi Department of Archives and History to establish the MMSRG program, and this program was established as ongoing by the state.

“ Our Mississippi Main Street Communities are supporting economic growth for our small business owners and providing top-notch quality of life enhancements that help combat population loss in our counties. People want to live in thriving communities and Mississippi Main Street is helping us thrive here in Northeast Mississippi!



SUZY BOWMAN
DIRECTOR OF
REGIONAL IMPACT,
CREATE FOUNDATION

THE MAIN STREET DIFFERENCE

According to a 2023 Community Needs Assessment and Market Study conducted by Dr. Rachael M. Carter with the Center for Government and Community Development at Mississippi State University Extension, there is a direct correlation between the economic vitality of a community and having an active Main Street program. According to the study:

- ▶ People are more likely to **shop locally** in a community with a Main Street program.
- ▶ People are **more engaged and involved** in communities with Main Street programs.
- ▶ There is a **very strong and positive relationship** between the length of time a Main Street program has been active in a community and the likelihood of **shopping locally for experience-based goods** such as upscale dining, clothing, entertainment and recreation.
- ▶ The more engaged respondents were in their local community the **more positive they felt about the future of their community** and the more likely they were to shop locally.

FIVE-YEAR GRANT PROJECTS

ARPA grants provided total value of \$8 million by the MS State Legislature (available to all Designated Communities) – Round I valued at \$100,000 per community and Round II valued at \$64,500 per community

USDA Placemaking Project (9 Communities) – total value of \$250,000

USDA Connectivity Project (5 Communities) – total value of \$250,000

Workplan Workshops (all Designated Communities) funded by Mississippi Hills National Heritage Area (MHNHA) and W.K. Kellogg Foundation – valued at \$3,000 per community

Branding Refreshes (all Designated Communities) funded by MMSA and MHNHA – valued at \$3800 per community

Community Marketing Videos (all Designated Communities) funded by MMSA and MHNHA – valued at \$2600 per community

Economic Impact Pieces (all Designated Communities) funded by MMSA and MHNHA – valued at \$750 per community

Real Estate Redevelopment Game Plan (27 Communities) funded by USDA and MHNHA – valued at \$4,000 per community

Downtown Roadmaps in Indianola and Biloxi funded by W.K. Kellogg Foundation – valued at \$60,000 each

Downtown Roadmap Refresh in Leake County funded by the Community Foundation of Mississippi – valued at \$35,000

40th Anniversary video for Mississippi Main Street Association funded by the Mississippi Humanities Council and MHNHA – valued at \$17,000

2020-2025 MAIN STREET IMPACT

2,130

New Businesses

371

Business Expansions

4,919

New Jobs

766

Rehabilitation Projects

5,682

Downtown Residential Units

375

New Construction Projects

619

Public Improvement Projects

\$737 million

in Private Investment

\$755 million

in Public Investment

280,762

Volunteer Hours



The USDA Real Estate Redevelopment Game Plan grant through Mississippi Main Street gave new hope to several empty buildings in downtown Gulfport. The resulting data was game-changing for our Main Street."

JAQUELINE READY
REAL ESTATE BROKER &
GULFPORT MAIN STREET
BOARD MEMBER





LOCAL MAIN STREET

IMPACT



ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

41

NEW BUSINESSES

91

NEW JOBS

\$64 MILLION

INVESTED DOWNTOWN

22

FAÇADE REHABILITATIONS

6699

VOLUNTEER HOURS



Aberdeen Main Street has transformed downtown through strategic partnerships and resourceful planning. With a \$27.5+ million federal courthouse renovation recently completed, Main Street leads the way in catalyzing downtown's potential—purchasing buildings, securing ARPA funding, and expanding public art. The comprehensive approach includes business support, increased communications, and community engagement.

PROJECT SPOTLIGHT

Alley Activation Sparks Investment Wave



Aberdeen Main Street's partnership with the Visitors Bureau ignited downtown revitalization by transforming the historic Paradise Alley into a vibrant community space. By securing funding through MS Hills and a Miss. Main Street Community Development Grant, the organizations added lighting, fairy gardens, a Kindness Rock Garden, and free library. This strategic revival catalyzed remarkable private investment, with 22 buildings receiving refreshed paint and signage, and multiple historic buildings converted to short-term rentals.

BUSINESS SPOTLIGHT

HISTORIC DEPOT TO COMMUNITY HUB



Aberdeen Main Street led the charge in saving and rehabilitating the historic depot into a multifunctional community asset by securing crucial USDA funding. Now housing Main Street offices, a museum of Aberdeen memorabilia, and a public venue, the depot serves as home to the thriving farmers market. Under Main Street's management, the market has evolved into a true community gathering place featuring local growers, makers, and bakers; kid entrepreneurs; and educational programming through MSU Extension Service partnerships. The Aberdeen Farmers Market is recognized as part of the Mississippi Hills Farm to Fork Foodie Trail.

This transformation illustrates how Aberdeen Main Street leverages community assets and historic preservation into sustained community engagement.

OUR SUPPORTERS

- Westlake
- Bell & Sons Trucking
- Tenn Tom Pallet
- Eutaw Construction
- Farm Bureau
- Monroe County Board of Supervisors
- City of Aberdeen
- Monroe County Chamber of Commerce
- R. D. Miller & Associates
- Stevens Auction
- Lann Hardware
- Pierce's Place
- South Monroe County Create
- Loaves & Fishes Food Pantry
- Mattox Services
- Allmond Printing
- Monroe County Co-Op
- Monroe County Sherriff's Office
- Monroe County Extension Office



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HIGHLIGHTS 2020-2025

29
NEW BUSINESSES

45
NEW JOBS

\$7+
MILLION
INVESTED DOWNTOWN

30
FAÇADE REHABILITATIONS

2054
VOLUNTEER HOURS



Amory Main Street has driven downtown's remarkable renaissance since 2004, transforming the district through strategic partnerships, fostering creativity, and reinforcing community resilience through business support. Main Street's investment of **\$7.4 million** since 2020 has sparked a chain reaction of investment, bringing downtown to life with renewed energy and demonstrating the transformative power of Main Street's leadership.

PROJECT SPOTLIGHT

Fresh Faces: Façade Grant Transformation



Amory Main Street transformed downtown's appearance by securing ARPA funding for **20 façade improvement grants**. By recruiting businesses and guiding them through the application process, Main Street orchestrated a coordinated enhancement of downtown's visual appeal through paint and awnings. These improvements led to additional private investment as property owners witness collective impact, demonstrating how targeted funding can build confidence in downtown's future and inspire ongoing revitalization throughout the district.

EVENT SPOTLIGHT

SPICING UP COMMUNITY SPIRIT: CHILI FEST



Amory Main Street's Annual Chili Fest has evolved into one of the community's most anticipated events, combining a competitive chili cook-off with a family-friendly trunk-or-treat celebration that transforms downtown into a vibrant Halloween festival. This signature event not only raises critical funds for Main Street's operating budget, but also generates tremendous foot traffic that delivers a substantial boost to downtown restaurants, reporting one of their busiest nights of the year. By creating this unique community gathering, Amory Main Street has established a tradition that strengthens community bonds while sustaining the organization's ongoing revitalization efforts.

Events like Chili Fest transform downtown from simply a commercial area into a vibrant gathering place to celebrate community through unique shared experiences.

\$500+ SUPPORTERS

- City of Amory
- Monroe County Chamber of Commerce
- Monroe County Supervisors
- Community Bank
- Michael Cole State Farm
- White Oak Realty
- JMF Properties
- Edward Jones
- Walmart
- Alsup's Heating and Cooling
- The Gemstone
- The Coffee Pot
- Legacy Hospice
- Oakbridge Insurance
- Renasant Bank
- Leech Real Estate
- Larry Clark Chevrolet
- Tri-State Mac
- Helton Family Dental
- Bills Hamburgers
- Amory Paint Depot
- Amory Chiropractic
- Apache
- Lucky Tap Tavern
- Brown Eyes Bakery



AMORYMAINSTREET.COM

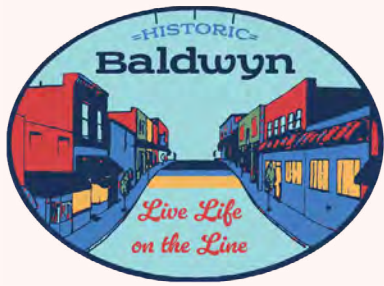
Lindsey Mitchell and Kaitlyn Williams

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Amory Main Street

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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

27

NEW BUSINESSES

47

NEW JOBS

\$2+

MILLION
INVESTED DOWNTOWN

4

FAÇADE REHABILITATIONS

6463

VOLUNTEER HOURS



For twenty years, Baldwin Main Street Chamber has driven downtown revitalization. From professional services to retail, restaurants, and entertainment, Main Street's leadership has implemented strategic improvements including façade grants, lighting restoration, and landscaping. The signature Okeelala Festival raises funds for targeted projects like downtown signage, while creating a regional draw that benefits all businesses.

PROJECT SPOTLIGHT

Theatre Rehab Creates Downtown Anchor



James Bowens transformed the Claude Gentry Theatre into a vibrant downtown anchor through historic rehabilitation, increasing foot traffic and benefitting surrounding businesses. This private investment demonstrates the momentum created by Baldwin Main Street's ongoing revitalization efforts, which have established downtown as an attractive destination for investment. This success has inspired manager Christa Flint to pursue additional development, showing how Main Street's work in creating a vibrant downtown encourages private investors to enhance the entire district.

PROJECT SPOTLIGHT

GREEN SPACE TRANSFORMS NEGLECTED CORNER



Baldwyn Main Street secured ARPA funding to completely reimagine Azalea Court, transforming a deteriorating concrete area with a rotting wooden stage into a beautiful community green space. As the driving force behind this project, Main Street installed attractive turf, pavers, and lighting to create a versatile outdoor venue available for public rental. This strategic conversion of an underutilized space into an activated community asset demonstrates Main Street's ability to envision possibilities, secure essential funding, and execute transformative projects that benefit the entire downtown district.

This inviting gathering place not only enhances downtown's appeal but creates a new destination that draws visitors and provides businesses with opportunities for outdoor events.

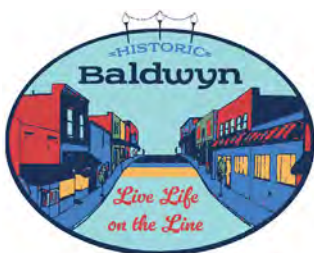
OUR SUPPORTERS

- Nelson Animal Hospital
- Critter Brooke Farms
- Velvet Chair Theatre
- Velvet Chair Studios

- Pizza Factory
- Farmer and Merchants Bank
- South Market
- Big Lenny Storage
- Tin Roof

- Tom's
- Living Well Nutrition
- City of Baldwin
- Houston's Drug Store
- Fill My Cup
- Susan's Flowers

- Vintage Vines
- Local Native
- The FARM 95.1
- Little Light of Mine



Teresa Green

Executive Director
Baldwyn Main Street Chamber

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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

29
NEW BUSINESSES

67
NEW JOBS

\$3+
MILLION
INVESTED DOWNTOWN

7
FAÇADE REHABILITATIONS

7295
VOLUNTEER HOURS



At the center of Panola County, downtown Batesville serves as more than just a business district—it's the **beating heart of the community**. Batesville Main Street's decades-long investment and expertise in the economic vitality, promotion, and design of its downtown has transformed the district from a collection of buildings to a place that both businesses and locals are proud to call home.

PROJECT SPOTLIGHT

Downtown Pocket Park Transformation



Batesville Main Street transformed a prominent underutilized area into a pocket park, creating a **vibrant gathering spot** for the community with updated outdoor furniture, umbrellas, and planters. Main Street will soon add turf and permanent cornhole boards, string lighting, and shading solutions, encouraging visitors to linger downtown and create lasting memories. These strategic enhancements support nearby business development, which demonstrates how targeted investments create engaging "third places" downtown.

PROJECT SPOTLIGHT

REFRESHING THE FACE OF DOWNTOWN



Batesville Main Street's **Façade Grant Program** offers matching grants of up to \$1,000, helping business owners enhance storefronts with new paint, awnings, and signage. These improvements create a cascading effect of downtown pride and investment, contributing to the overall atmosphere of care that defines the downtown experience. Batesville Main Street is working to expand the program, while developing partnerships to benefit local vendors. By investing in our historic façades, we're preserving Batesville's unique character while building a more vibrant economic future.

"We were able to replace the tattered awning and apply a fresh coat of paint to our building, making it much more appealing and attractive to our customers. Thank you, Batesville Main Street!"
Drew & Kayla Wilkerson, Owners
Honeybee Coffee Cupboard

OUR SUPPORTERS

- City of Batesville
- Panola County
- Panola Partnership
- Southern Beverage Company
- Landhawk Realty
- Complete Computers
- TVEPA / TVI Fiber
- Guaranty Bank & Trust
- Communicare
- The Ice House / Cube Ice
- Stubbs Department Store
- First Security Bank
- Batesville Presbyterian Church
- Junior Auxiliary of Batesville
- Batesville Rotary Club
- Boy Scout & Girl Scout Clubs of Batesville
- Batesville Garden Club
- Batesville Exchange Club
- South Panola Schools
- NDPDD

BATESVILLE
MAIN STREET



BATESVILLEMAINSTREET.COM

Katie Azar

Director
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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

53

NEW BUSINESSES

263

NEW JOBS

\$177 MILLION INVESTED DOWNTOWN

10

FAÇADE REHABILITATIONS

5520

VOLUNTEER HOURS



Biloxi Main Street's intentional focus on **creative placemaking and strong partnerships** brings the community downtown in a transformative way. Restaurants and murals, coffee shops, events, and entertainment create a vibrant destination for residents and visitors. Through authentic collaboration and free, accessible programming, Biloxi Main Street has powered meaningful, sustainable change.

PROJECT SPOTLIGHT

Building Community Through Creative Placemaking



Born from a Main Street Roadmap funded by the Kellogg Foundation, the HowHop Project transformed underutilized space beneath the interstate into a vibrant community hub. This \$250,000+ initiative (with a \$35M future vision) connects two previously disconnected areas of downtown while creating safe, active public space.

- Home to downtown Farmers Market, Skate Park, Pickleball Courts, and First Friday events
- Includes murals and public art
- Featured in Mississippi Business Journal
- Recipient of MMSA Placemaking Award
- Biloxi Main Street secured grants from Knight Foundation, ARPA, MMSRG, and Kellogg Foundation to fund the project

EVENT SPOTLIGHT

MAIN STREET EVENTS CATALYZE INVESTMENT



What started as a way to support downtown businesses has evolved into something bigger: a beloved monthly tradition that brings families together and catalyzes downtown development. Now in its fifteenth year, First Friday features live music, food trucks, and vendors, including downtown businesses who participate for free. Incredible partners like Fly Llama Brewing, who provides the beer that is sold at the event, and Broussard's Barber Shop, who generously promotes other local businesses, exemplify the authentic partnerships that power Biloxi's revitalization. Main Street's track record of activating downtown spaces has attracted developers and business owners—catalyzing adaptive reuse projects and new restaurant openings throughout the district.

The success of First Friday demonstrates Biloxi Main Street's proven ability to create vibrant, economically viable spaces, resulting in over \$177M of public and private investment in downtown since 2020.

OUR SUPPORTERS

- Beau Rivage Casino & Resort
- Fly Llama Brewing
- Sparklight
- Community Bank
- The Peoples Bank
- Biloxi Chamber of Commerce
- Adventures Pub & Spirits
- Best Western Oak Manor
- Broussard's Barber Shop
- Shaughnessy Printing
- Ground Zero Blues Club
- Brown, Mitchell, & Alexander
- Cornerstone Biloxi
- Neel-Schaffer
- Dale Partners Architects
- Ellzey's Biloxi
- State Farm Errol Bradley
- McElroy's Harbor House
- One Thirty One
- Plitz Williams & LaRosa Company
- Picture Point Investments
- Harrison County Board of Supervisors



Kay Miller

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HIGHLIGHTS 2020-2025

32
NEW BUSINESSES

83
NEW JOBS

\$7+
MILLION
INVESTED DOWNTOWN

19
FAÇADE REHABILITATIONS

6210
VOLUNTEER HOURS



Since 1997, Booneville Main Street has provided strategic vision for this unique college town, creating vital connections between tourism, schools, and business communities. Main Street has driven numerous revitalization projects including historic walking tours, alley activations, and beautification initiatives, creating a downtown where demand exceeds supply—businesses want to locate here, residents want to live here, and visitors continue to discover Booneville's distinctive charm.

STORY SPOTLIGHT

Strategic Recruitment Sparks Momentum



Booneville Main Street's strategic business recruitment efforts transformed downtown. In 2017, Booneville native Leah Galloway opened Market 105, creating the anchor that brought critical foot traffic downtown. This success sparked a chain reaction—one investor followed another as Main Street facilitated the addition of a coffee shop, four boutiques, and a salon. Private investments averaged \$150,000 per business, complemented by Main Street's façade grant program that supports 5-8 projects annually.

EVENT SPOTLIGHT

FESTIVALS FUND DOWNTOWN IMPROVEMENTS



Booneville Main Street has strategically developed two signature events that not only celebrate community identity but generate essential funding for downtown improvements. The spring **Hospitality Arts** event showcases 200 juried artists, attracts up to 100 vendors, and creates partnerships with the college and local schools. The 40+ year tradition of **Fall Festival** brings 2,000+ attendees to enjoy vendors and performances on two music stages. Together, these events generate \$12,000-\$15,000 annually that Main Street reinvests in **façade grants** and **public art projects**.

This model showcases how Main Street turns community celebrations into tangible downtown enhancements, which has resulted in a comprehensive rehabilitation of nearly every building in the historic district.

OUR SUPPORTERS

- Renasant Bank
- FMBank
- Guaranty Bank
- Cadence Bank
- Print Villains
- Farm Bureau
- Modern Woodmen
- West Lake Pipe
- ProVia
- PCDA
- City of Booneville
- Corner Gifts & Florist
- Northeast Mississippi Community College
- Sparks CPA
- Langston & Lott, PLLC
- State Farm
- Booneville Community Pharmacy
- Marathon Cheese
- New Way Trucks
- Hill Family Eye Center
- ACCO Brands



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HIGHLIGHTS 2020-2025

41

NEW BUSINESSES

66

NEW JOBS

\$3+

MILLION
INVESTED DOWNTOWN

19

FAÇADE REHABILITATIONS

2059

VOLUNTEER HOURS



Cleveland Main Street has transformed downtown into a vibrant year-round destination through strategic event programming and placemaking. Events like 50 Nights of Lights, which draws 94,000+ visitors annually, catalyzes incredible tourism tax and revenue growth. Main Street's comprehensive approach includes façade grants, business recruitment support, and authentic partnerships with local merchants, positioning downtown Cleveland as the Delta's premier shopping and entertainment district.

STORY SPOTLIGHT

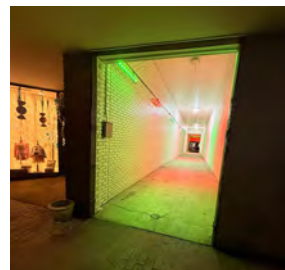
Pizza and Bagels Drive Downtown Vitality



When Marisol Doyle began selling artisan bagels at the farmers market, Cleveland Main Street recognized potential. Marisol went on to open brick-and-mortar Leña Pizza + Bagel, with support from Cleveland Main Street's façade grant program. Leña earned recognition from The New York Times as one of the top 22 pizza destinations nationwide, putting Cleveland on the culinary map. Cleveland Main Street's hands-on support for emerging entrepreneurs demonstrates how strategic business development transforms downtown districts.

PROJECT SPOTLIGHT

ARPA INVESTMENT ACTIVATES PUBLIC SPACES



Cleveland Main Street secured \$161,400 in ARPA funding through MS Main Street to transform underutilized downtown spaces into vibrant community gathering points. The program reimagined a dark alleyway connecting downtown to public parking, brightening with paint and LED lighting that increased safety and accessibility. The lighting project extended to the gazebo, creating a welcoming atmosphere for events and daily activity. Main Street replaced the deteriorating gazebo structure with modern sun sails creating the "Downtown Deck," a flexible performance space hosting local artists and musicians and extended beautification efforts throughout downtown.

Cleveland Main Street also invested in public art installations that activate downtown as a year-round gallery. These investments create moments throughout downtown that organically market Cleveland while fostering a deep sense of community pride.

OUR SUPPORTERS

Cleveland Main Street's impact is made possible by **53 Cleveland Bolivar County Chamber members** who choose to additionally invest in Main Street. These committed partners are integral in furthering downtown's success. Their collective support enables Main Street to deliver programming, secure grants, and provide the comprehensive business services driving downtown's transformation.



Crista Cooper

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MAIN STREET CLINTON

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

24

NEW BUSINESSES

29

NEW JOBS

\$2.5

MILLION
INVESTED DOWNTOWN

3

FAÇADE REHABILITATIONS

5519

VOLUNTEER HOURS



Since 2007, Main Street Clinton has driven downtown revitalization through **strong city support, authentic community engagement,** and **strategic placemaking.** Through 40+ annual events drawing 18,000+ attendees and reinvestment programs like façade and business development grants, Main Street has established downtown as a family-friendly destination where exceptional business partnerships and community collaboration drive sustained vitality.

PROJECT SPOTLIGHT

ARPA Funding Powers Downtown Activation



Main Street Clinton secured \$161,000 in ARPA funding through MS Main Street to transform downtown's public spaces. The project created a grown-up gathering space under the Parkway bridge featuring swings, cornhole, ping-pong, seating, swings, lighting, WiFi, and a putting green—activating previously underutilized space into a vibrant hangout spot. This strategic investment demonstrates Main Street's ability to secure funding and execute placemaking projects that enhance downtown's appeal for residents and visitors.

PROJECT SPOTLIGHT

DESTINATION PARK DRIVES VITALITY



Main Street Clinton championed the transformative Lions Club Park project, demonstrating how public-private partnerships create destinations that bring vibrancy downtown. Through a strategic land swap, the park relocated and was completely reimagined, boasting over \$1.2 million in public investment. Director Tara Lytal designed the park and oversaw the project, securing grants from Lions Club International and private funding. The park capitalizes on community culture by preserving the iconic caterpillar, now serving as a sculptural archway. This family-friendly destination provides a centralized gathering point for community events while supporting adjacent businesses.

With exceptional city support and Main Street's expertise in placemaking, Lions Club Park exemplifies how sustained partnership and strategic vision transform empty spaces into destinations that support local businesses while serving families.

OUR PARTNERS

- City of Clinton
- Clinton Chamber of Commerce
- Mississippi College
- BankPlus
- Cadence Bank
- Renasant Bank
- Home Instead Senior Care
- Mascagni Wealth Management
- Renasant Bank
- The Clinton Courier
- Wilbanks, Dowd, and Watson
- WGK, Inc.
- Chick-fil-A
- Pediatric Dentistry, PA
- Junior Civic League
- Junior Auxiliary of Clinton
- Connect West



Tara Lytal

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HIGHLIGHTS 2020-2025

60

NEW BUSINESSES

82

NEW JOBS

**\$22
MILLION**
INVESTED DOWNTOWN

6

FAÇADE REHABILITATIONS

26K

VOLUNTEER HOURS



Designated a "**Great American Main Street**" in 2010 by Main Street America, Main Street Columbus drives downtown revitalization through strategic partnerships and community initiatives. With **96% occupancy** in downtown across **147 businesses** and **18 signature events** attracting thousands annually, Main Street Columbus has established downtown as a thriving, family-friendly economic hub.

PROJECT SPOTLIGHT

Leadership Plaza: Transforming Downtown



Main Street Columbus revitalized the core of downtown by transforming its deteriorating **Leadership Plaza** into a popular gathering space. Partnering with Mississippi Main Street and the City of Columbus, Main Street replaced an aging trestle with an attractive pavilion, adding new lighting, benches, and seasonal plantings. This strategic investment dramatically increased foot traffic, with businesses reporting more customers and families now shopping and gathering downtown. The space also hosts community events, reinforcing downtown as a destination for both shopping and gathering.

BUSINESS SPOTLIGHT

MARKET VENDOR TO DOWNTOWN ANCHOR



Ryan Munson opened **Munson and Brothers** in 2016, selling beard oils and balms as a Market Street Festival vendor. His success at this Main Street Columbus event led to regional expansion and eventually the purchase of a downtown building for production. When the pandemic slowed sales in 2020, Main Street Columbus assisted Ryan by connecting him with a **\$30,000 Main Street America grant** and a **façade improvement grant** from Main Street. This support enabled Ryan to transform his space into **Munson and Brothers Trading Post**, a thriving beer garden and pizzeria that now hosts community events and is a gathering spot for all ages.

“Being part of downtown Columbus has been a blessing. The support we've felt from Main Street and this community—from our neighbors, customers, and fellow business owners—has made all the difference.”
Ryan Munson, Owner

MAJOR EMPLOYERS

- Columbus Air Force Base
- Baptist Memorial Hospital
- Mississippi University for Women
- Paccar

- Columbus Municipal Schools
- Lowndes County Schools
- American Eurocopter
- Aurora Flight Science Baldor
- International Paper

EDUCATION

- Columbus Municipal Schools
- Lowndes County Schools
- Annunciation Catholic Schools
- Heritage Academy

- Columbus Christian Academy
- MS School for Mathematics & Science
- Victory Christian Academy
- MS University for Women
- St. Leo University



Barbara Bigelow

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Main Street Columbus

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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

24
NEW BUSINESSES

34
NEW JOBS

\$3+
MILLION
INVESTED DOWNTOWN

5
FAÇADE REHABILITATIONS

924
VOLUNTEER HOURS



Main Street Corinth has spearheaded **downtown transformation** through strategic investments in façades, infrastructure, and destination-worthy décor. By transforming spaces like **Trailhead Yard** from a parking lot to a vibrant and walkable green space and drawing visitors downtown for holiday fun and history-rich events, Main Street ensures downtown visitors experience the vibrant heart of the city.

PROJECT SPOTLIGHT

Catalyst for Downtown Investment



Main Street Corinth's strategic public investments have catalyzed significant private development. A local investor rehabilitated a dilapidated furniture store into **The Shoppes at Maple Square**, a shopping and luxury service destination:

- 10 new businesses opened in the rehabilitated space
- \$1,000,000 in private investment leveraged by initial public funding

EVENT SPOTLIGHT

HOLIDAY MAGIC DRIVES YEAR-ROUND SUCCESS



Through substantial investment in holiday decorations and signature events like **Festival of Lights**, Main Street Corinth has established downtown Corinth as a regional Christmas destination. Businesses eagerly partner with Main Street by decorating village houses for display and extending evening hours for shoppers. This seasonal strategy has yielded lasting benefits: community pride, increased tourism, and—most importantly—local business buy-in. Business owners now recognize Main Street's economic impact, leading to growing financial support, volunteerism, and private investment, creating a cycle of growing community support and economic vitality.

"The Christmas decorations unified downtown into one cohesive Christmas destination where you could feel the community pride and holiday spirit everywhere. What Main Street created wasn't just pretty lights—they gave us a reason for neighbors to come together and rediscover the charm of shopping locally during the holidays."



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HIGHLIGHTS 2020-2025

11

NEW BUSINESSES

8

NEW JOBS

\$3+
MILLION
INVESTED DOWNTOWN

11

FAÇADE REHABILITATIONS

940

VOLUNTEER HOURS



Main Street Crystal Springs cultivates a close-knit community where businesses support each other like family. Downtown highlights include Sally Garland Park and The Shed event venue, both providing a highly visible gathering space in the heart of downtown to drive community engagement year-round. Main Street's strategic investments sparked additional private investment, transforming downtown from monochromatic to vibrant, from quiet to activated, proving how intentional placemaking builds momentum.

STORY SPOTLIGHT

Backstreet Books Creates Downtown Gathering Space



When Greg Brock returned to his hometown of Crystal Springs after 50 years living in New York City and beyond, he wanted to create something special. Greg transformed a dilapidated property into Backstreet Books & Cafe. The bookstore and coffee shop quickly became downtown's gathering space. A \$7,000 facade grant recipient, Greg reinvested in both exterior and interior improvements, adding outdoor seating to activate the sidewalk. Backstreet Books is an incredible downtown partner. "Main Street gave us the foundation to build on," Greg noted. "The façade grant didn't just improve our building. It signaled that downtown was worth investing in."

PROJECT SPOTLIGHT

ARPA FUNDS PAINT DOWNTOWN'S FUTURE



Main Street Crystal Springs secured \$161,400 in ARPA funding through MS Main Street, allocating \$100,000 to nine façade grants and \$61,000 to a pocket park and two murals. The impact was immediate and visible. Downtown transformed from white and gray uniformity to vibrant color. Buildings that received grants created visual energy that attracted additional private investment. The pocket park project employed stamped concrete, tables, chairs, and umbrellas, creating a gathering space that activates downtown in the evenings. Main Street commissioned two murals, and the Atlanta-based artist was so moved by Crystal Springs' hospitality that he returned to paint a free mural at Backstreet Books and wants to create more work in town.

This is quintessential Crystal Springs: strategic investment sparks private generosity, and outsiders becomes invested stakeholders. This community treats newcomers like family, generating goodwill that multiplies impact far beyond initial dollars spent.

OUR SUPPORTERS

- MMT Boutique
- Copiah Bank
- Renasant Bank
- Sweet 16 Formals
- The Refuge
- Pappas Pizza Pie
- Backstreet Books & Cafe
- Cano's Creations
- That Perfect Piece
- The Heirloom
- Crystal Springs Hardware
- C&B Farms
- Copiah County Medical Clinic
- Hitachi Energy
- Copiah Lumber
- Allreds
- Green Brothers Gravel
- Copiah Monitor
- McNeely Plastic Products



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

21

NEW BUSINESSES

71

NEW JOBS

\$48 MILLION

INVESTED DOWNTOWN

21

FAÇADE REHABILITATIONS

3404

VOLUNTEER HOURS



Since 1994, Main Street Greenville has invested strategically to transform downtown, making it a thriving, vibrant place to live and open a business. Main Street's unprecedented ownership of 25+ buildings positions the organization as downtown's primary developer, actively revitalizing vacant properties and recruiting businesses from a waitlist of entrepreneurs eager to locate downtown. Main Street leverages tax credits, private investment, and residential units, creating mixed-use vitality that sustains downtowns.

STORY SPOTLIGHT

Ownership Model Solves Vacancy Crisis



Main Street Greenville began purchasing properties as a solution to downtown vacancy. The organization rehabilitated six buildings, including the IRS office, Delta Democrat Times, and Hotel 27. Phase 1 financing unlocked \$6 million in New Market Tax Credits, private investment, and historic tax credits. Main Street maintains ownership while providing business support, funding build-outs, offering strategic planning, and connecting tenants to SBA lending, ensuring businesses survive and thrive rather than simply filling space.

EVENT SPOTLIGHT

FESTIVAL GENERATES \$6.4M ECONOMIC IMPACT



Main Street Greenville's Delta Hot Tamale Festival generates \$8M in economic impact, earning recognition as USA Today's 2024 Best Specialty Food Festival and Mississippi Magazine's Best Fall Festival. The Delta Democrat Times awarded the event five honors, cementing its reputation as the Delta's premier culinary celebration. The festival draws 25,000-30,000 attendees over three days and includes food trucks, craft vendors, two stages of live music, a tamale eating contest, and "Flavors of the Festival," where attendees taste offerings from competing tamale vendors and vote for their favorites. Onsite artists, kids' inflatables, and pony rides create family appeal. Downtown merchants report their highest sales over this weekend each year.

The Delta Hot Tamale Festival generates over \$8,000 in profit for the Main Street program, funding additional downtown reinvestment and year-round programs, while delivering measurable impact for local merchants.

OUR SUPPORTERS

- Regions Bank
- Planter's Bank & Trust
- Guaranty Bank
- Southern Bancorp
- CB&S Bank
- Double Quick
- City of Greenville
- Duvall Decker Architecture
- Mississippi Home Corporation
- Visit MS
- MS Arts Commission
- Washington Convention and Visitors Bureau
- Washington's Auto Body & Paint Shop
- Delta Irrigation & Supply, Inc.
- SouthGroup Insurance
- Delta Group
- Trop Casino
- Mississippi Delta Heritage Area



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

14

NEW BUSINESSES

56

NEW JOBS

\$3+
MILLION
INVESTED DOWNTOWN

10
FAÇADE REHABILITATIONS

1049
VOLUNTEER HOURS



Main Street Greenwood serves as the grassroots partner for entrepreneurs and quality of life enhancement in this passionate Delta community. As the go-to resource for business advice, historic preservation, and downtown recruitment, Main Street offers hands-on support to help businesses navigate every step, from façade grants and tax abatements to community connections.

BUSINESS SPOTLIGHT

Main Street Support Catalyzes Investment



Main Street Greenwood builds confidence that drives investment. When Jessica Pickens purchased Fincher's, a beloved gift and clothing business downtown, she knew her investment wouldn't stop there. Main Street's guidance on upper-floor housing potential and consistent business support gave Pickens confidence in the community's progress. Pickens and her real estate partners went on to purchase multiple properties downtown. By providing technical expertise and financial incentives, Main Street transforms newcomers into committed downtown investors who believe in Greenwood's future.

EVENT SPOTLIGHT

QUE ON THE YAZOO POWERS REVITALIZATION



Main Street Greenwood produces Que on the Yazoo, a sanctioned BBQ competition drawing 35+ professional teams and thousands of attendees. The event generates \$20,000+ profit annually for the organization's reinvestment in downtown. This two-day festival extends across multiple downtown blocks, featuring live music, kids zone, food vendors, arts and crafts, and unique attractions like a build-your-own bloody mary bar. Main Street's strategic partnerships maximize impact and demonstrate Main Street's ability to leverage relationships for community benefit, all while creating an authentic Delta experience centered on food and music.

These substantial event profits fund Main Street's year-round programs including façade grants and business support services, proving that well-executed festivals create sustainable resources for ongoing downtown revitalization and entrepreneur support.

OUR SUPPORTERS

- City of Greenwood
- Greenwood Convention and Visitors Bureau
- Staplcoth
- Planters Bank
- Trustmark Bank
- Regions Bank
- Bank of Commerce
- Viking Range
- Kirk Auto
- CB&S Bank
- Guaranty Bank
- Leflore Steel
- Rozier Construction
- Capital City Beverage



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HIGHLIGHTS

2020-2025

66

NEW BUSINESSES



Gulfport Main Street drives downtown's economic resurgence as an independent nonprofit, catalyzing \$91 million in private investment. Main Street focuses on aggressive business recruitment and property activation, rebuilding downtown's retail base. In this diverse Gulf Coast melting pot, Main Street positions downtown as an economic development engine, leveraging strategic partnerships to fill vacant buildings and attract investment to this Gulf Coast community.

588

NEW JOBS

PROJECT SPOTLIGHT

ARPA Funds Light Up Downtown



Gulfport Main Street secured two rounds of ARPA funding, totaling \$60,000, to install LED lighting on existing light poles with color-changing capabilities. Partnering with the City of Gulfport and Gulf Coast Lighting Group, the project brightened previously dim streets, enhancing safety and walkability. The programmable LED system adapts for holidays and special occasions, creating an inviting atmosphere that supports retail recruitment efforts while demonstrating how infrastructure investment drives economic activity.

\$244

MILLION

INVESTED DOWNTOWN

35

FAÇADE REHABILITATIONS

3510

VOLUNTEER HOURS

PROJECT SPOTLIGHT

POSSIBILITIES TOUR UNLOCKS POTENTIAL



Main Street secured USDA grant funding through Mississippi Main Street Association to bring economic development consultant Joe Borgstrom onsite for a comprehensive Possibilities Tour. Over two days, Borgstrom conducted walking tours with residents, business and property owners, and realtors. The process generated market analysis and pro formas detailing rehabilitation costs, and specific use recommendations for each property. Main Street compiled its findings and distributed to investors and developers, showcasing 25 available buildings with concrete financial projections. The impact was immediate: one-third of profiled properties sold or leased within the month, including a historic building from 1928. The Possibilities Tour model proved so effective that communities across the state now replicate the approach.

By providing investors with turnkey market analysis and financial projections, Main Street removed barriers to downtown investment, demonstrating the organization's expertise in catalyzing investment and redevelopment.

OUR SUPPORTERS

- City of Gulfport
- Bank Plus
- Sunbelt Federal Credit Union
- Gulfport Historical Society
- Island View Casino
- Mississippi Power
- Coastal Mississippi
- Hancock Whitney Bank
- Coast Transit Authority
- Harrison County Board of Supervisors
- Harrison County Development Commission



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HIGHLIGHTS 2020-2025

48

NEW BUSINESSES

83

NEW JOBS

\$106
MILLION
INVESTED DOWNTOWN

33

FAÇADE REHABILITATIONS

8433

VOLUNTEER HOURS



Downtown Hattiesburg Association catalyzed \$19 million in public investment and \$11.5 million in private investment in 2024, creating 21 jobs and welcoming 10 new businesses. Following a comprehensive rebranding and strategic roadmap, DHA strengthens downtown's role as Hattiesburg's economic heart through business support, grant acquisition, and signature events. DHA builds authentic partnerships with local businesses while driving measurable economic returns for the community.

EVENT SPOTLIGHT

Craft Beer Festival Pours Life Into Downtown



DHA's 11th Annual Craft Beer Festival brought 40 breweries and 140 beers to downtown, generating revenue reinvested directly into downtown improvements such as public art projects, pedestrian safety initiatives, and seasonal decor. Held at the Rebekah Stark Johnson Community Arts Center, the festival celebrates creativity and community while activating a key downtown cultural space. What sets this festival apart is its celebration of creativity in all forms—culinary, visual art, dance, music, and innovative brewing. Every ticket sold strengthens DHA's ability to support local merchants, fund beautification efforts, and create vibrant experiences that bring people downtown.

PROJECT SPOTLIGHT

MATCHING GRANTS, MULTIPLYING IMPACT



Since 2023, Downtown Hattiesburg Association's Façade Improvement Grant Program awarded \$210,000 across 35 projects, leveraging over \$10 million in private investment. Strategic partnerships with the City of Hattiesburg, Forrest County, and Mississippi Power fund matching grants up to \$5,000, supporting everything from murals to major restorations. Lucky Rabbit exemplifies this catalytic impact. After receiving façade grant support to restore the adjacent building and create a picnic park, weekend visitors surged, demonstrating how strategic investments activate underutilized spaces while boosting neighboring businesses. The transformation added an arts-focused gathering point that draws regional shoppers to this beloved vintage destination.

Each grant strengthens individual businesses while elevating the entire district, creating visible momentum that encourages continued investment in downtown's future.

COLLABORATORS

- City of Hattiesburg
- Forrest County Board of Supervisors
- Mississippi Power
- Visit Hattiesburg

- Prospect on Main
- Hancock Whitney
- Area Development Partnership
- Hub City Spokes
- William Carey University

PARTNERS

- Hattiesburg Coca-Cola Bottling Co.
- Waste Pro
- London and Stetelman Commercial Realtors

- Hub City Lofts
- Neel-Schaffer
- Spire
- Warren Paving



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

37

NEW BUSINESSES

85

NEW JOBS

\$7+

MILLION
INVESTED DOWNTOWN

3

FAÇADE REHABILITATIONS

750

VOLUNTEER HOURS



Hernando Main Street Chamber of Commerce has transformed the downtown district from 30% to **100% occupancy** by focusing on historic preservation and quality of life investments. Through strategic events, infrastructure improvements, and community partnerships, Hernando Main Street Chamber has established downtown as the city's true center and a gathering space for the community. By identifying and securing funding for downtown improvements, Hernando Main Street Chamber has paved the way for private investment, creating a thriving business environment.

EVENT SPOTLIGHT

Events that Energize Downtown



Hernando Main Street Chamber of Commerce drives downtown's economic vitality through signature events. **Sunset on the Square** draws 1,200 people to the courthouse lawn each Thursday in June for live music and dining. Main Street Chamber's flagship **Water Tower Festival** is the organization's largest event—bringing 18,000 visitors downtown and generating nearly \$100,000 in sales in a single day. These events not only increase foot traffic and community pride, but they generate funds to sustain the organization's year-round revitalization efforts.

PROJECT SPOTLIGHT

CONNECTING INVESTORS TO OPPORTUNITY



Hernando Main Street Chamber's strategic positioning allows it to both attract **private investment** and enhance returns through critical funding and service opportunities. A local entrepreneur invested in a dilapidated property in the district, and utilizing Main Street Chamber's support services and expertise, has transformed the space into a popular Italian restaurant. Another developer was directed by Main Street Chamber to utilize the local Brownfields Program, investing \$60,000 in environmental cleanup. In less than three years, the developer had recouped \$150,000 through sales tax revenue generated from a restaurant developed on the site.

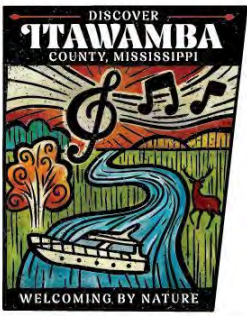
"Hernando Main Street Chamber serves as the vital bridge between investors and opportunity in our community. Their ability to connect developers with the right resources and funding programs has ultimately generated real tax revenue and jobs for our residents."
- Chip Johnson, Mayor



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

59

NEW BUSINESSES

111

NEW JOBS

\$36 MILLION INVESTED DOWNTOWN

41

FAÇADE REHABILITATIONS

39K

VOLUNTEER HOURS



Established in 2021, Itawamba County Main Street serves as the driving force behind downtown revitalization in Fulton, Mantachie, and Tremont. Through collaborative partnerships, business engagement, and strategic projects, Main Street strengthens all three communities while helping create and promote signature events that enhance quality of life. Their comprehensive approach demonstrates how Main Street's leadership ensures that as one community rises, all benefit from shared success.

STORY SPOTLIGHT

Securing Funds to Preserve Local Heritage



Itawamba County Main Street has become a crucial partner for the **Tammy Wynette Legacy Center** in Tremont, the country music legend's birthplace. Main Street secured vital DMO funding to promote and advertise this important cultural institution. By leveraging their expertise and valuable network, Main Street demonstrates how strategic partnerships can enhance visibility for heritage tourism assets, bringing economic benefits to the entire county while preserving and celebrating its unique cultural legacy.

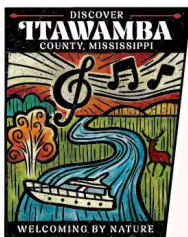
PROJECT SPOTLIGHT

ARPA FUNDS TRANSFORM THREE COMMUNITIES



Itawamba County Main Street led the effort to secure ARPA funding for transformative projects across all three communities it serves. Through expert planning and strong partnerships, Main Street directed resources toward **Mantachie's new playground equipment** that draws families and creates community gathering spaces; **Tremont's decorative pole banners** celebrating both seasonal themes and the town's musical heritage; and **Fulton's historic jail rehabilitation project**. This equitable distribution of resources demonstrates Main Street's commitment to enhancing quality of life throughout the entire county.

Targeted investments in community assets create ripple effects of pride, increased traffic, and economic benefit for surrounding businesses in all three communities.



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

78
NEW BUSINESSES

88
NEW JOBS

\$ 10
MILLION
INVESTED DOWNTOWN

16
FAÇADE REHABILITATIONS

6215
VOLUNTEER HOURS



Laurel Main Street drives measurable economic growth through strategic business development, grant acquisition, and downtown reinvestment. Since 2008, the 48-acre downtown district has appreciated \$5.2 million. Through thirteen annual events, business education, and targeted recruitment, Main Street positions downtown as a revenue-generating asset for the community. Laurel has always reinvented itself, from timber town to television destination, and Main Street continues this innovation, positioning downtown as an economic engine that delivers returns for taxpayers, property owners, and the broader community.

PROJECT SPOTLIGHT

Strategic Grants Fuel Downtown Investment



Laurel Main Street secured over \$220,000 in grants over two years, reinvesting every dollar directly into downtown infrastructure and visitor experience. A \$161,000 ARPA award through MS Main Street funded organizational rebranding, new wayfinding signage, websites, visitor center materials, pole banners, and park furniture. Additional grants included \$20,000 from LISC for a downtown speaker system, \$425 from MAC for artist design, and \$39,000 from T-Mobile Hometown for park improvements, including safety fencing, trees, and play structures.



PROJECT SPOTLIGHT

FACADE GRANT PROGRAM DELIVERS ROI



Laurel Main Street's façade grant program has invested \$90,000 over the last eight years, creating measurable returns for property owners and the tax base. The program provides up to \$5,000 for projects ranging from signage and planters to major renovations. Main Street earmarks 25% of event profits into a dedicated façade grant account, ensuring consistent funding availability. The results are quantifiable: properties receiving façade grants show values roughly 25% higher than those without investment, strengthening the entire downtown tax base. With most buildings now renovated, the program sustains downtown's momentum through continuous improvements.

“The façade program doesn't just improve buildings; it demonstrates that strategic public-private investment generates returns for everyone. When we strengthen individual properties, we strengthen the entire community's economic foundation.”

- Brad Kent
*Downtown Property Owner
and Owner of SouthGroup Laurel*

OUR SUPPORTERS

- Community Bank
- Wayne-Sanderson Farms
- Howard Industries, Inc.
- Southern Beverage
- Stokes Distributing
- BankFirst
- First State Bank
- George's Wine and Liquor
- Cannon Motors of Laurel
- Walters Construction
- Planet Fitness Laurel
- Cadence Bank
- Neel-Schaffer
- Mississippi Power
- Kim's Toyota
- SouthGroup Insurance



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HIGHLIGHTS 2020-2025

64

NEW BUSINESSES

103

NEW JOBS

\$ 12 MILLION

INVESTED DOWNTOWN

9

FAÇADE REHABILITATIONS

1432

VOLUNTEER HOURS



Established in 2006, The Main Street Chamber of Leake County has expanded its focus to serve three communities countywide, driving revitalization through strategic investment and authentic community partnerships. Main Street catalyzes growth while honoring the county's hardworking roots. Main Street's targeted investments have sparked over \$2 million in private development, including a boutique hotel, demonstrating how sustained partnership transforms downtowns into destinations.

BUSINESS SPOTLIGHT

Lou's on the Square Transforms Downtown Dining



When Melissa Trussell approached Main Street about opening a local bakery and lunch diner, Main Street was able to connect her not only with available property, but supported the new business with grants and small business loans. The investment transformed downtown dining options while demonstrating Main Street's comprehensive support services. Notably, the Trussells have invested in additional property downtown, exemplifying how Main Street engagement inspires sustained downtown investment.

PROJECT SPOTLIGHT

GRANT FUNDING POWERS PLACEMAKING



Main Street Chamber secured nearly \$193,000 in grants to transform downtown Carthage through strategic placemaking and public art. A \$30,000 Fred Carl Jr. Small Town Center grant funded public art celebrating local heritage: a postage stamp mural with historic photos and a neon lighting in an alleyway honoring Choctaw communities and rodeo heritage. Main Street extended its impact by securing \$1,500 from the Community Foundation for wayfinding signs. The transformative project came through \$161,400 in ARPA funding to convert the Fox Theatre, owned by Main Street, into a pocket park that will create new gathering space downtown.

This comprehensive approach to grant acquisition and placemaking demonstrates Main Street's expertise in identifying funding opportunities and executing projects that honor community heritage while creating modern amenities.

OUR SUPPORTERS

- Tyson Foods
- First Financial Bank
- Trustmark Bank
- Jukebox Junction
- The Citizens Bank
- Walnut Grove Finance
- Boswell Media
- Premier Medical Clinic
- Performance Therapy
- Uptown 101
- Flaunt
- Chipley's Squareview Inn
- Lou's on the Square
- The Pink Tumbleweed
- Leake County Co-Op
- The Brewed Bean
- La Fredericks
- The Eagle's Nest
- Mattress by Appointment
- Backwoods Grind Coffee Company
- Leake County Board of Supervisors
- City of Carthage
- Town of Walnut Grove
- Town of Lena



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**MAIN STREET
LOUISVILLE**

ECONOMIC IMPACT

HIGHLIGHTS

2020-2025

18

NEW BUSINESSES

19

NEW JOBS

\$2+
MILLION
INVESTED DOWNTOWN

9

FAÇADE REHABILITATIONS

1817

VOLUNTEER HOURS



Louisville Main Street drives revitalization in this charming community of 6,000, transforming downtown into a vibrant district where historic businesses thrive alongside new entrepreneurs. Through strategic support services, ARPA-funded improvements including murals and sound systems, and coordinated promotions, Main Street fosters community spirit while sparking ongoing investment.

EVENT SPOTLIGHT

Red Hills Festival: Powering Downtown's Economy



Red Hills
FESTIVAL
LOUISVILLE, MISSISSIPPI

Louisville Main Street's signature Red Hills Festival, now in its 44th year, has evolved into a major economic driver under Main Street's leadership. This carefully orchestrated event features live music, a car show, 5K run, and dedicated children's area that draws visitors from throughout the region. With over 100 vendors, the festival generates significant revenue for downtown businesses while raising crucial operational funds that Main Street reinvests in community enhancement projects throughout the year.

BUSINESS SPOTLIGHT

BUILDING BY BUILDING: THE DOMINO EFFECT



When downtown retailers Jeremy and Heather Cummins purchased and rehabilitated the building housing Southern Traditions, Louisville Main Street provided crucial promotion and support that contributed to their success. This initial investment sparked a chain reaction—the couple later purchased and transformed a French country home into a five-bedroom extension of The Mason, demonstrating their growing commitment to downtown. This momentum, nurtured by Main Street's ongoing advocacy, has inspired multiple façade rehabilitations (including several award-winning projects) and encouraged additional property investments throughout the district.

This domino effect of revitalization perfectly illustrates how Main Street's strategic support creates a cycle of continued investment that transforms downtown's physical appearance while strengthening its economic foundation.



**MAIN STREET
LOUISVILLE**



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DOWNTOWN MERIDIAN

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

34
NEW BUSINESSES

145
NEW JOBS

\$42
MILLION
INVESTED DOWNTOWN

20
FAÇADE REHABILITATIONS

1271
VOLUNTEER HOURS



With six museums, three performing arts venues, Mississippi's oldest restaurant, and a 90-block historic district, Downtown Meridian anchors the economic and cultural heart of the community. Downtown has recently attracted unprecedented private investment, including Data Compass's \$10 billion data center. Strong partnerships and a strategic location position downtown as a regional destination where historic preservation meets economic momentum.

EVENT SPOTLIGHT

Ale Trail Drives Discovery and Sales



Downtown Meridian's Ale Trail bar crawl has grown into a signature quarterly event, drawing 200-250 participants to experience downtown's dining and retail scene. This free event directs participants to visit featured bars, restaurants, and retailers, before reaching the finale location for door prize giveaways. Now in its third year, the Ale Trail includes live music and a seasonal theme. This event drives measurable foot traffic and sales for merchants, and transforms casual participants into regular downtown customers.

PROJECT SPOTLIGHT

FROM ANALYSIS TO ACTIVATED PROPERTY



Downtown Meridian secured USDA funding through Mississippi Main Street Association to bring economic development consultant Joe Borgstrom onsite for comprehensive real estate analysis. Borgstrom reviewed three significant historic properties: the Holbrook Building, the Meridian Star Building, and McKee Glass, providing cost-effective rehabilitation strategies, market positioning, and financial projections. Downtown Meridian's has the convening power to connect property owners, potential investors, retailers, and consultants, while also facilitating critical conversations and connecting to resources that make deals feasible: façade grant funding, historic tax credit guidance, marketing support, and property intelligence. This orchestration role transforms abstract development potential into concrete transactions.

By providing investors with turnkey financial analysis and removing information barriers, Downtown Meridian accelerates downtown's evolution from overlooked to investment-ready, one strategic connection at a time.

OUR SUPPORTERS

- First State Bank
- Citizens National Bank
- Loeb's
- Threefoot Brewing Co.
- Visit Meridian
- Over The Moon
- The MAX
- Fare on Eighth
- Mississippi Children's Museum - Meridian
- MSU Riley Center
- Mississippi Power
- A&B Electric
- Wells Fargo - Meridian
- Davis & Purdy Architects
- Meridian Airport Authority
- Copeland Center

DOWNTOWN
MERIDIAN



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

15

NEW BUSINESSES

13

NEW JOBS

\$2+
MILLION
INVESTED DOWNTOWN

6

FAÇADE REHABILITATIONS

4882

VOLUNTEER HOURS



Moss Point Main Street drives the city's evolving identity through **strategic grant acquisition, high-quality event production, and authentic community engagement**. Since 2023, Main Street has secured hundreds of thousands of dollars in funding, positioning the organization as a trusted convener and catalyst for sustainable growth. Main Street strengthens community connections while celebrating Moss Point's momentum, creativity, and bright future.

PROJECT SPOTLIGHT

Strategic Planning Positions Moss Point for Growth



Moss Point Main Street secured \$161,000 in ARPA funding for comprehensive streetscape and marketing plans, engaging the community during application and partnering with the city after award. Main Street also earned a USDA Real Estate Game Plan in partnership with Mississippi Main Street, analyzing building viability for developers. Nearly \$400,000 in grants since 2023 demonstrates Main Street's expertise in securing resources for community transformation.

EVENT SPOTLIGHT

COOK-OFF TO CATALYST: EVENT-DRIVEN SUSTAINABILITY



Moss Point Main Street's signature Smokin' the Sip event has become the region's premier BBQ cook-off. This highly successful event generates profit that covers Main Street's annual operating overhead, demonstrating how strategic event production creates organizational sustainability that leads to reinvestment. The festival features competitive BBQ cook-off, live music, and children's play areas, attracting participants and visitors throughout the Gulf Coast region. Strong partnerships with Mississippi Power, Ingalls, and Chevron enhance the event's impact while building Main Street's credibility. The momentum from successful event production catalyzed Main Street's fundraising campaign for incremental change, directly contributing to three new business openings downtown.

Moss Point Main Street demonstrates how well-executed festivals create resources for ongoing revitalization while positioning downtown as a destination worth discovering.

OUR SUPPORTERS

- Jackson County Board of Supervisors
- City of Moss Point
- Ingalls Shipbuilding
- Navigator Credit Union
- Mississippi Power
- Chevron
- Mississippi Export Railroad
- Sparklight
- Cannon Motors
- M & M Bank
- Burnham Drugs
- Ocean Harvesters - Omega Protein
- Ennit Morris, Supervisor District 2
- Bob Boyte Honda
- Glenn Crane & Rigging
- Pascagoula River Audubon Center
- Moss Point Public Library
- Moss Point Rotary Club
- John & David Brock Family
- Mississippi Gulf Coast National Heritage Area
- Jackson County Small Business Incubator



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HIGHLIGHTS

2020-2025

36

NEW BUSINESSES

125

NEW JOBS

\$2+

MILLION
INVESTED DOWNTOWN

10

FAÇADE REHABILITATIONS

555

VOLUNTEER HOURS



Established in 2020, Nettleton Main Street has quickly transformed downtown through strategic ARPA-funded projects including welcome signs, digital communications, and beautification initiatives. As the driver behind the Tiger Pad and an impactful façade grant program, Main Street has created a vibrant district. Its comprehensive approach has earned recognition as MML's "Best Overall" community.

EVENT SPOTLIGHT

Town Creek Festival: Celebrating Community



Nettleton Main Street's signature Town Creek Festival serves as both a community celebration and crucial funding source for downtown initiatives. This Main Street-driven event brings dance studios, vendors, food trucks, and live music to the district, generating over \$10,000 in sales while fostering partnerships with organizations, businesses, and churches. Through careful planning and execution, this festival not only raises essential funds for Main Street's continuing work but creates a showcase for downtown's potential as a gathering place.

PROJECT SPOTLIGHT

MARKET GROWTH DRIVES RENAISSANCE



Nettleton Main Street secured a Blue Cross Blue Shield grant to construct an impressive 30x60 pavilion as the new home for the community's certified farmers market. This strategic investment transformed what began as a small market in the library parking lot into a major downtown asset as a venue equipped with restrooms, storage, and space for live music. This success story illustrates how Main Street's approach to community gathering spaces generates exponential returns—beginning with a simple market and culminating in a transformed downtown landscape with enhanced public facilities, preserved historic assets, and renewed economic potential.

“This project is a vital investment in our community’s health, economy, and sense of togetherness, creating a hub where residents can connect and thrive.”
- Mayor Phillip Baulch

OUR SUPPORTERS

- Curl Up And Dye Salon
- Current
- Find Simplicity
- Fosters LLC
- Homestretch
- Hometown Market
- Hometown Pizza
- Imagine That
- Lasting Impressions
- Magnum Metals
- Nettleton Dental
- Netty Nutrition
- Polished Nail
- Sculpted
- Shorty’s Style Shop
- Subway
- The Father’s Table
- The Flower Garden
- Wild Flowers



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NEW ALBANY MAIN STREET

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

46

NEW BUSINESSES

109

NEW JOBS

\$5+

MILLION
INVESTED DOWNTOWN

1

FAÇADE REHABILITATION

1000

VOLUNTEER HOURS



Since 1996, New Albany Main Street has transformed a once-vacant downtown into a 100% occupied district recognized as one of the state's best. Through decades of strategic planning, partnership cultivation, and focused investments, Main Street has established downtown as the true heart of New Albany, creating an investment opportunity that continues to spawn new development, from the Tanglefoot Trail plaza to river projects, parks, and recreation facilities.

EVENT SPOTLIGHT

Spring Gala: Celebration with Purpose



The program's annual Spring Gala has evolved into the social event of the year, drawing over 600 attendees for an elegant outdoor celebration. This strategically designed fundraiser has generated increasing revenue—from \$8,000 in its first year to \$22,000 most recently. Main Street directs these funds toward specific downtown enhancements, including outdoor speakers, landscaping, and lighting, demonstrating how Main Street transforms social gatherings into tangible downtown improvements.

BUSINESS SPOTLIGHT

LEGACY BUSINESS CHAMPIONS REVITALIZATION



T. Sappington & Co., established in 1955, represents the foundational relationship between legacy businesses and Main Street's success. Tommy Sappington, whose contributions were honored by the Mississippi Legislature in 2021, didn't just operate a successful business for 35 years—he was a **pioneering Main Street advocate** whose hands-on work in restoration projects helped spark downtown's revival. Following Tommy's passing in 2021, Martha Carolyn continues their tradition of excellence while maintaining the business's role as a downtown anchor.

This legacy reflects the family's recognition that investing in downtown revitalization yields returns for both individual businesses and the entire district—a vision now proven by New Albany's transformation.

OUR SUPPORTERS

- The Historic District of Downtown New Albany
- Union County Museum
- Union County Library System
- BNA Bank
- Renasant Bank
- ACE Fiber
- New Albany Light, Gas and Water
- New Albany Parks & Recreation
- Tanglefoot Trail
- City of New Albany
- Create Foundation
- Mississippi Main Street
- Visit Mississippi
- MSU Carl Small Town Center & Stennis Institute
- University of Mississippi MPartner



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

162
NEW BUSINESSES



Ocean Springs Main Street serves as the city's economic engine, leveraging decades of expertise to position this coastal community as a premier destination. Through **strategic planning, expert event production, and business development**, Main Street exceeds \$30M annually in economic impact. Main Street's data-driven approach has transformed Ocean Springs into a thriving downtown of 150+ locally-owned businesses where over 200,000 annual visitors discover its authentic arts and culture.

278
NEW JOBS

\$32
MILLION
INVESTED DOWNTOWN

STORY SPOTLIGHT

Decades of Investment Drive Economic Vitality

25
FAÇADE REHABILITATIONS



Ocean Springs Main Street's methodical approach demonstrates how sustained investment drives transformative results. Since 1990, Main Street has invested millions into the community and created the foundation for economic vitality. Main Street's revitalization focus has catalyzed \$117M in private investment throughout the district. The organization's "Heating Up to 100" campaign transformed Government Street from ghost town to vibrant corridor through expert business recruitment and property owner partnerships.

10K+
VOLUNTEER HOURS

EVENT SPOTLIGHT

FESTIVAL DRIVES \$30M ECONOMIC IMPACT



Peter Anderson Festival, ranked among the top 50 art festivals in the nation, generates over \$30 million in economic impact. This juried event attracts 100,000 attendees over two days to experience 400-450 booths showcasing artists from across the U.S. and internationally. The festival's influence extends beyond the weekend. Downtown businesses meet new craftsmen at the event and begin to stock their products year-round. The festival footprint has become Ocean Springs' most coveted real estate, with a dozen businesses racing to open in time for the event each year. Sponsored by Blue Moon, the festival drives year-round investment decisions.

"Ocean Springs Main Street's expertise has made our community a model for coastal revitalization, creating opportunities that benefit the entire Gulf Coast."

- Senator Brice Wiggins

OUR SUPPORTERS

- F.E.B. Distributing
- Maxem Health Urgent Care
- Mitchell Distributing
- Joe Bullard Automotive Land Rover Gulf Coast
- Mississippi Power
- Chevron Pascagoula Refinery
- iHeart Radio
- Lamar Outdoor Advertising
- City of Ocean Springs
- Jackson County Board of Supervisors
- Hancock Whitney
- Singing River Health System
- Bob Boyte Chevron/Honda
- Cutco
- South Mississippi Living
- Coca Cola Bottling United
- Crocker Heating & Air
- United Way



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OKOLONA AREA
CHAMBER
MAIN STREET

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

31

NEW BUSINESSES

76

NEW JOBS

\$1.4
MILLION
INVESTED DOWNTOWN

7

BUSINESS EXPANSIONS

4757

VOLUNTEER HOURS



Okolona Main Street Chamber is driving community revitalization through a strategic focus on events, beautification initiatives, and the proven Main Street Approach. By fostering partnerships, recognizing local achievements, and creating opportunities for engagement, the organization builds the community pride that is essential for sustainable downtown development while implementing targeted improvements that enhance Okolona's visual appeal and economic vitality.

STORY SPOTLIGHT

Banquet Honors Community Champions



Okolona Main Street Chamber's Annual Banquet serves as the community's premier recognition event, bringing together diverse stakeholders to celebrate local achievements. By thoughtfully highlighting educators, volunteer contributions, and the Citizen of the Year, Main Street leads the charge in acknowledging those working to better Okolona. More than a social gathering, this strategically designed event demonstrates Main Street's central role in fostering the collaborative spirit needed for community-wide revitalization efforts.

STORY SPOTLIGHT

HEROES INSPIRE GRASSROOTS REVITALIZATION



Okolona Main Street Chamber's success stems from dedicated leaders like Annie Gates and Margia Marley, who exemplify the organization's transformative impact. These Main Street heroes volunteer 40+ hours weekly, personally invest in façade improvements for businesses, and secure crucial funding like ARPA grants. Their willingness to purchase materials for downtown beautification, maintain public plantings, and organize community celebrations demonstrates how Main Street inspires individuals to invest time, money, and talents into downtown revitalization.

Main Street creates a framework where passionate community members can channel their efforts toward meaningful, visible improvements throughout Okolona.

OUR SUPPORTERS

- City of Okolona
- Okolona Electric Department
- BankOkolona
- Renasant Bank
- Okolona Pharmacy & Gifts
- Dodge Store
- Holland Funeral Home
- Mrs. Annie Gates
- Ms. Margia Marley
- Holland Funeral Home
- Okolona MSSD
- Law Office of Sumeka C. Thomas
- Money Matters
- Sonic
- AJR Catering Service
- Chickasaw Container
- Shearer-Richardson Memorial Nursing Home
- Mitchell Delta Distributing Co.
- Larry Clark
- Watkins, Ward, & Stafford CPA



**OKOLONA AREA
CHAMBER
MAIN STREET**



Rachel Hearn

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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

39

NEW BUSINESSES

114

NEW JOBS

\$83 MILLION

INVESTED DOWNTOWN

26

FAÇADE REHABILITATIONS

8984

VOLUNTEER HOURS



Since 2000, Main Street Pascagoula has positioned downtown for unprecedented growth. Two decades of strategic vision laid the groundwork for downtown's revitalization: zero residential units to 98 in just five years, 100% property occupation, and over \$10 million in catalytic private investment. Through authentic placemaking and quirky assets like alien abduction lore, Main Street leverages downtown's resilient character, connecting industrial legacy to modern development.

PROJECT SPOTLIGHT

Grants Fund Block-by-Block Transformation



Main Street Pascagoula secured over \$173,000 in grants to create a cohesive downtown experience. ARPA funding through MS Main Street (\$161,400) supports the flagship streetscape revitalization plan through improved walkability, parking enhancements, and visual continuity. A Carl Small Town Center grant (\$12,000) funded wayfinding signage citywide. Main Street is also now working to develop a comprehensive public art master plan celebrating authentic community stories. Main Street functions as both visionary and implementer, securing funding and executing block-by-block transformation that honors Pascagoula's heritage.

PROJECT SPOTLIGHT

TWO DECADES, TWO ANCHOR DEVELOPMENTS



Main Street Pascagoula's two decades of patient investment sparked transformative private development. City Center exemplifies this momentum; the former bank building now houses professional office space, residential units, and a rooftop bar that activates a prominent downtown corner. Oddfellows followed as downtown's second major mixed-use development, combining ground-floor restaurants with upscale residential apartments. The project strengthens downtown's vitality, ensuring residents can dine, shop, and socialize without leaving the district. Together, these developments represent strategic investments by private developers who recognized Main Street's comprehensive planning had created market-ready opportunities.

Main Street's role as catalyst demonstrates how sustained investment in strategic planning and authentic placemaking generates significant private development momentum that transforms an entire district.

OUR SUPPORTERS

- Chevron
- Ingalls Shipbuilding
- Mississippi Power
- Citizens Bank
- Hancock Whitney Bank
- Baber-Strunk Enterprises
- City of Pascagoula
- Flagship & Market District Merchants



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

28
NEW BUSINESSES

51
NEW JOBS

\$83
MILLION
INVESTED DOWNTOWN

3
FAÇADE REHABILITATIONS

1605
VOLUNTEER HOURS



Pass Christian Main Street strengthens a close-knit, family-oriented Gulf Coast community where working harbor meets recreational waterfront. Pass Christian's welcoming character and small-town identity embodies "Relaxation Redefined." Main Street's strategic foundation-building catalyzed major private investment, while supporting local merchants through signature events like Art in the Pass and Jazz in the Pass.

STORY SPOTLIGHT

Strategic Foundation Sparks Development Boom



Pass Christian Main Street's groundwork attracted unprecedented private investment, transforming downtown's commercial landscape. Over the last four years, multiple developers have launched new mixed-use commercial development, two high-end residential projects, a microbrewery, spa, and hotel. Main Street's role as convener and planner created confidence among developers and residents alike, proving that foundation-building through business support, events, and authentic placemaking generates the momentum necessary to attract major investment to small coastal communities.

EVENT SPOTLIGHT

FIVE COURSES FUND DOWNTOWN IMPROVEMENTS



Pass Christian Main Street's signature Farm to Table fundraiser showcases downtown's restaurant excellence while generating over \$10,000 annually for reinvestment in Main Street programs. Held each October in the heart of downtown, the event seats 100+ guests for an elevated five-course meal with wine pairings and live music. Local restaurants donate their culinary expertise, and volunteers transform the pavilion into an intimate dining experience. The event generates revenue flowing directly into Main Street's general operating account, funding year-round business support, event programming, and downtown improvements.

The model demonstrates authentic collaboration between Main Street and merchants. Restaurants gain marketing exposure and showcase their capabilities while supporting the organization that drives foot traffic and economic vitality downtown.

OUR SUPPORTERS

- Amy Wood Properties
- Bacchus on the Beach
- Beacoup de Chifferobes
- City of Pass Christian
- Davis Drugs
- Firetower Express Mail
- Gilded Oak
- Haus of Nails
- LaFollette Electric
- O'Dwyer Realty
- Parker's
- Pass Christian Olive Oils and Vinegars
- Refresh Wellness and Aesthetics
- Robert's Place Cafe
- Robin's Nest
- Salty Kisses
- Sara Kate Boutique
- The Isla Bleu Collection
- The Occasional Wife
- The Pass Daiquiri and Froyo Store



Sheryl Baltar

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HIGHLIGHTS 2020-2025

16

NEW BUSINESSES

54

NEW JOBS

\$503

THOUSAND

INVESTED DOWNTOWN

9

FAÇADE REHABILITATIONS

1925

VOLUNTEER HOURS



Main Street Pearl creates a place of belonging through strategic partnership and investment. Collaborations with Trustmark Park, Pearl Public School District, businesses, churches, and civic organizations amplify Main Street's capacity to activate Midtown Pearl. By capitalizing on public funding, Main Street delivers family-focused programming that draws regional visitors to experience downtown. Main Street transforms small-town character into measurable community belonging.

EVENT SPOTLIGHT

Signature Events Build Community in Midtown



Main Street Pearl creates belonging through strategic events drawing families from across the tri-county area to Midtown. Trick or Treat Street attracts 3,000-4,000 children as the region's largest Halloween celebration, where 70+ participating booths give back to the community. A nine-week summer concert series brings regional artists downtown every weekend, creating consistent reasons for families to experience Midtown. These signature events, combined with a Christmas parade and Play in the Space, build the repeated engagement and community connection that makes downtown the heart of Pearl's identity and regional appeal.

PROJECT SPOTLIGHT

GRANT-FUNDED ASSETS POWER EVENTS



Main Street Pearl secured \$193,000 in ARPA funding through Mississippi Main Street, strategically investing in infrastructure that powers year-round community programming. Purchases included a concession stand trailer and stage equipment, outdoor games, furniture, and generators—assets deployed across multiple events annually. Main Street also commissioned two signature sculptures as physical markers of downtown identity. In addition, ARPA funds replaced windows in the old high school gym, with the city contributing additional renovation funding, demonstrating how Main Street investment catalyzes municipal support.

Sustainable placemaking requires the tools to consistently activate spaces. By investing in reusable assets, Main Street ensures programming quality while building financial sustainability through concession revenue and reduced rental costs.

OUR SUPPORTERS

- City of Pearl
- Pearl Chamber of Commerce
- Community Bank
- Mississippi Mud Monsters
- Revell Hardware
- Rankin First
- Bass Pro
- Outlets of MS
- Sam's Club
- Pearl Kiwanis Club
- Lucid Ink



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ECONOMIC IMPACT

HIGHLIGHTS

2020-2025

36

NEW BUSINESSES

78

NEW JOBS

\$ 15 MILLION

INVESTED DOWNTOWN

3

FAÇADE REHABILITATIONS

4200

VOLUNTEER HOURS



Philadelphia Main Street serves as a vital partner within the Philadelphia Community Development Partnership, driving downtown vitality in this small town with a big experience. Through **strategic partnerships** and **celebration of community heritage**, Main Street has positioned downtown as a destination for music, charm, and authentic culture.

EVENT SPOTLIGHT

HamJam Festival Powers Reinvestment



Philadelphia Main Street's signature HamJam festival has evolved into a downtown celebration that showcases local culture while generating revenue for community enhancements. Drawing 3,000-5,000 attendees, the festival features the Choctaw Tribe with dancers, cultural programming, and artisan booths. Downtown businesses report a significant sales increase. Festival proceeds are reinvested back into the community, funding projects like sidewalk renovations, lighting, park benches, and other beautification projects throughout downtown.

PROJECT SPOTLIGHT

STRATEGIC PARTNERSHIPS CATALYZE CONGRESS



Philadelphia Main Street's twenty-four years of investment laid essential groundwork for the transformative Congress of Country Music project. By understanding the value of heritage and history while pulling partners together across the city, Main Street paved the way for over \$5.5 million in private investment from renowned musician Marty Stuart and the Congress of Country Music. The Congress acquired buildings downtown and created a cultural infrastructure that positions Philadelphia as a music destination, drawing nationally-recognized acts like Chris Stapleton and Dolly Parton. Main Street's work honors Philadelphia's unique heritage while building for the future.

**"Philadelphia Main Street's dedication to downtown's character and their ability to bring partners together created the foundation that made the Congress of Country Music possible."
- Marty Stewart**

OUR SUPPORTERS

- Williams Brothers
- Kademi
- Steve's on the Square
- The Citizens Bank of Philadelphia
- MG & Company
- HASE Clothing
- City Jewelry
- Bobby's Jewelry
- Pettit Jewelers
- Tots-Teens & In-Betweens
- Jewelry Just 4 Fun
- Neshoba County Co-Op
- Yates Building Supply
- Deals



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HIGHLIGHTS

2020-2025

40

NEW BUSINESSES

108

NEW JOBS

\$56

MILLION

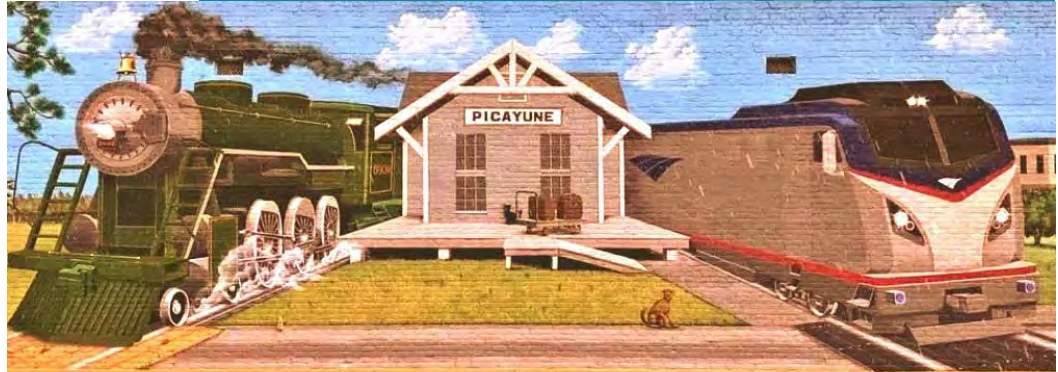
INVESTED DOWNTOWN

13

FAÇADE REHABILITATIONS

15K+

VOLUNTEER HOURS



Since 2005, Picayune Main Street has transformed downtown from a district of empty buildings to 100% capacity with a waiting list for available spaces. Through **expert grant management** (overseeing nearly \$3M since 2005), **strategic beautification initiatives**, and **revenue-generating events**, Main Street has shown how sustained investment creates vibrancy and economic opportunity.

PROJECT SPOTLIGHT

ARPA Investment Transforms Historic Facades



Picayune Main Street secured \$161,400 in ARPA funding through MS Main Street to transform downtown's appearance through comprehensive improvements. Three major façade rehabilitations on buildings dating from 1915-1926 included paint, replaced wood and windows, stucco restoration, railings, faux balconies, and new doors. Main Street extended its impact beyond façades through sidewalk repair, new awnings, three downtown murals, painted crosswalks, and color-changing lighting on nine buildings.

EVENT SPOTLIGHT

FESTIVALS FUND DOWNTOWN REINVESTMENT



Picayune Main Street's semi-annual Street Festivals exemplify how strategic event production generates revenue for downtown improvements. Drawing 30,000-40,000 visitors from the Gulf Coast and Louisiana's north shore, these nostalgic celebrations feature artists, street musicians, food trucks, and children's activities. The festival generates ~\$30,000 in profit per event, which Main Street reinvests directly into façade matching grants and downtown enhancements. Festival revenue, combined with fundraising and partnerships with Coast Electric and Mississippi Power, funded the transformation of two downtown alleys into activated gathering spaces.

This innovative activation earned recognition from MEDC, demonstrating how Main Street transforms event profits into tangible community assets and enhances downtown's historic character.

OUR SUPPORTERS

- City of Picayune
- Pearl River County
- Rouses Market
- Silver Slipper
- Southern Char Steakhouse
- Planet Home Lending
- Mississippi Power
- Coast Electric
- FNB Picayune
- WRJW 1320am 106.9fm
- Champion Sports Bistreaux
- SES Spence Environmental Services
- Sandy Kane Smith PRC Assessor & Collector
- The Rusty Magnolia
- Barze Antique & Collectible

Main Street
Picayune
Mississippi



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HIGHLIGHTS 2020-2025

36

NEW BUSINESSES

89

NEW JOBS

\$2+

MILLION
INVESTED DOWNTOWN

23

FAÇADE REHABILITATIONS

9267

VOLUNTEER HOURS



Pontotoc County Main Street's long-term investment has paved the way for transformative developments like the Tanglefoot Trail and significant private investment. As the expert liaison between property owners, entrepreneurs, and funding opportunities, Main Street drives economic growth, beautification, strategic planning, and community engagement, while supporting county initiatives in Sherman, Algoma, Tocopola, and Ecu.

STORY SPOTLIGHT

Private Investment Follows Main Street's Lead



Pontotoc County Main Street's consistent downtown revitalization efforts have catalyzed an impressive wave of private investment, eliminating vacancies and transforming previously dilapidated buildings. Their strategic groundwork inspired diverse investments—a new medical clinic, regional cookie shop relocation, façade upgrade for local bank, residential investments, and more—demonstrating how Main Street's foundational work sparks widespread private investment.

EVENTS SPOTLIGHT

EVENTS DRIVE COUNTY-WIDE IMPACT



Pontotoc County Main Street's signature events generate cascading economic benefits throughout the community. Their flagship Bodock Festival, celebrating 30 years in 2025, offers everything from pageants and car shows to vendor booths, live music, and family activities—driving traffic that provides crucial financial support to carry downtown businesses through the summer season. The success of these Main Street-driven events creates a powerful cycle: more community involvement leads to expanded programming, increased resources, and greater capacity for additional programming and investment, benefitting not only downtown Pontotoc but the entire county.

Main Street's methodical approach to event development demonstrates how community celebrations can become powerful economic engines.

OUR SUPPORTERS

- Pontotoc County
- City of Pontotoc
- Toyota Mississippi
- Ashley Furniture Industries
- Pontotoc Medical Clinic
- Renasant Bank
- Guaranty Bank
- BNA Bank
- Shannon and Graham Eye Clinic
- Piggly Wiggly of Pontotoc
- Pontotoc Electrical Services, LLC
- Tombigbee Fiber
- Thompson Insurance
- Pontotoc Antiques
- Reeder Farm Supply
- Conti Realty
- Poe Brothers Trucking
- Three Rivers Planning and Development
- Peyton Mortuary
- True Blue Boutique



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HIGHLIGHTS 2020-2025

26
NEW BUSINESSES

34
NEW JOBS

\$2+
MILLION
INVESTED DOWNTOWN

15
FAÇADE REHABILITATIONS

6046
VOLUNTEER HOURS



Ripley Main Street focuses on transforming historic downtown into a vibrant destination that enriches community life, attracts visitors, and encourages entrepreneurs to invest locally. Through strategic placemaking projects, retail incubation, and beautification efforts, Main Street creates unique, inviting spaces that celebrate local heritage while driving economic growth.

IMPACT SPOTLIGHT

Strategic Placemaking Revitalizes Community Spaces



Ripley Main Street has masterfully transformed underutilized spaces into community assets through strategic placemaking. By securing diverse funding from state, federal, and local investments, Main Street developed JC Nance Park—now embraced as a community gathering place. Similarly, Main Street conceived and executed The Cutoff, converting an eyesore car wash into a retail incubator hub with a waiting list of entrepreneurs. This innovative project addresses downtown's business needs while providing a startup pathway for new merchants.

PROJECT SPOTLIGHT

BLUES ALLEY: HERITAGE MEETS INNOVATION



Ripley Main Street's nationally recognized Blues Alley demonstrates how creative placemaking can transform abandoned spaces while celebrating local culture. As the driving force behind this project, Main Street converted a forgotten alley into a vibrant outdoor gallery featuring murals of pioneering hill country blues artists, a guitar-shaped bench, and musical installations—all beautifully lit at night. By securing a number of grants and partnering with local artists, the project has created a photography destination, music festival spot, and catalyst for adjacent development.

This innovative space exemplifies how Main Street's vision connects heritage celebration with economic revitalization.

OUR SUPPORTERS

- The People's Bank of Ripley
- Ashley Furniture
- Skybox
- Fireplace Creations
- Barnes Crossing Auto Group
- City of Saltillo
- Lee County Board of Supervisors
- Mitchell Distributing
- iHeart Media
- Ashley Furniture
- Blue Steel Mfg
- TAG Truck Center
- Miller Psychiatry
- Mississippi Insurance Brokers
- Syntron
- Westrock
- Internal Medicine and Pediatric Clinic
- Southern Housing
- Carlock Auto Group



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SALTILLO MAIN STREET

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

28

NEW BUSINESSES

53

NEW JOBS

\$1.7 MILLION

INVESTED DOWNTOWN

15

FAÇADE REHABILITATIONS

7135

VOLUNTEER HOURS



Since 2016, Salttillo Main Street has been the driver for revitalization, quality of life, and economic development in Salttillo's historic business district, steadily implementing their Mississippi Main Street Downtown Roadmap. With a focus on **family-friendly activities, attractive, quality infrastructure**, and **authentic partnerships** throughout the community, Salttillo Main Street has powered meaningful, sustainable change, cultivating a downtown where every visitor feels like a local.

STORY SPOTLIGHT

Corridor Expansion for Economic Momentum



Salttillo Main Street has expanded its district to include a new corridor along **Front Street**. This growth represents the program's effectiveness as a catalyst for economic revitalization.

- **7 new businesses** opened in the expanded district in the first year
- **15+ new jobs** created for local residents
- **\$1,000,000 in private investment** leveraged by initial public funding

BUSINESS SPOTLIGHT

FROM MARKET TO MAIN STREET MAINSTAY



When Saltillo Main Street launched its **weekly farmers market** in 2024, we envisioned creating more than just a place to buy fresh produce—we wanted to incubate new businesses that could eventually grow roots in our downtown. **Blue Magnolia Bread Co.** began selling artisanal sourdough loaves at our farmers market as a weekend passion project. What started as a modest market booth soon grew to a long line of customers waiting for bread before the market even opened. After three successful months at the market, Blue Magnolia Bread Co. decided to open a storefront in the heart of Saltillo. Opened in the fall of 2024, the business is expanding into the regional wholesale market.

"Saltillo Main Street has been so helpful in our new endeavor, from suggesting building locations, promoting our business and even sending us grant and business development services."

Chuck and Amanda Scott

OUR SUPPORTERS

- Renasant Bank
- Tupelo Farm and Ranch
- Skybox
- Fireplace Creations
- Barnes Crossing Auto Group
- City of Saltillo
- Lee County Board of Supervisors
- Mitchell Distributing
- iHeart Media
- Ashley Furniture
- Blue Steel Mfg
- TAG Truck Center
- Miller Psychiatry
- Mississippi Insurance Brokers
- Syntron
- Westrock
- Internal Medicine and Pediatric Clinic
- Southern Housing
- Carlock Auto Group

SALTILLO MAIN STREET



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ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

45
NEW BUSINESSES

71
NEW JOBS

\$ 12
MILLION
INVESTED DOWNTOWN

25
FAÇADE REHABILITATIONS

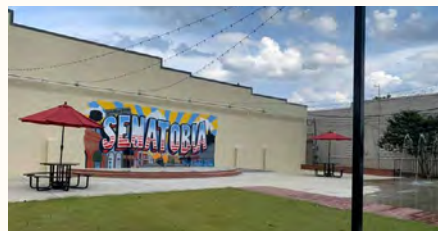
755
VOLUNTEER HOURS



Senatobia Main Street Chamber has driven downtown's remarkable turnaround from 90% vacant to 90% occupancy through strategic partnerships, dedicated volunteers, and expert planning. With strong legislative partnerships and collaborations with City departments, Main Street is able to secure crucial funds to maximize community impact. Main Street has proven that program investments create upward spirals of confidence and interest, encouraging others to invest in downtown's future.

PROJECT SPOTLIGHT

Pocket Park Creates Community Gathering Space



Senatobia Main Street led the development of a vibrant downtown Pocket Park with a splash pad that serves as both a daily destination for families and a versatile event venue. By identifying this community need and driving the project from concept to completion, Main Street demonstrated its expertise in creating public spaces that enhance downtown's appeal, transforming an underutilized area into an activated community asset that increases foot traffic, extends visitor stays, and creates opportunities for surrounding businesses to benefit from increased downtown activity.

EVENT SPOTLIGHT

BUILDING COMMUNITY: FIVE STAR CITY FEST



Senatobia Main Street's signature Five Star City Fest has become a powerful economic engine for downtown revitalization. This free community celebration features arts vendors, classic cars, live music, and family activities that draw thousands downtown. Beyond creating an immediate economic boost, Main Street uses the festival profits to fund its **façade grant program**, awarding over **\$65,000** in the last seven years. This directly enhances downtown's appearance through strategic reinvestment. And the festival's impact extends beyond economics—it serves as a powerful recruitment tool that showcases Senatobia's community spirit to visitors.

“My family first visited Senatobia during Five Star City Fest, and we were immediately struck by the vibrant downtown and genuine community spirit that Main Street had cultivated. Their efforts convinced us this was where we wanted to raise our family and build our business.” - Casey Cade

OUR SUPPORTERS

- Dr. Greg Graves
- Casey Cade
- Miriam Rowan
- Ben Butler
- Caleb Alford
- Mary Dade Ford
- Jeff Underwood
- Cliff O'Conner
- Julie Correro
- Diane Duggan
- Mollie Spencer
- Brandon Westmoreland
- Morgan Criswell
- Rebecca Murphy
- Angie Busby
- Dr. Michael Heindl
- Dan Etherton
- Matthew Raff
- Representative Trey Lamar
- Logan and Julie Woolfolk



Jamie Sowell

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HIGHLIGHTS 2020-2025

78
NEW BUSINESSES

155
NEW JOBS

\$27
MILLION
INVESTED DOWNTOWN

18
FAÇADE REHABILITATIONS

5803
VOLUNTEER HOURS



Starkville Main Street, a key component of the Greater Starkville Development Partnership, serves as the vital connection between businesses, residents, and visitors in Mississippi's premier college town. Through strategic advocacy and ongoing investment in infrastructure, events, and beautification, Main Street preserves Starkville's unique character while shepherding it into the future.

STORY SPOTLIGHT

Making Starkville Mississippi's College Town



Starkville Main Street's systematic approach to downtown development has transformed the district into a destination that successfully competes with major cities throughout the Southeast. Main Street's investment has spurred millions of additional private and public investment by the MSU Foundation, the City of Starkville, and others. As "Mississippi's College Town," Starkville demonstrates how Main Street's investments create a distinctive experience that attracts visitors, businesses, and significant private investment.

EVENTS SPOTLIGHT

EVENTS DRIVE ECONOMIC VITALITY DOWNTOWN



Starkville Main Street's diverse event portfolio creates multiple economic benefits that strengthen the downtown district. From the King Cotton Crawfish Boil that funds façade grants and beautification projects to quarterly unWINE and unTAPPED events where participating businesses report tens of thousands of dollars in revenue in a single evening, these strategic activities drive foot traffic, generate funds for reinvestment, and produce tax revenue to benefit all of Starkville. This comprehensive approach demonstrates how thoughtfully designed events can simultaneously support businesses, fund improvements, and enhance quality of life.

“What's good for the community and Main Street is good for the store. I have seen firsthand how involvement and participation within our local Main Street program benefits the economic vitality of not only our store but of downtown as a whole.”
Bo Summerford,
Reed's Department Store

OUR SUPPORTERS

- East Mississippi Lumber Co., Inc.
- Bell Building Supply, Inc.
- Reed's of Starkville
- Sullivan's Office Supply, Inc.
- BankFirst Financial Services
- Castle Properties
- Spruill Property Management
- Paul Davis Emergency Services of the Golden Triangle
- Liberty Waste, Inc.
- Guaranty Bank
- Bank of Commerce
- Starkville Properties
- MSU Foundation
- Regions Bank
- Renasant Bank
- Clark Beverage Group, Inc.
- Cadence Bank, N.A.
- Mississippi State University
- City of Starkville
- Starkville Convention & Visitors Bureau

STARKVILLE
MAIN STREET
ASSOCIATION



Paige Watson

Director
Starkville Main Street Association

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HIGHLIGHTS 2020-2025

19

NEW BUSINESSES

90

NEW JOBS

\$324

THOUSAND
INVESTED DOWNTOWN

11

FAÇADE REHABILITATIONS

1549

VOLUNTEER HOURS



Sumrall Main Street honors its beloved downtown character while building infrastructure for the future. Through **strategic event programming**, **successful grant acquisition**, and **authentic partnerships with local businesses**, Main Street creates opportunities that strengthen community bonds and instill pride of place. From securing ARPA funding to launching signature events, Main Street demonstrates how small-town charm and modern vitality can create a walkable, vibrant downtown.

BUSINESS SPOTLIGHT

Partnership Powers Downtown Engagement



Kids Bright Clinic exemplifies the authentic partnerships that define Sumrall Main Street's approach to revitalization. Located in the heart of downtown, this accessible primary care and mental health clinic has become an enthusiastic community partner. From hosting Santa during the Christmas Festival to supporting Founders Day activities, Kids Bright Clinic demonstrates deep investment in the community. Their participation has been a catalyst, inspiring other businesses to engage and creating a culture of collaboration that transforms downtown into a true community gathering place.

BUSINESS SPOTLIGHT

MARKET MOMENTUM AT SUMRALL STATION



Sumrall Main Street identified a strategic opportunity to activate the Longleaf Trace at Sumrall Station, creating a gathering place that serves both the community and trail visitors. Held on second Saturdays, the farmers market includes vendors, food trucks, and live music. This placement along the popular trail attracts both local residents and regional visitors, creating a vibrant Saturday tradition that has generated overwhelmingly positive feedback. Main Street continues building momentum through themed events—from picnic days to back-to-school celebrations—demonstrating how strategic activation of community assets creates new opportunities for connection.

The market's success illustrates how Main Street creates gathering spaces that strengthen community identity while supporting local vendors and entrepreneurs.

OUR SUPPORTERS

- MCS
- Priority One Bank
- Citizen's Bank
- Kids Bright Clinic
- John L.S.
- The Old Magnolia
- Sumrall Animal Clinic
- Tahseens Pet Grooming
- The Loft
- Harriet House
- Sumrall Drug and Gifts
- Hair Time
- Sumrall Police Department
- Teas on Main
- Loose Ends
- Pura Vita
- Sumrall Farm and Garden
- Plum Trophy Sales



Emily Pack

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TUNICA MAIN+STREET

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

13

NEW BUSINESSES

22

NEW JOBS

\$1.9 MILLION INVESTED DOWNTOWN

4

FAÇADE REHABILITATIONS

128

VOLUNTEER HOURS



Main Street Tunica builds hometown pride through sustainable projects and inclusive events that celebrate the community's picturesque downtown character. Main Street strategically secures outside funding for quality-of-life improvements, leveraging over \$235,000 over the last three years. Strengthened collaborations between the city, county, and CVB positions Main Street as the catalyst creating the amenities and programming that unite Tunica's diverse community.

EVENT SPOTLIGHT

Rivergate Festival Generates \$15K for Downtown



Main Street Tunica's Rivergate Festival has doubled in size over the past five years under Main Street leadership. The three-day event features live music, food vendors, a BBQ competition, and 17,000+ pounds of crawfish. Drawing 3,500-4,000 attendees, the festival generates \$10,000-\$15,000 earmarked for downtown improvements. Festival proceeds have previously funded seasonal decorations and public park improvements. Main Street transformed the Rivergate Festival into its signature celebration through strategic community partnerships. This festival demonstrates how signature events generate revenue for long-term downtown investment.

PROJECT SPOTLIGHT

FROM EMPTY LOTS TO ANCHOR PARKS



Main Street Tunica spearheaded the creation of Mural Park and renovation of Rivergate Park, securing over \$235,000 in public and private funding. Main Street transformed a vacant lot into Mural Park, recruiting an artist and funding the signature mural. Collaborating with the city, county, and local businesses, Main Street then orchestrated additional park development, with \$15,000 in infrastructure upgrades and vibrancy amenities. Main Street secured a USDA placemaking grant through MS Main Street for park consultation and design, as well as a Small Town Center grant for future upgrades, including shade structures and beautification. At Rivergate Park, Main Street championed \$200,000+ in renovations, securing ARPA funding and additional public investment to install signage, outdoor furniture, and enhanced infrastructure.

Main Street transformed a vacant lot and underutilized green space into two thriving community anchor parks. By securing diverse funding and driving project execution, Main Street delivered public gathering spaces that are essential to Tunica's downtown vitality.

OUR SUPPORTERS

- Town of Tunica
- Tunica CVB
- Tunica County BOS
- Mississippi Delta National Heritage Area
- The Levitt Foundation
- AES
- Neel Schaffer
- Waste Management
- Tunica Air
- Simplot Grower Solutions
- Planters Bank
- First Security
- Koonce Erwin Wilkes
- Citizens
- TNT Sound
- Gateway Tire
- Sanders
- Dulaney Law Firm
- Jeffcoat Family Market
- Keys and Jeanie Arnold
- BASH Fitness
- Thrive Wellness
- Twelve Fifty One
- Angela's



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DOWN TOWN TUPELO

HIGHLIGHTS 2020-2025

120

NEW BUSINESSES

325

NEW JOBS

\$ 111 MILLION

INVESTED DOWNTOWN

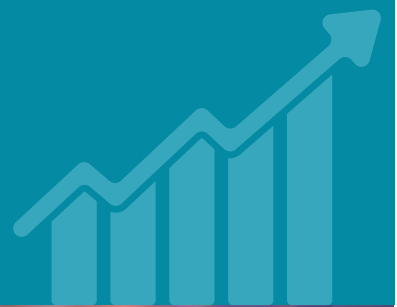
5

FAÇADE REHABILITATIONS

11K+

VOLUNTEER HOURS

ECONOMIC IMPACT



Established in 1990, Downtown Tupelo Main Street has led downtown's revitalization with a comprehensive strategic approach. As a prestigious **Great American Main Street Award (GAMSA) winner** and trusted municipal partner, Main Street leverages its expertise to create the right business mix while providing tax incentive guidance, design assistance, and marketing opportunities. Decades of consistent leadership demonstrate how sustained Main Street investment creates enduring economic vitality.

PROJECT SPOTLIGHT

Alley Activation Enhances Downtown Experience



Downtown Tupelo Main Street secured funding, including ARPA dollars, to transform Tupelo's alleys into safer, more attractive pedestrian corridors. Working on the third phase of this initiative, Main Street has upgraded utilities, installed stamped concrete, and added furniture to enhance connectivity throughout the district. These improved passages serve dual purposes: service alleys support downtown restaurants while event alleys feature murals and rentable spaces for community gatherings.

BUSINESS SPOTLIGHT

DEPOT INVESTMENT ANCHORS DOWNTOWN



Downtown Tupelo Main Street secured funding for the **\$2.2 million Depot project**, creating a state-of-the-art multi-purpose facility that serves as home to the city's longest-running farmers' market while providing a versatile event venue for the community. The new facility features a pavilion, stage, vendor stalls, electricity, and restrooms designed to support diverse community activities. As the city's economic driver, Main Street recognized the importance of enhancing this beloved community asset that brings residents together weekly and attracts visitors year-round.

This investment exemplifies how targeted projects in community gathering places generate increased foot traffic and sales for downtown businesses.

OUR SUPPORTERS

- City of Tupelo
- Lee County Board of Supervisors
- Tupelo Convention & Visitors Bureau
- Renasant
- Reed's
- Cadence Bank
- BNA Bank
- BNSF Railroad
- FNB Bank
- Coca-Cola of Tupelo
- Mitchell Distributing
- Waste Management
- Missississippi Radio Group
- Super Talk Mississippi
- B & B Concrete
- Visit Mississippi
- iHeart Radio
- Eat With Us Group
- Ross & Yerger
- Century Construction
- BankPlus



Lucia Randle

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HIGHLIGHTS 2020-2025

57
NEW BUSINESSES

272
NEW JOBS

\$ 171
MILLION
INVESTED DOWNTOWN

47
FAÇADE REHABILITATIONS

3614
VOLUNTEER HOURS



Vicksburg Main Street, one of Mississippi's original programs, drives downtown as a thriving destination with six museums, 14 restaurants, two parks, and 600+ apartments, and 96% occupancy. Strategic partnerships with City, County, VCVB, and the private sector amplify its impact. Decades of investment have created a vibrant downtown that attracts projects like the \$19M MCity tech hub. Main Street blends rich history with economic vitality through its programming like the Art Festivals and Farmers Markets.

STORY SPOTLIGHT

Comprehensive Support System Drives Investment



Vicksburg Main Street operates a comprehensive business support system, removing financial barriers to downtown investment. The façade grant program, funded through Main Street's budget with support from the Heritage Guild and O Christmas Tree event proceeds, provides up to a \$1,000 match. Main Street also partnered with the city and its water department to pioneer a sprinkler grant, optimizing sprinkler installations in historic buildings. Tax abatements are also available through the city in the Main Street district. This approach creates a business-friendly climate that attracts and retains investment.

PROJECT SPOTLIGHT

AESTHETICS DRIVE ECONOMIC IMPACT



Main Street drove deployment of \$161,400 in ARPA funding to create public spaces that visitors and residents can enjoy and feel a sense of place. The Gordon's Alley project included the activation of new lighting, landscaping, and two signature murals "Welcome to Downtown" and "Sunset over Vicksburg." The ARPA funds also refreshed Catfish Row signage and installed a Fourth of July mural climbing the floodwall. Main Street was also awarded \$500,000 in MMSRG funding through MS Main Street for enhancing the visitor experience downtown. Main Street led the initiative to create a postcard mural inside the riverfront to welcome our 30,000 riverboat passengers annually that feature iconic Vicksburg landmarks in each letter. This project was in conjunction with the city's implementation of new riverfront sidewalks and lighting.

Vicksburg was announced as one of the top eight contenders for the 2025 Great American Main Streets, a testament to its success in downtown revitalization. They chose Vicksburg for its diversity, growth, strategic partnerships, and dedication to historic preservation and revitalization.

OUR PARTNERS

- City of Vicksburg
- Vicksburg Main Street Taxing District
- Visit Vicksburg
- Heritage Guild of Vicksburg MS
- Vicksburg Foundation for Historic Preservation
- Friends of the Vicksburg Bridge
- Friends of the Vicksburg National Military Park & Campaign
- Miss Mississippi Scholarship Organization
- Keep Vicksburg-Warren Beautiful
- Shape Up Vicksburg
- Southern Cultural Heritage Foundation
- Southern Heritage Air Foundation
- U.S. Army Corps of Engineers
- Vicksburg Art Association
- Vicksburg Convention Center



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WEST POINT MAIN STREET

ECONOMIC IMPACT

HIGHLIGHTS 2020-2025

25
NEW BUSINESSES

39
NEW JOBS

\$1.2
MILLION
INVESTED DOWNTOWN

3
FAÇADE REHABILITATIONS

5269
VOLUNTEER HOURS



In this quaint community of 10,000, West Point Main Street maximizes resources to create meaningful downtown impact. Through an expanding mural program, walkable trails, and extensive marketing efforts, Main Street positions downtown as the community hub. Their comprehensive approach includes beautification projects, business development services, and event management that maintains a vibrant and inviting downtown.

STORY SPOTLIGHT

Downtown Champions of Revitalization



Former Mayor Scott Ross and realtor Donna Ross exemplify how local leaders invest in West Point's downtown vision. The Rosses' extensive property ownership and commitment to downtown improvement earned them the **Mississippi Main Street Historic Rehabilitation Award** for their law office restoration project. Their growing downtown portfolio and continued reinvestment, complemented by Main Street's façade grant program and business services, demonstrates how local champions can transform downtown while inspiring other property owners to follow their lead.

EVENT SPOTLIGHT

PRAIRIE ARTS FESTIVAL DRIVES ECONOMIC VITALITY



West Point Main Street has transformed the 47-year-old Prairie Arts Festival into the region's premier cultural event, attracting 10,000-20,000 attendees annually. This Labor Day tradition, featuring 200 vendors, generates \$9,000+ in sales tax and over \$5,000 in net profit that **Main Street reinvests in downtown improvements**. Since taking over management of the event, Main Street has positioned the festival as a vital economic engine that significantly benefits downtown businesses while showcasing West Point's cultural heritage to a regional audience.

"Main Street brings 15,000+ people right to our doorsteps every Labor Day weekend. People come for the arts and crafts, but they also discover our shops, restaurants, and local attractions like murals. You can feel the community pride during Prairie Arts Festival weekend, and that makes visitors want to come back to West Point again."

- Lisa Klutts, Director

OUR SUPPORTERS

- Golden Triangle Regional Airport
- Souther Ionics
- Neel-Schaffer
- North Mississippi Medical Center
- Bank of Commerce
- BankFirst
- Cadence Bank
- Renasant Bank
- Royal Trucking Company
- B n M Pole
- Prestage Farms
- Graham Roofing
- Mossy Oak/Haas Outdoors
- 4County/FASTnet



**WEST POINT
MAIN STREET**



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PRESERVE
THE PAST.

PROMOTE
THE PRESENT.

FORGE
THE FUTURE.



**MISSISSIPPI
MAIN STREET**
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