



As a Designated Mississippi Main Street Community and Main Street America™ Accredited program, **Picayune Main Street, Inc.** is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America Accredited programs meet a set of National Accreditation Standards of Performance as outlined by Main Street America.

Being a Main Street America™ member is a mark of distinction, and represents a commitment to continual improvement, community engagement, and rigorous outcome measurement. The status that comes with being a part of this network also sends a strong message to local stakeholders, as well as city, state, and national funders. It signifies that you are part of a greater movement that has a proven track record for generating impressive economic returns, preserving community character, and celebrating local history

Picayune Main Street, Inc. a 501©3 non-profit organization is a Nationally Accredited Program and a member of Mississippi Main Street Association comprised of Board of Directors, Vital Volunteers, and community organizers.

Picayune Main Street, Inc. Mission is to enhance our community and encourage investment in Picayune MS through Downtown Revitalization & Beautification Projects.

Committed to the belief that “Community Development precedes Economic Development”, the Main Street Association of Picayune, MS remains a driving force behind the booming economy of our Downtown District.

Through Partnerships, Sponsors, Fundraisers & Grants, we have changed our aesthetic from barren and derelict to colorful, usable, exciting, and Instagram worthy through facade grants for storefront improvements, creation of murals by local artists on once barren walls, and the full transformation of two alleys into vibrant public spaces.

Throughout the year, Picayune Main Street, Inc. sponsors events in Downtown Picayune, MS to help support a vibrant shopping and dining district and create a place that attracts people and inspires all to Enjoy Events, Arts, Antiques, Shop, Dine & Play Local while experiencing The New South Old Charm of Historic Picayune, MS

Our semi-annual Street Festivals see our population more than double. Shop by Candlelight and Christmas on the Rails are staples of the holiday season, while music events and sidewalk sales keep our downtown bustling year-round. While we focus our attention and resources in the heart of the city, our events and projects have a positive effect on Picayune and Pearl River County.

“Picayune” is A Precious Coin in the Purse of the South located 40 miles from the hustle and bustle of New Orleans and the big gaming action of the Mississippi Gulf Coast, we are strategically located to offer the best of both worlds: A hometown atmosphere and easy access to the busy world. Time to Discover the Charm in Downtown Picayune, MS Enjoy Events, Arts, Antiques, Shopping & Dining.

We would like to invite you to join Picayune Main Street, Inc.
Call 601.799.3070 for more information or email us info@picayunemainstreet.com



A Proven Strategy: The Main Street Four-Point Approach®

The [Main Street Four-Point Approach®](#) is a unique preservation-based organizing framework that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets – from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. The most effective Main Street programs get everyone working toward the same goal. With this level of collaboration, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Promotion- Promotion takes many forms, but the goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region. Promotions communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors. Promotion, in the Main Street approach, is a multifaceted method to focus community attention and interest on the historic downtown or neighborhood business district. Activities should support the overall revitalization effort and serve as an integral component of economic development strategies. In addition, promotions build a sense of community through special events that invite residents and visitors to socialize in the commercial district through entertaining activities.

Design means getting Main Street into top physical shape and creating a safe, preserving a place's historic character, inviting environment for shoppers, workers, and visitors. Successful Main Streets take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials.

Economic Vitality Through economic restructuring, we can show you how to strengthen your community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support.

Picayune Main Street, Inc. is Nationally Recognized Locally Powered



P.O. Box 1656 200 Hwy 11 South Picayune MS 39466 601-799-3070 Shop Historic Downtown Picayune

2022 Nationally Accredited Accomplishments Picayune Main Street, Inc.

Applying the National Main Street 4-Point Approach Design; Organization; Promotion & Economic Vitality

Design

- Funded Thigpen Alley Revitalization Project
- Awarded Funds to complete 2 Façade Projects on East Canal Street in Downtown Picayune
- 2022 MS Community Economic Development Award Canal Place/Bankers Alley Makeover Project
- 2022 SEDC- Southern Economic Development Award – Canal Place Alley Project 5001-15,000 Population
- Purchased Christmas Decorations for Jack Read Park through Donations and Event Proceeds

Organization

Keep MS Beautiful Awards Presented in 2022

- 2022 Civic Award 2nd Place Picayune Main Street, Inc.

Greater Picayune Area Chamber of Commerce Awards

- Vital Volunteer Susan Barker Spiers 2022 Citizen of the Year

MS Main Street Association

- 2022 MS Main Street Outstanding Fundraising Award for Kids Kingdom Sports Complex
- Awarded 2022 MS Main Street Home Town Hero – Angela Wood Downtown Beautification

Picayune Main Street, Inc.

- Purchased 50-inch Screen TV & Magnetic Board for Intermodal Center Conference Room for meetings

Promotion

- Listed as 1 of 20 Premier Programs in the 2021 MS State Tour Guide
- Sponsored 55th Spring Street Festival in April and 56th Semi -Annual Fall Street Festival in November
- Co-Sponsor with City of Picayune the Annual Christmas on the Rails and Shop by Candlelight Event
- Selected Crosby Memorial Hospital as the 2022 Historic Collectible Christmas Ornament

Economic Vitality

- Received \$45,000.00 in Grants for Downtown Revitalization Purpose
- Received \$6000.00 Grants from Visit MS Tourism to promote Picayune MS
- Received \$2500.00 MS Main Street for Thigpen Alley Project
- Received \$1000.00 MS Economic Development Council Canal Place/Banker's Alley
- Received \$2,000.00 Grant Downtown Beautification Grant from Wal-Mart
- Economic Vitality Team Completed Revitalization of "Thigpen Alley" on East Canal
- Donated \$5,000.00 to Pearl River County Community Center through Partnership Funds
- Donated through Partnership Funds \$5000.00 to I-59 Signage

2022 Grants Received & Awarded 53,500.00 2005-2022 \$ 2,767,549.20



www.picayunemainstreet.com

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2023 Picayune Main Street, Inc. WORK PLAN

Applying National Main Street

Four-Point Approach- 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 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 and invest in community.

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.

2023 Design Work Plan

Work with Downtown Business Owners to improve facades with grant fundings
Contact Owners of Empty Building AGAIN with request to make their storefronts more attractive

2023 Organization Work Plan

Appoint a Strong 2023 Membership Chair
Create an Even Stronger Event Team of Vital Volunteers
Re-Structure events with more detailed timelines for our Vital Volunteers

2023 Promotion Work Plan

Continue to Promote Picayune Main Street, Inc. Members' Specials and
Promote Community Organizations Events via Social Media.
Evaluate all events and develop plan to streamline events
Encourage more Art Activities in the Community.

2023 Economic Vitality Work Plan

Continue with our focus to make our Downtown more Welcoming to Visitors and Potential Investors