

Kemper County Messenger

NEWS

EDITORIAL

SPORTS

ABOUT US

SUBSCRIBE

OBITUARIES

CLASSIFIEDS

LIFE

DACO to open corporate office in DeKalb

Wednesday, August 2, 2017 6:00 PM

By MIKE ROBERTSON

Kemper County Messenger

The old Alply building on Willow Ave. in DeKalb is slated to become the new home of DACO, LLC.

DACO is a public relations and marketing firm which offers a broad range of services including event planning, strategic planning, printing, apparel and graphic design. The primary purpose for purchasing the Alply building was to relocate DACO's corporate office from Gulfport to DeKalb.

When asked what prompted the move, Learnard Dickerson, DACO President, said, "From the business and relationships that we have been able to develop in Kemper. We've had a long-term relationship with Mississippi Power, as well as members of the community and certain organizations including the school board, and we have relationships with elected officials, and we've had them for a long time." Due to these relationships, the move to DeKalb was a great business decision. Dickerson further stated that DeKalb has a very unique culture, which is a dynamic that fits very well with DACO. Concerning the location, Dickerson said they considered several different sites before settling on the Alply building.

"When you're in public relations one of the first things you look at is from an aesthetic standpoint, and how things look and feel," he said. "We look for a lot of character. Some people look for location first; we look for character first."

Kemper County Economic Development Authority Executive Director Craig Hitt directed them to the Alply building, which was scheduled to be torn down. Dickerson said that during a walk-through they saw the character of the building, and were drawn back to it on several occasions. And they knew that this was the new home of DACO.

The building will require a major rehab project, which has already begun. Dickerson said the first priority was to secure the property, for safety reasons. Currently, there is someone on scene almost every day doing demolition on the interior, and Dickerson projects that work on the outside will begin in the next one to two months. This includes a new roof, a metal façade and windows.

The full concept of the 10,000 square foot building is still being discussed. Dickerson said there would be office space, meeting space and conference rooms that would be available for their clients and members of the community.

"There are a lot of conversations that we're having with several groups and organizations as to different possibilities and areas of interest," said Dickerson.

Dickerson stated, "Even if we didn't have any clients in Kemper County our office would still be in DeKalb. It's just a beautiful building, and a beautiful town."
