

Laurel MAIN Street

SINCE
2007



A WORD FROM THE EXECUTIVE DIRECTOR

Take a walk down any downtown street these days, and you'll run into visitors from all over the globe. I'm often asked, "Are you from here?"

I always proudly answer, "Born and raised."

It's a funny thing, having this conversation with someone that's not from Laurel, someone who's seeing our city with fresh eyes. They're enthralled by the picturesque streets and friendly shopkeepers, and a few have even loved it here so much that they became residents themselves. They're discovering what we've known all along: Laurel is a special place.

While this recent renaissance is one of many that our "City Beautiful" has experienced over the decades, it serves to highlight the most enduring reason that our city has thrived - the love of her people. Without the continued investment of Laurel's residents, she would not be what she is today.

Laurel Main Street was founded in 2007 by a group of locals who choose to invest their time, resources, and creativity in a better future for the city they loved. We're fortunate to be able to carry on this legacy and see so many of their dreams come to fruition.

As the advocate for an ever-growing list of downtown businesses, Laurel Main Street offers design guidance for new builds or remodels within the downtown footprint, makes grant funds available to supplement owners' investments in building improvements; leverages relationships with advertisers to promote member businesses; and acts as the liaison between members and local governmental entities.

In addition, LMS hosts six signature events each year, which draw thousands of visitors to our fair city and fund Laurel Main Street's facade grant accounts.

Laurel Main Street exists because a group of individuals loved their city and committed themselves to its betterment. That legacy continues, and we'd like to invite you to be a part of the continued growth and improvement happening in downtown Laurel.

Caroline Burks

Laurel Main Street Executive Director
director@laurelmainstreet.com
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THE PURPOSE OF Laurel Main Street is to establish a vibrant commercial district in and around Downtown Laurel, enhance our community and heritage, foster a center of activity and ensure economic stability for the heart of Laurel, Mississippi through concentrated efforts of design, promotion, organization and economic revitalization.

LAUREL MAIN STREET BOARD OF DIRECTORS



Lee Bounds / *President*
Woodland Realty
Event Chair, Crawfest
2019



Mandy Hegwood / *Vice President*
Neel-Schaffer
Design Committee
2018



Mallorie Rasberry / *Treasurer*
Rasberry Producer Group
Past President
2011



Nicki Hudson / *Secretary*
Community Bank
Chair, Organization Committee
2020



Whitney Pickering
City of Laurel
Economic Vitality Committee
2012



Hilary Burroughs
Sanderson Farms
Design Committee
2013



Josh Nowell
Marcella Investment Group
Economic Vitality Committee
2017



Mike Axton
Michael J Axton, CLU, ChFC & Assoc., GA
Organization Committee
2016



Keri Rowell
Lott Furniture
Chair, Promotions Committee
2020



Michael McKinnon
MMA
Chair, Design Committee
2020

LAUREL MAIN STREET BOARD OF DIRECTORS



Aly Smith
Laurel Mercantile
Organization Committee
2022



Thomas Steinwinder
Brown and Caldwell
Chair, Economic Vitality Committee
2020



Lew Yoder
Gilchrist, Sumrall, Yoder, Yoder & Leggett
Past President
2011



Truitt Taylor
CRC Insurance Services, Inc.,
Immediate Past President
2016



Danielle Ashley
Jones County Board of Supervisors
Advisory
2016



Brad Kent
SouthGroup Insurance
Past President
2011



Kat Romero
City of Laurel
Advisory
2021



Chris Tullos
Jones County Chamber of Commerce
Advisory
2022



Caroline Burks / *Executive Director*
Guild and Gentry
2020



Elizabeth Kent / *Executive Assistant*
2011



COMMITTEES

In accordance with its mission, Laurel Main Street operates through the activities of four committees: design, promotion, organization, and economic vitality.

DESIGN COMMITTEE

MEETS THE FIRST TUESDAY OF THE MONTH

The design committee is tasked with preserving the visual and architectural integrity within the downtown footprint. They manage facade grants, lighting projects, signage design, and limited architectural consulting for member businesses.

Members: Michael McKinnon, Chair; Mandy Hegwood, Susan Vincent, Andrea Milham, Hunter McLeod, Hilary Steinwinder, Regina Loper, Laura Jones, Katie Jefcoat, Trey Gibson

PROMOTION COMMITTEE

MEETS THE FIRST THURSDAY OF THE MONTH

The promotion committee exists to foster relationships with advertisers in order to promote members locally, as well as plan and execute marketing campaigns and collateral to be used by both LMS and its members.

Members: Keri Rowell, Chair; Kat Romero, Terri Knight, Elizabeth Fanslow, Heather Brown, Sydney Baker, Alise Mathews, Becca Hawkins

ORGANIZATION COMMITTEE

MEETS THE SECOND THURSDAY OF THE MONTH

The organization committee is the action arm of Laurel Main Street, managing event logistics, volunteers, and execution.

Members: Nicki Hudson, Chair; Peggy Padilla, Aly Smith, Brad Kent, Brittany Ward, Christy Drennan, Ebonee Johnikin, Elizabeth Kent, Mike Axton, Jim Rasberry, Natalie Herndon, Rod Hollins, Todd Sullivan, Becca McAlpin, Tyler Clark

ECONOMIC VITALITY COMMITTEE

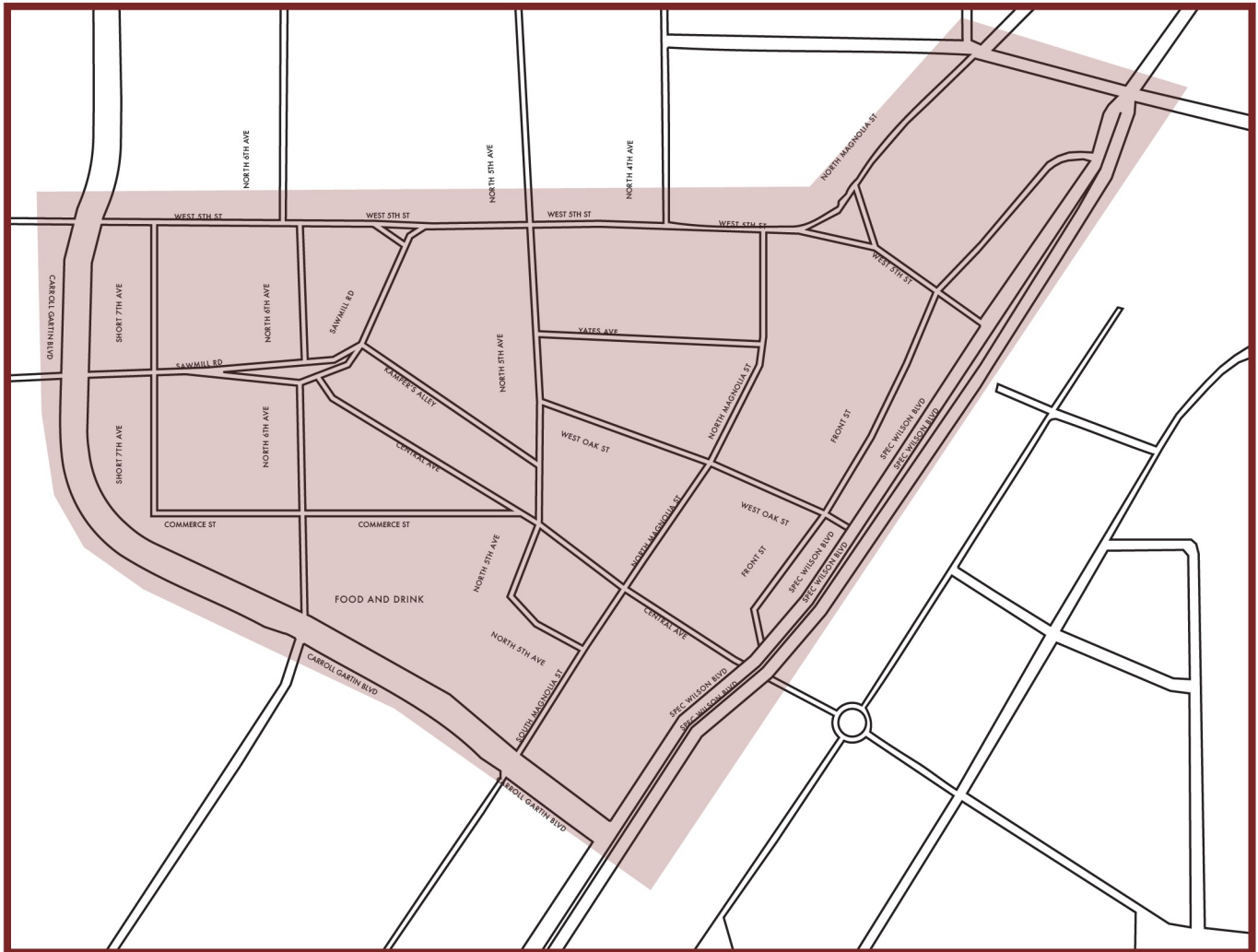
MEETS THE THIRD THURSDAY OF THE MONTH

The economic vitality committee acts as an advocate for Laurel Main Street and its members to city and state officials, working hand in hand to complete projects that benefit all residents of the city.

Members: Thomas Steinwinder, Chair; Whitney Pickering, George Bassi, Susan Vincent, Joseph Cole, Russ Griffin, Truitt Taylor, Chris Wilson, Josh Nowell, Brad Kent

*All meeting dates subject to change.

LAUREL MAIN STREET EVENT DISTRICT



Laurel Main Street is located on Central Avenue in Downtown Laurel. While LMS events are held exclusively within the downtown event district, shaded above, our supporters are located across the city, the state, and even the country. We appreciate the fresh perspectives that each of our shareholders bring to the table, and all are welcome. If you'd like to invest in Laurel Main Street, or be put on our list of event volunteers, we'd love to add you to the growing list of Laurel Main Street supporters.



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SIGNATURE EVENTS

Laurel Main Street's signature events serve to bring our community together to experience all that Downtown Laurel has to offer.



MAGNOLIA STATE BANK CHILI COOKOFF

HELD THE SECOND SATURDAY OF FEBRUARY

Laurel Main Street kicks off each new year with the annual Magnolia State Bank Chili Cook Off! The event takes place the second Saturday in February and is on North Magnolia Street with music, beverages (coke products & beer), and teams competing to be the winner. All entries are cooked on site and judged by a team of professionals.



FIRST STATE BANK LAUREL LEAP DAY

HELD THE FIRST SATURDAY OF MARCH

On the first Saturday of every March, we take it to the streets for downtown Laurel's only 3-on-3 Basketball Tournament — Laurel Leap Day! Courts will be set up in the parking lot along Front Street with plenty of room in the bleachers for spectators to cheer on their favorite team.



COMMUNITY BANK CRAWFEST

HELD THE THIRD SATURDAY OF APRIL

Laurel Main Street welcomes spring each April with the crawfish boil to end all crawfish boils. Each year, roughly 30+ teams compete to boil the best pot, competing for prizes for best traditional boil, best side items, and People's Choice. With celebrity chefs, famous faces, and the best crawfish you'll ever eat, it's not an event to miss.



HOWARD INDUSTRIES LOBLOLLY FESTIVAL

HELD THE FIRST SATURDAY OF OCTOBER

The Loblolly Festival was Laurel Main Street's first signature event, and remains its largest. Celebrating Laurel's history as a sawmill town, the festival features craftsman and folk art alongside more modern offerings. This festival is free to the public and draws attendees from all over the country.



CADENCE BANK TREE LIGHTING

HELD THE FIRST FRIDAY OF DECEMBER

Celebrate the holidays in downtown and kick off the Christmas season with the Cadence Bank Christmas Tree Lighting. Sing carols around downtown Laurel's largest Christmas tree, and finish off the festivities with the annual Sertoma Christmas Parade.



WINE DOWN DOWNTOWN

HELD THE THIRD FRIDAY OF THE MONTH, MARCH - SEPTEMBER

Wine Down has become a fan favorite -- for good reason -- since its inception in late 2020. Each month during its six-month run, visitors can purchase a commemorative LMS wine glass and sample wine at participating businesses. The event encourages after-hours shopping and always draws a crowd.

2023 EVENT DATES

MAGNOLIA STATE BANK CHILI COOKOFF	SATURDAY, FEBRUARY 11, 2023
FIRST STATE BANK LAUREL LEAP DAY	SATURDAY, MARCH 4, 2023
COMMUNITY BANK CRAWFEST	SATURDAY, APRIL 15, 2023
HOWARD INDUSTRIES LOBLOLLY FESTIVAL	SATURDAY, OCTOBER 7, 2023
CADENCE BANK CHRISTMAS TREE LIGHTING	FRIDAY, DECEMBER 1, 2023

WINE DOWN DOWNTOWN

FRIDAY, MARCH 24, 2023	FRIDAY, APRIL 28, 2023	FRIDAY, MAY 12, 2023
FRIDAY, SEPTEMBER 15, 2023	FRIDAY, OCTOBER 20, 2023	FRIDAY, NOVEMBER 17, 2023

*All event dates subject to change.



2022 SHAREHOLDERS

Laurel Main Street is a people-centric organization. Our shareholders are committed to building a better future for Laurel and continuing the work of LMS. We'd like to invite you to join them.

Laurel Main Street works in close partnership with the City of Laurel, the Jones County Board of Supervisors, the Jones County Economic Development Authority, and the Jones County Chamber of Commerce.

PINEHURST \$5,000+

BANCORP SOUTH	HOWARD INDUSTRIES
COMMUNITY BANK	MAGNOLIA STATE BANK
FIRST STATE BANK	

Pinehurst shareholders will receive an LMS welcome packet and ten (10) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

MAGNOLIA \$2,500+

MISSISSIPPI POWER	NEEL-SCHAFFER ENGINEERING
SANDERSON FARMS	SOUTHERN BEVERAGE

Magnolia shareholders will receive an LMS welcome packet and eight (8) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

FRONT \$1,000+

ALBRITTON CONSTRUCTION	BURSON, ENTREKIN, ORR, MITCHELL & LACEY
BRANDON PETROLEUM	CHANCELLOR'S, INC.
CAVES & CAVES PLLC	KIM'S NO BULL
CITIZENS NATIONAL BANK	WALTERS CONSTRUCTION
SOUTH GROUP	THE WHARF'S BOILING SHACK
TRANSFAE	

Front shareholders will receive an LMS welcome packet and six (6) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

CENTRAL

\$500+

BURROUGHS COMPANIES

L.C. PARKER

MIKE AXTON

GILCHRIST, SUMRALL, YODER, YODER, & LEGGETT

Front shareholders will receive an LMS welcome packet and four (4) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

OAK

\$250+

ENGINEERING XCELLENCE

DOC'S EASTSIDE LIQUOR

ENT SURGICAL CLINIC

FAMILY DENTAL OF LAUREL

WELLS PHARMACY

WOODLAND REALTY

Oak shareholders will receive an LMS welcome packet and two (2) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

PATRON

\$100+

THE LEE BOUNDS FAMILY

THE DREW BROWN FAMILY

THE CASEY BUTTS FAMILY

THE MICHAEL BURROUGHS FAMILY

THE ANDREW ISHEE FAMILY

THE KEVIN KELLY FAMILY

THE JUSTIN MCELROY FAMILY

THE JOE MILLER FAMILY

THE JOSHUA NOWELL FAMILY

THE JIM RASBERRY FAMILY

THE JORDAN SMITH FAMILY

THE THOMAS STEINWINDER FAMILY

Oak shareholders will receive an LMS welcome packet and one (1) free event entries, good for entry to any one (1) LMS event. All shareholders will be promoted by level in all publicity and listed on laurelmainstreet.com.

FRIEND

\$50+

LOWERY HICKS

MARISSA LANDON

JASON SHOWS

All shareholders will receive an LMS welcome packet and be promoted by level in all publicity and listed on laurelmainstreet.com.

COMMUNITY

+

BCLEAN

COCA-COLA

DUNN ROADBUILDERS

HEADRICK SIGN COMPANY

SERTOMA OF LAUREL

SUEZ/VEOLIA WATER

All shareholders will receive event entries commensurate with contribution, an LMS welcome packet, and promotion by level in all publicity and listed on laurelmainstreet.com.

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MAIN
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