

Main Street Alabama Updates

Monroeville

Monroeville Main Street saw a long time project come to fruition in November. The second large mural by Johnna Bush from Grove Hill, AL was completed in early November. On January 13, the mural was officially named "Literary Giants" which coincided with [Alabama New Center's release](#) of a story and video on the project.



Birmingham REV

Woodlawn:

REV announces dates for the [Woodlawn Street Market](#), kicks off a public trash can fundraising campaign, and is gearing up to launch Woodlawn Emerge, an entrepreneurial training program that will focus on residents of the nearby YWCA transitional housing development.

Downtown:

REV is securing funding for a landscape refresh on 20th Street, downtown's signature street, and working on a multi-building 3-D Art in windows for newly vacant spaces (COVID related). In addition, REV is developing a visioning/business model consulting program for owners of underutilized properties.



Athens

Athens Main Street held a [press conference](#) in January to announce an alley renovation project. The project will take the alleyway, currently an eyesore in the heart of our downtown, and connect to municipal parking, back to the core of downtown. There will be art and unique, inviting places to gather. We published our [Annual Report](#), began planning for the 2021 season for Athens Saturday Farmer's Market. On Feb 6, AMS hosted another successful Chocolate Walk that increased foot traffic in businesses and restaurants.

Eufaula

Eufaula is prepping for a big "Pajama Party" on March 25! Learn more on their Facebook [page](#). Downtown Eufaula is also welcoming three restaurants to the district, one is relocating while two more will be new to the city. Main Street Eufaula also just got approved to add charging stations around the Farmers Market.

Wetumpka

The HGTV production crew finished filming in February and now Main Street Wetumpka is on a race to prepare for what lies ahead as the season airs later this year.



Alexander City

Main Street Alexander City recently launched a new website with their updated branding. They are on the third phase of their decorative lighting project and will soon be placing speakers throughout the dining to add to the ambiance for visitors and residents. Also in the works is a new dining app and a mural crosswalk for later this year. We are getting ready to begin Phase 1 of our Downtown Music Scape



Calera

Our biggest thing to share is the launch of First Fridays beginning this Friday. Live music, vendors and merchant open houses from 5-8. We are also doing a fundraiser that promotes multiple merchants – a "Main Street at Home" Valentine's Gift Box. That's the photo I'm sharing.



Montevallo

Montevallo Main Street published their [2020 Impact Report](#) and approved [2021 Work Plans](#). Partnered with Calera Main Street to host a group of 14 visitors from Columbiana. A Montevallo Junior City Council representative will soon serve as an ex-officio member of the Main Street Board. Installed four public hand sanitizer stations in the District through made possible of a grant facilitated by Main Street Alabama. Installed three locally-made metal sculptures in the District.

Headland

The new year started with a ribbon cutting for Petite Sweets Boutique Bakery, owned by pastry chef Stephanie Dykins. The Main Street Board and Teams met and planned the events and budget for the year. We are currently booking bands and getting advertising sponsors for our Under the Oaks events to be held the third Friday of each month, April through October. Headland Main Street received a grant from the Alabama State Council on the Arts for \$5400 to paint a historical mural on the side of the HNB First bank building. HNB First bank will contribute \$3000. The sketches have been approved and the artist is working on the color rendering. Just as soon as the weather warms consistently, we will begin painting. HMS also received a \$1600 grant from Alabama Power to purchase a GoBo projector to be used on the exterior walls of buildings in our district. (The bracket is currently being built and powder coated for install.) The projector will be used to advertise upcoming events and other promotions.



Fort Payne

Fort Payne created a Chandelier Tree and has been a hit with the community! The tree currently has 33 chandeliers with 8 more chandeliers recently donated to be installed as well. Fort Payne Main Street partnered with the city on this project and the chandeliers were donated by members of the community.

Foley

Foley has it's first mural – The Foley Butterfly and will created a fun photo opportunity for residents and visitors. Foley Main Street is also cleaning up an alley and are anxiously awaiting the extension of the Wilbourne Rose Trail next to that alley which was delayed due to Hurricane Sally. Fifteen hand sanitizing stations have been installed around town. They also had a successful Welcome to Foley for the Drive Thru for the snowbirds and scavenger hunt. There's also a detailed plan for the downtown in the works with the city, focusing on our most central alleyway and public art. Street signs for the downtown are being made now and will include the new branding provided by Main Street Alabama.



 W. Jessamine Ave.