

APPLICATION



City Name Poplarville

Population Under 10,000 Over 10,000 Specific Population 2,811

Supreme Court District Northern Central Southern

Category Public Safety Planning & Economic Development City Spirit Public Works

Title of Entry The First Annual Booberry Festival

Description of Project Poplarville is known as the Blueberry Capitol of Mississippi so the chamber decided to create an event near Halloween with a play on the Blueberry name and call the event Booberry. This was a two-day event held in downtown Poplarville in October, 2023. It was a huge success in providing our families a safe and mostly free event.

Project Summary (use additional pages if necessary) With a new Chamber board recently elected, new events were created. The Booberry Festival, a take on blueberries, was created to have a family fun festival that would bring lots of shoppers to our downtown. A Chamber member, who is a graphic designer, created a professional logo and design free of charge to brand our event.

Signature of Chief Elected or Appointed Official

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

Contact Name Carol Williams

Title Board Member & Treasurer of Poplarville Chamber

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City Poplarville

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Mississippi Municipal League Excellence Award submission
Poplarville – page 2 – project summary

The goal of the event was to have a community wide two -day event.

- Residents and businesses were asked to participate in a Halloween/Booberry decorating contests. We were surprised at the submitted entries by residents and businesses. Poplarville turned into a festive little hamlet.
- T-shirts were designed to be sold at the event and as a keepsake of the FIRST annual Booberry.
- Day one was targeted to adults. It boasted food vendors, a musician on stage, a scavenger hunt through downtown businesses and just a relaxing day with family and friends.

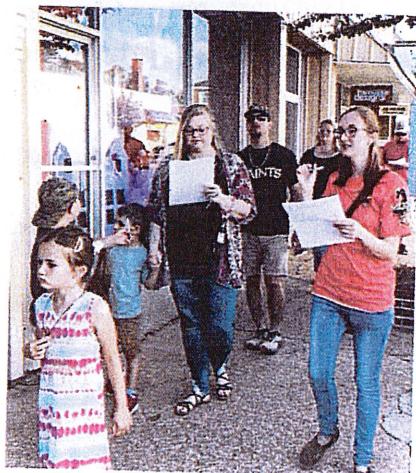
Day 1 – musician



Advertisement for event with professional logo



Scavenger Hunt
through downtown

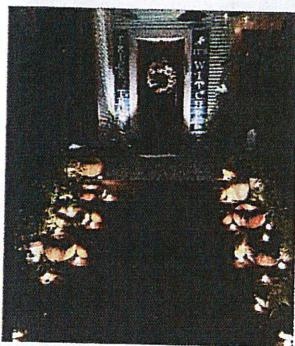


Mississippi Municipal Excellence Award Submission
Poplarville – page 3 – project summary

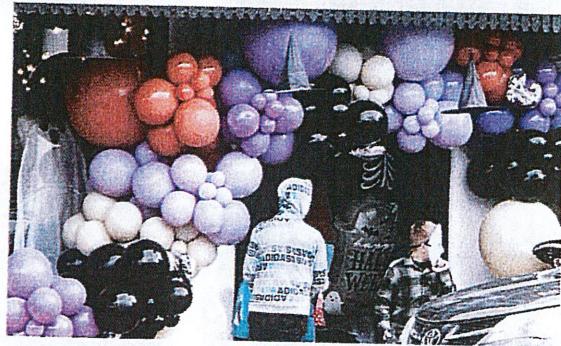
Community enjoying Day 1



Personal residence



Business



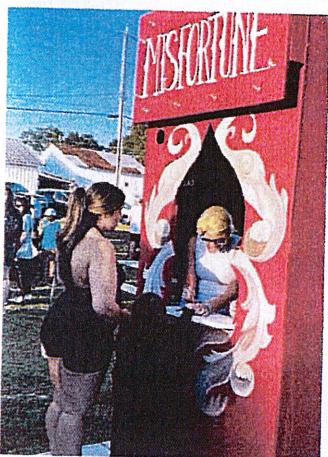
Day Two - Booberry Golf Cart Parade, Booberry Bake Off by local Coffee Shop

- Day two started with streets lined with parade goers hoping to catch Booberry treats thrown from the festively decorated golf carts.
- Props were cut and painted by local residents and a local artist.
- Entering the event attendees received TEN FREE tickets for events. If they used all of their tickets they could return to purchase more for .50 cents each.
- Police, local businesses and restaurants had booths and participated.
- Costume decorating contest for several age groups..pumpkin pie eating contest

Mississippi Municipal League Excellence Award
Poplarville – page 4 – project summary

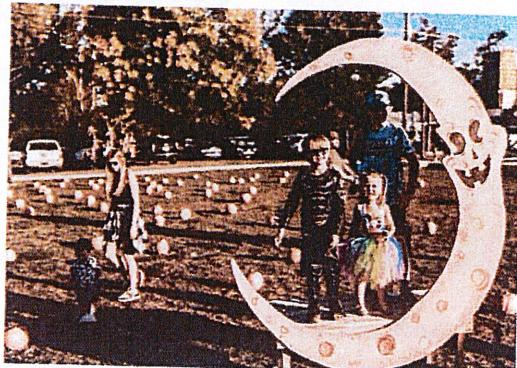
- Pumpkin patch – purchase a pumpkin for \$10 and reach in decorated Frankenstein's mouth to receive a pumpkin painting kit
- Lots of photo ops

Entry point for tickets

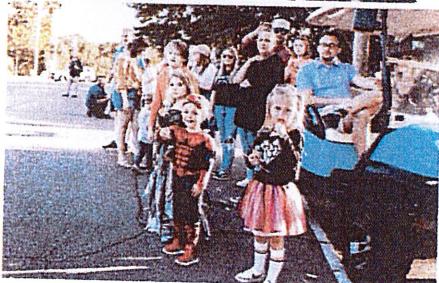


Decorated golf cart & parade goers waiting on candy

Pumpkin patch



Great crowd



Mississippi Municipal League Excellence Award
Poplarville – page 5 – program summary

We accomplished our goal by the help of numerous chamber members, business owners and law enforcement.

The entire community benefited by having a family friendly event with two days, and with two different target markets.

The feedback we received from the event was overwhelmingly positive and they all are looking for bigger and better in October 2024.

The initial event took a tremendous amount of time creating cutouts, painting them, creating t-shirts, securing vendors but in the future many items can be reused many, many times and with such a success we will not have to work as hard to entice vendors to be a part.

This first event was money intensive, but a small profit was garnered. The upcoming year we will be changing entry fees to all contests. Our expenses will be extremely lower because the amount of building that took place will not be as much. We plan to add each year but not as much as the initial year.

This event showed Poplarville is a friendly, safe town where you and your family can enjoy events and even have a fun event with the Police chief.

Planning has already begun on the 2024 event. Advertising will begin sooner and can since we already have branding. This event helped our local business by the shoppers brought to town. People basically spent an entire day in town and were introduced to businesses they might not have been aware were in town.
