

## How did we make our mark on Downtown?

### INVESTMENT

- Welcomed 4 net new businesses to the District
- 8 new supporting members and 45 renewing members
- 3,732 volunteer hours served by 35+ volunteers
- Volunteer Training: 15 attended National Main Street Conference in Birmingham, 5 attended State Conference in Monroeville
- Hosted “Main Streets in Shelby County” tour as part of National Main Street Conference in May with 15 attendees, and as part of Main Street Alabama Quarterly Training in October with 57 attendees

### SPECIAL EVENTS

- Hosted or contributed to 39+ special events in 2024
- Friday Nights at the Cove – 4 free concerts
- Presenting sponsor of 5th Annual Tinglewood Festival and 2nd Annual Day of the Dead Festival
- Promoting the arts by sponsoring DRUM the Program’s performance at 2nd Annual Juneteenth Celebration, live music at Art Walk, and supporting Montevallo Main Street Players and Arts Fest
- Sponsor of 3rd Annual Team Lehman/SEA Disc Golf Tournament, and Santa at MES Christmas Bazaar
- 5th Annual Blooming Bargains promotion
- 3rd Annual Spring Fling Family Food Truck Fest
- Small Business Saturday Promotional Video

- UM Orientation Craft Party at Parnell Memorial Library with 70 incoming students in attendance
- Partnered with Owen’s House to decorate downtown for Child Abuse Prevention Month
- 5th Annual Holiday Party for Volunteers and Members

### DISTRICT IMPROVEMENTS

- 5 Façade Grants Completed at Montevallo Realty, The Type Shop, Falcon Art Supply, 615 Main Street, and 645 Main Street
- “Bienvenidos A Montevallo” mural completed at 620 Valley Street, funded by Main Street Alabama grant
- New Veteran Banners and Christmas bows purchased for Main Street
- Fall and Christmas decorations installed downtown
- 8th Annual Holiday Window Decorating Competition
- Community Christmas Tree ornament fund
- Continued Veteran Banner Program, with 158 veterans honored to date
- Updated photo Spots at Owl’s Cove Park and Post Office

### OTHER PROJECTS

- Third cohort of CO.STARTERS - 9 graduates
- Partnered with UM Michael E. Stephens College of Business and Montevallo Chamber to promote Falcon Consulting and 2025 Business Basics Course



9

CO.STARTERS  
GRADUATES



8

NEW  
MEMBERS



4

NET NEW  
BUSINESSES



## PARTNERSHIPS WITH IMPACT MONTEVALLO

- Inaugural K.A.S.H. (Kids' Action Side Hustle) Market with Alabama Public Television, Montevallo Chamber, and Parnell Memorial Library
- 3rd Annual Spring Fling Family Food Truck Fest with DRUM the Program
- Elf Scavenger Hunt

## PARTNERSHIPS WITH MONTEVALLO CHAMBER

- Blooming Bargains Promotion with American Village
- Owl's Cove Photo Spot
- Joint advertising initiatives
- Collectible Christmas ornament fundraiser

## RECOGNITIONS

- Magic Maker Award presented to CO.STARTERS facilitator Maggie Hall at Montevallo Chamber's Community Awards

## VETERAN BANNER PROGRAM

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

## ADVERTISING

- Advertised downtown in Shelby County Reporter's Annual Profile, Montevallo map, Football Guide, Shelby County Football Show, and Shelby Living Gift Guide
- Installed Online Dining Guide QR Code signage at Montevallo Parks
- Printed brochures, including Downtown Dining, Pendleton Hydrant Parade, Public Art Trail
- Provided Downtown Dining rack card and Business Guide to incoming UM students

## FACADE GRANT PROGRAM

- 5 projects completed
- Grant Funds Disbursed since 2018: \$58,275.36
- Total Private Investment since 2018: \$137,616.48

## MAIN STREET ALABAMA AWARDS OF EXCELLENCE

- Main Street Hero Award: Adele Nelson
- Excellence in Property Activation: 747 Main Street
- Excellence in Planning and Public Space: Shining Star Sculpture

