



**MISSISSIPPI MAIN STREET**  
ECONOMIC VITALITY

**“Strategic Business  
Recruitment  
for Your Downtown”**

*with* **Joe Borgstrom**  
Place + Main Advisors

**9 a.m. to 3 p.m. | Friday, April 22**  
**Hotel 27 | Greenville, MS**



**Session 1**

*The Role of  
Main Street in  
Economic Development*

**Session 2**

*Market Data:  
Turning Numbers  
into Opportunity*

**Session 3**

*Where Are You Going to  
Put Them? + What Do  
They Need to Do to Open?*

**Session 4**

*Helping Your  
Existing Businesses  
Grow*

**Session 5**

*Business  
Recruitment: Putting  
It Together*

**ABOUT  
JOE**

Joe Borgstrom is an accomplished professional in the fields of Community and Economic Development, Main Street, and Placemaking. His 20 year career includes executive management, project financial structuring, program management, public speaking, and consulting. Joe is a principal in Place + Main Advisors, which specializes in downtown and traditional commercial district revitalization.

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