



The Block at Fondren PR Recap

June to August 2024



OVERVIEW

With the opening of Fondren Yard this summer, “The Block” was officially ready to market itself as a combined entertainment destination in Jackson, MS.

To promote “The Block”, Wellons Communications:

- Created a custom-built media list that includes traditional, community news, digital news and earned media influencers
- Wrote and distributed two press releases and a media alert
- Pitching to local media and influencers
- Coordination of media visits as needed
- Communicated with the clients and reported results regularly

Overall, the project was very successful, as several TV and digital interviews were coordinated and reached an estimated 14,963,171 people.

COVERAGE

BROADCAST

- WLBT 3 “NOW OPEN” - 126,513
(7 CLIPS)
- WLBT 3 “PARKING” - 126,513
(5 CLIPS)
- WLBT 3 “STUDIO 3” - 11,708,518
- WJTV 12 & WHLT 12 - 53,572
(10 CLIPS)
- WJTV 12 - 9,626

DIGITAL

- JACKSON ADVOCATE - 1,500
- THE CLARION LEDGER - 30,432
- WLBT “NOW OPEN” - 956,877 (39 HITS)
- WLBT “PARKING” - 956,877 (39 HITS)
- WLBT 3 “STUDIO 3” - 956,877 (39 CLIPS)
- WJTV 12 - 17,933
- WJTV 12 - 17,933

BY THE NUMBERS

121

**DIGITAL/PRINT
HITS**

32

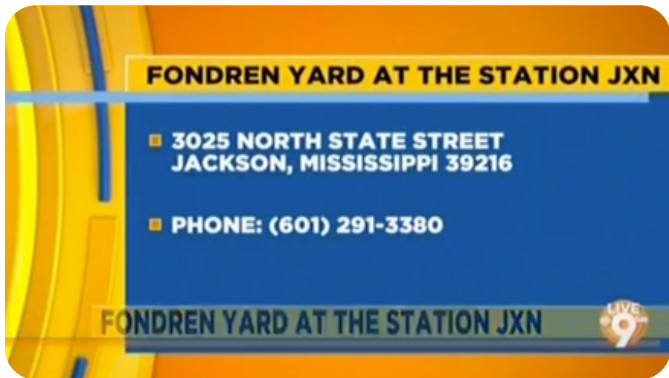
**BROADCAST
HITS**

14,963,171

TOTAL REACH



Jason Watkins sat down with WJTV 12 for their “News at 9” segment and spoke at length about Fondren Yard and everything it has to offer for locals this summer.



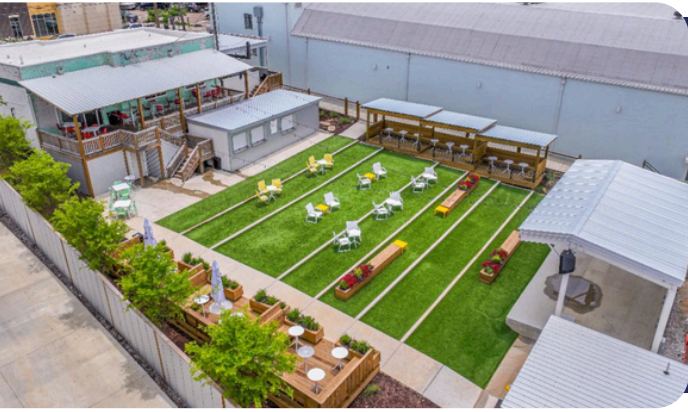
**TO WATCH THE FULL SEGMENT,
CLICK [HERE](#).**



WLBT 3 interviewed David Pharr to showcase the concepts on The Block following our announcement release. The segment aired 7 times and reached a combined audience of 126,513 people.



TO WATCH THE FULL SEGMENT,
CLICK [HERE](#).



DOWNTOWN FONDREN'S NEW PUBLIC GREEN SPACE NOW OPEN

Jackson is known for its delicious food, great music, and its strong sense of community. Fondren is keeping that spirit alive with its newest gathering space — Fondren Yard.

Local developers David Pharr and Jason Watkins are on a mission to enrich the neighborhood of Fondren with unique dining and entertainment options for locals and visitors alike. After assembling an investor group for the \$13 million development of the revived historic Capri Theatre, Highball Lanes, and The Pearl Tiki Bar in 2022, that team followed in 2023 with The Station, a vintage gas station-turned indoor-outdoor craft pizza joint and bar. Now Pharr and Watkins have produced Fondren Yard as an outdoor feature for the neighborhood and surrounding businesses now known as “The Block.”

Fondren Yard will serve as “Downtown Fondren’s green space,” located between The Station and the 500-space parking garage expected to open this Fall. Throughout the day, friends and family can gather with lawn games, shaded lounge areas and free entry for all. On special occasions, the space will transform into a live music venue. With its stadium-quality jumbotron screen, on other occasions Fondren Yard will host sports watch parties or outdoor movie nights. Plus, guests can enjoy refreshments from the shipping container bar & concession stand in the back or grab a slice from The Station during events.

TO READ THE FULL ARTICLE, [CLICK HERE.](#)



NEW PARKING GARAGE COMING TO FONDREN; VISITORS AND WORKERS FRUSTRATED WITH CURRENT PARKING SITUATION

If you have been to the Fondren District, you have likely noticed the limited parking. Visitors and workers all describe parking in the area as a nightmare.

As Fondren continues to grow and develop, so does the need for available parking. Right now, visitors often have to make several circles around the district before finding a parking spot not even close to their destination “Today it was like three times, but usually it’s probably like five times, and it’s not easy to do,” said Chloe Miller.

There are few parking lots in the area, so most drivers have to park on the street. For people who work in Fondren, the limited parking can be a big inconvenience.

“It has made me late to work because I’ll try to find... I don’t usually park out front because we try to keep that for customers. But that parking lot right by Pig and Pint does fill up, so I’ll circle around that. I’ll have to go down and around, and it’s just it’s a mess, said Anna-Kat Ireland.

Stakeholders in the neighborhood recognized the need for a parking garage to relieve some of the congestion in the area. David Pharr is a developer for the area and is hoping the new garage will offer visitors and businesses some relief. The nearly complete garage will be located behind The Station pizza restaurant.

“We’re really focused on trying to get the word out ahead of it being open, so people will know it’s here. I think it’s been a deterrent to people outside the neighborhood coming here for events and restaurants because they’re worried they’re not going to have a place to park,” said Pharr.

TO READ THE FULL ARTICLE, [CLICK HERE.](#)



FONDREN YARD BRINGS GREEN SPACE TO NEIGHBORHOOD

There is a new gathering space in the capital city.

Local developers David Pharr and Jason Watkins said they're working to improve the Fondren neighborhood. They announced the Fondren Yard, which is an outdoor feature for the neighborhood and surrounding businesses now known as "The Block."

The green space is located between The Station and the 500-space parking garage. Throughout the day, friends and family can gather with lawn games, shaded lounge areas and free entry for all. On special occasions, the space will transform into a live music venue.

"After Fondren's last green space was filled in just a few years ago, we wanted to bring an outdoor gathering space back to the community with the added elements of live music and a giant screen for watch parties," Watkins said. "It's the ultimate picnic in the park with space for parents to relax, kids to roam and friends to come for a great time."

Fondren Yard will be open Tuesday through Sunday from 11:00 a.m. to midnight.

TO READ THE FULL ARTICLE, [CLICK HERE.](#)