



The Creative Economy ...on Main Street

Mississippi Main Street Association is a program of the National Trust for Historic Preservation and the Mississippi Development Authority.

We work with communities that are trying to revitalize their downtown areas to create a better quality of life and a quality of place. Downtowns are the perfect home to the Creative Economy.

Through the proven Four Point Approach to Downtown Revitalization, Main Street works in four distinct areas; Organization, Design, Promotion, Economic Restructuring.

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program.

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district.

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, public art, parking areas, building improvements, street furniture, signs, sidewalks, street lights and landscaping, conveys a positive visual message about the commercial district and what it has to offer.

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. More than ever, the workforce is choosing where they want to live based on Quality of Life. They can work anywhere because of technology and the expanding creative culture.

For more information and to schedule a presentation in your community: www.msmainstreet.com