



DOWNTOWN **MOBILE** ALLIANCE

2007-2008 ANNUAL REPORT

## TABLE OF CONTENTS

Letter from the President.....	3
BID Operations.....	4
Economic Development.....	5
Marketing & Communications.....	6
Downtown Mobile Alliance.....	7
Main Street Mobile.....	8
Board of Directors.....	9
2008-2009 Budget.....	10
2007-2008 Financial Statement.....	11
Downtown Map.....	12

**LAW SUIT UPDATE** On June 12, 2008, the Circuit Court of Mobile County entered a summary judgment in favor of the Downtown Mobile District Management Corporation, the City of Mobile and the State of Alabama as to all claims of the plaintiffs. The plaintiffs have filed a notice of appeal to the Supreme Court of Alabama.

# Letter from the President and Executive Director

As we begin our fourth year of the Business Improvement District, we have found ourselves both taking stock of our accomplishments and looking forward to taking this regeneration process to a whole new level in the next four years. This Annual Report will provide a snapshot of the activities of the Downtown Mobile District Management Corporation, the Downtown Mobile Alliance, and Main Street Mobile, Inc. for Fiscal Year 2007-2008. You will see that the list is really pretty amazing considering the small organization that we are.

Our star performers remain the Crewe of Stewards and the Crewe of Regents. These hard working individuals keep our public realm clean, beautiful, and appealing for downtown's residents, visitors, and workers. When we began, we heard two descriptions about downtown – 1) "Downtown was dirty", and 2) "Downtown didn't feel safe." We were told by employers that they never mentioned that they were located downtown in their employment advertisements. That piece of information would have to come out later in the process. The property owners of downtown decided that none of this was acceptable and rallied together to form the Downtown Business Improvement District. The city council supported their request and in May 2005 passed the ordinance creating the district.

Since that time, because of the daily attention given to the sidewalk conditions by the Crewe of Stewards and Crewe of Regents, people are talking about how clean downtown is. People are talking about how attractive and lively downtown is. To be sure, we have a way to go before this downtown is the lively place to live, work, and enjoy life in that we all know it can be. That will be

accomplished block by block as buildings are renovated and vacant land developed. But I am hearing from those in the business of leasing and developing downtown property that being "downtown" is not the impediment that it was five years ago. As a property owner said to me recently, "As someone who worked down here before the BID was put in place, we CANNOT go back."

This past year, while maintaining the basic daily cleaning activities, we added beautification to our program of work. Kristy Cade was hired as the Assistant BID Operations Manger. She has an impressive background in horticulture and has really made downtown bloom. With the help of Keep Mobile Beautiful and the city Parks Department, more than 50 trees were planted within the BID and a variety of landscaping beds added throughout the district. Many business owners have stepped up and funded their own plantings to complement our efforts.

Over 700 individuals needing motorist aid were assisted by the Crewe of Regents last year. That means that 700 people whose experience in Downtown Mobile would have been somewhere between unpleasant and traumatic were aided by the BID. This provides an opportunity to turn this customer into a fan for life who will tell others about their surprisingly pleasant experience. The BID Hotline, 251-327-SAFE (7233) is provided by at&t Wireless and we thank them for their continued partnership.

Our economic development efforts were strengthened last year with the hiring of Fred Rendfrey as our Director of Downtown Development. Fred has brought focus to our economic development efforts and works daily promoting downtown to prospective businesses and providing information to individuals seeking to invest in Downtown Mobile.

The Downtown Mobile Alliance was established as a new business membership organization focused on making Downtown Mobile a great place to work and conduct business. Dozens of businesses have led the way and joined the program or supported our various events with sponsorship dollars. To these leaders, we say, "Thank you." Expansion of this program will be a

focus of the coming year. Susan Daniels is our Director of Membership and Fundraising and she is your contact for information and advocacy.

One thing that we are keenly aware of is the importance of marketing downtown. This is what the Alliance was formed to do and what the memberships and sponsorships fund. Our goal is to make Downtown Mobile seem to every employer and every employee, the best possible place to work and live. The BID Services work lays the groundwork for this, but the marketing efforts of the Alliance will be what make the difference between cleanliness not being an impediment and the liveliness being an attractor.

"The New Plan for Old Mobile" will be completed this fall and our organization will be a key one responsible for implementing the recommendations. But we cannot accomplish everything that will be contained in the plan. It will take everybody - retailers, developers, residents, local government, and employers - all working on their particular piece of the puzzle to take our downtown and the surrounding neighborhoods to the next level. Hundreds have given money to support the planning process. Thousands have participated in the planning meetings. It will take all of these and more to rebuild our city and make it the livable place that it is destined to be.

The Downtown Mobile Alliance, the Downtown Mobile District Management Corporation, and Main Street Mobile, Inc., these are the three entities that we market as the Downtown Mobile Alliance. Together they exist to support the development of downtown through marketing, advocacy, and the management of BID Services. Everyday, using the tools provided by each organization, and the funding provided by you as our members and donors, we work to make Downtown Mobile a place you can be honored to call home, or a place to which you seek to bring visitors and customers, or as we like to say, "a place of constant delight."

– **Dee Gambill**, President  
– **Elizabeth Sanders**, Executive Director



## BID OPERATIONS

**T**HE RENEWAL OF DOWNTOWN TOOK A QUANTUM leap in year three as the Crewe of Stewards and Crewe of Regents added a more focused beautification program to their transformative presence on the streets and sidewalks. The public spaces within the Business Improvement District had become so much cleaner and friendlier in the two previous years that we almost took it for granted. But the teams in yellow and purple, led by new staff horticulturist Kristy Cade, found a way to get the attention of the folks who live, work and visit downtown. They created a traffic stopping display of flowers along the sidewalks and in front of key buildings in the BID.

**F**EW INITIATIVES HAVE HAD THE PROFOUND IMPACT of the glorious plantings. Not only do they add visual interest and variety to the urban landscape, but they send a more subtle but fundamental message: this is a well cared for place.

These high-profile community ambassadors are major first impression makers and truly demonstrate "Above & Beyond" service with a polished and professional attitude and spirit.

— RITA SUITER, HOSPITALITY SERVICES EXPERT

### CREWE OF REGENTS

The Crewe of Regents was established by the property owners to assist visitors and residents in the overall preservation of order through regular patrols and to provide on-demand assistance. Regents work to create an environment of a safe and vibrant street life, and offer a friendly, informed presence to pedestrians and workers.

### ACCOMPLISHMENTS FOR 2007-08

- Meet & Greets: 301,441
- Business Drop-ins: 913
- Motorist Aid Calls: 769
- Safety Hazards Reported: 256
- Police Assists: 57
- General Patron Assist: 1,572
- Homeless Referrals: 27

### OBJECTIVES FOR 2008-09

- Continue hospitality training and set high standards for customer service
- Develop small handout of homeless services for patrons to give to panhandlers when approached
- Purchase hand-held reporting devices
- Purchase second Segway
- Train staff to use new defibrillator

### CREWE OF STEWARDS

The Crewe of Stewards was established by the property owners to meet the daily maintenance needs of the District so as to present a consistently clean, orderly and beautiful appearance for all residents and visitors.

### ACCOMPLISHMENTS FOR 2007-08

- Intensive litter control and daily cleaning of the District, including power washing, gum removal and graffiti removal
- Beautification projects
  - 51 trees planted in a cooperative effort with Keep Mobile Beautiful and the City Parks Department
  - Tree planting along the new Community Foundation building with a grant from the Alabama Power Tree Program
  - 121 flowerbeds/planters installed and maintained
- Weed control: 335 block faces
- Assisted in several downtown events, including BayFest, the Chili Cookoff, Arts!Alive, Mardi Gras and the installation of, Archbishop Thomas Rodi

### OBJECTIVES FOR 2008-09

- Expand the streetscape landscaping
- Continue the ambitious tree planting program
- Focus on high profile public spaces, such as parks and gateways

## ECONOMIC DEVELOPMENT

Mobile is projected to have the greatest change in gross metropolitan product (GMP), at 34%, between 2007-2012.

— FORBES.COM

**A** PRIMARY FOCUS OF THE DOWNTOWN MOBILE District Management Corporation has been Economic Development. We monitor, collect and distribute information about the downtown economy to assist investors, developers and policy makers in their decision making process. This year we also hired a consultant to work with Mayor Sam Jones' Parking Task Force to address the growing problem of parking shortages in key areas. Fred Rendfrey joined the staff of the Alliance in the Fall of 2007 and immediately began a more deliberate process to tell the economic story of downtown.

**I**T MAY BE A FEW YEARS BEFORE WE TOP THE ACCOMPLISHMENTS of the 2006-07 year that saw the opening of the Battle House Hotel and RSA Tower, but 2007-08 brought healthy growth none-the-less. Around \$85 million in new projects were finished during the fiscal year with another \$43 million currently underway.

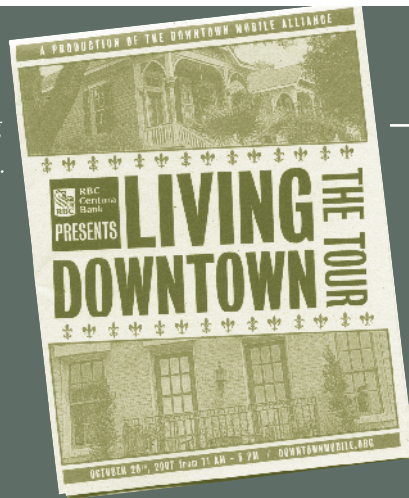


### ACCOMPLISHMENTS OF 2007-08

- Assisted developers, retailers, and restaurateurs with site selection and financial incentives overview
- Worked with retail consultant to execute recruitment efforts
- Worked with the Mayor's Parking Working Task Force to identify parking problems and develop solutions
- Created an inventory of available real estate and a data base of the top 26 major sites for potential development
- Completed an updated residential housing market analysis
- Assisted the original Gulf Opportunity Zone tax exempt bond applicants with alternative financing ideas. Eight of the original 28 projects (representing \$11.5 million; approximately 60 new jobs) have closed with alternative financing and two of the larger projects are in development negotiations.
- Assisted startup entrepreneurs with the development of their Business Plans for retail, entertainment ventures, and restaurants
- Assumed leadership role in the City of Mobile's planning process, "A New Plan for Old Mobile"

### OBJECTIVES FOR 2008-09

- Continue retail recruitment efforts
- Work closely with city on solutions to parking issues, including the recruitment of a developer to build a deck in the area of highest demand
- Recruit tenants for vacant office space
- Recruit buyers for new residential units



# MARKETING AND COMMUNICATIONS

Downtown is in the spring of its life and it is a reflection of the efforts that many have put forth in making it better. I enjoy the renewed vibrancy of the area.

— B. CLARK

The brand of the Downtown Mobile Alliance became more firmly established in its third year of operation. From the media to the average citizen looking for information about everything downtown, the Alliance became the first stop. Events such as the Downtown Living Tour and the 2007 Annual Meeting gave the media the opportunity to share our story with readers and viewers throughout the region and our in-house media provided the forum to fully and thoughtfully explore trends and accomplishments.

Though our “newness” has faded, the results of our efforts still make headlines and inspire conversation.



## ACCOMPLISHMENTS OF 2007-08

- Created events and projects that brought exposure to the positive developments occurring in downtown
- Served as a media resource to provide background on downtown issues
- Began the development of an integrated marketing campaign that will use both new and traditional media to attract residents, tenants, new businesses and visitors to downtown
- Placed news and feature stories in the local and national media totaling almost \$100,000 in public relations value
- Publication of the Downtown Alliance News, our printed bi-monthly newsletter, and Downtown Details, our monthly electronic newsletter
- Actively promoted the public input meetings for the City's planning process, A New Plan for Old Mobile
- Created and updated collateral material to promote the work of the Alliance as needed

## GOALS FOR 2008-09

- Update our exiting website, [www.downtownmobile.org](http://www.downtownmobile.org), with a new look and format
- Implement the first stages of the integrated marketing campaign, including the launch of a new website, creation of street banners and placement of targeted marketing pieces
- Expand the events that draw attention and visitors to downtown such as a holiday light display
- Create a new “signage” package to include a new building sign and new sandwich boards

# THE DOWNTOWN MOBILE ALLIANCE

THE DOWNTOWN MOBILE ALLIANCE EXISTS TO SUPPORT THE REDEVELOPMENT OF DOWNTOWN THROUGH MARKETING, ADVOCACY AND THE MANAGEMENT OF BID SERVICES.

THE WORK OF THE DOWNTOWN MOBILE DISTRICT Management Corporation is greatly assisted by the efforts of the Downtown Mobile Alliance, which was incorporated in 2006 to serve as the business membership arm of the downtown redevelopment initiative. The Alliance has become the “public face” of our downtown revitalization efforts and, through its committed members, is funding programs to market downtown throughout the region.

In its first full year of operation, the Alliance generated more than \$125,000 in income which funded events, publications and marketing support.

## ACCOMPLISHMENTS OF 2007-08

- Published the LoDa Dining and Shopping Guide with a new level of advertising
- Created a series of events, including the Downtown Living Tour and the Realtors' Tour to promote the downtown lifestyle
- Created a series of events, such as the Mayor's Breakfast, that allowed stakeholders to advocate for downtown with elected officials
- Created Tenant List for all properties in the Business Improvement District
- Initiated a first ever membership organization devoted entirely to downtown and addressing its unique issues
- Responded to issues raised by tenants, property owners and Alliance members and facilitated resolution where possible
- Sponsored Breakfast Briefings to inform stakeholders about downtown issues

## OBJECTIVES FOR 2008-09

- Secure grants for Main Street Mobile projects
- Publish LoDa Guide
- Create opportunities for members to discuss issues and advocate for solutions
- Expand membership
- Increase awareness of the Alliance and its many benefits
- Secure sponsorships for the events of the District Management Corporation and the Alliance

The Alliance more than meets the high expectations I had of what it would become. You are doing a fantastic job and we are all reaping the benefits.

— L. INGRAM

## THE DOWNTOWN MOBILE ALLIANCE MEMBERSHIP

### Leadership Circle

- Regions Bank
- Hargrove & Associates
- Alabama State Port Authority
- Gayfer Ventures, LLC
- Alabama Power Company
- Norton Lilly International
- Red Square Agency
- Armbrecht Jackson LLP

### Leadership Council

- RBC Bank
- Dauphin Realty
- Safe Archives and Safe Shredding
- Harrison Brothers Dry Dock & Repair Yard
- WHL Architecture & Interiors
- Peebles & Cameron, LLC

### Business Advocate

- Hand Arendall, LLC
- The Guarantee Title Company, LLC

### Business Advocate (cont.)

- Richardson, Spear, Spear, Hamby & Owens, PC
- Richard Murray & Co., Inc.
- Cabaniss, Johnston, Gardner, Dumas & O'Neal
- Mobile Gas Service Corp
- Historic Mobile Downtown Hampton Inn & Suites
- Volkert & Associates
- Whitney Bank
- Jim Barnes Enterprises dba McDonald's
- Renaissance Riverview Plaza Hotel
- The Battle House Hotel

### Business Supporter

- Wintzell's Oyster House
- The Bellwether Group
- Bay Bank
- The Mishkin Group
- Jordan Management
- Legal Imaging, LLC
- Paymaster
- Robert S. Edington Law Office

### Business Supporter (cont.)

- Herndon Inge III, LLC
- McElhane State Farm Insurance
- Aloha Hospitality International
- Craftmaster Printers, Inc
- Cowart Hospitality Services, LLC
- Armstrong & Associates
- BES, Inc.
- The Temple Downtown
- Three Georges Southern Chocolates
- Surety Land Title Co
- Hummingbird Ideas, Inc.
- Café Royal

### New Businesses

- Serda's Coffee Company
- Paradise Popcorn and Snacks
- Deja Food, LLC/dba Bacchus
- BNI Business Resource Center
- Edward Jones Investments

### Not-for-Profit

- Christ Church Cathedral
- Mobile United/Leadership Mobile
- The Community Foundation of South Alabama
- University of South Alabama Foundation
- Waterfront Rescue Mission
- Mobile Symphony
- Gulf Coast Exploreum
- United Way of Southwest Alabama
- South Alabama Regional Planning Commission (SARPC)
- W. T. Neal Trust
- Drug Education Council, Inc.
- Wilmer Hall
- Historic Mobile Preservation Society
- Mobile Opera, Inc.
- Home Builders Association of Metro Mobile
- Mobile Carnival Museum
- National Maritime Museum of the Gulf of Mexico
- Mobile Area Chamber of Commerce



## MAIN STREET MOBILE, INC.

FOR MORE THAN 15 YEARS MAIN STREET MOBILE HAS been sponsoring projects designed to create a vibrant city center in downtown Mobile. From overseeing sidewalk and street lighting improvements in the early 1990s to funding planning initiatives today, Main Street has been a leading advocate for downtown.

As a 501(c)(3), Main Street remains the philanthropic arm of the Downtown Mobile Alliance. Its efforts are now focused on continuing to build an endowment that will fund lasting public improvement projects and securing investors for more immediate downtown needs. So much has been accomplished since 1992, but the work is far from finished!

Downtown should be the place where every citizen's heart can sing.

— JOE RILEY, MAYOR OF CHARLESTON

### ACCOMPLISHMENTS OF 2007-08

- Secured investments in excess of \$45,000 to support the City of Mobile's planning effort, "New Plan for Old Mobile"
- Completed a Parking Management analysis with recommendations
- Installed functional public art that doubles as a bike rack
- Sponsored Main Street Mobile Awards to recognize those who have made significant contributions to the redevelopment of downtown Mobile
- Conducted a charette to develop a plan to create beautiful "gateways" at key intersections
- Received a grant from the Sybil Smith Charitable Trust for further study of the reworking of the Wallace Tunnel/Canal Street interchange
- Secured contributions from organizations such as Keep Mobile Beautiful and Alabama Power Tree Program for public improvement projects

### OBJECTIVES FOR 2008-09

- Expand the "artful" bike rack program
- Explore the installation of a significant piece of public art downtown
- Finalize plans for improvements at Water Street entrances to downtown, including Government and Beauregard Streets
- Secure investors for the implementation of the "New Plan for Old Mobile"
- Develop a strategy for energizing and beautifying Bienville Square

*The mission of Main Street Mobile, Inc. is to make downtown a vibrant and fun place to live, work and play by encouraging, promoting and actively assisting business, residential, and cultural activities and projects, and by facilitating the creation and management of appealing public spaces.*

## BOARD OF DIRECTORS

### DOWNTOWN MOBILE ALLIANCE AND MAIN STREET MOBILE BOARD MEMBERS

- Dee Gambill, President, Regions\*
- David Constantine, Vice President – Development, Lyons, Pipes & Cook\*
- John Peebles, Vice President – Public Spaces, Peebles & Cameron\*
- Sydney Raine, Vice President – Marketing, Mobile Works, Inc.
- Sam Covert, Secretary, Alabama Power\*
- Joseph Mareno, Treasurer, Mobile Area Chamber of Commerce\*
- Lee Moncrief, Past President, Tensaw Land & Timber
- Mary Anne Ball, Bienville Properties\*
- Ann Bedsole, White Smith Land Company
- Howard Bronson, Press-Register\*
- Tilmon Brown, The JTB Group, LLC
- Steve Clements, 301 St. Louis Street, LLC\*
- Rev. Johnny Cook, Christ Church Cathedral
- Angus Cooper, III, Cooper/T. Smith
- Richard Dorman, Richards, LLC\*
- Robert Drew, Willis of Alabama
- Christopher Gill, Hand Arendall
- Scott Gonzalez, Three Georges Southern Chocolates\*
- Palmer Hamilton, Miller, Hamilton, Snider & Odom
- Chuck Harmon, Wachovia Bank
- Cedric Hatcher, RBC Bank

- Michelle Herman, Mobile County
- Charlie Huffman, Energy South
- John Klotz, The Three Fifty Corporation\*
- Brian Metcalfe, Metcalfe & Company, Inc.\*
- Ruby Moore, Spot of Tea\*
- Stephen Nodine, Mobile County Commission President\*
- Fabian Olensky, Olensky Brothers Office Supply
- Carlos Parkman, Centre for the Living Arts
- Randy Setterstrom, Grand Central\*
- Cooper Thurber, Lyons, Pipes & Cook\*
- Joseph Toole, Retirement Systems of Alabama\*
- Steve Walker, The Walker Company

### EX OFFICIO

- Samuel L. Jones, Mayor of Mobile
- Devereaux Bemis, Mobile Historic Development Commission
- Leon Maisel, Mobile Bay Convention & Visitors Bureau

### STAFF

- Elizabeth Sanders, Executive Director
- Jewel Bragg, Office Manager
- Fred Rendfrey, Downtown Economic Development Director
- Susan Daniels, Membership and Fundraising Director
- Carol Hunter, Communications Director
- Katie Lea, Marketing Assistant

### CONTRACTS

- Denise Browning, GO Zone Initiatives
- Rhonda Davis, Downtown Alliance News
- Althea Kingsmill, Downtown Living Tour

### BID OPERATIONS MANAGER

- Clayton Ratledge

### HORTICULTURIST

- Kristy Cade

### REGENTS

- Amanda Sutton
- Brian Sandifer
- Brian Oshaughnessy
- Daquan Spencer

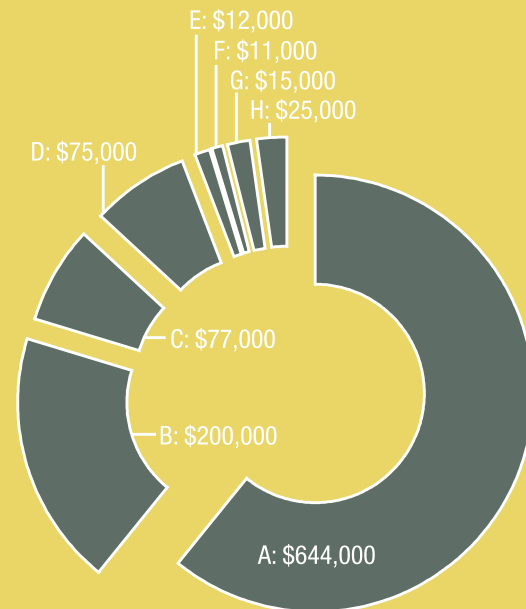
### STEWARDS

- Alicia Bures
- Brock Dunham
- David Carswell
- David Herrington
- Lorenzo Franklin
- Bobby Buck
- Reco Morgan

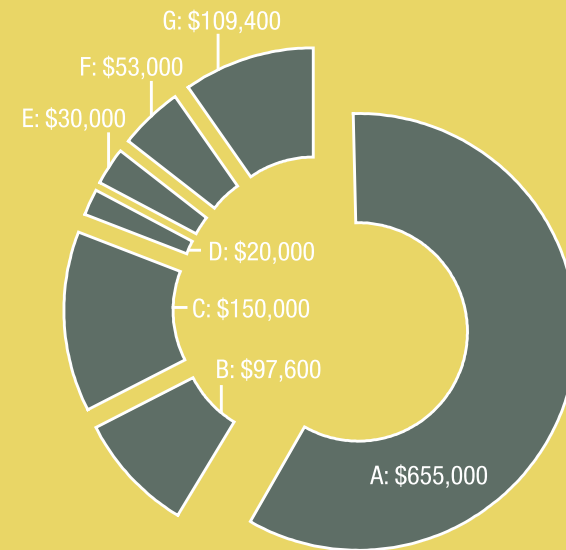
\* Downtown Mobile District Management Corporation Board Member.

# 2008-2009 BUDGET

Budget Downtown Mobile District Management Corporation FY 2008-2009



BUDGETED CASH INFLOW CHART



BUDGETED CASH OUTFLOW CHART

### BUDGETED CASH INFLOWS

A: Property Assessments.....	\$644,000.00
B: RSA Agreement.....	\$200,000.00
C: City In Lieu.....	\$77,000.00
D: County In Lieu.....	\$75,000.00
E: Contract with DMA.....	\$12,000.00
F: Contract with GSA.....	\$11,000.00
G: Interest Income.....	\$15,000.00
H: Annual Meeting Income.....	\$25,000.00
I: Reserve for slow/non-pay.....	-\$13,000.00

**TOTAL BUDGETED CASH INFLOWS..... \$1,046,000.00**

### BUDGETED CASH OUTFLOWS

A: Public Space Management.....	\$655,000.00
B: Communication/Marketing.....	\$97,600.00
C: Business Recruitment/Retention.....	\$150,000.00
D: Special Projects.....	\$20,000.00
E: Annual Meeting Expenses.....	\$30,000.00
F: Professional Services.....	\$53,000.00
G: Office Expenses/Capital.....	\$109,400.00

**TOTAL BUDGETED CASH OUTFLOWS..... \$1,115,000.00**

**BUDGETED NET CASH OUTFLOWS..... -\$69,000.00**

Transfer from Reserves..... \$69,000.00

**NET BUDGETED SURPLUS (DEFICIT).....\$0.00**

## Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2008

### Assets

Cash and Cash Equivalents.....	\$454,999
Capital Assets & Improvements, net.....	38,478

**Total Assets..... \$493,477**

### Liabilities & Net Assets

<i>Liabilities:</i> Payroll Taxes Payable.....	\$6,572
Prepaid Assessment Income.....	\$249,055
Total Liabilities.....	\$255,627
Net Assets.....	\$237,849

**Total Liabilities & Net Assets..... \$493,477**

## Statement of Revenues and Expenses

Modified Cash Basis (unaudited) for the year ending June 30, 2008

### Support and Revenues

Assessments.....	\$597,635
Contract Revenue.....	\$448,154
Meeting & Special Projects Income.....	\$32,997
Interest Income.....	\$14,311

**Total Support & Revenue..... \$1,093,097**

### Expenses

Business Recruitment/Retention.....	\$121,278
Communications & Marketing.....	\$84,319
Office Expenses.....	\$153,536
Public Space Management.....	\$587,646
Special Projects/Landscape.....	\$30,899
Annual Meeting Expenses.....	\$29,377
Depreciation.....	\$23,391
Main Street Program Expense.....	\$72,669

**Total Operating Expenses..... \$1,103,115**

**Deficit of Support over Expenses..... (\$10,018)**

# 2007-2008 FINANCIAL STATEMENT

for Main Street Mobile, Inc. & Downtown Mobile Alliance

## Downtown Mobile Alliance

Statement of Revenues and Expenses  
Modified Cash Basis (unaudited)  
July 1, 2007 - June 30, 2008

### A: Revenue

LoDa Guide.....	\$14,925
Downtown Living Tour.....	\$18,530
Events.....	\$5,990
Memberships.....	\$57,100
Other Income.....	\$730

**Total Revenues..... \$97,275**

### B: Expenses

Payroll Expenses.....	\$46,369
Miscellaneous Expenses.....	\$358
Office Supplies.....	\$460
Insurance Expenses.....	\$1,607
Marketing Expenses.....	\$4,068
LoDa Guide Printing.....	\$10,688
Downtown Living Tour.....	\$15,215
Events.....	\$6,624
Membership Development.....	\$3,392
Accounting.....	\$560
Meetings & Travel.....	\$364

**Total Operating Expenses..... \$89,705**

**Revenues over Expenses..... \$7,570**

Beginning Net Assets..... \$11,387

Ending Net Assets..... \$7,570

## Main Street Mobile, Inc.

Statement of Revenues & Expenses Modified  
Cash Basis, July 1, 2007 - June 30, 2008

### A: Revenue

#### Contributions

- General Donations.....	\$241
- Endowment Donations.....	\$350
- Endowment Income.....	\$6,300
- Total Contributions.....	\$6,891

#### Program Revenue & Grants

- Public Improvement Grants.....	\$47,095
- New Plan for Old Mobile.....	\$16,250
- Income from Products.....	\$475
- Total Program Revenue.....	\$63,820

**Investment Income..... \$7,644**

**- Total Unrestricted Revenue..... \$78,355**

### B: Expenses

#### Program Services

- Commercial Redevelopment Expense.....	\$35,355
- Grant Expense.....	\$7,394
- Marketing Expense.....	\$4,347
- Public Improvements.....	\$14,585
- New Plan for Old Mobile.....	\$358
- Total Program Services Expense.....	\$62,039

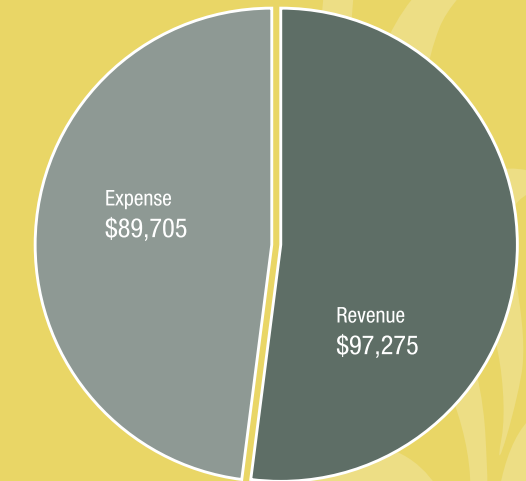
#### Supporting Services - Management & General

- Professional Fees.....	\$4,955
- Meetings.....	\$2,068
- Postage & Delivery.....	\$175
- Miscellaneous.....	\$150
- Equipment.....	\$130
- Total Management & General.....	\$7,478
- Total Expenses.....	\$69,517

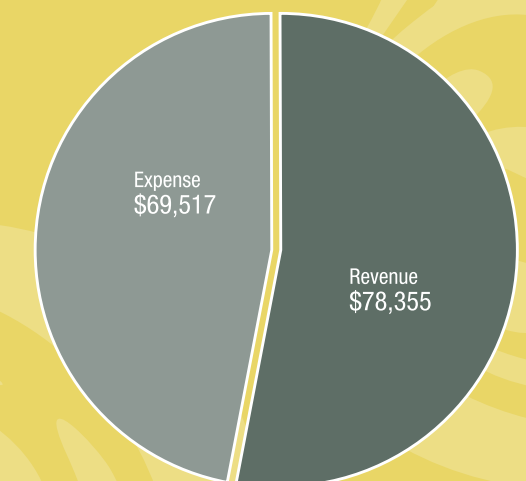
**Excess Revenues Over Expenses..... \$8,838**

Beginning Net Assets..... \$237,155

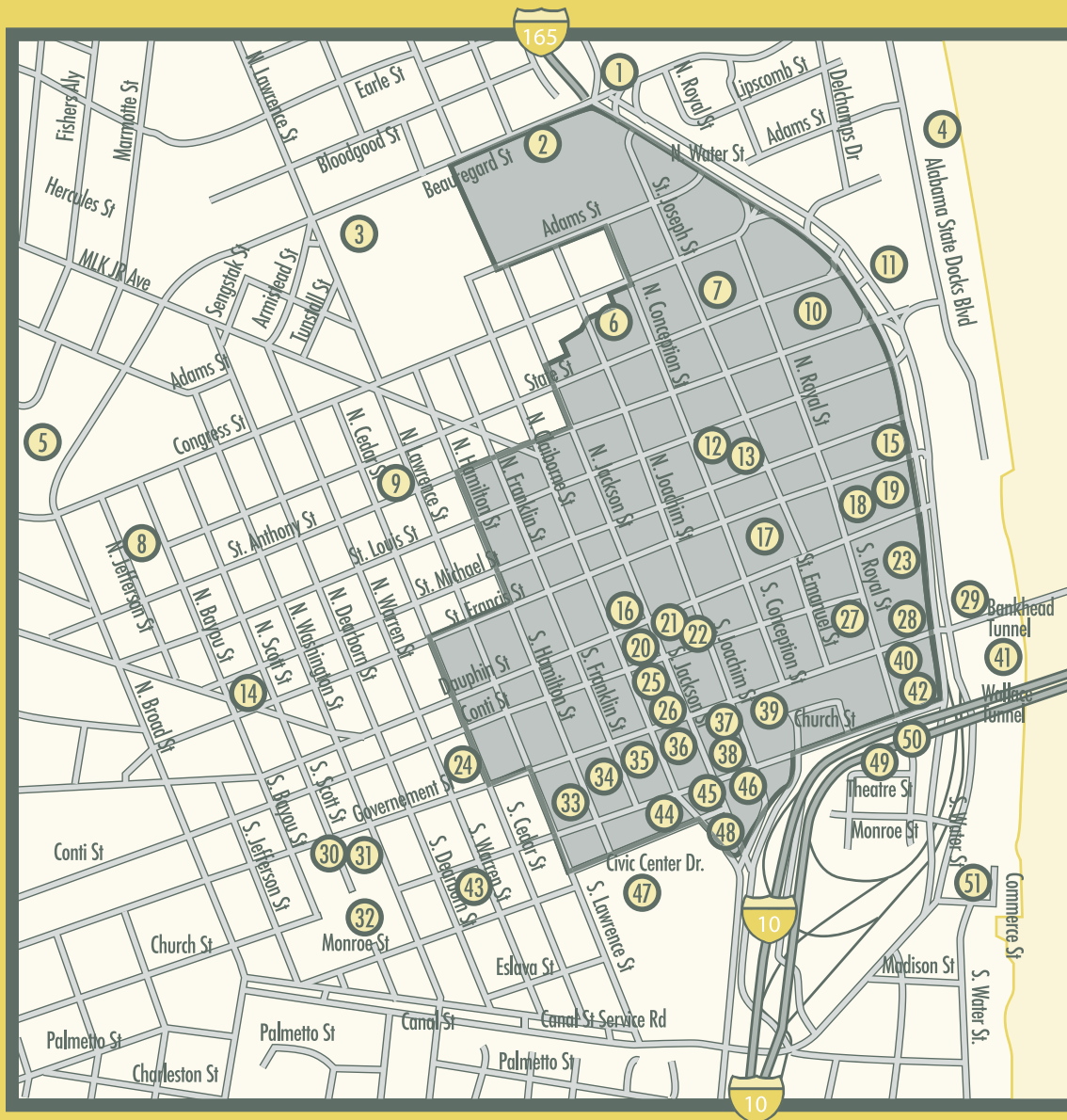
Ending Net Assets..... \$245,993



DOWNTOWN MOBILE ALLIANCE expense / revenue chart



MAIN STREET MOBILE expense / revenue chart



-Purple highlighted section represents the Downtown Business Improvement District (BID).

1. GM&O Building/WAVE Transit Transportation Center
2. Press-Register
3. Calloway-Smith Middle School
4. Alabama State Docks
5. Bishop State Community College
6. Richards-DAR Museum House
7. Main US Post Office
8. Mobile County Health Department
9. Dunbar School for Performing Arts
10. Federal Bureau of Investigation
11. International Trade Center/State Docks Headquarters
12. Federal Courthouse
13. Federal Office Building
14. Father Ryan Park
15. RSA Office Parking Garage
16. Police Museum/Dauphin St. Precinct
17. Bienville Square
18. Renaissance Battle House Hotel
19. RSA Office Tower
20. Cathedral Square
21. Downtown Mobile Alliance/Downtown Information Center
22. Saenger Theatre
23. Public Parking Garage
24. Social Security Administration
25. Space 301
26. Mobile County Annex
27. Hampton Inn (Opening Fall 2008)
28. Renaissance Riverview Plaza Hotel
29. Arthur Outlaw Convention Center
30. America's Junior Miss Headquarters
31. Ben May Main Library
32. Church Street Cemetery
33. Chamber of Commerce
34. Spanish Plaza
35. Mobile Carnival Museum
36. Holiday Inn Hotel
37. Radisson Admiral Semmes Hotel
38. Public Parking Garage
39. Government Plaza, City/County Offices
40. Gulf Coast Exploreum Museum of Science & IMAX Theatre
41. Cooper Riverside Park
42. Museum of Mobile
43. British Park
44. Malaga Inn
45. Mobile Housing Board
46. Ramada Inn
47. Mobile Civic Center
48. Phoenix Fire Museum
49. Conde-Charlotte Museum House
50. Mobile Visitors' Center at Fort Condé
51. Alabama Cruise Terminal



## DOWNTOWN MOBILE ALLIANCE

261 Dauphin Street, Mobile, AL 36602

[www.downtownmobile.org](http://www.downtownmobile.org)

251.434.8498