

Making our mark on 2020!



OUR TRANSFORMATION STRATEGY:

make downtown an engaging atmosphere for people of all ages

cultivating an environment for healthy lifestyle options

encouraging and celebrating growth in the arts

2020 WORK PLANS:

Organization	Design
District Promotion Videos	Façade Grant Fund (encumbered)
Photo Portfolio	Christmas Ornament Fund (encumbered)
Print Advertising	Veteran Banners (encumbered)
CBS42 "Living Local" Feature	Photo Frame - Additional Decorative Discs
"Welcome to Montevallo" Packet	Banner and Decoration Storage and Maintenance
Fall Decorations in Bicentennial Park	Holiday Window Decorating Competition
Christmas Decorations in Bicentennial Park	2020 Census Banners
Volunteer Training - State Conference, Quarterly Trainings	Facilitating Lighted Snowflakes on Hwy 25
990 Tax Preparation	Relocating MES Sculptures
D&O Insurance	Interactive Art/Scavenger Hunt
Membership Drive	Additional Merchant Christmas Wreaths
Special Event Fundraiser	
Tinglewood Festival (if needed)	Economic Vitality
Holiday Party	Enhanced Building Inventory
Street Dogs - Youth Advisory Council	Tourism Data Capture
Translating Publications into Spanish	Tourism Readiness Development
	Arts Events & Programs
Promotion	Succession Planning
Social Media Ambassador Program	Expanding Product Lines
Printed Promotional Materials (Public Art Brochure, Updated Dining Guide, Art Business Guide, Downtown Map)	Leverage UM Center for the Arts
Friday Nights at the Cove	Expanding Ecotourism
Bring the Festival of Tulips Downtown	
Small Business Saturday	Sustainability (Pending)
Bulldog Pride	Pending
Social Media Geofilters for Special Events	