



# AUGUST 2023

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# Upcoming Events in August 2023

**3** SMALL BUSINESS MARKETING PLAN  
Thursday, August 3rd, 9 AM

**5** MARKET ON MAIN  
Saturday, August 5th, 8 AM - 1 PM

**8** RIBBON CUTTING FOR  
REALLY REAL REAL ESTATE  
Tuesday, August 8th, 10 AM

**11** SECOND FRIDAY  
Friday, August 11th, 4 PM - 9 PM

**19** MARKET ON MAIN  
Saturday, August 19th, 8 AM - 1 PM

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OXFORD**  
MAIN STREET  
— ALABAMA —



## 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!

Chocolocco Cruise-In, hosted by Hartwell Masonic Lodge is every 2nd Friday during Food Truck Friday on Main. For more information to register, please contact Zachary Grizzard at 256-239-

5269.

***Food Vendors for August's Second Friday on Main:***

Bonnie Ray's

Cousin's Maine Lobster

Kin Express

Kona Ice of Calhoun County

Pelican's of Oxford

RnB Finz n Chicks

Taco Tuesdays

The Classic Melt

More details will be posted on Historic Main Street Oxford's Facebook page closer to the event.



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## ***Market on Main***



Historic Main Street hosted Christmas in July for Market on Main on Saturday, July 15th!

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Santa took photos at the gazebo, the Oxford Public Library read to children during storytime, and the Choccolocco Car Show took place on Choccolocco Street. Thank you to all of the local and artisan craft vendors who attended, our downtown businesses, Oxford Public Library, and Hartwell Masonic Lodge #101 F & AM Oxford, Alabama!

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Located at Simmons Park, 400 Main Street, Oxford, AL, 36203

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Market on Main will continue throughout the months of August and September!







OXFORD

MARKET  
ON MAIN

ALABAMA

April - September  
Every 1st and 3rd Saturday  
8 AM - 1 PM

Seasonal artisan and craft  
vendor market in Simmons Park

## ***Spotlight Business of the Month: Events at Onyx & Opal***

"The storefront in Historic Downtown Oxford has been transformed into a one-of-a-kind event space. The space stands out as something truly special all on its own, but if you are looking for an exceptional event experience, our in-house stylist, Weston Gray, can make your visions come to life! (Styling and florist services are also available for offsite events.) Community involvement is important to us, and we support our local entrepreneurs with our Co-work program.

Our Co-work program offers a discounted rental rate to our local business owners, artists, and creatives, which in turn creates opportunities for community enrichment through classes, work shops, and unique public events.

Over the past year and a half the Onyx & Opal brand has been developing and evolving into what we were meant for all along. Though we currently do not offer a permanent brick and mortar shopping location, you can still find Onyx & Opal lifestyle Shop at local markets, pop-up events, and [online](#). " Ashley Gray, Owner of Events at Onyx & Opal



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## ***Ribbon Cutting for GoSocial Marketing***



Go Social has officially opened for business in Historic Downtown Oxford!

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Owner Valerie Mullinax Broom is a Marketing Pro with a business that specializes in: social media/brand management, logo design & graphics, prints and marketing counseling!

Located at 17 W Choccolocco Street • Oxford, AL 36203.

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[Business Hours]

Monday - Friday: 7:30am-4pm

Saturday & Sunday: CLOSED



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## ***Landscaping Improvements***

Historic Main Street Oxford received a grant from Alabama Power Foundation through the Good Roots Program. This grant was used to make landscaping improvements at the entrance of Historic Downtown Oxford. We are grateful for Oxford Street Department and Alabama Power.





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## ***"Why I love Main Street" Testimonials***

Historic Main Street Oxford's campaign told the stories of professional business owners. The testimonials gave insight to what the business owners love most about being located on Historic Main Street Oxford.

For more "Why I love Main Street" testimonials, visit our Facebook page, [Historic Main Street Oxford](#) and our Instagram page @historicmainstreetoxford



## "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

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## "Why I love Main Street"

### Testimonial

"The growth and development we've witnessed are a testament to the hard work and dedication of the entire community. I am proud to be part of this transformation and to witness firsthand the positive impact it has had on our local businesses and the overall economic landscape.

In conclusion, downtown Oxford has become a place where business, entertainment, and community thrive together."

-Jay Lloyd

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## ***Downtown Incentives and Resources 101***

The Downtown Incentives & Resources 101 Workshop was held on Thursday, July 20, 2023 at Events at Onyx & Opal.

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The topics that were discussed were the Alabama Property Tax Incentive, local bank financing, City of Oxford Facade & Signage Grant Programs, Historic Tax Credits, and USDA Rural Development Grant & Loan Assistance.

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Our speakers were Hunter Gentry, Director of Historic Main Street Oxford, and Jeremy Farr, Board Chair and Economic Vitality Committee Chair of Historic Main Street Oxford.







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## ***FuelAL sponsors Litter Cleanup in Downtown Oxford***

We want to give special thanks to Allyce and Tara from Warren Averett for volunteering for a litter cleanup in Historic Downtown Oxford!

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FuelAL is a program of Calhoun County Chamber of Commerce.

FuelAL helps higher-level education students scope the opportunities available across Alabama by connecting them to communities and community employers. Through interactive events, such as professional development, community service projects, and social mixers, FuelAL helps young talent explore beyond the 9-to-5. With FuelAL, young professionals can make connections across the entire state and reap the benefits of living and working in Alabama. We believe that connecting talented students with communities and employers in every corner of the state is key to the success of Alabama's economic future. We are committed to providing a platform for students to discover the many opportunities available to them and creating meaningful connections between students and employers throughout the state.





## ***Board Member Spotlight***











## ***Debbie Nothdurft***

Debbie Nothdurft has been a board member of Historic Main Street Oxford since its inception in 2014. Born in Clay County, Alabama and raised in Oxford, AL, Debbie is a retired Oxford City School's educator and administrator of 44 years. Before she was an educator and administrator, she attended Oxford High School. Debbie graduated with her bachelor's in mathematics and English from Jacksonville State University. She received her master's and AA in Education Administration from the University of Alabama at Birmingham.

Along with serving on the board of directors, she is a member of Oxford City Schools Education Foundation and Oxford Women's Club. Debbie is an active member and elder at Dodson Memorial Presbyterian Church. In her pastime, she enjoys reading, cooking, and spending time with her family. Debbie is the wife to Ted Nothdurft. She says regarding why she serves on the board, "Oxford has been central in my upbringing and in my professional life. I respect the people and the traditions."

## Oxford Performing Arts Center

OPAC's Fall Season is starting soon. For tickets and pricing information, please check [here](#)!

 AUG 19 The Lettermen	 AUG 25 The Frontmen of Country	 AUG 27 Martha Reeves and the Vandellas
 AUG 31 The Everly Set	 SEP 8 The Pointer Sisters	 SEP 10 Sun Records Live

## Get your tickets for Rubato!

Meet OPAC's 2023 Rubato Semifinalists! Out of 76 applicants from 14 different countries, these 18 pianists were chosen and will soon be traveling from 8 different countries around the world to compete for the gold! To witness their incredible talent live, get tickets [here](#)!





## ***Lipsync Battle hosted by Southern Girl Coffee!***

Mark your calendars for Friday, August 11th!

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Southern Girl Coffee Co. will host the first Downtown Businesses Vs. Downtown Businesses Lip Sync Battle. It will be a night full of family fun and entertainment. You do not want to miss it!





## ***The Main Olive has Frios!***

Exciting News:

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.



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## ***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!

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## ***Calendar of HMSO Events & Committee Meetings***

# AUGUST 2023

SUN	MON	TUE	WED	THURS	FRI	SAT
		1	2	3	4	5 Market on Main 8 AM - 1 PM
6	7	8 Ribbon Cutting- Really Real Real Estate 10 AM	9	10 Organization Committee Meeting 10:30 AM - 11:30 AM	11 Second Friday on Main 4 PM - 9 PM	12
13	14	15 Downtown Business Meeting 7:30 AM - 8:30 AM	16 Market on Main Committee Meeting 5:30 PM - 6:30 PM	17 Design Committee Meeting 10:30 AM - 11:30 AM	18	19 Market on Main 8 AM - 1 PM
20	21 HMSO Board Meeting 4 PM	22	23	24 Promotion Committee Meeting 5:30 PM - 6:30 PM	25 Second Friday on Main Committee Meeting 1:30 PM - 2:30 PM	26
27	28	29	30	31		

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## *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](#).

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### ***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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