



SEPTEMBER 2023

UPCOMING *Events* →

**SEPTEMBER -
DECEMBER 2023**

SEPTEMBER

MARKET ON MAIN - SATURDAY, SEPTEMBER 2, 2023 (8 AM - 1 PM)
SECOND FRIDAY ON MAIN - FRIDAY, SEPTEMBER 8, 2023 (4 PM - 9 PM)
MAIN STREET RIVALRY 5K - SATURDAY, SEPTEMBER 9, 2023 (8 AM)
MARKET ON MAIN - SATURDAY, SEPTEMBER 16, 2023 (8 AM - 1 PM)

OCTOBER

OXFORDFEST - SATURDAY, OCTOBER 7, 2023 (8 AM - 4 PM)
SECOND FRIDAY ON MAIN - FRIDAY, OCTOBER 13, 2023 (4 PM - 9 PM)
WITCHES RIDE & WALK ON MAIN - FRIDAY, OCTOBER 27, 2023 (6 PM)
TRICK OR TREAT ON MAIN - TUESDAY, OCTOBER 31, 2023 (5 PM - 8 PM)

DECEMBER

OXFORD CHRISTMAS PARADE - THURSDAY, DECEMBER 7, 2023 (6 PM)
CHRISTMAS ON MAIN - SATURDAY, DECEMBER 9, 2023 (2 PM - 7 PM)



Second Friday on Main

Second Friday on Main, formerly known as Food Truck Friday on Main, is held on the second Friday of the month from April 2023 to October 2023 from 4 PM - 9 PM at Simmons Park in Historic Downtown Oxford. Each Friday will include a variety of mobile food vendors, live entertainment, lawn games, a bounce house, and a free movie for the whole family! Choccolocco Cruise-In, hosted by Hartwell Masonic Lodge is also coordinated in conjunction with the event. Contact Zachary Grizzard at 256-239-5269 for registration information.

Food Vendors for September's Second Friday on Main:

Big Bos Wings
Bonnie Ray's
Good to the Bone
Pelican's of Oxford
RnB Finz n Chicks
Royal Slush
Send Noodz
Taco Tuesdays
The Classic Melt

More details will be posted on [Historic Main Street Oxford's](#) Facebook page closer to the event.



Market on Main



Spotlight Business of the Month: Alfa Insurance- Thomas Shelton Agency

"As your Alfa Insurance agent, it's my duty to inform customers about everyday risks and how these risks can affect your family and their future. This responsibility provides customers with the tools they need to make better-informed decisions about the protection they need for their particular situations. Call me today to find out how Alfa can help protect your auto, home, life, or business. In addition to Oxford, I am proud to also serve the Guntersville, Huntsville, Morgan City, Blountsville, Arab, Joppa, Union Grove, and Hopewell communities in Alabama." - Thomas Shelton, Owner of [Alfa Insurance -Thomas Shelton Agency LLC](#)

Located at 501 Main Street- Oxford, AL 36203



Ribbon Cutting for Really Real Real Estate

On August 9, we welcomed [Really Real Real Estate](#) to Historic Downtown Oxford.

Really Real Real Estate is a dynamic & client-focused real estate brokerage that serves the Calhoun County area. Their agents are dedicated to providing customers with exceptional service and expert guidance throughout their real estate journey! Their team motto is “Serving Really Real People.”

Located at 316 Snow Street- Oxford, AL 36203.



Main Street Alabama Conference in Huntsville, Alabama

On August 17, Main Street Alabama held its tenth annual Awards of Excellence Banquet at Stovehouse in Huntsville to celebrate the successes of local programs. The Awards of Excellence program highlighted the tremendous impacts of these honorees in their respective areas.

The Awards of Excellence recognized winners in the categories of Adaptive Reuse, Preservation, Historic Rehabilitation, Fundraising, Public/Private Partnerships, Business Development, Economic Impact, Promotion, Business Promotion, Marketing, Tourism, Volunteer Development, Placemaking, Design Development, Non-Historic Building Design, Reinvestment, and Planning & Public Space.

Local Main Street programs also selected a Main Street Hero that honored an individual, business or organization that made an outstanding contribution to their program and was recognized at the Toast to Heroes Reception sponsored by Regions Bank prior to the banquet.

Historic Main Street Oxford received the following awards of excellence:

Main Street Hero: Oxford Cleaners

Creative Business Promotion Idea: Sips & Succs (Succ It Up)

Reinvestment Award: \$10 Million Dollars



Small Business Marketing Plan Workshop

The Small Business Marketing Plan was hosted by the Catalyst's Austin Bullock at the Oxford Civic Center. The topics covered during this workshop included: identifying and understanding the target market, crafting your message, marketing channels, Capturing Leads, and turning leads into customer.

If you have any questions regarding The Catalyst, [click here](#).



The Anniston Star Reader's Choice Awards

Historic Main Street Oxford would like to give special thanks to Calhoun County for voting for our local businesses! We're honored to be apart of [The Anniston Star](#) Reader's Choice 2023!

Historic Main Street Oxford

READER'S CHOICE 2023



EST. 1852
HISTORIC
OXFORD
MAIN STREET
ALABAMA

#1 BUILDING SUPPLY
OXFORD LUMBER

#1 COFFEE SHOP
SOUTHERN GIRL COFFEE

#1 COMMUNITY EVENT
OXFORDFEST

#1 LOCAL RADIO / TV PERSONALITY
STEVE STEVENS (97.9 WVOK)

#1 INSURANCE AGENCY
PARNELL INSURANCE AGENCY

#1 RADIO STATION
97.9 WVOK

#1 WEIGHT LOSS SERVICE
OXFORD PRIMARY CARE & WEIGHT LOSS CENTER

#2 BUFFET
HUBBARD'S OFF MAIN

#2 CHILD CARE
NEW ADVENTURES LEARNING CENTER

#2 DRY CLEANER
OXFORD CLEANERS

#2 HOME MORTGAGE
EDWIN MORTGAGE TEAM

#2 OCCUPATIONAL THERAPY
AUTUMN BOBO (TEAM REHABILITATION)

#2 REAL ESTATE COMPANY
REALLY REAL REAL ESTATE

#2 SPORTING GOODS STORE
TACKLE BOX

#2 TRAVEL AGENCY
R & R TRAVEL

#3 ELECTRICIAN/ELECTRICAL SERVICE
LITTLETON ELECTRIC

#3 FRIED CHICKEN
HUBBARD'S OFF MAIN

#3 GIFT SHOP
SUCC IT UP

#3 MEDICAL LABORATORY SERVICE
OXFORD PRIMARY CARE & WEIGHT LOSS CENTER

#3 NURSERY
SUCC IT UP

#3 PLACE FOR A ROMANTIC DINNER
HUBBARD'S OFF MAIN

#4 LOCAL RADIO / TV PERSONALITY
JOCK BURGESS (97.7 WVOK)

#4 INDEPENDENT LIVING
OXFORD HOUSE

#4 PLACE TO WORK
EDWIN MORTGAGE TEAM

#5 BARBER SHOP
JB & CO SALON & BARBER

#5 CHIROPRACTOR
RYAN PARRISH (THE VINE)

#5 COMMUNITY EVENT
WITCHES RIDE & WALK ON MAIN (OXFORD)

#5 FARMERS MARKET
MARKET ON MAIN OXFORD

#5 GROCERY STORE
FRESH VALUE (DORSEY'S)

#5 LOCAL TOURIST ATTRACTION
HISTORIC DOWNTOWN OXFORD

#5 PLACE TO HAVE AN EVENT
ONYX & OPAL

#5 STEAKS
HUBBARD'S OFF MAIN

Main Street Rivalry 5K - Oxford VS. Anniston

Mark your calendars for the third annual Main Street Rivalry Run 5K on Saturday, September 9, 2023 at 8 AM!

The co-hosted event plays off of the decades-old rivalry between the two sister cities, Oxford and Anniston. Participants will begin at Noble Street Park (intersection of 11th Street and Noble Street) in downtown Anniston and run South towards downtown Oxford. The race will end in Simmons Park (400 Main Street, Oxford).

Registration will begin at 7 AM at Noble Street Park (Anniston). The race will begin promptly at 8 AM. Awards Ceremony will be held in Simmons Park (Oxford) at 9:30 AM. The City of Oxford will be hosting a shuttle service back to Anniston beginning at 9:45 AM.

Register [here](#)!

A promotional poster for the 'Main Street Rivalry Run 5K' race. The background is a textured blue. At the top, the text 'OXFORD VS. ANNISTON' is in small white capital letters. Below it, 'MAIN STREET' is written in large, bold, white capital letters. Underneath that, 'SATURDAY, SEPTEMBER 9, 2023' is in white capital letters. On the left, there is an orange starburst shape containing the text 'REGISTRATION-\$30' and 'STUDENT DISCOUNT- \$15' in white. In the center-left, there are two logos: 'HISTORIC OXFORD MAIN STREET ALABAMA' with 'EST. 1852' above it, and 'MAIN STREET ANNISTON' with a star icon. To the right of these logos is a black silhouette of a woman and a man running. At the bottom, 'RIVALRY RUN 5K' is written in large, bold, white capital letters. Below that, 'REGISTRATION STARTS AT 7 AM' and 'RACE BEGINS AT 8 AM' are in white capital letters. At the very bottom, 'LOCATED AT 1102 NOBLE STREET, ANNISTON, AL 36201-4639' is in white capital letters.

OXFORD VS. ANNISTON

MAIN STREET

SATURDAY, SEPTEMBER 9, 2023

REGISTRATION-\$30
STUDENT DISCOUNT- \$15

EST. 1852
HISTORIC
OXFORD
MAIN STREET
ALABAMA

MAIN STREET
ANNISTON

RIVALRY RUN 5K

REGISTRATION STARTS AT 7 AM
RACE BEGINS AT 8 AM

LOCATED AT 1102 NOBLE STREET, ANNISTON, AL 36201-4639

Board Member Spotlight - Gwen Parrish



Gwen Parrish owns and operates The Vine Chiropractic with her husband, Dr. Ryan Parrish, D.C. She has been a board member of Historic Main Street Oxford since 2019 when she and her husband opened The Vine Chiropractic in Historic Downtown Oxford. Gwen is an East Tennessee State University Alumni. Gwen is the mother of three children, Grace-Ann, Hunter, and Olivia. She homeschools her children through Classic Conversations of Anniston and teaches fourth grade on community days. She enjoys drinking coffee and reading books, but her favorite hobby by far is building community. Parrish serves the board because “small business is the backbone of any community and she is passionate about seeing community and businesses thrive in Historic Oxford.”

Leadership in Every Generation - Kristin Scroggins with genWHY Communications

Kristin Scroggin with genWHY Communications will be presenting Leadership in Every Generation on Wednesday, September 27, 2023 at 9 AM at Oxford Performing Arts Center. Admission is free and open to all managers, supervisors, and business owners!

Register [here](#)!



SAVE THE DATE

LEADERSHIP IN EVERY GENERATION

HOSTED BY KRISTIN SCROGGINS
WITH GENWHY COMMUNICATIONS

FREE TO ATTEND!

DATE: WEDNESDAY, SEPTEMBER 27, 2023- 9 AM
LOCATION: OXFORD PERFORMING ARTS CENTER

Oxford Performing Arts Center - September 2023

The Oxford Performing Arts Center is the region's primary arts and entertainment venue located in the heart of downtown Oxford, Alabama. The venue is comprised of a 1,200 seat main theatre, a 200 seat Studio theatre, and two art galleries










At OPAC, it's all about Your experience!

Our patrons love our shows, but our hospitality is where we really shine! World-class hospitality with attention to detail that surpasses any other live entertainment venue in the region. Friendly smiles and warm greetings are just the start of a philosophy that follows the golden rule where we treat each guest just how we would like to be treated.

Please visit the OPAC [website](#) to plan your evening, where you'll park, where to dine or have drinks, even where you'll stay if you are visiting from another city. We want your visit to OPAC to be seamless and among your best live event experiences ever. Your first visit might be to see your favorite superstar, but you'll come back again and again for the excellent Oxford Performing Arts Center experience.

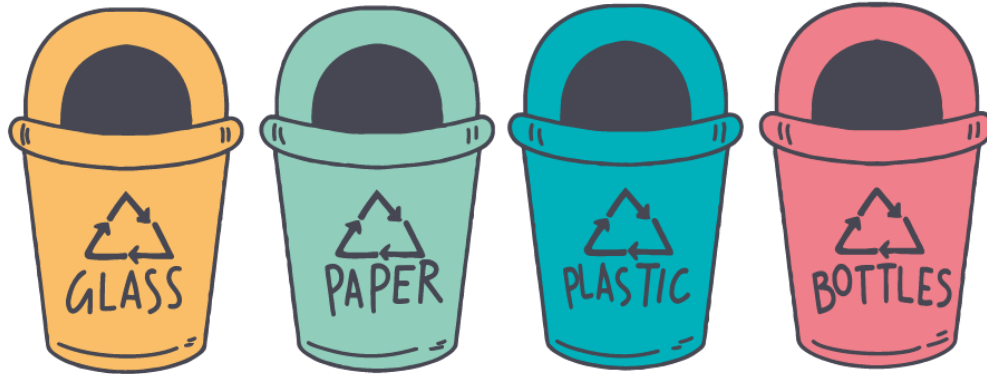
Box office hours are 12 to 4:00 pm on Tuesday, Wednesday, and Thursday.

Located at 100 East Choccolocco Street- Oxford, AL 36203

 <p>SEP 8</p> <p>The Pointer Sisters</p>	 <p>SEP 10</p> <p>Sun Records Live</p>	 <p>SEP 15</p> <p>The Sounds of Georgia with the Georgia Players Guild</p>
 <p>SEP 17</p> <p>Texas Guitar Quartet</p>	 <p>SEP 21</p> <p>Sawyer Brown</p>	 <p>SEP 24</p> <p>The Spinners</p>
 <p>SEP 28</p> <p>Electric Avenue: The 80s MTV Experience</p>	 <p>OCT 1</p> <p>Always Loretta</p>	 <p>OCT 5</p> <p>RESCHEDULED: Grand Funk Railroad</p>

DOWNTOWN OXFORD LITTER CLEAN UP

Hosted by Keep Oxford Beautiful



**MEETING IN PARKING LOT NEXT TO SIMMONS PARK.
121 CHOCCOLOCCO STREET, OXFORD, 36203**

Saturday, September 16th | 8 AM



The Main Olive has Frios!

The Main Olive now carries Frios Gourmet Pops have come to The Main Olive & Historic Downtown Oxford!

Current Flavors: Strawberry, Strawberry Mango, Blueberry Cheesecake, Chocolate, Cookies & Cream.

Have a favorite flavor? Let us know!



Recycling Container in Historic Downtown Oxford

Did you know Historic Downtown Oxford houses a recycling container?

We highly encourage all residents of Oxford to keep our city clean. The recycling container, managed by Keep Oxford Beautiful, is a material recovery facility that is currently accepting cardboard, mixed paper, and aluminum cans only. This project was funded by the Alabama Department of Environmental Management and is an affiliate of Keep Oxford Beautiful.

Located near 600 Berry Street, adjacent to the Oxford Water Department.



Downtown Discount!

[The Main Olive](#) is offering a 10% discount at checkout if you present a receipt from ANY business located in Historic Downtown Oxford.

Please be on the lookout for more details on other businesses offering this discount!

"Why I Love Main Street" Testimonials



"Why I love Main Street"

Testimonial

"Main Street Oxford is the picture of charm and opportunity, where businesses can thrive! The historic buildings and vibrant community spirit provide that small town feeling that I love. I am happy to be a part of Downtown Oxford and can't wait to see it grow and thrive even more in the years to come!"

- Valerie Broom

— EST. 1882 —
**HISTORIC
 OXFORD**
 MAIN STREET
 — ALABAMA —



"Why I love Main Street"

Testimonial

"As an Oxford resident who lives and works in Historic Downtown Oxford the walkability and convenience of downtown creates an unmatched environment! No other part of Oxford offers a sense of place and community like downtown. This fact, along with the growing number of families and businesses relocating downtown, there has never been a better time to call Historic Downtown Oxford home!"

- Ty Parnell

— EST. 1882 —
**HISTORIC
 OXFORD**
 MAIN STREET
 — ALABAMA —



"Why I love Main Street"

Testimonial

"Historic Main Street Oxford captures the essence of Southern hospitality at every turn. With its array of arts, entertainment, and dining selections, it extends a warm invitation to explore. The seamless integration of its storied past and modern attractions makes it an essential stop for anyone seeking a friendly experience."

- Madison Craft

— EST. 1882 —
**HISTORIC
 OXFORD**
 MAIN STREET
 — ALABAMA —



"Why I love Main Street"

Testimonial

"Being able to do what you love in a small town gives you a sense of fulfillment, and the laid-back atmosphere of Main Street Oxford provides the perfect backdrop for your business to thrive. Overall, Main Street Oxford's unique charm and strong sense of community make it a delightful place to visit or call home."

-Laura Mizzell

— EST. 1882 —
**HISTORIC
 OXFORD**
 MAIN STREET
 — ALABAMA —

Calendar of HMSO Events & Committee Meetings

To stay up-to-date with all things happening in Historic Downtown Oxford, please checkout our newly improved calendar [here!](#)

Dine, Shop, & Explore!

Historic Downtown Oxford offers a unique experience for everyone including, but no limited

to a first class performing arts center, a locally owned and operated coffee shop, variety of speciality shops, a Southern home-cooking restaurant also locally owned and operated, two art galleries, three historic churches, and walking distance to homes listed on the Alabama Register of Landmarks & Heritage and National Register of Historic Places.

A full directory listing can be found [here](#).

About Historic Main Street Oxford (HMSO):

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 an effective tool for a community-based, volunteer-driven, grassroots revitalization efforts. 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.

Our Team:

Brad Cleghorn, *owner of Southern Girl Coffee Co.*

Jeremy Farr, *board chair & downtown resident*

Charlotte Hubbard, *city council member & owner of Hubbard's Off Main*

Robin Leonard, *board secretary & downtown resident*

Gerry Lyons, *Oxford Police Department*

Karen Grammer, *owner of The Main Olive*

Debbie Nothdurft, *retired Oxford City Schools*

Gwen Parrish, owner of *The Vine Chiropractic*

Ben Stewart, *Oxford Fire Department*

Hunter Gentry, director

Siri Thackston, marketing assistant

Donna Timmons, board secretary assistant



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Our mailing address is:

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