



February 6, 2014

Spring is right around the corner, and that can only mean that festival season is close behind. A new brand for downtown, unveiled last year, invites folks from near and far to “Create History Here.” We hope to give them that opportunity with new and exciting events that introduce visitors to Corsicana’s revitalized Historic Commercial District. If you haven’t seen downtown in a while, come and visit all the new opportunities to shop and eat.

Festivals are becoming an ever more important component of downtown revitalization. They provide not only visitors and revenue to the community, but they also substantially increase community exposure and image in the minds of the consumer through expansive media coverage.

Of course, Derrick Days in April is the premiere event downtown and has a great committee to which thanks is due. Also, the Arthrosurface Tour of Corsicana, a Texas Bicycle Racing Association stage race organized for the third year by the Dallas Racing Club and Corsicana-Navarro County Area Chamber of Commerce, will bring 260 cyclists and their families to town for two days and nights. Most significantly, it will also introduce downtown Corsicana as a destination to countless others who see the race listed on websites and trade journals but are unable to attend. Additional new events hold the same potential.

City organizers have begun planning the continuation of last year’s monthly event series and considering an annual music festival. To make these and other events successful, we need input from citizens across the community. I invite you to take two minutes to complete an on-line survey available at <https://www.surveymonkey.com/s/3JWRMQW>. Your input will help decide how to attract the most out-of-town visitors to the City and provide entertainment for the local citizens.

If you are not signed up for the Mayor’s newsletters, please go to the City of Corsicana’s website at <https://www.cityofcorsicana.com> and click on the “Notify Me” banner and sign up. If you have a problem signing up or receiving emails, call Debbie Martin at (903) 654-4841.

Sincerely,

Chuck McClanahan
Mayor