

Awards of Excellence

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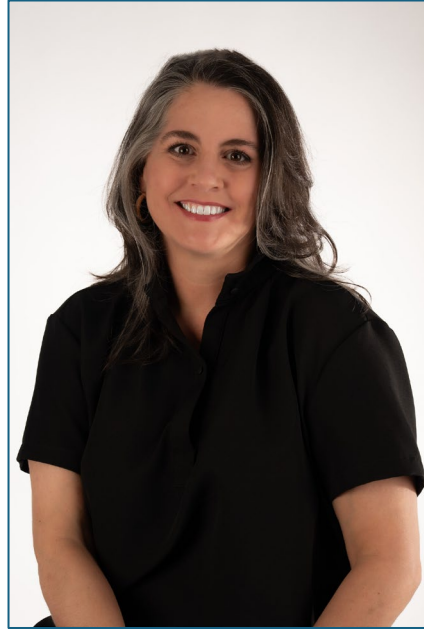


PLAN. PROMOTE. PROSPER.



Creating Jobs. Keeping Character.

Addee Nelms-The Blue Button



In 2023, she opened a quilting and embroidery shop in Lafayette, Alabama, offering custom services, original patterns, and a welcoming space for makers to learn and connect. Through her artistry and mentorship, she has contributed to countless meaningful stories, making her a perfect artist to create our 2026 award.

Dothan



Selma



New District Proclamations



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Enduring Alliance

Award recognizes long-term, consistent partnerships that benefit the local Main Street program.



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Gadsden - Exchange Bank



Eufaula - Barbour County Service Group



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Excellence in Public/Private Partnerships

Award recognizes exceptional partnerships
between local Main Street organizations
and community entities (public or private).



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Wetumpka- Coca-Cola Mural Restoration



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Scottsboro - Two Sisters Square



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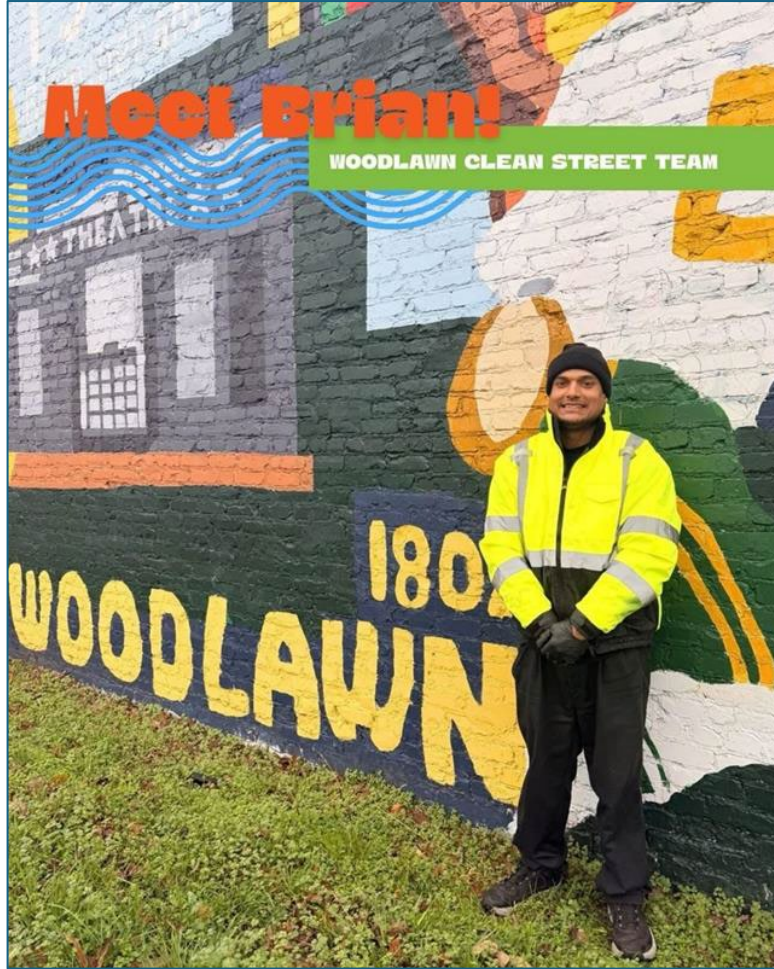
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REU Birmingham- Clean Streets Team



Montgomery-Downtown Ambassadors Program



Jasper-Welcome Center



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Gadsden- The Green Room



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Oxford-Downtown Zoning Overlay Project



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Atmore- All Aboard Atmore!



Excellence in Youth Involvement

Award recognizes students under 20 who have shown exceptional commitment to a community's revitalization effort's five-year strategy.

Heflin-Tigers on Main



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Excellence in Fundraising

Award recognizes a Main Street Program for outstanding local fundraising activity or campaign, displaying creativity and success in securing funds for the district program or specific project.

Athens-Event Sponsorship Drive



- FRIDAYS AFTER FIVE -

From April through July, the last Friday of each month will bring Fridays After Five to the east side of the Limestone County Courthouse—a lively event featuring live entertainment, extended shopping hours, delicious food, and family-friendly fun! Local merchants, restaurants, food trucks, and children's activities will make this the ultimate community celebration. As a sponsor, you'll connect with a vibrant crowd, elevate your brand, and support a beloved community event. Don't miss this opportunity to be part of the fun!

	Presenting	Supporting	Dining	Event Partners
Cost	\$10,000	\$1,000	\$750	\$800*
Number Available	SOLD	2	1	unlimited
E-Blast	Logo & Link	Logo	Name	Name
Social Media	Logo	Name	Name	Name
Print Materials	Logo	Sign at event	Sign at event	N/A
Additional Benefits	60-90 second video promoting your business and the event each month, opportunity to provide water bottles with logo on them to attendees			Set up info table at each month's event *Each individual event is \$250 so committing to all four saves you \$200



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Demopolis- Vine & Olive Festival



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Montevallo - The Monte Gras Ball



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Excellence in Promotion

Award recognizes outstanding special events/activities that promote the Main Street district by creating high-quality, authentic events that generate significant traffic for district businesses.

Decatur - The Merry Mile



Leeds - We Love Leeds Day



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Montevallo - Día de los Muertos Festival



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Excellence in Business Promotion

Award recognizes local promotions, events, and activities that result in increased sales or the development of an effective retail promotion(s) in conjunction with district merchants.

Enterprise- Girls Night Out for a Cause



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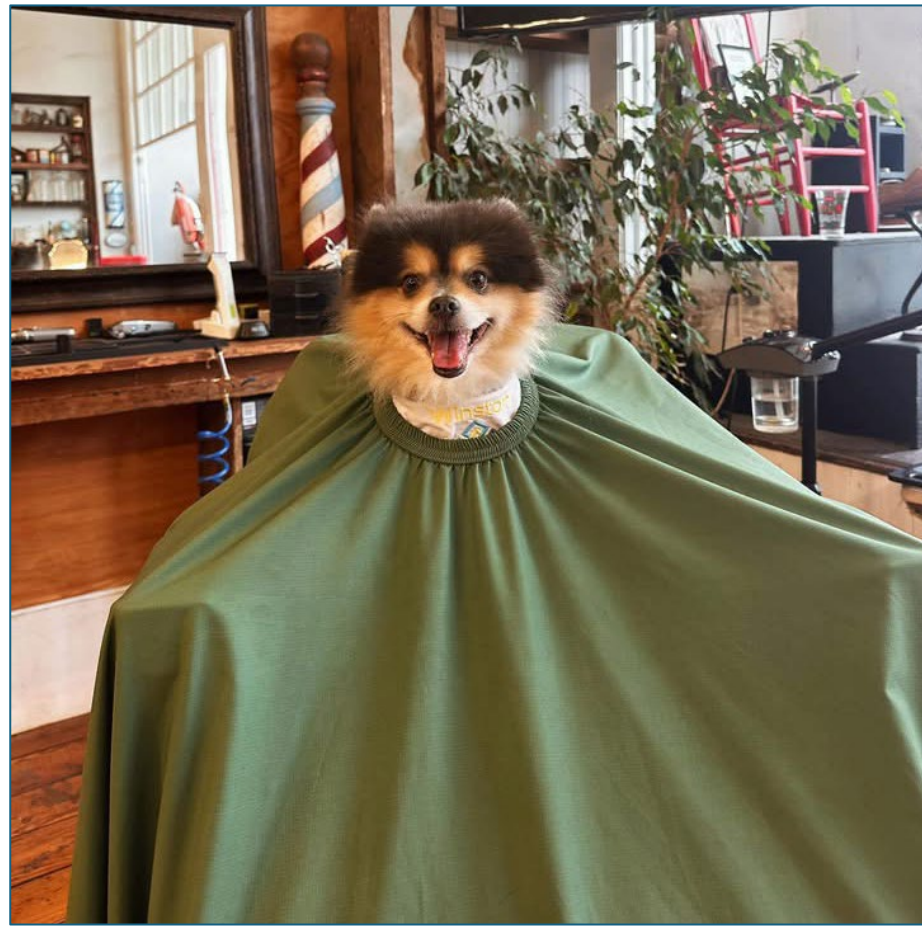
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LaFayette- Winston Wednesdays



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Scottsboro - Shop Local Holiday Edition



DOWNTOWN SCOTTSBORO

CHRISTMAS OPEN HOUSE

SATURDAY, NOVEMBER 8TH

SHOP LOCAL GIVEAWAY



SCAN IN RECEIPTS OF
\$20+
PURCHASES FOR A
CHANCE TO WIN



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Excellence in Image & Identity

Award recognizes exceptional marketing efforts by a Main Street organization to promote the district as a destination, enhance its branding, and improve perceptions of the business district.

Heflin-Toilet Paper Wars



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Monroeville- #LikeWhereYouLove campaign



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Jasper-Candy Cane Trail

JASPER MAIN STREET PRESENTS

CANDY CANE Trail

Shop at
Participating
Merchants for a
chance to WIN!

Tallulah Home
229 19th Street West



Shop Downtown Jasper

*Make the holidays
unforgettable!*



 **Jasper**
Main Street

Scan for a list of downtown shops & restaurants



Excellence in District Housing

Award recognizes the importance of people
living in the district.

Decatur-Bank Street Manor



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Opelika- Geneva Street Duplexes



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Excellence in Business Development

Award recognizes outstanding efforts by a local Main Street organization to enhance the business climate and support local businesses.

Foley-Downtown Forward - Skills for Success



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Marion- Café and Hub Partnership



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Montevallo - Business Basics



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Excellence in Public Art

Award recognizes a public arts endeavor that involves artists, arts organizations, and community development practitioners who have deliberately integrated arts and culture into community revitalization work.

Decatur - Urban Art Committee



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Eufaula- MOJO Art Gallery



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Jasper-Downtown Sculpture Trail



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Netumpka- Netumpka Depot's Tula Tales



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Excellence in Public Space Improvements

Award recognizes a district that has demonstrated investment in public space improvements.

Foley-Jessamine Street Improvement



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Fort Payne- Sidewalks on Gault Ave



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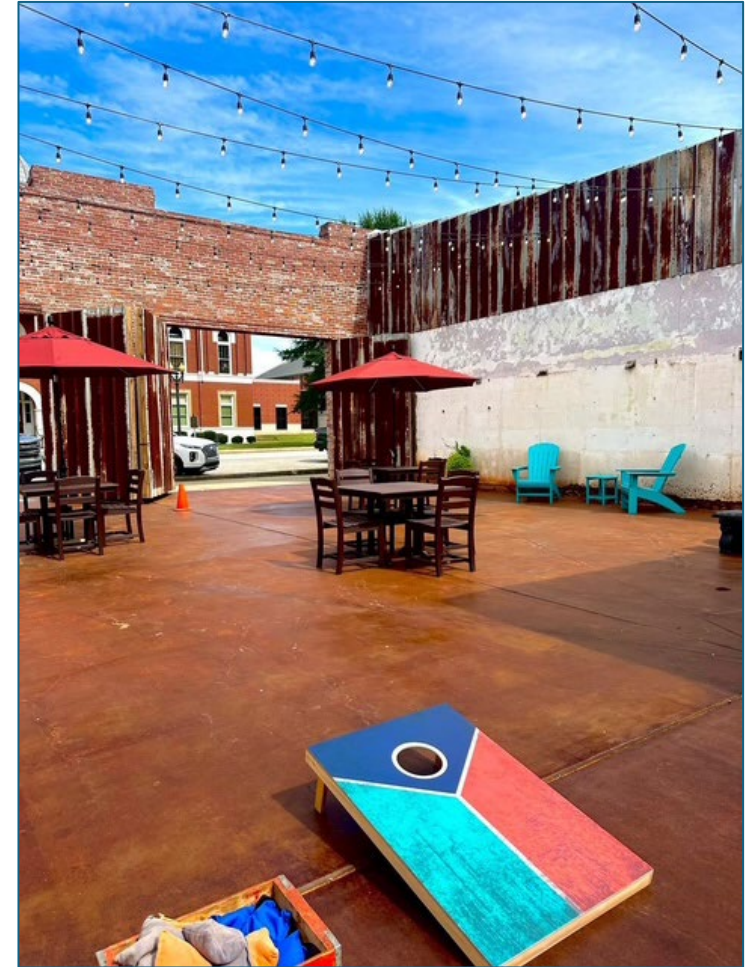
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LaFayette- The Spot on the Square



Elba-Gateway Park



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Enterprise- Downtown Lighting Project



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DESIGN

Excellence in Building Design Non-Historic

Award recognizes outstanding completed design projects, including façade renovation and/or interior renovation efforts and infill construction.



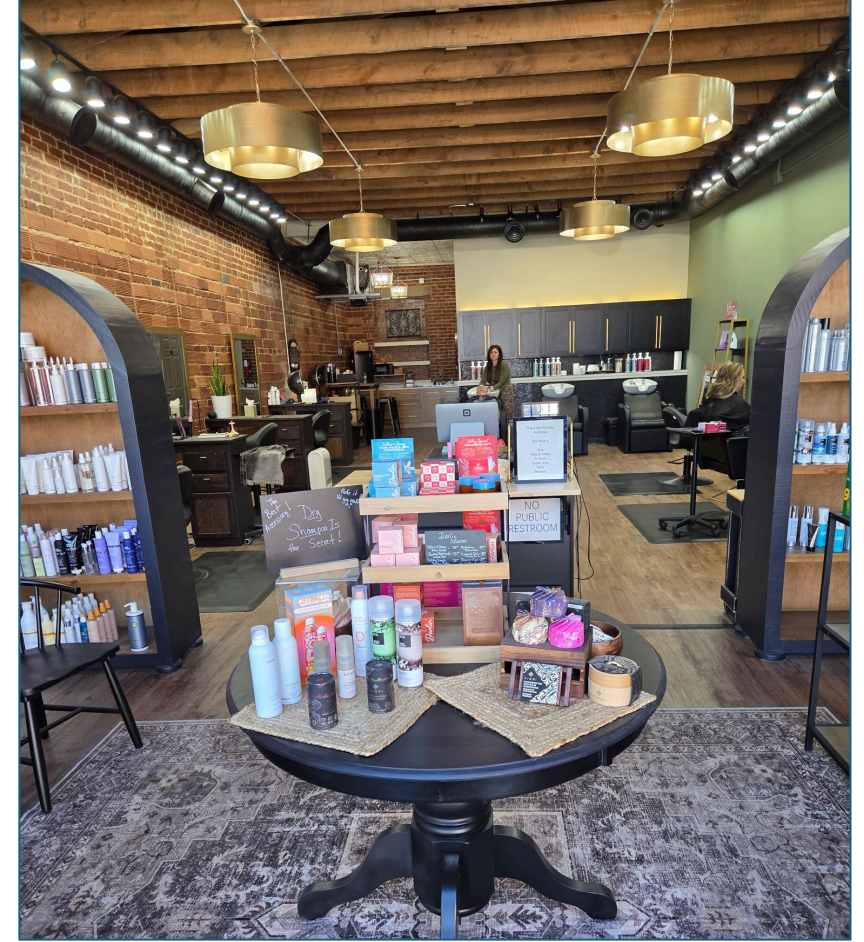
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Fort Payne- 106 & 110 Building Renovation



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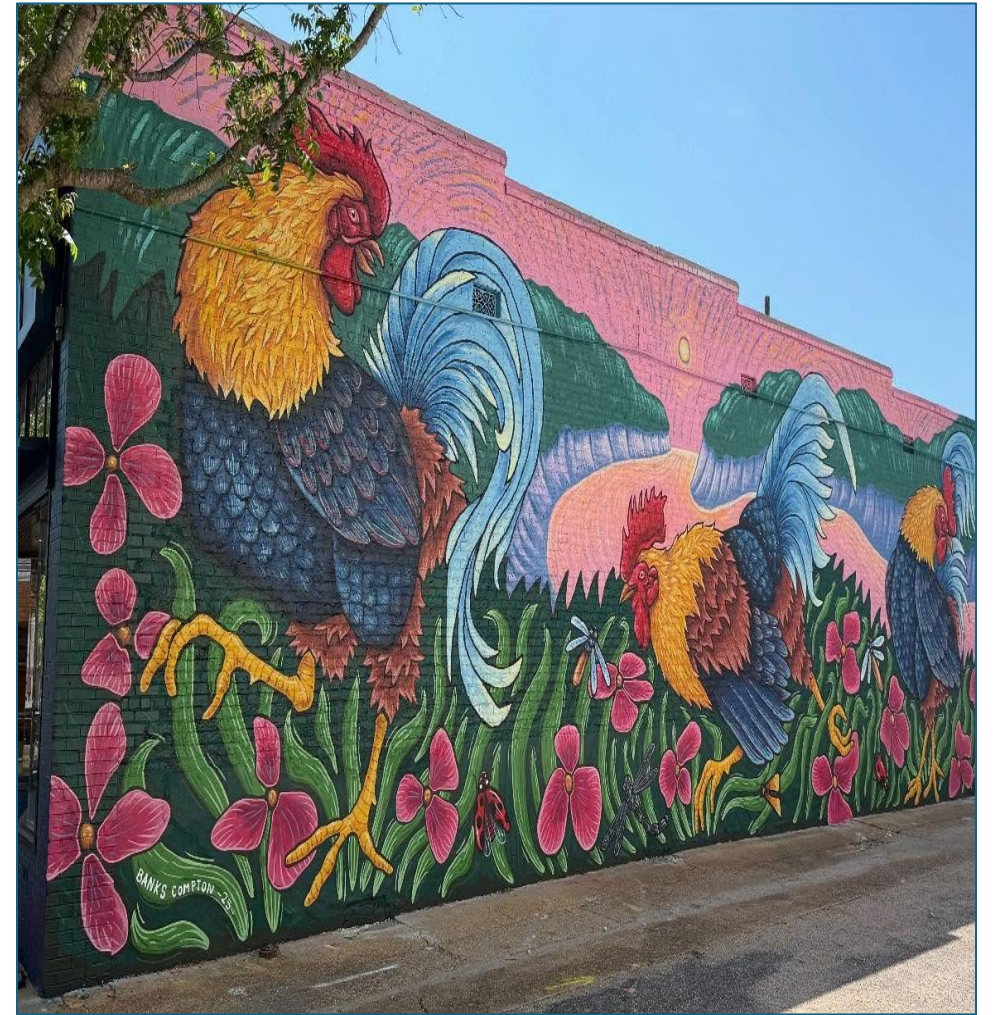
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Demopolis - Chanticleer Center & Banks Compton Mural



Centreville- J&S Drugs Façade Project



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Athens - Baw Baw's BBQ



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Heflin-Almon Street Financial Complex



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Montgomery-Equal Justice Initiative



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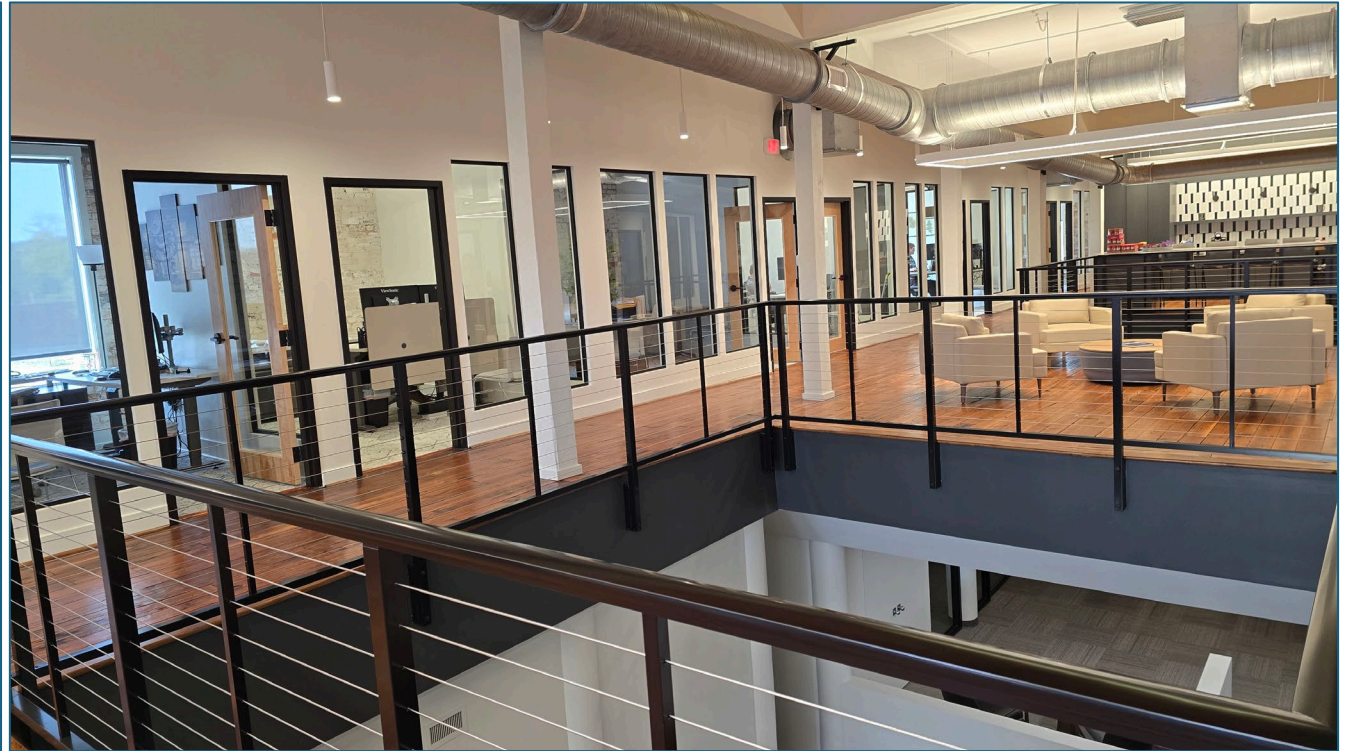
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Excellence in Historic Rehabilitation

Award recognizes outstanding historic rehabilitation projects that sustain the building's economic use.

Gadsden-Hardin Building



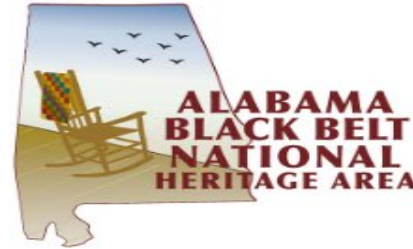
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