



Designated communities report on what's happening in their district. Here's a few highlights:

Downtown Gadsden's living opportunities continue to grow with 14 upper floor units nearing completion. That will bring the total of units in the district to 39. Spurring the interest for this development started with the city by offering \$5000 per unit completed in the district. **Downtown Gadsden, Inc.** recently distributed 1,000 new racks cards listing events, like the upcoming St. Patrick's Day Pub Crawl on March 14, to rest areas across the state.

Opelika Main Street recently hosted a board training retreat to set short and long term goals for the program. Opelika's Christmas season downtown was the biggest ever with over \$100,000 in new displays and the first Holiday Decorating Contest. The program also announced their now slogan "Where Preservation Meets Progress."

Opelika celebrates with new Christmas décor.



Work is almost complete on **Main Street Wetumpka's** cultivating place project - **The Alleyway** with ribbon cutting and reception scheduled at 5 PM on April 2. The Design committee is working on bench and other elements placement as the downtown enters the Phase II of their major streetscape. Upcoming fundraisers include The Metal Art Sculpture Awards & Auction on April 18, **Coosaplooza Brewfest** on April 25, the Main Street Wetumpka Wine Pull at May 6.

Downtown Monroeville is ready to host two events this Spring, the **Alabama Literary Festival** on May 5-7 and the annual production of **To Kill a Mockingbird** in the Monroe County Courthouse, April 17 - May 16. There are currently renovations in the works that will result in 5 Airbnbs (Fall 2020), a 1930's style barber shop (March 2020), Hunter's Run Bar & Grill (April 2020), a new retailer (April 2020), and an events venue in the former county shop (Fall 2020).



Artist pop up in vacant building in Montevallo.

Montevallo Main Street assisted Montevallo Artwalk in their first pop-up event in an empty storefront on Main Street on Friday, February 7. They are also assisting the mayor's office in planning Love Montevallo Day, scheduled for March 14, which will celebrate private investments made in Montevallo over the last year. Downtown Montevallo will be welcoming three new independent restaurants within the next few months.

South Huntsville Main awarded \$22,500 of **Facade Improvement Grants** December with total private investments of \$184,000. Funding for the façade program was made possible Redstone Federal Credit Union.

Athens Main Street recently held the annual Chocolate Walk to introduce people downtown to explore and shop. Tickets (limited at 250) quickly sold out in three hours. Work continues on the Passages Project to renovate a prominent alleyway with murals and gathering spaces. The privately funded sign grant program continues to be successful and Athens Main Street just launched a façade grant program.



Chocolate Walk has record turnout in Athens.

In preparation for the “snowbird season,” **Foley Main Street** distributed 1,000 calendars for the months of January and February full of discounts and coupons. The organization committee designed and ordered business and postcard sized info cards to promote Foley Main Street’s mission. Additionally, Lucky to Love Foley cash register ringing event returns and working with the city on the first alley project, Rose Trail Alley.

Main Street Alexander City reports two new businesses opening in the district and are at nearly 100% occupancy.



Lucky Charms eating contest in Heflin.

Heflin Main Street welcomed two new businesses and recently received a \$7,000 grant from the Coosa Valley RC&D for wayfinding. **St. Paddy’s** festivities are planned for March 21 which includes a pet parade and Lucky Charms eating contest.