

THE
state
**OF MAIN
STREET
2023**



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.



The Rex Theatre building in downtown Starkville is now home to the corporate offices of Glo® products.



The former Melton Hardware Company in Meridian is now the headquarters of Castle with additional space for retail.

Main Street Approach

The Mississippi Main Street Association is a coordinating program for the National Main Street Center. We empower our local communities to implement the Main Street Approach, a time-tested framework for community-driven, comprehensive revitalization.

The Main Street Approach is centered around transformation strategies, which articulate a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. Transformation strategies are implemented through comprehensive work in four broad areas, known collectively as the **Four Points** – **organization, design, promotion, and economic vitality**.



National Accreditation

Main Street Designated Communities are reviewed annually for National Accreditation and must meet these six Accreditation Standards from Main Street America.



- 1 - Broad-based Community Commitment to Revitalization
- 2 - Demonstrated Impact and Results
- 3 - Diversified Funding and Sustainable Program Operations
- 4 - Inclusive Leadership and Organizational Capacity
- 5 - Preservation-based Economic Development
- 6 - Strategy-driven Programming



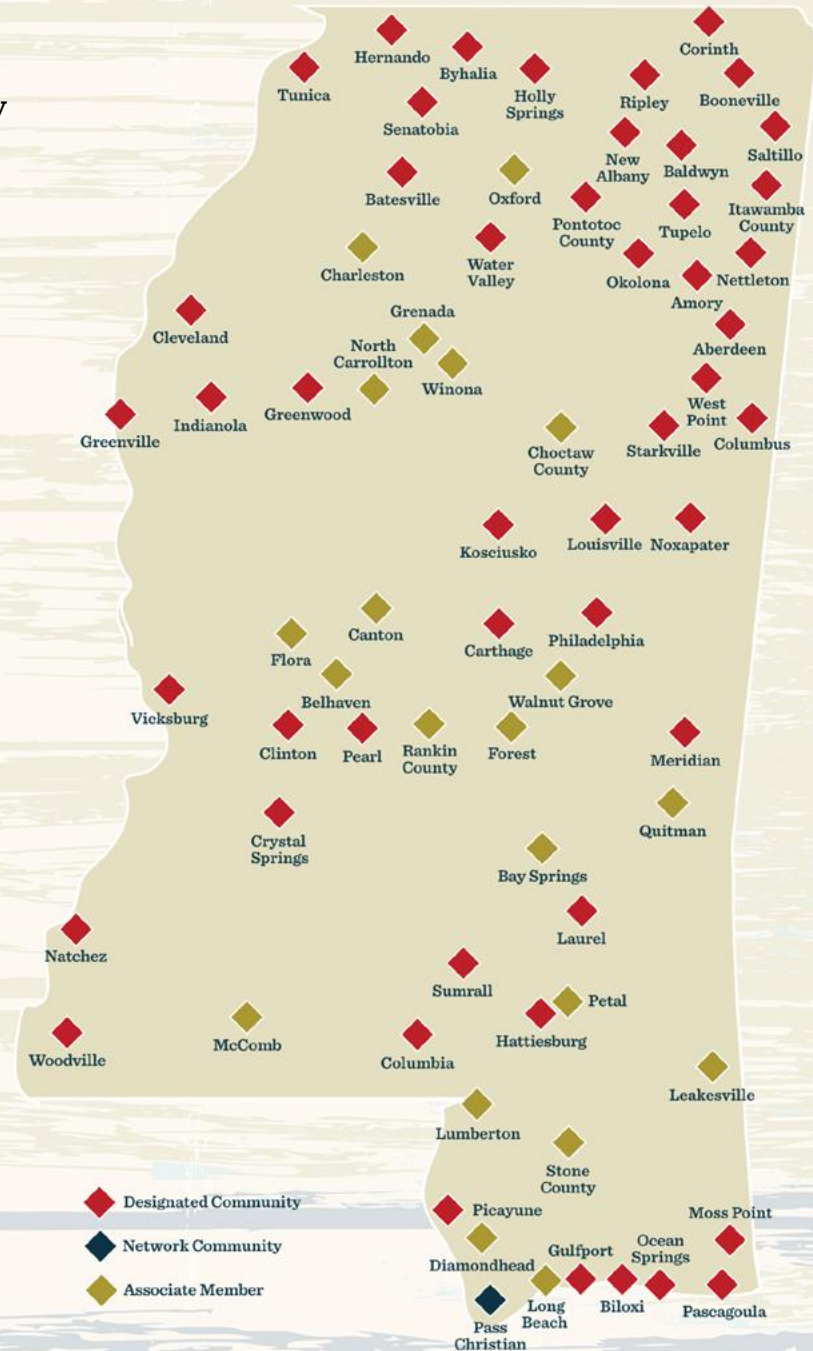
Main Street America™
Nationally Accredited
Programs are in bold.

- | | | | |
|-------------------|------------------------|-----------------------------|------------------------|
| Aberdeen | Crystal Springs | Louisville/Noxapater | Pontotoc County |
| Amory | Greenville | Meridian | Ripley |
| Baldwyn | Greenwood | Moss Point | Saltillo |
| Batesville | Gulfport | Natchez | Senatobia |
| Biloxi | Hattiesburg | Nettleton | Starkville |
| Booneville | Hernando | New Albany | Sumrall |
| Byhalia | Holly Springs | Ocean Springs | Tunica |
| Cleveland | Indianola | Okolona | Tupelo |
| Clinton | Itawamba County | Pascagoula | Vicksburg |
| Columbia | Kosciusko | Pearl | Water Valley |
| Columbus | Laurel | Philadelphia | West Point |
| Corinth | Leake County | Picayune | Woodville |

Community Members

The Mississippi Main Street Association offers three levels of community membership, depending on the community or organization's capacity and commitment to operating a full-time Main Street program.

- Designated Community** is the most prestigious level of membership. New communities must join at the Network member level first and may be eligible to apply for Designated Community membership after fulfilling membership requirements (a minimum of one year). This membership level allows for community development grants, community visits, and ongoing consultation from MMSA staff.
- Network Community** membership is designed for communities interested in improving the economic vitality of their downtowns with the goal of becoming a Designated Community. This level is required for all new communities interested in operating a full-time Main Street program. Network Communities may apply for Designated Community status after 1-2 years and upon meeting certain capacity requirements.
- Associate Membership** is for municipalities, chambers of commerce, tourism agencies, and economic development organizations. This level is a starting place and does not have any requirements and is perfect for organizations interested in pursuing downtown revitalization.



MMSA member communities as of February 1, 2023.

2022 Year in Review

JANUARY

- The “Envision-Connect” community facilities planning project, funded by a grant from USDA Rural Development, was completed in Aberdeen, Booneville, Columbia, New Albany, and Water Valley.
- The Downtown Landscape Design Guide, made possible through a grant from the Mississippi Forestry Commission, was printed and mailed to 375 communities.
- The 2022 Downtown Toolbox was mailed to all MMSA members, listing companies and their services who contribute as annual investors of MMSA.
- The annual Main Street Directors’ Retreat was held at Lake Tiak O’Khata in Louisville.

FEBRUARY

- The Work Plan Workshops project, supported by a grant from the W.K. Kellogg Foundation with additional support from the Mississippi Development Authority, was launched to provide strategic planning services to 25 Main Street communities.

MARCH

- The Itawamba Downtown Roadmap process was held in Fulton, Mantachie, and Tremont. Additional support for the county-wide project was provided by the Mississippi Hills National Heritage Area.
- The Mississippi Hills National Heritage Area partnered with MMSA to provide funding for downtown revitalization projects in New Albany, Pontotoc, Itawamba County, and Tupelo.
- Senator Roger Wicker and Congressman Michael Guest served as co-sponsors of the Revitalizing Small and Local Business Act, a Main Street America and MMSA-supported effort to assist nonprofit organizations like local Main Street programs.

APRIL

- MMSA’s Economic Vitality Training was held at Hotel 27 in downtown Greenville, the only Main Street owned and operated hotel in Mississippi.
- The MMSA Board of Directors was expanded to include three Main Street Director Representatives representing three geographic districts in the state.
- MMSA’s Community Development Grant Projects wrapped up for 10 communities, with local project grants ranging from \$1,000-\$2,500.

MAY

- \$5 million in ARPA funds was appropriated by the Mississippi Legislature for Main Street Revitalization Grants to 48 Designated Main Street organizations.
- MMSA received a \$500,000 appropriation from the Mississippi Legislature for statewide support and operations.
- The National Main Street Now Conference was held in Richmond, Virginia, with more than 20 Mississippians in attendance.

JUNE

- The Stars of Main Street reception was held at The Lowry House in Jackson to express appreciation to MMSA’s advocates and supporters.
- Main Street 101 training was held for local board members and elected officials at the Two Mississippi Museums in Jackson.
- MMSA’s Annual Awards Luncheon was held at The South in Jackson with a record number of award nominations, recipients, and attendees.
- Main Street Pearl received a Downtown Roadmap team as a new Designated Main Street community.
- Cynthia Sutton of Ocean Springs Main Street was elected to represent the southern part of the state on the MMSA Board of Directors.

- The Designation ceremony was held for Natchez as MMSA's newest Main Street community.
- MMSA served as a presenter and exhibitor at the Mississippi Municipal League (MML) Annual Conference in Biloxi.

JULY

- Michelle Jones of Starkville began her one-year term as president of the MMSA Board of Directors.
- MMSA's Design Training was held at Centennial Plaza in Gulfport.
- MMSA's 2022 Nationally Accredited Main Street Communities were announced.

AUGUST

- Lindsey Harris began serving as MMSA's Director of Grants and Special Projects.
- MMSA's Board of Directors two-day Annual Retreat was held in Starkville.
- The Downtown Roadmap project for Biloxi Main Street was held, with funding provided by the W.K. Kellogg Foundation.

SEPTEMBER

- MMSA Executive Director Thomas Gregory and MMSA Board President Michelle Jones met with Mississippi's Congressional delegation in Washington, D.C.
- Upcoming Main Street Community festivals and events were featured on "Good Things with Rebecca Turner" each Wednesday through November on SuperTalk Mississippi.
- The tri-state Destination Downtown regional revitalization conference was held in North Little Rock, Arkansas, with more than 60 Mississippians in attendance.

OCTOBER

- MMSA was awarded a USDA Rural Placemaking grant of \$250,000, which will be used to provide planning, design, and implementation services for 11 Main Street communities.
- A new Strategic Plan was adopted by the MMSA Board for 2023-2028.
- MMSA was featured in the *Mississippi Business Journal's* Small Business Issue.
- MMSA received two awards from the Mississippi Chapter of the American Planning Association: Outstanding Small Area Plan for the Itawamba Roadmap and Best Public Outreach Project for the Work Plan Workshops project.
- MMSA received a \$50,000 grant from the Mississippi Hills National Heritage Area for community branding and marketing for every Main Street community in the Hills region for 2023.
- MMSA served as a presenter at the MML Small Town Conference in Flowood.
- MMSA received a \$50,000 grant from the Mississippi Hills National Heritage Area.

NOVEMBER

- MMSA hosted regional Legislative Tours in all four congressional districts with stops in three Main Street communities on each tour.
- MMSA hosted a Transformation Strategies webinar with presenters from Main Street America.
- Mississippi's Shop Small Saturday retail initiative was promoted in partnership with Main Street America and American Express.

DECEMBER

- The Downtown Roadmap project was conducted for Indianola Main Street, with funding provided by the W.K. Kellogg Foundation.
- MMSA developed marketing videos in six Main Street communities to be aired in 2023.

Mississippi Main Street Staff



Thomas Gregory, Executive Director

Thomas leads the organization's administrative, advocacy, and development efforts. A certified community planner, Thomas previously worked for the MSU Small Town Center and as the chief administrative officer for the city of Greenwood, Mississippi. He is a past participant in Leadership

Mississippi, the Public Interest Design Institute, and the Sustainable Cities Design Academy.



Lindsey Harris, Director of Grants and Special Projects

Lindsey provides leadership and coordination for the development, writing, administration, and management of grants and other funds for MMSA and its member communities across the state. Her background is in development, fundraising, and communications for

nonprofit organizations like the Mississippi Children's Museum and the Mississippi Arts Commission.



Jeannie Zieren, Director of Communication & Marketing

Jeannie enjoys promoting Mississippi's downtowns through public and media relations, planning conferences and training events, marketing and advertising, and communication services. Jeannie received the Main Street America Revitalization

Professional (MSARP) credential in 2018.



Beth Raney, Office Manager

Beth works at the organization's state headquarters at the GM&O Depot building in downtown Jackson. Beth is responsible for office administration, record keeping, staff support, and bookkeeping services.



Jennifer Lay, Director of Community Development

Jennifer serves as the liaison between the Mississippi Main Street Association and the local Main Street program directors. Jennifer previously worked for the Greater Starkville Development Partnership, serving as Special Events and Projects Coordinator, Director

of Main Street and Tourism, and as the interim Chief Executive Officer.



Main Street Team at Work





Board of Directors

EXECUTIVE COMMITTEE

Michelle Jones, President

The Cottage Industry - Starkville

Marlo Dorsey, Vice-President

Visit Hattiesburg - Hattiesburg

Chris Hinton, Treasurer

Entergy - Jackson

Chris Chain, Past President

Renovations of Mississippi - Columbus

AT-LARGE MEMBERS

Tomeka-Durr Wiley

Mississippi Power Company - Gulfport

Regina Charboneau

Regina's Kitchen - Natchez

Brent Fairley

Hancock Whitney Bank - Gulfport

Carolyn McAdams

City of Greenwood - Greenwood

Jim Rosenblatt

Mississippi College - Jackson

Brad Reeves

Reeves, Gentry & Vitart, PLLC - Jackson

Chance McDavid

MSU Stennis Institute - Starkville

Mandy Hegwood

Neel-Schaffer - Laurel

Kelle Barfield

Delta Warren Properties - Vicksburg

DIRECTORS' REPRESENTATIVES

Lori Tucker - District 3

Booneville Main Street & Tourism

Jamie Sowell - District 2

Senatobia Main Street

Cynthia Sutton - District 1

Ocean Springs Chamber, Main Street & Tourism Bureau

PERMANENT MEMBERS

Meredith Massey

MS Department of Archives & History - Jackson

Leah Kemp

MSU Small Town Center - Starkville

Tim Climer

Mississippi Development Authority - Jackson

EMERITUS MEMBERS

Steve Kelly

Entergy (retired) - Madison

Ken P'Pool

MS Department of Archives & History (retired) - Jackson



2022 Annual Investors



CUPOLA



entergy

KEYSTONE



Mississippi Power

PILLAR



CORNERSTONE



FOUNDATION



PROMOTER



ADVOCATE



SUSTAINER



Paula
Beasley



Ken
P'Pool



SUPPORTER



Community Development Grant Recipients

MMSA awarded funds to 10 Main Street Communities that applied for Community Development Grants for 2021-2022 to incentivize development, improvement, and revitalization in their historic downtown business districts throughout Mississippi.

MMSA Designated Communities were able to apply for individual funds of up to \$2,500 with a required matching investment for shovel-ready brick and mortar projects as well as consulting services that were used to carry out the local Main Street organization's program of work. The following Designated Main Street Communities completed grant projects for the 2021-2022 fiscal year:

BILOXI MAIN STREET constructed 10 mural crosswalks in the Arts District in downtown Biloxi.

BOONEVILLE MAIN STREET purchased and installed wayfinding signage along the city corridors that would improve the two main gateways into the downtown district.

TEAM CLEVELAND MAIN STREET installed electrical wiring, sockets, LED lamps and cord connectors for rooftop lighting on the exterior of Main Street shops along Kamien Way from North Street to Hwy 8 to increase visibility, encourage parking, and use of the recently renovated downtown breezeway.

MAIN STREET PASCAGOULA made landscape improvements to the Krebs Avenue Parking Lot where many visitors park and purchased new Flagship District Banners, designed by local artist Alice Kate Berry, in the downtown area.

PHILADELPHIA MAIN STREET purchased new Christmas decorations for the holiday season, including replacing and upgrading 50 light pole decorations.

PICAYUNE MAIN STREET transformed an unused alley into a creative and well-lit outdoor space for all ages on East Canal Street in downtown Picayune.

PONTOTOC COUNTY MAIN STREET used grant funds for advertising, music, decorating, and train rides with Santa at "Tanglefoot Tinseltown," a holiday shopping event held at the First Choice Bank Pavilion at the Tanglefoot Trailhead in downtown Pontotoc.

SUMRALL MAIN STREET purchased a projector, outdoor screen, and a portable audio system for use during "Sumrall Cinema" events that benefit the downtown community.

VICKSBURG MAIN STREET expanded Gordon's Alley in downtown Vicksburg to create pedestrian connectivity and walkability and improve environmental sustainability and public safety.

WATER VALLEY MAIN STREET hired local artists to create a 12 x 80-foot painted mural on the upper parapet of a downtown restaurant to encourage locals and visitors to dine downtown on Main Street.

BILOXI



BOONEVILLE



CLEVELAND



PASCAGOULA



PHILADELPHIA



PONTOTOC COUNTY



SUMRALL



PICAYUNE



VICKSBURG



WATER VALLEY



Statewide Economic Impact

In 2022, Mississippi Main Street communities generated:

42,255
volunteer hours

841
new jobs
created

\$242
million in public
and private
investment

\$82.1
million in private investment

\$160
million in public investment

79
public improvement projects

24
new construction projects

1,817
new downtown residential units

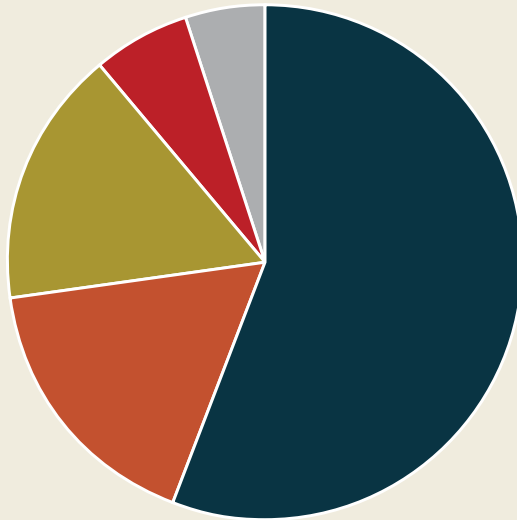
183
rehabilitation
projects

551
new or expanded
businesses

495
new
businesses

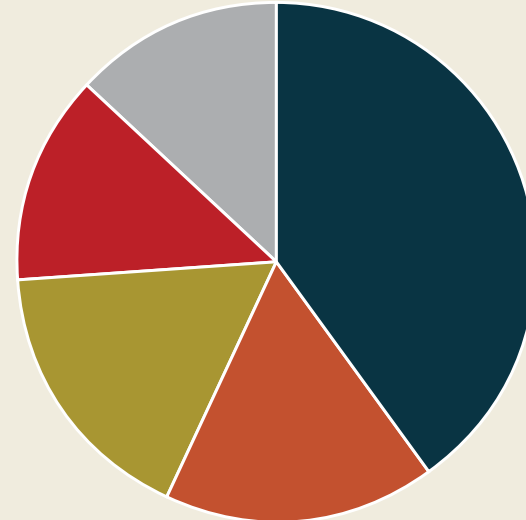
56
business
expansions

FY 2023 Budget



REVENUE SOURCES

- 56% State Legislature
- 17% Annual Investors
- 16% Community Dues
- 6% Project Grants
- 5% Program Income



EXPENSE CATEGORIES

- 40% Community Development
- 17% General Administration
- 17% Advocacy & Promotion
- 13% Training & Events
- 13% Communication & Marketing

WEBSITE & SOCIAL MEDIA ENGAGEMENT



Website:
msmainstreet.com

- 31,077 unique visitors
- 37,646 unique site visits
- 76,402 page views



Facebook:
msmainstreet

- Page reach: 202,727
- Page followers: 8,700
- Page visits: 8,967
- New likes: 1,050



Instagram
@msmainstreet

- Reach: 3,032
- Followers: 1,863
- Profile visits: 912
- New followers: 244



Twitter:
@msmainstreet

- Followers: 6,510
- Impressions: 2,791

Partner with Main Street

The Mississippi Main Street Association works to preserve and revitalize our historic downtowns and districts in partnership with our investors, communities, and donors.

INVESTORS

Successful companies and organizations across the State of Mississippi support the work of Main Street through their annual investment. Our investors understand the importance of our downtowns and are committed to their long-term success.

COMMUNITIES

MMSA has three levels of community membership that are tailored to cities and towns of all sizes. Our communities use the Main Street Approach to create new jobs, open new businesses, and catalyze public and private investment in their downtowns.

DONORS

Through the generosity of our individual donors, MMSA is able to provide scholarships for Main Street directors and services to our communities. We welcome gifts of all types, including one-time donations and recurring gifts.

PLANNED GIVING

MMSA has established the Mississippi Main Street Endowment Fund with the CREATE Foundation. We would love to discuss how planned giving can provide you with the opportunity to impact Mississippi's Main Street communities for generations to come.

CONTACT US

If you are interested in partnering with the Mississippi Main Street Association by becoming an investor, a Main Street community, or a donor, please reach out to Thomas Gregory, MMSA's Executive Director.



Mississippi Main Street Awards 2022

The Mississippi Main Street Association celebrated achievements of Mississippi Main Street Communities at the Annual Awards Luncheon at The South Warehouse in downtown Jackson.

The annual awards luncheon honors Main Street directors, board members and volunteers and recognizes the most outstanding downtown development and preservation projects and events from Main Street communities in Mississippi.



Organization

Premier Partner

**Winner: The Martin and Sue King Railroad
Heritage Museum**
Nominated by: Team Cleveland Main Street

In partnership with the City of Cleveland, Visit Cleveland, and Team Cleveland Main Street, The Martin and Sue King Railroad Heritage Museum welcomed more than 10,000 visitors during Cleveland's holiday season. Housing Santa's nine reindeer, Rudolph, and an enchanted sleigh, the museum offered extended hours and complimentary activities, including pictures with Santa for children (and pets!), hot chocolate treats, and holiday crafts.

Additionally, the museum partnered with the Bolivar County Literacy Council and Bolivar Medical Center, distributing more than 300 free books to local children, and holding a Polar Express night full of ornament-making and other holiday-themed activities. Collaborative downtown programming continued throughout Cleveland's 50 Nights of Lights, with the museum hosting programs and parties that served diverse ages and groups: from cocktail



classes to Frozen character tea parties. Income generated from the Railroad Heritage Museum's programming downtown in partnership with Cleveland holiday promotions saw a 500% increase from any previous year.

Outstanding Creative Fundraising

Winner: Cash 'Cal' October Fundraiser
Nominated by: Starkville Main Street Association

In October 2021, just in time for Halloween, the Starkville Main Street Association successfully encouraged local businesses to spare some change for the organization through the Cash 'Cal' October fundraiser. Because bones are made of calcium, the name 'Cal' was coined and a life-sized skeleton made his way around town to local restaurants, retailers, gyms, and more for a small fee to promote the innovative works and seasonal specials of local Starkville businesses during the month of Halloween.

Cal's presence provided shoppers with discount opportunities on in-store and online purchases, as well as funny and creative social media content for businesses and customers alike to share. All in



all, over \$2,000 was raised for Starkville Main Street from the 20 business days of Cal's ventures around town, and even after being a chef, taking yoga class, and trying on numerous costumes, Cal made it out safely without any broken bones.

Organization

Outstanding Fundraising Campaign

Winner: Save Our Park Jail & Bail

Nominated by: Picayune Main Street

The City of Picayune was awarded a \$1.9 million BP grant with a 20% match to rebuild the Friendship Park Playground and upgrade ball fields, tennis courts and the Kids Kingdom Playground. To assist with the 20% match to build a handicap accessible playground and improve sport fields for the community, a Jail & Bail Fundraiser was planned by Picayune Police, Pearl River County Sheriff Department, and Picayune Main Street, Inc.

Judge Tom Bean issued over 120 warrants, and “Wanted” posters were posted for local criminals. A Western Jail was built by the Picayune Public Works Dept., and the Pearl River County Sheriff and his deputies made an early morning roundup. Those arrested were allowed to call for assistance to pay their bail money and a Port



a Potty was supplied for emergencies. The Jail & Bail Fundraiser was a BIG success raising over \$45,000. The Picayune community looks forward to enjoying the park upgrades for years to come!

Outstanding Community Education Campaign

Winner: Main Street Works

Nominated by: Main Street Greenwood

An outdated metric for Main Street membership and benefits is no way to garner outstanding community support for a well-established non-profit program with a proven track record. In 2021, Main Street Greenwood not only overhauled membership levels and amounts but created a campaign to educate its members on what their investment truly means. For 26 years, Main Street Greenwood has proven that the Main Street model WORKS and wanted to encourage members to do more to WORK with the organization.

The Main Street WORKS campaign was launched to expound membership benefits beyond voting rights, decals, and directory listings. Membership in Main Street Greenwood now means that members are working to foster a new decade of facilitation, innovation, and collaboration to preserve and promote downtown. As part of the packet, members received an explanation of how Main Street WORKS and ways to WORK with Main Street Greenwood.



Organization

Outstanding Main Street Plan

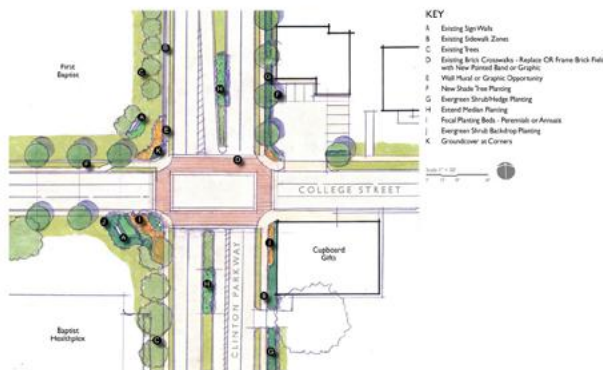
Winner: Main Street Clinton Downtown Roadmap

Nominated by: Main Street Clinton

Clinton's Main Street program turned 15 in 2022 with many great accomplishments under its belt. It was time for a fresh vision to help guide the program into the future. The Mayor, Board of Aldermen, and Main Street Clinton brought in a strategic planning team headed by Randy Wilson of Community Design Solutions. Randy's team included Tripp Muldrow of Arnett Muldrow and Associates, and Andy Kalback of Kalback Design & Planning.

The team members led the community through the Downtown Roadmap planning process to guide the organization's next 3-5 years. Held in December with a tight timeline, which included site visits and targeted focus groups over an intense three-day schedule, the results were presented to an enthusiastic crowd resulting in community buy-in for the organization's next steps. Follow-up meetings were held in March with more planned to bring in additional strategic partners.

College Street and Clinton Parkway Gateway Plan



Outstanding Small Community Engagement Effort

Winner: Laurel Leap Day Tournament

Nominated by: Laurel Main Street

One of our most closely held beliefs is that good events can bridge gaps between cultures, demographics, and individuals. In an area where high school sports still fill bleachers in gyms and stadiums, a street ball tournament had all the markings of community engagement. Laurel Leap Day (a pun on both basketball and the leap year) took place the last Saturday in February, and it was a resounding success. The main event was an elimination-style tournament. Three on three street ball sparked all the competition and fun Laurel Main Street could have hoped for, with crowds cheering for their favorite teams and players.

Twenty teams banded together to compete for the \$500 top prize and, of course, bragging rights. For those who lost the tournament, a slam dunk competition and a three-point shoot-off gave chances

for redemption. Attendees milled about shopping at downtown businesses and munching on the street fair food. With entry fees and sponsorships, the event was both free to the public and a fantastic fundraiser.



Organization

Outstanding Large Community Engagement Effort

Winner: Star Spangled Celebration on the River
Nominated by: Downtown Hattiesburg Association

The Star-Spangled Celebration on the River began in 2018 as a first-of-its-kind joint 4th of July celebration to take place in the adjoining city parks that flank each side of the Leaf River, Downtown Hattiesburg's Chain Park at Twin Forks, and Petal's City Park with dual fireworks shows shot over the river. Created by a newly formed partnership between the City of Hattiesburg, the City of Petal, Forrest County Board of Supervisors, the Hattiesburg Downtown Association, Petal Chamber, Visit Hattiesburg and many generous sponsors, this event included dozens of local food vendors, live musical entertainment, children's activities, and one of Mississippi's best fireworks shows.



This event was designed and promoted to highlight the connection between the two cities, showcase their diversity, and bring together a cross-section of the community to celebrate our nation's birthday. The 2021 event drew a diverse crowd estimated to have topped 15,000 between the two parks.

Outstanding Marketing Campaign

Winner: Sister Festival
Nominated by: Main Street Greenville and Main Street Columbus

Each of our communities has worked hard to build a signature event, but our communities are stronger when they work together. Instead of viewing a similarly sized, award-winning festival within driving distance as a competitor, Main Street Greenville searched for such a festival to become its partner. This ideology allowed Main Street Greenville and Main Street Columbus to capitalize on each other's strong social media presence.

With the Delta Hot Tamale Festival occurring each fall, Main Street Greenville committed to advertising for Columbus's springtime Market Street Festival, only asking Main Street Columbus to reciprocate. Without any additional costs, each organization reached a new targeted audience and encouraged festival lovers to visit both North Mississippi communities. With both towns being situated

along Highway 82 and each of the towns' festivals recently winning awards, a social media campaign was launched, reaching over 37,000 festival-fans in the first month alone.



Promotion

Outstanding Creative Event

Winner: Midnight on Front Street

Nominated by: Downtown Hattiesburg Association

In 1912, the Henry L. Doherty Company constructed and lit the first Hub Sign - standing at 50 ft. high and 42 ft. wide atop the America Building in Downtown.

At its dedication, Rev. E. D. Solomon stated, “It is the Hattiesburg spirit to go after things and to get them, especially large things. If this sign is to be an example, Hattiesburg will indeed become The Hub.” In 2018, more than 4,000 attendees watched as the City suspended and lowered a well-lit replica of its iconic Hub Sign to usher in the New Year, and “Midnight on Front Street” became a new tradition for Hattiesburgers. With crowd sizes tripled in 2021 and the event growing to include music in the streets, a kids’ zone, street vendors, and a formal ball, this event serves as a reminder that the “Hattiesburg spirit” that Rev. Solomon spoke about was alive and well.



Outstanding New Event - Small Community

Winner: Light Up Nettleton

Nominated by: Nettleton Main Street

In December of 2020, Nettleton Main Street had its first Light Up Nettleton event which included the lighting of the Christmas Tree in Memorial Park. Children were allowed to bring a shadow-proof ornament to place on the tree or they could purchase one that was hand-painted by the Nettleton High School Beta Club. The Nettleton High School Choir was also in attendance singing Christmas Carols.

In December of 2021, the City of Nettleton, along with Nettleton Main Street, added a new lighting project which included stringing permanent lights over Main Street. They also added carriage rides to the event. This event has brought both young and old in attendance with an estimated 500-700 attendees.

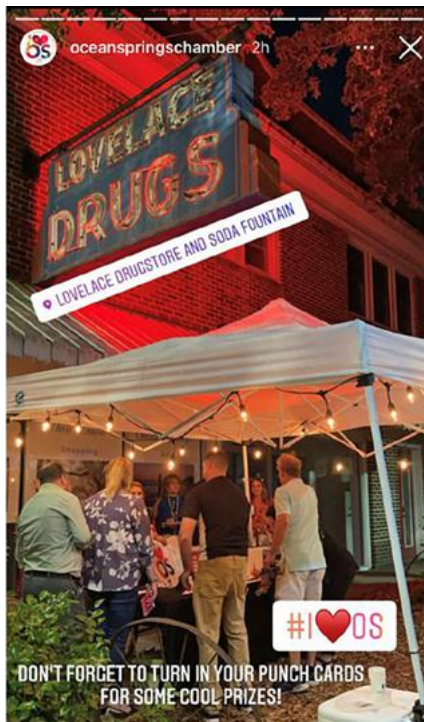


Promotion

Outstanding New Event - Mid-size Community

Winner: Ocean Springs Food Crawl
Nominated by: Ocean Springs Main Street

In 2021, the Ocean Springs Chamber – Main Street – Tourism Bureau unveiled a new event called the Ocean Springs Food Crawl. The new community event featured local food vendors. Each participating restaurant set up booths on their footprint offering food or cocktail samples to ticketed guests. Guests were given a punch card and visited each restaurant or bar to receive a stamp on their card to be turned in at the end of the night at a “Food Crawl” information booth in Downtown Ocean Springs for drawings and giveaways.



The event was designed to encourage diners to explore what downtown Ocean Springs has to offer food and drink wise. This was a terrific event for residents and tourists to try out new restaurants and rediscover old favorites. It was created to keep the vibe of the Taste of Ocean Springs Food & Wine Festival alive but in a new way.

Outstanding New Event - Large Community

Winner: Brews & Bites
Nominated by: Downtown Hattiesburg Association

When a global pandemic prevented out-of-town brewers from traveling for the annual Hattiesburg Craft Beer Festival, Downtown Hattiesburg was not only missing a beloved annual event but also a very important fundraiser. Event organizers, with help from FestivalSouth, pivoted toward a smaller, more locally focused event, and that is how Downtown Brews & Bites was born.

Brew & Bites, a food truck & craft beer event, showcased our local brewers who paired beers with offerings from some of our favorite hometown food trucks. Guests enjoyed live music and a fun night out at Walthall Park; no one even seemed to mind the heavy rain that poured just before the start of the event! This new “little sister” event to the Craft Beer Fest was an incredible success. Because of the enthusiastic response from the attendees, Downtown Hattiesburg is proud to add Brews & Bites to our annual lineup of festivals.



Promotion

Outstanding Retail Promotion

Winner: Rosé the Night Away

Nominated by: Main Street Greenwood

The best retail promotions are ones that can celebrate a community's new business and showcase existing retail businesses all on a warm, spring evening. Main Street Greenwood's Rosé the Night Away was the most successful retail promotion to date. The Greenwood community headed to downtown on March 24th, buying tickets to sample rosé at all local retailers; rosé samples that are featured at downtown's newest wine boutique, Cru.

Not only were sales generated at individual retailers, the sales of rosé and foot traffic to Cru to purchase unique wine has increased. Downtown restaurants were filled to the brim after the event. Main Street was able to raise over \$1,000 on ticket sales with the help of the Bank of Commerce, who paid for the sample cups. The harmonious culmination of shopping, socializing, and spring

weather had attendees begging for monthly repeats of the event.



Outstanding Retail Merchandising

Winner: Whimsical Windows

Nominated by: Holly Springs Main Street Chamber

I.C. Levy's was a grand department store that opened in 1879 in Holly Springs and served the local community for over 100 years. The men's department was located upstairs, while the women's department was on the ground floor, and shoes were sold in the back. During World War II, the local United Service Organization was held upstairs to entertain military from nearby bases.

Anita Gresham Barnett and Kathy Elgin bought the building in 2015 and reopened the building as Retro Rooster, a locally owned department and antique store. The original windows are dressed in color, movement, and whimsy throughout the year. For Christmas 2021, the Sugarplum Fairy was added along with the Nutcracker, and all things Christmas. Retro Rooster has a real flare for merchandising, window dressing, and creative sales events! They are a must stop in Holly Springs.



Promotion

Outstanding Project Promotion - Small Community

Winner: Sumrall Founder's Day Festival Promotion Logo Design

Nominated by: Sumrall Main Street Association

There is no historical society in Sumrall, and only one building is on the National Register of Historic Places, yet the town's history is regularly a topic of conversation. Sumrall has not had a commercial sawmill since the 1930s, yet pride and boastful talk of it remains. Sumrall Main Street Association decided to pay homage to that history as the focus of its logo and branding for the Inaugural Founder's Day Festival. The design includes a saw blade and short-leaf pine that Sumrall won an award for at the 1904 World's Fair. The logo was used on festival flyers, special events, digital ads, banners, yard signs, t-shirts, coloring pages, and all around the festival.

The event was successful, and people enjoyed the town together, which was the ultimate goal and reason for promoting the event. This design will be used in its promotions for many years to come.



Outstanding Project Promotion - Large Community

Winner: The Flagship District

Nominated by: Main Street Pascagoula

For Main Street Pascagoula, downtown revitalization is about retaining the multiplier. Community partners hosted a focus group to get input from young professionals who work in Pascagoula but live elsewhere on how to attract them to live here. As a result, Main Street obtained the city's blessing to brand downtown The Flagship District and partnered with local artist AliceKate Berry who designed the logo. Main Street purchased banners to line the streets.

Main Street's marketing team launched Flagship District Facebook and Instagram pages to promote the downtown lifestyle. The team also created a digital packet for industry recruiters to give to current and prospective employees that highlights residency options in the district. Efforts are paying off. Newly-established downtown apartments are mostly filled with tenants who work at industries in Pascagoula.



Design

Outstanding Historic Rehabilitation Project

Winner: Community Pharmacy

Nominated by: Senatobia Main Street

Major renovations are now complete to the building that anchors downtown Senatobia. Community Pharmacy, Mac & Charlie's, and an upscale loft apartment now highlight what a successful historic rehab project looks like in Senatobia. Mollie Spencer and her team brought history back to life with this project. In 1911, the building was a pharmacy and soda shop and after many years of retail and then vacancy, the building has been brought back to its roots.

You can take a stroll down memory lane while you enjoy your ice cream with the nostalgic images on display inside. Working closely with architects and contractors who specialize in historic rehabilitation, the Spencers were able to utilize historic tax credits.



The architectural details inside and out make Community Pharmacy one of the most beautiful buildings in Tate County that many families now visit and enjoy.

Outstanding Public Arts Project - Large Community

Winner: Pascagoula Public Arts Enterprise

Nominated by: Main Street Pascagoula

The Pascagoula Public Art Enterprise fuses public art with workforce training and economic development. Led by the Walter Anderson Museum of Art, the program enlists students at the Pascagoula-Gautier School District's College and Career Technical Institute to design, fabricate, and install large-scale steel sculptures at key arteries in Pascagoula's downtown redevelopment master plan.

Visiting artists, student welders, machinists, engineers, marketers, electricians, and painters are converting thousands of pounds of steel (including material sourced from Ingalls Shipbuilding) into totems of community identity that define the city's flagship district. The first of three sculptures was dedicated in Spring 2022, with two additional sculptures slated for fabrication. The program



creates an innovative model for cross-sector collaboration that supports Mississippi's future homegrown workforce while creating a sense of place necessary for economic development impact. Additional partners include the Jackson County Chamber of Commerce, Main Street Pascagoula, and the City of Pascagoula.

Design

Outstanding Public Arts Project - Small Community

Winner: Mississippi Hill Country Blues Alley
Nominated by: Ripley Main Street

An abandoned alley located in Ripley's historic downtown was transformed into a Mississippi Hill Country Blues art project. Artists who defined the genre, such as Junior Kimbrough, Jessie Mae Hemphill, Othar Turner, Mississippi Fred McDowell, T Model Ford, and R.L. Burnside, are featured on the hand-painted murals installed in the Blues Alley. To continue the music theme, the alley also features a large guitar-shaped bench and interactive music ball that plays music from each of the blues artists featured on the wall.

The Blues Alley invites passersby to take a walk through this important part of Mississippi Hill Country's history and culture. Ripley Main Street held their first blues block party in 2021 and plans to make this a yearly event. This alley has made a huge impact with the Ripley community by bringing together people of all ages, races, heritages, and life experiences.



Outstanding Public Improvement Project

Winner: Downtown Greenspace and Lighting Project
Nominated by: Holly Springs Main Street Chamber

In 2018 the City of Holly Springs embarked on a Downtown Revitalization Project that consisted of three objectives: adding lighting, greenspace, and crosswalks. Plans were developed, bids went out and the project began in 2019. The project experienced several delays as Covid-19 came into the picture in 2020. The addition of lighting around the canopies created an ambiance encouraging people to gather and walk around the Square after dark.

The greenspace added color, texture and more of a park-like feel to the Square. The crosswalks defined the areas for pedestrians to cross and drivers to stop and slow down. The city spent \$155,000 on this project. These funds were taken from the 1% of additional sales tax revenue that reverts back to the City. The lighting was ordered through a local business and Main Street member in downtown. All three objectives were met, and the project was completed in early 2021.



Design

Outstanding Façade Improvement Project

Winner: Catfish Row Museum

Nominated by: Vicksburg Main Street Program

Traveling along Highway 61, you enter the Blues Alley of the Mississippi Delta as you enter Washington Street in downtown Vicksburg. Just as you start up the street you will come across a corner building, 913 Washington Street. This building has come a long way, from wagon manufacturing, bottling 7-Up®, to even having famous blues musicians perform. It makes perfect sense for it to become a multicultural heritage museum.

Catfish Row Museum introduces a cultural heritage experience that showcases the unique and diverse aspects of Vicksburg — from its music, history and storytelling to its vibrant food heritage, religion, and the visual arts. In 2016, the Mississippi Legislature approved a \$500,000 grant to the City of Vicksburg for the museum project.



Opening in 2021, the museum gives visitors the ultimate experience of Vicksburg.

Outstanding New Development Project

Winner: Hotel Tupelo

Nominated by: Downtown Tupelo Main Street Association

The beautiful new Hotel Tupelo opened in Downtown Tupelo in December 2021. It is a four story, 79-room boutique hotel including a cool, bohemian restaurant, Jobos, along with ample meeting room space. The Tupelo Redevelopment Agency and the City of Tupelo partnered with Hattiesburg-based Thrash Group for the hotel. Private investment of this new development in Downtown Tupelo was \$12 million. Hotel Tupelo employs 45 people for both the hotel and restaurant.

Embracing the theme of Tupelo's Elvis Presley, the hotel brings new energy to Mississippi's hospitality scene. Hotel Tupelo has partnered with many Tupelo businesses including Queen's Reward Meadery, Delta Blue Jeans, Tupelo River Coffee, RAW Furniture, and other artisans. For the Award of Outstanding New Development Project, Hotel Tupelo hits all the marks. This gorgeous new design with innovative and creative characteristics will significantly contribute



to the economic vitality of the City of Tupelo and enhance its vibrant downtown.

Economic Vitality

Outstanding Small Adaptive Reuse Project

Winner: The Vault Salon

Nominated by: Main Street Clinton

Christe McKenzie, a stylist for 23 years, dreamed of opening a salon in Olde Towne Clinton. She found the perfect location on the corner of West Leake and Jefferson Streets, a building that sat vacant for years. Prior to transformation into The Vault Salon, it was the home to numerous businesses including multiple banks, dating from the 1950s, and city offices.

Christe's vision created a space that maintained historical elements, including the original vault, while bringing in modern finishes. Industrial, strong, bold, yet sophisticated with open space and natural light were the design inspirations. Christe's husband completed renovations, an approximate \$90,000 investment.



Demolition opened the space revealing stunning ceilings, and the bank's vault was transformed into the shampoo station for the stylists. Renovations began in November of 2020 and were completed in August 2021. The Vault Salon turned a once dim and silent corner into a vibrant part of Olde Towne Clinton.

Outstanding Large Adaptive Reuse Project

Winner: Ground Zero Blues Club

Nominated by: Biloxi Main Street

Smack-dab in the middle of the oldest section of one of the oldest streets, in one of the oldest settlements in the U.S., sits the Biloxi Kress Building. Built in 1927, S.H. Kress was a thriving store in a thriving downtown. Beloved by Biloxians for its affordable merchandise, its nifty lunch counter and the handsome, iconic architecture, the stately structure stood for decades as an integral part of downtown. The 1970s saw the decline of downtowns across the country and Biloxi wasn't immune from this phenomenon. Kress closed up shop and the building sat empty for years.



In 2014, an effort was made to turn the 20,000 square foot building into a live-music venue. The project ultimately failed in 2016. Once again empty for six more uneventful years, the building has finally found its second birth as Ground Zero Blues Club, an extraordinary music/food venue, with Mississippi Delta roots.

Economic Vitality

Outstanding Economic Impact

Winner: Hotel 27

Nominated by: Main Street Greenville

The Greenville Inn and Suites opened in 1997. With management changes, the inn was permanently closed in February 2020. Its closure left a void for travelers wishing to stay in downtown Greenville. Additionally, the buildings themselves played an important role in Greenville's history as the Mississippi Levee Board's buildings for 138 years. Nearly two years after closing, Main Street Greenville saw an opportunity to revive a defunct business and subsequently purchased, remodeled, and reopened the hotel.

Hotel 27 is the state's only non-profit hotel currently in operation. The opening revived a historic building, created nine new jobs, and offered a backdrop for community gatherings while filling the aforementioned void and providing increased tax revenue. Since opening, revenue has increased month over month. Visitors take pride in net proceeds from their stay being reinvested into the community. The hotel has been the setting for public and private events.



Outstanding Business Expansion

Winner: Biloxi Bicycle Works

Nominated by: Biloxi Main Street

Bart Luther visited Biloxi Main Street's office six months before opening his bicycle business. He had passion, vision, energy, and he realized it belonged in downtown Biloxi. He let nothing stand in the way of his vision or being part of the reawakening of downtown. Main Street assisted in determining the available vacant properties. He chose a historic house on Howard Avenue and began renovations early in 2020. Then enter the pandemic! Bart kept moving forward.

He made this leap of faith, changing career paths from finance to entrepreneurship. Biloxi Bicycle Works hit like lightning! Early on, he had a stunning number of orders, so he rented the building next to his store, too. Soon after, he needed even more space, so across the street he went for another building. He now occupies three buildings and downtown is an invigorated, healthier place because of the life, fun, and love Bart has brought!



Economic Vitality

Outstanding New Business

Winner: Munson and Brothers

Nominated by: Main Street Columbus

The empty building on 2nd Avenue North looked sad but would quickly become a community funhouse for kids and adults alike. Already entrepreneurs with two businesses and three kids, Ryan and Katherine Munson decided that with TLC and ingenuity, this was the perfect spot for their family-friendly beer garden, which quickly became a gathering place providing an amazing atmosphere for all ages. The renovated interior provides a cozy shopping/lounge area offering men's personal care products, jewelry, vinyl, art and a craft beer and soft drink bar.

Outside came a fence, bright mural, bales of hay, picnic tables, stage, sunshade, providing a wonderful outdoor social area for movies, live entertainment, dance parties, karaoke, trivia, kids' games, yoga, and an arts festival, all providing a much-needed presence, jobs, and



economic impact for this historic neighborhood. There is even a food pantry for those in need. This forgotten corner has come to life!

Outstanding Entrepreneurial Endeavor

Winner: Nelson Haskin, Jr.

Nominated by: Downtown Hattiesburg Association

Downtown Hattiesburg's culinary scene is thriving, with residents and visitors enjoying many locally owned eateries in the district. Hattiesburg's very own Nelson Haskin, Jr. is to thank for much of the district's growth during the past five years. In 2017, Nelson and his wife, Felicia, opened Blu Jazz Café, and they now own and operate SouthBound Bagel & Coffee Shop, Nellie's Chicken & Daiquiris, and Hattiesburgers & Blues too. Nelson recently added a food truck to his portfolio, delighting fans of his famous chicken tenders.

Nelson has worked tirelessly to build a successful series of downtown restaurants, while also offering his invaluable industry insight and business advice to other aspiring entrepreneurs in Hattiesburg. Nelson is a 2013 graduate of Southern Miss and served 20 years in the Army National Guard. Nelson has become well-known for his strong work ethic, commitment to excellence, and his generosity of spirit to inspiring others.



Special Awards

Main Street Hero

Winner: Betsey Hamilton

Nominated by: New Albany Main Street

One of our most closely held beliefs is that good events can bridge. Betsey Hamilton has been a visionary for the community of New Albany. Betsey saw an abandoned railroad as an economic driver. It took 10 years to complete, but The Tanglefoot Trail has revitalized the economies of six communities in North Mississippi. Outdoor enthusiasts from all over the U.S. and other countries visit The Tanglefoot, voted the Best Bike Trail in Mississippi in 2021.

Betsey also saw the need for preserving New Albany's heritage and pushed for New Albany to create a museum. She and a core group bought a house and turned it into one of the most admired museums in the state that also houses the only Faulkner Garden in the world! Betsey educated and rallied groups to embrace saving artifacts, buildings, and their stories in their communities because history is our story and our sense of place.

Betsey sits on the board of the Mississippi Department of Archives and History and was selected, along with seven other passionate trailblazers, to study and create a new state flag that would help our state move forward. Betsey quietly moves behind the scenes and makes a difference without pay, without recognition, and without accolades, equipped only with dreams, passion, and grit. She is New Albany's Main Street Hero!



Main Street Hero

Winner: Angela Wood

Nominated by: Picayune Main Street

The City of Picayune Beautification Department's desire was to have flowerbeds all over Picayune within budget. Eric Morris, Public Works Director, and Angela Wood, Director of the Beautification Department, researched greenhouses. Mississippi Power donated two carport structures, and the Pearl River Central School district donated two greenhouses to the city. City employees disassembled and reassembled the structures. The greenhouses were completed with budgeted funds, revenue from the sale of scrap metal and unneeded equipment and equipped with fans, gas heat, and automatic irrigation.

Today, Angela and her team cultivates and transplants over 6,000 plants twice a year. The team maintains 70 flowerbeds throughout Picayune. The downtown has 20 flowerbeds and 77 planters and hanging baskets. The project has achieved the goals to have flowerbeds all over Picayune and maintain the budget. Angela is known all over Picayune as the Beautiful Flower Lady; Angela Wood is truly a Hometown Hero.



Special Awards

Main Street Hero

Winner: Ellen Russell

Nominated by: Pontotoc County Main Street Chamber

Ellen Russell retired as the Pontotoc Main Street Chamber Director at the end of 2020. However, she not only attends every event, she's also always behind the scenes helping to make it all happen. Regardless of the situation, Ellen always brings a solution. She does this with a pleasant attitude and a pleasing heart. She's instrumental in helping create new events and ideas as well as keeping lasting traditions alive. Examples of this is her help with the Pontotoc Christmas Parade--a longstanding event for generations that brings thousands to Downtown Pontotoc --to helping with a new event, Tanglefoot Tinseltown.

Ellen's knowledge of the people and events of Pontotoc makes her an invaluable resource. A resource she uses to promote Pontotoc at every



opportunity she is given. Her willingness to help in the promotion and betterment of Pontotoc is unmatched which makes her a great Main Street Hero!

Main Street Hero

Winner: Chief Elsie Cowart

Nominated by: Sumrall Main Street Association

In 2017, Chief Elsie Cowart was named the first ever female Police Chief in Sumrall. She currently sits on the Southern Executive Board of the Mississippi Association of Chiefs of Police. She is a kind, compassionate, and virtuous leader. The Officers who work with her respect and protect her. She doesn't live in Sumrall, but most don't know that, because she acts as if it is her home.

Chief Cowart is passionate about the youth, visiting them often. She even puts on a yearly "Cookies with Cops" event. She has helped Sumrall Main Street by offering assistance in planning events, working extra officers at events, and even locating, nominating, and presenting businesses with local awards. She even embraced the



Sumrall Main Street mascot Bobbie-Jo, and has taken many, many photos with her. Chief Cowart is not just a Main Street Hero; she is a Community Hero, and Sumrall is lucky to have her.

Special Awards

Main Street Hero

Winner: Joyce Clingan

Nominated by: Vicksburg Main Street Program

Owning and operating your own restaurant certainly can have its own set of challenges. And yet, Joyce Clingan has been doing it for decades. Her world-famous restaurant in downtown Vicksburg, Walnut Hills, reflects how she views our community: comfort and true southern hospitality. She is a team player and wants all businesses to “ride the wave” of success. She values the rich history of our community and brought to fruition the preservation organization, “The Vicksburg Heritage Guild”.

Anytime an event or patron is in need Joyce steps right in to help. She understands the importance Main Street. She advocated to have her street included in the Main Street Taxing District; it was approved, and she has never regretted the decision. Like the preservation she works tirelessly to keep alive, the memories of gathering around



“the round table” are just a sliver of the hard work Joyce has put forth in the downtown Vicksburg community.

Paul Coggin Trailblazer Award

Winner: Corey Christy

Nominated by: Biloxi Main Street

Corey Christy is a fire-soul who stepped up in 2020 to make sure Downtown Biloxi did not wither during this unprecedented time! Corey was president of Biloxi Main Street from 2019-2021—he requested to have a two-year term because he had so many things he wanted to accomplish! Corey volunteers at all events, including planning and fundraising for Main Street’s First Friday events, leads the Bike Biloxi monthly bike rides through the downtown, provides entertainment, helps projects move from plans into reality, participates in cleaning up downtown, helps recruit new businesses to downtown, and his wife recently opened a restaurant in the heart of downtown. His leadership has put a positive face on downtown as

being a healthy, green place to work, live and play.



Corey has been the key in bringing art to downtown Biloxi. Corey decided during his time as president to begin a downtown art murals project to increase traffic in Downtown Biloxi. He started fundraising and was able to make 12 murals happen during the first year. Corey embodies the heart of Biloxi, and he is Biloxi Main Street’s Trailblazer!

Special Awards

Outstanding Merchant of the Year

Winner: Scott Reed

Nominated by: West Point Main Street

Petal Pushers has been open in downtown West Point for over 18 years. That's because owner Scott Reed isn't just in the floral business, he's in the West Point business. From flower arrangements, bridal registry, home decor and unique gifts, Scott's social media content, Facebook Live sales, and local deliveries are all reasons why he remains a hometown favorite. His eye-catching window displays light up downtown all year long.

In 2020, Scott and the Petal Pushers team were chosen to design and decorate the Mississippi Governor's Mansion for Christmas, sharing his talents from his downtown to across the state. For all the ways he gives back to his community, Scott is an active West Point Main Street board member, serving as President from 2014 to 2015, volunteering at events, and attending the national conference. Born and raised in West Point, Scott and dog Lucy even live in downtown on Main Street. Scott Reed is Mississippi's Outstanding Merchant of the Year!



Sam Kaye Excellence in Design Award

Winner: Brandon Bishop

Nominated by: Downtown Tupelo Main Street Association

Since 2007, JBHM architect Brandon Bishop has volunteered with the Downtown Tupelo Main Street Association, serving on the Board of Directors and Design Committee Chair. He helped develop Downtown Tupelo Main Street Association's Design Guidelines and has guided and approved hundreds of projects in Downtown Tupelo including residential and commercial developments, the Elvis Presley Trail, façade renovations, murals, and signage. Brandon is a wonderful example of a servant leader and has been instrumental in the design process, historic preservation, and beautification of Downtown Tupelo.

Brandon shares his passion for design and understanding of the intricate aspects of architecture and engineering to revitalize and enhance Downtown Tupelo. He is a dedicated and tireless volunteer fulfilling a time-consuming role that is vital to the organization and the downtown that he loves. Brandon's vision, dedication and



contributions make him truly worthy of the Sam Kaye Excellence in Design Award.

Special Awards

Heart of Main Street Award

Winner: Polly Rosenblatt (*posthumous*)

Selected by: Fellow Main Street Directors

Polly Rosenblatt faithfully served as the Director of the Woodville/Wilkinson County Main Street Association for 17 years. Polly steered one of the smallest Main Street programs in Mississippi with Woodville's population being less than 1,000, but she spearheaded great achievements through her resourcefulness for this historic, rural community.

Some of these projects included organizing the award-winning and long-running Woodville Deer & Wildlife Festival that promoted Woodville's cultural and artistic heritage, helping secure a Mississippi Welcome Center for Woodville in 2011, completing the award-winning historic rehabilitation of Polk's Meat Market and the Woodville Arts Park on the historic square that now serves as the Downtown Visitors Center, facilitating a downtown Farmer's Market, launching the award-winning Bicentennial Film, and providing support and resources to local businesses.



Polly successfully wrote and received numerous grants that have boosted the small Main Street program's budget, totaling more than \$6.7 million in public and private re-investment since 2004 when the program began.

Polly's work and legacy with Main Street will live on!

Main Street Revitalization Champion

Winner: Chris Chain

Nominated by: Main Street Columbus and Main Street Pascagoula

Chris Chain's name is synonymous with revitalization excellence. He began his career in 1986 by purchasing historic properties in downtown Columbus and developing the upper stories into residential apartments. He understood that a livable community brings vibrancy, and that residents in downtown develop that livable community. Chris has extensive knowledge in obtaining federal and state historic preservation tax credits. He has maintained historical architecture and restored over 150 properties throughout Mississippi, Alabama, and Louisiana. Even with his work schedule, Chris remains actively involved in Main Street and his community, having served as MMSA President this past year.

Chris says, "Rebuilding Mississippi's heritage is a passion." No one knows preservation like Chris. He is a leader in developing historic buildings and has been called a "pioneer for creating downtown living space." One can only imagine the millions of dollars of



economic impact Chris has had. Congratulations to Chris, whom the Main Street family affectionately calls, "Mr. Main Street!"

Special Awards

Charles Beasley Outstanding Main Street Director of the Year

Winner: Andrea Saffle, Downtown Hattiesburg Association
Selected by: MMSA Staff

Andrea Saffle is the ultimate Hattiesburger. She is an amazing advocate and standout leader for Downtown Hattiesburg. When duty calls, Andrea can just about wear any hat with ease. From being a business counselor and large-scale event producer to a morale booster and a champion of historic preservation, Andrea clearly exhibits an outstanding passion and commitment to all things Downtown Hattiesburg.

Andrea leads by example and happily lets others take the credit. She's well-known for being a true collaborator and all-around team player. Andrea has demonstrated how to partner well with tourism, the City of Hattiesburg, and other organizations in the community and understands the importance of leveraging partnerships to get vital revitalization work done and make Downtown Hattiesburg THE destination. Andrea has been leading the efforts of Downtown Hattiesburg for more than eight years and promoting Downtown as the creative heart of the community.

Andrea has been a significant part of Hattiesburg's growth and success through various events like the Hattiesburg Craft Beer Festival, Downtown Crawfish Jam, Star-spangled Celebration on the River, Downtown Victorian Candelighting, and First Saturdays downtown. Under her direction, Downtown Hattiesburg has enjoyed continued district growth with new and expanding businesses, and Downtown Hattiesburg has won several Mississippi Main Street Awards for its marketing, creativity, and economic vitality efforts.





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