

MAIN STREET

★ ALABAMA ★

YEAR IN REVIEW 2022

Creating Jobs. Keeping Character.

Main Street Alabama (MSA) was incorporated in 2010 to serve as the Statewide Coordinator of the Main Street program. MSA follows an over 40 Year 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 32 Designated districts and 43 Network communities. 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.

2022 Reinvestment Statistics



JOBS CREATED

402



PRIVATE INVESTMENT

\$106,959,652



NEW BUSINESSES

105



PUBLIC INVESTMENT

\$3,051,693



VOLUNTEER HOURS

22,607

Reinvestment since June 2014



JOBS CREATED

4,512



NEW BUSINESSES

900



VOLUNTEER HOURS

156,706



PRIVATE DOLLARS

\$700,142,965



PUBLIC INVESTMENT

\$98,591,963



PROVIDED TRAINING AND SUPPORT

- Assisted with Downtown Master Planning in Foley
- Provided new brand system for Atmore Main Street
- Small Scale Production Service in Woodlawn and Montevallo
- Small Scale Production full day quarterly training workshop in Montevallo
- Annual LAB, three-day conference, in Opelika with 150 attendees & Awards of Excellence on Main Street
- Hosted Incremental Development Workshop in Gadsden
- Provided 12 Goal Setting & Strategic Planning for Main Street communities
- Held 9 New Director Orientations
- Provided Work Planning in 17 communities
- Conducted Review Visits in 28 communities
- 4 communities received Market Studies
- 28 communities received updated Market Snapshots
- Expanded Main Street Alabama Branding
- Four Newly Designated Organizational Kickoffs and Three Resource Team Visits
- Delivered Real Estate Redevelopment Plans to Florence, Marion, Opelika, Oxford, Athens, Enterprise, Fort Payne, Scottsboro, and Calera
- Conducted 40+ virtual meetings with Network members
- Hosted monthly zoom meetings for Main Street Directors
- Hosted "When Art Comes to Town" webinar
- Provided 26 design renderings
- Provided CRM system to track economic impact to all designated programs

LAUNCHED SPECIAL PROJECTS

- Awarded the 2024 Main Street Now Conference
- Placed 2 additional Small Box Shop containers
- Technical Assistance Brownfield Grant/ICMA
- 2022 "Main Street Is" Social Media Campaign

INVESTED DIRECTLY IN COMMUNITIES

- Education / Workshops: \$55, 514.15
- Program Services & Staff Time: \$508,261.30

MAINTAINED GROWTH AND DEVELOPMENT

- Hosted New City Application Workshops across the state in Atmore, Birmingham and Decatur
- Taught Organization course for the Main Street America Institute
- Staff participated in podcasts in Jasper and Fort Payne
- State Coordinator served on Main Street America Leadership Council
- Alabama Power Foundation Spotlight
- MSA staff attended and presented at the 2022 Main Street Now Conference in Richmond, VA
- Presented "Introduction to Main Street" at 10 public meetings
- Representation on Your Town Alabama Board
- Staff serve as National Trust Advocacy Captains
- 43 Network Communities in 2022
- Announced Designation for Demopolis, LaFayette, Leeds and Talladega
- Met with Congressional Alabama Delegation and staff in Washington, D.C.
- Staff served on "Women in Economic Development" panel during Junior League Summit in Montgomery
- Contributed articles published in the Alabama League of Municipalities (ALM), Municipal Journal
- Launched pilot for Aspiring tier of service
- Staff attended Building Codes on Main Street Workshop
- Staff received Economic Development Certification through Auburn University's Government & Economic Development Institute
- Staff presented at the AL/TN/MS Rural Tourism Conference in Eufaula
- Staff co-presented on "Public Art as an Economic