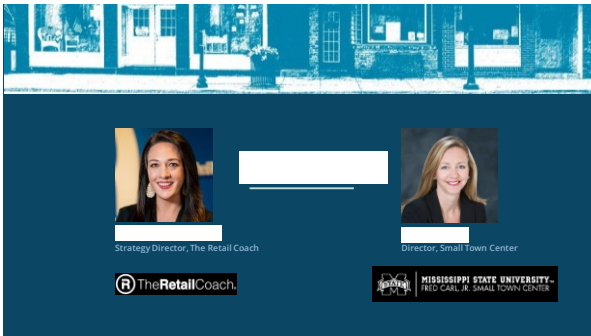


The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations.



SMALL PROJECTS, BIG IMPACT
MASC ANNUAL MEETING 2024
JULY 2024
Caroline Harrelson, The Retail Coach
Leah Kemp, MSU Fred Carl, Jr. Small Town Center



Strategy Director, The Retail Coach
Director, Small Town Center

TheRetailCoach
MISSISSIPPI STATE UNIVERSITY - FRED CARL, JR. SMALL TOWN CENTER

RETAIL RECRUITMENT IS ECONOMIC DEVELOPMENT....

- Local Job Creation
- Sales Tax
- Property Tax



TheRetailCoach
MISSISSIPPI STATE UNIVERSITY - FRED CARL, JR. SMALL TOWN CENTER

RETAIL RECRUITMENT IS QUALITY OF LIFE ENHANCEMENT...

- Local Restaurants
- Local Entertainment
- Community Vitality & Vibrancy
- Local Amenities through Goods & Services
- Resident Satisfaction



TheRetailCoach

MISSISSIPPI STATE UNIVERSITY - FRED CARL & SMALL TOWN CENTER

TheRetailCoach

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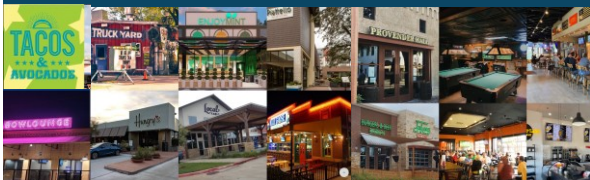
THE RETAIL COACH WE RECRUIT RETAIL.



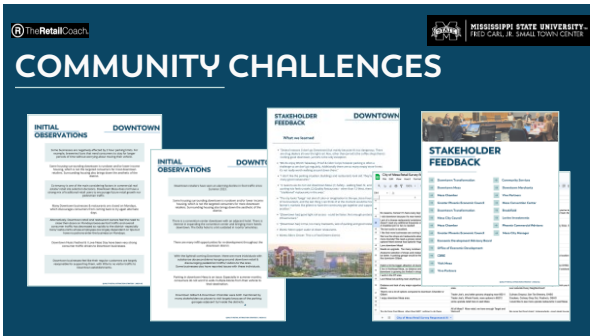
TheRetailCoach

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THE RETAIL COACH WE RECRUIT RETAIL.









PLACEMAKING AS A CATALYST FOR RETAIL GROWTH THROUGH...



Have you met our mayor? This way.

Senatobia

PLACEMAKING

Furniture 1. Dining Tables 2. Seating 3. Trash Recyclables 4. Bike Racks 5. Shade	Interactives 1. Interactive Instruments 2. Bicycles 3. Yard Games	Art 1. Banners 2. Sculpture 3. Murals 4. Crosswalks	Landscaping 1. Flower Baskets 2. Planters 3. Plant Material 4. Dog Waste Stations	Lighting 1. String Lights 2. Lanterns 3. Lightboxes 4. Light Pillars
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Programming

PLACEMAKING

- Placemaking is both a process and a philosophy.
- It inspires communities to collectively reimagine & reinvent public spaces, bringing people together in spaces that belong to everyone in the community.
- Placemaking capitalizes on existing physical assets, recognizes potential, and re-images everyday spaces into places where people linger, share stories, and create meaningful connections that inspire them to keep coming back.



TheRetailCoach MISSISSIPPI STATE UNIVERSITY
RED CARL, JR. SMALL TOWN CENTER

ART

Mail Paint!

Help us MARK THE MILE
between downtown and campus.

As a community, we are excited to see the progress of the Mail Paint project. We encourage you to share your thoughts and ideas with us. Your feedback is valuable to help guide the implementation and installation process that will take place along multiple community bike connections in July 2024.

Thank you for participating in the Mail Paint project. Your feedback is valuable to help guide the implementation and installation process that will take place along multiple community bike connections in July 2024.

The personal information you provide here will be shared with partners and cannot be shared in any other way. We will never sell your information. We are gathering data to help us understand what we are doing well at and participating in this process so that we can make improvements. Our goal is to get it right from the entire community as possible.



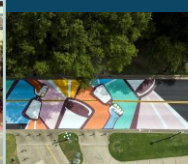
Your answer should only take 1-2 minutes of your time. Thank you for participating!

- Community Buy-In
- Stakeholder Feedback
- Community Pride



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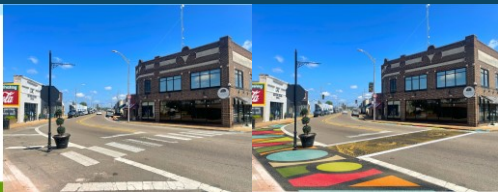
ART



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ART


STREET COLOR



VINEGAR BEND

ART



LANDSCAPING

	Full Sun Plan \$64 each (x 18) \$1152
	Partial Sun Plan \$56 each (x 18) \$1008
\$2160 total cost	



LANDSCAPING







SIGNAGE

Shhhhhhhh. Library this way.	Have you met our report? This way.	Foaling Hot? Eye water. This way.	Smelly and Puppies? Puffer station this way.	Who doesn't love a Gazebo?	Historic Courthouse. Safety alert!	Is that a splash pad in your pocket...park?
Did you say bacon? We got you.	You need coffee. That us.	Blue Mignon's Catfish. Last Gate. Repeat.	Dark. Bottle. Happy. Happiness.	Soda Fountain. Like it used to be.	Are you drooping? Grab a tea, and a hook.	Rough Day? Throw some awe.

Guerilla Wayfinding Signage

Cost of one 12" x 12" sign - \$8 Cost of zip ties to attach to poles - \$0.40 per sign

Cost per 100 signs = \$840

QUESTIONS?
