



HISTORIC MAIN STREET OXFORD

145 Hamric Drive East
Post Office Box 3383
Oxford, AL 36203
256-241-6667
mainstreet@oxfordal.gov
mainstreetoxford.org

2023 YEAR-END REPORT

Historic Main Street Oxford (HMSO) is an economic and community development organization that focuses on the Four Point Approach strategy of Organization, Promotion, Design, and Economic Vitality as outlined by Main Street America. The Four Point Approach makes Main Street and effective tool for a community-based, volunteer-driven, grassroots revitalization effort. HMSO was created in 2014 when Oxford became a Designated Main Street Community by Main Street Alabama.

VISION STATEMENT

Historic Downtown Oxford will become Northeast Alabama’s destination for arts, dining, entertainment, shopping, and special events.

MISSION STATEMENT

The mission of Historic Main Street Oxford is to enhance downtown vibrancy, preserve its history, empower its community of business, and foster a center of activity for residents and visitors.

NEW BUSINESS

- **GoSocial Marketing-** 17 West Choccolocco Street
 - *Marketing, print, and design firm*
- **Le Coin Des Artistes-** 12 East Choccolocco Street
 - *Bistro and bar*
- **Really Real Real Estate-** 316 Snow Street
 - *Real estate brokerage firm*
- **Succ It Up-** 426 Main Street
 - *Succulents, houseplants, and gifts*
- **TEAM Rehabilitation-** 320 Snow Street
 - *Pediatric occupational therapy*



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RETURN ON INVESTMENT (ROI)

PRIVATE- \$157,055

PUBLIC- \$8,868

Private investment is the documented work or improvements done by private business owners in the downtown district. (interior work, roofing repairs, signage replacement, etc.). Public investment is the documented work or improvements done by the City of Oxford. (new garbage receptacles, benches, landscaping, etc.).

FACADE IMPROVEMENT GRANT

PRIVATE- \$37,927

PUBLIC- \$8,182

In 2019, the Oxford City Council created the façade improvement grant program to assist property and business owners with an incentive to improve their respective properties. Since creation of the program, the private investment has greatly exceeded the public investment. As of January 2024, the total of private dollars expended has been \$135,261, and the total of public dollars expended has been \$31,640.

VOLUNTEER HOURS

January – December 2023- 596.5 hours

AWARDS

- Main Street Hero Award- Oxford Cleaners
- Excellence in Creative Promotion Idea- Sips & Succs (Succ It Up)
- Excellence in Reinvestment- \$10 Million- Oxford



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ANNUAL EVENTS

- Market on Main
 - 5,500 attendees
- Second Friday on Main
 - 3,000 attendees
- Witches Ride & Walk on Main
 - 1,000 attendees
- Main Street Rivalry 5K
 - 50 attendees
- Trick or Treat on Main
 - 9,000 attendees
- Christmas on Main
 - 2,000 attendees
- Oxfordfest
 - 40,000 attendees

SOCIAL MEDIA CAMPAIGNS

- This Place Matters- Historic Preservation Month (May 2023)
 - W. C. Gray Building- 8 East Choccolocco Street
 - Oxford Train Depot- 50 Spring Street
 - Oxford Scout Hall- 123 Snow Street
 - Whiteside – Williams Medical Office- 128 Snow Street
 - Dodson Memorial Presbyterian Church- 825 Main Street
 - Oxford First United Methodist Church- 214 Snow Street
- “Why I love Main Street” Testimonials- 10+
- Spotlight Business of the Month (April – December 2023)
 - Alfa Insurance- Thomas Shelton Agency
 - Edwin Mortgage Team
 - Events at Onyx & Opal
 - Oxford Performing Arts Center & Wren’s Nest at OPAC
 - Southern Girl Coffee Co.
 - Succ It Up



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- The Territorium
- The Vine Chiropractic
- The Shop on the Corner

BUSINESS DEVELOPMENT WORKSHOPS

- Downtown Resources & Incentives- July 2023
- Small Business Marketing Plan- August 2023
- How to Use Canva 101- March 2023

(MORE)

In April 2023, Historic Main Street Oxford Director, Hunter Gentry, joined Main Street Alabama for the annual Main Street Alabama Day on the Hill in Montgomery, Alabama. Gentry met with local elected officials (Rep. Barbara Boyd, Rep. Chad Robertson, Rep. Steve Hurst, and Sen. Keith Kelley) and advocated for Historic Main Street Oxford.

Historic Main Street Oxford partnered with Keep Oxford Beautiful to coordinate three litter cleanup days in downtown- April, July, & September 2023.

In May 2023, Historic Main Street Oxford hosted the Main Street Alabama Board of Directors for their quarterly meeting.

Historic Main Street Oxford sponsored 10 bronze plaques on historic buildings that exemplify Oxford's history based on character, preservation, and style.

- Cooper Building, 506 & 508 Main Street- CA. 1875
- Hubbard Piano Company Building, 12 East Choccolocco Street- CA. 1880s
- Butenschon Drug Company Building, 426 & 428 Main Street- 1884
- First National Bank of Oxford, 430 Main Street- 1884
- Gray Building, 8 East Choccolocco Street- 1890
- Whiteside – Williams Medical Office, 128 Snow Street- CA. 1890s
- Cotton Building, 518 Main Street- CA. 1890s
- Oxford Cleaners Building, 520 Main Street- CA. 1890s
- Gwin Building, 16 East Choccolocco Street- 1901
- Oxford Post Office, 501 Main Street- CA. 1915



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In the Fall of 2023, Historic Main Street Oxford Advisory Board of Directors and Executive Director worked to create a short-term and long-term plan. The outlined goals were combined with the goals from Goodwyn, Mills, & Cawoo's Master Plan for Downtown Oxford (2015).

ADVISORY BOARD OF DIRECTORS

Brad Cleghorn, *owner of Southern Girl Coffee Co.*
Jeremy Farr, *Local resident*
Karen Grammer, *Owner of The Main Olive*
Charlotte Hubbard, *Owner of Hubbard's Off Main & City Council Member*
Robin Leonard, *Local resident*
Gerry Lyons, *Oxford Police Department*
Debbie Nothdurft, *retired Oxford City Schools*
Gwen Parrish, *owner of The Vine Chiropractic*
Ben Stewart, *Oxford Fire Department*
Donna Timmons, *Secretary Assistant*

STAFF

Hunter Gentry, *Director*