



Investing in the HEART of Alabama's Communities

Why Support Main Street Alabama?

ECONOMIC IMPACT

Since June 2014, Main Street Alabama has documented over **\$570 million** in private investment in its designated communities' Main Street districts resulting in over **2800 new jobs** and **874 net new businesses** created.

ECONOMIC OPPORTUNITY

Main Street Alabama's Designated Communities are home to some of the most unique and trend setting developments throughout the state and entire country.

PRESERVATION

Whether its an historic building, cultural diversity, community pride, or a family-owned small business, preservation coupled with economic vitality is at our core.

EMPOWERING LOCALS

Main Street Alabama brings residents, organizations and community leaders together to work on a common goal - to make the heart of their community better. Since 2014 our designated communities have logged **128,357 volunteer hours** in service of their organization.

About Main Street Alabama

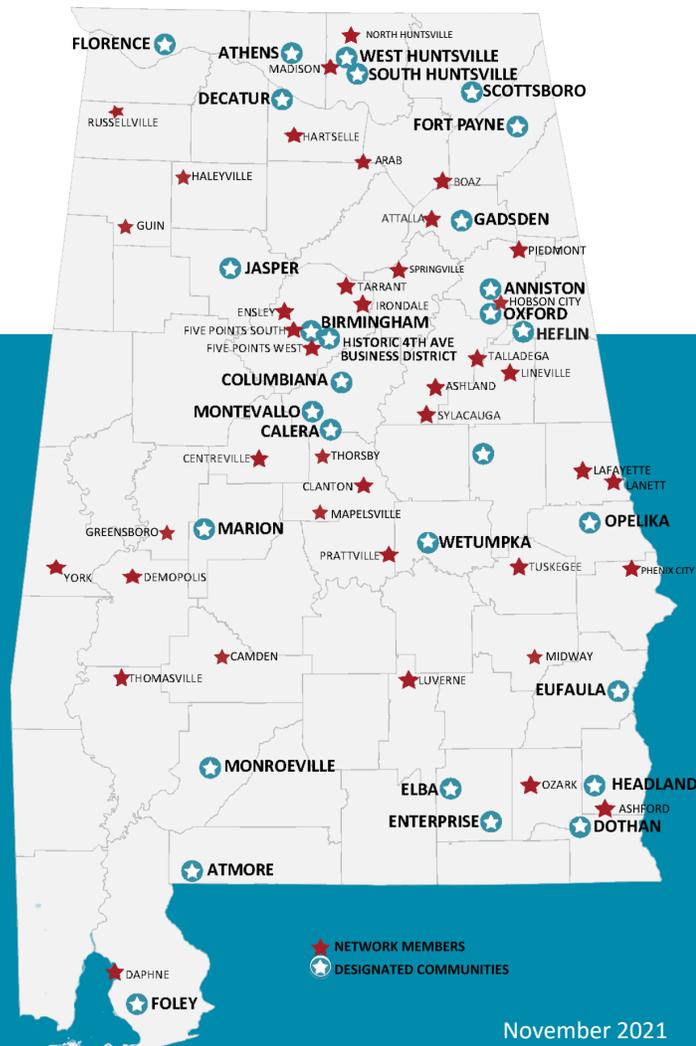
Creating Jobs.
Keeping Character.

A nonprofit organization, Main Street Alabama 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.

FOR MORE INFO
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★ NETWORK MEMBERS
★ DESIGNATED COMMUNITIES

November 2021

Main Street Four Point Approach

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ORGANIZATION

DESIGN

COMMUNITY TRANSFORMATION

PROMOTION

**ECONOMIC
VITALITY**

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



To learn more about how to help Main Street Alabama revitalize our downtowns and neighborhood commercial districts, visit

www.mainstreetalabama.org