

*Main Street Collierville Grant proposal*

**Organization:** Main Street Collierville  
125 North Rowlett, Collierville, Tn 38017

**Contact:** Laura Todd, Executive Director  
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**Organization Mission statement:**

The mission of Main Street Collierville is to preserve and enhance the Town square area as the heart of Collierville and provide for a successful business and residential environment.

**Description of organization:**

Main Street Collierville (MSC) is a 501 ( c ) ( 3 ) non-profit organization formed in 1991. Its main focus is to preserve, promote, and protect the heritage of the town through the very heart of the community itself- the Historic District of Downtown Collierville. Our work fosters a sense of community pride, historic value, and small town wholesomeness to Collierville citizens, while also providing for a thriving business and residential environment. MSC hosts and promotes a year-round calendar of events to forge the link between past and present small town charm and the sophistication of urban growth.

**Project description: 25<sup>th</sup> Anniversary Celebration**

Main Street Collierville will be celebrating our 25<sup>th</sup> anniversary year in 2016. The purpose of our celebration is to bring community awareness to our district and our program. MSC is currently the only certified Main Street community in Shelby County and voted by *Parade Magazine*-America's Best Main Street. We are requesting banners in our downtown area and funding assistance with a mural.

(1)Sunset on the Square Summer Concert banners to replace the original banners designed in 1991. The Summer Concert Series is our signature event for the community, which is a great economic development tool as a promotional event. This free family event consists of an eight week concert series which MSC is solely responsible for implementing. It was recognized regionally and awarded a Top Twenty designation by Southeast Tourism Society and received the Memphis Most award for " Best Family Event" from the Commercial Appeal.

(2)Gateway banners to mark the Poplar entrance( to be placed on MLGW poles between Main and Walnut) into the Historic District and banners in the Downtown area posted on the lamppost. Banners are a design element of our program as well as assisting with the promotion of our

**business district for tourism strategies. These strategies continue our efforts of economic revitalization and a sustainable downtown program.**

**(3)“ Mural on Main ” would be a hand painted mural by a local artisan located on the side of the building located at the corner of Main and Mulberry. The public art would capture the branding used for the Collierville Civil War markers/brochures, Main Street Collierville’s Tennessee specialty license plate, and gateway banners. Using the avenue of art, allows efforts of Heritage Tourism, the Arts, and Entrepreneurism on a Main Street which can spark interest in a district to continue to produce a thriving cultural economy.**

**Budget:**

- **25- Sunset on the Square Summer Concert Series banners**

**25- banners estimated cost                      \$80 each**

- **10- Gateway Banners**

**10- banners estimated cost                      \$80 each**

**( currently brackets in place when the US Flag is displayed – might need to adjust for new banners)**

- **25- Banners on Town Square and district    \$80 each**

**Mural painting- assistance with the branding artwork to be placed on the side of building**

**Estimate of \$5,200**

**TOTAL REQUEST    \$10,000**

**All 3 projects would assist our non-profit in our 25<sup>th</sup> anniversary celebration efforts.**

**Thank you for your consideration and support of our organization. If full funding is not available we would accept partial funding.**

***Main Street Collierville believes that if a community preserves the integrity of its heritage, that heritage will in turn preserve the integrity of the community.***