

# MAIN STREET

★ ALABAMA ★

# YEAR IN REVIEW 2021

*Creating Jobs. Keeping Character.*

Main Street Alabama (MSA) was incorporated in 2010 to serve as the State Coordinator of the Main Street program. MSA follows a 40-year-old model for community revitalization that has seen great success nationwide: the Main Street Four-Point Approach<sup>®</sup>. This method was developed by Main Street America, a program of the nonprofit National Main Street Center, Inc., 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 29 Designated communities and districts and 41 Network communities. 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.

## 2021 Reinvestment Statistics



**JOBS CREATED**

201



**PRIVATE INVESTMENT**

\$55,995,074



**NEW BUSINESSES**

116



**PUBLIC INVESTMENT**

\$6,036,495



**VOLUNTEER HOURS**

19,339

## Reinvestment since June 2014



**JOBS CREATED**

2,888



**NEW BUSINESSES**

885



**VOLUNTEER HOURS**

134,623



**PRIVATE DOLLARS**

\$596,982,703



**PUBLIC INVESTMENT**

\$95,608,147



## MAINTAINED GROWTH AND DEVELOPMENT

- Hired one additional full-time field service specialist and hired new part-time donor relations manager
- Hosted three New City Application Workshops
- Taught Organization course for the Main Street America Institute
- State Coordinator selected for Main Street America Leadership Council
- Two MSA staff received MSARP certification
- State Coordinator presented at South Carolina Retreat
- Staff member earned Heart & Soul Coach Certification
- Representation on EDAA Board
- Conducted MSA Tech Audit
- Staff member attended EDAA conference
- Staff member attended Destination Downtown
- MSA staff participated in the virtual Main Street Now Conference
- Conducted MSA staff retreat
- "Introduction to Main Street" presentation at seven public meetings
- Staff member attended virtual non-profit training
- Representation on Your Town Alabama Board
- Staff serve as National Trust Advocacy Captains
- 20 New Network members

## INVESTED DIRECTLY IN COMMUNITIES

- Education / Workshops: \$45,000
- Program Services: \$154,843
- Staff time to deliver services: \$192,452

## LAUNCHED SPECIAL PROJECTS

- Delivered 65 hand sanitizing stations to designated districts
- Co-hosted "Greening Your Community" with Community Seeds partners
- Secured funding for two additional Small Box Shop containers

## PROVIDED TRAINING AND SUPPORT

- Offered a virtual full-day "Mini Lab"
- One full-day workshop on Promotion in Wetumpka
- Annual LAB, three-day conference, in Gadsden with 150 attendees
- Incremental Development Webinar
- Two Basic Training workshops
- Provided Goal Setting and Strategic Planning for Main Street communities
- Held four New Director Orientations
- Provided Work Planning in 12 communities
- Numerous Site Visits
- Three communities received Market Analysis
- Four communities received Branding packages
- Provided Downtown Vision Plan for one community
- Newly Designated Organizational Kickoff and Resource Team Visit
- Conducted Small Scale Production workshop with strategies for two districts
- Created Real Estate Redevelopment Plan for two communities
- Conducted 36 virtual meetings with Network members