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For Immediate Release

Taco 'Bout Branding with Main Street Enterprise

Enterprise, AL April 22, 2021- Main Street Enterprise is excited to partner with Main Street Alabama and Arnett Muldrow & Associates to unveil their new program branding. The presentation will be held on May 5th, at 6:30PM at the Enterprise Farmers Market. This event will feature a presentation of the branding from the Main Street Alabama team, along with light refreshments from several of our local, downtown restaurateurs.

Main Street Enterprise Director Cassidi Kendrick said, "We are so excited to share this new brand identity with the community. We have worked very hard to ensure the branding accurately represents our community as a whole and we can't wait to "weeveal" it to the public."

The Main Street Alabama Branding Team came to Enterprise on March 23-25 to do phase one of the branding process. Phase one included several focus group meetings, a town hall meeting and a tour of the city. The team revealed initial concepts to the Main Street Board of Directors for feedback before constructing the final identity.

Downtown Enterprise and the merchants that make up the Main Street District in the City of Enterprise are a unique collection of businesses that engage the community, invest in the city and stimulate the local economy. The purpose of this program is to promote the civic, social, and economic welfare of the city as a whole, while continuously seeking development of Downtown as a center for professional service, government, retail, cultural and religious activity.

For more information about this branding presentation or the Main Street Enterprise Program, please contact Cassidi Kendrick, by calling 334-406-1274 or emailing mainstreet@enterpriseal.gov. Information about the local Main Street Program can also be found at www.enterprisedowntown.com

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