

aLABama
COME TOGETHER
IN
EUFULA

AWARDS OF EXCELLENCE

presented by
Alabama Municipal Electric Authority

AUGUST 23, 2018

Thank you to our event sponsor:



Creating Jobs. Keeping Character.

Investors



MIKE & GILLIAN GOODRICH
FOUNDATION



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Community Awards

Award given in recognition of individuals, businesses and organizations that have made an outstanding contribution to their local Main Street program.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Alexander City ~ Jamie Dark



Mrs. Jamie Dark has served as past President of Main Street Alexander City and currently serves as Vice President, as well as Chairman of Promotions. Through her decade of involvement with Main Street, she has been instrumental in making many of their projects and events successful. In addition, she generously donates time and resources to numerous charities and organizations that serve children and the needy in the Alexander City area. According to the local Main Street director, “Jamie is a shining example of love, humility and dedication.”

For more information, contact Main Street Alexander City.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFAULA

Athens ~ Clements High School Key Club



Sponsored by teacher Troy Rogers, the Clements High School Key Club is a student-led organization committed to giving back to the community. Since the group was founded in 2016, they have logged hundreds of volunteer hours helping local organizations, including Athens Main Street. According to the local Main Street Director, “The students of the Key Club always project enthusiastic support for our Athens Main Street events. They positively ‘promote’ our events through their helpful attitude and smiling faces.”

For more information, contact Athens Main Street Director, [Name Redacted]



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFALA
IN

Birmingham ~ Dora Sims



Ms. Dora Sims serves as community president of Birmingham's Five Points West neighborhood. She spearheaded and continues the Five Points West/CrossPlex Alliance partnership with REVBirmingham which is working to develop long-range master planning goals for Five Points West's future. Ms. Sims has a particular passion for litter removal. She has organized volunteer clean-up days in her neighborhood and worked to have more trash cans installed near local bus stops. She recently completed the Gulf States Health Policy Center Community Research Fellows program, a community-driven 16-week course that serves as a grant-writing intensive forum for Birmingham's community leaders to discuss and address issues they are passionate about.

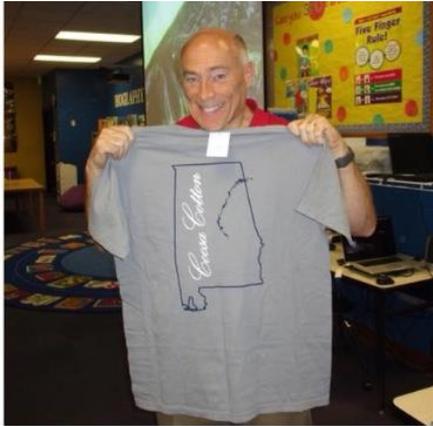
For more information, contact REVBirmingham.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Columbiana ~ Coosa Cotton



Coosa Cotton is a local business that has participated in all Columbiana Main Street outdoor events, in addition to sponsoring the local high school fishing team and local fishing tournaments. The brand received national attention when musician Pryor Baird Page wore one of their hats on The Voice, and Blake Shelton received a hat of his own. The nomination describes their owners as “Top Notch Young Entrepreneurs making Columbiana proud!”

*For more information, contact
Columbiana Main Street.*



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Elba ~ Ben E. Keith Foods



Since acquiring a local food manufacturing and distribution facility in 2016, Ben E. Keith Foods of Texas has become a great partner to Elba Main Street. The company has the philosophy that serving extends not only to customers but to their communities as well. Their employees actively volunteer their time and resources to the program, serving on the Board of Directors, 4-Point Committees and volunteering at events. They also give sponsorships, products and participate in some form in all of Elba Main Street's activities.

For more information, contact Elba Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Eufaula ~ Eufaula Pride



Eufaula Pride is a nonprofit organization focused on making Eufaula a beautiful place to visit and live. Their scope of work is the entire city, but special emphasis has been placed on the historic downtown. They have donated and installed new benches, planters, trash receptacles, and up lighting in trees, and they help to maintain many ornamental planting areas downtown. With the group's help, Eufaula's downtown has maintained a charm that is second to none.

For more information, contact Main Street Eufaula.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA

Fort Payne – Connie Fuller



Connie Fuller, who was a local business owner, has been a vital part of Fort Payne Main Street since she helped to develop and present their application for designation. She has served on the board as Executive Secretary and board member. She stepped in when needed to serve as interim Executive Director. Connie helped in the search for a new director and volunteered to work alongside the new director for the entire first year. To this day, Connie continues to volunteer her time to make Fort Payne Main Street a success.

For more information, contact Fort Payne Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFULA

Gadsden – Bart Dawson



Bart Dawson, a Gadsden native who works in the construction industry, approached Downtown Gadsden, Inc. in 2014 about organizing a St. Patrick's Day Pub Crawl. He received approval from the board and then hit the ground running. Donating hours of his own time, he arranged the venues, obtained merchandise to give away, designed t-shirts, delivered maps and helped to set up the stage for the band. He even financed the event. DGI assisted with promotion and printing. The first event in 2015 was a big success and Mr. Dawson has worked to make the event bigger and better each year.

For more information, contact Downtown Gadsden, Inc.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Heflin ~ Rudy Payne



Rudy K. Payne retired in 2011 as the Assistant Superintendent of Cleburne County Schools. Among his many other roles in community organizations, Mr. Payne serves on the Design Committee for Heflin Main Street. He comes from a long line of master gardeners and is fondly known around town as “Plant Daddy.” He created the Beautification Department for the City of Heflin and has dedicated countless hours to installing and caring for the beautiful plants adorning Heflin’s streetscapes, parks, and public buildings. As the nomination notes, “just driving down Main Street in the spring and summer is like looking through an issue of Southern Living magazine.”

For more information, contact Heflin Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFALA
IN

Jasper ~ Mayor David O'Mary



Since taking office in 2016, Mayor David O'Mary has shown unwavering support for Jasper Main Street. At his instruction, the City of Jasper has planted dozens of trees in the downtown, provided police protection at events, and installed the program's revolving collection of banners. The mayor has presided over events like the Tallulah Half-Marathon, and he has committed to fully funding the largest public mural to date in Downtown Jasper. The local director notes that the mayor's "open-door policy and regular attention to Jasper Main Street make for a solid working relationship."

For more information, contact Jasper Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFAULA

Marion ~ Susan Passmore



Susan Passmore currently serves as the Secretary and Design Committee Chair on the Main Street Marion Board of Directors. Her list of contributions to her community is long and varied: she has donated housing to the internship program with the David Mathews Center; spearheaded beautification programs in the downtown, created historical window displays, coordinated volunteers with Marion Military Institute students, and served on the Marion-Perry County Bicentennial Committee, and the list goes on. Her commitment to the Marion-Perry County community has inspired others and helped generate enthusiasm for Main Street.

For more information, contact Main Street Marion.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
EUFALA
IN

Monroeville ~ Monroe County Public Library Board



As an Advocate-level member of Monroeville Main Street, the board members of the Monroe County Public Library participate on the Design and Promotion committees, host joint fundraisers, and volunteer for Main Street events. In the past year, the board raised funds to make much-needed repairs to the library building. They have increased downtown traffic by expanding library services and extending their hours of operations to include evenings and Saturdays, and repurposing the second floor to add an after school program.

For more information, Monroeville Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Montevallo ~ Sarah Hogan



Sarah Hogan served as Assistant to the Mayor in 2016 and played a major role in the city's application for Main Street designation. After designation, her real work began as she served as Main Street Director during the city's \$5 million Downtown Streetscape Project. Even after moving to a new career as a school counselor, Sarah continues to serve on the Promotions Committee. She and a group of friends also purchased and rehabbed a downtown building so she could continue to make her mark in Montevallo.

For more information, contact Montevallo Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Oxford ~ Robin Leonard



Robin Leonard was instrumental in launching the Oxford Main Street Program in 2014. Since then, she has served as board chair, as well as in other leadership roles. She helped to create Oxford's Façade Improvement Grant Program and their Downtown After Sundown event, which eventually morphed into Main Street Market and Trick-or-Treat on Main. She currently serves on the Main Street Advisory Board and heads the weekly Main Street Market. According to the nomination, "she has been the 'cheerleader' in efforts to improve and promote our downtown and city as a whole."

For more information, contact Historic Main Street Oxford.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFAULA

Wetumpka ~ Joe Champion



Joe Champion can be described as a “Renaissance man,” having served as an Alabama State Trooper, an arson investigator, a polygraph examiner, and a commercial diver. His love of geology, art and history have made him a perfect ambassador of the Tulotoma Snail Trail, a project he helped to conceptualize. His input and assistance with research, as well as his tireless fundraising efforts, were key in making this project a reality.

For more information, contact Main Street Wetumpka.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

New Designated Cities

Main Street Alabama accepts new cities annually to participate in the program at the designated level. Cities are selected through a competitive application process.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Foley



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Scottsboro



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFAULA

South Huntsville



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
IN
EUFAULA

Excellence in Fundraising

Award given in recognition of outstanding local fundraising activities or campaigns.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Heflin ~ Tiger Pride Banners



Hoping to capitalize on the enormous support alumni of Cleburne County High School bring to their town, Heflin Main Street created the “Tiger Pride” banner program in conjunction with the school’s homecoming celebration last fall. The response to the banner sale was so great that additional hardware had to be ordered to install all the banners. Even after the additional hardware cost, the promotion netted over \$3,000 for the program. In addition, it enhanced the experience for all the returning alumni and created positive visibility for Heflin Main Street.

For more information, contact Heflin Main Street.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
EUFALA

Jasper ~ Jasper Main Street Endowed Fund



Jasper
Main Street
Endowed Fund

To ensure the financial sustainability of Jasper Main Street into the future, the Jasper Main Street Endowed Fund was created in the spring of 2018 at the Walker Area Community Foundation, a recognized leader in philanthropy throughout northwest Alabama. Targeted fundraising helped the fund reach \$50,000 in less than 3 months, evidence of the shared belief in the Main Street 4-point approach and a desire to see downtown Jasper flourish to their next level of success.

For more information, contact Jasper Main Street .



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFAULA

Wetumpka ~ Main Street Wetumpka Wine Pull



EST. *the* 2017
MAIN STREET
WETUMPKA
WINE PULL

The Wine Pull is Main Street Wetumpka's primary fundraising event. The four-diamond Wind Creek Casino and Hotel in Wetumpka donates the food and wine pairings and staff from its Fire Steakhouse, as well as the use of its penthouse suite for an evening overlooking the Coosa River and downtown Wetumpka. Each attendee walks away with a signature wine glass, and each pair of attendees "pulls" a bottle of wine ranging in value from \$20-\$150. The inaugural event in 2017 netted the organization nearly \$15,000.

For more information, contact Main Street Wetumpka



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFALA

Excellence in Volunteer Development

Award to recognize outstanding local Main Street recruitment, training and/or volunteer recognition efforts.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Marion ~ Marion Military Institute



Marion Military Institute, located just outside the downtown district, has proven to be an invaluable partner to Main Street Marion, with MMI cadets providing hundreds of volunteer hours maintaining plant beds, setting up and tearing down events, spraying for ants, painting parking lines, working with business owners, cleaning out downtown buildings, and the list goes on. To enhance this important relationship, the Main Street Marion Board established a non-voting board position to be held by the acting Service Leadership Club President, an MMI cadet.

For more information, contact Main Street Marion.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFULA

Excellence in Public/Private Partnerships

Award to recognize outstanding local partnerships between Main Street and another organization.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
EUFULA
IN

Columbiana ~ Music on Main



Columbiana Main Street began partnering with the City of Columbiana in 2016 to create a family friendly downtown music event every Friday night in May and June. Both entities share responsibility for the events, both in planning and funding, which has allowed for better bands and larger crowds. As director Brenda Sands points out, “it takes a village to present Music on Main.”

For more information, contact Columbiana Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFAULA

Gadsden ~ United Way



In 2012, Downtown Gadsden, Inc. began designating one of their monthly First Friday events as “Downtown Gadsden Gives Back.” They partnered with their local United Way to bring in nonprofits that would engage with attendees through games and interactive activities to educate them about their organizations, rather than just handing out information. In addition, many of the merchants donate a portion of their sales on that night to the United Way. The partnership is a win-win as it raises awareness for the nonprofits, as well as the downtown.



For more information, contact Downtown Gadsden, Inc.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Marion ~ University of Alabama Honors College



The University of Alabama's Honors College is the premier honors program for the university and home to more than 7,000 students. For the past 10 years, specific programs have partnered with Perry County and surrounding areas to address systemic poverty and develop community. Students in the program have served as interns for Main Street Marion and contributed to a wide range of projects from website development to help with landscaping. The partnership with Marion allows Honors Students to experience community development and study and address systemic poverty, while participating in service and being immersed in a unique culture.

For more information, contact Main Street Marion.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFALA
IN

Montevallo ~ City of Montevallo



The City of Montevallo was instrumental in helping to establish and fund Montevallo Main Street. One of the program's first opportunities to work with the City was their Downtown Streetscape Project, which involved infrastructure, sidewalk, street, landscaping and other improvements along Main Street and Middle Street. The program also partnered with the city and other entities to design, raise funding and construct two pocket parks along Main Street. Thanks to this tremendously successful and impactful partnership, downtown Montevallo has been transformed both in terms of its appearance and how it functions.

For more information, contact Montevallo Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Excellence in Business Development

Award to recognize outstanding efforts to improve the downtown business climate, or business retention & recruitment efforts.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Birmingham ~ Art Town at East Lake Station



Art Town at East Lake Station, which opened in October 2017, is a facility offering work areas for artists, a stage and event space, and fun, informal arts education for community residents. The mission of Art Town is to provide affordable studios, teaching, performing and gallery spaces for emerging and established artists in the heart of Birmingham's East Lake neighborhood. There are 12 artists work spaces with 6 long-term tenants. Originally a retail space slated to close, Art Town at East Lake Station now provides a hub of culture and an affordable artistic venue for Birmingham.

For more information, contact REV Birmingham.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFULA

Elba ~ Rabbit Hole Expansion



The owners of the Rabbit Hole restaurant and bar are very dedicated to helping Downtown Elba come back to life. When the restaurant first opened, they started offering live music in the evenings, then in early 2018, they purchased an adjacent property and built an outdoor bar and stage, providing a outdoor gathering space unlike any other in Elba. The venue has become a great draw in bringing people downtown at night, helping others realize that, “if you build it they will come.”

For more information, contact Elba Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUF^{IN}AULA

Fort Payne ~ Boom Town Makers Market



Boom Town Makers Market grew out of a recommendation from Fort Payne Main Street's Resource Team Report. Mr. Ed Westmoreland, a private property and local business owner, and supporter of Fort Payne Main Street's mission, was approached about using the historic Sawyer Building, which he had recently purchased, to create a venue for local artists and craftspeople to sell their work. The resulting collaboration between Mr. Westmoreland and the nonprofit Landmarks, which is the Historic Association of DeKalb County, has given Fort Payne a new place for the community to gather and local artisans to sell art, sculpture, candles, yarn, clothing, jewelry and more in a downtown setting.

For more information, contact Fort Payne Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFaula

Heflin ~ Southern Brew Trading Company



Kenny and Hannah Echols approached the City and Heflin Main Street with their desire to open a new business in the downtown district. Using the Market Analysis provided by Main Street Alabama, Heflin Main Street helped guide the Echols in identifying a successful business model and finding a location for their business, which offers a coffee house and bake shop, a light lunch menu, then craft beer and wine offerings with their dinner menu. There is a successful market place for vendors to display and sell products, including disc golf products to support visitors coming to Heflin's disc golf course. Southern Brew Trading Company continues to be involved with Heflin Main Street activities and supports downtown events. *For more information, contact Heflin Main Street.*



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Excellence in Downtown Marketing

Award to recognize outstanding efforts to market a specific event or the entire downtown as a destination or a branding or image development campaign.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Fort Payne ~ Banners, Star and Music



In an effort to enhance the experience for downtown shoppers and visitors, Fort Payne Main Street installed banners throughout the downtown that can be changed to reflect the season or promote upcoming events, utilizing the branding provided by Main Street Alabama. They also installed outdoor Bluetooth speakers in the downtown which are controlled from the Main Street office. Music is played daily from 9am to 9pm. The banners and music system have been a popular addition to the downtown. Fort Payne Main Street worked closely with the City, the local Rotary Club and the Times Journal newspaper to complete the project. Just in case you didn't know, the mega country music group Alabama, lives in Fort Payne. Fort Payne Main Street took advantage of something only Fort Payne can claim and honored the group with a Star in front of the historic theater in the heart of their downtown district.

For more information, contact Fort Payne Main Street.



Creating Jobs. Keeping Character.



Montevallo ~ Mugs & Kisses on Main



This promotion was held in conjunction with Love Montevallo Day which celebrated all of the great developments in Montevallo over the previous year. The promotion featured a themed Montevallo coffee mug overflowing with coupons for downtown stores which could be used that day or during the following month. The promotion proved to be a big success in getting new shoppers into downtown businesses. As a result, merchants have been more excited about participating in Main Street events. The effort also helped in creating a sense of community and collaboration among the merchants.

For more information, contact Montevallo Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Excellence in Promotion

*Award recognizing outstanding special events
and activities that promote the downtown
district.*



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFAULA

Decatur ~ Carnegie Carnival



In 2012, the Carnegie Visual Arts Center presented the area's first Mardi Gras-style celebration, the "Carnegie Carnival." The festivities of the day culminate in a nighttime parade that can proudly hold its own with Mardi Gras parades throughout the southeast. Retail, non-profits, and the community as a whole are affected in a positive way by this event. As it has grown in popularity, other events have been added including a Cake Shake and half marathon called the Carnival Frolic.

For more information, contact Decatur Downtown Redevelopment Authority.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Marion ~ Jazz on the Square

The poster features a teal background with a purple scalloped border. At the top right is a white shield containing a building icon and the text 'Marion, AL'. The main text is arranged in a vertical list: '2 PM OPENING CEREMONY', '2:30 PM LIVE MUSIC & STORYTELLING', and '6:30 PM MAGIC CITY SMOOTH JAZZ'. Below this is 'LOCAL PERFORMANCES: FIRST IMPRESSIONS, ELEANOR DRAKE, & THE MMI CADETS'. At the bottom, a purple banner contains 'FREE ADMISSION | LAWN CHAIRS WELCOME' and '2-8:30 P.M. // 04 . 21 . 18'. The event title 'MARION-PERRY COUNTY JAZZ on the SQUARE ALABAMA BICENTENNIAL' is written in a stylized font across the middle.

MARION-PERRY COUNTY
JAZZ
on the
SQUARE
ALABAMA BICENTENNIAL

Marion, AL

2 PM
OPENING
CEREMONY

2:30 PM
LIVE MUSIC
& STORYTELLING

6:30 PM
MAGIC CITY SMOOTH JAZZ

LOCAL PERFORMANCES:
FIRST IMPRESSIONS,
ELEANOR DRAKE, & THE MMI CADETS

FREE ADMISSION | LAWN CHAIRS WELCOME
2-8:30 P.M. // 04 . 21 . 18

Funded in part by an Alabama 200 Bicentennial grant, Marion's Jazz on the Square in April celebrated the heritage of Marion and Perry County. It featured music, kids activities, storytelling, and art exhibits. Most, if not all, of the downtown businesses were open for the event and several of the businesses located farther away from the main square chose to participate as vendors. Event attendance is estimated to have been at least 700 people, and the main outcome of the event was the renewed sense of hope and positive association of downtown with the community.



For more information, contact Main Street Marion.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Montevallo ~ Montevallo's Bicentennial Bash

DID YOU KNOW?

In 1853

4,000 people

In 1853 the first 55.5 miles of the Tennessee and Alabama Rivers Railroad were completed from Selma to Montevallo.

Gathered together for a huge BBQ picnic to celebrate 'the cars' arriving in Montevallo for the very first time.

Many individuals helped to fund this enterprise with great enthusiasm.

This "Railroad Jubilee" is thought to have been held in approximately the same location as Orr Park.

We want to replicate this gathering at

*Montevallo's
Bicentennial Birthday
Bash*



September 9th
10am-3pm

Will you be 1 of our 4,000?

Montevallo's Bicentennial was celebrated with multiple events throughout the year culminating in the Bicentennial Birthday Bash held on September 9, 2017. The goal was not only to host a community-wide celebration of Montevallo's Bicentennial, but was also to recreate a "Railroad Jubilee" BBQ that happened in 1853 where around 4,000 people gathered in Montevallo. The 2017 event featured artisans from all around the area, food vendors, kids zone, music, and most importantly a birthday cake and enormous birthday cards to sign. The event was a partnership with the City of Montevallo and a collaborative effort of many community organizations in Montevallo.

For more information, contact Montevallo Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Excellence in Business Promotion

Award to recognize local promotions, events and activities that result in increased sales or for private in-store promotions or advertising.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Eufaula ~ Iron Bowl Small Business Saturday



SMALL BUSINESS SATURDAY

IRON BOWL PREDICTIONS

WINNER ANNOUNCED - NOVEMBER 27TH

In addition to their already successful Small Business Saturday program, Main Street Eufaula developed an Iron Bowl prediction contest for Iron Bowl Saturday last year. The person who picks the closest final score wins a gift certificate shopping spree in downtown, but first they have to spend \$25.00 to enter. ALL Main Street Merchants participated generating over 700 contest entries or \$17,500 in sales. Merchants were very happy with the results and are eager to expand the promotion in years to come.

For more information, contact Main Street Eufaula.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUF^{IN}AULA

Fort Payne ~ Downtown Discount Card



The discount card was developed by Fort Payne Main Street to encourage people to shop downtown. It featured 16 downtown merchants. The first 100 cards were given to the Tennessee River Ranch owned by Randy Owen of the band Alabama and his daughter. They distributed them to their customers who visit during cattle sales throughout the year. The program was a big success, and the merchants are looking forward to expanding the program next year.

For more information, contact Fort Payne Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFALA

Excellence in Architectural Design

Award recognizing outstanding completed design projects including façade renovation, interior renovation and design education efforts



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Athens ~ Limestone County Archives



The Limestone County Archives is housed in the former Louisville and Nashville Railroad Athens Passenger Depot built in 1905. The building, which is listed on the National Register of Historic Places and considered an Athens landmark, recently underwent an extensive rehabilitation. The well-received project has helped further the Archives' mission of preserving and providing access to the history of Athens and Limestone County, and Athens Main Street' mission of encouraging residents to engage with their history and community.

For more information, contact Athens Main Street.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
EUFULA
IN

Gadsden ~ 414 Broad, LLC



In late 2016, Craig and Cindy King, owners of J.P. King Auction Company decided to move their hundred-year-old company back to downtown Gadsden. They purchased a vacant historic building on Broad Street, then utilizing historic preservation tax credits, invested \$800,000 in rehabilitating the building. In addition to housing their corporate offices on the first floor, the building also features three luxury loft apartments on the second floor, bringing more night activity and foot traffic to the downtown.

For more information, contact Downtown Gadsden, Inc.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFULA

Jasper ~ HARBINS Outdoors



Jasper business owner Jeremy Harbin breathed new life into a dilapidated downtown property to house his outdoor business. He invested \$100,000 in the rehabilitation and opened the store on Mother's Day of this year. Harbin has not only contributed to Jasper's downtown revitalization through this project, he has become an active supporter of the Jasper Main Street program.



For more information, contact Jasper Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Excellence in Planning & Public Spaces

Award recognizing outstanding planning projects and quality completed design improvements such as streetscape, public art and other projects in public spaces.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Eufaula ~ Downtown Streetscape



Using funds leftover from a DOT project, the City of Eufaula, led by Mayor Jack Tibbs, implemented a 7-month streetscape project to improve the gateway into downtown. Iron railings were installed, sidewalks were widened and fixed, handicapped accessibility was upgraded, and green space was added, along with parallel parking. The project has already proved successful in attracting businesses into the area and will hopefully lead to a new wayfinding signage project this coming year.

For more information, contact Main Street Eufaula.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Jasper ~ Streetscape Phase 1



Jasper's Phase I Streetscape Project involved the planting of 48 trees from 4th Avenue west to Elliott Boulevard via 19th Street. The City of Jasper planted the trees as an in-kind service, while Jasper Main Street and the Friends of Downtown Jasper (the 501(c)(3) funding arm of Main Street) purchased the planting plans, the trees, and supplemental materials like soil and mulch. Jeremy Harbin, a new Downtown business owner and Main Street supporter provided guidance to city employees on how to properly plant and maintain the trees.

For more information, contact Jasper Main Street.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA

Montevallo ~ Downtown Streetscape Project



After parents of University of Montevallo students began to express concerns about the condition of the downtown area, and the University began to steer visitors away from the city's core, work on a revitalization plan for the downtown began in 2007. The resulting \$5 million streetscape project, which also included two new pocket parks, was completed in April 2018. The City entrusted Montevallo Main Street with the responsibility of working directly with the project engineer to coordinate every aspect of the project with residents, local businesses, university staff and students, and downtown property owners. *For more information, contact Montevallo Main Street.*



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Monroeville ~ Truman Capote Mural



Grove Hill, Alabama artist Johnna Bush was selected to complete a mural in downtown Monroeville celebrating the work of native Truman Capote. Completed over a week in April of 2018, the mural is titled “Home is where my friend is,” a quote from Capote’s *A Christmas Memory*. The project, which received great support from the community in the form of in-kind donations, came in over \$3,000 under budget and in positive media coverage and social media interest for Monroeville Main Street.

For more information, contact Monroeville Main Street.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
IN
EUFULA

Excellence in Placemaking

Excellence in Placemaking Award – This Award is to recognize outstanding local efforts that capitalize on local assets, inspiration, and potential, with the intention of creating public spaces that promotes people’s health, happiness, and well being.



Creating Jobs. Keeping Character.

a LABama
COME TOGETHER
EUFALA
IN

Birmingham ~ Woodlawn Tactical Urbanism



When they learned that funds had been committed to redesigning several blocks of the Woodlawn neighborhood's main thoroughfare, REV Birmingham obtained permission to incorporate a Complete Streets approach to the project, which means integrating people and places in the planning, design, construction, operation, and maintenance of transportation networks. They conducted community surveys to determine the community's preferences for the corridor, then received permission to lay out a temporary complete street design that helped to slow traffic speeds and resulted in a much safer environment for pedestrians and cyclists.

For more information, contact REV Birmingham.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Eufaula ~ Big Bass Statue



Tourism is a billion-dollar industry in Alabama, and downtown Eufaula is a great destination, taking advantage of the beautiful antebellum homes, proximity to Lake Eufaula and the bass tournaments held there. Alabama Tourism Department, The City of Eufaula, Mayor Jack Tibbs, and Black Belt Adventures were integral in the purchase and placement of the 12.5 foot Manny the Big Bass statue. Manny is a connection from the lake to downtown and an authentic part of Eufaula. And a pretty cool selfie opp!

For more information, contact Main Street Eufaula.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Wetumpka ~ Tulotoma Snail Trail



The *Tulotoma magnifica* river snail lives in the Coosa River that flows through Wetumpka. When the snail was facing extinction, scientists recommended that the flow of water from the dams on the Coosa be increased. The plan worked, and the increased water flow also led to an increase in water sports and tourism on the river. Main Street Wetumpka created the Tulotoma Snail Trail as a series of “snail stops” at downtown historic sites celebrating the snail and Wetumpka’s history. With enhanced signage and aesthetic improvements at the sites including a 300-pound wooden snail sculpture, the project has been hugely popular. The snail has become the perfect branding tool for a once-deteriorating downtown that is now realizing its amazing potential.

For more information, contact Main Street Wetumpka.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFALA
IN

Excellence in Historic Preservation

This award is to recognize outstanding local efforts to preserve downtown history through preservation education efforts such as walking tours, historic district designation or historic ordinances. This award may also be received for adaptive reuse of a historic building to a contemporary use.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

Athens ~ Judge James Horton Monument Committee



In 2015, the Limestone County Bar Association kickstarted a project to honor Judge James Edwin Horton Jr. who, despite facing death threats and political pressure, set aside an all-white jury's guilty verdict and death sentence for Haywood Patterson, one of the Scottsboro Boys falsely accused of attacking two white women. Although the trial for Patterson was in Decatur, Judge Horton made his decision at the Limestone County Courthouse. By 2017, a fundraising committee which included Athens Main Street board members, had raised \$60,000 to erect a state historical marker and a life-size bronze statue of Judge Horton at the entrance of the courthouse.

For more information, contact Athens Main Street.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
EUFULA
IN

Birmingham ~ Alabama Theatre Sign



The 90-year old Alabama Theatre participated in a grant program from the Partners in Preservation: Main Street campaign, co-sponsored by the National Trust for Historic Preservation and American Express. The theater would use the grant money to replace a 60-foot, vertical "Alabama" sign above the stage entrance to match the iconic "Alabama" sign at the main entrance. The original sign had been removed in the 1950s and never replaced. On November 2, 2017, the Theater was awarded a top 10 spot in the national competition, earning it a \$120,000 grant to use toward replacing the sign. The new sign was illuminated for the first time to great fanfare on New Year's Eve 2017.

For more information, contact REVBirmingham.



Creating Jobs. Keeping Character.

a **LABama**
COME TOGETHER
IN
EUFULA

Gadsden ~ Campbell Development, LLC



Caleb and Jenna Campbell, along with Caleb's sister Anna, were raised in Gadsden and wanted to relocate their business from Pittsburg, Pennsylvania, to downtown Gadsden. They worked with Downtown Gadsden Inc. to identify a suitable property, and in March of 2017 purchased the landmark Federal Building through an online auction. They are currently rehabilitating the stately building according to the Secretary of the Interior's Standards for Rehabilitation. As the DGI director notes, "it is a Main Street Director's dream when young people come 'back home' and invest in the community where they grew up."

For more information, contact Downtown Gadsden Inc.



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUF^{IN}AULA

“ABILITY is what you are capable of doing. MOTIVATION determines what you do. ATTITUDE determines how well you do it.” Lou Holtz

THANK YOU!

Main Street Alabama



Creating Jobs. Keeping Character.

a **LAB**ama
COME TOGETHER
EUFAULA