



Creating Jobs. Keeping Character.

2020 AWARDS OF EXCELLENCE WINNERS

MAIN STREET ALABAMA LEADERSHIP AWARD

This award is to recognize an individual or organization who has made an outstanding leadership contribution to a local Main Street organization or to Main Street Alabama.

Honoring Our Heroes – Gadsden

MAIN STREET HERO AWARD

Award given in recognition of individuals, businesses and organizations that have made an outstanding contribution to their local Main Street program.

Alexander City – David Booth
Athens – Brad Mallette
Atmore – The Pride of Atmore
Calera – Jami Noe State Farm
Decatur – Arthur Orr
Elba – Aaron Pope
Enterprise – Wendy Grimes
Eufaula – Tim Brannon
Florence – Connie Wallace
Foley – Rivera Utilities
Fort Payne – Mary Reed
Gadsden – John G. “Jack” Page, III (Posthumously)
Headland – Chief Mark Jones
Heflin – Darrell & Bonnie Turner
South Huntsville – Jennie Robinson
Jasper – City of Jasper Street Department
Monroeville – Boyd Robinson
Montevallo – Kirk Lightfoot
Opelika – Mayor Gary Fuller
Oxford – Debbie Nothdurft
Scottsboro – Payne’s Soda Fountain
Wetumpka – Dennis Fain

EXCELLENCE IN PRESERVATION

This award is to recognize outstanding local efforts to preserve downtown history through preservation education efforts such as walking tours, historic district designation, etc.

Florence - Downtown Florence: A Handwritten History
Fort Payne - Our Common Thread, The Ida Goza Story
Heflin - Tom and Rebecca Park, An Eagle Scout Project of Sam Payne

EXCELLENCE IN HISTORIC REHABILITATION

This award is to recognize outstanding historic rehabilitation projects that continue the economic uses of the buildings. The project must be located in the district and should include exterior rehabilitation work but could be both interior and exterior work.

Eufaula - Mott Building

Gadsden - Life Insurance Company of Alabama, Kress and W.T. Grant Buildings

Heflin - Carillon Oaks Assisted Living

EXCELLENCE IN FUNDRAISING

Award given in recognition of outstanding local fundraising activities or campaigns.

Gadsden - Art of Giving

Jasper - Furthering The Flourish Case for Support & Video

Wetumpka - Main Street Wetumpka's Wine Push

EXCELLENCE IN PUBLIC RELATIONS

Award given to Main Street organizations that have developed an effective public relations program of work.

Enterprise - Taco Bout Branding

Foley - Countdown Branding Covid Style

Gadsden - "Welcome Back" Promotion

Montevallo - Living Local Commercials

Opelika - Downtown Opelika Promotional Video

Jasper - Walker Voices, A Central Alabama & Beyond Podcast

EXCELLENCE IN PUBLIC/PRIVATE PARTNERSHIPS

Award recognizes creative joint ventures between the local Main Street organization and another local, community entity or entities (public or private).

Athens - Downtown Outdoor Dining

Calera - Calera Courtyard

Montevallo - Pendleton Hydrant Parade

EXCELLENCE IN BUSINESS DEVELOPMENT

Award recognizes outstanding efforts to improve the downtown business climate, or business retention & recruitment efforts.

Birmingham - REBOUND Birmingham

Gadsden - Video Series

Heflin - Small Box Shop

EXCELLENCE IN ECONOMIC IMPACT

Award recognizes an individual, business or municipality (or partnership of entities) that has undertaken a new development project within a Main Street district that had a positive economic impact.

Athens - The Square Arts and Entertainment District

Decatur - Shops on 2nd

EXCELLENCE IN ADAPTIVE REUSE

Award recognizes the best adaptive reuse of a building that has outlived its former use, including conversions to housing and office space, multiple businesses, public meeting space, restaurants, cultural centers, etc.

Decatur - Temple Inc.

Headland - Keel & Company Tasting Room

Jasper - Mack Lofts

Monroeville - The Shop at 66/ The Loft at 66

Opelika - Whistle Stop Bottle and Brew

EXCELLENCE IN PROMOTION

Award recognizes outstanding special events and activities that promote the Main Street district by creating a quality authentic event which generates traffic for the district.

Athens - Brittany Howard Mural Live Art Event

Eufaula - Main Street Eufaula's Pajama Party

Florence - 2020 Reverse Christmas Parade of Lights

Foley - Snowbird Coffee Covid Style

Gadsden - End of the Rainbow, A Celebration of Downtown Restaurants, Bars & Other Places

Scottsboro - Salsa on the Square

EXCELLENCE IN BUSINESS PROMOTION

Award recognizes the development of an effective retail promotion(s) in conjunction with district merchants.

Birmingham - Virtual Woodlawn Street Marketplace

Heflin - 12 Days of Christmas Giveaway

Jasper - Jasper Eats in the Streets

Montevallo - Blooming Bargains

EXCELLENCE IN MARKETING

Award recognizes outstanding efforts in overall marketing by a Main Street organization through integrated communication efforts, including traditional and digital marketing or specific promotional campaign.

Alexander City - Main Street Marketing Campaign Birmingham - The Great Receipt Race

Enterprise - Enterprise Eats Restaurant Week

Jasper - Explore Jasper Tourist Map and Main Street App

EXCELLENCE IN PLACEMAKING

This award recognizes outstanding local efforts that capitalize on local assets, inspiration, and potential, with the intention of creating public spaces that promotes people's health, happiness, and well-being.

Florence - The Saint Francis Project

Fort Payne - The Small Town that Shines, Chandelier Tree

Monroeville - Literary Giants Mural

Scottsboro - Scottsboro Boys Mural

EXCELLENCE IN BUILDING DESIGN (NON-HISTORIC)

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

Florence - Cottonwood Farm LLC

Jasper - Jasper Consulting

Oxford - The Vine Chiropractic
South Huntsville - Das Stahl Bierhaus Outdoor Patio

EXCELLENCE IN PLANNING/PUBLIC SPACE

Award recognizes outstanding planning projects and quality completed design improvements such as streetscape, public art and other projects in public spaces.

Birmingham - 20th Street Green Refresh Pilot Project

Florence - Streetscape Project

Fort Payne - Life's Journey Reflection and Meditation Garden

Opelika - 1st Avenue Streetscape