

## 2021 Board of Directors

**President-** Tom Milar **Vice President** Jessica Tebo **Treasurer** Tim Hart **Secretary** Suzan Wilson  
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**Past President** Norman Howell **Emeritus** Bill Edwards **Director** Reba Beebe **Secretary** Katy Walker

### 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 12,000 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 1<sup>st</sup> Full Weekend in April and November  
Shop by Candlelight/Christmas on the Rails 1<sup>st</sup> 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.

### **Main Street Music Festival Partnership Levels**

#### **Platinum Partnership \$3000.00 (1)**

- Stage Partnership
- 2 Center Stage Tables
- 20 Armbands
- Digital Advertisement on stage screen (30 second commercials) During intermission
- Digital and print marketing placement including social media, website, flyers, posters, etc.
- Logo Static on top of screens
- Logo on Event T-Shirt

#### **Gold Partnership \$1250.00 (4)**

- Stage Front Table
- 10 Armbands
- Digital and print marketing placement including social media, website, flyers, posters, etc.
- Logo Static on bottom of screen
- Logo on event T-Shirt

#### **Silver Partnership \$500.00 (10)**

- VIP Table
- 6 Tickets
- Digital Logo Scrolling on Stage Screen during intermission

### **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 1<sup>st</sup> 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.
- Awarded \$11,500.00 in Grants for 2021 Alley Projects
- Received \$ 1,000.00 Grant Downtown Beautification Grant from WalMart
- Distributed \$ 61,000.0 in Grants for Downtown Beautification Projects
- SBA PPP Loan \$ 6,700.00 Grant/Loan Payment Protection Program

# **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** \_\_\_\_\_