

MAIN STREET

★ ALABAMA ★

Main Street Alabama has proven that revitalization is not a single act, it is a rhythm, a pulse that runs through every corner of our state. The places that were once defined by their age are now defined by their ambition. From small towns to growing cities, Main Street Alabama is shaping the new story for this state; one where downtowns and neighborhood commercial districts are not artifacts of the past but catalysts for the future.

And yet, at the heart of it all, the mission remains unmistakably human. Every storefront restored, every festival revived, every entrepreneur who takes a chance in their district adds another verse to the story of who we are. Main Street Alabama exists to make sure those stories are heard, and to ensure that the power of place continues to move the state forward, one district at a time.

Because after all these years, Main Street Alabama is still doing what it set out to do - **Creating Jobs. Keeping Character.**



THE IMPACT OF MAIN STREET

Transforming Alabama Districts SINCE 2014

Designated District Data



NET NEW /
RELOCATING BUSINESSES

1,517



NET NEW JOBS

4,548



PRIVATE
INVESTMENT

\$1,123,702,573



PUBLIC
INVESTMENT

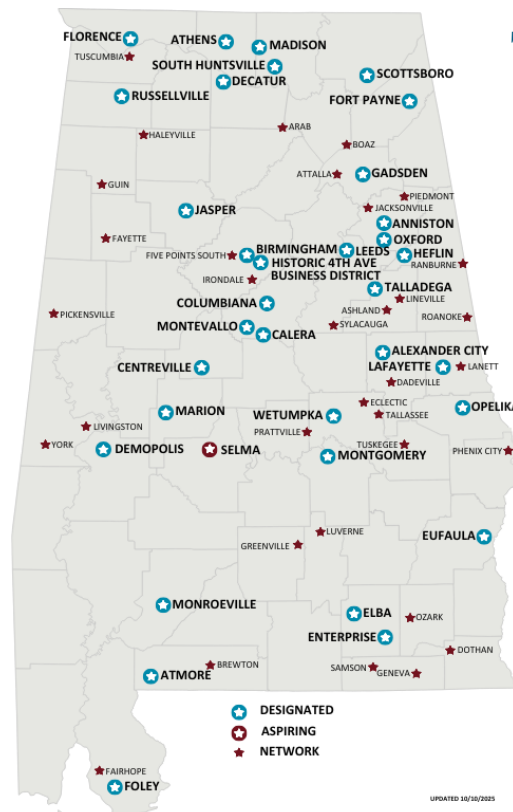
\$246,737,186



VOLUNTEER HOURS

257,487

Numbers compiled since 2014



Technical Services

Strategic Planning

Local Investor Development

District Growth Strategies

Market Studies

Quarterly Trainings

Branding



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AL SPARK is a Main Street Alabama initiative designed to energize emerging and growing businesses in Designated Main Street Districts statewide, supported by U.S. Small Business Administration funding. AL SPARK has three components Live Wire (Education), Illuminate (Marketing), and Bright Ideas - A pitch competition for existing businesses looking to expand and grow.



TRAINING PLATFORM

Main Street Alabama makes learning easy for small businesses. AL SPARK offers on-demand training with expert videos and quizzes, so owners can learn anytime, anywhere.



BUSINESS MARKETING GRANTS

After finishing a four-part Marketing Course, businesses in Main Street districts could apply for a \$1,000 Illuminate grant for marketing needs like ads, signage, or branded materials. In total, 210 businesses received funding.



BUSINESS PITCH COMPETITION

Bright Ideas Pitch competitions let Main Street business owners present growth ideas for funding. Local winners received up to \$10K and advanced to regionals. Three winners and two wild cards competed in the final, held in Jasper. All finalists received part of the \$37,000 awarded. Funding could be used for inventory, equipment, marketing, or technology. Creations Galore and Moore won \$25,000; Good Company Cafe - \$6,000 winner, Coffee Corner - \$3,000; Trolley on Main and Ulti-Mutt both won \$1,500.



Main Street Alabama Project Grants

In 2025, Main Street Alabama awarded Designated programs \$20K grants to be used on projects that will make an economic impact for the district. Here are examples of how communities used their funding:

- Business Support and Resources
- Facade and Building Improvements
- Lighting Upgrades
- Marketing Campaigns e.g., Videos for Small Businesses
- Public Space Projects e.g., Alleyway Revitalization, Greenspace Improvements
- Public Amenities e.g., Performance Stage on the Square, Downtown Speaker System
- Public Art e.g., Murals, Asphalt Art, Sculptures
- Special Attractions e.g., Synthetic Ice Rink
- Signage Programs e.g. Blade Signage for Businesses, Pole Banners
- Streetscape Enhancements, e.g., Downtown Planters
- Technology and Infrastructure
- Wayfinding



Main Street Alabama revitalizes communities and celebrates our state's heritage. We restore historic buildings, support local businesses, and create welcoming Main Streets across Alabama.

Experience Alabama's charm, culture, and hospitality on Main Street. Explore historic towns, enjoy local food, and discover what makes our communities special.

www.sweethometowns.com



Sweet Home Towns podcast, the official podcast of Main Street Alabama, join us as we share inspiring stories of innovation, historic preservation, and the people who are breathing new life into their hometowns. These are the voices shaping Alabama's sweetest success stories. The podcast can be found on Amazon Music, iHeart Radio and others.

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- Alexander City
- Anniston
- Athens
- Atmore
- Birmingham-Woodlawn
- Birmingham's 4th Ave District
- Calera
- Centreville
- Columbiana
- Decatur
- Demopolis

- Elba
- Enterprise
- Eufaula
- Florence
- Foley
- Fort Payne
- Gadsden
- Heflin
- Jasper
- LaFayette
- Leeds
- Madison

- Marion
- Monroeville
- Montevallo
- Montgomery
- Opelika
- Oxford
- Russellville
- Scottsboro
- South
- Huntsville
- Talladega
- Wetumpka

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- Selma

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- Arab
- Ashland
- Attalla
- Birmingham-Five Pts. South
- Boaz
- Brewton
- Dadeville
- Dothan
- Eclectic
- Fairhope
- Fayette

- Geneva
- Greenville
- Guin
- Haleyville
- Irondale
- Jacksonville
- Lanett
- Lineville
- Livingston
- Luverne
- Ozark
- Phenix City

- Pickensville
- Piedmont
- Prattville
- Ranburne
- Roanoke
- Samson
- Sylacauga
- Tallasee
- Tusculumbia
- Tuskegee
- York