

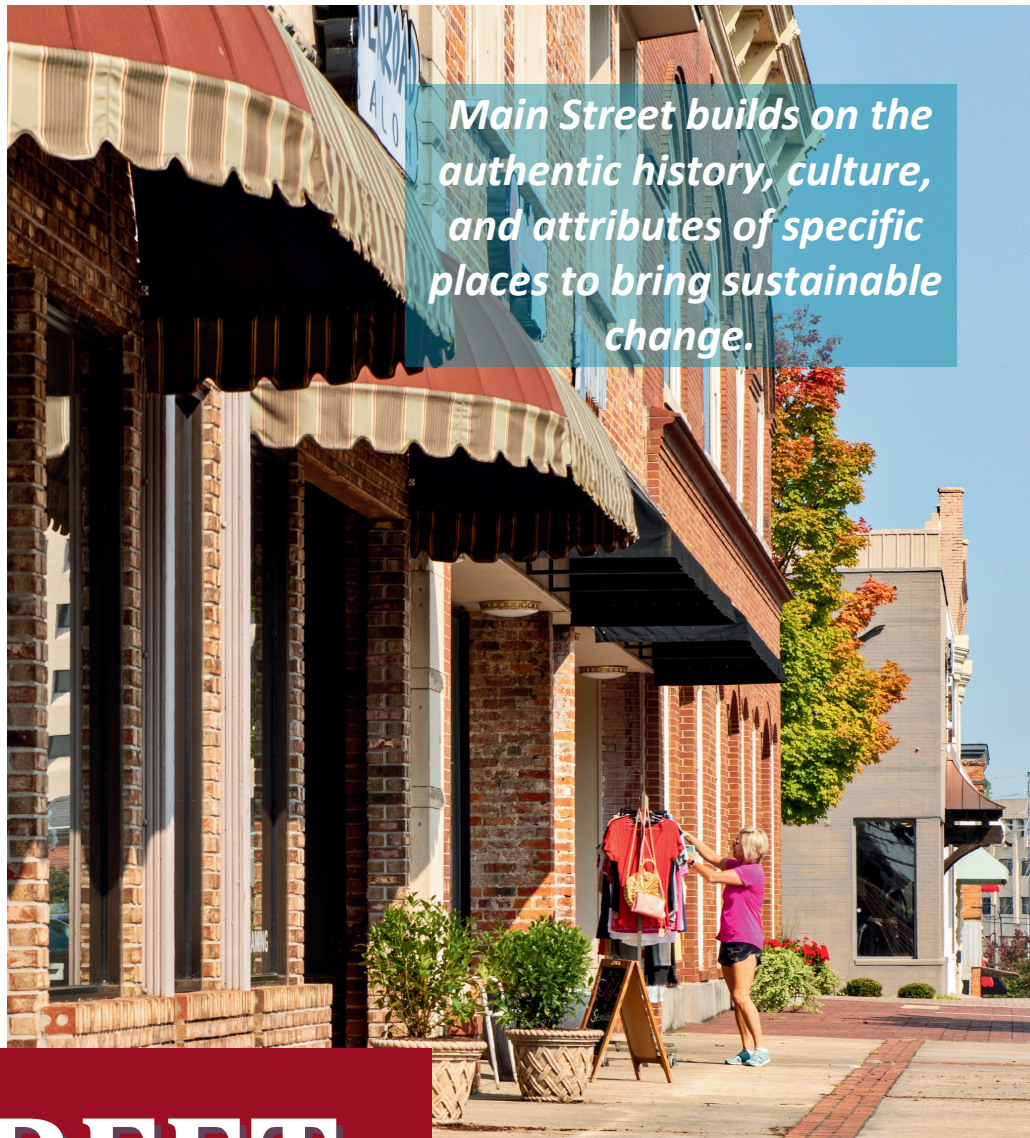


**Creating Jobs. Keeping Character.**

Main Street Alabama (MSA) was incorporated in 2010 and in 2013 launched operations. MSA is the State Coordinating Program of Main Street America. MSA follows a 40+ year-old model for community revitalization that has seen great success nationwide: the Main Street Four-Point Approach®. This method was developed by Main Street America, a subsidiary of the National Trust for Historic Preservation. The four points of the Main Street approach; Economic Vitality, Design, Promotion, and Organization; work together to build a sustainable and complete community revitalization effort.

Since then, the program has grown from serving 10 communities to our current membership of 33 Designated districts and 26 Network members.

MSA 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.*

**THE IMPACT OF MAIN STREET** Transforming Alabama Districts SINCE 2014



**NEW BUSINESSES**  
1,325



**NEW JOBS**  
4,188



**PRIVATE INVESTMENT**  
\$1,444,993,270



**PUBLIC INVESTMENT**  
\$209,391,293



**VOLUNTEER HOURS**  
222,765



**Technical Services**

- Strategic Planning
- Real Estate Redevelopment Plans
- Build Your Own Investor Group
- Downtown Development Plan
- Quarterly Trainings
- Market Analysis
- Branding



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# AL SPARK

AL SPARK, a Main Street Alabama initiative to energize emerging and growing businesses in Designated Main Street Alabama Districts across the state and is supported by funding from the U.S. Small Business Administration.

“The training module on marketing was so immensely helpful. It had me thinking about marketing my business in a way that I haven't thought about before.”

Michelle Crawford, Driftwood Dragonfly

# ILLUMINATE

## BUSINESS MARKETING GRANTS

Upon completion of a four-part Marketing Course, businesses in Designated Main Street districts were eligible to apply for a \$1,000 Illuminate grant for marketing purposes. As a result, 210 businesses received this funding.



# BRIGHT IDEAS

## BUSINESS PITCH COMPETITION

Bright Ideas Pitch competitions are now taking place in Designated Main Street districts. Business owners' pitches include ways they can strengthen and expand their businesses. Winners at the local level will win up to \$10K and will advance to the regional and then possibly state competition with a chance to win an additional \$35K. The state competition will be held August 22 in Jasper during LAB- Main Street Alabama's annual conference.

## Main Street Program Grants

In 2024, Main Street Alabama awarded Designated programs \$25K grants to be used on projects that will make an economic impact for the district. Here's a sampling of projects:

- Culinary Training Kitchen
- Farmers Market Renovations and Expansions
- New Public Spaces
- New Lighted Signs for Businesses
- Video Footage and Commercials for Businesses
- Marketplace Courtyard Expansion
- Alley Renovations
- Lighting and Landscaping Updates
- Crosswalk Buttons Installation
- Pedestrian Connector and Park Expansion
- Mural
- Business Hub
- Greenspace Project
- Outdoor Speaker Systems



The Main Street Now 2024 conference, hosted by Main Street Alabama, drew an impressive 2,000 attendees, positioning Birmingham as the largest attended Main Street America event to date and surpassing previous records. As a result, the conference's economic impact in Birmingham is estimated to have exceeded \$4.1 million. During the opening plenary, Monroeville received the coveted Great American Main Street Award - the first in Alabama.



Main Street Alabama is thrilled to announce the launch of Sweet Hometown Tours website: Alabama Main Street Trail, a statewide trail system showcasing the Main Street experience in the state's designated communities.

From Ridge-and-Valley Appalachia to the glittering Gulf Coast, Sweet Hometown Tours pairs Alabama's penchant for historic preservation with today's love for elevated, authentic experiences in downtown districts throughout the state.

[www.sweethometowns.com](http://www.sweethometowns.com)



In 2024, Main Street Alabama, supported by USDA, placed two Small Box Shops in Anniston and Atmore. The Small Box Shops are outfitted shipping containers for entrepreneurs that want to test the market before investing in a brick and mortar in the district.

To date, Small Box Shops have been placed in Enterprise, Heflin, Jasper, Marion, Monroeville and Wetumpka.

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- Alexander City
- Anniston
- Athens
- Birmingham's Woodlawn
- Birmingham's 4th Ave District
- Calera
- Centreville
- Columbiana
- Decatur
- Demopolis
- Elba
- Enterprise
- Eufaula
- Florence
- Foley
- Fort Payne
- Gadsden
- Heflin
- Jasper
- LaFayette
- Leeds
- Marion
- Monroeville
- Montgomery
- Opelika
- Oxford
- Russellville
- Scottsboro
- South Huntsville
- Talladega
- Wetumpka

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- Madison
- Selma

26



- Arab
- Attalla
- Birmingham's Five Points S.
- Boaz
- Brewton
- Eclectic
- Fairhope
- Geneva
- Guin
- Haleyville
- Headland
- Irondale
- Jacksonville
- Lanett
- Lineville
- Livingston
- Lurverne
- Ozark
- Phenix City
- Piedmont
- Prattville
- Roanoke
- Sylacauga
- Tallasee
- Tuskegee
- York