



FOR IMMEDIATE RELEASE

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MAIN STREET ALABAMA ANNOUNCES EXPANDED DEVELOPMENT TEAM

Birmingham, Ala. (June 16, 2026) — Main Street Alabama is excited to announce the continued expansion of its development team with the hiring of Shelley Paasch as Program Development Specialist, effective June 15, 2026.

Paasch brings close to 20 years of experience working in downtown development, entrepreneurship, broadband expansion, and community partnerships across Kansas. She most recently served as Partnerships Coordinator with the Kansas Office of Broadband Development, where she worked directly with communities, internet service providers, and state partners on broadband expansion projects and long-term planning efforts.

Prior to joining the Kansas Office of Broadband Development, Paasch served as a Business Specialist with Kansas Main Street, providing technical assistance and business support to more than 35 communities across the state. Her work included downtown revitalization strategies, small business development, market analysis, and organizational support for local Main Street programs.

Paasch also previously worked with Network Kansas, where she supported entrepreneurship and rural development initiatives in communities throughout Kansas.

As part of Main Street Alabama's Program Development Team, Paasch will work directly with designated and network communities across the state to provide guidance and technical assistance related to revitalization efforts, organizational development, economic vitality, business support, volunteer engagement, and long-range planning. "Shelley brings a deep understanding of the collaborative, day-to-day work required to help communities advance meaningful projects," said Mary Helmer Wirth, Main Street Alabama State Coordinator. "Her experience with both Main Street programs and broader statewide development initiatives will be a tremendous asset to our team and to the communities we serve."

Main Street Alabama currently serves 36 Designated Programs and 34 Network Communities throughout the state. For more information, visit mainstreetalabama.org.

Main Street Alabama is a non-profit organization which stresses public-private partnerships, broad community engagement, and strategies that create jobs, spark new investment, attract visitors, and spur growth in core commercial districts. Main Street builds on the authentic history, culture, and attributes of specific places, to bring sustainable change.