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City of Meridian Launches Live Love Grow Campaign

MERIDIAN, MS – A seed has been planted and has already sprouted. The City of Meridian has launched a new, long-term campaign focused on invigorating the renaissance that’s already under way in the historic downtown. The name of the campaign describes its simple, straightforward, positive goals: Live Love Grow.

“Those of us who spend time downtown have already noticed the energy that’s stirring,” said Mayor Percy Bland. “My administration and the entire city government, along with business and other leaders from across the spectrum of the community, have come together to promote this new initiative. The enthusiasm from all of the diverse constituencies of our city has been remarkable. We’re excited about helping Meridian reach its full potential, starting downtown and spreading throughout the city.”

Live Love Grow starts with three goals:

- To give the citizens of Meridian reasons to feel good about where they live
- To recognize incentives for businesses to invest in the city
- To encourage folks to get involved with the community

A public-private partnership has come together to accomplish those goals, and is already hard at work. Details will be revealed as the campaign proceeds. Right now, Live Love Grow is focusing on conducting smart, evidence-based planning in order to create a solid foundation for sustainable, positive results. This will be a long-term, multiyear effort, with each new accomplishment forming a stepping-stone for the next success story.

The campaign begins with a number of advantages already in hand. First and foremost is Meridian itself. The city is small enough for business and personal relationships to flourish across diverse sectors of the community, but big enough for individuals and groups to

accomplish just about any dream. Those who live here truly care about their home, as the enthusiastic initial response to Live Love Grow demonstrates. And the revitalization of the historic downtown heart of the city has already begun:

- The 2006 opening of the MSU Riley Center brought excitement back to downtown. On nights when the restored jewel of a theater hosts a performance, people throng the streets. Live Love Grow envisions a time, soon, when the downtown streets buzz with activity every day.
- The new Harvest Grill has joined a growing roster of downtown restaurants and clubs. Weidmann's, of course, has anchored the downtown dining scene since 1870. Other delicious options include The Deli on Fifth, Aie's Taste of Thai, Jean's Restaurant, and The Brickhouse Bar & Grill.
- The MSU Riley Center is not only a premier performing-arts center and conference facility, but also an anchor of the Downtown Campus of Mississippi State University-Meridian. The campus encompasses two other adjoining structures. The Newberry Building houses the university's Division of Business. And renovations have already begun to turn the Kress Building into the home of the MSU-Meridian Kinesiology program.
- A temporary office and a cleared lot on Front Street herald what promises to be a game-changing enhancement to the skyline. Within just a few years, the Mississippi Arts and Entertainment Center is scheduled to open. It will celebrate Mississippi's contribution to the arts, bring worldwide attention to downtown Meridian and spearhead a wide range of artistic and cultural events and opportunities throughout the city.

In short, Live Love Grow encourages everyone in Meridian to experience the city in three ways: Live in downtown Meridian, whether you reside there, work there or just enjoy the shows, dining and other amenities. Love its one-of-a-kind historic character and all the things it already has to offer. Grow together toward an exciting future.

Because in Meridian, everything happens in the heart of the city.

For more information about the Live Love Grow campaign and the City of Meridian visit www.meridianms.org.

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