

Community Updates Continued



Proceeds from T-shirt sales benefit businesses.

[Fort Payne](#) is also open for business with restaurants continuing curbside and take out. Fort Payne, as well as Opelika are selling t-shirts with proceeds benefitting businesses affected by the pandemic.

Farmers Markets have opened for the season in several communities including Elba, Athens, and Fort Payne. All are implementing COVID-19 guidelines and social distancing. Check out this [video](#) from Athens that goes over the procedures for the Athens Saturday Market.

[Foley Main Street](#) has acquired the Distrix app and will offer a customized virtual experience and information for visitors and residents. Additionally, the program is working with Locable creators on a collaborative e-commerce platform that will feature products from participating business in the district. Their "Faces of Foley" marketing campaign continues as the district reopens and safety precaution information has been shared with the businesses.

A building, vacant for at least 15 years in the heart of downtown [Gadsden](#), was purchased in April, progress is still being made on the build out of 14 loft apartments, and the first AirBnB opened in the district. It is encouraging to see the investment in district despite the pandemic over the last couple of months.

[Elba](#) and [Eufaula](#) report that most of their downtown businesses are open with limited hours. To date, no businesses have closed permanently as a result of the pandemic.

Heflin is featuring Cleburne County High seniors on banners throughout the district. They also hosted a Parade of Seniors in lieu of them having a typical graduation. [Heflin Main Street](#) is partnering with the Chamber and Industrial Development Board on a zoom series, "Business as Unusual." Heflin has also not had any businesses closed permanently and recently welcome a new business to the district.

[Montevallo](#), in efforts to help businesses adapt to the "new normal," have included providing up-to-date information on SBA EIDL & PPP and other related opportunities, e-commerce solutions, and re-opening recommendations. They also provided curbside signs to district restaurants and have been very active on social media promoting businesses, as well as sharing relevant information for both business owners and customers. Additionally, they are ordering "Open" flags for the district, working with library to sew cloths masks for businesses, and in development with other Main Street programs in the county to provide a centralized e-commerce website.



Heflin celebrates 2020 Cleburne County High Seniors.

[REV Birmingham](#) launched Open Streets downtown May 1st. Every weekend, 1st Avenue South is closed to vehicular traffic and open for pedestrians to enjoy outdoor activities at a safe social distance. REV is also offering continued webinar education for business owners with pro bono services from attorneys, accountants, etc., as well as making plans for a Birmingham is Back, a local retail campaign.

Wetumpka completed our Alleyway Cultivation Project on the Tulotoma Snail Trail, which has been used extensively throughout the pandemic because of its relatively massive size. [Main Street Wetumpka](#) also released a series of historic videos about downtown called "Daily Dose of Downtown Wetumpka," which can be found on their Youtube channel by clicking [here](#).