

APPLICATION



City Name Cleveland, MS

Population  Under 10,000  Over 10,000

Category	<input type="radio"/> Public Safety	<input type="radio"/> Planning & Economic Development
	<input checked="" type="radio"/> City Spirit	<input type="radio"/> Public Works

Title of Entry Deep Roots Music Initiative

Description of Project _____

The Deep Roots Music Program is a community development initiative that presents live music five nights a week in Cleveland. Tricia Walker saw the need to have live music in Cleveland to continue to build community and bring the community together through music. A roster of local musicians and participating venues was developed. Live music is scheduled and presented at one venue per night (Monday, Tuesday, Thursday, Friday, Saturday).

Project Summary (use additional pages if necessary) _____

See attached.

 **Billy Nowell** Digitally signed by Billy Nowell
Date: 2023.04.26 10:53:21 -05'00'

Please provide the following information in case of questions about the application.

Guest Name: **Michelle Arbuckle**

Title City Clerk

P.O. Box 1439

Address _____
City **Cleveland** Zip **38732**

Phone 662-846-1471 Email michelle.arbuckle@cityofclevelandms.com

THE MISSISSIPPI MUNICIPAL LEAGUE'S 2023

*Mississippi
Municipal
Excellence
Awards*



CATEGORIES



The competition is divided into two population categories, under 10,000 and over 10,000, with one overall winner.

Within each population range, there are four categories: Public Safety, Planning and Economic Development, City Spirit and Public Works.

PUBLIC SAFETY

Applications in this category would include efforts to improve the safety and security of the city. Included would be law enforcement programs, fire and emergency response programs, youth programs related to public safety and disaster response programs.

PLANNING AND ECONOMIC DEVELOPMENT

Applications in this category combine the best efforts in making plans aimed at growth, stability and improved quality of life, and the resulting projects they produce. Show plans your city has made and the results that have followed.

CITY SPIRIT

This category is for the individuals or groups that have gone "above and beyond" in their efforts to make their community a better place to live. This is where we want to honor citizens who make their community a good place to call home. Volunteer programs, individual efforts and the "unsung heroes" belong in this category.

PUBLIC WORKS / INFRASTRUCTURE IMPROVEMENTS

Applications in this category should illustrate innovation in the creation and development of public infrastructure improvements. Efforts would include, but are not limited to, improvements to water, sewer, drainage and overall infrastructure improvements.

Municipalities may submit only one entry in each of the four subject categories (for a total of four entries per city or town). Each entry should demonstrate a proven record of effectiveness and evidence that the program or person has achieved its goals.

APPLICATION PROCESS



The awards program is open to all MML members in good standing. Each municipality can submit one award application in each subject category, for a total of four applications. Entries must describe programs or projects brought to conclusion or showing significant results between May 1, 2022 and April 28, 2023.

For each project submitted, an official Municipal Excellence Award entry application must be completed. Please type or legibly print information requested on the award application. **The application must be signed by the city's chief elected or administrative officer.** One copy of each application MUST be submitted.

The applications should be paper clipped together. *Please do not put in a three-ring binder.*

When completing the award application, the description of the project must be concise and limited to less than 75 words. The summary of the project, which can be longer, should include the following information:

- Why the project/individual/group was initiated?
- How it accomplished the goal?
- Who benefited?
- What was the level of cooperation/ feedback/interest/ participation in the city?
- What were the time or money savings?
- What were time and money costs?
- What was the improvement to quality of service or livability of the city?
- What is the future impact on the city?

Each applicant is asked to provide one, high-quality original copy of the application (paper clipped together). The League will make copies for the judges. Please DO NOT provide videos or display with your application. You are encouraged to include digital or high-resolution printed photos of your project if applicable. All applications submitted will become the property of the Mississippi Municipal League and will not be returned.

JUDGING PROCESS

Entries will be screened by MML staff for completeness. Any entries deemed not complete will be excluded. Final judging will be conducted by an independent panel of judges with considerable experience in the area of municipal government. Judging will take place in Jackson and will be closed to the public. Judges will be asked to look for the following attributes of each entry:

- Is the project innovative?
- Did the project achieve its goal?
- What is the long-term value to the city?
- Can the project be adopted in other cities?

ANNOUNCEMENT OF WINNERS

All winning applicants will be notified by phone. Winners will be featured in a future issue of *Mississippi Municipalities* magazine. In addition, the winners will be recognized at the MML Annual Conference to be held in June 2023.

APPLICATION DEADLINE

All entries, including additional material if submitted, must be submitted to the MML office by 4 p.m. on Friday, April 28, 2023.

MAIL OR SHIP ENTRIES TO:

MML Municipal Excellence Awards Program • 600 East Amite Street, Suite 104 • Jackson, MS 39201

Application deadline is Friday, April 28, 2023. Faxed applications will not be accepted. Entries, including photographs, will not be returned. The Mississippi Municipal League, its staff, officers and board of directors will not be responsible for any lost, delayed or misdirected award applications. Applications and photos can be emailed to kwilliams@mmlonline.com

Additional information on the MML Municipal Excellence Awards Program can be obtained by contacting the MML office at 601-353-5854 or visiting the MML website at www.mmlonline.com.

AWARDS CHECKLIST



- Have you completed an award application for each entry?
- Has the award application been signed by the city's chief elected or administrative officer?
- Have you included one application? (No additional copies are necessary.) (Do not put in a 3-ring binder.)
- Please number the pages of the original.
- Will your completed award application and optional additional materials reach the MML office by 4 p.m. on April 28, 2023?

REMINDERS:

- Applications will be judged in two population categories: under 10,000 and over 10,000.
- All materials submitted will become property of the Mississippi Municipal League and will not be returned.

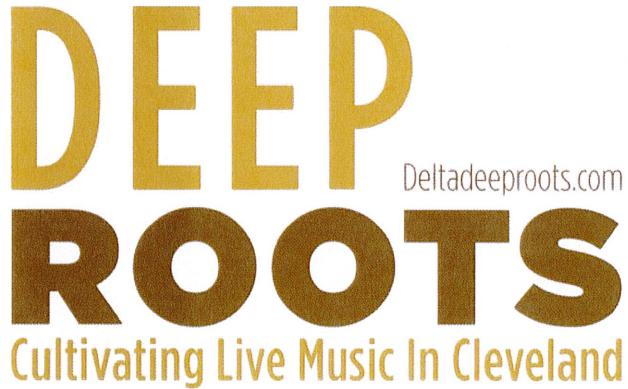
2023 MML Excellence Awards – City Spirit
City of Cleveland - Deep Roots Initiative
Project Summary

Why was the project initiated?

There was a need for live local music to strengthen Cleveland's identity as a "music town". Cleveland has tremendous music related assets, such as GRAMMY® Museum Mississippi, the Bologna Performing Arts Center, Dockery Farms, the Delta Music Institute and Recording Studios; but there was a lack of live music for locals and visitors to enjoy on a consistent basis.

Tricia Walker, who had a successful music career in Nashville and retired in 2019 from Delta State University as Director of the Delta Music Institute, had a deep desire to develop and present live local music routinely in Cleveland to enhance Cleveland's music offerings and to continue to build community and bring the community together through music. Walker said, "Music is one of those things in the world that seems to transcend all kinds of boundaries; music speaks to everybody."

Tricia Walker, "Cleveland's Music Ambassador", focused her efforts on developing a plan and a sustainable model for presenting live music on a continuing schedule in Cleveland. The plan consisted of having a core group of local musicians and participating venues and purchasing some basic backline and sound equipment to make it easy for set up for the musicians. Walker presented the plan to the city and asked for funding. The city saw the value of having live music in Cleveland on a regular basis and provided funding for the project to pay fees to the musicians and to provide backline, production, sound, and promotional support and the Deep Roots initiative was born.



How it accomplished the goal?

Deep Roots Music is now available in Cleveland five nights a week at a different local restaurant each night. The Deep Roots Schedule is promoted and advertised on social media, websites, and on flyers that can be found in local establishments. Locals and visitors are now enjoying the live music and can check the schedule to see where their favorite local artist is playing or on which night, they want to dine at their favorite restaurant to hear live music. The restaurant owners are pleased with the response because it enhances the dining atmosphere and has increased their business on the nights with live music.

A Friday night spring/summer outdoor series, Deep Roots: Live Downtown! is now offered in partnership with the Ellis Theater. There is free music outside on the plaza on Friday nights or inside the Ellis Theater during cold or inclement weather, which has been a real success. We have seen a real coming together of the community. People ride up on golf carts or walk up and bring their lawn chairs to sit and listen to music and hang out. It has become a gathering place for locals and visitors on Friday nights in downtown Cleveland.



Who benefitted?

The City of Cleveland has benefitted from Tricia Walker's vision, passion, and expertise for developing live music in our town. Live music would not be happening in Cleveland without Tricia Walker. As a result, the city has seen benefits from additional sales tax revenue from increased restaurant and hotel business. Deep Roots Music is another way to draw visitors to Cleveland. Local citizens benefit from the increased quality of life that live music brings to the community. Restaurants and venue partners benefit directly through increased business from clientele who are drawn to the added value of local entertainment. Local musicians and their roots music are getting exposure through the Deep Roots Music program. The musicians and audio techs also benefit directly from the initiative by getting some income.



What was the level of cooperation/feedback/interest/participation in the city?

The City of Cleveland understands the value of music in the community and has been totally supportive from the initial proposal of the project continuing through to the present time in appropriating the funding for this initiative.

What were the time or money savings?

Time is saved by the development of a roster of seasoned local ‘roots’ musicians willing to be recruited for multiple performances throughout the year. Money is saved by developing a fair pricing model to pay the musicians and audio techs involved with each show.

Time and money are also saved through long-range planning (three months at a time), allowing for more efficient and collaborative marketing and promotional efforts for the Deep Roots project.

What were time and money costs?

Primary expenditures for the Deep Roots project are for a small staff (project manager, production manager, scheduler/digital media manager), musicians, audio technicians, and marketing/promotional materials. The city budgets \$70,800.00 for this program. During the pandemic, when live music shows were shuttered, funds were diverted to produce professional videos for the core roster artists to use for promotion of the overall project.

Several hours are required to schedule the artists and the venues three months in advance and then to follow up and adjust as needed and to publicize and promote the weekly schedules.

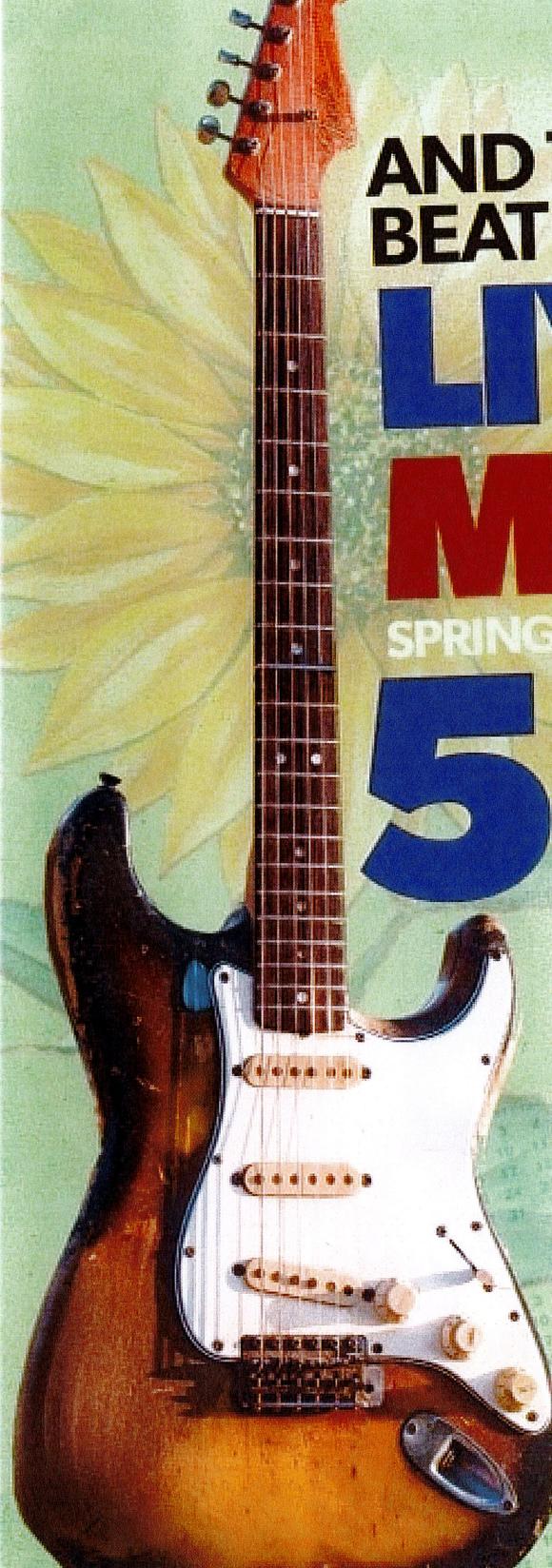
What was the improvement to quality of service or livability of the city?

Offering live local music five nights a week in partner venues along with a spring/summer *Deep Roots: Live Downtown!* outdoor series offered free entertainment to both local citizens and visitors. The mix of musical styles under the ‘roots music’ umbrella attracted various segments of the community to a central location (within walking distance or a short drive for several neighborhoods) in a festive comfortable atmosphere, providing an appealing way to engage and fellowship with others.



What is the future impact on the city?

In addition to providing live local music to the public, Deep Roots continues to develop and provide additional professional music services to our musicians (audio recordings, professional photo/bio, social media support, video clips) as a way to further their careers and encourage their deeper commitment to Cleveland as a music and music business town. With attractive quality of life and the professional resources musicians need being available in Cleveland, we believe that the Deep Roots project will play a key role in continuing to attract musicians and their creative economy to our community.



AND THE
BEAT GOES ON!

LIVE



MUSIC

SPRING IS SPRINGING!

**5 NIGHTS
PER WEEK**

MONDAY NIGHTS 6:30 - 8:30pm

BAR FONTAINE

TUESDAY NIGHTS 6:30 - 8:30pm

BACKDRAFT

THURSDAY NIGHTS 6:30 - 8:30pm

DARRY'S

FRIDAY NIGHTS 6:30 - 8:30pm

PAPA ROC'S

SATURDAY NIGHTS 7:00 - 9:00pm

8 WEST GRILLE

DEEP
ROOTS *Visit* **CLEVELAND**
CONVENTION & VISITORS BUREAU

*FULL SCHEDULE AT:
DELTADEEPROOTS.COM/EVENTS