



Creating Jobs. Keeping Character.

2022 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.

Mayor David O'Mary – Jasper

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 – JoAnna Banks

Anniston – Christa Morphis

Athens – Doug Gates

Atmore – First National Bank & Trust

Birmingham – Christina Argo

Calera – Lisa Guarino

Decatur – Dede Parker Quarry

Demopolis – Mayor Woody Collins

Elba – Senator Jimmy Holley

Enterprise – Chad Wester

Eufaula – Corey Kirkland/Southern Charm

Foley – Linda Koniar

Fort Payne – Randy Posey

Gadsden – Syndee Isbell

Headland – Linda Robinson

Heflin – Jonathan Adams, City of Heflin Fire Department

Jasper – Pinnacle Bank

LaFayette – Ansley Emfinger

Leeds – TA Services

Marion - Roy Barnett

Monroeville – Jodi Chambers

Montevallo – Patricia Honeycutt

Opelika – Keep Opelika Beautiful

Oxford – Earl and Kay Glass

Scottsboro – Scottsboro City Council

South Huntsville – County Commissioner Phil Riddick

Talladega – Kevin Smith

Wetumpka – City of Wetumpka Public Works Department

EXCELLENCE IN FUNDRAISING

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

Alexander City – Gumbo Get Down

Foley – It's Our Birthday Inaugural Fundraising Campaign

Opelika – Grant Writing

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).

Alexander City – Lake Martin Songwriters Festival

Birmingham – 20th Street North Refresh

Gadsden – Hometown Hospitality

Jasper – Discover Jasper

Oxford – Main Street Rivalry 5K

EXCELLENCE IN PUBLIC RELATIONS

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

Anniston – Main Street Anniston PR Campaign

Montevallo – Main St. News

Opelika – Downtown Housing Advocacy/Marketing

EXCELLENCE IN BUSINESS PROMOTION

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

Enterprise – Come & Get Your Love Event

Gadsden – Shamrockin' with my Gnomies & St. Patrick's Pub Crawl

South Huntsville – Spring Progressive Dinner

Wetumpka – Galentine's on Main

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 – Athens Amplified Merchant Alley Happy Hour Music Series

Enterprise – Spring Festival Easter Hat Parade

Gadsden – Plaid Friday

Montevallo – Spring Fling Family Food Truck Fest

Scottsboro – Scottsboro Trade Days

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.

Athens – Downtown with Devin Video Series

Birmingham – Downtown Brand and Website Launch

EXCELLENCE IN BUSINESS DEVELOPMENT

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

Anniston – Downtown Anniston Reimbursement Grant Program

Atmore – Atmore Microloan Fund

Foley – Envision Downtown Foley

Monroeville – B.U.O.Y – Business Understanding and Ownership for Youth

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.

Anniston – U.S. Federal Court House, AL Northern District

Jasper – Property Acquisition

Woodlawn (Rev Birmingham) Open in Woodlawn

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.

Anniston – Full Bellie Deli

Eufaula – Martin Theater

Gadsden – Times Square at Locust Street

Jasper – Pie Factory

Opelika – CoLab

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.

Athens – Merchant Alley Renovation

Birmingham – The Way Murals

Eufaula – Tree Lighting Project

Opelika – Industry on Track Sculpture Art Exhibit

EXCELLENCE IN BUILDING DESIGN (NON-HISTORIC)

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

Athens – Optimal Geo Building Renovation

Decatur – The Studio on Bank

Enterprise – Bliss on Main

Eufaula – Eufaula Hardware Company

Marion – The Marion Art Center

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.

Atmore – Box Car Project

Calera – Downtown Master Planning
Monroeville – smart Moves in Monroe County Mural Trail
Scottsboro – Downtown Square Lighting Project
Wetumpka – Company Street Streetscape

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.

Foley – Downtown Foley by Foot, A Historic Walking Trail
Opelika – Historic Opelika Brochure/Digital Map
Oxford – DAR & Daughters of 1812 Marker Dedication
Scottsboro – Downtown Historic Photo Trail

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.

Decatur – Girl Scout Little House
Fort Payne – The Lofts on Gault
Monroeville – The Faulk Building