

# MAIN STREET ALABAMA BRANDING



Creating Jobs. Keeping Character.

Main Street Alabama provides three intensive services to our newly designated cities – Resource Team and Strategic Plan in year one, followed by a Market Analysis in year two, and Branding in year three.

## PURPOSE

- To develop a brand system that provides the community with a fresh marketing image that can be deployed to reinforce community pride,
- Connect the City with its surroundings, and promoting its attributes as a progressive community.
- To create a system that is highly expandable while reflecting the character of the community.
- To expand the brand identity to marketing pieces to foster investment and enhance the visitor experience.
- To have a system that “connects the dots” between the landscape of the region with the activities and amenities in and around the community.
- To develop a marketing program around the brand that is easy to implement, builds off existing colors, and can be deployed immediately.

## THE TEAM

**Mary Helmer Wirth, President & State Coordinator, Main Street Alabama**

**Tripp Muldrow, FAICP, Partner, Arnett Muldrow**

Tripp is an accomplished urban planner with over twenty years of experience in a broad range of areas in the planning profession. Tripp’s focus has been linking planning and urban design projects with successful economic development and community revitalization strategies in small and medium-sized communities.

**Shawn Terpack, Art Director, Arnett Muldrow**

Shawn has been honing his design skills for nearly 20 years. Shawn has a vast understanding of design, branding, and marketing. He has worked with hundreds of clients over the past two decades of every size and specialty. He brings with him a strong sense of curiosity and eager drive to solve problems.

*Arnett Muldrow, based in Greenville, SC, is a place-based branding and economic development consulting firm. Since 2015, Arnett Muldrow has provided 17 branding packages for Main Street Alabama communities.*



*Write your chapter here.*



*Alabama's Mountain Town  
Developing an effective  
brand involves  
community input,  
current events, assets,  
and natural landscape.*

# MAIN STREET

★ ALABAMA ★

Main Street Alabama is focused on bringing jobs, dollars, and people back to Alabama's historic communities. Economic development is at the heart of this statewide organization's efforts to revitalize downtowns and neighborhood commercial districts. Main Street Alabama is affiliated with the National Main Street Center and utilizes the proven Main Street Four-Point Approach® to help communities organize themselves for success, create vibrant public spaces through design, promote their districts, and enhance their economic base.



## Elba

Rich Tradition.  
Rising Spirit.



## MAIN STREET ALABAMA'S GOAL

*Connecting people  
to their community  
assets and making  
downtown a  
vibrant center for  
commerce.*

## SCHEDULE

The branding and marketing visit is designed to immerse the project team in the community and provide an intensive process for community engagement. During this visit, Arnett Muldrow will interview stakeholders in roundtable sessions, conduct a public meeting, and work on additional photos of the community.

**Public Input Meeting**  
TBA

## MEDIA OPPORTUNITIES

Mary Helmer Wirth, Main Street Alabama State Coordinator, the local Main Street Director, and members of the Branding team will be available before and immediately following the public input meeting.

Other requests can be made by contacting Mary at the following:

Mary Helmer Wirth, Main Street Alabama State Coordinator  
mary@mainstreetalabama.org  
205-910-8819

## NEXT STEPS

In approximately six weeks of the visit, the team will return to present the final package to the public. To stay updated, email or call the local Main Street Director.

## STAY CONNECTED WITH MAIN STREET ALABAMA

