



Alice Bowsher Main Street Alabama Leadership Award

This award recognizes an individual or organization who has made an outstanding leadership contribution on a statewide basis.

Recipient: Paul Carruthers

Paul served on the Main Street board in the early years – when we were still forming our identity and becoming who we are today. His belief in the Main Street Approach is inspiring and he lives that in both his personal and professional life, giving of his time and expertise, always willing to listen and one of the first to say – “hey, I can help with that”. He took the lead on our development committee and is now co-chair of the fundraising committee for Main Street Now – the National Main Street Conference coming to Alabama in 2024.

Excellence in Fundraising

This award recognizes a Main Street Program for outstanding local fund-raising activity or campaign, displaying creativity and success in securing funds for the district program or specific project. The Fundraising Award will be presented to the Main Street organization.

Atmore – Celebrity Waiter

Celebrity Waiter is the largest fundraising event for Atmore Main Street. It enlists high-profile community leaders to act as waiters at one of their local’s favorite restaurant David’s Catfish House. The event is designed to raise money and awareness of the Main Street Program, while creating nightlife in the city. The inaugural 2022 Celebrity Waiter Event proceeds totaled \$30,903.69.

Gadsden – An Evening at the Pitman

The goal of the evening was to bring quality entertainment to the Pitman Theatre while raising revenue for Downtown Gadsden, Inc., and the Pitman. Steve Gilbert, a downtown property owner, used his contacts in the music industry to bring Ana Popovic, a world-renowned jazz guitarist/singer, to the Pitman last November. After that successful event, he scheduled Damon Johnson, former guitarist with Lynard Skynard, Alice Cooper, and Thin Lizzy in April. The combined concerts cleared \$22,000, \$12,000 of that was reinvested in the Pitman, with new flooring for the expanded stage and other things.

Heflin – St. Paddy’s on Main

St. Paddy’s on Main is hosted in downtown Heflin in conjunction with the long-standing event Strides of March 5k. They have expanded the event to include the St. Pawtrick’s Day Pet parade, Strides Color Run, live music, and a costume contest. The goal of St. Paddy’s is to showcase the downtown district and to demonstrate that it can serve as an event space, to facilitate walkability and to help drive customer traffic into the downtown businesses. The goal was to raise ten thousand dollars (\$10,000), which they exceeded bringing in eleven thousand, seven hundred thirteen dollars and 66 cents (\$11,713.66).

Excellence in Public/Private Partnerships

This award recognizes outstanding local partnerships between the local Main Street organization and another community entity or entities public or private.

Anniston – Sparklight and Main Street Anniston

Main Street Anniston and Sparklight have forged a local partnership on a number of levels, from donations, the Adopt a Block program, volunteer hours, and having a team member serve on the Board of Directors, the Sparklight partnership has been a true blessing to Main Street Anniston. Local Sparklight GM, Mike Ligouri connected with Main Street Anniston spring of 2022 to discuss what was in the plans for the future of downtown, with their office located near the Main Street district, Mike was interested in seeing things develop. Main Street Anniston looks forward to working with them to grow a Main Street Membership program for outside donations.

Atmore - American Legion Pollinator Garden

The American Legion #90, in Atmore is the Veterans' non-profit housed in the downtown district. The Legion actively honors Atmore through a myriad of positive outreach activities by building partnerships to create sustainable change. Recently by connecting existing physical assets & creating specific partnerships among; Main Street Atmore, Pride of Atmore, United Fund; Poarch Creek Band of Indians, City of Atmore, Alabama Department of Agriculture, Escambia Soil Conservation, Gulf Coast RC&D; local banks, ALFA, T-Mobile, & foundations, a beautiful multi-functional garden adorns the downtown in a previously blighted area.

Jasper – Trolley on Main

A local downtown business partnered with Jasper Main Street to bring a fully refurbished trolley to Downtown Jasper. Trolley on Main (TOM) provides a unique opportunity for Jasper Main Street to showcase the beautiful downtown and transport guests and potential investors throughout the district. As a separate for-profit business, Trolley on Main is available for weddings, corporate outings, holiday events and celebratory milestones with friends and family. The goal is to create lifelong memories aboard Trolley on Main in and around Downtown Jasper!

Excellence in Volunteer Development

This award recognizes outstanding local Main Street program's volunteer recruitment, training, and recognition.

Elba – Junior Ambassadors Program

The Elba Junior Ambassadors Program is a youth-led initiative that engages students in the economic development of their community. The program's purpose is to: Inspire students to be active citizens and community leaders; Educate students about the importance of Main Street and economic development; Foster a sense of civic pride and ownership in the community; and Develop students' leadership, communication, and teamwork skills.

Enterprise – Young Main Street Committee

The Main Street Enterprise Board has developed a "Young Main Street" Committee which consists of individuals as young as age 14 who are interested in participating in Main Street projects. Since the Fall of 2022, the Young Main Street Committee has completed three projects under the general advisement

of the corresponding Chair (Promotion & Design), including painting a beautiful mural on the Small Box Shop.

Opelika – Main Street Volunteer Reception

Opelika Main Street hosts a reception for current volunteers and aspiring volunteers. They provide food, beer, wine, and lots of information on how to be a part of Opelika Main Street. The reception was promoted over a monthlong timeframe through social media, TV, News & Radio Broadcast, & newspapers. The reception is put on to explain what Main Street is all about to those who aren't familiar with their mission and vision. They educate attendees on the Four-point approach what it means to be a part of Main Street, then sign up those who are interested in the various committees. They have gained 20 new volunteers from this event.

Excellence in Promotion

This award recognizes an outstanding special event/activity that promotes the Main Street District by creating a quality authentic event which generates traffic for the district. This award will be presented to the Main Street organization and/or other organization that hosted an event in the district.

Eufaula – A Vintage Affair

Held in the heart of downtown Eufaula, this event turned locals and Pilgrimage visitor's upside down. The former hardware store was transformed into a modern-day art show, charcuterie room, vintage fashion show, Cirque du Soleil feel of entertainment wrapping up with a gospel choir finale. This event was added to the annual tour of homes for a fresh take on a vintage presentation. The event sold out in less than 10 days creating even more curiosity for next year from those who didn't get to the ticket booth in time.

Foley - CATalyst

The CATalyst event kicked off Cat Alley, a Foley Main Street public art initiative, held in the heart of downtown Foley. Featuring artist ARCY painting the first mural with a cat hidden in it! Tunes by local DJs and classical guitar players, delicious lunch options under cozy tents, and a bar for those craving a drink set the stage. Cat alley swag was also sold. They had 1500 entries in the Cat Alley elementary school art contest, 3,000 sets of flyers and color sheets went out to parents and teachers which enhanced the promotion of Catalyst. 1,500 plus attended. And they also promoted Trap, Neuter, and Release.

Gadsden – Back to School Flamingle

During a merchants' meeting, there was a discussion regarding a possible "Back to School" event. It was decided that they could "Flamingle" to be colorful and fun for all! Downtown Gadsden, Inc. committed to purchase the necessary decorations and the stores committed to have extended hours to entice people to come downtown to shop and dine.

South Huntsville - Rosie's Plaza Annual Spring Festival

Hosted at the Rosie's Plaza shopping center at the northern border of the South Huntsville Main Street district, Rosie's Plaza Annual Spring Festival draws hundreds of residents to visit local businesses while enjoying local music, face painting, snow cones, giveaways, and even pictures with a llama. This family event showcases Huntsville's favorite Tex-Mex and pizza eateries, fitness and nutrition centers, hobby stores, veterinary hospital, financial advisors and more. Guests of all ages were able to engage with local businesses to meet all their family's needs!

Excellence in Marketing

This award recognizes outstanding efforts in overall marketing by a Main Street organization to promote the entire district as a destination or a branding or image development campaign. This award will be presented to the Main Street organization.

Anniston – The Main Street Minute

The Main Street Minute is a monthly video series that addresses various topics in Downtown Anniston - from how to start a business, to upcoming events, and welcoming new neighbors. This video is a brief one minute "commercial" that is based off whatever information needs to be promoted that month. It is distributed to business and property owners through their monthly newsletter and to the community through social media accounts. They have found they are reaching a generation that will watch a quick video as opposed to scrolling past a body of text.

Athens – Athens Main Street Brand Ambassadors

The Athens Main Street brand ambassadors have spent the year capturing unique and authentic experiences downtown. Through their efforts, they showcased merchants, restaurants, events, and even suggested those unique experiences that only downtown insiders know about. The ambassadors consist of a diverse group of high school students, parents, young professionals, and business owners. Also, key to the program is that all areas of Limestone County are represented by an ambassador.

Decatur - Welcoming & Inviting Día de los Muertos

Downtown Decatur had been told by Hispanic committee members that they did not feel welcome or invited to downtown, the event goal was to resolve that issue by welcoming and inviting them to the downtown districts. The event was marketed through the local elementary schools, Facebook, Instagram, news/media outlets, radio (Spanish and English stations), and printed flyers. They had over 3,500 attendees! The Hispanic committee members said that they thought the event was a huge success and that so many of their friends and family members spent time in Downtown for the first time ever and felt welcome and wanted to return. The event also made it possible for regular downtown goers to meet their Hispanic neighbors who had never been downtown. Non-Hispanic event attendees loved the event and learning more about their Hispanic neighbors. The event was a true coming together and a bridge of culture and community.

Enterprise – Grinch Puppet Marketing

One of the Enterprise Young Main Street committee members designed and handmade a Grinch puppet to use for Downtown promotions during the "Who - lidays"--Enterprise's month-long Dr. Seuss-themed Christmas festival. The target audience was younger people, teens & tweens. Young Main Street hoped to draw a younger crowd to the 2022 festival--particularly to the opening weekend and the Scavenger Hunt a week before Christmas. Marketing platforms used were Instagram and Facebook. One of the Young Main Street committee members Ben and his mom wrote a Seuss-style poem and filmed all over the downtown, tying the poem to the locations shot.

Excellence in Creative Promotion Idea, Sometimes an idea is just too fun to pass by!

Oxford – Sips & Succs

Sips & Succs is a workshop where participants are provided a plant, pot, and instruction on how to care for succulents. Wine and charcuterie are also provided. Local artists get in on the fun too, Sips & Strokes is a painting class taught by a local artist, JC Morgan. "Paint a Pot" events are where participants are taught to paint their terra cotta pots using an alcohol ink process, led by local artist Amber Simpson. Other events regularly offered are "permanent jewelry" by local artist Forever Yours by Christina, and Sip & Shop on Thursday evenings.

The overall goal of these events is not just to raise awareness and sales numbers of Succ It Up, but to build a true community and raise awareness of Historic Downtown Oxford.

Excellence in Business Promotion

This award recognizes local promotions, events and activities that result in increased sales or the development of an effective retail promotion in conjunction with district merchants. The Business Promotion award will be presented to a Main Street organization and/or the district merchant group.

Athens – Boutique Crawl

Eighteen Downtown Athens clothing and gift boutique owners opened their doors to welcome patrons into their shops for major specials and sweet surprises during the Boutique Crawl. The clothing boutiques had new Spring lines out and the gift boutiques had new items to refresh homes after the long winter. For each purchase over \$20 made the day of the Boutique Crawl, patrons could enter a chance to win a \$500 Shopping Spree downtown sponsored by Dream Key Real Estate. The link to enter was created with Survey Monkey and a QR Code. Photos of sales receipts were uploaded and calculated by the Survey Monkey app totaled the uploaded receipts. The total was just over \$30,000 in sales for one day!

Calera – Let's Get Married on Main Street! Contest

Calera has a beautiful event center that very few people know about. In an effort to launch it as a wedding venue, a campaign was created to show Calera as a one stop shop for wedding planning. Let's Get Married on Main Street was a complete wedding package giveaway for one lucky couple valued at over \$20,000. Sixteen businesses participated in the contest by donating their goods and services. 50 couples were selected to participate with the winning couple getting married this September. The goals

were to boost Calera Main Street social media following, gain exposure for the merchants, and document it to have quality marketing materials for future use to advertise Calera weddings.

Heflin – Me and My Guy, Shop and Dine

Heflin Main Street adopted a mission to create events that targeted new and specific groups. The first of those events took place in February of 2023 with the creation of "Me and My Guy, Shop and Dine". This event was created with dads and daughters in mind. Several downtown shops kept their doors open later than usual, created event specific sales, and offered creative experiences for the event. Each time the registers rang to the tune of \$10, shoppers earned a chance to win a grand prize at the end of the night. The event was well attended with sales being estimated by using a punch card system. Merchants reported increased foot traffic outside of normal business hours and first-time interactions with several shoppers. This magical night concluded with a candlelight dinner and dancing.

Jasper –The Music Crawl

The City of Jasper annually hosts a free two-day music festival in Downtown Jasper – Foothills Festival which attracts 20,000 people to the district. Jasper Main Street wanted to give restaurants and breweries an additional opportunity to take advantage of the extra foot traffic in the downtown from this event. The Music Crawl was created to place local musical talent in downtown venues before and after the main stage acts. The music crawl enabled attendees to continue their evenings at local restaurant/ bars and breweries. A diverse selection of music genres was selected featuring 6 different musical acts throughout the weekend. All downtown businesses were open during the festival and enjoyed a substantial bump in revenue over the two-day event with Tallulah Brewing seeing a 265% increase in sales over the previous year without the Music Crawl.

Excellence in Business Development

This award provides recognition for outstanding efforts led by a local Main Street organization to improve the business climate, support, strengthen, retain, and attract businesses in the district. The Business Development Award will be presented to a Main Street organization and/or a partner organization that helped to implement business development activities.

REV Birmingham for the Woodlawn Marketplace Business Incubator

The Woodlawn Marketplace business incubator offers a platform for women and minority entrepreneurs to move from selling occasionally in markets or online to a shared retail space with other growing businesses without having to sign binding leases or long-term contracts. The Marketplace features coffee, breakfast, lunch, and retail products from local entrepreneurs. The goal of the program is to grow tenant businesses to a stage where they are ready to pay market-rate operating costs. Current tenants include 3 anchor businesses and 8 to12 retail vendors.

Jasper – Downtown Incentives

As Jasper Main Street continues to landbank properties, they have also begun to offer incentives to buy properties and to start businesses in the downtown district. Specific examples include:

- Radial Tire, a shop that serviced large trucks, needed a Phase one ADEM study and cleanup. Jasper Main Street funded that expense at \$8,000 and then offered that as an incentive to purchase the building. The building has now been purchased.
- 2) King Law Firm, one of the largest buildings in Downtown Jasper, needed a structural engineering study. Jasper Main Street funded that expense as an incentive. The study was provided to the now new owner.
- 3) Jasper Main Street continues to connect properties with buyers and offering education and support for compliance especially with restaurants. Currently they are assisting in getting all restaurants in compliance with the FOG (fats, oils, grease -- grease trap) Policy with the Jasper Water Works and Sewer Board.

Marion – USDA Revolving Loan Fund

Marion Main Street worked with Opportunity Alabama to apply for and was awarded a USDA Revolving Loan Fund Grant for \$150,000. The specific goal of the funding requested was to encourage and assist local small businesses owners and entrepreneurs in Marion interested in upgrading equipment and facilities and/or starting up a new business in their downtown and business corridor.

Montevallo – Local CO.STARTERS

In order to strengthen the entrepreneurial ecosystem in Shelby County, Montevallo Main Street partnered with CO.STARTERS to present a 9-week course for aspiring and new small business owners. The six Fall 2022 cohort graduates are all currently running small businesses spanning from building food trucks to real estate, to mead distilling, and more. The program helps entrepreneurs to develop and fine tune ideas, gaining a deeper understanding of how to create a sustainable business and bring their idea to life, make progress faster and with confidence, developing skills to understand the market and focus on the most critical activities needed to move forward, and receive real time feedback.

Scottsboro – Networking Socials

The Downtown Scottsboro Networking Socials are a chance for the Main Street Scottsboro Board, business owners, building owners, and investors in the community to get together and discuss upcoming projects and events in the downtown, and also to provide resources for the stakeholders in the downtown to keep their businesses thriving or showcase opportunities for investment. The quarterly meetings are hosted by the Economic Vitality Committee. These meetings have successfully built better working relationships with the business and building owners in the downtown. The outcomes from this initiative have been better communication with businesses and also purchasing of property in the downtown that will lead to more business development. A better understanding of building owners and what kind of renters/ buyers they are looking for as well. Since the start of these meetings four buildings have been purchased by new owners with the promise of renovation to include a new retail storefront.

Excellence in Placemaking

This award recognizes outstanding local efforts within the district with the intention of creating public spaces that promote people’s health, happiness, and well-being. The Placemaking award will be presented to the Main Street organization or partnership organization.

Calera – Coca-Cola Mural Restoration

Coca-Cola Bottling Company United partnered with Calera Main Street to restore an old Coke advertising mural. The historic mural was recreated to match the ghost images left from the 1930s and other murals from the same era in the Southeast. Coke helped with the research, secured the artist, and not only restored the historic mural but added the Calera Courtyard logo and a first of its kind (in Ala.) selfie-spot. Coca-Cola also brought in their PR agency to help with the dedication event, garnered additional media attention, and produced a professional video reel for Calera Main Street.

Fort Payne – Pete the Cat Mural

James Dean, the creator of Pete the Cat wanted to do something special for Fort Payne Main Street and for his hometown. He developed a couple of ideas for a mural. He wanted to paint the largest Pete the Cat mural in the world. He shared his ideas and sketches with the director of Fort Payne Main Street. He came and painted the mural in two days. Mr. Dean paid for everything and did all of the labor. It's a wonderful mural and a beautiful gift for our Main Street. The artwork is priceless!

Monroeville - Literary Capital Story Trail

The 24 panel Story Trail takes you on a walk around the historic Monroeville square starting at the Monroeville Main Street office and ending at the Monroe County Public Library. The story changes monthly (sometimes more) and combines education and exercise in a free multi-generational project for locals and tourists alike. By taking people around the entire square, they stroll by all the shops, restaurants, and businesses finding new items and services which increases the traffic and sales numbers downtown!

Montevallo: Make Your Mark -Youth Banner Design Project

To instill pride in young people growing up in Montevallo and to promote the arts, Montevallo Main Street partnered with Impact Montevallo to create a new downtown banner series featuring original artwork by local children. Banners were first displayed downtown in October 2022 and are now part of our regular banner rotation. This project involves youth and their families, adding to the foot traffic in the district.

Excellence in Building Design (non historic)

This award recognizes outstanding completed design projects including facade renovation and or interior renovation efforts and infill construction. The Building Design award will be presented either to the business or property owner who implemented the project.

Athens – Market & Monroe

Market & Monroe is an adaptive reuse project located in downtown Athens that revitalized a long-abandoned pool hall into a premiere event venue. The Whitfield family were among the first movers to embrace the revitalization of this neglected downtown building in quite some time. Market data produced by the Athens 2040 comprehensive plan showed that the downtown area is primed for such a venture, and the late 1800's structure is now one of the first to receive such treatment. In order to

rehab the building into a modernized event venue, the owners worked with local architecture firm, AMBL studios, and underwent a complete gut rehab of the structure and space, and a complete tear down and restoration of the storefront facade in order to address the failing structural members and restore the original historic detailing that had long been covered up. Acquisition, design, and construction put total cost of this project at approximately one million dollars.

Elba – Wood Accounting

Wood Accounting was located outside the Elba downtown district in an outlying Shopping Center when some building issues caused Melissa Wood to decide to move to a new location. She chose the Square in Downtown Elba. She bought one building in the Downtown Main Street District and renovated. Then she felt led to purchase three other buildings and redo those. In the span of a year Melissa Wood has made a decrepit area come alive with business and activity. Truly an outstanding addition to Elba's Downtown.

Jasper - Elle Luxe

From contemporary church to spa...and what a feat that was. Located next to a bustling restaurant in Downtown Jasper, this spa is now the place to go for rest and restoration. The building housed a church that had been declining in attendance and had become run down causing concern for the nearby restaurant. Lily Drummond bought the rundown building after the church closed and turned it into a spa. Approximately two hundred and fifty thousand dollars (\$250,000) was spent to transform this former problem building into a beautiful spa resting place.

Monroeville – Lofts at 41

JWJ Company purchased the 1860's jail and gave the building a new purpose - the Lofts at 41 - Two luxury furnished apartments & a deck on the upper floor and Prodigy, a custom personal wellness center with small event space on the ground floor. Great care was taken to preserve the exterior facade while creating a seamless transition to the repurposed interior. The seven hundred and fifty thousand dollars (\$750,000) construction project began by uncovering the original facade which gave the architect a view of the original door frames to access all the spaces seamlessly. The Milsap loft has a preserved drawing on the wall in the laundry room which is believed to be the work of a former prisoner and captures likeness of Judge Milsap.

Excellence in Planning and Public Space

This award recognizes outstanding planning projects and quality, completed design improvement projects such as streetscape, public spaces, etc. The Planning and Public Space Design award will be presented to a Main Street organization and/or the entity responsible for conducting the district plan or other public design project.

Anniston – Noble Street Park

With plans in place for a new City Market as City Hall moves back downtown, as well as for a downtown entertainment district, the Noble Street Park was built to serve as the perfect connecting piece among all of the current and forthcoming downtown amenities. The project took place in what was a parking lot & after many months of planning and work they now have a beautiful park, fit for entertainment,

rentals, & many awesome Main Street Anniston events. In a word, it is the reverse of the famous Counting Crows song, instead of paving paradise for a parking lot, they built a small paradise in downtown Anniston!

Eufaula - Eufaula Children's Plaza

Barbour County Extension had funds leftover from the ALPRO grant and the downtown restroom facility was on the short list of necessities. Everything from brick, style, fixtures, fencing, et cetera were decided upon by the design committee, approved by the Eufaula City Council as the newest council's first project, something to be proud of! Events will be a lot easier with the convenience of the beautiful new addition. Several elements were added to complement the district downtown including a cupola and custom wrought iron fencing. With rising temperatures during the summer, this also doubles as a cooling off area for infants and senior adults. Restrooms and changing area are air conditioned. A wonderful addition to their downtown district.

Foley – Pine Street Pocket Park

Pine Street Pocket Park began as a dream of the City of Foley Beautification Committee to place a marker on a lot where the old Foley Methodist Church used to be. In partnership with Baldwin County Board of Education who leased the land to the city, the city created an outdoor auditorium to be used by the schools, and for the community to enjoy. Foley Main Street received a \$20,000 AARP community grant for the outdoor musical instruments located at the back of the handicapped accessible stage. What started out as a minor project blossomed into the city committing and spending over 600,000 for the park. The City of Foley worked with WAS Designs and Foley Main Street to create a beautiful entry into the district.

Excellence in Historic Rehabilitation

This award recognizes outstanding historic rehab projects that continue the economic use of a historic building. The project must be located in the Main Street District and should include exterior work but could be both exterior and interior. Must meet Secretary of Interior Standards for Rehabilitation. This award will be presented to a Main Street organization and/or other organization, or to an individual or organization responsible for the preservation of a historic building.

Atmore - Pride of Atmore's "Save the Strand" Project

When the Strand Theatre closed for first run movies in 2013, it was the longest running theater in the state of Alabama. Purchased by the nonprofit organization; The Pride of Atmore in 2014, the goal initially was to add a coat of paint and a few upgrades to the facility and call it done. While the cry "Save the Strand" resonated throughout Atmore for 2014 and 15 it soon became apparent that it was going to take more than a coat of paint, like a new roof!

Dedicated to preserving and protecting the historical legacy of downtown Atmore, the Pride of Atmore's mission of historically restoring the century old Strand Theatre and 125-year-old adjacent Hardware Store was completed this spring after nine-years of renovation work and fundraising. Meeting the underserved community's critical infrastructure needs, the two restored facilities serve as the primary focal point of a multi-faceted Arts, Education, and Technology and Cultural Center and has enhanced the

quality of life in Atmore and the surrounding communities, serving as the ART & SOUL of Atmore Main Street.

Decatur- Citizens Bank

The building had experienced major deferred maintenance, water leaks, plaster in disrepair, and minimal updates for the last 30 years. This project brought the building back to its original glory as a BANK, which was its original purpose. Aesthetic rehabilitation of the interior of the building included: painting, sheetrock, molding. Updated plumbing and electrical. Updated breakroom and bathroom. Installed glass conference room and half-wall cubicle spaces. The safe is now open for bank guests to step inside and tour. This project has been a fantastic way to truly bring a downtown building back to its original splendor. Steve Armistead and Yogi Dougher were able to keep the iconic wrap around balcony, marble flooring, and original facade. They coordinated buildout with their new tenant Citizens Bank, and the bank opened its first Decatur branch in the newly renovated building in February. This project has taken a forgotten piece of downtown history and revived it to a present-day bank so that bank clients and passerby's on the sidewalk can enjoy and appreciate this magnificent building again.

Enterprise - Pea River Historical Society Facade Improvement

The facade renovation of the Pea River Historical Society Gift Shop and Research Library was a project to repair, revive, and restore a 118-year-old Main Street storefront. While repairs were the immediate need, the outdated design of the façade was also in desperate need of a revival and new life. The most striking part of the rehab was the removal of the metal siding that covered the entire facade from awning to the roof. Revealed under the beige metal was the original 1904 brick that was painted green over 50 years ago. Immediately upon the reveal, residents and business owners wanted to know what the lettering said and begged for the brick to remain exposed. New lighting was installed to highlight the brick detailing and a new round sign was placed for the Historical Society. This project returned the building to the original configuration and restored the historic integrity of a property in the heart of downtown.

Foley - Hollis Interiors

Hollis Interiors takes up almost an entire block on Hwy 59 leading into Downtown Foley from the South. This building was constructed by the George C. Randolph company for the Orange Crush Bottling Company in 1922. The current owners decided to move forward preserving and revitalizing their building, which they have owned since 1952. For work to be approved on a historic building in the district, it must conform to the Secretary of Interior Standards for Rehabilitation. One issue that arose was the painting of brick. Two experts were brought in to review the project. It was proven that the bricks had been painted in the past and sandblasted in the 70s, which ruined the brick. The brick not only had to be repointed, but it also had to be painted to save the brick from further deterioration. It was a decision of the Foley Historic Commission this did not ruin the historic integrity of the building. The windows were uncovered when the signs were taken down. The Hollis's fixed the windows and left them exposed. The project consisted of removal of signs, making repairs to exposed windows, caulk, and paint. Repoint and repair mortar, paint brick and mortar, and replace front doors. They also purchased and installed new signs and awnings.

Excellence in Adaptive Reuse

Gadsden – Etowah County Board of Education

The property located at 4th and Broad Streets had been the home to Colonial Bank and then BB&T Bank for 10 years. When the bank left the downtown district to move to a different area, the property was placed on the market. December of 2020, the Etowah County Commission purchased the property to consolidate employees of the Etowah County Board Education. The employees were located in two cities, and this allowed them to be merged into one location which served as a more centralized location. The grand opening was held October 18, 2022. The purchase of the property and subsequent renovation will be beneficial to the historic district. The number of employees at the bank had dropped to 8 at the time they moved, and the Etowah County Board of Education brought 60 employees. You can see many of these employees out shopping and dining during the day.

Excellence in Design Development

This award recognizes a local Main Street program, business, municipality, or other organization that provides tools and resources to spur reinvestment in historic properties.

Atmore – Façade Incentive Program

The Main Street Atmore Façade Incentive Program is the driving force behind efforts with preservation and maintenance of historic properties in the district. The coordinated, small-scale façade improvements have not only preserved valuable historic resources in Atmore but have also triggered economic growth. With new and improved "facelifts", downtown businesses have reported tangible economic benefits by increasing sales of local businesses. With the growing number of transformative projects, other businesses observed "first-hand" the importance of preserving significant architectural assets with the façade grants to the business and building owners.

In 2023 they have assisted over 40 buildings or businesses and distributed \$97,329 of \$324,770.71 which does not include the Pride of Atmore's \$5 million dollar Strand and Encore project. In the 2022 Façade Grant cycle, they distributed \$44,351.24 out of \$133,691.13 in total improvement project costs. The program is funded through various fundraising events like Celebrity Waiter, memberships, grants, sponsorship investments provided by the City of Atmore, Poarch Creek Indians, First National Bank and Trust, Gulf Winds Federal Credit Union, United Bank, David's Catfish and Pepsi-Cola Bottling Company of Atmore.

Excellence in Tourism

This award recognizes outstanding local efforts in the development of tourism campaigns that promote history and preservation.

Marion – Alabama Civil Rights Trail

Main Street Marion invited Director Lee Sentell of Alabama Tourism to meet with their civil rights coalition in May of 2023. He expressed his great interest in seeing Marion expand the civil rights tourism footprint. He acknowledged Marion's significant contribution to the story of the 1965 Voter's

Rights Act and pledged to be a positive force in the plan for creating a more viable civil rights tourist destination in Marion. The Alabama Tourism Department assisted Main Street Marion and the Marion Art Center is providing Civil Rights exhibits, events, classes and services to our local community. Marion has now been added to the Alabama Tourism Civil Rights Trail.

REINVESTMENT AWARDS

The awards were given in recognition of Main Street Alabama programs that have reached major milestones in their district revitalization efforts. Economic impact numbers reported monthly by each local program was used in the calculation of this recognition.

In recognition of district reinvestment of over \$1 million; Atmore, Elba and Scottsboro

In recognition of district reinvestment of over \$3 million; Calera Columbiana, Demopolis and Enterprise

In recognition of district reinvestment of over 5 million; Alexander City, Eufaula, Fort Payne, Monroeville, and Wetumpka

In recognition of district reinvestment of over 10 million; Heflin, Foley, Montevallo, and Oxford

In recognition of district reinvestment of over 20 million; 4th Ave. business district in Birmingham, Jasper and Gadsden

In recognition of district reinvestment of over \$30 million; Athens and Opelika

In recognition of over 50 million in district revitalization; Anniston

In recognition of over 60 million in district revitalization, Decatur

In recognition of over 80 million in district revitalization, Florence

In recognition of over 200 million in district revitalization, South Huntsville Main, REVBirmingham