



How did we make our mark?

INVESTMENT

- Welcomed 8 new businesses to the District
- 18 new supporting members and 40 renewing members
- 2,171 volunteer hours served by 30+ volunteers
- Invited Junior Mayor to serve as Ex-Officio Board member
- Volunteer Training: 7 attended Virtual National Main Street Conference, 7 attended State Conference, and 8 attended Quarterly Training
- Donation to Elba Main Street after office fire

DISTRICT IMPROVEMENTS

- Completed 10 Facade Grant Projects
- 4 public hand sanitizer stations installed downtown
- Fall decorations in Bicentennial Park
- Christmas decorations downtown
- Holiday Window Decorating Competition
- Community Christmas Tree ornament fund
- Continued Veteran Banner Program
- Photo Spots at Owl's Cove Park and Post Office
- Renovation and relocation of metal sculptures to MHS Band Field

SPECIAL EVENTS

- Friday Nights at the Cove – 4 Events
- Bring the Festival of Tulips Downtown
- Small Business Saturday Promotional Video and Iron Bowl Watch Party hosted by Team Lehman
- Bulldog Pride Fall Sports Poster
- UM Orientation Week Event at The Art Studio
- Supporting Arts Events & Programs, including Arts Fest, Pendleton Hydrant Parade, Montevillo Main Street Players, and music during National Farmers' Market Week
- Tinglewood Festival
- Holiday Party for Volunteers and Members

OTHER PROJECTS

- "Got your bags?" Campaign
- Participated in Career Corps Program
- 9 attended field trip to Monroeville's Main Street District
- Hosted Greening Your Community Workshop in June
- Small Scale Manufacturing Workshop with Main Street Alabama and Main Street America in October
- Supported Small Business Car Tag Initiative
- and more!





PARTNERSHIPS WITH IMPACT MONTEVALLO

- Elf Scavenger Hunt & Photo Spot
- Montevallo Coloring Book
- Red Ribbon Week

VETERAN BANNER PROGRAM

- 107 customized banners now in rotation

ADVERTISING

- Advertised downtown in Discover Shelby's Visitor's Guide, new Montevallo map, and 3-month CBS42 Living Local commercial
- Printed new brochures, including Pendleton Hydrant Parade and Public Art Trail
- "We are Montevallo" video
- Provided Downtown Dining rack card and Business Guide for incoming UM students
- Pendleton Hydrant Parade Posters sold as fundraiser

FACADE GRANT PROGRAM

- 10 projects completed
- Grant Funds Disbursed: \$13,171
- Total Private Investment in the District: \$35,000

MAIN STREET ALABAMA AWARDS OF EXCELLENCE

- Main Street Hero: Kirk Lightfoot
- Excellence in Public Relations: Living Local Commercials
- Excellence in Public/Private Partnerships: Pendleton Hydrant Parade
- Excellence in Business Promotion: Blooming Bargains

MONTEVALLO MAIN STREET MAGIC MAKER AWARD

- John & Jan McKinnon

