

\$395⁰⁰



SPONSORSHIP APPLICATION

FISCAL YEAR 2024-2025

SUBMIT TO

City of Vicksburg
Attn: Office of the City Clerk
P. O. Box 150
Vicksburg, MS 39181-0150

Or email:
dnickson@vicksburg.org

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: DELTA BUSINESS JOURNAL MAGAZINE

Physical Address of the Event: 125 SO COURT STREET CLEVELAND , MS 38783

Mailing Address: P O BOX 117 CLEVELAND, MS. 38783

Telephone Number: 662 843-2700

Website Address: WWW.DELTABUSINESSJOURNAL.COM

Primary Contact Name: WENDY W. MIZE

Title: ACCOUNT EXECUTIVE **Telephone No:** 663 842-2700

Email Address: WENDY@DELTABUSINESSJOURNAL.COM

Secondary Contact Name: HOLLY THARP

Title: ACCOUNTING MANAGER **Telephone No:** 662 843-2700

Email Address: HOLLY@COOPWOOD.NET

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization:

Contact Name:

Telephone No: **Email Address:**

Complete The Following Questions Regarding Your Request For City Sponsorship Consideration

Event Date: JUNE EDITION DELTA BUSINESS JOURNAL - JUNE 2ND

(Must be between October 1, 2024-September 30, 2025)

1. Is your request for:

(Check all that apply)

☐ In-Kind Sponsorship (specify in question 6)

☒ Cash Sponsorship Amount Requested: \$ \$ 535.00 1/2 PG HORZ

2. Briefly state your organization's mission and purpose.

JUNE EDITION DELTA BUSINESS JOURNAL
ANNUAL VICKSBURG/ WARREN COUNTY BUSINESS SPOTLIGHT 2025

TO PROMOTE DELTA MS TOWNS, EACH MONTH, PROFILING THEIR BUSINESSES , NEW BUSINESS... ETC...
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3. Describe the event in which funds are being requested to support.

VICKSBURG MS / WARREN COUNTY BUSINESS PROFILE - 2025

4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest?

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5. Provide detail on how the requested funds will be used support the event partially or in full.

PAYMENT WILL BE MADE ON BEHALF OF THE CITY OF VICKSBURG MS IN RESPONSE TO RESERVING PRINT
SPACE IN THIS YEAR'S ANNUAL VICKSBURG MS BUSINESS PROFILE FOR ARTWORK RUN- IN THE JUNE
EDITION.

6. Select all in-kind services the organization is requesting for the event:

- ☐ a) Park and facilities fees
- ☐ b) Park Personnel (maintenance and building attendants)
- ☐ c) Police Personnel
- ☐ d) Fire Personnel
- ☐ e) Other services not listed (please specify) _____
- ☒ f) Not requesting in-kind services

7. Identify and provide all other funding requests for this event. Provide attachments if needed.

Source	Pending	Approved	Dollar Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$

Text

8. Anticipated Attendance: _____

9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg.

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Vicksburg on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the City of Vicksburg. The City of Vicksburg is authorized to make all inquiries necessary to verify the accuracy of the provided information.

WENDY W. MIZE

Requestor

5-1-2025

Date

Printed Name of Requestor from Above

WENDY W. MIZE



A Jewel on the River

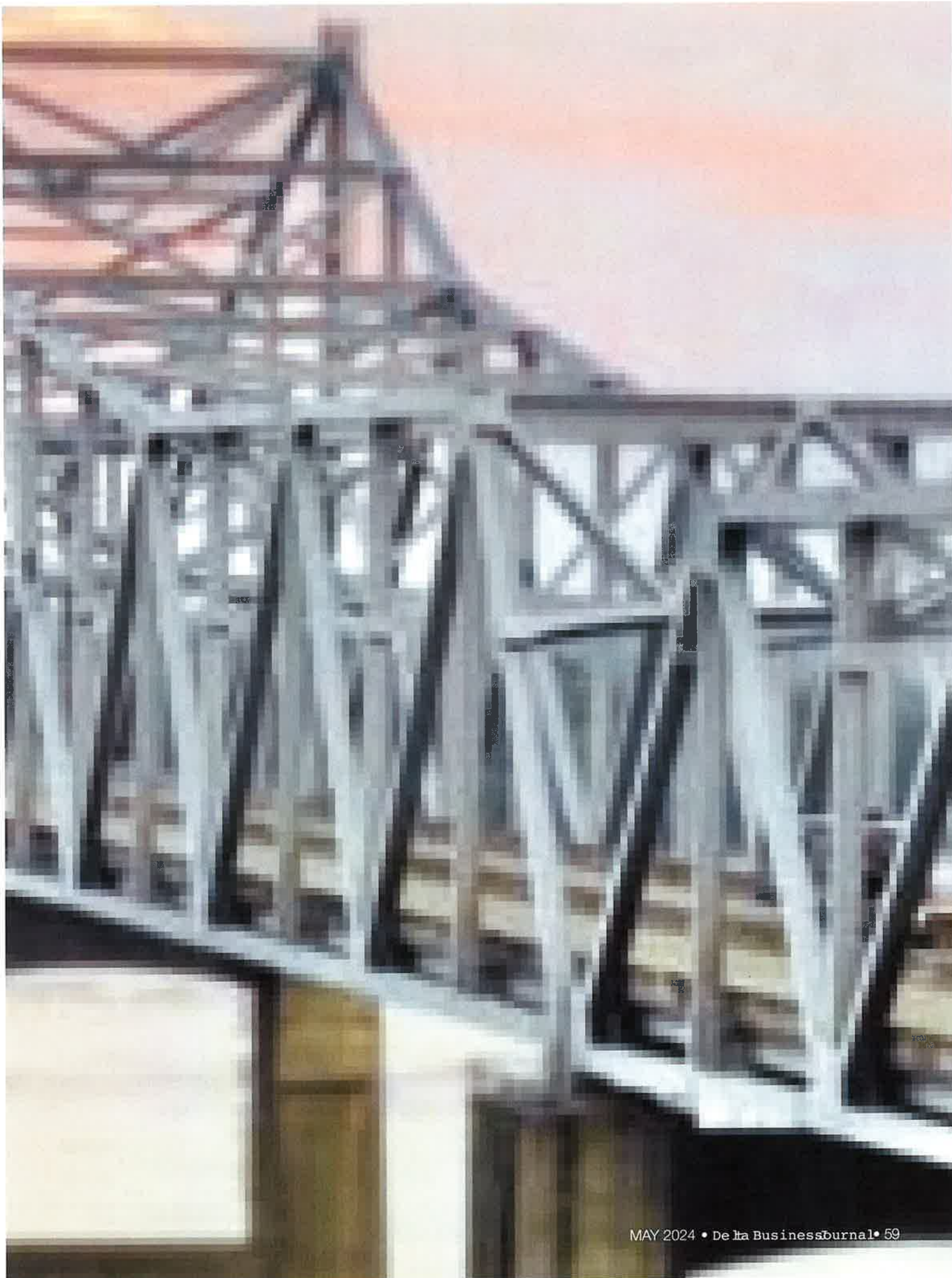
A Historic Town With Modern Flair

By GRETA SHARP

“We’re a historic city, but we’re also a very modern city,” says Visit Vicksburg Executive Director, Laura Beth Strickland. “We’re building on our history, but we’re looking forward to what’s coming next.”

Mayor George Flaggs Jr.’s recent State of the City address included mentioning the new water plant, capable of handling 21 million gallons a day. He’s also pleased with the progress of Warren County’s port expansion project. “It will be the biggest port in Mississippi,” he says.

Flaggs’ proudest moment this year was





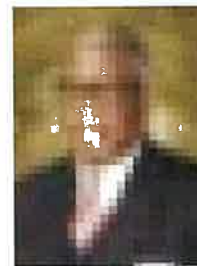
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Strickland



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the recent ribbon cutting for MCITY, the Thad Cochran Mississippi Center for Innovation and Technology. It brings together public and private industries with the government to share technology, provide training and education, and create employment opportunities and new developments, all to benefit the economic development of the region.

Moving into the high-tech environment takes work and MCITY plans to do that with the help of its partners, many housed in the new building. They include ERDCWERX, Mississippi Research Consortium, Vicksburg-Warren Partnership, Hinds Community College, Alcorn State University, and Mississippi State University Center for Entrepreneurship and Outreach.

Dr. Jeffrey Holland is the executive director and brings thirty-eight years of experience with the U.S. Army Engineer Research and Development Center (ERDC) to the position. He also served on the Warren County Board of Supervisors.

"My background taught me that what matters is your ability to create relationships with the right people," he says. "The sum of the parts is greater than the individual pieces."

MCITY is also the focal point for the workforce training, providing well-paying, sustainable jobs by attracting high-tech industry. "You would significantly transform at least this part of the state and impact perhaps the whole I-20 corridor in the process," says Holland.

"The idea is not as much about bricks and mortar as people coming together and tackling big problems and creating an environment for our state that draws industry back into our state because of the quality of the workforce it produces," he says. "It's worth doing. It's good for Vicksburg. It's good for Warren County. It's good for central Mississippi. It's good for Mississippi."



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Holland



Southard

At the nearby Vicksburg Convention Center, Executive Director Erin Southard watched the change from the dilapidated former Mississippi Hardware Store to the high-tech hotspot, part of downtown's revival. "There's just so much life happening and we just can't share it enough, get the word out enough about how wonderful our community is and how much we want you to come and enjoy it."

This September, Vicksburg Main Street and Executive Director Kim Hopkins welcome Destination Downtown with

Main Street organizations from Mississippi, Arkansas and Louisiana. "We will show off all of our downtown, but we are very proud of our MCITY building and the exciting things happening there," she says.

Additionally, Vicksburg was one of eighteen communities chosen for a USDA RCDI grant. In April, real estate consultant Joe Borgstrom with Place + Main Advisors presented "From Vacant to Vibrant, a Visionary Tour of Downtown Vicksburg."

"You can see the downtown buildings where the boards are coming down and

they're turning into stores and restaurants," says Strickland. "You see storefronts. You see life coming back into the buildings." Main Street and DIMCO are refreshing the Sprite Boy mural on the Highway 61 Coffee Shop.

Downtown is a busy place. Sassafras has a new owner, Margie Steckler. Milano's Italian Grill and Brick Street Market are fresh dining options. New boutiques are The Valentine and Sweet Baby Loves. Families looking for fun should check out River Haven, an indoor play space.

New businesses across Vicksburg receive a warm greeting, including River City Skin and Aesthetics. The city lacked general or cosmetic skin care, so physician assistant Leah Calder saw the opportunity to serve

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Hopkins



Calder

patients and open her practice.

"I've been very welcomed by the Vicksburg community," says Calder. "Chamber Director Chris Rials came and met me in person. People have stopped by to say hello. I hope to be very successful and fill a void that was here. We plan to

take care of any medical or cosmetic skin care concerns."

There is a ribbon cutting and open house planned for Thursday, May 16. For Mothers' Day, Calder has specials on Botox and cosmetic fillers.

American Cruise Lines and Viking

River stop in Vicksburg. With American Cruise Lines' purchase of American Queen's paddlewheelers, Strickland hopes they return. "We're still seeing lots and lots of passengers coming through Vicksburg," she says.

"Riverboat passengers are slowly coming back," says Hopkins. "So many great things are happening in downtown. It's been a great year."

Tourism continues to flourish. "We're definitely seeing our numbers grow," says Strickland. "We're getting the word out about the experiences we have. I hope people keep coming and discovering everything there is to do here."

At the convention center, Southard is seeing positive changes. "Events are coming



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L. Karl Goodman, CPA
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Eugene, S. Clarke, IV, CPA
David E. Clarke, CPA

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Caldwell



Lea

back with a vengeance," she says. In 2019, there were 150 events. Now she's seeing more than 200 events.

"We're willing to do whatever within our four walls to make you look good," says Southard. "That's how we exceed expectations. Anybody has a building. We're not just a facility, but a community and we embrace the client as part of the family."

Athletic tournaments at Vicksburg's Sports Force Park, now managed by Sports Facilities Inc., draw people as well. "We're excited about their plans and what they're going to do," says Strickland.

Visitors can participate in Visit Vicksburg's passport program: visit five of eleven tour homes, six museums or three



art galleries and earn a t-shirt. "We have a lot of museums and they're all within walking distance of each other," says Strickland.

The city also keeps a full schedule. The Jester's Ball, a Mardi Gras event created at the request of Mayor Flaggs, celebrates

involved community members. After COVID-19, he wanted a free event for residents, the Vicksburg Arts and Music Festival.

"Grants and sponsors are what makes that happen," says Southard. "Everybody should have the opportunity and exposure

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VICKSBURG FACTS

Top Employers*

1. ERDC	1900
2. Army Engineering	1000
3. Merit Health River Region	750
4. Ameristar Casino	600
5. Tyson Foods	500
6. Walmart Supercenter	500
7. Riverwalk Casino	430
8. Eaton	425
9. Unified Brands	300
10. International Paper	270

*Figures compiled by the
Vicksburg Economic Development
May 2024 figures are approximate.

to the arts." The April event featured Grammy-award-winning artist Bobby Rush, along with a talent search.

The Independence Day celebration includes a huge fireworks display. "It's the largest show on the Mississippi River, lasting forty-five minutes," says Strickland. "The city of Vicksburg does a great job putting it on."

July also brings the second Mega Bucs Pro Series catfish tournament. "We just know that the world-record catfish is going to come out of the Mississippi River right here in Vicksburg," predicted Hopkins.

The 2023 "O Christmas Tree", hosted by the Vicksburg Heritage Guild and Main Street, opened private homes for tours. The sold-out event raised more than \$6,000 for façade grants and has residents looking forward to this year's tour homes.

Another big event is Vicksburg's bicentennial celebration. The actual date is Jan. 29, 2025, and Strickland says that week will be full of celebrations, proclamations, ceremonies and opening a time capsule.

"We want to invite people to come home and we invite visitors to come celebrate with us," she says. "We're going to take some of our events and move them to the next level."

Harley Caldwell's investment in tourism brought the Beautiful Table Settings Facebook group's meeting to town with more than 375 people.





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"Since I own half the bed and breakfast rooms in town, I'd better make sure the tourism industry is good," she says. With B&Bs full, and based on Caldwell's estimate of two people per room, the economic impact that weekend was \$225,000.

"It's a really great event," says Strickland. "Very Mississippi, very Vicksburg, very Delta."

August 16 to 18 is another event Caldwell's developed, the Southern Antiques Affair. "Things are happening in Vicksburg," she says, and likes to quote Vicksburg-Warren Partnership President and CEO Pablo Diaz: "You'd better buy in Vicksburg while you can still afford it."

Taking her own advice, Caldwell owns Duff Green Mansion, Steele Cottage, the building between the two now named Halpino, and owns The Inn at Cedar Grove with Steve and Kendra Reed, who also own McRaven Tour Home and Belle of the Bends.

Caldwell's main gig is broker/manager at Coldwell Banker All Stars. "Our market here has always been lower than the rest of the country," she says. "We don't see the high swings or the big lows the rest of the country sees." Locally, she says \$500,000 is the top of the housing market, with \$200,000 being average.

"I grew up not very far from Vicksburg in Louisiana," State Farm Agent Robyn Lea says. "I really wanted to settle here, and I wanted to know my customers and I wanted my customers to know me. I want to be there with them as they go through what are some of the most exciting experiences of their lives."

Every few years, Lea likes to review clients' coverage with them. She begins by answering questions, explaining unfamiliar terms and reviewing coverage. "I hope they leave here with a good understanding of what they have, what they think they need and updates on any major life changes," she says.

Today Lea is involved with the chamber, her church and the school system, particularly reading programs. "Vicksburg is a family," she says. "It's a community full of involved, loving, caring people. The people here make it easy to be involved. We want this to be a good place to raise families."

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buyers are the decrease in crime statistics. "We're beginning to see a downward trend in crime in the city," Mayor Flaggs says. "Crime is everything in a small city. If you can't be safe, there's no economic development."

Video cameras around town made a difference. "We may not be able to stop all crime, but we'll be able to arrest you quicker than you think," he says.

Though she lives in Flora, Calder chose to bring her practice to Vicksburg. After graduating from Delta State University, she attended Emory University in Atlanta. She worked there almost six years, gaining a strong surgical background.

But she wanted to come home. After moving to Flora, she practiced in Flowood for fourteen years. "I was fortunate and learned a ton from the physicians there," Calder says. She's past president of the Mississippi Academy of Physician Assistants.

Vicksburg is also a community that helps neighbors. When a tornado struck Rolling Fork in 2023, Lea was on site the next morning with a tent, water and snacks.



"It's important to be there where people have access to you," she says. "It's so important to be there with people; they've just lost everything they had. You want someone there to help you set up what you're going to do."

Lea was *The Vicksburg Post's* 2022 Woman of the Year. "The more we give, the better our community is going to be," she says. "This community makes it easy to do that because so many people are they same

way. They want to serve others, they want to do for others and I want to be a part of that."

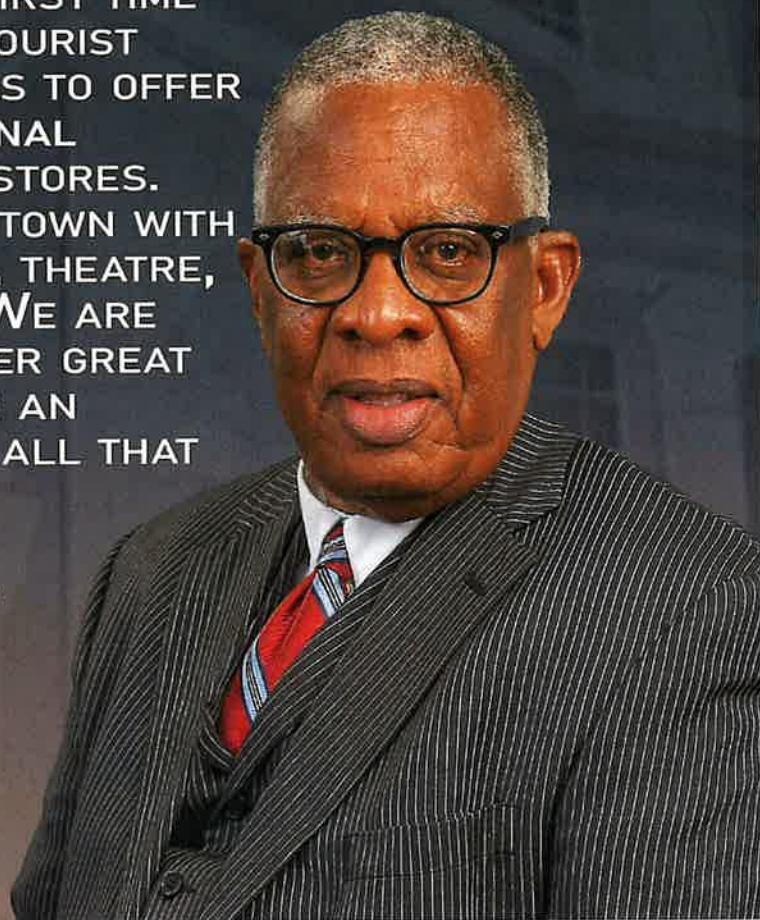
Flaggs feels similarly about his role as mayor. He intends to run again to continue serving his community. "There are some things I want to complete," he says. "I want to leave the city better than I found it. We're still on the pathway to the future. Overall, I feel really good about our direction." **DBJ**

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2025

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Delta Business Journal

EDITORIAL SCOPE: The *Delta Business Journal* is designed and edited to report to our larger readership of corporate owners, managers, small businesses, and farmers located in the Mississippi Delta consisting of the following Delta counties: Bolivar, Coahoma, Washington, Sunflower, Leflore, Tallahatchie, Quitman, Tunica, Panola, DeSoto, Tate, Grenada, Carroll, Holmes, Yazoo, Humphreys, Sharkey, Issaquena and Warren. Our editorial scope encompasses local business news and trends, agri-business news, profiles of upwardly mobile innovators and the businesses they run, legal and financial advice, as well as editorials and guest commentaries on topics that are relevant to the Delta business community. The *Delta Business Journal* also devotes extensive coverage to the industries of construction, health care, banking and finance.

PREMIUM PLACEMENT:

Back Cover	\$1,135 (6x)	\$1,020 (12x)
Inside Front	\$1,085 (6x)	\$975 (12x)
Inside Back	\$1,035 (6x)	\$930 (12x)



ADVERTISING RATES:

	1x	3x	6x	12x
Full Page	\$985	\$935	\$885	\$835
2/3 Page	\$890	\$799	\$735	\$699
1/2 Page	\$635	\$585	\$560	\$535
1/3 Page	\$395	\$350	\$325	\$300
1/6 Page	\$225	\$200	\$190	\$175
1/4 Page	\$275	Available in special sections		

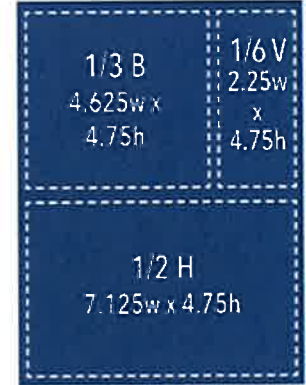
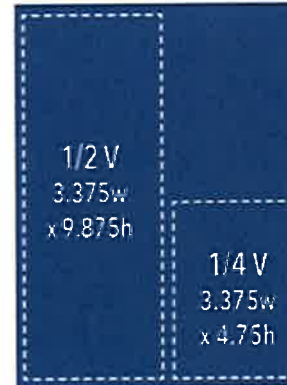
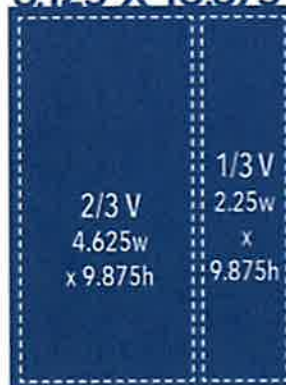
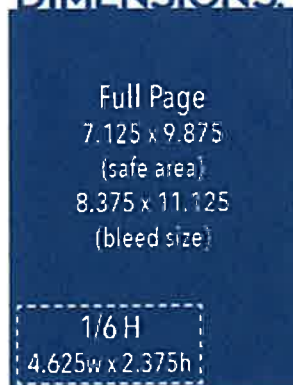
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