Letter from the President

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 registration 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. Their 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 ordinances creating the district.

Since that time, because of the daily attention given to the sidewalks 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 downtown is the livable place to live, work, and enjoy, like that in all we 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 that being “downtown” is not a requirement that it was five years ago. As a property owner said to me recently, “As someone who worked downtown before the BID was in place, we CANNOT go back.”

This past year, while monitoring the basic daily cleaning activities, we added beautification to our program of work. Kitty Cadie was hired as the Assistant BID Operations Manager. 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 35 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 you individuals needing motorist aid were assisted by the Crewe of Regents last year. That means that 300 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 (251-327-7000) is provided by AT&T Wireless and we thank them for their continued sponsorship. Our economic development efforts were strengthened last year with the hiring of Fred Rendfrey as our Director of Economic 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.

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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.

Our thing that we are keenly aware of is the importance of marketing downtown. This is the role that the Alliance was formed to do and what the memberships and sponsors 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 into the groundwork for this, but the marketing efforts of the Alliance will be what make the difference between downtown not being an ugly place 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 downtown and the surrounding neighborhoods to the next level. Mobilians have given money to support the planning process. Thousands have participated in the planning meetings. It will take all of us 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., are these are the entities that we work at the Downtown Mobile Alliance. Together we exist to support the development of downtown through marketing, advocacy, and the management of BID Services. Everyone, using the tools provided by each organization, and the funding provided by you as our members and friends, we work to make Downtown Mobile a place you can be honored to call home, 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**

The purpose of the Downtown Mobile Business Improvement District (BID) is to improve the downton area by enhancing the physical appearance of all properties. The District’s mission is to promote a clean, safe, and attractive environment for all residents, visitors, and businesses. The BID has the power to assess a special assessment on property owners to fund programs and activities that enhance the business district. The BID is a non-profit organization that is funded by special assessments levied on property owners within the district.

**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.

**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: 2007-08**

- **Miniature Homeless Referrals:** 23
- **General Patron Assist:** 99
- **Police Assists:** 2
- **Safety Hazards Reported:** 9
- **Motorist Aid Calls:** 27
- **Business Drop-ins:** 301,441
- **Meet & Greets:** 256
- **Weed control:** 355 block faces
- **Assisted in several downtown events, including: BayFest, the Chili Cookoff, Arts!Alive, Mardi Gras, the Crewe Mid-City Block Party, and the installation of, Archbishop Thomas Rodi Park.”
- **Tree planting along the new Community Foundation Building with a grant from the Alabama Power Foundation...”

**OBJECTIVES: 2008-09**

- **Continue hospitality training and set high standards for customer service**
- **Develop a handbook of downtown services for patrons to give to purchasers when requested.**
- **Purchase hand-held reporting devices**
- **Purchase second bench**
- **Train staff to use new defibrillator**

**ECONOMIC DEVELOPMENT**

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

**ACCOMPLISHMENTS: 2007-08**

- Assisted developers, retailers, and restauranteurs 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 10 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.
- Created a comprehensive plan for downtown revitalization.
- Assisted in the development of a new retail concept for downtown.
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**OBJECTIVES: 2008-09**

- **Recruit tenants for vacant office space.**
- **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.**
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- **Recruit tenants for vacant office space.**

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**WWW.DOWNTOWNMOBILE.ORG**
DOWNTOWN MOBILE ALLIANCE • 2007-2008 ANNUAL REPORT

THE DOWNTOWN MOBILE ALIANCE

TOWN THROUGH MARKETING, ADVOCACY, AND THE MANAGEMENT OF BS. SERVICES

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

MARKETING AND COMMUNICATIONS

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 downtown downtown, the Alliance has become the first stop. Director of the Downtown Living Tour and the 2007 Annual Meeting gave the media the opportunity to people, with and through press releases and public relations, media the opportunity to share our story with readers and the public.

Many media outlets were in the market to share the positive developments occurring in downtown. As the Alliance became the ‘public face’ of 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 $25,000 in income which funded events, publications, and marketing support.

GOALS FOR 2008-09

• Maintain and expand advertising, use downtownmobile.org, with a new look and format
• Implementation of the new advertising campaign, including the launch of a new website, creation of an online directory, and placement of targeted marketing materials
• Expanded the network of downtown stakeholders to bring national attention to downtown Mobile, including the launch of a new website, creation of an online directory, and placement of targeted marketing materials

THERE IS NO SUBSTITUTE FOR SUPPORTING THE DOWNTOWN MOBILE 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

www.downtownmobile.org

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

ACCOMPLISHMENTS 2007-08

• Created new “signage” package to include a new building sign and new sandwich boards
• Created events and projects that brought exposure to the positive developments occurring in downtown
• Secured in a media resource to provide background on downtown issues
• Begun the development of an integrated marketing campaign that will use advertising and public relations programs to attract restaurants, stores, new businesses, and visitors to downtown
• Placed free and featured stories in the local and national media totaling almost $30,000 in public relations value
• Publicized the Downtown Alliance News, our printed bi-monthly newsletter, and Downtown Details, our monthly electronic newsletter

ACCOMPLISHMENTS FOR 2008-09

• Secure sponsorships for the events of the District Management Corporation and the Alliance
• 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.
DOWNTOWN MOBILE ALLIANCE • 2007-2008 ANNUAL REPORT

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 overcoming 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 investments 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

ACCOMPPLISHMENTS: • 2007-08
• Secured investments to cover over $45,000 to support the City of Mobile’s planning efforts, “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 Artists to recognize those who have made significant contributions to the redevelopment of downtown Mobile.
• Conducted a charrette 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
• Received a grant from the City of Mobile to support the City of Mobile’s planning effort, “New Plan for Old Mobile”

OBJECTIVES: • 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 downtown squares

The mission of Main Street Mobile, Inc., is to make downtown a place where people work, live, and play: propagating, promoting, and attracting housing, 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
• Dave Garrell, President, Property*
• David Constantine, Vice President - Development
• Lynda Pipes & Co.*
• John Peadon, Vice President - Public Spaces
• Barry Prichard, Attorney*
• Sydney Peadon, Vice President – Marketing, MobileWorks, Inc.
• Sam Caudill, Secretary, Alabama Power Foundation
• Josephine Alexander, Member - Annibale Chamber of Commerce*
• Lisa Toletti, Part Partner, S. Vesuvius Land & Timber
• Mary Jane Buick, Revelle Properties*
• R. Butterworth, White Smith Land Company
• Howard Brinson, Press-Anderson
• Tabitha Brown, The JTB Group, LLC
• Steve Ciarambino, 501 S. Dauphin Street, LLC
• Rev. Johnny Cook, Christ Church Cathedral
• Angela Cooper, M. Cooper Smith
• Richard Dorman, Apartment, LLC*
• Robert Davis, W.W. & Alabama
• Christopher Urquhart, Whitlock, LLC
• Wanda Shanks, Three乔治 Southern Chocolates*
• Palmer Hamilton, Miller, Hamilton, Snider & Odom
• Scott Gonzalez, Three Georges Southern Chocolates*
• Christopher Gill, Hand Arendall
• Robert Drew, Willis of Alabama
• Richard Dorman, Richards, LLC*
• Angus Cooper, III, Cooper/T. Smith
• Rev. Johnny Cook, Christ Church Cathedral
• Steve Clements, 301 St. Louis Street, LLC*
• Tilmon Brown, The JTB Group, LLC
• Howard Bronson, Press-Register*
• Mary Anne Ball, Bienville Properties*
• Lee Moncrief, Past President, Tensaw Land & Timber
• Joseph Mareno, Treasurer, Mobile Area Chamber of Commerce*
• Sam Covert, Secretary, Alabama Power*
• Sydney Peadon, Vice President – Marketing, MobileWorks, Inc.
• Michelle Herman, Mobile County
• Charlie Huffman, Dauphin Smith
• John Holt, The Thirty Five Corporation*
• Brian McIlvaine, McIlvaine & Company, Inc.
• Rolly Moore, Spirit of Mobile*
• Stephen Nodilo, Mobile County Commission President*
• Fabian Olnisak, Citywide Brothers Office Supply
• Carla Parker, Orleans of the Mobile Arts
• Andy Safford, Southern Comfort
• C. Pate, Lynda Pipes & Co.*
• Joseph Toole, Retirement Systems of Alabama*
• Steve Walker, The Walker Company

BOARD OF DIRECTORS

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CONTRACTS
• Denise Brown, CEO, 250 Zane Maloney
• Rhonda Davis, Downtown Mobile Alliance News
• Allison Ingersoll, Downtown Living Year

BID OPERATIONS MANAGER
• Clayton Farrar

HORTICULTURIST
• Niki Cans

REGENTS
• Amanda Spence
• Brian Queen
• Brian Oshaughnessy
• Dequan Spencer

STEWARDS
• Abbie Baze
• Bruce Dunham
• David Caswell
• David Harrington
• Laura Franklin
• Richard B. Baker
• Rico Morgan

STAFF
• Elizabeth Sedwards, Executive Director
• Janet Bozzi, Office Manager
• Fred Randhawy, Downtown Economic Development Director
• Susan Davis, Membership and Development Director
• Centennial Centennial Press
• John Peebles, Vice President – Public Spaces

* Downtown Mobile District Management Corporation Board Member

WWW.DOWNTOWNMOBILE.ORG
2008-2009 BUDGET
Budget Downtown Mobile
District Management Corporation FY 2008-2009

Statement of Assets, Liabilities & Net Assets
Modified Cash Basis (unaudited) as of June 30, 2009

Assets
Cash and Cash Equivalents $454,999
Property, Plant & Equipment $12,916
Prepaid Expenses $6,572
Total Assets $464,587

Liabilities & Net Assets
Liabilities Payable Per Period $77,000
Payroll A/B Contributions $15,000
Total Liabilities $92,000
Net Assets $432,587

Total Liabilities & Net Assets $454,999

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

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

A: Revenue
- Total Program Services Expense: $62,639
- Total Management & General Expense: $49,855
- Total Expenditures: $112,494
- Excess Revenues Over Expenses: $3,018
- Beginning Net Assets: $1,188
- Ending Net Assets: $1,188

B: Expenses
- Commercial Redevelopment Expense: $20,000
- Church Expense: $7,500
- Marketing Cost: $4,855
- Office Supplies: $3,075
- Miscellaneous: $700
- Total Expenditures: $62,639
- Excess Revenues Over Expenses: $3,018
- Beginning Net Assets: $1,188
- Ending Net Assets: $1,188

STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

Cash and Cash Equivalents $454,999
Property, Plant & Equipment $12,916
Prepaid Expenses $6,572
Total Assets $464,587

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Payroll A/B Contributions $15,000
Total Liabilities $92,000
Net Assets $432,587

Total Liabilities & Net Assets $454,999

www.downtownmobile.org
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
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