

How did we make our mark on Downtown?

INVESTMENT

- Welcomed 9 new businesses to the District
- 7 new supporting members and 53 renewing members
- 1,940 volunteer hours served by 33+ volunteers
- Volunteer Training: 5 attended National Main Street Conference, 8 attended State Conference, and 5 attended Quarterly Training

SPECIAL EVENTS

- Friday Nights at the Cove – 5 free concerts
- Inaugural Spring Fling Family Food Truck Fest
- Bring the Festival of Tulips Downtown
- Small Business Saturday Promotional Video
- Bulldog Pride Spring Sports Poster
- UM Orientation Week Event at Parnell Memorial Library
- Supporting Arts Events & Programs, including live music at Arts Fest and Art Walk, Montevallo Main Street Players, and Inaugural Team Lehman/SEA Disc Golf Tournament
- Tinglewood Festival
- Holiday Party for Volunteers and Members

DISTRICT IMPROVEMENTS

- Completed 3 Facade Grant Projects
- Streetscape stairs repainted
- Temporary wayfinding signs replaced
- Fall decorations in Bicentennial Park and Owl's Cove Park
- Christmas decorations downtown
- Holiday Window Decorating Competition
- Community Christmas Tree ornament fund
- Continued Veteran Banner Program
- Updated photo Spots at Owl's Cove Park and Post Office

OTHER PROJECTS

- Hosted Main Street Alabama's Quarterly Training and Hometown Hospitality Workshop with Shelby County Extension Office in March
- Worked with UM Environmental Studies Capstone Course on anti-littering and marketing initiatives
- Completed Youth Banner program
- Inaugural Business Prayer Breakfast
- First cohort of CO.STARTERS - 5 graduates
- And more!

5

CO.STARTERS
GRADUATES



WEEK 10 CELEBRATION AT
BRADFORD REAL ESTATE

9

NEW
BUSINESSES



SLICE PIZZA AND BREW

90

YOUTH
BANNERS





PARTNERSHIPS WITH IMPACT MONTEVALLO

- "Find A Rainbow Day" Scavenger Hunt
- Inaugural Spring Fling Family Food Truck Fest with DRUM the Program
- Red Ribbon Week and 3rd Annual Chief's Challenge
- Elf Scavenger Hunt & Photo Spot
- "Dogs of Montevallo Main Street" Coloring Book

ADVERTISING

- Advertised downtown in Discover Shelby's Visitor's Guide, Explore Helena magazine, Shelby County Football Magazine, Shelby County Newspapers targeted digital marketing
- Printed brochures, including Downtown Dining, Pendleton Hydrant Parade, Public Art Trail
- Provided Downtown Dining rack card and Business Guide for incoming UM students
- Pendleton Hydrant Parade Posters continue to be sold as fundraiser

PARTNERSHIPS WITH MONTEVALLO CHAMBER

- Bring the Festival of Tulips Downtown
- Owl's Cove Photo Spot
- Joint advertising initiatives
- And more!

FACADE GRANT PROGRAM

- 3 projects completed
- Grant Funds Disbursed: \$5,300
- Total Private Investment in the District: \$11,000

MAIN STREET ALABAMA AWARDS OF EXCELLENCE

- Main Street Hero: Patricia Honeycutt
- Excellence in Public Relations: Main St. News
- Excellence in Promotion: Spring Fling Family Food Truck Fest

VETERAN BANNER PROGRAM

- 132 veterans honored with customized banners...and counting!

