

HOW TO JOIN

To join the Downtown Hartselle Business League, simply visit www.mydowntownhartselle.com and select the membership level you are interested in.

HACC MEMBERS: \$0

Downtown Business/Property Owner

For in-District downtown businesses that are current HACC members.

- Receive a Historic Downtown Hartselle logo sticker to display
- Receive benefits to social media and website promotions and listing on district map

NON-HACC MEMBERS: \$50

Downtown Business/Property Owner

For in-District downtown businesses.

- Receive a Historic Downtown Hartselle logo sticker to display
- Receive benefits to social media and website promotions and listing on district map

FRIEND OF DOWNTOWN: \$100

Supporter of downtown efforts and projects.

For individuals and businesses outside the district who want to support DHBL programs.

- Name or business will be listed on our website and on district map
- Exclusive marketing opportunities

INVESTOR: \$500

Invest in the future vitality of downtown.

For individuals and businesses outside the district who want to support DHBL programs.

- Logo will be displayed on our website and district map as an Investor-level sponsor
- Exclusive marketing opportunities

HISTORIC DOWNTOWN
HARTSELLE

BOARD OF DIRECTORS

T.J. Holmes - Chair,
Manager of The Something Blue Shoppe

Chris Rigoni - Incoming Chair,
Sterling Financial

Danielle Gibson - Finance Chair,
CEO Decatur/Morgan Tourism

Tina Towers - Promotion Director,
Elementary Curriculum Coordinator
for Hartselle City Schools

Rachel Howard - Design Director,
Owner of RAW Images

Connie Pearson - Organization Director,
Freelance Travel Writer and Blogger

OPEN, Economic Vitality Director

Christina Sirten - Volunteer Executive Director
(non-voting), Main St. Mortgage
admin@mydowntownhartselle.com

HISTORIC DOWNTOWN
HARTSELLE

BECOME A MEMBER

**DOWNTOWN
HARTSELLE
BUSINESS
LEAGUE**

Photo credit: RAW Images

WHAT IS THE DOWNTOWN HARTSELLE BUSINESS LEAGUE?

The Downtown Hartselle Business League (DHBL) is a 501c(6) membership-based, not-for-profit organization that exists to affirm and maintain Historic Downtown Hartselle as the social, cultural, economic, and historical focal point of our community.

The Downtown Hartselle Business League is devoted to developing and maintaining a healthy, viable downtown commercial district, symbolic of community care and the high quality of life available to residents and visitors alike.



CURRENT PROJECTS

- **“Hart Walk” Walking Trail**
Presented by Hartselle Health Park
- **First Annual Dog Parade**
Presented by Newman Veterinary Research Hospital
- **“Red, White & Brew”**
Restaurant/food & drink crawl
- **Summer Sidewalk Sale**
- **“Candyland at the Depot”**
Christmas Open House event
- **Murals**
- **“Light Up Downtown”**
Under awning lighting project
- **DHBL Members “Breakfast & Learns”**
- **Intercity Visit/Exchange Program**
- **Billboard District Marketing**
- **Membership Appreciation Event**



WHAT KIND OF THINGS WILL WE BE DOING?

The mission of this league is to promote and strengthen downtown Hartselle by providing active support, leadership, incentives, resources, and opportunities which result in preservation, beautification, and quality economic growth and development. They will focus on four areas:

1. ORGANIZATION

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources.

2. PROMOTION

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

3. DESIGN

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

4. ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

“The DHBL is an initiative of the Hartselle Area Chamber of Commerce and the generosity of their Trackman Partners, Cerrowire, Cullman Regional, and Diamond Pro. And a special thank you to the City of Hartselle for contracting with the Chamber to support our community.” See www.hartsellechamber.com for more information on the Trackman program.

