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UCDA to implement TVA Consumer Connection

In March, UCDA will implement a new economic development program created by TVA called Consumer Connection.



The Consumer Connection is a program that TVA developed to link Valley communities with business opportunities, expansions, and retentions. The program is designed to help community leaders understand retail development and retention in order to expand the local tax and revenue base, enhance property values, support job growth, and enhance capital investment.

“We are excited about the program,” said UCDA Executive Director Glenn Duckworth. “For some time now we have been exploring ways to better our retail recruitment efforts. This program will help us do just that.”

Through a series of workshops led by Teresa Taylor of TVA, the UCDA Consumer Connection team (comprised of business owners and community leaders) will learn what site selectors are looking for, develop our community’s strategy for retail recruitment, and learn how to market our community to retail companies.

According to TVA, communities that can prove to retailers that they have the unique customer base and sites for their products will be successful in growing their retail sector. And retail development serves as a catalyst for other large-scale economic development projects.

“The program will be an excellent addition to the efforts UCDA already conducts in its day to day operation and current economic development efforts.” remarked Duckworth.

For more information about the TVA Consumer Connection program, visit the TVA website at www.tvaed.com.

Rail Corridor Alliance Formed

Concerned citizens and community leaders have officially banded together to form the Rail Corridor Alliance (RCA). The group has organized for the purpose of promoting and advocating the preservation of the abandoned rail corridor that goes from New Albany to Houston as an intact corridor for economic development. It is non-profit and currently has no funding.

Representatives from Union County who serve on the committee are Zack Stewart (Overall Chairman of the RCA Group), Betsey Hamilton (Union County Chair), Jill Smith, Phil Morris, Jack Dalton, and Amanda Kent (UCDA’s Tourism/Community Development Specialist).

Currently all three Boards of Supervisors have elected to pursue a feasibility study of the project. Three Rivers Planning and Development District is applying for a grant that would pay for 100% of the study.

The UCDA Board of Directors adopted a supporting resolution at its last monthly board meeting stating we “do hereby support the **Rail Corridor Alliance** (RCA) of Chickasaw, Union, and Pontotoc Counties in their efforts to preserve the abandoned railroad right-of-way as an intact corridor from New Albany, Mississippi to Houston, Mississippi for economic development.”

To view answers to frequently asked questions about RCA and rail corridor preservation and to get a copy of the supporting resolution, visit the downloads section of the UCDA site at www.ucda-newalbany.com

UCDA News

From the Executive Director

Recent weeks have been a whirlwind of activity around the UCDA office. Immediately after Christmas, we made our long awaited move to the former Post Office building.

While some work remains to be done on the building, the office is functional and the boxes are gradually being unpacked. Work is underway to develop exhibits and displays for the Welcome Center.

We have continued to work with our partners in Lee and Pontotoc Counties on the Wellspring Project including a visit to the Legislature in January and more recent planning meetings.

Work is continuing on the Cooper Electric and HMC Metal Forming projects and finalization of funding to connect Master-Bilt to the City's sewer system is expected soon.

Three new websites – City of New Albany, UCDA, and Tallahatchie RiverFest – have been developed and gone online

recently. Planning is well underway for the 2006 Tallahatchie RiverFest.

UCDA will also be undertaking some new activities soon. We will be working with the Union County Heritage Museum on a special promotional campaign to highlight the new interpretive exhibits as well as the Faulkner Garden. UCDA will be working with TVA on the Consumer Connection, a retail recruitment program (See article on Page 1). We are also in the process of developing an Ambassadors program. More information on this program will be presented in future newsletters.

With all the ongoing activities plus the new initiatives, it does not appear there will be any dull moments around the UCDA office anytime soon.



RiverFest planning season is here; UCDA needs YOU!



It's time to begin planning for the 2006 RiverFest! Much work has already been done around the UCDA office. However, as usual around this time of year, the entire committee meets to begin planning the more intricate details of the festival. That's where you come in! UCDA is always looking for a few new, good volunteers. If you are interested in planning one of the largest community events in New Albany and Union County, please call Amanda Kent at 534-4354 today!

UCDA submits UNITE Grant Applications



The Union County Development Association recently submitted a grant application to UNITE to help defray the remaining costs associated with developing a Welcome Center in UCDA's new home, the former Post office building.

UCDA also assisted with several other grant applications.

Amanda Kent (Tourism/Community Development Specialist for UCDA) wrote or assisted with three additional grant applications. Those applications were a Union County Red Cross application for a laptop computer, projector, and screen; a Keep New Albany/Union County Beautiful application for signage; and a City of New Albany Beautification Board application for beautification at the newly completed Tallahatchie River Bridge.

UCDA receives temporary office assistance

The UCDA office is getting a little extra help these days. UCDA recently obtained extra office assistance through a U.S. Department of Labor National Emergency Grant. Three Rivers Planning and Development District administers the grant.

The grant, part of a program to get people back to work after Hurricane Katrina, is paying for UCDA to have one extra set of hands in the office for the next six months.

“This opportunity couldn’t have come at a better time,” said Glenn Duckworth. “Since we have moved our office and are still continuing to set up in our new location while continuing normal operations, we really needed help getting everything in order.”

Judie Shelton of Myrtle is working in the UCDA office about 20 hours a week helping in developing displays in the lobby, researching the history of the building, updating the UCDA database, and assisting with general office duties.

“We are glad to have Judie on staff; she is an asset to UCDA.” said Duckworth.



New Display System for UCDA Lobby Area

How does having **your** company brochure or business card prominently displayed in the one building that most all newcomers or visitors are bound to visit sound to you? Well, you can! Soon, that will be one of the many perks of being a UCDA member.

UCDA has recently contracted with a company called Profile Display that works exclusively with Chambers, Tourist Information Centers, and Economic Development Agencies to have a display system installed in the lobby area of our new office that can house numerous brochures and business cards.

“This is a tremendous opportunity for our members,” said Amanda Kent. “This display will be a one stop shop location for people new to the area looking for a variety of services. And information about our members’ businesses will be the only brochures and business cards there to see.”

In addition to housing information about UCDA members, brochures about our community and surrounding communities will also be available in the lobby/Welcome Center.

The lobby area of the UCDA office will be similar to that of Welcome Centers around the state. When someone visits our community, this will be the location to come to find out all about New Albany and Union County.

UCDA is still developing the guidelines for displaying brochures or business cards in the lobby area. However, only professional pieces will be accepted and only UCDA members will be allowed to participate. It will be the responsibility of members to maintain the supply of their materials and only enough materials to fill the respective member’s slot on the display board may be left at the UCDA office.

In late March or April, more information will be available about how to participate in the new program. By May, the new display system should be in place.



UCDA would like to say “Thank You” to **John Young of Seven Star** for all of his assistance with the renovation of UCDA’s new office. John provided expertise during the development of the project and also loaned some necessary materials during the renovation. Thank you, John!

City of New Albany Beautification Board celebrates Arbor Day

On Friday, February 10, the City of New Albany Beautification Board celebrated Arbor Day by planting a native cypress tree at the Sportsplex. UCDA's Tourism/Community Development Specialist Amanda Kent helped coordinate the tree planting.



Pictured are (Top L to R) Kent; Edgar Capaning, Park and Recreation Director; Marjorie Livingston, CB Chair; and Mayor Tim Kent. (Bottom L to Right) Jean Ashcraft, City Beautification Board Member; and Christy Grant, New Albany Main Street Association Director.

Museum planning several upcoming events



The Union County Heritage Museum staff have been very busy and have several upcoming events planned. They are as follows:

Historic Gardens is Cellular South's Museum Moment program set for noon, March 9. The event is also sponsored by The New Albany Garden Club. Susan

Harkness, horticulturist from Mississippi State University, will present a study of the plants of historic gardens from several eras. The event is open to the public and light refreshments will be served.

Cellular South will present an exhibit opening at the Union County Heritage Museum Thursday, March 9, from 5 p.m. until 7 p.m. featuring **The Art of Bobby Coltharp**. The opening reception will be on Thursday night and a Gallery Talk by Mr. Coltharp will be held Sunday, March 12, 1:30 p.m.

On March 26, two exhibits will open. "**The Land, The Resources and The People,**" **A Time Line of Union County**, the long-term interpretive exhibit sponsored by Bank of New Albany, features fossil life exhibits, the Chickasaw Homeland, pioneers, Civil War, William Faulkner, Paul Rainey, the timber industry, and 20th Century conflicts, with both objects and interpretive information. The public opening is set for 1:30 p.m. until 3:30 p.m. on Sunday.

Also on March 26, the exhibit **From House Calls to Hospitals** will open from 1:30 p.m. until 3:30 p.m. Medical care in Union County is explored through the objects, photographs, and stories of the doctors, nurses, and midwives who have served the public in this county. This exhibit is sponsored by Baptist Memorial Hospital in Union County, which is celebrating 40 years here, and Bank of New Albany.

Senator Thad Cochran will be the special guest at a reception at the Union County Heritage Museum on April 11, from 4 p.m. until 6 p.m. The public is invited.

NOTE: UCDA is working with the Museum staff to develop an advertising campaign and new museum brochure. UCDA and the Museum received a City of New Albany Tourism Grant for this project.

Office news

The historically correct light fixtures in the lobby area of the new UCDA office have been installed. A photo of one of the impressive fixtures is to the right. The fixtures were the last items necessary to finish the remodeling project with the MS Department of Archives and History. However, there are still a few projects in the office that need to be completed before an open house can be held. The break room and work room cabinets still need to be installed. Once those projects are complete, UCDA plans to have an open house. Nonetheless, we are very proud of our new space and encourage everyone to come by for a visit anytime!



Mississippi Market

From the Mississippi Development Authority

The Mississippi Market will be celebrating its 10th Anniversary on June 9-10, 2006, at the Trade Mart in Jackson. Only Mississippi manufacturers, artisans, wholesalers, and service providers are invited to sell their products and services to the retail buyers that attend from throughout the Southeast. If your business is interested in participating or attending the event, application packets are available at the UCDA office. You can also find more information at www.mississippimarket.org.

Design for Elected Officials Seminar

UCDA staff member Amanda Kent recently attended the Design for Elected Officials Seminar held in Giles Hall on the campus of Mississippi State University.

The seminar was held to help elected officials and community leaders make smart growth choices that are right for each unique community. The speakers were some of the brightest minds in urban planning from around the country.

“The general theme from most all the speakers was to be true to your community, preserve your history, think green, and make your town walkable,” remarked Kent.

Elected officials who attended the event were Ward One Alderman Jeff Olson and Ward Four Alderman Bill Tucker.

UNITE and TRP have space in UCDA's new office

The Union County Development Association Board of Directors recently voted to make office space available on a part-time basis for UNITE and the Tallahatchie River Players. The two organizations share a spare office in the building.

“We are happy that we were able to accommodate them,” said Glenn Duckworth. “UCDA has a great working relationship with both organizations. It seemed only natural to have them with us in this great historic building.”

Both organizations can be contacted on the UCDA main telephone line of 662-534-4354.

News & Events



Community Calendar

The events listed below are not necessarily UCDA sponsored events.

3/9/2006, 12:00 PM -

Cellular South's Museum Moments

Presentation on Historic Gardens
by Susan Harkness of Mississippi State
University

662-538-0014

114 Cleveland Street

FREE

Light Refreshments will be served

Sponsored by The New Albany Garden Club

3/10/2006, 7:30 PM

The Tallahatchie River Players present, "The Diary of Anne Frank"

Magnolia Civic Center/Cine Theatre

127 East Bankhead Street

March 10, 11 at 7:30 PM

March 12 at 2:00 PM

March 8, 9 (Time TBA for Schools)

Ticket Information: Call the UCDA office at
534-4354

3/21/2006, 12:00 PM

Lunching with Books

Union County Library

Lunch Provided

March Speaker: Mrs. L.D. North

March Book: "In the Beginning" by Chaim
Potok

534-6915 or 534-8717

Sponsored by Friends of the Library

Membership: \$5

Membership not required to attend

3/26/2006, 1:30 PM

Grand Opening of the Interpretive Exhibit: "The Land, The Resources and the People"

A Timeline of Union County History

Union County Heritage Museum

114 Cleveland Street

1:30 PM - 3:30 PM.

662-538-0014

www.ucheritagemuseum.com

3/26/2006, 1:30 PM

Grand opening of the exhibit "From House Calls to Hospitals"

Union County Heritage Museum

114 Cleveland Street

1:30 p.m. until 3:30 p.m.

662-538-0014

www.ucheritagemuseum.com

4/1/2006, 10:00 AM

Great American Clean-up

Sponsored by Keep
New Albany/Union
County Beautiful

Call the UCDA

office at 534-4354 to

find out how to

participate.

\$100 cash award to

the group that collects the most trash.



If you have an event you would like included, please email Amanda Kent at
amanda@ucda-newalbany.com or call 534-4354.

UCDA reserves the right to exclude any events deemed not appropriate for its newsletter.



UCDA would like to extend a very special THANK YOU to the Union County Sheriff's Department for all their help during the Post Office renovation and our recent move. The department painted the entire interior of the building and some of the rails outside. They also helped us move everything out of the old office and into the new office. They even helped us move furniture from room to room a couple of times while we decided the best location! THANKS!



Union County Development Association

P.O. Box 125
 New Albany, MS 38652
 662-534-4354

Membership Application

Classification

Annual Investment

Industrial, Wholesale, Retail, or Service:

Number of Employees

1-5	150.00
6-10	175.00
11-20	250.00
21-50	325.00
51-100	425.00
101 & over	425.00 + 1.25

For each employee over 100

Professional:

150.00 per professional

Hotels/Motels/Bed & Breakfast/Apartment complexes:

150.00 + 1.00/unit

Individual

75.00

Name of Firm: _____

Address: _____

State: _____ Zip Code: _____ Phone: _____ Fax: _____

Email: _____ Web address: _____

If branch, address of home office: _____

Type of Business: _____ Classification: _____

Number of Employees: _____ Number of Professionals: _____

Primary Contact Person: _____ Title: _____

My Membership Payment is enclosed. Please send me an invoice.

Please send me more information about UCDA and its efforts.

Yes, I am willing to serve on a committee for UCDA. Please send me more information.

**Email: info@ucda-newalbany.com
www.ucda-newalbany.com**



Union County Development Association

P.O. Box 125
135 East Bankhead Street
New Albany, MS 38652

Phone: 662.534.4354
Fax: 662.538.4107
Email: info@ucda-newalbany.com

Bulk Rate
Permit
#25
New Albany,
MS 38652

President, Kelton McClinton

Vice President, Mike Staten

Executive Director, Glenn Duckworth

Administrative Assistant, Nancy Moore

Tourism/Community Development

Specialist, Amanda Kent



For all the latest news and events, be sure to visit us online at www.ucda-newalbany.com and the City of New Albany online at www.visitnewalbany.com!

UCDA unveils new Tallahatchie RiverFest website design

The Tallahatchie RiverFest has a new and improved website! The site, designed and created by Lance Moore of Moore Sites, will be jam-packed with all the latest RiverFest news and event information.

“We are very proud of the new website design,” said Amanda Kent. “The RiverFest site needed to be re-worked. The festival has garnered national attention; we needed a website that matched the level of prestige associated with the festival.”

To see the newly re-designed website and find out all the latest RiverFest information, log on to www.tallahatchieriverfest.com.

The RiverFest Committee is also accepting applications for the 2006 event and is busy making plans for the festival, to be held **September 22 and 23** in downtown New Albany. Mark your calendar now and make plans to attend one of the best community festivals around!



www.tallahatchieriverfest.com



Would you like to receive this newsletter and other community news and events via e-mail? Complete the form on page 4 and send it to the UCDA office today. You can fax it to 662-538-4107 or email it to amanda@ucda-newalbany.com.

A special message from the Union County Extension Office

Union County Fairgrounds & Arena

Use Policy and Rental Fee Schedule

revised January 2006

Union County Arena

The Union County Arena (UCA) is available to rent for family oriented events and activities. In addition, the arena can be rented on a short-term basis on certain days and hours (when available) for horse riding or practice. **ALL** rentals must be approved and reserved in advance including leisure horse riding and practice. The following conditions and terms are required for renting the UCA:

Reservations:

ALL use of the UCA must be reserved in advance including leisure riding and practice. Reservations can be arranged by calling the Union County Extension Office at **662-534-1916** between the hours of 8- 12 am & 1-5 pm Monday thru Friday. You must also pick up keys in advance for grounds and/or light switch cabinet during these hours. **Keys will require a deposit and must be returned the next business day following an event or short-term activity.**

Reservation Policy:

A rental agreement form must be signed by the responsible party and fees paid in advance of use.

The facility can be reserved for events (except leisure riding) up to one year in advance with a deposit. Cancellations must be made at least one month prior to the reserved date to obtain a refund of the deposit. The facility will not be available for rental two weeks prior and one week following the Union County Fair and Livestock Show.

The UCA will not be available for short-term rental when in preparation for events. Short-term rental reservations are made on an "as available" basis and no more than one week in advance.

Fee Schedule:

1 Day – \$250.00 includes use of restrooms, electrical and sound system.

2 Day - \$400.00 includes use of restrooms, electrical and sound system.

3 Day - \$500.00 includes use of restrooms, electrical and sound system.

Reservation deposit: \$100.00 (*will be applied toward rental fees*)

Non-Profit Organization Rate - \$125.00 per day

Short-Term (up to 4 hours) - \$30.00 – does not include restrooms or sound system.

Key Deposit - \$10.00 – will be refunded upon timely return of the keys.

Authorization:

The Union County Fair Board, appointed by the Union County Board of Supervisors to oversee and maintain the Union County Fairgrounds and Arena, sets use Policy and Rental Fees. The Union County Office of the Mississippi State Univer-

sity Extension Service (MSUES) serves in an event coordinating capacity on behalf of the Union County Fair Board and reserves the right to use the facility for educational programs that serve the community. 4-H is the youth educational component of the MSUES.

Description and Amenities of the Union County Arena

The UCA is completely covered and partially enclosed. This allows for the good protection of events due to inclement weather as well as good ventilation during the hot summer months.

The facility has bleacher style seating for about 2000 people and a 100 x 200 ft soil floor arena with protection rails. The soil floor is a mixture of sand and clay that can be tilled for Horse events and rodeos or packed for concerts or other events required a hard surface.

There are 3 concrete concourses that can be used for many activities including meals, meetings, exhibits or other events.

The UCA has comfortable restrooms with a spacious announcement box overhead.

The building has great lighting for nighttime activities and is completely wired with 110 volt 20 amp standard outlets and 30 amp camper outlets every 25ft. around the perimeter of the building. It also features 2 - 220 volt connections. There is ample power within the building and a 400 amp auxiliary box located adjacent to the building for large venue concerts or other events requiring extra amounts of electrical power.

The building has an extensive PA system that covers the entire facility and features 6 speakers above the seating with a 2000 amp output and 2 over the arena with a 600 amp capacity.

The grounds of the UCA features hard graveled and lighted parking around the building and 15 RV Hookups with water, electrical and sewer. The Union County Fair Board is planning to increase this to 25 RV spots during 2006.

