



CONTACT US:
P.O. Box 3383
Oxford, AL
256-403-8052
hunter.gentry@oxfordal.gov
oxfordal.gov



Historic Main Street Oxford

SHORT TERM GOALS

Organization- (Preserve)

- Continue to focus on improving the structure of HMSO (Leonard)
- Improve committee participation and work goals/plans (Parrish)
- Create a 1-year, 3-year, and 5-year plan (Parrish)
- Visit and tour other Main Street communities in Alabama and West Georgia (Gentry)

Promotion- (Foster)

- Encourage businesses to cross promote (Grammer)
- Send mail outs and promotional information to locals (Grammer)
- Tell the story of HMSO and why it's important (Parrish)
- Create a promotional video (Stewart)
- Publish a monthly newsletter (Gentry)
- Outreach for residential members of downtown (Leonard)
- Increase the total of memberships and sponsorships (Gentry)

Design-(Enhance)

- Increase “selfie” moments and promote “Oxford” (Lyons)
- Create design standards and a review committee (Gentry)
- Coordinate annual cleanup days in the downtown area (Gentry) – works with PROMO COMMITTEE and KOB BOARD TO ACHIEVE GOAL

Economic Vitality- (Empower)

- Create a ‘How to start a business downtown’ guide and checklist (Farr)
- Create an annual survey for data collection (Farr)
- Create post event surveys (Farr)
- Business development workshops (Farr) WORKS WITH PROMOTIONS COMMITTEE TO ACHIEVE THIS GOAL.
- Gather and create a list of incentives provided by the city for small business owners (Farr)



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LONG TERM GOALS

Organization- (Preserve)

- Improve railroad tracks through downtown (Leonard)
- Develop a volunteer program (Nothdurft)
- Develop a job description and hire a part-time events coordinator (Gentry)
- Update logo and create a style and use guide (Gentry)

Promotion-(Foster)

- Coordinate at least one event monthly in downtown (Gentry)
- Increase marketing efforts through billboards, print, and digital media (Gentry)
- Update logo and create a style and use guide (Gentry)

Design-(Enhance)

- Historical markers on buildings (Stewart)
- Install bike lanes and encourage biking downtown (Grammer)
- Create a future plan for parking (Gentry)
- Create a master plan for future streetscapes (Gentry)
- Wayfinding and directional signage (Grammer)
- Add more artwork and things that create “sense of place” (Stewart)
- Improve and add to Holiday decorations throughout downtown (Gentry)
- Improve railroad tracks through downtown (Leonard) –
- Create and Secure a bike rental share program (Lyons)- WORKS WITH PROMO TO ACHIEVE GOAL
- Extended the Chief Ladiga Trail through Oxford along the Norfolk Southern Railroad Line (Gentry)
- Redevelop Tate Property on MS (Hubbard)

Economic Vitality- (Empower)

- Launch and coordinate a small business and hospitality incubator program and co-working space (Gentry)
- Increase the population of the HSMO business and residential community (Gentry)
- Partner with other organizations and agencies (Gentry)