



# 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’s mission aligns with the goals of Mississippi Power and our economic development team. We recognize the value of Mississippi Main Street’s work at the local level to cultivate vibrant downtowns that attract economic development investment in our communities. We believe in Mississippi Main Street and encourage every community to participate in their programs to enrich our downtowns, inspire new opportunities, and promote our state.”

**-TOMEKA DURR-WILEY,**  
COMMERCIAL DEVELOPMENT PROJECT MANAGER,  
MISSISSIPPI POWER



info@msmainstreet.com  
www.msmainstreet.com

## 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.

### MISSISSIPPI MAIN STREET ASSOCIATION

THE GM&O DEPOT  
618 EAST PEARL STREET,  
JACKSON, MS 39201  
P.O. BOX 55747 | JACKSON, MS 39296  
601.339.2042



## 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

“

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

