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Main Street Alabama Selects Oxford for Revitalization Program

Birmingham, Alabama -- Oxford, along with Decatur and Monroeville, has joined a statewide effort to build stronger communities through effective downtown revitalization.

Main Street Alabama, a non-profit organization that uses a national model with a 30-year track record of success, selected the towns through a competitive application process.

According to Mary Helmer, state coordinator for the program, Main Street Alabama will immediately begin providing each town with intensive board development and training with work plans and goals, market analysis with economic development strategies, targeted technical assistance, and quarterly training related to downtown development. "When a community is ready for Main Street, as these three are, our economic development program works," Helmer said. "It brings jobs, dollars and people back to historic downtowns and neighborhood commercial districts."

Helmer added that the interview panel was impressed by the presentations each made that demonstrated a love of their downtowns, a vision for what they could be, and the drive to make it happen. She noted that Oxford has a strong anchor

with its new Performing Arts Center and that school children joined business owners in supporting the effort.

The three new communities join Alexander City, Anniston, Athens, Birmingham, Dothan, Eufaula, Florence, Gadsden, Opelika and Selma and in using Main Street's comprehensive and incremental approach.

Main Street Alabama will continue to add new communities annually. Applications to become a Designated Main Street Community will be available in spring 2015. Until then, communities interested in downtown revitalization can participate in Main Street Alabama's Downtown Network.

For more information, visit www.mainstreetalabama.org

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