

## Market Analysis Preparations Begin

*A service provided by Main Street Alabama*

A team has been established to provide our downtown businesses and community with a complete market analysis. Secondary data has been compiled to review a variety of factors affecting our downtown including demographic information and business saturation. Data is being reviewed within the 5, 10, and 20 minute drive times.



This information will be beneficial in strengthening our existing businesses through a better understanding of potential product needs. Surveys will be released and collected from businesses and consumers to reflect

accurate primary data. Please participate in providing this valuable information. The surveys will be released in April. Additional information will be available on the Montevallo Main Street website and Facebook page.

**Board Meetings** — The Montevallo Main Street Board of Directors meets monthly on the 2nd Thursday at 8:00 am at GLOCO, located at 845 Valley Street. You are welcome to attend. Please contact Sarah Hogan if you would like to be placed on the agenda.

### *A Note from Our President:*

Main Street construction is well underway! As you can see by driving by there are a minimum of three blocks involved with something going on at all times! It's so exciting!! I can not wait until the first block is complete! The Main Street Promotion Committee has been super busy this month awarding the Streetscape Grants to our 12 winners! I am so excited about the amount of participation we had in this grant process and I am looking forward to doing more things like this in the future. Congratulations to our winners and we can't wait to see the fantastic results. Keep in mind that we ALWAYS need more volunteers, if you'd like to be involved or know someone who is interested, email Sarah Hogan for more information at [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com).

*Julie Smitherman*

## FORBES Top 10 List:

*Benefits of Social Media Marketing*



- 1. Increased Brand Recognition.** Through the use of Social Media your business will be easily visible to new customers and it will increase the familiarity you have with your existing customers.
- 2. Improved Brand Loyalty.** Building a social media connection with your customers will increase their loyalty towards you and will result in more return visits.
- 3. More Opportunities to Convert.** The material you post and can bring back old customers as well as increase the number of incoming customers you receive.
- 4. Higher Conversion Rates.** Social media allows you to connect with your audience in a person-to-person manner which raises your customers' outlook on your business in a positive way.
- 5. Higher Brand Authority.** You have more control over the public perception of your goods or services by interacting directly with customers who have positive or negative things to say about them.
- 6. Increased Inbound Traffic.** Using social media creates more paths to finding your business for unfamiliar customers.
- 7. Decreased Marketing Costs.** Social media requires a lot less time and money to get the full benefits out of it as compared to other forms of advertising.
- 8. Better Search Engine Rankings.** Having a strong social media presence increases the chances of your audience finding your business through search engine results, such as Google, and Bing.
- 9. Richer Customer Experience.** Social media allows you to provide customer service to your audience and maintain a positive relationship with your customers.
- 10. Improved Customer Insights.** By using the built in insights that social media outlets provide, you can easily identify patterns. Gathering a better understanding of what your customers like and how they behave based on the interest received from posts you created.

For more information: visit [www.forbes.com](http://www.forbes.com)

Compiled by Matt Crowson, Intern

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## Streetscape Project Update

#MakingProgress #ShopMontevallo #LoveMontevallo

The construction crews have made great progress over the last month. The hashtags referenced above are used as a reminder to our community that the construction is part of the process of obtaining a vibrant downtown. You will see these referenced in social media and email blasts to encourage community members to continue to come downtown and support our local businesses. Please feel free to use these on your social media outlets. I encourage you to post about the construction and talk to the construction crews. Use your unique experience to entice people to visit your business. Let us know what hashtags you create!

A lot has occurred over the last month. Installation of the water line has occurred from West Street towards North Boundary Street. Concrete work to lay new sidewalks has occurred from West Street towards Middle Street. Conduit installation has occurred at the Shelby Street intersection. Alabama Power is preparing to remove/move power poles over the next few weeks.

Please take note that when power poles are removed, street lighting will be effected. Consider leaving your storefront lighting on at night to assist pedestrians to travel safely down our streets while enticing window shoppers to come back to shop during store hours. Over the next month work will continue on the East side of Main Street.

## Keeping Montevallo Clean

As part of the city's Bicentennial celebration, the community is participating in clean-up days every Saturday in the month of March. Focusing on the litter along our roadways, teams have already picked-up approximately 6 truckloads of trash.

Please make a conscious effort to ensure outside trash cans are emptied frequently and make a commitment to assist with picking up litter anytime you see it. Take a few minutes each day to show your pride in our city by picking up any trash around your storefront.

## A Note from Monty:



It's been a busy month watching over all of these busy construction workers on Main Street. They sure do hustle! They're here early in the morning, late in the day, when it's raining and when it's cold. Sometimes, I wonder if they ever sleep. I've spent time chatting with some of them during the day when they're taking a break and gosh, they're such nice folks! Vallo-rie and I have been holding down the opposite end of Main Street to make sure everyone knows there about to drive into the construction zone. Be sure to give us a wave as you pass by. We also love it when people stop to snap a selfie. Watch for us as we travel all around over the next few months to keep you informed and involved through the streetscape project. Be safe out there!

## Streetscape Rendering Provided

A rendering of the completed Streetscape with a view of Main Street at the Middle Street intersection will be provided to any business that is interested in displaying the photo for customers. The rendering is a great way of focusing on the positive nature of the growth we are experiencing. Thank you to Paige Wallace, owner of Emma Gray Boutique for this great idea! Please feel free to share any ideas you have to improve our community.

## Committee Spotlight — Design Committee

The Design Committee of the Montevallo Main Street Program has several exciting initiatives well underway! From store signage to retail lay-out, the Design Committee is working with local business owners to provide resources, design assistance, and training.

The committee also reviews other downtown spaces such as sidewalks, lighting, and green spaces to promote a welcoming and cohesive aesthetic that will benefit store owners, citizens, and visitors.

Be sure to follow our progress—in the upcoming months, the committee will offer mini-grants to assist business owners in making design enhancements.

*Meredith Waldrop, Design Committee Member*

## Marketing Intern Selected

We are happy to announce the addition of Matt Crowson, a senior Marketing major in the Stephens College of Business at the University of Montevallo. Matt will be assisting our program and downtown businesses with marketing resources and strategies. Matt created a comprehensive marketing campaign for Main Street entitled *Memories on Main* as part of a final project for a class at UM. He is interested in helping businesses thrive through the construction period. He can also assist with specific issues for individual businesses on request.



## Happy Anniversary!

Congratulations to Walt Czeskleba,  
Owner of Czeskleba TV Service  
located at 665 Main Street on  
**45 years** of business  
in Montevallo!

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