



# Downtown Scottsboro

# Volunteer Guide



# Main Streets are for Everyone



## Vision

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Downtown Scottsboro envisions a future where our historic downtown serves as a welcoming place that inspires investment, supports local businesses, celebrates our heritage, and strengthens community connections.

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## Mission

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Downtown Scottsboro fosters a vibrant, welcoming, and economically thriving downtown by preserving our historic character, supporting local businesses, and creating meaningful experiences that strengthen our community.

# Help Shape the Future of Downtown Scottsboro

Scottsboro Main Street brings together residents, businesses, property owners, nonprofits, and community partners to strengthen downtown through preservation, economic development, beautification, events, and community engagement.

Whether you have a few hours a year or a few hours a month, there is a place for you to get involved

## What We Do

Downtown Scottsboro works to:

- Support local businesses
- Preserve and enhance historic downtown
- Create memorable events and experiences
- Attract investment and visitors
- Build community pride
- Strengthen Scottsboro's economy

## How We Do It

### Organization

Building partnerships, recruiting volunteers, and strengthening the Main Street program.

### Promotion

Creating events, marketing downtown, and sharing Scottsboro's story.

### Design

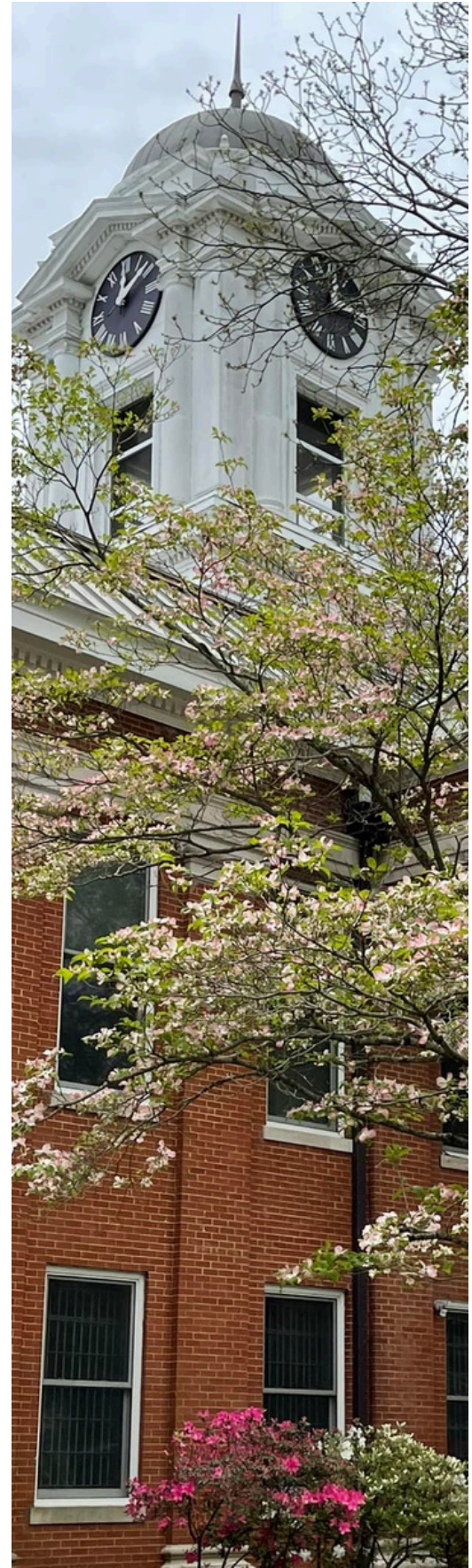
Enhancing downtown's appearance through beautification, preservation, and placemaking projects.

### Economic Vitality

Supporting businesses, encouraging entrepreneurship, and fostering economic growth.

## A Nationally Recognized Approach

Downtown Scottsboro is part of the Main Street America network, a program of the National Trust for Historic Preservation that has helped communities revitalize historic downtowns for more than 40 years. Each year, Downtown Scottsboro earns Main Street America Accreditation, a national designation recognizing our organization's commitment to preservation-based economic development, strong program management, and community-driven revitalization.



# The Main Street Network

Downtown Scottsboro is part of a nationwide network of organizations working to strengthen historic downtowns and neighborhood commercial districts through preservation-based economic development.

## National Trust for Historic Preservation

The National Trust for Historic Preservation is a nonprofit organization dedicated to saving historic places and promoting preservation across the United States. The Main Street movement originated through the National Trust's downtown revitalization work in the late 1970s

## Main Street America

Main Street America is a subsidiary of the National Trust for Historic Preservation and provides the nationally recognized Main Street Approach™, training, accreditation standards, research, and resources for communities across the country. Today, the network includes more than 1,600 communities.

## Main Street Alabama

Main Street Alabama serves as Alabama's official Main Street coordinating program. It provides training, technical assistance, professional development, networking opportunities, and designation standards for local Main Street organizations throughout the state.

## Downtown Scottsboro

Downtown Scottsboro is the local organization that leads downtown revitalization efforts in our community through volunteer leadership, partnerships, economic development, historic preservation, and community engagement. Since 2018, Scottsboro has been a designated Main Street Alabama community and was recently recognized as a Main Street America Accredited Program.

# The Main Street Approach™

Downtown Scottsboro utilizes the nationally recognized Main Street Four-Point Approach®, a proven model for downtown revitalization used in communities across Alabama and throughout the nation. The Main Street Approach focuses on strengthening downtown by leveraging local assets—from historic buildings and unique businesses to community pride and local leadership. Rather than relying on a single project or initiative, the Four-Point Approach creates a comprehensive strategy for sustainable community revitalization. The four points work together to create a vibrant, economically strong, and welcoming downtown district.

## Organization

Organization establishes consensus and cooperation by building partnerships among the many groups that have a stake in downtown Scottsboro. Through volunteer recruitment, fundraising, leadership development, and collaboration with community partners, the Organization Committee helps ensure the long-term sustainability of the Main Street program.

## Promotion

Promotion creates a positive image for downtown Scottsboro by building community pride and increasing confidence among residents, visitors, investors, and business owners. Through events, marketing, public relations, and community engagement, the Promotion Committee shares the story of downtown and highlights the businesses, people, and experiences that make it unique.

## Design

Design focuses on creating a safe, attractive, and inviting downtown environment. Through beautification efforts, historic preservation, public art, streetscape improvements, and placemaking projects, the Design Committee works to enhance the physical appearance and character of downtown Scottsboro while preserving its historic identity.

## Economic Vitality

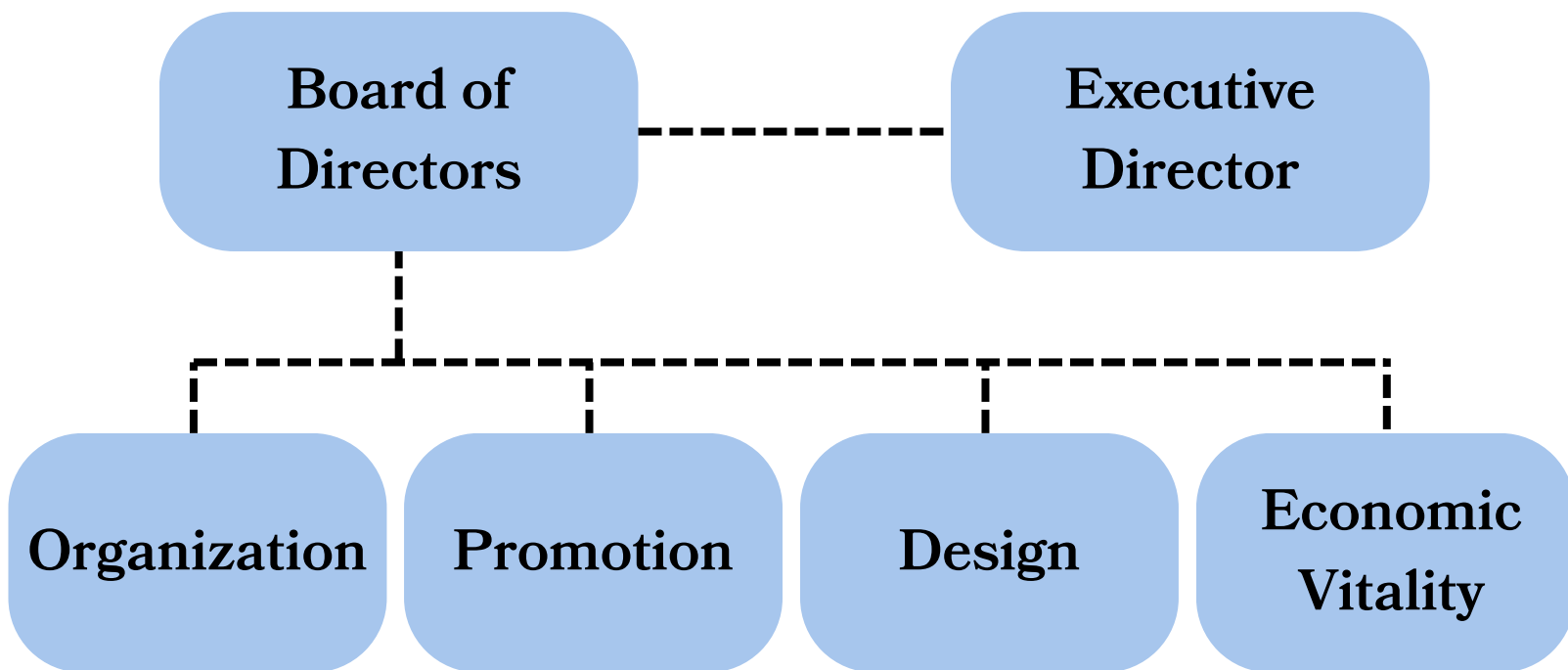
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# How Downtown Scottsboro is Organized

Downtown Scottsboro is governed by a volunteer Board of Directors that provides leadership, establishes priorities, oversees finances, and guides the organization's strategic direction.

The Board works through four standing committees aligned with the Main Street Four-Point Approach. These committees help plan and implement projects, recruit volunteers, build partnerships, and advance downtown revitalization efforts.

Volunteers are the driving force behind Downtown Scottsboro. Through committee service, special projects, and events, community members play an active role in shaping the future of Downtown Scottsboro.



# Economic Vitality

## Growing a Strong Downtown Economy

The Economic Vitality Committee focuses on strengthening the economic foundation of downtown Scottsboro. By supporting existing businesses, encouraging entrepreneurship, attracting investment, and promoting productive use of downtown properties, the committee helps create a thriving commercial district that serves the needs of today's consumers and tomorrow's opportunities.

Economic Vitality addresses the economic value of downtown by focusing on capital, incentives, market opportunities, and other tools that help businesses grow and properties improve. Through data-driven decision-making and collaboration with business and property owners, the committee works to create an environment where investment, innovation, and economic growth can flourish.

### What does the Economic Vitality Committee Do?

The Economic Vitality Committee helps identify opportunities to strengthen downtown's economy while preserving and building upon existing assets.

This work often includes:

- Supporting business retention, recruitment, and expansion efforts
- Encouraging entrepreneurship and small business development
- Identifying new market opportunities and economic trends
- Promoting investment in downtown properties and buildings
- Supporting the redevelopment of underutilized spaces
- Connecting businesses and property owners with resources and incentives
- Gathering and analyzing data to guide economic development strategies

The committee works to ensure downtown Scottsboro remains a vibrant place to do business, invest, shop, work, and visit.

### Typical Time Commitment

Committee members typically attend one committee meeting per month and may participate in business outreach, market research, networking events, economic development initiatives, and special projects throughout the year.



**Economic  
Vitality**

### Committee Members Help With:

- Meeting with business owners to understand challenges and opportunities
- Conducting surveys, market research, and economic assessments
- Identifying opportunities for new businesses and commercial development
- Supporting programs that strengthen existing businesses
- Exploring incentives and funding opportunities for business and property improvements
- Collaborating with realtors, developers, lenders, and investors
- Encouraging productive use of vacant or underutilized properties
- Connecting entrepreneurs with resources and support networks

### Why it Matters

A strong downtown economy creates jobs, attracts investment, supports local businesses, and strengthens the entire community. The Economic Vitality Committee helps ensure that downtown Scottsboro remains competitive, resilient, and positioned for long-term success. By understanding market trends, supporting entrepreneurs, encouraging investment, and helping businesses thrive, the committee plays a critical role in building a vibrant and sustainable downtown economy.

# Design

## Enhancing the Places People Love

The Design Committee focuses on improving and protecting the physical assets that make downtown Scottsboro unique. Through beautification, historic preservation, placemaking, and public space improvements, the committee helps create a downtown that is attractive, welcoming, and reflective of the community's character.

Design addresses the physical value of downtown by enhancing the visual and architectural elements that shape the visitor experience. From storefronts and signage to landscaping, public art, and streetscapes, the committee works to ensure downtown remains a vibrant destination for residents, businesses, and visitors alike.

### What does the Design Committee Do?

The Design Committee guides the visual and physical enhancement of Downtown Scottsboro while preserving the historic character that makes the district special.

This work often includes:

- Supporting historic preservation and building rehabilitation efforts
- Encouraging attractive storefronts, signage, and window displays
- Enhancing public spaces through landscaping, public art, and placemaking projects
- Identifying opportunities for beautification and streetscape improvements
- Promoting quality design and maintenance practices throughout the district
- Educating property owners and businesses about preservation and design best practices
- Supporting façade improvement and building enhancement initiatives

Design activities touch nearly every physical aspect of downtown, including:

- Historic buildings and architecture
- Storefronts and façades
- Sidewalks and streetscapes
- Public art and murals
- Landscaping and beautification
- Public gathering spaces
- Wayfinding and signage
- Lighting and public amenities



Economic Vitality

## Design

### Committee Members Help With:

- Evaluating beautification and improvement projects
- Assisting with public art, landscaping, and placemaking initiatives
- Working with property and business owners on design opportunities
- Supporting façade improvement programs and building rehabilitation efforts
- Organizing volunteer beautification projects and clean-up efforts
- Promoting historic preservation and design education
- Collaborating with community partners on projects that enhance downtown's appearance

### Why it Matters

People are drawn to places that are attractive, inviting, and authentic. The Design Committee helps ensure downtown Scottsboro remains a place where history is preserved, businesses can thrive, and residents and visitors enjoy spending time.

By enhancing and protecting the physical character of downtown, the Design Committee helps create a stronger sense of place and a more vibrant community for generations to come.

### Typical Time Commitment

Committee members typically attend one committee meeting per month and may participate in beautification projects, public art initiatives, preservation efforts, design reviews, and special improvement projects throughout the year.

# Promotion

## Sharing the Story of Downtown Scottsboro

The Promotion Committee helps position Downtown Scottsboro as the heart of the community and a hub of economic activity. Through marketing, events, public relations, and community engagement, the committee creates a positive image that showcases the unique character, businesses, culture, and experiences that make Downtown Scottsboro special.

Promotion addresses the social value of downtown by creating opportunities for people to gather, celebrate, shop, dine, and connect. By attracting residents, visitors, investors, and potential business owners, the committee helps build community pride while supporting local businesses and economic growth.

### What does the Promotion Committee Do?

The Promotion Committee develops and implements strategies that encourage people to experience Downtown Scottsboro.

This work often includes:

- Creating and promoting special events and festivals
- Developing marketing campaigns and image-building initiatives
- Managing social media, website content, and public communications
- Supporting retail promotions and business marketing efforts
- Building partnerships with businesses, sponsors, and community organizations
- Promoting downtown as a destination for shopping, dining, entertainment, and community life

Promotion efforts work together to bring people downtown through:

- Image campaigns
- Retail promotions
- Special events and festivals
- Digital marketing and social media
- Public relations and storytelling

### Typical Time Commitment

Committee members typically attend one committee meeting per month and may assist with promotional campaigns, special events, marketing initiatives, and volunteer activities throughout the year.

Some involvement may increase during major downtown events and festivals.



Economic Vitality  
Design

## Promotion

### Committee Members Help With:

- Planning events and promotional campaigns
- Creating content for social media, newsletters, and websites
- Visiting businesses to gather feedback and encourage participation
- Coordinating volunteers, sponsors, vendors, and community partners
- Assisting with event logistics and day-of-event operations
- Developing marketing strategies that strengthen downtown's identity
- Evaluating the success of promotions and identifying new opportunities

### Why it Matters

People support places they know, trust, and enjoy. The Promotion Committee helps tell the story of Downtown Scottsboro, celebrate its unique character, and create memorable experiences that bring people together.

By building excitement, increasing visibility, and encouraging people to spend time downtown, the Promotion Committee helps strengthen both the social and economic vitality of our community.

# Organization

## Building the Foundation for Downtown Success

The Organization Committee focuses on the people, partnerships, resources, and leadership that make downtown revitalization possible.

At its core, Organization is about getting everyone working toward the same goal. By building relationships, engaging stakeholders, recruiting volunteers, and securing resources, this committee creates the strong foundation needed for Scottsboro Main Street to achieve its mission.

The Organization Committee addresses the civic value of downtown by fostering collaboration among residents, businesses, property owners, community organizations, and local leaders. Through these partnerships, Scottsboro Main Street can effectively advocate for downtown and ensure long-term sustainability.

### What does the Organization Committee Do?

Organization activities focus on the business side of operating a successful nonprofit Main Street program, including:

- Volunteer recruitment, engagement, and leadership development
- Building relationships with community partners and stakeholders
- Fundraising and resource development
- Supporting board development and governance
- Communicating the impact and successes of Scottsboro Main Street
- Promoting membership, volunteer opportunities, and community involvement
- Evaluating organizational effectiveness and long-term sustainability

### Typical Time Commitment

Committee members typically attend one committee meeting per month and may participate in special projects, fundraising initiatives, volunteer recruitment efforts, or community outreach activities throughout the year.



Economic Vitality

Design

Promotion

## Organization

### Committee Members Help With:

- Recruiting and welcoming new volunteers
- Developing fundraising campaigns and sponsorship opportunities
- Sharing Main Street successes with the community
- Building partnerships with businesses, civic organizations, and local leaders
- Assisting with board and committee development
- Supporting staff and volunteers in achieving organizational goals
- Tracking impact and reporting outcomes to stakeholders and funders

### Why it Matters

Strong downtowns don't happen by accident. They require dedicated people, sustainable funding, engaged volunteers, and strong community partnerships. The Organization Committee helps ensure Downtown Scottsboro has the leadership, resources, and support necessary to create a lasting impact in downtown Scottsboro.

# Ready to Get Involved?



Scan the QR code or visit the link below to complete our Committee Interest Form and let us know where you'd like to serve.

<https://form.jotform.com/261654836277064>

"What we're all working on together is vital to the physical, economic, social and civic health of neighborhoods, our towns, and to America." — Erin Barnes, President & CEO, Main Street America

Join us as we preserve our past, celebrate our present, and build the future of Downtown Scottsboro!