

Mississippi Main Street Association
Tuesday, June 6, 2000
Crowne Plaza
12:00 p.m.

This is their annual meeting. The attendees will be from participating cities in the program, their board of directors, etc.

Opening

1. Thank you for the introduction
2. Pleasure to be here
3. Opening story (something relative to growing up in a small town – ties into this program)

Main Points

1. The Downtown area of a city is its heart.
 - a. (Story about Batesville Main Street Association)
 - b. If you have a thriving downtown area, then you have a community that is vibrant and thriving.
 - c. It is important that our cities develop a balance between new growth and historical preservation
2. Downtown area is the place where our cities were founded

- a. Brick streets, green space, beautiful architecture sets the tone for story upon story about the first buildings that were built, the first doctor that delivered a baby in the city etc...
- b. It is the heartbeat that pumps blood to the rest of the city.

3. History –

- a. We cannot lose the stories of any of our cities' foundings
- b. It is important that we know where we started so that we know where we are going.
- c. Careful, planned and controlled growth is vital to our cities.

4. Rebirth –

- a. For years, many of our downtowns were ignored and became unused and desolate
 - i. It is because of programs such as the Mississippi Main Street Program that many downtowns have been revitalized.
 - ii. I have always said that one of our best assets are our caring people.

- iii. It is those people who are interested in rebuilding the downtowns across our state.

5. Economic Development

- a. Site visits
- b. We want visitors to be impressed with an entire city from the downtown to the new developments
- c. Developing new businesses
- d. New jobs

6. Public/private partnerships

- a. Cities must have an interest from the people of the community to be successful.
- b. Must develop new ideas and new partnerships.
- c. Must find new and innovative sources for funding revitalization projects.

Closing

1. Congratulations on your successful efforts to rebuild and improve Mississippi's downtowns.
2. Working together to make our state a better place