

# News from Main Street

## Successes on Main Street

NOVEMBER 2017



Dear Friends of Main Street,

It's hard to believe that Main Street Clinton is already celebrating its 10<sup>th</sup> anniversary. After a decade of progress, it's plain to see how Main Street has contributed to the continued revitalization, beautification, and growth of our city—the proof is everywhere!

For example, you may have enjoyed one of our many recurring community events, such as Fresh at Five, Olde Towne Markets, BBQ on the Boulevard, Olde Towne After Dark Trivia, the Caterpillar Parade, and movie nights (just to name a few!). Notably, over 5,000 people attended the Red Brick Roads Music Festival this year, an annual two-night concert series that has garnered both statewide and regional acclaim for our city. This event and others like it are vital; not only do they attract customers to Clinton's commercial districts, they offer the entire community exciting and fun activities to enjoy throughout the year.

Additionally, you've undoubtedly seen the impact of Main Street's diligent efforts to recruit new businesses. Main Street Clinton has worked tirelessly to promote economic development in Clinton over the years, and its success in this effort is plain to see—look no further, for example, than Olde Towne. Over the last decade, Clinton's brick streets have seen a steady revitalization, attracting new local businesses such as Cups, James & Leigh, Paxton Peak, Brick Street Pops, and many others. Importantly, Main Street helps both new and established merchants in both the Boulevard and Olde Towne business districts thrive by offering façade revitalization grants and coordinated advertising campaigns.

Though Main Street is on the move, we need your support to continue our momentum. As a nonprofit, we depend on contributions from to fund our community events and economic development programs. Please consider joining Main Street Clinton today so that we can continue to make our city a dynamic place to live, work, shop, and play—this year, next year, and in the decade ahead!

Sincerely,

David K. Parker  
President-Elect, Main Street Board

Main Street Clinton  
P.O. Box 156  
Clinton, MS 39060  
601-924-5472

### Main Street Clinton – Ten Years and Counting

A decade sounds like so much longer than it actually feels. In that time, Main Street Clinton has won twenty-one Mississippi Main Street Awards, established sixty reoccurring events, and assisted in locating over thirty businesses in the Main Street districts. When reflecting on the last ten years, it's not hard to identify why Main Street Clinton has been effective in its mission to revitalize Olde Towne and the Boulevard Business District. The generosity of local businesses who have invested in the program, great community partners who recognize the role that revitalization plays in the overall health and viability of our community, wonderful volunteer leadership on our Board of Directors and committees... All of these groups and individuals have enabled Main Street to have a substantial impact in our historic business districts.

### Red Brick Roads

For the second year in a row, Main Street Clinton has partnered with the Chamber of Commerce to bring Red Brick Roads—a two-day, two-stage music and arts festival—to Clinton. The outdoor concert took place on the historic brick streets of Olde Towne Clinton, the heart of the Clinton community, and

featured local singer-songwriters and regional bands, as well as filmmakers, visual and interactive artists, and more. Red Brick Roads highlighted local talent in a songwriters' round robin on Friday night, including three Mississippi acts: Cody Cox, Patrick McClary, and Schaefer Llana, as well as Alabama native Mackenzie Lockhart. Elliot Root was the headliner for the evening. The festival held a film screening on Friday night, highlighting Mississippi filmmakers and stories about the people in our state. Day two of Red Brick Roads featured a full day of live music, with three Mississippi bands including Young Valley, Greater Pyrenees, and the Southern Komfort Brass Band. Stoop Kids and Knox Hamilton also performed, with Colony House as the headliner for the evening. In addition to live music, Red Brick Roads featured an artist showcase, Mississippi food trucks and sweet treats, and craft beer. Renowned watercolorist Wyatt Waters painted onsite, as did caricaturist David Jackson, and interactive public art displays were featured throughout the festival. Over twenty local and regional beers were on tap, along with two exclusive festival brews. Red Brick Roads further establishes Olde Towne as the arts district for our community, celebrating local talent and creatives on the charming brick streets.

### Kick Off Your Weekend Early

When making plans for Thursday night, choose to spend it here in Clinton. Skip the drive and find great shopping and fun events in downtown Clinton. In the mood for music? Head to Cups on Thursday nights to see great local talent outside on the deck. Need a quiet place for reading? Stop in at Meme's Brick Street Bakery for study hours each Thursday evening. Want to get a jump start on your weekend shopping? Shop Olde Towne retailers during After Hours Shopping on the second Thursday evening each month. And for you smarty pants, show off your brains every Third Thursday night at Main Street's Olde Towne After Dark trivia night. Head to Olde Towne on Thursdays, where the night is still young.

### Finalizing Touches on New Home

The new train depot is set to be complete this year and will soon be home to the Main Street Clinton office. With beautiful wood details and train-inspired décor, the new depot is a replica drawing inspiration from three depots which once stood along the tracks. It will be home to historical displays and community events. We are looking forward to great things in this new space as we put the final touches on our new abode!

### Business is Booming

Business is booming in Olde Towne. This has been a huge year on Jefferson Street with the opening of three new businesses. Winstead Clothing Store, Ollie + Rae, and Good Citizen have all opened their doors on Jefferson Street, along with the relocation of Paxton Peak. You can now shop for men's clothing, women's accessories, outdoor gear, and gifts all on Jefferson Street! And coming very soon, grab a slice of pizza from The Bank by Pizza Shack opening just around the corner on Leake Street. Support all of our great merchants by shopping local!

### Harry Potter Trivia is a Hit

Main Street held its first themed trivia night in October, the much anticipated Harry Potter Trivia Night. 303 Jefferson was covered in Harry Potter themed decorations, with a Platform 9¾ brick wall, Quidditch hoops, and floating candles just on the exterior. Participants and trivia hosts alike dressed in costume; Dobby, Professor Trelawny, Moaning Myrtle, and more could be seen walking around the restaurant. There was even more fun inside the restaurant as 303 Jefferson offered three Harry Potter mixed drinks: Unicorn's Blood, Avada Kedavra, and Butterbeer. Participants could be sorted into houses by the sorting hat, with the House Cup awarded at the end of the evening. Other decorations, like house crests, dementors, Wanted Wizard posters, and more, were displayed throughout the restaurant. Thirty-six teams participated, spilling out of 303 Jefferson Street onto the sidewalk. Winners were awarded themed treats donated by Meme's Brick Street Bakery, gift cards from 303 Jefferson, and handmade wands. This event was the OTAD highlight of the year, and we look forward to more themed trivia nights in the future!

### Become a Main Street Clinton Member!

INDIVIDUALS	PATRON	BUSINESS/PROFESSIONAL
___ \$35 – Friends of Main Street	___ \$500 – Bronze	___ \$100 – 1 employee
___ \$100 – Family Membership	___ \$1,000 – Silver	___ \$200 – 2 to 9 employees
___ \$75 – Churches/Organizations/Clubs	___ \$1,500 – Gold	___ \$400 – 10+ employees
___ <b>PATRON</b> \$2,500	___ <b>INDIVIDUAL</b> \$10	

Business/Individual

Check amount \$ \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

Main Street Clinton • P.O. Box 156 • Clinton, MS 39060 • 601-924-5472 • www.mainstreetclintonms.com