

## Community Updates



Due to the success of the summer's Merchants Alley Happy Hour Series, [Athens Main Street](#) launched the live music event again for the fall, with music from 5:30 - 7 p.m. every Friday, from September 1 - November 18. Athens Main Street worked with the city to select and install new public parking signage throughout the district.

During The World Games in July, [REV Birmingham](#) partnered with the Birmingham Department of Transportation to develop wayfinding signage to help visitors navigate downtown Birmingham. The signs were placed throughout downtown and featured QR codes that contained links to a variety of things such as parking maps, shuttle systems, the World Games website, and food & entertainment options.

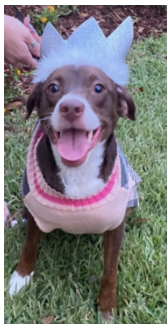


REV Birmingham, Woodlawn Urban Main and Woodlawn Business Association gave Woodlawn's municipal parking lot a makeover. The groups beautified the lot and spruced up one of Woodlawn's many community assets. The plant bed around the new sign was freshened up with new plants provided by the City of Birmingham horticulture department. Community business owners repaint the sign to give it a whole new look. Here's an article with more information on the project:

[Woodlawn Municipal Parking Lot gets a new look! - REV Birmingham | REV Birmingham](#)

Eleven seasoned Woodlawn Street Market vendors are now exploring varying points of business growth within a brick-and-mortar environment. Woodlawn Marketplace is open Wednesday through Saturday from 7 a.m. – 3 p.m. Here's an article with more information about this exciting new project: [From street market to storefront: Woodlawn Marketplace is back and better than ever! - REV Birmingham | REV Birmingham](#)

[Calera Main Street's](#) First Fridays saw upward of over 3,000 attendees, 56 vendors/merchants/sponsors, and seven food trucks. Pole banners were hung in the district, and Calera Main Street is working on a mural trail project. Two businesses also recently expanded in the district.



[Main Street Demopolis](#) welcomed the reopening of the historic Marengo Theater as the Warehouse Performing Arts Center in downtown Demopolis. Five downtown buildings are now under contract. The Demopolis Farmers Market is operating in the Public Square and the first "Bark in the Park" event was held in September.



[Elba Main Street's](#) Director, Sandy Bynum, was selected as a Walking College Fellow for Walk America and is serving on two legislative committees through Business Council of Alabama. Elba Main Street also coordinated a Shop Downtown Elba advertising program and a weekly ad in the Elba Clipper to feature "Member of the Week."

[Main Street Enterprise](#) welcomed five new board members and conducted a board retreat in August. Successfully executed Girls Night Out for a Cause event on 09/24. The event acts as a fundraiser for Coffee County Family Services to aid in Breast Cancer Awareness. Sold 755 tickets which is over 100 more than 2021. As a result of the successful event, \$3500 was donated to the organization. Two new businesses opened, and the Easy Street parking lot was completed.:

On October 16, a structure fire destroyed four historic buildings and severely impacted one other. This result is the closing of three small businesses as well the destruction of one historic residence. Friends of Main Street is raising funds through GiveSendGo to assist those property and business owners.

[Main Street Eufaula](#) welcome two new boutiques to the district. Eufaula also hosted the AL, TN, MS Rural Tourism Conference in November.

[Downtown Florence Alliance](#) recently hosted the largest First Fridays event in recent memory on October 7 with over one thousand people celebrating the annual "Pumpkin Drop", United Way of Northwest Alabama's "Week of Giving" in concert with Coca Cola Bottling, the return of the Ghostbusters vehicle, musical performances by the Shoals Symphony and several other local bands, a demonstration by the local frisbee disc golf league, Special Recognition for the work of the Florence Fire Department and well over 60 "maker vendors" lining the streets of downtown Florence .

DFI also planned and successfully hosted an "Off the Clock" afterwork professional connections event co-hosted with the Shoals Chamber of Commerce in "Graffiti Alley" -- a previous placemaking initiative assisted by DFA to rebrand public perception of a previously under-utilized portion of downtown Florence.



[Foley Main Street](#) rolled out its comprehensive plan for Downtown Foley at their bi-annual meeting and had four new property owners introduce themselves and give a brief description of their future plans. Foley Main Street gave every business in the district two - 33' ft warm white Christmas lights to use on their building and the first window decorating contest will be held with prizes up to \$500.



[Fort Payne Main Street](#) welcomed a new business into a newly renovated building. Holiday festivities included Christmas Open House and a Holiday Pop Up Market. The ice skating rink will open December 9 with Grinch and Santa making an appearance. The rink will be open through December.



[Downtown Gadsden Inc.](#) hosted the inaugural Gadtobfest Pub Crawl and held Sunset Sips, the largest fundraiser for DGI, in October. Several Main Street Directors were in attendance as it was the evening prior to Main Street Alabama's Quarterly training on Incremental Development held the next day at the Pitman Theatre.

Two businesses moved into the [downtown Headland](#) district. The promotions committee organized a Buy & Bingo promotion in conjunction with a car show. Shoppers got their cards stamped where they shopped and turned them in for a chance to win a gift basket. In the works in another mural project and a property owner looking to revitalize an old warehouse into usable space.

In partnership with Lucille Morgan Library, [Heflin Main Street](#) hosted the Iced Tiger Social which was Meet & Greet with Cleburne County High School Football Team. Activities included autographs, music, trivia, and iced coffee.



In September, Heflin Main Street hosted a Worker Bea Day to clean-up Ross Park to for Cleburne County High School Homecoming Dance. Partners included First United Methodist Church of Heflin Youth and Black Shirts prepare from Southwire. Later that month, Homecoming on Main '22 was held downtown. A reception was held for former CCHS cheerleaders, Homecoming Parade, dinner for CCHS

Seniors and a bonfire was followed by a concert at the Amphitheater to end the night.

In downtown Jasper, lighting project was completed on the Courthouse and six new businesses opened in the district. [Jasper Main Street](#) coordinated an advertising campaign that's running on networks in Central Alabama, worked in partnership on a promotion in Business Alabama magazine, and downtown was featured on Simply Southern TV. Jasper Main Street also hosted an elected officials reception and renewed the Veteran Banner project.

[LaFayette Main Street](#), a new designated program, named the board of directors and will be interviewing part time executive director candidates soon. As LaFayette Main Street moves

forward our local government, businesses, churches, and community are all excited about the future of LaFayette.



**Leeds Main Street** has already reported over 1,000 volunteer hours since June 1, 2022, welcomed two new businesses and was awarded Senate and Legislative Tourism Grants equating \$6,500. Additionally, Leeds Main Street secured \$50,000 in public funding from the city. A food truck, Hustle & Grind, are setting up on Mondays.

The program also launched "I chose a downtown address" social media campaign, and painted the district green in preparation for Homecoming week. Their first fundraiser, Main Street Music Fest, was a success, and they will host the first Mistletoe on Main Christmas Event. Volunteers also painted the already existing concrete planters which are currently being decorated for the holidays.

**Marion Main Street** hosted the Grand Opening of the Marion Art Center in September. Representatives from Terry Sewell's office were in attendance for the special exhibit featuring art from local children. Going forward the center will house kiosks for local and regional artists as well as provide a community gathering space for large receptions and dinners.

**Monroeville Main Street**, in partnership with the Small Business Development Center, is entering into the 2nd year of BUOY: Business Understanding & Ownership for Youth, a young entrepreneur program for rural communities. At the completion of the course, the winner of the Pitch competition will receive \$3,500+ in prizes. This program is offered at no charge to the participants. The goal of B.U.O.Y. is to promote informed, responsible business ownership education for young entrepreneurs in rural communities.

A Small Box Shop was placed in downtown Monroeville and is now occupied by Photographer Steve Ramos through January 14, 2023. Click to learn more.

<https://www.monroevillemainstreet.com/events/photographer-steve-ramos-small-box-shop>



Monroeville Main Street, the Monroeville/Monroe County Chamber of Commerce and the Monroe County Extension Office along with local artists are creating waves statewide with the smART Moves in Monroe County Mural Trail. Click the Link below to see the full article:

<https://www.aces.edu/blog/topics/home-family/mural-trail-magic-alprohealth-funds-local-artists-to-create-local-art-in-monroe-county/>.



**Montevallo Main Street** welcomed four new businesses since July. Friday Nights at the Cove, a free concert series in a downtown pocket park, had higher attendance than ever this year, averaging 170-200 per event. The series concluded in July, with a bonus concert in October. The Youth Banner program with Impact Montevallo was completed in October. The banners were displayed in November and will return two more times in 2023. For the Christmas shopping season, Main Street created the "Dogs of Main Street" coloring book for sale, featuring 10 different Main Street District shop dogs. We also commissioned full color portraits for future use.



**Opelika Main Street** hosted Main Street Alabama's 2022 Annual LAB Annual conference. The program formally moved into the new Downtown Resource Center, a Main Street project featuring a retail incubator storefront space, new Main Street office, meeting space and public restrooms. The annual On the Tracks wine trail event was another big success! The new downtown game station funded by AARP was installed and Executive Director Ken Ward was a featured speaker at AARP's rural lab.



**Historic Oxford Main Street** wrapped up the annual Market on Main and Food Truck Fridays. Additionally, three new businesses opened in the district.



**Main Street Scottsboro** is continuing to celebrate the 120th anniversary of Trade Day. During the month of July, downtown was home to the Independence Day Celebration which included arts and crafts and a parade around the square, as well as "stump speeches" from local politicians. In August, a Back to School Bash in partnership with the school system was held downtown to collect school supplies for students in need. This year, Main Street held the biggest BBQ Festival event ever with over 30 cook teams and 120 vendors in attendance. The festival continues to grow, and this year the beer garden expanded through the entire square.

Main Street Scottsboro partnered with a local girl scout who was earning her Gold award and built a community pantry. This pantry is located downtown and houses non-perishable food items, diapers, and feminine hygiene products that anyone in the community can pick up if they are in need.



**[South Huntsville Business Main](#)** held a ribbon cutting for the Weatherly Multi Use Path and hosted a "Business Builders Brews" event at Das Stahl Bierhaus in September. Thirteen new businesses opened in the district.



**[Main Street Wetumpka](#)** welcomed a new business, The Yarn Box, in the Small Box Shop, provided by Main Street Alabama and USDA. Seven short term loft apartments as well as a new spa. A soft serve ice cream business also recently opened in the district.

A recent fundraising event raised \$10,000, Main Street hosted 5 Community Market events, and an annual membership meeting. Main Street Wetumpka welcomed 3 new board members.

Other events held in the district included the inaugural Wetumpka Oktoberfest which brought thousands of people to our downtown, Coosa Candy Crawl and Scarecrow Row which brought over 5K people.



**[Main Street Anniston](#)** welcomed three new businesses, two of which received funding through Main Street Anniston's reimbursement grant program. Work has started on the former Federal Courthouse to repurpose the building into the new home of City Hall. The 2nd annual Chopped Competition took place in August, with restaurants competing exhibition style for the title of Chopped Champion! Thai One On won the 2022 title. Volunteers stained the fence to mural park and installed new bike racks on Noble Street. To prepare for Fall, cornstalks were placed on downtown street posts, and Main Street Anniston hosted a Downtown Fall Window Decorating Contest.