

RESOURCE TEAM VISIT

LEEDS - SEPTEMBER 20-22, 2022



ABOUT LEEDS MAIN STREET

Kristy Biddle and her family fell in love with Leeds (pop. 12,555) three years ago, when they decided to move to be closer to her husband's employer. While downtown Leeds was already beautiful, she knew it could be better with a Main Street program, after seeing the impact Main Street had in her hometown of Jasper. In November 2021, she found a co-hort in her vision, Tiffany Ward, a local banker and Chamber volunteer. Kristy and Tiffany started the conversation with other community members and found a large amount of support to move forward. In January 2022, a group decided to attend the New City Application Workshop to learn more about the process. Although the group faced preparing for the Application process in less than six months, they decided to proceed and formed the "Friends of Downtown Leeds." The group successfully submitted their application in May and expressed that they hoped "to truly flesh out the strong bones that already exist in our historic charming downtown so that we can bring in jobs, increase foot traffic, and capitalize on the community involvement that already exists." Designated in June 2022, Friends of Downtown Leeds is officially Leeds Main Street.

PURPOSE

The Resource Team visit is a service provided by Main Street Alabama to guide local revitalization efforts for a newly established Main Street Program. The Resource Team will provide recommendations for action to the Leeds Main Street program based on the Main Street Four-Point Approach. The objective is to recommend a course of action with specific activities for each of the four committees with an emphasis on economic development. Recommendations will be based on information gathered through a review of written materials, interviews and meetings, and a facilitated community visioning session. The visit will conclude with a public presentation on the final day. The final report will be delivered within six weeks of the visit.



Enterprise

THE MAIN STREET FOUR POINT APPROACH™

Organization of broad based local support and leadership, membership and fundraising;

Design of the built environment, signage, streetscape, public spaces and other visual aspects of the district;

Promotion to market district as a center of commercial and social engagement;

Economic Vitality or the process of helping to strengthen and expand the district's economic base.

THE TEAM

Mary Helmer Wirth, Main Street Alabama State Coordinator (Team Leader)

Trisha Black, Assistant State Coordinator, Main Street Alabama

Tanya Maloney, Field Services Specialists, Main Street Alabama

Jay Schlinsog, District Professionals Network (Economic Vitality)

Randy Wilson, Community Design Solutions (Design)



Calera

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.



MEDIA OPPORTUNITIES

Mary Helmer, Main Street Alabama State Coordinator, Amber Vines, Leeds Main Street Executive Director, and members of the Resource team will be available before or immediately after the following:

Community Vision Session

Tuesday, September 20

5 - 6:30 p.m

Leeds Middle School, 1771 Whitmire Street

Public Presentation

Thursday, September 22

5 - 6:30 p.m

Leeds Arts Council, 8140 Parkway Drive



To schedule an interview outside of that time frame, contact Amber Vines at 205-422-0760.

WHAT'S NEXT

Main Street Alabama will be in Leeds multiple times this year as the program builds up its volunteer base, committees and board. Next visit:

Basic Training

(three hours of training in each of the Four Points)

Winter 2023 TBD

Future trainings include:

New Director Orientation

Board Retreat and Goal Setting

Workplan Training



In 2023, Leeds Main Street will receive a Market Analysis and in 2024, a full Branding Package.

OUR GOAL

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