

2021 Board of Directors

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Picayune Main Street's Mission is Downtown Revitalization and Historic Preservation

In an active Main Street community, the downtown is the traditional center for social, cultural, and the economic activity core which helps make communities great places to live, work and play.

Downtown is the heart of any city. It is Picayune Main Street's job to keep our heart healthy. You cannot have a healthy body without a healthy heart and the same thing applies to our community. Even though Picayune Main Street, Inc. events are in Historic Downtown Picayune these events have an economic impact on the entire community.

Picayune Main Street, Inc. applies the National Main Street Four-Point Approach- D.O.P.E Design; Organization; Promotion and Economic Vitality, to organize our program's goal, to plan for our future, preserve our rich resources and promote a thriving downtown district.

Our organization has an active Board of Directors; a fantastic volunteer group and a working relationship with City of Picayune and Pearl River County elected and appointed officials.

Picayune Main Street, Inc was designated 501©3 non-profit organization in 1998. The organization is governed by a board of directors, which is responsible for establishing policy, reviewing, and monitoring committee work plans in progress. The board participates in fund-raising, membership campaigns and serves on one of the 4-point committees. Picayune Main Street, Inc. is committed to sponsoring programs which fulfill our goals: historic preservation, community education and lessening the burden of local government.

Mission of Picayune Main Street, Inc. is to preserve the historic character and integrity of the downtown commercial and residential district; to enhance the culture and quality of life through active community involvement.

Vision for Picayune as a progressive Southern city which offers an excellent quality of life yet maintains its unique charm. Picayune Main Street, Inc. invites you to join us, a group of volunteers, who participate in and work to advance a new vision for our community:

- ✓ a clean well-lighted and inviting appearance day and night
- ✓ attractive storefronts occupied with a variety of appealing retail and service businesses
- ✓ activities that attract and benefit area residents, visitors, and industry
- ✓ a creative and lively center where people will want to live, shop, work, play and invest

MAINSTREET 4- POINT APPROACH

Design Enhancing the commercial district's physical appearance by rehabilitating historic buildings and managing design improvements and new construction. Serve to educate others about good design and offer advice that will encourage quality improvements.

Organization- Building agreement and cooperation among downtown and individuals, who have a vested interest in the commercial and residential districts, to work toward the same goals.

Promotion- Marketing the downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others. Focus on downtown's best assets and potential, building a unified image of downtown and establish downtown as the center of the community life.

Economic Vitality Strengthening the existing economic base of downtown while finding ways to expand to meet new opportunities.

We encourage locals to shop with our many merchants not just our downtown merchants but throughout the entire county. Shopping local helps strengthen our community. Small businesses are owned by people who live right here in Pearl River County, go to church here, their family members attend local schools, coach little league teams, instruct dance studios, donate to local animal shelters, Toys for Tots, Relay for Life etc.

When WE spend money in locally owned retail businesses, media, specialty shops, bakeries, drug stores, restaurants, services such as insurance, beauty salons, preferred doctors, chiropractor, local owned gas stations, etc. WE support our neighbors. Small Business owners give back to the community- through volunteering, in-kind contributions, or even cash donations. Small Business owners are often members of one or more of the many existing local organizations.

Time to Discover the Charm in Downtown Picayune, MS
Enjoy Events, Arts, Antiques, Shopping & Dining
Shop Historic Downtown Picayune

Main Street Members are people who may or may not live or work in Picayune downtown area, but they are people who envision a place that is attractive, thriving, and lively, active seven days a week. A town you can be proud to show off to visiting family and friends.

Your membership or participation in Picayune Main Street, Inc. will provide support for the operational work of the organization. This support helps provide Main Street with a staff and the cost of office expenses, sponsor events, and promotions. Membership fees also support the activities of our volunteer committees, Promotion, Design, Economic Restructuring and Special Events. Membership support is a critical piece of the public-private partnership “pie” that is making it possible to achieve Picayune Main Street, Inc. goals.

Picayune Main Street, Inc. goals are high. We plan to move quickly to make our community look and work better. We want those who walk around our town to feel safe and comfortable. We want to make sure our small retail and large companies thrive and expand. Main Street wants to attract new shops, services, housing, and entertainment opportunities.

In an active Main Street community, the downtown is the traditional center for social, cultural, and the economic activity core which helps make communities great places to live, work and play.

Picayune Main Street, Inc is a Proud Member of

Mississippi Main Street; National Trust for Historic Preservation; MS Heritage Trust & Visit MS Tourism Association

Members Benefits

- Volunteer and Business Members are invited to 2 General Membership Meetings & 2 Breakfast Event Planning Meetings held each year. Members network with each other and share upcoming events with those in attendance and share ideas. Special Guest Speakers are invited to speak during the General Membership buffet meal served to members and guest.
- Business Members can apply for a Matching Façade Grant available 2 times a year. January and June.
- Business Members receive a special rate to participate in the Bi-Annual Street Festivals.
- Business Members are included on the website and in Business Brochures printed at no expense to members.
- Business Members are invited to participate in several Downtown Annual Events.
- Business Members Specials are shared on Picayune Main Street, Inc Facebook page or vial email when requested. Picayune Main Street, Inc. has over 9000 followers on Facebook.

Annual Fund Raiser Events

Bi-Annual Fall & Spring Picayune Street Festival

Collectible Historical Christmas Ornaments

Annual Downtown Events

Bi-Annual Street Festival 1st Full Weekend in April and November
Shop by Candlelight/Christmas on the Rails 1st Friday in December
Blues & Heritage Festival possible a Spring Event March

Annual Community Activities

Downtown Seasonal Decorations
Christmas Appreciation Luncheon for City Employees
Assist/Promote Local Organization Fundraisers
Participate and support Toys for Tots



Picayune Main Street, Inc. Board of Directors extend a cordial invitation to you to join our organization. We are a dedicated group of small business owners, office professionals and volunteers, with a vision to move Picayune MS forward for years to come. Different groups have different interests in the downtown. And, while each may have a focus, all groups ultimately share the common goal of revitalizing the commercial district. By involving a broad range of constituents in the process, the downtown program can help each group realize that this common goal exists, and that cooperation is essential for successful revitalization.

\$1000.00 PLATINUM LEVEL Sponsorship

Large **Banner** on Front of Stage During 1 Music Event
Logo on **Banner Displayed at Events**- 2 Locations Hwy 11&43 North & Hwy 43 South Off Ramp
Company Logo on Letterhead, Outgoing emails, T-shirts, Flyers & Posters
Logo on back cover of Picayune Main Street, Inc. 16-page **Community Info Handout**- 250 Count Print
Company Logo on Website and Free-Standing Vinyl Banner used during events & meetings
Listed as a Sponsor for 1 General Membership Meeting or Special Event Meeting

\$500.00 GOLD LEVEL Sponsorship

Company Logo on Website, Outgoing Emails and Free-Standing Vinyl Banner used during events & meetings
Company Name on T-shirts, Letterhead, Flyers & Posters
Listed as a Sponsor for 1 Merchant Breakfast Meeting

\$250.00 SILVER LEVEL Sponsorship

Company Logo on Website, T- shirt and Free-Standing Vinyl Banner
Name Listed on Picayune Main Street, Inc. Flyers & Posters, Letterhead & outgoing emails.
Free-Standing Sign will be displayed @ during Picayune Main Street, Inc. events & meetings

Groups Typically Involved in Successful Local Downtown Revitalization Programs Include:

- **City and County Government**- Without the support and involvement of local government, it is doubtful that a downtown revitalization program will achieve long-lasting success. Local government can help provide the financial and information resources, technical skills, and leadership to the revitalization effort. Because local government plays a major role in directing the community's economic growth, it must be an active participant in restructuring the downtown's economic base and developing innovative solutions to downtown issues.
- **Financial Institutions**- Local financial institutions benefit from a revitalized downtown in many ways, from making new business loans to being able to attract new industry to the community. Banks and savings and loans can support the revitalization program by taking part in financial incentive programs, providing leadership, and seeking innovative ways to stimulate downtown economic development
- **Consumers**- In many ways, consumers stand to benefit the most from a revitalized downtown offering goods and services that meet their needs. Many local consumers who may not belong to an existing community organization will still be interested in participating in the revitalization effort and in helping make the downtown - and the community - a livelier place to be.
- **Schools**- can contribute to successful downtown revitalization in several ways. First, by involving young people in the revitalization process, the downtown program can reach a segment of the community that may not be familiar with downtown. Second, they can help students become positive contributors to the community's quality of life. Finally, by giving students opportunities to use their academic skills in a "real world" environment, they can help the downtown revitalization effort implement programs and activities.
- **Media**- Downtown revitalization means creating new jobs, generating new investments, and bringing more money into the community - all newsworthy activities. Thus, the media are usually major supporters of a downtown revitalization effort.
- **Relators** have a stake in the long-term health of neighborhoods. Community revitalization is important to the development of a competitive local economy. The growth of local economies can be stagnated if new jobs and migration are not matched in terms of homeownership opportunities in attractive, viable neighborhoods.

2020 Picayune Main Street, Inc. Accomplishments

**Applying the National Main Street 4-Point Approach- Design; Organization; Promotion & Economic Vitality
To help accomplish our mission of Downtown Beautification and Historic Preservation**

Downtown Design/ Beautification/Making Downtown More Lovable

- Mural- Rester Street & Williams Avenue on Wilson Printing Building
- Mural on Picayune Drug Building
- Mural on Stewart Insurance Building - Original Bank of Picayune Building
- Awarded Funds to complete 7 Façade Projects in Downtown Picayune
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Organization- Community Outreach

- General Membership Meetings with Special Guest Elected or Appointed Speakers to share community updates
- Share Local Community Events through Social Media Facebook, Instagram, and Email
- Shared through Social Media Grant Opportunities for Local Small Business Owners

Promotion

- Outstanding Façade Improvement Project- Making Downtown More Lovable Campaign
- Listed as 1 of 20 Premier Programs in the 2020 MS State Tour Guide
- Sponsors BiAnnual Street Festival the 1st full weekend in April and November- established 1995
- CoSponsors with City of Picayune the Annual Christmas on the Rails and Shop by Candlelight Event First Friday in December each year
- Partnering with City to provide essential service support of Street Festival.
- Updated 16-page booklet with Picayune History, Facts and Trivia, Downtown & Local points of interest, nearby attractions, a Downtown Walking map, and a local resource list
- Support Picayune Main Street, Inc. Annual events through paid advertising in our local Media- WRJW & Picayune Item
- 2020 Collectible Christmas Ornament Honoring Jack Read Park Pavilion
- Secured Funding from MS Heritage Area Program to Preserve trunk filled with personal material, papers and drawings of Wilfred Lockyer was donated to the Lower Pearl River Valley Transportation Museum by Mark and Lourie Formby through the Picayune Main Street program. Contents of trunk were examined, catalogued, and scanned under the direction of Rhonda Jenkins Price with the MS Heritage Area Program.
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Economic Vitality

- Received \$50,000.00 Grant for Downtown Revitalization Purpose
- Awarded \$10,500.00 Grants from Visit MS to promote Picayune MS
- Received \$ 5,000.00 Grant to for2021 Alley Projects
- Received \$1,000.00 Grant Downtown Beautification Grant from WalMart
- Awarded \$61,000.00 in Grants for Downtown Beautification Projects

2021 Picayune Main Street, Inc. WORK PLAN

Applying National Main Street Four-Point Approach- D.O.P.E

Design; Organization; Promotion; Economic Vitality

It is the mission of Picayune Main Street, Inc. to drive, enhance, and encourage investment in Downtown Picayune MS through Downtown Events, Beautification & Historic Preservation Projects. Main Street Communities always focus their attention and resources in the heart of the city. Throughout the year, Picayune Main Street, Inc. sponsors events in Downtown Picayune to help support a vibrant shopping/dining district, creating a place that attracts people and inspires them to return. Ongoing public events help drive positive awareness of Historic Downtown Picayune, MS. Bringing people from our entire community to the downtown on a regular basis throughout the year, serves to make citizens aware of the unique amenities that exist in the heart of Downtown Picayune, MS.

These vibrant events are an incentive for the shopper, visitor, resident, and investors to return to
The **New South Old Charm** of Downtown Picayune, MS.

2021 Design Work Plan

Work with City of Picayune to increase community support for downtown events
Re-look at Façade Grant Program for possibility to include alley or rear entrance
Contact Owners of Empty Building with request to make their storefronts more attractive-
including keeping sidewalks clean and safe

2021 Organization Work Plan

Designate an Event Sponsorship Chair to Increase Sponsorship
Designate a Membership Chair to Increase Membership
Re-Structure events with more volunteers

2021 Promotion Work Plan

Continue to Promote Picayune Main Street, Inc. Members Specials &
Community Organizations via Social Media
Evaluate all events and develop plan to streamline events
Set up 2 Breakfast Merchants Meetings to Plan Downtown Events
Encourage more Art Activities in the community – Research the need for a Maker’s Market

2021 Economic Vitality Work Plan

Be active and Promote the Keep Picayune Beautiful Campaign
Implement Creative ideas to attract consumers to downtown area

2021 Membership Application

Business Name: _____

Business Address _____

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Business Phone _____ Cell/Home # _____

Email Address _____

Membership Categories and Annual Dues

A. Individual / Family	\$	35.00
Vital Volunteers	\$	20.00
B. Business	\$	100.00
C. Civic Organization	\$	50.00
D. Financial/ Institute/Industry	\$	250.00
E. Event Sponsor 3 Levels	\$	250.00- \$1000.00
See Sponsor Level on page 3		

Please check your area of volunteer interest:

4-Point Approach Committees

___ Design Committee ___ Organization ___ Promotion/Advertising ___ Economic Vitality

Events Committees

___ Fall/Spring Street Festival ___ Christmas on the Rails/ Shop by Candlelight ___ Blues/Music Festival

___ Historical ___ Logistics ___ Special Event ___ Christmas Decorations

Member's Signature _____

Please complete form and mail to: Picayune Main Street, Inc. P. O. Box 1656 Picayune MS 39466

Date Received _____ Check # _____ Received by _____