

IMPACT REPORT 2023



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 **SALTILLO**
MAIN STREET

OUR MISSION

The mission of Saltillo Main Street is to set Saltillo apart. Small projects make BIG differences.

By following the four-point approach set in place by the National Main Street Association, we hope to create a community where people want to be.

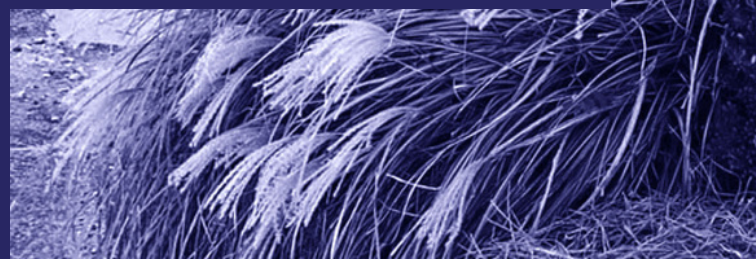
Abraham Lincoln said, “The best way to predict the future is to create it yourself.”

This defines the purpose of Saltillo Main Street. Join us and help us fulfill our mission.



*Alone we can do so little;
together we can do so much.*

Helen Keller



Our Team

Director:

Deanna Knight

Executive Board

President - Stephanie Box

Vice President - Chastity Benjamin

Secretary - George Crowder

Co-Treasurers -

Dana Finch and Greg Marshall

Board Members

Bryan Miller

Denny Waite

Lisa Robinson

Lauren Ellis

Dee Coleman

Stefanie Shields

Deundre Poole

Ethan Benefield

Past Presidents

Erica Morgan

Case Knight

Ron Cottom



Projects & Investments

- **Banners and hardware for downtown and Highway 145 thoroughfare - \$12,000**



- **Pocket Park/Farmer's Market/Stage -**
 - **\$10,000 local citizens donations**
 - **\$5,000 Elaine Dundy Foundation donation**
 - **\$5,500 Main Street's investment-to-date in Architects and Plans**
 - **DSJ Designs Partnership in Planning**



- **Train Mural Project - \$7,500**
 - **\$5,000 Mississippi Heritage Grant**



- **Children's Mural - \$4,500**
 - **\$3,000 MAC Grant**



- **Upgraded Christmas Decorations:**
 - **Sleigh and Reindeer \$1,500**



**Marketing and Advertising -
Radio, TV, Digital Billboard
\$25,000**



- **New field signs at Wesson Park Ball Fields and WK Webb Sportsplex – \$ 1,400**



- **City of Saltillo and Saltillo Main Street Rebranding (new logos and design for city signage) – \$5,500**
 - **\$5,000 Mississippi Heritage Hills/ Mississippi Main Street Grant**
- **Design by Muldrow & Associates**



Community Partnerships



- **Saltillo Police Department:**
We donated \$500 to help supply 1,500 children with school supplies at their 2023 Kids n Cops event.



- **Saltillo Junior Women's Club:**
Our Board Members helped pack 86 Shining Stars/Christmas blessing bags.



2023 Festivals & Events

Main Street Event Investments

Rails & Tails Rodeo - \$40,000

Party in the Park - \$10,000

Scarecrow Festival - \$5,000

Parade of Champions - \$500

Christmas Events - \$1,500



HAPPY 4TH OF JULY!
#SALTILOLIFE



Downtown Plans & Visions

- **DOWNTOWN POCKET PARK**

- \$175,000 Total Project Cost
- \$100,000 in ARPA Grant Funds in hand
- Bidding begins February 2024
- Plans include a Farmer's Market, Stage, and entertainment Area and outdoor musical instruments for children.

- **WAYFINDING AND NEW CITY SIGNAGE**

- Pending final approval of a \$500,000 Mississippi Main Street Revitalization Grant
- In need of a \$90,000 match

- **DOWNTOWN LIGHTS & SOUND**

- Approximate cost is \$10,000

- **GREENWAY WALKING/BIKING TRAIL**

- Connects Saltillo City Park to the WK Webb Sportsplex
- 1.5-mile track costs approximately \$300,000
- Main Street is applying for grants in 2024 to fund this project

- **WALKING TRACK IMPROVEMENTS AT THE SPORTSPLEX**

- Blue Cross Blue Shield Healthy Hometown Grant - \$100,000 is pending approval

- **ABANDONED CEMETERY CLEANUP**

- Two unkempt, abandoned cemeteries exist within the city limits
- Main Street would like to see signs erected and the cemeteries cleaned up

- **ADDITION OF HISTORICAL MARKERS IN TOWN**

- "Red" Merle Taylor- Country Music Trail Marker
- Katherine Kelley
- The Miller Sisters

- **HISTORIC STEEL BRIDGE RENOVATIONS**

- Initial estimates for improvements are \$50,000

- **Restripping**

the parking spaces and crosswalks Downtown

WELCOME HOME

SALTILLO
Mississippi



Reporting

City Demographics

Population 5,026

Median Age 35.5 (4% lower than the state average)

58% Married

93% High School Graduates

31% Hold Bachelors Degrees

91.5% White, 5.91% Black, 1.9% Asian

8.7 square miles in the city limits

Median Household Income \$75,000

\$175,000 Median Home Value

3 - A rated schools inside the city limit

Revitalization Projects, City of Saltillo:

- **New Sidewalks/Railings Downtown on Mobile Street**
- **Clean the Road bank by Renasant Bank and USPS Post Office**
- **New Fire Department Ground-Breaking and Plans**
- **Multiple Parks and Recreation Projects:**
 - **Tiger Creek Disc Golf Course**
 - **New bathrooms and concession stand at Wesson Fields**
 - **Turf on the WK Webb Sportsplex Fields**
 - **New Playground Equipment at the Sportsplex**
- **New Automatic Water Reader for the Water Department**
- **Paint and Cleanup at the Community Center**

**“Great things are not done by impulse, but by a series of
small things brought together.”**

— Vincent Van Gogh

Welcome Home

SALTILLO
Mississippi



Other Events & Projects

- **A Keep America Beautiful Committee was formed for Keep Saltillo Beautiful, and our affiliation has been approved.**
- **Work will start soon and will include Saltillo Area Cleanups biannually.**



A Keep America Beautiful Affiliate



- **Mayor's Healthy Hometown Committee Formed in the fall of 2023**
- **Formed Saltillo Main Street Youth Council at Saltillo High School in the fall of 2023: Twelve 11th and 12th grade students will participate and serve alongside Saltillo Main Street.**



Local Event Investment Sponsors

Tupelo Farm and Ranch
Skybox
Barnes Crossing Auto
Chad McMahan
Lee County Board of Supervisors
City of Saultillo
Tombigbee Fiber
Mitchell Distributing
Mississippi Insurance Brokers
Guru Properties
Companion Animal Care
Core Rehabilitation
Smith's Nursery
Renasant Bank
First American National Bank
Ashley Furniture
Carlock Auto
Blue Steele Mfg
Rafter P Bulls
Byrd Insurance
Elmos Military Supply
Internal Medicine and Pediatric Clinic
TAG Truck Center
Mandy Gunasekara

Goodwin Chiropractic
Lynn Bryant, Tax Collector
Cadence Bank
SuntekTTS
MAXX South
Malcomb Driscoll
Tony Rogers
Dan Gale
Mike Smith
Syntron
Carbon Fiber
iHeart Radio
Waste Management
Chick Fil A
Texas Roadhouse
Mike Ellis Welding
Blue Springs Safari
Hawkeye Construction
Miller Psychiatry
Bryan Miller
We Can Drone
Coca Cola
Fireplace Creations
Icon Photography

SPONSOR OF THE YEAR
2023
TUPELO FARM & RANCH



Salttillo Main Street Partners

Fireplace Creations
Miller Psychiatry
Smith's Nursery
Sweets by Tam
Syntron
Tiger Treats
Companion Animal Care
Sugar Mama Sweets
Integrity Auto
Tupelo Pest Control
DSJ Creative Design, LLC
Sunteck Transport
Martin Dentistry
Internal Medicine & Pediatric Clinic
Salttillo Chiropractic
Westrock
Turf Pros Inc
Salttillo Jr Women's Club
TwinCare Family Clinic and Aesthetics, LLC
Hannah Bakes
Elizabeth Boler (Colorstreet)
Blind Eye DJ
Anchor Realty LLC
Arnold Insurance
Life Point Church
Elmo's
All Safe Storage
Covenant Life
Mac B's
Mississippi Insurance Brokers
Black Sheep
The Warehouse
Journey Church/Journey Kids

Ritzy Roos
Martin Dentistry
Core Rehabilitation
JSR Construction
Lexie Grooms
OK CLAY
Local Lemon
Emmie Kate's Boutique
The Smoking Section
Elite Physical Therapy
Little Hood Farms
State Farm
BAMM - Food Truck
Babbling Brooke Vinyl
Renasant Bank

INDIVIDUAL PARTNERS
Bubba & Deanna Knight
Tony & Dana Finch
John and Melonie Kight
George Crowder
Vanessa Washington



Affiliations



KEEP AMERICA BEAUTIFUL AFFILIATE



**KEEP AMERICA
BEAUTIFUL**



Volunteers

Approximately 12,000 volunteer hours have gone into Main Street's planning and events. With the help of a dedicated board and a team of steadfast volunteers, things are getting done.

2023 Volunteer of the Year Katie Duggar



2023 Partner of the Year Skybox/Johnette Bramlett



2024 Events

Community-Wide Dog Microchipping Event
January 13

Spring Retail Event
Saturday, March 16

Community Easter Egg Hunt
Saturday, March 23

City Wide Yard Sale - no permits required
Saturday, April 13

Spring City Wide Clean up
Saturday, April 13

Summer Farmer's Market Events
TBD

Party in the Park
Thursday, July 4

Annual Rodeo
Friday & Saturday,
August 31 & September 1

Fall Farmer's Market Events
TBD

Fall Retail Event
Boo-tique Crawl/Witches Night Out
Thursday, October 17

Scarecrow Festival
Saturday, October 26

Doggie Pow WOW:
Microchipping Event to Raise Money
for a Dog Park
TBD

Downtown Christmas Open House
November 1 & 2

Shop Small Saturday
Saturday, November 30

Christmas Parade
Monday, December 2

Sip n Shop
Thursday, December 5

Pictures with Santa @ Smith's
Tuesday and Wednesday,
November 26 & 27

Cookies with Santa
Sunday, December 15



PARTNER WITH US FOR A BETTER SALTILLO

One Project at a Time

#saltillolife

#livingtheSALTILLOlife

**For more information on partnering with us or
on becoming a stakeholder please contact**

Deanna Knight

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