



HISTORIC MAIN STREET OXFORD

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2025 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

- **RenewMed-** 614 Hale Street (May 2025)
Medical supplies & equipment
- **Below Zero Creamery-** 614 Hale Street, Suite E (June 2025)
Handmade rolled ice cream shop
- **Longleaf Books & Bindery-** 30 East Choccolocco Street (June 2025)
New & used bookstore
- **Above & Beyond Interiors-** 429 Main Street (December 2025)
Interior design studio
- **Raymond James Financial-** 704 Hale Street (December 2025)
Wealth & retirement financial advisors
- **Hale Street Airbnb-** 700 Hale Street (December 2025)
Short-term rental lodging

EXPANDING BUSINESS

- **HOUSE Counseling-** 231 East Choccolocco Street (May 2025)

Individual & family counseling services

RETURN ON INVESTMENT (ROI)

PRIVATE IMPROVEMENTS- \$715,322

PUBLIC IMPROVEMENTS - \$342,331

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, improvements to city owned facilities, etc.).

FACADE IMPROVEMENT GRANT PROGRAM

PRIVATE- \$90,068

PUBLIC- \$45,018

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 2026, the total of private dollars expended has been **\$2,567,190**, and the total of public dollars expended has been **\$114,595**.

VOLUNTEER HOURS & OPPORTUNITIES

January – December 2025- **528 hours**

- Business Development Workshops
- 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- City of Oxford Maintenance Department
- Excellence in Historic Preservation- Spring Street Station

ANNUAL EVENTS

- Witches Ride & Walk on Main
 - 3,300 attendees
- Fall Market on Main
 - 1,200 attendees
- Trick or Treat on Main
 - 4,000 attendees
- Christmas on Main
 - 2,700 attendees

SOCIAL MEDIA CAMPAIGNS

- This Place Matters- Historic Preservation Month (May 2025)
- Spotlight Business of the Month (January – December 2025)
- Main Street Membership Spotlight (October – November 2025)

BUSINESS DEVELOPMENT WORKSHOPS

- City of Oxford Zoning 101- April 2024
- From Idea to Income: Starting a Business- May 2025
- Finance Fundamentals for Small Business- June 2025
- Grow Your Brand: Small Business Marketing Strategies- August 2025

GRANTS- \$25,950

- Alabama Tourism Department- Legislative Grant (Senate)- \$3,900
- Main Street Alabama- Designated Program Grant- \$20,000
- Pomeroy Foundation- Hometown Heritage Marker Grant- \$2,050

MEMBERSHIPS- \$14,000

- Alabama Power
- Alfa Insurance- Thomas Shelton Agency
- Baxley Maniscalco Attorneys at Law

- Cotton Antiques & Collectibles
- Oxford First Baptist Church
- HOUSE Counseling
- Hubbard's Off Main
- Licensed Massage Therapy Associates
- Parnell Insurance
- R&R Travel
- Rice & Rice PC
- Spring Street Station
- The Bank Oxford
- The English Cottage Florist & Gift
- The Main Olive
- The Terrortorium Haunted House & Amusements
- The Vine Chiropractic

(MORE)

In February 2025, Historic Main Street Oxford coordinated its annual meeting at Spring Street Station, welcoming downtown business owners, community leaders, and key stakeholders. The well-attended event featured a citywide update from Mayor Alton Craft, highlighting current initiatives and future priorities for Oxford. The meeting also included the presentation of the 2024 Downtown Business of the Year and Employee of the Year awards, recognizing outstanding contributions to the vitality of downtown.

In March 2025, Main Street Alabama staff and local program directors convened in Montgomery for Main Street Alabama's Day on the Hill. During this event, Hunter Gentry, Executive Director of Historic Main Street Oxford, met with Senator Keith Kelley and Representative Chad Robertson to advocate for the continued revitalization of downtown Oxford and the importance of supporting small businesses. Later that month, Historic Main Street Oxford joined Main Street Alabama and fellow program directors in Foley, Alabama, for a statewide training focused on professional development and best practices.

Historic Main Street Oxford expanded its preservation and tourism efforts in April 2025 by coordinating two Historic Walking Tours on Main Street. This initiative was conducted in partnership with the Alabama Department of Tourism's Walking Tours program and provided participants with an engaging opportunity to learn more about Oxford's architectural and cultural history.

In May 2025, Historic Main Street Oxford partnered with the Oxford Arts Council to launch *Heroes on Main: Oxford's Hometown Veterans* banner program, which honors forty-four local veterans. A dedication ceremony was held at Simmons Park in collaboration with the Oxford

Police Department and the Oxford Fire Department, underscoring the community's commitment to honoring service and sacrifice.

Downtown beautification efforts continued in July 2025 when the Grounds Crew from Choccolocco Park completed a landscaping project in the downtown district. This project was made possible through grant funding from Main Street Alabama and the Alabama Power Foundation. That same month, Historic Main Street Oxford partnered with Figure Eight, a local videography firm, to produce a promotional video showcasing Downtown Oxford.

Throughout 2025, Historic Main Street Oxford spearheaded several additional initiatives aimed at strengthening the downtown district. The program organized five downtown litter cleanup days in March, May, June, August, and September, promoting community pride and beautification. Historic Main Street Oxford also coordinated four business development workshops: *Oxford Zoning 101: A Real Estate Agents Guide* (April 2025), *From Idea to Income: Starting a Business* (May 2025), *Finance Fundamentals for Small Business* (June 2025), and *Grow Your Brand: Small Business Marketing Strategies* (August 2025). These workshops were made possible through partnerships with Jacksonville State University's Small Business & Development Center, First Bank of Alabama, GoSocial Marketing, Mizzell Marketing, and Freestyle Graphix.

In celebration of Oxford's historic character, Historic Main Street Oxford sponsored ten bronze plaques recognizing significant historic buildings that exemplify the city's architectural heritage, preservation efforts, and community significance. The plaques were installed at the following locations: Haynes & Company Warehouse (18 West Choccolocco Street), Service Drug Company Building (502 Main Street), Tate Building (700 Main Street), Oxford Coin Laundry Building (30 East Choccolocco Street), Walker-Lynch Medical Office (7 Snow Street), Walker House (231 East Choccolocco Street), Oxford Baptist Church (95 East Choccolocco Street), Oxford Methodist Church (230 Snow Street), Dodson Memorial Presbyterian Church (801 Main Street), and the Oxford Railway Depot (50 Spring Street).

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, *Executive Director*
Wren Munroe, *Marketing Assistant*