

How did we make our mark on Downtown?

INVESTMENT

- Welcomed 7 net new businesses to the District
- 6 new supporting members and 48 renewing members
- 2,207 volunteer hours served by 32+ volunteers
- Volunteer Training: 6 attended National Main Street Conference, 6 attended State Conference, and 5 attended quarterly trainings

SPECIAL EVENTS

- Promoting the arts by sponsoring live music at Arts Fest and Art Walk, and supporting Montevillo Main Street Players
- Sponsor of 2nd Annual Team Lehman/SEA Disc Golf Tournament, and Inaugural Vallo Backyard BBQ, Day of the Dead Festival, and Merry Market
- 4th Annual Blooming Bargains promotion
- Friday Nights at the Cove – 4 free concerts
- 2nd Annual Spring Fling Family Food Truck Fest
- UM Orientation Craft Party at Bradford Real Estate
- Supported Just Show Up Show
- Presenting sponsor of 5th Annual Tinglewood Festival
- Small Business Saturday Promotional Video
- Bulldog Pride Sports Posters
- 5th Annual Holiday Party for Volunteers and Members

DISTRICT IMPROVEMENTS

- Post Office lawn landscaping project completed
- Memorial sculpture “Shining Star” installed at Bicentennial Park
- 1 Facade Grant project completed
- Grit tape installed on streetscape stairs
- Fall decorations in Bicentennial Park
- Christmas decorations downtown, including new tire tree farm at former Citgo station
- 7th Annual Holiday Window Decorating Competition
- Community Christmas Tree ornament fund
- Continued Veteran Banner Program, with 147 veterans honored to date
- Updated photo Spots at Owl’s Cove Park and Post Office

OTHER PROJECTS

- Second cohort of CO.STARTERS - 4 graduates
- Online Downtown Dining Guide created with QR codes posted at city parks
- Bulldog window clings introduced for MHS Homecoming
- College Night bows, Shining Star T-Shirts, Dogs of Main Street coloring books, Pendleton Hydrant Parade Posters, and Collectible Christmas ornament sold as fundraisers
- And more!



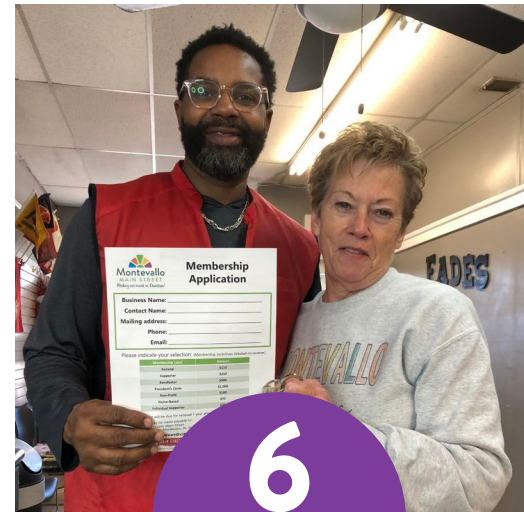
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CO.STARTERS
GRADUATES



7

NET NEW
BUSINESSES



6

NEW
MEMBERS



PARTNERSHIPS WITH IMPACT MONTEVALLO

- 2nd Annual Spring Fling Family Food Truck Fest with DRUM the Program
- Red Ribbon Week and 4th Annual Chief's Challenge
- Elf Scavenger Hunt & Photo Spots

ADVERTISING

- Advertised downtown in Discover Shelby's Visitor's Guide, Shelby County Reporter Football Guide, and Alabama Magazine
- Printed brochures, including Downtown Dining, Pendleton Hydrant Parade, Public Art Trail
- Provided Downtown Dining rack card and Business Guide to incoming UM students

RECOGNITIONS

- Magic Maker Award presented to City of Montevallo's Public Works Department at Montevallo Chamber's Community Awards

PARTNERSHIPS WITH MONTEVALLO CHAMBER

- Bring the Festival of Tulips Downtown
- Owl's Cove Photo Spot
- Joint advertising initiatives
- Collectible Christmas ornament fundraiser

FACADE GRANT PROGRAM

- 1 project completed
- Grant Funds Disbursed since 2018: \$46,625
- Total Private Investment since 2018: \$114,316

MAIN STREET ALABAMA AWARDS OF EXCELLENCE

- Main Street Hero Award: Karen Kelly
- Excellence in Business Development: CO.STARTERS presented by Montevallo Main Street
- Excellence in Placemaking: "Make Your Mark" Youth Banner Project with Impact Montevallo
- Reinvestment Award: \$10 Million Dollars

VETERAN BANNER PROGRAM

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



PUBLIC WORKS HONORED AT
COMMUNITY AWARDS

SHINING STAR SCULPTURE

ELF SCAVENGER HUNT