



# Main Street Alabama

Wednesday, January 15, 2014, Noon  
Athens State University Ballroom,  
Sandridge Student Center

300 North Beatty Street, Athens, Alabama 35611



**Join us for lunch and an opportunity to hear how the new statewide Main Street Alabama organization can help your community.**



Creating Jobs. Keeping Character.

Main Street is a program that brings jobs, dollars, and people to small towns and commercial districts. It uses a national model to leverage private investment and capitalize on the unique appeal of historic downtowns. The result is one of the most successful economic revitalization strategies in the country.

During this session, Mary Helmer, the Main Street Alabama State Coordinator, will introduce the new Main Street Alabama organization and discuss how it can help your community in four core areas:

- Broad-based public-private community financial and volunteer support;
- Economic restructuring to align with current market opportunities;
- Design that capitalizes on distinctive historic character; and
- Promotion that uses community character and identity for marketplace differentiation to attract businesses, tourists, and shoppers.

For more information, contact Spirit of Athens at 256.232.9040, Muscle Shoals National Heritage Area at 256.710.8848 or by email [tblack@athensal.us](mailto:tblack@athensal.us).

**Registration Form – Please Register by Friday, January 10, 2014.**

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Enclosed is my check for \$ \_\_\_\_\_ to register \_\_\_\_\_ people at \$15 per person.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Send this registration form with a check payable to: **Spirit of Athens**, 107 North Jefferson Street, Athens, Alabama 35611.



# Main Street Alabama

Thursday, January 23, 2014, Noon  
Water Tower Conference Center

181 East Claiborne Street, Monroeville, Alabama



Join us for lunch and an opportunity to hear how the new statewide Alabama Main Street organization can help your community.



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For more information, contact the Alabama Black Belt Heritage Area/Center for the Study of the Black Belt at 205.652.3828 or [centerforblackbelt@uwa.edu](mailto:centerforblackbelt@uwa.edu).

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## Registration Form – Please Register by Friday, January 17, 2014.

Enclosed is my check for \$ \_\_\_\_\_ to register \_\_\_\_\_ people at \$15 per person.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Send this registration form with a check payable to:

**Center for the Study of the Black Belt, UWA, Station 45, Livingston, Alabama, 35470**



**Central Alabama  
Electric Cooperative**

A Touchstone Energy® Cooperative 



Creating Jobs. Keeping Character.



**Wednesday, January 29, 2014, Noon to 1:30 p.m.**  
**Prattville Area Chamber of Commerce Meeting Room**  
**131 North Court Street**  
**Prattville, Alabama**

**Host: Prattville Area Chamber of Commerce**

**Lunch Sponsor: Central Alabama Electric Cooperative**

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For more information, contact Main Street Alabama at 205.910.8819 or [mary@mainstreetalabama.org](mailto:mary@mainstreetalabama.org)

To register call 205-910-8819  
or email your name, address and phone number to  
[mary@mainstreetalabama.org](mailto:mary@mainstreetalabama.org)  
by Friday, January 24, 2014