

— EST. 1852 —  
HISTORIC  
**OXFORD**  
MAIN STREET  
— ALABAMA —

## STOREFRONT & SALES WINDOW DECORATING GUIDE

### TRANSOM GLASS

If you have a transparent transom, tissue stuffed bags can bring this area to life for the holidays.

### SIDELIGHT

Posters, fliers, and sales notices can go here.

### ENTRANCE

Keep it clean, clutter free, & welcoming!

### SALES WINDOW

You have less than 10 seconds to make an impact.

### ACTIVATED SIDEWALK

Let product spill out onto the street. Blur the line where your store starts, but be sure to leave space for ADA Compliance.



Conventional Downtown Building

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Former residence that is now a professional office uses the front to display fall decorations.



Newer strip center/plaza with painted windows.

## Non-Conventional Downtown Building Storefront Ideas

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<ul style="list-style-type: none"> <li>New Year's Day</li> <li>MLK, Jr. Day</li> </ul>	JANUARY	
<ul style="list-style-type: none"> <li>Black History Month</li> <li>Oxford's Birthday</li> <li>Valentine's Day</li> <li>President's Day</li> <li>Mardi Gras (Fat Tuesday) *changes annually</li> </ul>	FEBRUARY	Valentine's
<ul style="list-style-type: none"> <li>St. Patrick's Day</li> <li>Easter *changes annually</li> </ul>	MARCH	St. Patrick's
	APRIL	Spring
<ul style="list-style-type: none"> <li>Memorial Day</li> <li>Mother's Day</li> </ul>	MAY	
<ul style="list-style-type: none"> <li>Juneteenth</li> <li>Father's Day</li> </ul>	JUNE	Summer

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<ul style="list-style-type: none"><li>Independence Day</li></ul>	JULY	Summer
	AUGUST	
<ul style="list-style-type: none"><li>Labor Day</li></ul>	SEPTEMBER	Back-to-School
<ul style="list-style-type: none"><li>Columbus Day</li><li>Indigenous Peoples' Day</li><li>Halloween</li></ul>	OCTOBER	Fall / Halloween
<ul style="list-style-type: none"><li>Thanksgiving Day</li><li>Veterans Day</li></ul>	NOVEMBER	Holiday / Christmas
<ul style="list-style-type: none"><li>Christmas Day</li></ul>	DECEMBER	



## STOREFRONT & SALES WINDOW DECORATING CONTEST

DURATION	DEADLINE FOR NOMINATION	ANNOUNCEMENT OF WINNER
January - March	Friday, March 8, 2024	Tuesday, March 12, 2024
March - June	Friday, June 7, 2024	Tuesday, June 11, 2024
June - September	Friday, September 6, 2024	Tuesday, September 10, 2024
September - December	Friday, December 6, 2024	Tuesday, December 10, 2024

Historic Main Street Oxford is partnering with GoSocial Marketing and Oxford Lumber for its 2024 Storefront & Sales Window Decorating Contest. Each winner will receive an Oxford Lumber Prize Pack which includes a \$50 gift certificate to Oxford Lumber. GoSocial Marketing will provide a sign indicating the respective winner for the quarter until the following winner is announced. Nominations must be submitted to Historic Main Street Oxford [here](#). Self nominations are also accepted.

