



HISTORIC MAIN STREET OXFORD

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

2024 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

- **The Bank Oxford-** 430 Main Street (January 2024)
premier charcuterie bar and cocktail lounge
- **Ulti-Mutt Bakery-** 426 Main Street (March 2024)
farm-fresh, natural dog treats and pet supply store
- **Noonday Therapeutic Center-** 333 East Choccolocco Street, Unit B (July 2024)
mental health and counseling services
- **English Cottage Florist & Gift-** 700 Main Street (July 2024)
Specialty gift and floral shop
- **Madi Lou's Boutique-** 429 Main Street (September 2024)
boutique clothing, hat bar, and permanent jewelry
- **Kelly Right Real Estate-** 614 Hale Street (September 2024)
commercial & residential real estate firm



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- **Tutor Tots-** 316 Snow Street (November 2024)
private tutoring and educational services for pre-kindergarten through 6th grade
- **Downtown Beauty Company-** 17 West Choccolocco Street (November 2024)
hair and nail salon
- **Spring Street Station-** 50 Spring Street (December 2024)
upscale fast food & events venue in the historic Oxford Railway Depot

RETURN ON INVESTMENT (ROI)

PRIVATE IMPROVEMENTS- \$157,055

PUBLIC IMPROVEMENTS - \$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 PROGRAM

PRIVATE- \$2,336,502

PUBLIC- \$35,257

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 2025, the total of private dollars expended has been \$2,471,763, and the total of public dollars expended has been \$66,898.

VOLUNTEER HOURS & OPPORTUNITIES

January – December 2024- **243 hours**

- Business Development Workshops



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- Christmas on Main
- Downtown Litter Clean Up Days
- Historic Walking Tours on Main
- Market on Main
- Second Friday on Main
- Trick or Treat on Main
- Witches Ride & Walk on Main

AWARDS

- Main Street Hero Award- Oxford Performing Arts Center
- Excellence in Business Development- Business Development Workshop Series
- Excellence in Placemaking- Historic Plaque Project

ANNUAL EVENTS

- Market on Main
 - 5,200 attendees
- Second Friday on Main
 - 4,000 attendees
- Witches Ride & Walk on Main and Fall Market on Main
 - 3,000 attendees
- Trick or Treat on Main
 - 5,000 attendees
- Christmas on Main
 - 4,700 attendees

SOCIAL MEDIA CAMPAIGNS

- This Place Matters- Historic Preservation Month (May 2024)
 - Brock House / Oxanna Victorian- 1 Main Street
 - Oxford Coin Laundry Building- 30 East Choccolocco Street
 - Blue Springs Cotton Mill- 1 Tower Road
 - Robertson House- 112 McKibben Street



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- Unnamed House- 101 Main Street
- Snow House- 200 East Second Street
- Bentley House- 100 McKibbin Street
- “Why I love Main Street” Testimonials- 10
- Spotlight Business of the Month (January – December 2024)
 - Cotton Antiques & Collectibles
 - Sarah Cavender Metalworks
 - English Cotton Florist & Gift
 - Hubbard’s Off Main
 - Oxford Senior Citizens Center
 - Oxford Board of Education
 - First Baptist Church of Oxford
 - Oxford First United Methodist Church

BUSINESS DEVELOPMENT WORKSHOPS

- Fire Safety & Emergency Planning- January 2024
- City of Oxford Zoning 101- February 2024
- How to Use Canva 101- March 2024
- Downtown Resources & Incentives- May 2024
- Leadership in Every Generation- September 2024

GRANTS- \$34,978

- Alabama Power- Good Roots Grant- \$1,000
- Alabama Tourism Department- Legislative Grant (House)- \$2,600
- Alabama Tourism Department- Legislative Grant (Senate)- \$3,900
- Main Street Alabama- Designated Program Grant- \$25,000
- Pomeroy Foundation- Historic Transportation Marker Grant- \$2,478



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(MORE)

In March 2024, Main Street Alabama staff and local program directors gathered in Montgomery for Main Street Alabama's Day on the Hill. Hunter Gentry, Director of Historic Main Street Oxford, met with Senator Keith Kelley to discuss the critical importance of revitalizing downtown Oxford and supporting small businesses.

Throughout 2024, Historic Main Street Oxford spearheaded several impactful initiatives. The program organized three downtown litter cleanup days in March, June, and September, fostering community pride and beautification. Additionally, in partnership with Oxford Lumber and GoSocial Marketing, a quarterly Window & Storefront Contest highlighted local businesses. The 2024 winners included TEAM Rehabilitation in the spring, The Vine Chiropractic in the summer, and English Cottage Florist & Gift, which secured both the fall and winter awards.

In early May, Main Street Alabama hosted the prestigious Main Street America 2024 Now Conference, welcoming directors, board members, downtown development professionals, and community leaders from across the United States and Japan. Delegates from states including Alabama, Georgia, Indiana, Iowa, Massachusetts, Michigan, Texas, and Washington enjoyed an engaging itinerary across East Alabama. Highlights included tours of Heflin's Carillon Oaks, Pinhoti Trailhead, and Cahulga Creek Park. In Oxford, participants dined at Hubbard's Off Main and toured the Oxford Performing Arts Center, Southern Girl Coffee Roasting Co., and the anticipated Spring Street Station at the historic Oxford Railway Depot. The conference concluded with visits to Anniston landmarks such as the Freedom Riders National Monument, Noble Street Park, and the Sinclair Social.

In July 2024, Historic Main Street Oxford collaborated with the Oxford Maintenance Department to restore historic concrete street markers installed in the 1950s. Painted white with black lettering, these markers can be found at key downtown intersections, including Dodson and Monger Streets, East Choccolocco and Hale Streets, and others.

August brought special recognition for Historic Main Street Oxford's 10th anniversary. The Director of Community Relations for Representative Mike Rogers presented a framed copy of the Congressional Record in honor of the milestone. The organization also presented two Awards of Excellence: the Commercial Award to Tammie Shaddix State Farm Agency for their commitment to maintaining and enhancing the charm of their property and the Residential Award to the Boullemet Family for their similar contributions to downtown character.

In November 2024, Main Street Alabama launched the Sweet Hometown Tours: Alabama's Main Street Trail. This statewide trail system showcases the unique experiences of the 33



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designated Main Street communities, acting as a guide for residents and visitors to explore Alabama's vibrant downtown districts.

Historic Main Street Oxford further celebrated the city's heritage by sponsoring 10 bronze plaques for historic buildings that exemplify Oxford's history through their character, preservation, and style. Notable plaques include the following:

- Oxford Performing Arts Center- 100 East Choccolocco Street- 1921
- Barry Building- 16 East Choccolocco Street- CA. 1874
- Draper Building- 500 Main Street- 1887
- Dunkin – Privett House- 300 Snow Street- CA. 1870
- Zaner House- 407 East Choccolocco Street- CA. 1907
- Landers Building- 17 West Choccolocco Street- 1884
- Oxford Library- 123 Snow Street- 1947
- Oxford Senior Center- 424 Main Street- 1884
- Thomason Grocery Building- 19 West Choccolocco Street- CA. 1887

ADVISORY BOARD OF DIRECTORS

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*

STAFF

Hunter Gentry, *Director*
Wren Munroe, *Marketing Assistant*