

# MAIN STREET ALABAMA:

Alabama's **Billion** Dollar Success Story



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# EXECUTIVE SUMMARY

## Strong communities make a strong state.

The Main Street Approach is a time-tested tool that leverages historic resources in communities to revitalize local economies. Over the last ten years, there have been many measurable impacts in Alabama's Main Street communities: investors gained confidence in downtowns; small businesses have opened and others expanded; local governments invested in streetscapes, sidewalks, and public art; downtowns once written off as dead have regained their historic role as the heart of the community.

The numbers found in this report demonstrate the quantitative success of Main Street Alabama. But they fail to capture something arguably more important. Main Street has fostered a sense of community pride across the state. There's no question Main Street has proven to be a success, and Main Street Alabama communities are thriving because of it.

### Key Findings:

- Over \$1 billion in private and public money has been invested in Alabama's Main Street communities since 2014.
- Property improvement projects in Main Street Districts generate almost 6,000 direct, indirect, and induced jobs and \$297 million in labor income annually.
- Public investment in Main Street communities has generated over 1,800 direct, indirect, and induced jobs and \$95 million in labor income annually.
- These property investments have generated \$35 million in taxes for Alabama's state and local governments over the last decade.
- Over \$225 million has been invested in the acquisition of Main Street properties, signaling confidence in the survival of Main Streets across Alabama.
- More than 1,200 net new businesses are now located in Main Street districts.
- The open/close ratio for Main Street Alabama communities was measurably better than either the state or the national patterns. Overall, more businesses opened on Main Streets than closed.
- A conservative estimate of sales tax paid in 2023 by net new businesses in Alabama Main Street communities is more than \$18 million.
- Main Street Alabama's communities have reported a cumulative total of over 4,530 net new jobs.
- Between 2014 and 2023, Main Street volunteers logged approximately 177,322 hours, amounting to a cumulative value of over \$4.4 million in donated time and services to their communities.

**Main Street Alabama is a**  
**\$1 BILLION**  
**success story:**



**\$603.7 million**  
Building Improvements



**\$227.4 million**  
Property Purchases



**\$175.9 million**  
Total Public Investments

# INTRODUCTION

## Main Street Alabama - a study in perseverance

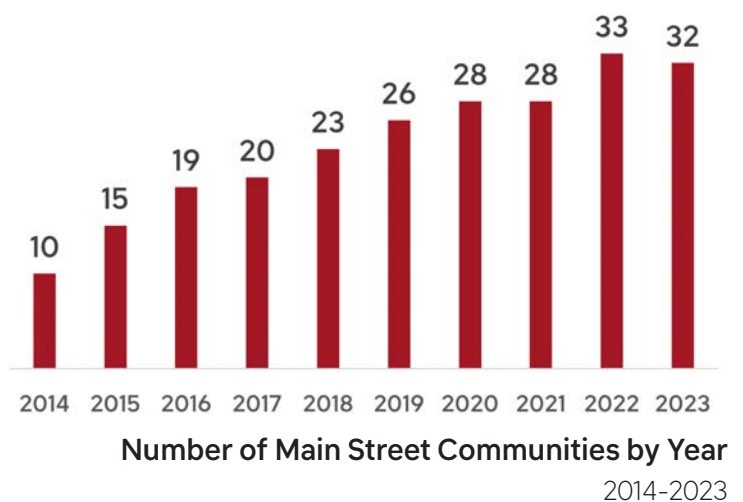
Main Street Alabama is a study in perseverance. While Alabama was an early adopter of the Main Street approach, the state budget and other issues put the fate of this critical program at risk of extinction.

Beginning in the 1980s, the Alabama Historical Commission (AHC) was appointed to serve as the statewide Main Street coordinating program. For nearly 20 years, the AHC assisted communities in implementing Main Street's Four-Point Approach, helping them improve the design of their downtowns, promote their districts, and enhance the economic vitality of their communities. However, in 2004, the program lost funding and staff during budget cuts at the state level. The Main Street program in Alabama was all but gutted—at least for the time being.

It didn't take long to realize that an active statewide Main Street program was key to the stability and growth of communities of all sizes across Alabama. By early 2009, the AHC contracted with the National Main Street Center to assess the need to revive a Main Street Coordinating program in Alabama. The goal was to re-establish a stronger program that could match the investment and success of Main Street programs in neighboring states.

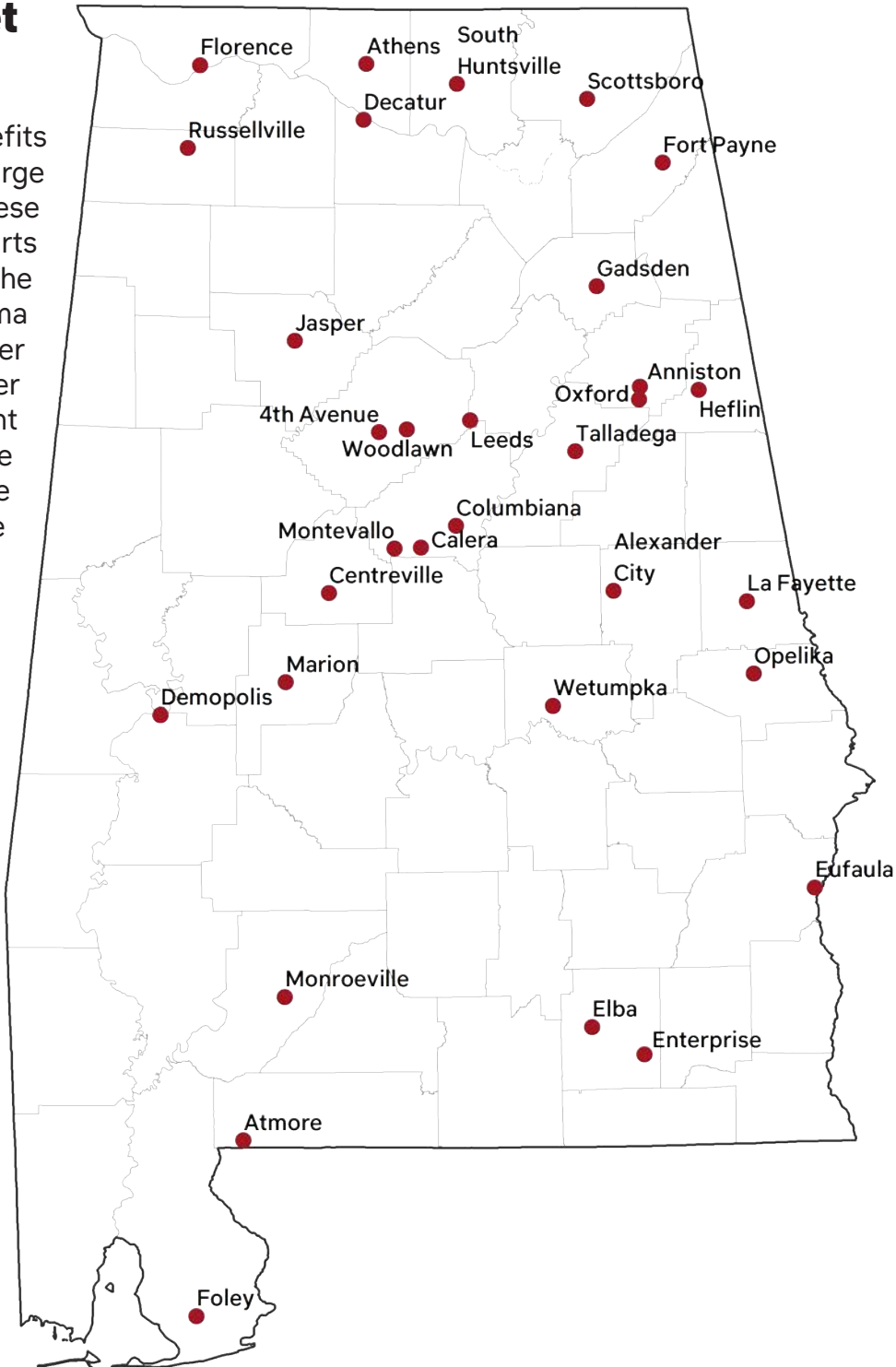
As part of the 2009 assessment, a steering committee and a group of partners provided guidance and direction to ensure that the rebooted state Main Street program was rooted in Alabama realities and positioned to collaborate with other programs that also assist community revitalization.

In 2010, Main Street Alabama (MSA), a non-profit organization, was incorporated as the statewide coordinating program. Main Street Alabama was officially launched in 2013. In the ensuing years, the number of participating communities has steadily grown. As of now, over 32 designated programs have been established in 30 cities. An additional 35 communities have taken the first step in starting their downtown revitalization journey and joined Main Street Alabama at the "Network" level.

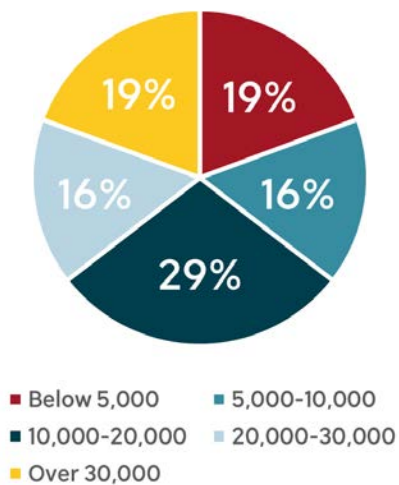


# Alabama's Main Street Communities

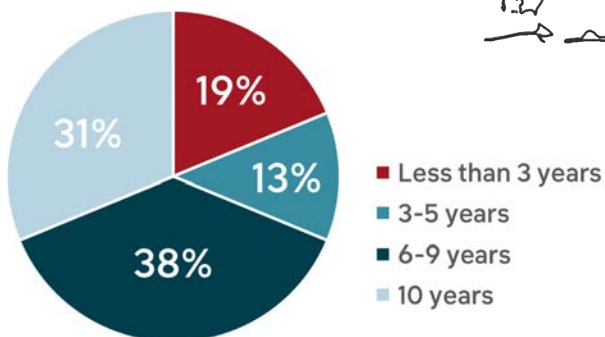
The Main Street Approach benefits communities of all sizes—from large cities to small towns. One of these cities, Birmingham, actually supports two Main Street programs. Of the 32 active Main Street Alabama programs, less than a quarter are cities with populations over 30,000. Nearly 30% of the current Main Street communities have been part of the program since its re-inception. Another third are relatively new, having only begun the program within the last five years.



**MAIN STREET PROGRAMS BY POPULATION (2022)**



**COMMUNITY TENURE**





4th Ave, Birmingham



Foley



Athens



Monroeville

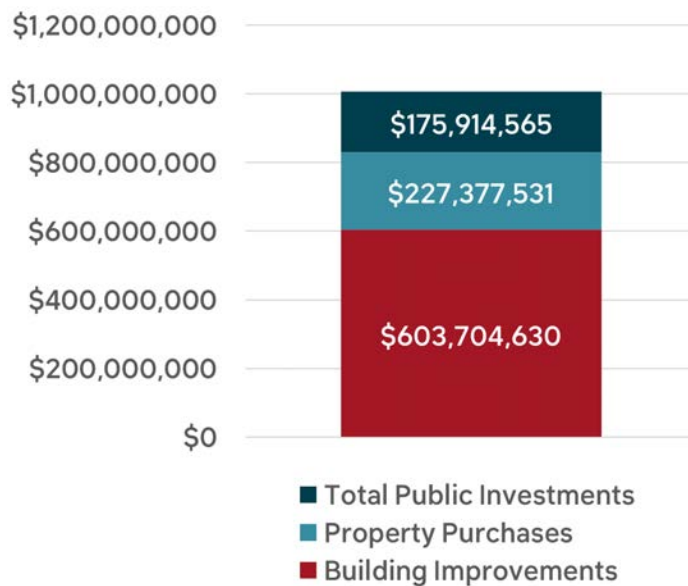
# IMPACT SUCCESSES

Main Street Alabama’s successes are measurable quantitatively and qualitatively.

## TOTAL INVESTMENT

The Main Street Approach has been an important economic development tool for historic preservation in Alabama. A successful Main Street program fosters vibrancy and evolution, which is reflected in the numbers. Since 2014, over \$1 billion in public and private money has been invested in Alabama’s Main Street districts.

PUBLIC AND PRIVATE INVESTMENT  
2014-2023







## MATURE PROGRAM SPOTLIGHT: REV BIRMINGHAM, WOODLAWN

Though the Woodlawn Main Street program was established in 2014, REV Birmingham’s relationship to Main Street started much earlier than that. In 2004, REV President and CEO David Fleming founded Main Street Birmingham, following the National Main Street Center’s Four Point Approach. Fleming saw the potential of Main Street for Birmingham’s neighborhood commercial districts because of their historic buildings, walkability, and storefronts. Since then, Main Street Birmingham has evolved into REV Birmingham, a place-based revitalization and economic development non-profit whose mission is to create vibrant commercial districts.

Today, the Woodlawn neighborhood serves as REV’s headquarters and an urban main street program in northeast Birmingham. REV’s vision for Woodlawn is to be a hub for equitable entrepreneurship. REV works with community facilitators to identify future and existing entrepreneurs in Woodlawn and lower the barriers to successful business ownership. One initiative toward that end is the Woodlawn Street Market, a platform for small businesses and entrepreneurs to showcase their products or test their concepts. In 2021, the Street Market evolved into Woodlawn Marketplace, a retail incubator that allows seasoned Street Market vendors to test their business in a storefront setting. REV Birmingham has not shied away from taking ownership of significant properties in Woodlawn and transforming them for catalytic development.

Another catalytic project enlivened a once empty alleyway in Woodlawn. Led by Blank Space BHAM and REV Birmingham, The Way is an alleyway between 55th Street North and 55th Place North that has been transformed to a mural masterpiece. The Magic City Mural Festival turned the alleyway to a colorful road that improved the overall pedestrian experience. Several key Woodlawn businesses back up to the alley, including Woodlawn Bar and Lounge and Woodlawn Theatre. The murals help these businesses reclaim usable space in addition to adding vibrancy to Woodlawn.

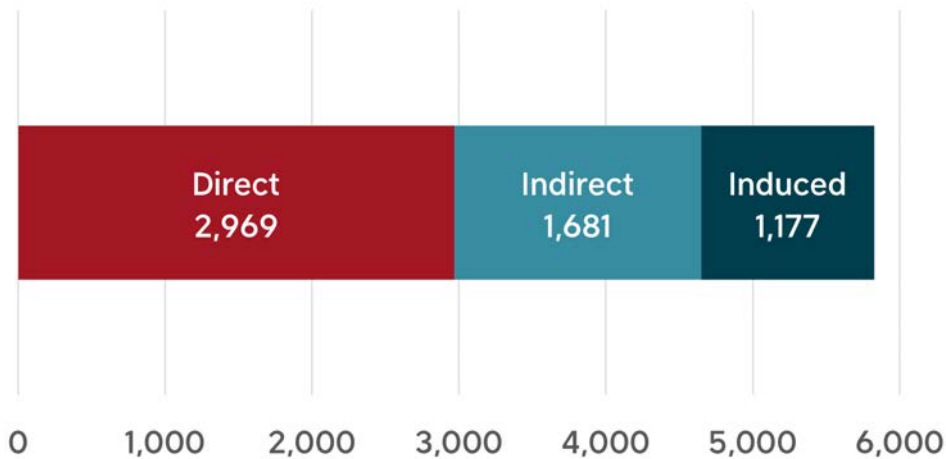


## JOBS & LABOR INCOME FROM PROPERTY IMPROVEMENT PROJECTS

While property improvements can enhance the look and feel of downtown, they also can have a significant impact on the local economy. Rehabilitation in particular is labor intensive. Within a new construction project, expenditures are divided equally between labor and materials, but in rehabilitation, 60-70% of costs go towards labor because of the skilled trades necessary. Rehabilitation is economic development because it creates jobs. In particular, it creates jobs which tend to be well-paid. Wages paid to workers are not a one-off investment—those workers turn around and spend in their communities, stimulating their local economies.

One of the ways to measure the impact of any economic activity is to calculate the number of jobs and the amount of labor income generated through investment in property improvements. Since 2014, property improvements in Main Street Alabama districts have amounted to over \$603 million. This has generated the full-time equivalent of almost 3,000 direct, 1,700 indirect, and 1,200 induced jobs every year.

ONE YEAR, FULL TIME EQUIVALENT JOBS CREATED BY MAIN STREET PROPERTY IMPROVEMENT PROJECTS



A "direct job" is a job that is created by the project. In the case of historic rehabilitation, that would include a carpenter, plumber, electrician, etc. "Indirect jobs" are not created by the project but are supported by it. In this case, the salesperson at the lumberyard or the truck driver who delivered materials to the job site are good examples of indirect jobs. An "induced" job is a job that is supported by employees' own spending on goods and services with wages earned through direct and indirect jobs.



## NEW PROGRAM SPOTLIGHT: HISTORIC 4TH AVENUE DISTRICT

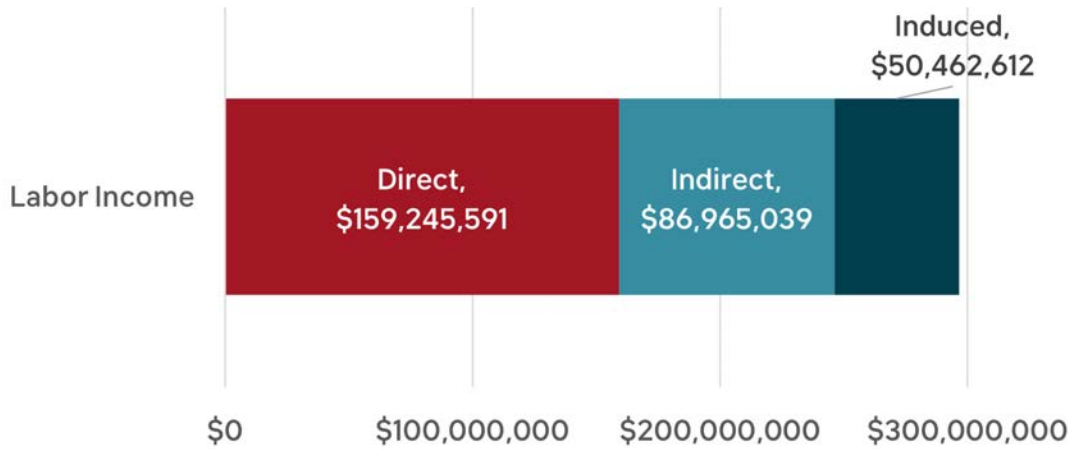
In the early 20th century, the Historic 4th Avenue District was a thriving center of Black community and commerce in Birmingham. The district was home to Black-owned businesses, property owners, banks, insurance companies, lawyers offices, and other institutions that provided services to Birmingham’s Black community during Jim Crow. Known as Birmingham’s Black Wall Street, the 4th Avenue business district played an enormous role in making sure that Black residents had access not only to life’s necessities but to a supportive community. The district is anchored by important structures in both the district’s history and the national fight for civil rights: the Carver Theatre, the Colored Masonic Temple, the old Alabama Penny Saving Bank, 16th Street Baptist Church, and the AG Gaston Motel. In January 2017, President Barack Obama established through executive order the Birmingham Civil Rights National Monument, and today the district is home to the Birmingham Civil Rights Institute. “The 4th Avenue District and the Civil Rights National Monument are the same, this is a sacred place,” said the Real Estate & Economic Development Director, Roy Stoves. This is the mission for the 4th Avenue district still today: to support a Black business district that honors the legacy of Black entrepreneurship, community, and the fight for civil rights.

In 2019, the 4th Avenue District joined Main Street Alabama, managed by Urban Impact. Urban Impact Inc. is a nonprofit organization committed to removing barriers for Black entrepreneurs and growing traditionally underserved Black commercial districts. They offer a comprehensive range of services, from entrepreneurial training and guidance, grants and loans, and a business accelerator program. With so many well established and impactful programs, why did they pursue Main Street status? “We looked at the makeup of the district, and we had all the fabric of a disinvested small town. We had a lot of people with properties, but they didn’t know what to do with them. We needed a strategy. We wanted Main Street to help us restore the economic function,” said Stoves.

“Main Street has always been at the heart of what we do,” said Urban Impact Executive Director Ivan Holloway. “It’s economic development that tells a story.”

And there's more: the paychecks from these jobs generate additional income. Overall, investment in property improvements have generated over \$159 million in direct labor income, and nearly \$138 million in indirect/induced labor income.

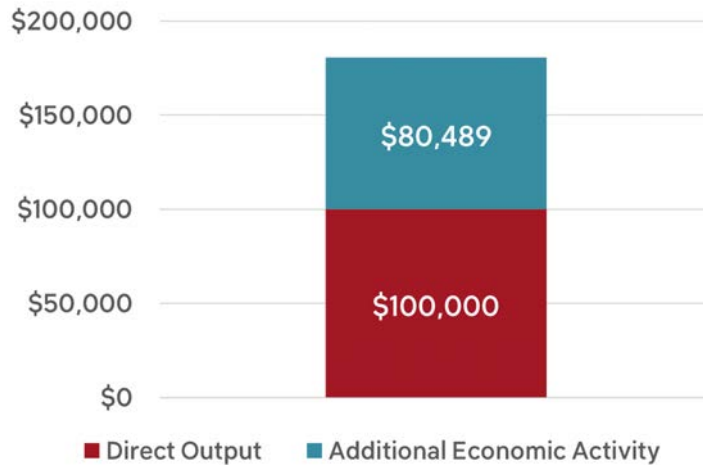
### LABOR INCOME FROM PROPERTY IMPROVEMENT PROJECTS



The indirect and induced activity defined above can also be understood as shown in the graph below. Every time there is \$100,000 in Main Street property improvements, another \$80,000+ is generated elsewhere in the local economy.

**For every \$100,000 invested in Main Street property improvements, another \$80,000 is generated elsewhere in the local economy.**

### GENERATING ADDITIONAL ECONOMIC ACTIVITY



# BUILDING INVESTMENT SPOTLIGHT: MONROEVILLE



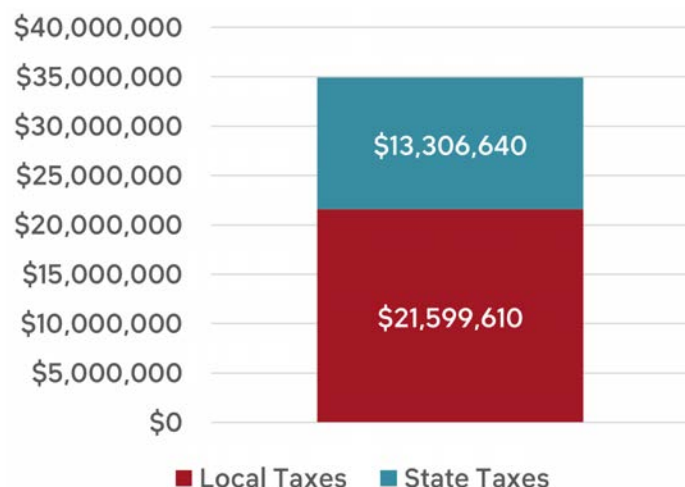
Towne Square Lofts were built for corporate guests, but that market did not materialize as quickly as expected. Yet it was the investment to create the four loft apartments over a business that former Mayor Sandy Smith considers to be "the early trigger to get people's attention" in downtown. Those four units proved that there was a market for short-term rentals, and today there are over 40 units downtown serving as Airbnbs for the visiting public.



Town Square Lofts was the brainchild of Billy Jones and with its success, he continued investing in downtown. He now owns 18 buildings and has invested over \$8.0 million in the heart of Monroeville. Another key investment by Mr. Jones was "The Shop," a county vehicle repair shop that now serves as an events center and upscale apartment. Currently underway are the Lofts at 41, the 1842 jail that became the Monroeville Journal newspaper, and will soon become a wine shop, meat shop and Old Jail Inn. These investments, coupled with the Main Street program's leadership and support, have given others in the community the incentive to find their own opportunities and the square is once again an active business center.

Governments also benefit when Main Street properties are improved. Long term additional property taxes generated by more valuable properties are one bonus. But the construction process revenues generated through sales taxes, income taxes, and other sources are also beneficial for both local and state governments. Property investment in Main Street districts over the last decade has generated \$35 million in taxes for Alabama's state and local governments.

TAXES GENERATED BY BUILDING INVESTMENT

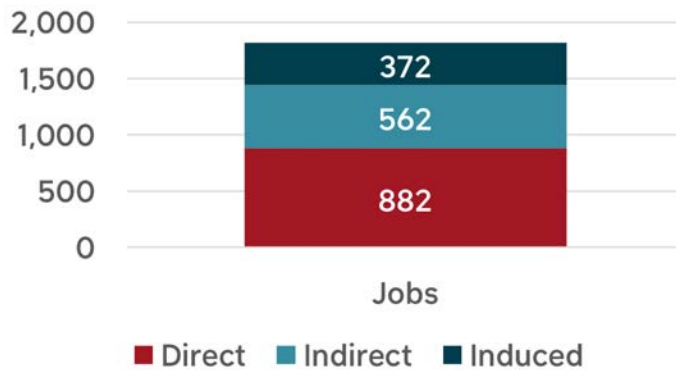


## JOBS & LABOR INCOME FROM PUBLIC INVESTMENT

Since 2014, the public sector has invested nearly \$176 million in Main Street districts across the state. This investment represents local and state entities' confidence in the Main Street approach. By investing in these districts, they are demonstrating their commitment to the revival of downtowns. This faith in Main Street often encourages private entities to also invest.

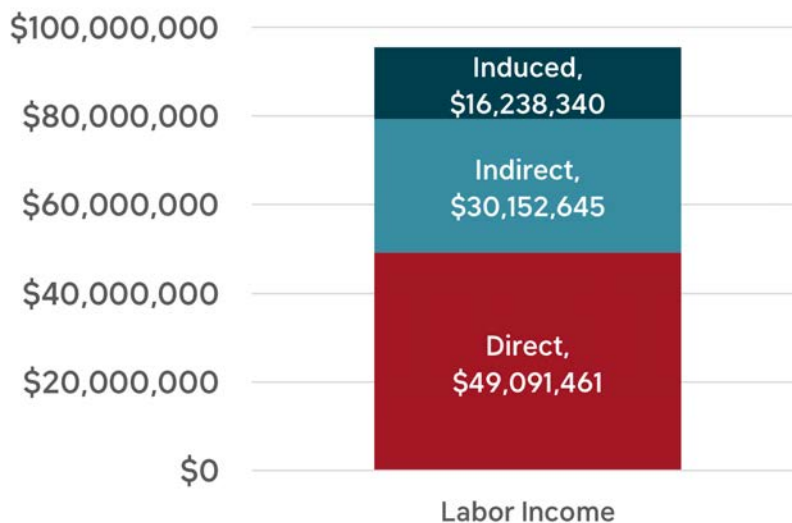
Just as private investment creates jobs and income, so does public investment. Overall, over 1,800 direct, indirect, and induced full time equivalent jobs are created every year from the public investment in Main Streets across Alabama.

### ONE YEAR FULL TIME EQUIVALENT JOBS CREATED BY MAIN STREET PUBLIC INVESTMENT



Overall, over \$95 million in direct, indirect, and induced labor income has been generated from private investment in Main Street districts in Alabama, 50% of which is direct labor income.

### LABOR INCOME FROM PUBLIC INVESTMENT

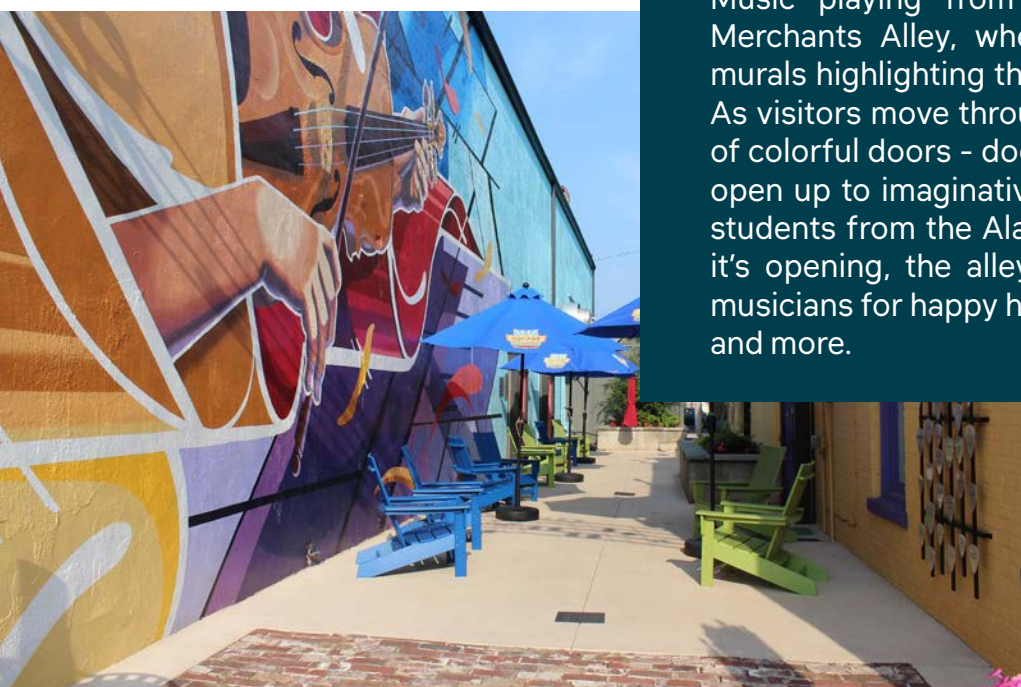




## PUBLIC IMPROVEMENT SPOTLIGHT: MERCHANTS ALLEY, ATHENS

Athen's Merchants Alley was a transformative public space improvement project led by Athens Main Street. The ambitious project brought music and art to a once-neglected alleyway in the heart of Athens. The vision was to create a destination for all ages, provide more space for outdoor dining, engage with community art in various mediums, and create a space for impromptu musical performances. Following a recent courthouse renovation, a streetscape improvement initiative, and outdoor dining improvements in downtown Athens, the opening of Merchants Alley in 2021 amplified the existing vibrancy in the Arts and Entertainment District by layering in permanent art and music. Merchants Alley was also an achievement in fundraising--93% of the project was privately funded. Of the \$200,000 raised for the project, \$75,000 was in-kind and \$15,000 came from state legislators.

Music playing from speakers invites visitors into Merchants Alley, where the walls are covered with murals highlighting the musical heritage of the region. As visitors move through the alley, they'll find a series of colorful doors - doors that don't lead anywhere, but open up to imaginative revolving artworks created by students from the Alabama Center for the Arts. Since its opening, the alley has hosted local and national musicians for happy hour music series, music festivals, and more.



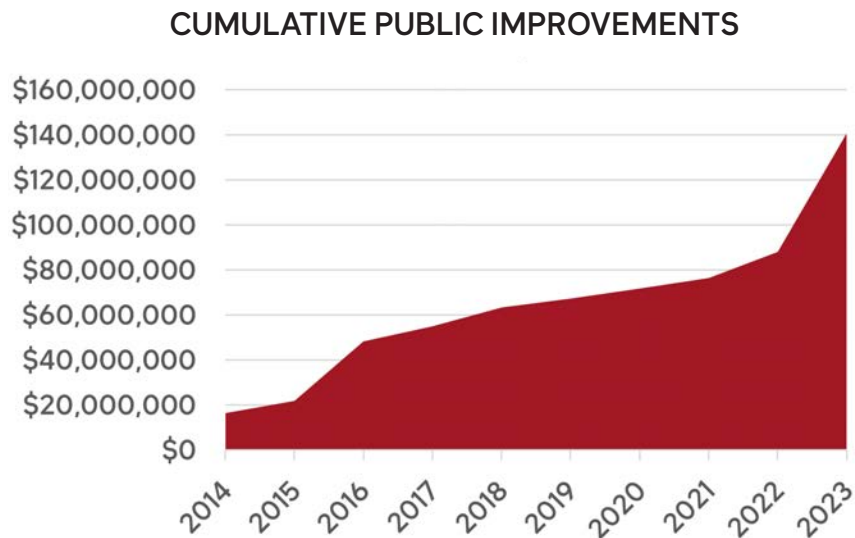
## PROPERTY ACQUISITION

Property acquisition sends a message of confidence in the future of a community. When historic downtowns are active and their businesses vibrant, the building stock is in demand. Overall, more than \$100 million has been spent on property acquisition in Main Street Alabama communities. Not surprisingly, large cities have a larger share and more expensive property acquisitions. Birmingham and South Huntsville districts are shown separately in the graph below.

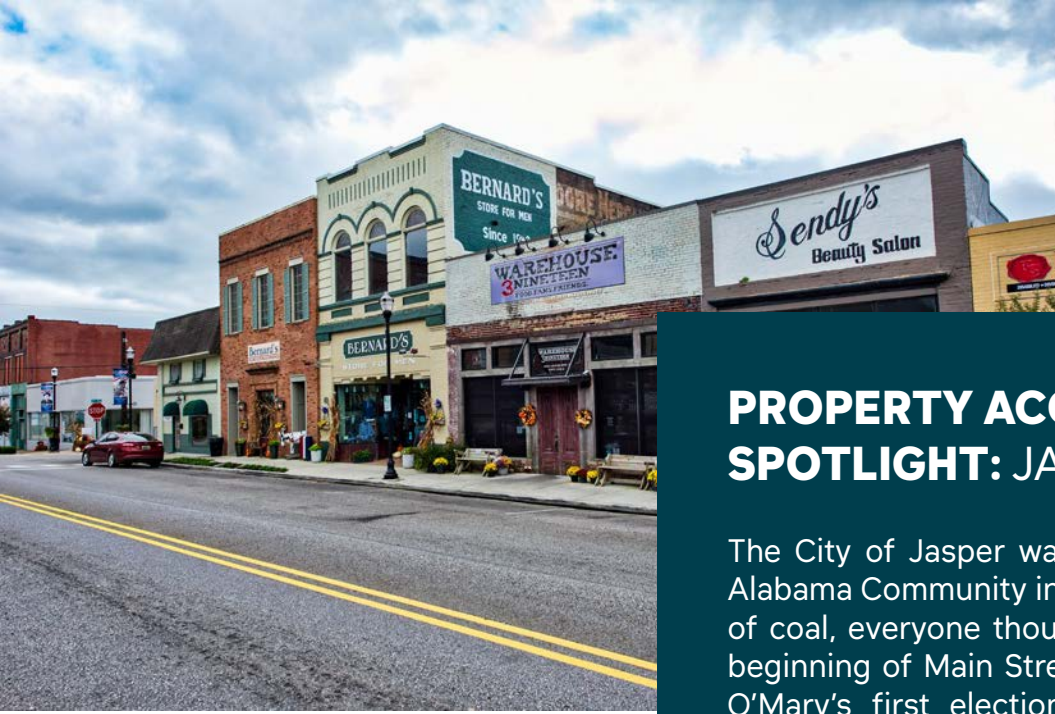


## PUBLIC IMPROVEMENT INVESTMENT

While private investment in buildings helps draw people into Main Street districts, there are some things the private sector simply can not provide. This is where public improvement projects come into play. Public improvements include activities such as streetscape enhancements, receptacle installation, pedestrian safety measures, bike lanes, accessibility ramps, outdoor Wi-Fi infrastructure, water main improvements, and more. Cumulatively, more than \$140 million has been invested in public improvements in Main Street Alabama communities.





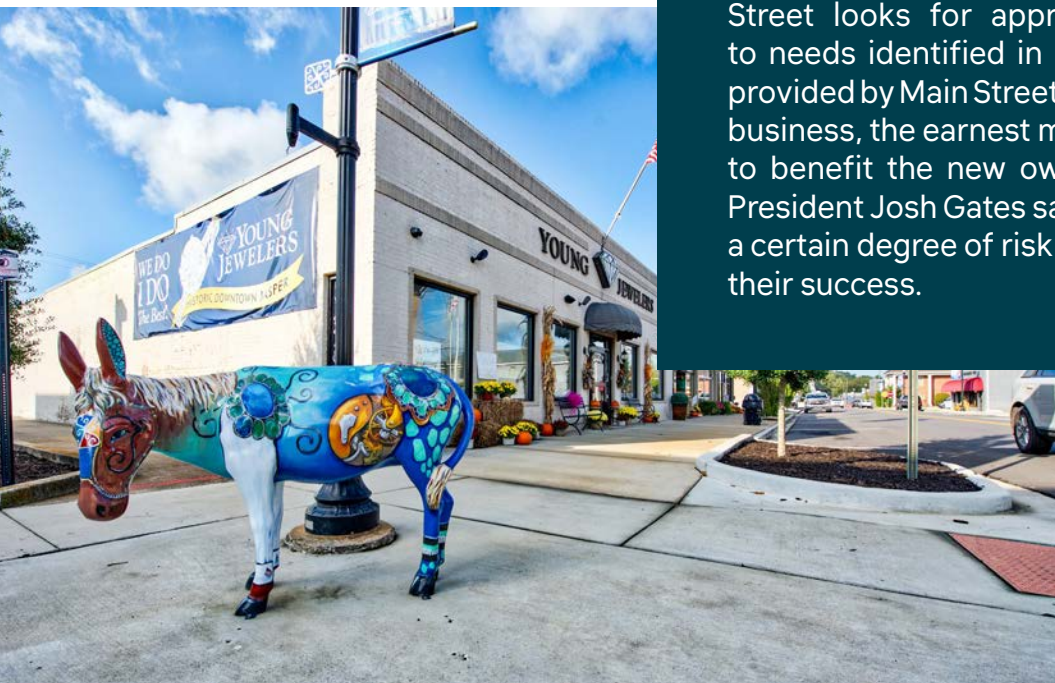


## PROPERTY ACQUISITION SPOTLIGHT: JASPER LAND BANK

The City of Jasper was designated as a Main Street Alabama Community in June 2015. With the shuttering of coal, everyone thought that Jasper was done. The beginning of Main Street coincided with Mayor David O'Mary's first election. At that time, he described downtown as the "walking wounded."

"Investments come in all shapes and sizes, you can get a quick read on whether or not something is a good investment, and Main Street was the best investment we ever made. It's hard to quantify but you can see it," said Mayor O'Mary about Main Street Jasper. In a short amount of time, the organization has become the leading voice for economic development downtown, with buy-in from a wide swath of the community. There has been a palpable change in the pride of constituents.

Main Street Jasper is now taking on more ambitious projects. In 2022, Jasper began a land banking program under the name JMS Properties. The Main Street Jasper places properties under contract that may soon be for sale due to retirement or relocation. Jasper Main Street pays 1-5% in earnest money with due diligence periods between 90-180 days. During that period, Jasper Main Street looks for appropriate businesses, according to needs identified in recent market analysis studies, provided by Main Street Alabama. As an incentive for the business, the earnest money is applied to the purchase to benefit the new owner. Main Street Jasper Board President Josh Gates says that strong relationships and a certain degree of risk tolerance have been the keys to their success.





## NET NEW BUSINESSES

While keeping track of new businesses in Main Street districts is important, that metric alone does not capture the true status of a local downtown economy. Therefore, Main Street Alabama requires participating communities to report businesses that either closed or relocated out of their historic Main Streets. This allows for the tracking of a much more accurate measurement of business activity, which is net new businesses.

But why would a new business want to be located in a Main Street district? First, historic downtowns, with their variety of spaces (size, condition, availability) and often more affordable rents, have proven to be ideal for business start-ups. Second, the availability of a local Main Street director to help support people in their new business efforts, coupled with incentives, fuels the creation of new businesses.

**Overall, two businesses have moved into Main Street Districts for every one that moved out.**

Since 2014, Main Street Alabama communities have seen an increase of over 1,100 net new businesses.

While some businesses choose to open their first brick and mortar location on Main Street, others decide to relocate their already established business to Main Street from elsewhere. Since 2014, over 100 businesses have chosen to relocate their operation into Main Street districts.

When considering both net new businesses and businesses that have relocated to Main Street districts, a total of more than 1,200 net new businesses are now located in Main Street communities.

More businesses consistently choose to relocate into Main Street districts than those that decide to move out. Overall, nearly two businesses move into Main Street districts for every one that moves out.



## **BUSINESS SPOTLIGHT:** **U.G. WHITE MERCANTILE, ATHENS**

U.G. White Mercantile was founded on Athens' Courthouse Square in 1917 by Ulysses Grant White. As Athens was an important railroad hub and cotton center, the mercantile store was an essential business for the community, serving the needs of many, providing items as varied as nails and bolts to plows and cookware. For nearly 100 years, the store kept true to its mercantile status, but as consumer and market needs changed, the store needed to evolve to remain successful.

Athens native Derrick Young returned to his hometown in 2005 and saw an opportunity to help the revitalization process by investing in downtown. He has supported business start-ups and purchased several buildings, but perhaps none as important as the U. G. White Mercantile. He recognized that this was not just another historic building, but an important legacy business, one whose presence was too valuable to be lost. In 2017, he bought the business and building and has gradually changed the inventory to better reflect consumer tastes today, adding a coffee shop (Hi Plane Coffee), candies and confections, gifts, and outdoor clothing, while phasing out much of the traditional hardware. With this new investment, U.G. White Mercantile continues to be one of the leading businesses on the square and its history is still being written. Mr. Young, a US Air Force veteran and currently a pilot with American Airlines, is continuing his investment in Athens' heritage buildings, with plans for an inn and restaurant. He can often be found downtown removing weeds from vacant lots or cleaning sidewalks.

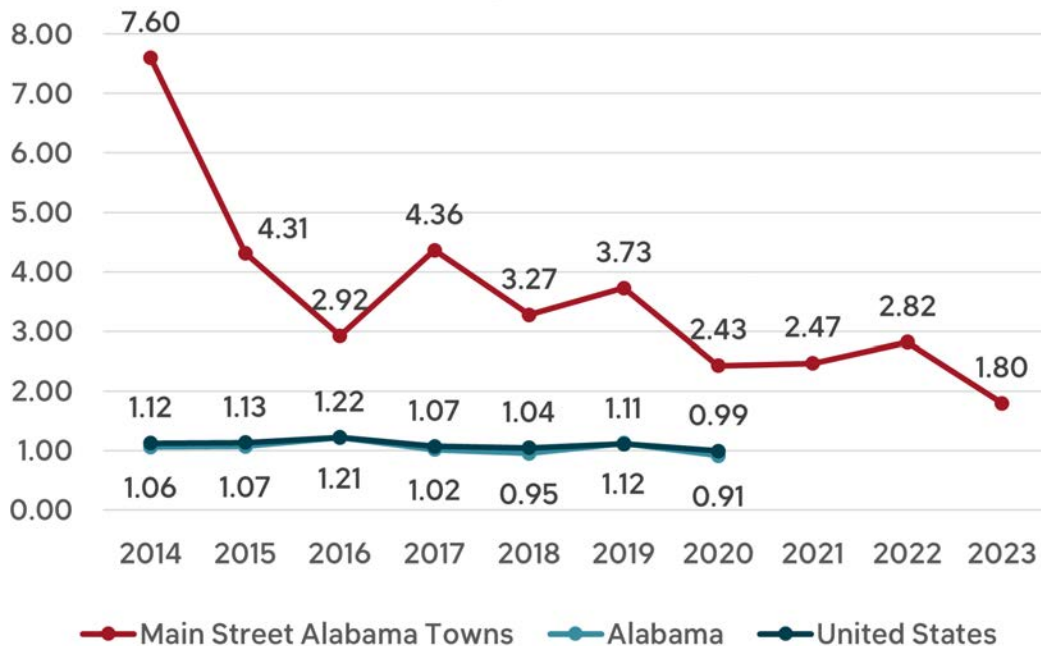


## OPEN/CLOSE RATIO

A useful test of local economic health is the relationship between the number of businesses that open versus those that close. This can be expressed as a ratio. If, for example, over the course of a year one town saw 11 new businesses open but 10 businesses shut their doors, the ratio would be 1.1. Between 2014 and 2020 (the most recent year for which national data is available) the ratio for Alabama’s Main Street communities ranged between 1.04 to 1.22, indicating more businesses opened than closed. The one exception was 2020, which was impacted by Covid-19 and saw a ratio of .99 indicating that more businesses closed than opened. The numbers for the State of Alabama closely parallel national numbers. Throughout the period, however, and continuing into 2023, the open/close ratio for Main Street Alabama communities was measurably better than either the state or the national patterns. While there were still ups and downs, every year in a decade of Main Street Alabama, significantly more businesses opened than closed, including throughout the pandemic.

Main Street Alabama districts saw greater business resiliency in normal times and throughout the pandemic.

BUSINESS OPEN/CLOSE RATIO



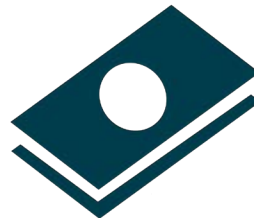
## SALES TAX FROM NEW BUSINESSES

These new businesses provide economic benefits to the community. A conservative estimate of sales tax paid in 2023 by net new businesses in Alabama Main Street Communities is more than \$18 million. Those tax dollars have huge implications for the state government. Overall, between 2013 and 2023, the State of Alabama has contributed about \$1.3 million in funding for the Main Street Alabama program. However, for every dollar of funding the State has contributed, \$13.36 is paid back to them in sales taxes.



**\$18.1  
MILLION**

**ESTIMATED 2023 SALES  
TAXES PAID BY NET  
NEW BUSINESSES**



**\$1.4  
MILLION**

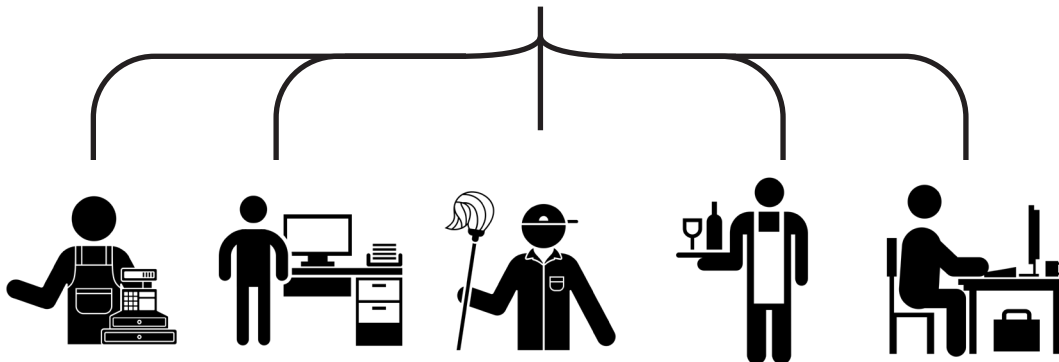
**STATE CONTRIBUTION TO  
MAIN STREET ALABAMA  
2013-2023**

For every dollar Alabama puts into the Main Street program, \$13.36 is paid back to state coffers in sales taxes.

## NET NEW JOBS

For the same reasons it's important to consider net new businesses, it's similarly important to analyze net new jobs. Overall, Main Street Alabama's communities have reported a cumulative total of over 4,530 net new jobs.

**4,530  
NET NEW JOBS**



## VOLUNTEER TIME

In the age of smartphones and big data, feeling connected to your community is even more vital. The Trust for Public Land often cites the concept of "Community Cohesion," the idea that the more webs of human relationships a neighborhood has, the stronger, safer, and more successful it is. Any institution that promotes this kind of community cohesion—whether a club, a school, a political campaign, a religious institution, a co-op—adds value to a neighborhood and, by extension, to the whole city.<sup>1</sup> This is exactly what Main Street does. By bringing in a broad cross-section of the community together to essentially help "revitalize" downtown, they are engaging in community building at its most basic level.

Unlike other forms of economic development, Main Street relies heavily on dedicated volunteers, which inherently builds social cohesion. Whether it's planning the Christmas tree lighting, serving on the design committee, or providing pro bono business support, Main Street provides opportunities for residents to forge connections with one another and invest their time, services, and talents back into their community. Volunteers make up Main Street boards, committees, and task forces, but also plan and run events and festivals, write grant proposals, organize clean-up efforts, lead tours, plant flowers and trees and do a host of other activities that are usually paid for in larger, or more financially solid, cities. Main Street Alabama communities have documented the number of hours volunteers spent helping the Main Street program. Between 2014 and 2023, Main Street volunteers logged approximately 177,322 hours.

Independent Sector, a national organization focused on nonprofits, calculates the dollar value of volunteer time nationally and by state. They note that, for 2023, the estimated value of each volunteer hour in Alabama was \$29.89.<sup>2</sup> After adjusting for inflation,<sup>3</sup> Main Street Alabama volunteers have contributed a cumulative value of over \$4.4 million in time and services to their communities between 2014 and 2023.



**177,322**  
VOLUNTEER  
HOURS

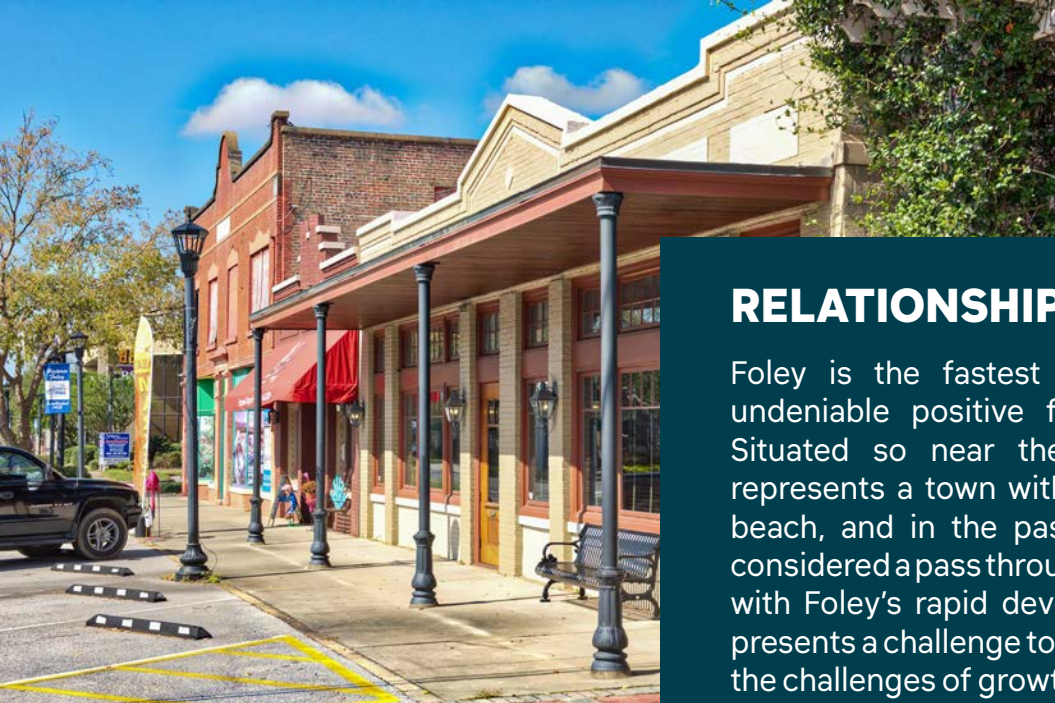


**\$4.4**  
MILLION  
VALUE OF  
VOLUNTEER TIME

1 Trust for Public Land, "Measuring the Economic Value of a City Park System," <http://cloud.tpl.org/pubs/ccpe-econ-valueparks-rpt.pdf>

2 Alabama specific, Independent Sector.

3 Using annual values from Independent Sector for the value of volunteer hours between 2014 and 2023.



## RELATIONSHIP SPOTLIGHT: FOLEY

Foley is the fastest growing city in Alabama--an undeniable positive for the city's economic base. Situated so near the Alabama Gulf Coast, Foley represents a town with a high quality of life near the beach, and in the past, Foley's downtown was only considered a pass through to the beach. That is changing with Foley's rapid development, but this growth also presents a challenge to be wrestled with. "We recognize the challenges of growth and the threat to our quality of life and identity. Main Street helps us achieve a balance so that growth doesn't destroy what makes us unique," said Foley Mayor Ralph Hellmich.

Foley Main Street is a newly established program, having started just two years before the pandemic. Yet in a short time, they've made huge advancements in the way of building trust and cooperation between stakeholders downtown. "We had a good foundation of collaboration, but Main Street changes business and property owners perspectives. Main Street creates buy-in," said Mayor Hellmich.

One such example is Mark Wright. Wright is restoring a principal building in the heart of Foley's Main Street District. Formerly the Cactus Cantina, Wright plans to transform the now vacant building into a new upscale restaurant. The rehabilitation will not only bring a new gathering place to downtown Foley, it will also introduce 4 upstairs apartments. He started investing right around the same time that Main Street Foley formed, and the introduction of Main Street gave him confidence in his investment. "Main Street is about people, their ambition to make their community the best it can be. It's about preserving the past but looking to the future," said Wright.

Kristen Hellmich is a lifelong Foley resident and a founding Main Street Board member. About Main Street said, "The biggest difference that Main Street has had is bringing groups together, moving as one toward a common goal. It's why the City has been able to move so fast while not leaving the community out."



# CONCLUSION

Main Street Alabama's successes are measurable quantitatively and qualitatively.

Over the last ten years, Alabama Main Street communities have demonstrated the powerful impacts of community driven revitalization. Over the last ten years, Main Street Alabama's success can be measured in new jobs and businesses, investors confidence in downtown investments, local governments investments in streetscapes improvements and public art. Main Street Alabama's persistence as a statewide program has paid off. The proof of their success is found not only in \$1 billion in investment, but also in the stories and testimonials from community members. Alabama's investment in the Main Street program this last decade has not only created fiscal returns for the state, it has resulted in stronger and more resilient communities. As Matt McCurry, Manager of Business Development at Alabama Power Company and Main Street Alabama Board Member says, "Strong communities make a strong state."





OPTIMAL  
GEO

OPTIMAL  
GEO

Athens

## APPENDIX: ALABAMA MAIN STREET COMMUNITIES

Community	Population (2022)	Year Established
Alexander City	14,638	Grandfathered into the program in 2014
Anniston	21,182	Grandfathered into the program in 2014
Athens	28,661	Grandfathered into the program in 2014
Birmingham - Woodlawn	196,910	Grandfathered into the program in 2014
Decatur	57,922	2014
Florence	41,690	Grandfathered into the program in 2014
Gadsden	33,335	Grandfathered into the program in 2014
Monroeville	5,790	2014
Opelika	32,787	Grandfathered into the program in 2014
Oxford	22,002	2014
Elba	3,401	2015
Eufaula	12,539	Grandfathered into the program in 2014
Fort Payne	14,879	2015
Jasper	14,338	2015
Columbiana	4,263	2016
Heflin	3,400	2016
Montevallo	7,637	2016
Wetumpka	7,344	2016
Marion	3,178	2017
Foley	23,577	2018
Scottsboro	15,677	2018
South Huntsville	221,933	2018
Calera	17,868	2019
Enterprise	29,767	2019
Atmore	8,330	2020
Birmingham - 4th Ave	196,910	2020
Demopolis	6,882	2022
LaFayette	2,588	2022
Leeds	12,346	2022
Russellville	10,771	2022
Talladega	14,674	2022
Centreville	2,792	2023

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Photos in this report were provided by Main Street Alabama and taken by Peter Pauley.

# ABOUT PLACEECONOMICS

PlaceEconomics is a private sector firm with over thirty years experience in the thorough and robust analysis of the economic impacts of historic preservation. We conduct studies, surveys, and workshops in cities and states across the country addressing issues of downtown, neighborhood, and commercial district revitalization and the reuse of historic buildings.

This report was prepared and written by Donovan Rypkema, Katlyn Cotton, Alyssa Frystak, and Starr Herr-Cardillo. Rypkema is principal and founder of PlaceEconomics. Rypkema is the founder and Principal of PlaceEconomics. Cotton is the Associate Principal at PlaceEconomics and handled graphic design. Frystak is Director of Research and Data Analytics at PlaceEconomics and handled research methodologies and data collection. Editing was done by Herr-Cardillo. Site visits were conducted by Donovan Rypkema, Rodney Swink, Renee Ingram, and Katlyn Cotton. Ingram is a Financial Consultant at PlaceEconomics.

# MAIN STREET ALABAMA:

Alabama's **Billion** Dollar Success Story



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