



The Clinton Courier

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New signs, website improvements promote local tourism

Special to The Clinton Courier

Drivers along Interstate 20 have hopefully noticed new signs near exit 35, which City leaders say mark a milestone in driving tourism and visitors to the City of Clinton. After several years of coordination between the City of Clinton and the Mississippi Department of Transportation (MDOT), the vision for a complete wayfinding system to take motorists from Interstate 20 throughout the city has been realized.

“Tourism is a big industry in Mississippi, and the City of Clinton is working to increase the number of visitors who stay, eat and enjoy our Clinton,” said Mayor Phil Fisher. “Each visitor to the city represents an investment of new dollars into the cash registers of our local businesses, thus benefitting their success and viability. New and returning guests benefit local businesses with additional revenue and strengthen the existing tax base.”

Following the completion of the wayfinding signs on major corridors to move motorists from the entrances to the city along Interstate 20, the Natchez Trace Parkway, Highway 49, and Highway 80, MDOT installed brown tourist information signs along Interstate 20 directing motorists to Olde Towne Clinton. Once off the interstate, City wayfinding guides them



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to the Visitor Center and Olde Towne Depot for Visitor information from City staff.

City leaders say that, while some may question the importance of the brown signs, to tourists, the signs are important in informing them of points of interest. Throughout the United States, brown road signs are used for tourist information. The white lettering on a brown background is internationally recognized as information for tourists and can often incorporate a symbol related to the destination that is signed.

Whether it is capturing and inform-

ing drivers on Interstate 20 or informing potential visitors via targeted digital advertising, City leaders say they are striving to create the opportunity to grow Clinton’s tourism services, with the goal being to strengthen local businesses through the generation of new dollars from outside the community. Neighboring communities like Ridgeland, Jackson and Pearl continue to generate millions in revenue for local businesses by targeting tourists and short-term visitors.

Clinton leaders believe that the unique location of Clinton between Vicksburg and Jackson and on the

Natchez Trace affords the city the unique opportunity to become the place to stay for historical tourism.

“Years of preparation invested in revealing our city’s history and the designation of Clinton as an Historic District will start to pay dividends,” said Fisher. “With the brown signs, wayfinding, and billboards placed along the interstate, coupled with an advertising strategy utilizing the one percent tourism dollars, the city has begun to see increased stays.”

Advertising the city’s online historical tour through traditional and digital mediums coupled with information about staying in Clinton while visiting the Mississippi History Museum, Mississippi Civil Rights Museum and Vicksburg historical sites is expected to generate additional hotel nights and more restaurant visits.

To encourage visitors staying in Clinton to eat and shop in the city’s restaurants, the City has also created a digital visitor kiosk that has been placed in hotels, the Visitor Center, City Hall and the Olde Towne Depot. The interactive kiosk provides a concierge to help users plan their stay as well as an interactive map with images and descriptions of restaurants, things to do and places to shop. Residents may also access the interactive site by visiting VisitClintonMS.org.

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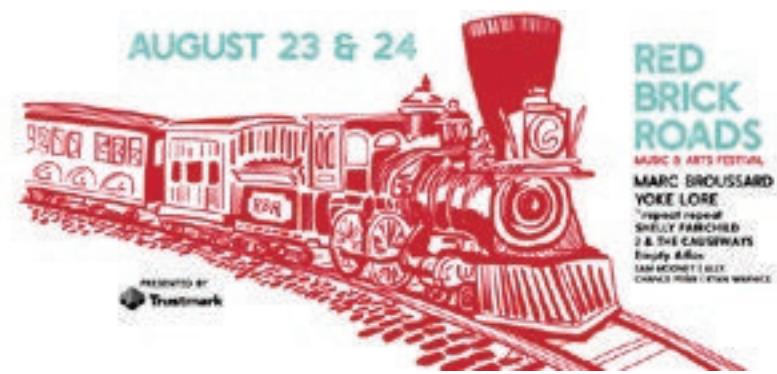
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Organizers continue prepping for Red Brick Roads Music and Arts Festival

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Organizers are working diligently to bring the fourth annual Red Brick Roads Music and Arts Festival to Olde Towne Clinton on August 23 and 24. Attendees will be able to enjoy live music, food, crafts and art vendors, plus a wide selection of craft beer - all on the historic brick streets of Olde Towne Clinton.

Main Street Clinton, the Clinton Chamber of Commerce, and the City of Clinton are coordinating to host the festival, which is a celebration of Mississippi creatives, featuring Mississippi musicians, Southern cuisine,



a Mississippi film showcase and the second annual Red Brick Brew Homebrew Competition. In addition, this year’s event will include a new Red

Brick Roads Talent Competition. The festival will feature twenty local and regional craft beers on tap.

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