



Eupora Economic Development
Empowering Change, Embracing Growth

Annual Report 2024

www.euporaed.com

Message from the Executive Director

Dear Community Members and Partners,

As we reflect on 2024, I am incredibly proud of the progress Eupora Economic Development (EED) has made in fostering community growth and engagement. This year, we focused on initiatives that brought people together, highlighted our city's strengths, and showcased Eupora as a vibrant place to live, work, and visit. From our 10-week basketball workshop to the Chainsaw & Arts Festival, each event demonstrated the power of collaboration and the importance of investing in our community.

Through partnerships with organizations like the Eupora Rotary Club and Mississippi State University, we were able to extend our reach and amplify our impact. Our events and marketing efforts have strengthened local pride and contributed to positive growth across various sectors of our community. These achievements reflect the dedication and hard work of our team and the unwavering support of our community.

As we look ahead to 2025, I am excited about the opportunities to build on this momentum and continue making Eupora a beacon of progress and possibility. Thank you for your support and belief in our shared vision.

With gratitude,

A handwritten signature in dark blue ink that reads "Janet Cook". The script is fluid and cursive, with the first letters of each name being capitalized and prominent.

Executive Director
Eupora Economic Development

Highlights at a Glance



Community Youth Engagement



Basketball Workshop

Our 10-week basketball program welcomed over 90 youth participants, providing them with opportunities to develop skills, build confidence, and foster teamwork. This initiative emphasized physical fitness and character building, leaving a lasting impact on our young athletes.

Foam Party

The Foam Party brought fun and laughter to both youth and adults, creating a memorable event that strengthened community bonds and encouraged active participation in recreational activities.

Crawfish Cook-Off



The 2024 Crawfish Cook-Off, sanctioned by the Southern Crawfish Cook-Off Association, was a resounding success. Partnering with the Eupora Rotary Club, we welcomed over 450 attendees who enjoyed **1,500 pounds** of freshly cooked crawfish. This event not only showcased Eupora's culinary talents but also strengthened local partnerships and drew visitors to our community.



Chainsaw & Arts Festival



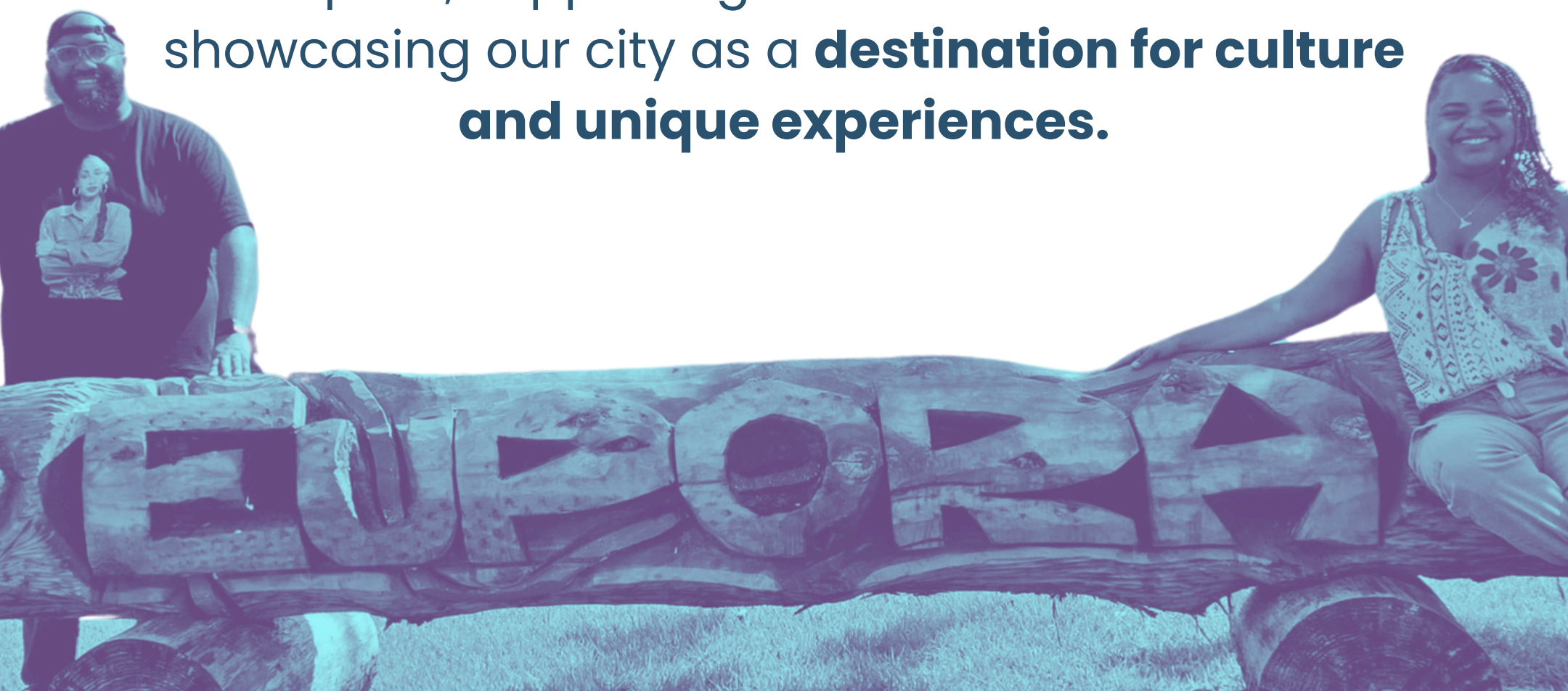
The Chainsaw & Arts Festival drew **over 3,000 attendees**, featuring an international carver from Mongolia and talented artists from across the United States. The event showcased incredible skills and added five stunning new carvings to Eupora's Art in Public Places initiative. This festival celebrated art, craftsmanship, and community spirit, solidifying Eupora as a cultural destination.



Art in Public Places Initiative

This year, five new carvings were added to **Eupora's Art in Public Places** initiative, enriching our city's cultural identity and enhancing its visual appeal. These works, created by both local and international artists, highlight Eupora's commitment to celebrating creativity and craftsmanship.

Public art not only beautifies our community but also serves as a powerful tourism draw. These installations encourage visitors to explore Eupora, supporting local businesses and showcasing our city as a **destination for culture and unique experiences.**



Seasonal Events & Community Fun



Farmers Market:

The Farmers Market enjoyed a wonderful season, bringing fresh produce, local crafts, and community connections to downtown Eupora.

Summer Spray Down:

This family-friendly event offered a refreshing summer experience, combining water activities and fun for all ages. Seasonal events like these continue to enrich Eupora's sense of community and **attract visitors to our city.**



Community Sponsorships



EED proudly sponsored Eupora High School's **sports booster clubs**, enabling them to raise funds by working concessions at Mississippi State University sporting events. This initiative supported local student-athlete programs while fostering partnerships between EED and local schools.



Marketing Impact

EED's marketing efforts reached over 97,000 people this year, marking a **35.12% increase from 2023**. Through strategic campaigns, we successfully showcased Eupora's events and initiatives, expanding our digital presence and drawing attention to our vibrant community.

In collaboration with **Mississippi State University's PRISM class**, we developed innovative campaigns that helped elevate Eupora's profile as a regional destination. These efforts not only increased awareness but also fostered deeper engagement with our community and beyond.

Rebranding Efforts



In 2024, Eupora Economic Development began rebranding efforts to reflect Eupora's growth and progress. These initiatives focused on developing a cohesive and **professional identity** that communicates our mission and vision for the future. The rebranding aims to position Eupora as a forward-thinking community while honoring its rich history.



Economic and Community Impact




Through engaging youth programs, vibrant seasonal events, and strategic local partnerships, EED continues to create meaningful opportunities that enrich Eupora's community, support local businesses, and drive sustained economic growth.





Looking Ahead to 2025

Eupora Economic Development looks forward to expanding youth programs, enhancing community events, and fostering new partnerships in 2025. Our focus remains on creating opportunities that benefit all residents while driving sustainable growth for Eupora. Together, we will continue to build a vibrant, thriving community.





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