

## 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 Montevallo Day
- Contributed to "Make Your Mark on Montevallo" 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 Montevallo Main Street Magic Maker Award
- Fall decorations downtown
- Small Business Saturday



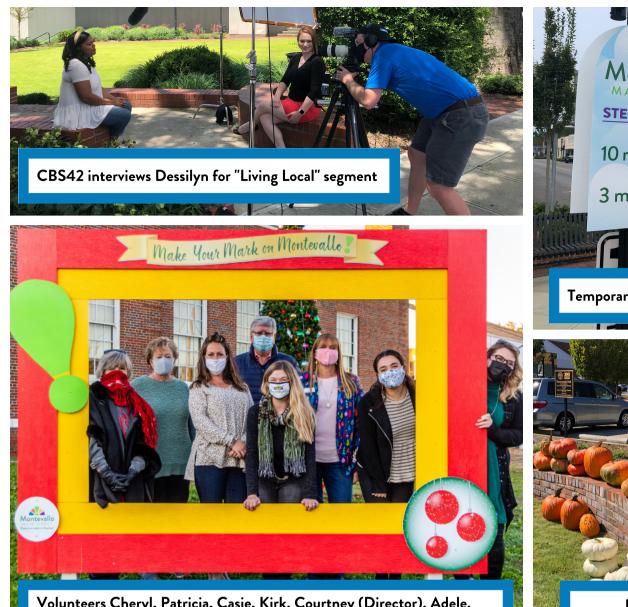


- Pendleton Hydrant Trail Renovation
- Temporary Wayfinding Signs in District
- Wreaths for downtown merchants
- Lighted Ornament Photo Spot
- Facilitating Lighted Snowflakes on Hwy. 25
- Holiday Window Decorating Competition
- Green Business Program in development
- and more!

## **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





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



