

2020 IMPACT REPORT



How did we make our mark?

- Welcomed 7 new businesses to the District
- New downtown banners: "Make Your Mark" series
- 2020 Census Banners
- Assisted with Victory at Victory Art Walk Pop-Up
- Bring the Festival of Tulips Downtown
- Love Montevillo Day
- Contributed to "Make Your Mark on Montevillo" mural
- Interactive Photo Frame Photo Spot – New discs
- 1/2 page ad in Newcomers' and Visitors' Guide
- Continued Veteran Banner Program
- "Open" Banner Flags
- CBS42 "Living Local" Commercials – 3 months
- Downtown Dining rack card and Business Guide for incoming UM students
- Main Street Alabama Awards of Excellence
- Inaugural Montevillo Main Street Magic Maker Award
- Fall decorations downtown
- Small Business Saturday

- Pendleton Hydrant Trail Renovation
- Temporary Wayfinding Signs in District
- Wreaths for downtown merchants
- Lighted Ornament Photo Spot
- Facilitating Lighted Snowflakes on Hwy. 25
- Holiday Window Decorating Competition
- Green Business Program – in development
- and more!

COVID Response:

- Up-to-date information shared via newsletter, social media, by mail, and in person
- Curbside Delivery Signs
- Cloth masks donated to businesses in partnership with Parnell Memorial Library
- Floor stickers and signage provided to businesses
- E-commerce assistance
- Business Moving Forward Workshop





CBS42 interviews Dessilyn for "Living Local" segment



Temporary wayfinding signage



Volunteers Cheryl, Patricia, Casie, Kirk, Courtney (Director), Adele, Olivia, and Sarah at our Design Committee's Interactive Photo Frame



Julie installs fall decorations downtown



Victory at Victory Art Walk Pop-Up



Curbside Pickup Signs (COVID Response)



Census Banners in partnership with County



Bring the Festival of Tulips Downtown