



MONROEVILLE
MAIN STREET

Alabama's First Great American Main Street

What would you do
with an extra
\$1,000, \$1,500, or
\$2,000 to market
your business?



ILLUMINATE is powered by AL★SPARK, a new Main Street Alabama initiative to energize emerging and growing businesses in Designated Main Street Alabama Districts across the state. Illuminate Summer 26 is supported by funding from the Main Street Alabama Designated Community Grant 2026.

PROGRAM OVERVIEW

Capsule: 16 businesses in your Main Street District will be awarded a **grant** to invest in eligible business marketing products, services and activities designed to grow their businesses. **The grant award recipients will be selected by your Main Street Program.**

HOW DOES IT WORK?

STEP 1 TELL US YOU'RE IN

by 07.20.26 Contact Anne Marie Bryan with Monroeville Main Street to let us know you're interested and provide your contact information.

STEP 2 WATCH YOUR INBOX

Monroeville Main Street will email you instructions on how to pre-qualify for the grant.

STEP 3 PREQUALIFY

by 07.31.26 Successfully complete the Illuminate Branding Course to prequalify, and submit your business eligibility checklist and Marketing Plan to Monroeville Main Street.

STEP 4 WINNERS SELECTED

on 08.10.26 Monroeville Main Street will select and notify winners by 08.10.26

STEP 5 AGREEMENT WITH MONROEVILLE MAIN STREET

by 08.31.26 Winners will execute Illuminate Business Marketing Grant

STEP 6 CELEBRATE

Monroeville Main Street will distribute a press release announcing local winners.



Q: WHAT CAN THE GRANT BE USED FOR?

Eligible uses of Illuminate grant funds are limited to business marketing products, services and activities. Examples include:

- Advertising, including print, multi-media, digital, email, social media, video marketing or other visual means
- Marketing materials (e.g. business cards, rack cards, brochures, mailers, table tents, loyalty program cards, branded packaging and shipping materials, etc.)
- Business signage, including company vehicle signage or wraps, window and door signage and graphics, and "A-frame" or similar sidewalk signs, where permitted by local ordinances
- Customer premiums (e.g. branded reusable shopping bags)
- Product samples for customer demonstrations and branded giveaway

DETAILS



BUSINESS MARKETING GRANTS

Q: WHICH BUSINESSES ARE ELIGIBLE?

To be eligible for an AL★SPARK Illuminate business marketing grant award from Main Street Alabama the businesses in Monroeville must:

- Be a member of Monroeville Main Street physically located within the Main Street District.
- Be a legally formed and for-profit business entity or retail establishment which collects sales tax and supports a local non-profit (e.g. sole proprietor, corporation, limited liability corporation, partnership), and have an Employee Identification Number (EIN).
- Notify the local Main Street Program of their interest and provide, at minimum, the business name, and a contact name, email address and phone number by the means and deadline established by Monroeville Main Street.
- Have a City of Monroeville, AL business license and be up to date on your sales tax remittance and submit the attached form signed by both the Monroeville City Clerk and Revenue Office.
- Complete an online business eligibility questionnaire/checklist and the four-part AL★SPARK Illuminate Branding Course by **JULY 31, 2026**

If selected by Monroeville Main Street, you will be required to:

Spend awarded Illuminate business marketing grant funds on eligible business marketing products, services and activities by **08/31/26**

- Submit the signed Agreement, along with a completed Form W-9, to Monroeville Main Street Alabama by **July 31, 2026 with you marketing plan.**
- Submit a final report to Monroeville Main Street by **August 31, 2026.**

Other Details

- The Illuminate business marketing grant award will be disbursed by Main Street Alabama in the form of a check made payable directly to each business awardee. All funds are expected to be disbursed by **August 11, 2026.**
- Businesses owned in whole or part by employees of Main Street Alabama and the local Designated Main Street Program Organizations, and immediate family members of such employees (parent, child, sibling, spouse), are not eligible.
- Monroeville Main Street Alabama the right to deny, delay, or withhold funding to any business awardee found, in the sole discretion of Monroeville Main Street to be ineligible or in non-compliance with AL★SPARK Illuminate program criteria, rules or regulations.

WHAT'S NEXT?

Don't forget to submit the required business compliance form and marketing/advertising plan, by email to qualify. Please contact us if you need assistance with any of the requirements.

If you are selected as a winner, you will be required to complete a final report by August 31, 2026. The report needs to include copies of paid receipts showing how the funds were used to "Illuminate" your business.

Contact information: Anne Marie Bryan, Executive Director monroevillemainstreet@gmail.com
Subject line: Illuminate Summer 26



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MAIN STREET



Compliance Form for the AL Spark Illuminate Grant

Sales Tax Remittance

I, Lisa Phillips, City Clerk for the City of Monroeville, AL have reviewed the Sales Tax Remittance for _____ and attest this business's sales tax is current and in compliance.

Signed

Date

Print Name

Business License

I, Elizabeth Richardson, Revenue officer for the City of Monroeville, AL have reviewed the City of Monroeville Business license for _____ and attest the business's license is current.

Signed

Date

Print Name

ILLUMINATE Marketing Grant
Monroeville Main Street

DUE: 07/31/26

Eligible products, services, and activities.

Advertising, including print, multi-media, digital, email, social, media, video marketing or other visual means

Marketing materials (e.g. business cards, rack cards, brochures, mailers, table tents, loyalty program cards, branded packaging and shipping materials, etc.)

Business signage, including company vehicle signage or wraps, window and door signage and graphics, and “A-frame” or similar sidewalk signs, where permitted by local ordinances

Customer premiums (e.g. branded reusable shopping bags)

Product samples for customer demonstrations and branded giveaway

Marketing Materials	Cost
Advertising	
Business Signage	
Customer Premiums	
Product Samples	
TOTAL	\$ -