



*A local business partners with Athens Main Street to provide branded umbrellas to restaurants.*

[Athens Main Street](#) led the effort to designate the Square and approximately one block in all directions as [The Square Arts & Entertainment District](#) and was unanimously ratified by the City Council in June. We have also worked with the Mayor and City Council to convert temporary [expanded outdoor dining](#) we established in April to permanent status. Athens Main Street purchased, with public funding, wrought iron stanchions and chains to extend outdoor dining on the sidewalk, even in front of other professional and retail businesses. Private contributions also allowed Main Street to purchase 15 matching patio umbrellas with the

entertainment district branding. Over the summer, tables on loan from Athens City Schools were temporarily placed on the courthouse lawn. The tables were such a hit that Athens Main Street launched a fundraising effort to purchase tables. With public and private contributions, black metal tables will be placed soon to give patrons more space to enjoy a meal outside. To increase sales in downtown businesses, Athens Main Street hosted a “[Win the Window](#)” contest. Participants earned entries to win the merchandise from downtown businesses valued at \$1,200. After two weeks, winners were announced on social media.

[Calera Main Street](#) just held a celebration for [Cowart Drugs](#) for being open for 100 years. On October 1, Calera Main Street will hold a triple ribbon cutting to welcome a bakery, gift shop and cross fit gym to the district.



*Historic Bluff City Inn*

After four long years, [Eufaula's](#) wayfinding project is coming to fruition and businesses plan to order signs to compliment the design. The historic [Bluff City Inn](#) will be renovated by RAM properties as a boutique style hotel.

[Fort Payne Main Street](#) is excited to announce our Ribbon Cutting for our Susie Stringfellow Open Spaces, Sacred Places Meditation Garden on Sept. 30, 2020. This garden was made possible by a grant from the Community Foundation of Northeast Alabama.

Heflin is installing 18 self-watering planters in downtown this fall and [Heflin Main Street](#) will be hosting a virtual after-hours event to highlights businesses and raise funds for Main Street.

Starting this week, [Urban Impact](#) started a series of pop up events and panel discussions titled, “Nobody Knows My Name.” These events are designed to increase foot traffic in the District and storytelling of the history of the 4<sup>th</sup> Avenue Business District. This series is a result of an Alabama Humanities Foundation grant. In August, Urban Impact celebrated Black Small Business Month with videos spotlighting local minority owned businesses.

[Downtown Gadsden Inc.](#) continues to welcome new businesses including Wacked Out Weiner, Lagatha’s House of Axe, and Gadsden Nutrition .

In [Montevallo](#), three businesses plan to open in the next couple of months, with five more in the works. [The Devil All the Time](#), which was filmed in Montevallo and several other locations within Alabama, premiered September 16 on Netflix. The University of Montevallo’s Center for the Arts was completed, which will be another catalyst in downtown in the coming years.

[REV Birmingham](#) reported that [Rebound Bham](#) was launched to support business owners and aspiring entrepreneurs in rebounding from complications due to the pandemic. Through virtual workshops, social media events, coaching sessions and resources, Rebound Bham is a partnership with more than 15 organizations to help small business owners achieve skillset milestones to retain, sustain and expand their business. So far, 303 entrepreneurs have participated in programming. Collectively, Rebound Bham has offered 21 hours of programming through 17 workshops.

[Great Receipt Race](#) was a month-long competition that allowed shoppers to win prizes while supporting local businesses. Participants submitted pictures of their receipts from businesses within the city of Birmingham that had three or fewer total locations via text message. Winners were randomly selected each week. Weekly prize packages contained products or gift cards from local shops and restaurants. Overall, 472 receipts were submitted totaling over \$23,000 in local purchases. In downtown Birmingham alone, there were 208 receipts submitted totaling \$9,539, with the average receipt amount totaling \$45.86.