



FOR IMMEDIATE RELEASE  
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## CHANGES TO NETWORK TIER WILL STRENGTHEN REVITALIZATION EFFORTS IN ALABAMA COMMUNITIES

**Birmingham, Ala.-** Main Street Alabama is pleased to announce new enhancements to its Network tier, designed to better support communities in the early stages of revitalization. Going forward, interested communities will be encouraged to apply for the Network tier, which will now have two application windows each year - in January and August. During these periods, communities that demonstrate a commitment to revitalizing their districts will be selected to participate. We believe that this updated service will go a long way in helping communities across Alabama achieve their revitalization goals.

Network level communities in Main Street Alabama will be required to have a dedicated program contact who will sign an annual memorandum of understanding. In addition, the contact must send a representative to a minimum of two Main Street Alabama training opportunities annually, commit time to learn about the Main Street Approach®, and submit a brief annual report outlining activities undertaken and volunteer hours dedicated to those activities.

As part of this new requirement, Main Street Alabama will provide notification of all statewide Main Street Alabama webinars, workshops, and conferences. Network level communities will also receive a discount on webinars, workshops, and the conference, as well as an “Introduction to the Main Street Approach®” community presentation, as requested. Technical assistance provided by Main Street Alabama staff and a Main Street Alabama Network Logo will also be available to these communities.

“By implementing these changes, Main Street Alabama aims to foster a more focused and dedicated approach to community revitalization, ensuring that the chosen communities receive the necessary resources and support to make a significant difference in their areas,” said Mary Helmer Wirth, Main Street Alabama President and State Coordinator.

Interested communities can sign up to receive more information at Main Street Alabama's website, [www.mainstreetalabama.org](http://www.mainstreetalabama.org).

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### **About Main Street Alabama:**

Main Street Alabama is a private non-profit organization and state-coordinated program of Main Street America. By implementing the National Main Street Four Point Approach™, Main Street Alabama works to revitalize downtown districts and commercial areas, focusing on organization, design, promotion, and economic vitality. Through strategic initiatives and community collaboration, Main Street Alabama strives to create vibrant, prosperous, and sustainable communities throughout the state.

### **MEDIA ONLY CONTACT**

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