Dear Community Partner,

As we look ahead to another year of growth, creativity, and shared progress in New Albany and Union County, we invite you to renew your membership with New Albany Main Street. Your partnership fuels the work that strengthens our local economy, enhances our public spaces, and preserves the character that makes our community such a special place to live, work, and visit.

Our Progress & the Power of Partnership

- **2026 Accomplishments**
  - Installed **five new downtown murals**, expanding public art and cultural vibrancy.
  - Added **new uplighting** throughout **newly landscaped beds** to enhance nighttime appeal.
  - Advanced the **Park Along the River revitalization project**, strengthening recreation and connectivity.
  - Completed the **new library parking lot,** improving access for residents and visitors.
  - Established a **native plant educational garden** at the Welcome Center
  - Delivered major upgrades at the **Magnolia Civic Center,** including improvements to the **sound booth**, new **flooring,** and a refreshed **marquee**.
- **2027 Initiatives**
  - Introducing a comprehensive system of **new wayfinding signs** throughout downtown to improve navigation, strengthen district identity, and elevate visitor experience.
  - Releasing **Tallahatchie**, a new documentary that tells the story of the Tallahatchie River and its deep connection to New Albany and Union County, highlighting the cultural, historical, and ecological significance of the river that shaped our community.
- **The Role of Partnerships in Our Mission**
  - The continued success of New Albany Main Street depends on **strong, diverse partnerships** across our community.
  - While downtown businesses remain central to our work, **businesses throughout the broader city and county and outside the historic district—are equally essential** to advancing our mission.
  - Every partner contributes to a more vibrant, economically resilient New Albany, helping us deliver projects that enhance quality of life, support local commerce, and create a welcoming environment for residents and visitors.
  - **Your membership ensures we can sustain this momentum, expand our impact, and continue building a thriving community together.**

We hope you will continue this important partnership by renewing your membership for the coming year or becoming a new supporter. Together, we can build on the progress we have made and keep New Albany/Union County moving forward with purpose, pride, and unity.

With appreciation,
Billye Jean Stroud
Director of Community Development and Main Street

NEW ALBANY
MISSISSIPP
MAIN STREET ASSOCIATION

JOIN TODAY!

BillyeJeanStroud,Director 662.534.3438 PRINTED AUGUST 2027

OUR 2027 PARTNERSHIP DRIVE IS UNDERWAY!

WE NEED YOUR SUPPORT NOW MORE THAN EVER

Over the years, the New Albany Main Street Association has achieved significant growth and accomplished many improvements. Our partners are the key to these achievements. We count on businesses and individual investments in Main Street to carry out all the improvements you see (and don't see) in our community.

The success of historic downtown, our community's heart, is a source of pride and a symbol of our quality of life for all citizens.



THE MISSION

The Main Street Mission is "to enhance the culture and quality of life in New Albany through planned revitalization, diversification, and preservation of the downtown historic district through active community involvement."

We can only do this through partnerships helping this nonprofit organization raise its operational budget.

PARTNERSHIPS

are open to all businesses, organization, and individuals interested in New Albany.

Individual $50

Small Business $150
Up to 5 Employees

Large Business $250
More than 5 Employees

Industry $500

We are asking for your support to help us sustain our program of work which preserves, strengthens, and enhances the "heart of our community".

2 WAYS TO JOIN

- Return a completed Membership Form with payment to the New Albany Main Street Office.
- Complete the membership form and pay online at:

www.newalbanymainstreet.com/membership

JOIN TODAY!

www.newalbanymainstreet.com



NEW ALBANY MISSISSIPPI MAIN STREET ASSOCIATION

BENEFITS

BillyeJeanStroud,Director 662.534.3438 AUGUST 2027

KEY PARTNER BENEFITS



MARKETING & PROMOTION

- Promotion on our social media accounts
- Listing on our online Partner Directory
- Opportunity to participate in the Main Street Money gift certificate business program.
- Opportunity to participate in cooperative promotions.
- Ribbon Cutting

EVENTS AND PROGRAMS

- Annual Spring Gala Fundraiser participation.
- Tallahatchie Riverfest participation
- Invitation to all membership events and seminars offered locally and through Mississippi Main Street Association.
- Opportunity to participate in cooperative promotions and events.
- Two tickets and vote at annual meeting.
- Members in the Historic District have the opportunity to participate in Façade Grant Program.

NEWS & INFORMATION

- Regular emails with updates on downtown and Main Street accomplishments
- Partner Only Access on website
- Liaison to city and county governments regarding issues affecting downtown and business community.
- Access to resource library, state and national resource network, and referral services.

DOWNTOWN AND MORE

Not only does the New Albany Main Street Association work the four-point approach in the historic district, but in other areas of the city as well. All residents and businesses benefit from our partnerships with the Union County Library and Union County Heritage Museum on community wide initiatives and events. Our work organizing festivals, writing grants for park revitalization and public art, collaborating with garden clubs and schools to promote programs, and hosting work days with volunteer groups from the local Boys & Girls Club and The University of Mississippi benefits all of New Albany and Union County.

2027 Partnership

Billye Jean Stroud, Director
135 Bankhead Street | PO Box 125
New Albany, MS 38652
662.534.3438

Type Of Membership

*Choose your type of membership

Individual, $50 ☐
Personal, Not a Business Listing

Small Business, $150 ☐
5 or less employees

Large Business, $250 ☐
More than 5 employees

Industry/Manufacturing, $500 ☐

Public Membership Information

The following information will be shared in the public membership directory

Name to be listed in Directory :

Address :

Address Line 2 :

City, State : Zip Code

Public Phone : Number

Email :

Website :

Facebook : Instagram

TikTok : Other

The following: information will be used internally and not published in public directory.

Primary Contact Person :

Title :

Address :

City, State : Zip Code

Cell Number :

Email :

Additional : Contact Person

Email :