

MAIN
STREET

FLORENCE
ALABAMA

Blackberry Trail

The standard for municipal golf, 18-holes, five sets of tees in a links style setting in the middle of a new residential neighborhood.

Test yourself—any level—on rolling fairways and greenside bunkers. Tees and fairways of soft 419 Bermuda; undulating greens of Tidewarf Bermuda.



A Steven Plumer design, this course also features a practice bunker, chipping green, putting green and driving green. Untouched wetlands run throughout the course.

112 Club House Drive, Florence, AL 35634

256.740.8825

Lunch Sponsored by



Florence Main Street
301 North Pine Street
Florence, AL 35630
256.760.9648

Info@florencemainstreet.org

[Www.florencemainstreet.org](http://www.florencemainstreet.org)

<https://www.facebook.com/Florence.AL.Main.Street>

2nd Annual
Golf Tournament
May 2, 2014
12:30pm Shotgun Start



Preserving, promoting and enhancing the economic and cultural vitality of historic downtown Florence for more than 20 years.

Florence Main Street

Florence Main Street is a non-profit organization working to maintain, strengthen and promote historic downtown Florence. Affiliated with the National Trust for Historic Preservation's National Main Street Center, we focus on the four elements that help define the success of a downtown: Organization, Design, Promotion, and Economic Development.

The Florence Main Street project was the brainchild of several talented and forward thinking business owners, downtown residents, city leaders, University of North Alabama professors, historic preservationists and cultural leaders. In 1992 they petitioned the Florence city council and mayor to begin a Main Street organization. They also solicited the application thru the state of Alabama to be-



come a part of the state-wide Main Street Organization. Since 1992 more than \$190 million has been invested in downtown Florence renovation and construction through public and private funding. More than 2000 new jobs have been created and a net of 512 new businesses

have settled here. More than 200 events such as Music in the Park, Renaissance Faire, UNA's Storytelling Festival, Arts Alive, and W.C Handy Festival have become yearly events and take place in downtown Florence. The Florence Main Street boundaries are generally the Tennessee River to the South, the University of North Alabama to the North, Florence Cemetery to the East and the termination of Mobile Street to the West. Florence Main Street also works in nearby neighborhood business districts. Florence Main Street receives financial support from the City of Florence, Downtown Florence Unlimited, private sponsors, individuals and Florence Main Street fundraisers.

Funds raised by Florence Main Street go to support restoration and revitalization efforts in historic downtown Florence. Examples of uses of funds are retail and special events to increase awareness of the downtown community, building façade improvements, downtown beautification, banners, gifts of public art, recruitment of new business.

Florence Main Street is responsible (or partially) for the following:

Christmas Open House ~ Lion Night with UNA ~ Mural on Fred's

Silver Screen Project ~ Historic Downtown Calendar

Historic Houses of Worship tours ~ Florence Foodies

Downtown Shopping Brochure ~ Upstairs Downtown

Medallion in the floor in the lobby of the FLPL ~ Christmas Parade

Granite sidewalk inlay of the City of Florence original map

Downtown banners & Christmas lights ~ Win the Window

Quarterly Retail Shopping Events ~ Inventory of Businesses

Florence Restaurant Week ~ Sing-along Movies



Registration Form

Date: May 2, 2014 **Place:** Blackberry Trail

Time: 12:30 pm Shot-Gun Start/lunch 11-12

Entry Fee: team of 4 \$300

(includes green fees, cart & catered lunch)

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Additional Team Members:

2 Mulligan/2 Putt Package (per player) \$20

Hole Sponsorship \$100

Name on Sign _____

(send company logo as a pdf to tshields@florencemainstreet.org)

Total _____

Payment by check to **Florence Main Street** or call 256.760.9648 to register your team by phone and/or pay by credit card.