

2019 Board of Directors

Ted Barze Tim Hart Julie Samples Jessica Tebo Norman Howell Beth Lenoir
Suzan Wilson Jim Howell Tom Milar Eileen Baker Angie Cross
Bill Edwards **Director** Reba Beebe **Assistant** Jo Scheel

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.

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. Board of Directors extend a cordial invitation to you to join our organization and help maintain the quality of life we enjoy in Picayune MS. 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.

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 General Membership Meetings held throughout the 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 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 6000 followers on Facebook.

Annual Fund Raiser Events

Bi-Annual Fall & Spring Picayune Street Festival

Collectible Historical Christmas Ornaments

Historical Books written by area writers such as

Carol Holden Lund, Nat Lovell & Colonel John Napier & More

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/ Spring Event March

Downtown Merchant Events

Fall & Spring Sidewalk Sale

Christmas in July

Third Thursdays

Shop Small Saturday

Annual Community Activities

Downtown Seasonal Decorations

Christmas Appreciation Luncheon for City Employees

Cancer Survivor Celebration Tea Relay for Life

Assist/Promote Local Organization Fundraisers

2019 Picayune Main Street, Inc. Levels of Sponsorship for Annual Events



**Christmas on the Rails
Shop by Candlelight**

\$250.00 SILVER Sponsorship

- Social Media Promotions
- Name/Logo on Posters & Flyers & Website
- Hay Ride Sponsor with Sign

Social Media Promotions

2K-3K Attendance



**Bi-Annual Fall & Spring
Street Festival**

\$1,000 Platinum Sponsorship

Stage Banner

Name on Flyers & Posters

Company Logo on Website

News Media, Social Media & Radio

Street Festival

\$500.00 Gold Sponsorship

Name on Stage Sign

Name on Posters

Name or Logo on website

News Media, Social Media & Radio

Street Festival

\$250.00 Silver Sponsorship

Name on Posters

Name or Logo on website event page

Social Media Promotions

30K-40K in Attendance

**Picayune Street Festival #2 on list
These 10 Fantastic Street Fairs Will Show
You The Best Of Mississippi**

<http://www.onlyinyourstate.com/mississippi/10-of-the-best-street-fairs-in-ms/>



**Fall & Spring Blues &
Music Festival**

\$1,000 Platinum Sponsorship

Stage Banner

Name on T-shirts

Name on Flyers & Posters

Company Logo on Website

News Media, Social Media & Radio

Blues & Music Festival

\$500.00 Gold Sponsorship

Name on Stage Sign

Name on T-shirts

Name on Flyers & Posters

Name or Logo on website

Blues & Music Festival

\$250.00 Silver Sponsorship

Name on Stage Sign

Name on T-shirts Name Flyers & Posters

Social Media Promotions

\$150.00- Name on Shirt

Name or Logo on website

2K-3K Attendance

Picayune Main Street, Inc. Board of Directors will be accepting 2 Façade Grant Applications from Downtown Business Members. 1st Grant Applications will be reviewed by the Economic Vitality and Design Committees in and awarded in February during the February General Membership Meeting.

2nd Façade Grant Applications will be accepted & reviewed in May with grant awarded during the May General Membership Meeting.

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

2018 Picayune Main Street, Inc. Accomplishments & Projects

May 2018, Picayune Main Street, Inc. was notified by National Main Street that Picayune Main Street, Inc. achieved 2017 National Accreditation.

Completed feasibility study for downtown sound system. Can be done for \$25-\$30K and fully meet the requirements document. Perhaps a new project would generate the grant/sponsorship/other funding to implement the system.

Acquired MS Main Street surplus shelving in Jackson. Assembled and installed at Picayune Main Street mini storages. Inventoried 3 mini storage units and condensed to 2 units

Held social media education for merchants led by RAD Media

Painted 43 downtown benches with assistance from Trustees from Pearl River County Sheriff Department.

Board of Directors chose the PMHS Football Stadium as the 19th Collectible Christmas Ornament in 2018.

Established a Late Nite Third Thursday Shopping event for Downtown Merchants each month in Summer 2018

Provided funding through 2 MS Tourism Grants for the purchase of speakers that are placed along the Walking Trail at Crosby Commons.

Nominated Crosby Commons Park as Outstanding Public Improvement Project and Jim Luke as Hometown Hero. Awards were presented at MS Main Street Annual Awards Banquet in June. Both awards were given to our nominees.

Through grant funding and Blues Event Sponsors, Picayune Main Street, Inc. was able to provide the funds for an Interactive Mural located on the side of the building located at 111 West Canal Street. The mural was designed and created by Local Artist Andy Green. Mark Herring with Herring Ford located the 1955 tailgate used on the mural, Lemuel Kendrick, Lemy's Collision donated paint and labor and Todd Roberts, owner of All Pro donated a sprayed bedliner.

Held the 1st Annual Dessert Contest during the 11th Annual Blues Event \$891.00 was raised for Toy for Tots.

Developed a new Street Fair income/expense database & reporting process that includes map with vendor info

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.

2019 WORK PLAN

Promotion

Launch a New Marketing Campaign - Social Media, Radio and Newspaper
Evaluate all events and develop plan to streamline events
Set up a Merchants Committee to Realign Downtown Events

Design

Work with City of Picayune to update sign ordinance
Redevelop Façade Grant Program
Work with Beautification on selection of trees and plantings

Economic Vitality

Be active and Promote the Keep Picayune Beautiful Campaign
Identify downtown parking issues and work with City to resolve problems
Implement Creative ideas to attract consumers to downtown area

Organization

Designate a Chair Person- for Event Sponsors
Re-Structure all events with more volunteers
Promote Local Community Organizations' Events

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P.O. Box 1656 Picayune MS 39466 601-799-3070-phone www.picayunemainstreet.com

2019 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
B. Business	\$ 75.00
C. Civic Organization	\$ 50.00
D. Financial/ Institute/Industry	\$ 250.00
E. Event Sponsor 4 Levels	\$ 150.00- \$1000.00

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 Festival

___ Historical ___ Logistics ___ Spring Event ___ Special Event

Member's Signature _____

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

Date Received _____

Received by _____