

FOR IMMEDIATE RELEASE

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Park Avenue District Honored as Florida Main Street Program of the Month for December 2025

WINTER PARK, FL — Park Avenue District, the nonprofit organization dedicated to preserving and enhancing downtown Winter Park's historic heart, has been named the December 2025 Florida Main Street Program of the Month by Florida Secretary of State Cord Byrd. The recognition highlights Park Avenue's unique blend of history, culture, commerce, and community vitality.

This designation celebrates the District's role as a central hub of city life — from family-friendly strolls past local shops and galleries to seasonal celebrations that draw residents and visitors alike. It underscores the Avenue's ongoing evolution as a thriving destination rooted in tradition and focused on sustainable, community-driven growth.

"We are deeply honored to receive this recognition from the Florida Department of State," said *Sarah Grafton, Founder of Park Avenue District*. "Park Avenue has always been more than just a street — it's a living canvas of Winter Park's history, creativity, and entrepreneurial spirit. This designation validates the hard work of our local business owners, volunteers, civic partners, and neighbors who make our community exceptional."

Founded in 2019 by local merchants, residents, and civic leaders, Park Avenue District works every day to preserve the Avenue's historic charm while cultivating an inviting environment for new experiences and opportunities. Since its establishment, the District has generated more than \$1.3 million in public and private investments, helped welcome new businesses and jobs, and logged thousands of volunteer hours driving community impact.

"This honor reflects the shared commitment of Winter Park's vibrant community," said *Alan Chambers, Board President of Park Avenue District*. "From festivals and markets to historic preservation efforts and small business support, our collective efforts strengthen the heart of our city. We are grateful to the Florida Main Street program for recognizing the momentum and promise here on Park Avenue."

The Florida Main Street Program supports downtown revitalization across the state by encouraging economic development through historic preservation and community engagement. Park Avenue District joins an elite group of Florida communities recognized for impactful local leadership and dynamic cultural experiences.

About Park Avenue District:

Park Avenue District is a 501(c)(3) nonprofit organization committed to preserving the character, history, and vitality of downtown Winter Park. Through partnerships with local businesses, civic organizations, and the City of Winter Park, the District fosters beautification, economic development, events, and experiences that celebrate the essence of Park Avenue and strengthen community connections.

For more information, visit ParkAvenueDistrict.com.