

# 2025 ANNUAL REPORT

## How did we make our mark on Downtown?

### INVESTMENT

- Welcomed 6 new businesses to the District
- 13 new supporting members and 32 renewing members
- 5,291 volunteer hours served by 35+ volunteers
- Volunteer Training: 8 attended State Main Street Conference in Jasper, 1 attended National Conference in Philadelphia, 3 attended Quarterly Training in Oxford/Anniston/Heflin
- 4 Illuminate Marketing Grants and 3 Bright Ideas Pitch Contest Grants awarded to District businesses in partnership with Main Street Alabama

### SPECIAL EVENTS

- Hosted or contributed to 25+ special events and 19+ training opportunities in 2025
- Inaugural Monte Gras Ball Fundraiser
- Friday Nights at the Cove – 4 free concerts
- Presenting sponsor of 6th Annual Tinglewood Festival and 3<sup>rd</sup> Annual Day of the Dead Festival
- Promoting the arts by sponsoring live music at Art Walk, and supporting Montevallo Main Street Players and Arts Fest
- Sponsor of 4th Annual Team Lehman/Shelby Emergency Assistance Disc Golf Tournament and Inaugural Backyard Book Fest
- 6th Annual Blooming Bargains promotion with American Village and Montevallo Chamber
- 4th Annual Spring Fling Family Food Truck Fest

- UM Orientation Craft Party at Parnell Memorial Library with 100 incoming students in attendance
- Partnered with Owen's House to decorate downtown for Child Abuse Prevention Month
- Small Business Saturday
- 6th Annual Holiday Party for Volunteers and Members

### DISTRICT IMPROVEMENTS

- Cobblestone Hotel Groundbreaking Celebrated
- Shipping Container Stage Installed in Pecan Grove
- 3 Façade Grants Completed at Montevallo Plaza, Meri Moon, and Team Lehman/Su Casa
- “Follow the Light” mural at 603 Main Street and Phone Booth Mural at 665 Main Street completed by Emma Gilbert Art, funded by Main Street Alabama grant
- New Black History Youth Artwork Banners created in partnership with Montevallo Legacy Project, Impact Montevallo, and Montevallo Family Dentistry
- Fall and Christmas decorations installed downtown
- 9th Annual Holiday Storefront Decorating Competition
- Continued Veteran Banner Program, with 171 veterans honored to date
- Updated Photo Spots at Owl's Cove Park and Post Office

### OTHER PROJECTS

- Fourth cohort of CO.STARTERS - 8 graduates
- Partnered with UM College of Business and Montevallo Chamber to promote 2025 Business Basics classes



**8**  
CO.STARTERS  
GRADUATES



**13**  
NEW  
MEMBERS



**6**  
NEW  
BUSINESSES

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## PARTNERSHIPS WITH IMPACT MONTEVALLO

- 2nd Annual K.A.S.H. (Kids' Action Side Hustle) Market with Alabama Public Television, Montevallo Chamber, and Parnell Memorial Library
- 4th 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
- Special Event Swag Bags
- Shared sponsorship of National Day of Prayer Breakfast at American Village, and MES Teacher Appreciation Luncheon

## FACADE GRANT PROGRAM

- 3 projects completed
- Grant Funds Disbursed since 2018: \$63,475
- Total Private Investment since 2018: \$148,499

## ADVERTISING

- Advertised downtown in Alabama Magazine, Shelby County Reporter's Annual Profile, Football Guide, Shelby County Football Show, and Shelby Living Gift Guide
- Printed brochures, including African American Heritage Trail, Downtown Dining, Pendleton Hydrant Parade, Public Art Trail, and Bike Map

## RECOGNITIONS

- Magic Maker Award presented to City Council Representative Lelia Mitchell at Montevallo Chamber's Community Awards

## MAIN STREET ALABAMA AWARDS OF EXCELLENCE

- Main Street Hero: Jackson McNeely
- Excellence in Public Art: Bienvenidos A Montevallo Mural
- Excellence in Public/Private Partnerships: The K.A.S.H. Market
- Excellence in Promotion: Montevallo Backyard Book Fest

