MAIN STREET ★ ALABAMA ★

YEAR IN REVIEW

2020

RESERVE NOW

Proceeds Benefit Small Businesses Grants

Creating Jobs. Keeping Character.

Main Street Alabama (MSA) incorporated in 2010 to serve as the State Coordinator of the Main Street program. MSA follows a nearly 40-year-old model for community revitalization that has seen great success nationwide: the Main Street Four-Point Approach®. This method was developed by Main Street America, a program of the nonprofit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation. The four points of the Main Street approach; Economic Vitality, Design, Promotion, and Organization; work together to build a sustainable and complete community revitalization effort.

Since then, the program has grown from serving 10 communities to our current membership of 28 Designated communities and 24 Network communities, representing a growth of over 400%. MSA stresses public-private partnerships, broad community engagement, and strategies that create jobs, spark new investment, attract visitors, and spur growth. Main Street builds on the authentic history, culture, and attributes of specific places to bring sustainable change.

2020 Reinvestment Statistics

JOBS CREATED
198

NEW BUSINESSES
76

VOLUNTEER HOURS
14,600

PRIVATE INVESTMENT
$124,996,718

PUBLIC INVESTMENT
$19,547,943

Reinvestment since June 2014

JOBS CREATED
2,588

NEW BUSINESSES
729

VOLUNTEER HOURS
114,516

PRIVATE DOLLARS
$522,406,748

PUBLIC INVESTMENT
$87,854,072

MAINTAINED GROWTH AND DEVELOPMENT

Four communities received Market Analysis
Three communities received Branding
Provided Goal Setting and Strategic Planning in 12 Main Street communities
Provided Work Planning in 10 communities
Hosted three New City Application Workshops
Conducted Resource Team Visits and Reports for two communities
Held New Director Orientation
Taught Organization course for the Main Street America Insitute
Adopted 2020-2025 Strategic Plan
Adopted new Marketing and Communication Plan
Met with newly elected Mayors in Designated cities
Provided professional photography to all Designated cities

INVESTED DIRECTLY IN COMMUNITIES

Education / Workshops: $40,000
Program Services: $203,000
Staff time to deliver services: $270,000

LAUNCHED SPECIAL PROJECTS

Provided Ready 2 Recruit Advanced Service
Purchased Maestro Community Manager, a CRM software program for Designated cities
Launched "Shop Local. Support Small" tag initiative to benefit small business with grants and workshops
Participated in National Advocacy Efforts to support communities and businesses through pandemic
Provided COVID Response Resources

- On-demand videos for businesses
- Door foot pulls
- Hand sanitizing stations
- www.reopenmainstreet.com website
- Daily to weekly COVID updates for cities

PROVIDED TRAINING AND SUPPORT

Three Training Webinars
One Full Day Workshop (pre-COVID)
Two Basic Training workshops
Numerous Site Visits
Hand Delivered 50 Awards of Excellence
Numerous and ongoing COVID training support efforts