



December 20, 2018

Dear Citizens:

The City of Corsicana had a significant amount of positive publicity in 2018, including national newspaper coverage on the Corsicana Porchfest & Crafternoon and Leftyfest concert, the movie “Warning Shot” on entertainment news television, the County Courthouse on the cover of Texas Highways, and this month, coverage in Food Network magazine about our beloved fruitcake from Collin Street Bakery. Last week, we got the big news that Corsicana is in the race for Season 4 television coverage and an infusion of marketing dollars for several small businesses from the Deluxe Corporation and their Small Business Revolution – Main Street competition.

This is a national competition among small towns. Corsicana is one of ten cities which will be visited by the TV producers and crew, and based on their experience while here, Corsicana could move to the Top 5 Towns. At that point, we will all engage in a voting process. The winning town will receive \$500,000 in funds and marketing assets for six small businesses, and the city will be the main focus of Season 4 on their show on HULU television.

Here are the key points I wanted to call out to the citizens of Corsicana:

1. Right now, everyone can sign up to receive text updates by texting 55222 and using CORSICANA in the text. You will receive a reply saying “You Did It! You are now subscribed to our Corsicana voting reminder list.” Main Street will send any necessary updates via text and will also remind you when it’s time to vote. They will make it easy by including a link.
2. On the afternoon of January 14 and most of January 15, the TV producers and crew will be here visiting local businesses. I encourage you to come Downtown and shop, have coffee with friends, meet for lunch, walk your dog, ride your bike, go into stores for after Christmas sales, and generally make our Downtown as busy as it is during the Mimosas at the Market program. Television cameras will be capturing this excitement and show producers will be watching our local engagement.

Then:

WHEN we make it into the Top 5 Towns in February, Main Street will ask us to vote for Corsicana. We can vote once every day on each device, so, for example, you can vote from a computer and from a mobile device. You will hear more about this phase and be invited to one of the Voting Rallies planned.

And, we can use our own network to encourage our friends to vote, even if they are not living in Corsicana. Main Street Director Karie Denny and her team will be providing easy information to use, and you can follow them on Facebook at facebook.com/CorsicanaMainStreet where a trailer for Season 3 of the television show is posted. If you are part of a group or organization where a brief message about this competition can be shared, please contact Karie at kdenny@ci.corsicana.tx.us.

Sincerely,

Don Denbow
Mayor