Dear Members:

We began the 2008-2009 fiscal year with a bit of optimism for Downtown Mobile. Investment dollars were flowing, homeowners were still buying at numerous projects, and Mobilians were riding high on the announce-ments of TK and Airbus. But there’s no such thing as a “return to normal.” In September, the global financial industry was fading and things only seemed to get worse from there. Locally, things we read and heard about Mobile reflected the housing bubble and therefore would perhaps escape the negative headlines that had been nationwide. But that wasn’t to be. Mobile was out of the running on its own and certainly in thatanne, before the economic downturn had begun. As we entered our second year of operation, we began to look forward to the future of downtown. The story was filled with hopeful and success. Six years ago, our parent organization, Main Street Mobile, decided to do something different. After looking at our city and its downtown, they said the

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The BID Services team continued its remarkable and relentless effort to transform Downtown Mobile into a place of beauty, safety, and vibrancy. Their work is an example of what can be achieved through determined and sustained effort, and they have set a high standard for similar initiatives in other communities.

**Crown of Regents:**

The Crown of Regents was established by the property owners to assist tenants 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 neighborhood, and they are a friendly, informed presence to pedestrians and workers.

**Accomplishments for 2008-09**
- Meet & Greets: 308,757
- Motorist Aid Calls: 592
- Police Assist: 37
- General Patron Assist: 1,673
- Homeless Referrals: 46
- Staff trained to operate Automated External Defibrillator
- Weed Control: 308 block faces maintained 3 to 6 times a year
- Creation of welcoming gateway plantings at Water and St. Joseph Streets
- Assistance in several downtown events, including BayFest, Mark Gov., and Goldoff & ArchFest

**Objectives for 2009-10**
- Focus on projects that contribute to making downtown a great place
- Continue the ambitious tree planting program to include two major plantings of palm trees in the central business district
- Create additional gateway plantings
- Improve traffic control and signage on major thoroughfares
- Continue the development of a comprehensive streetscape maintenance plan
- Assist in several downtown events, including BayFest, Mark Gov., and Goldoff & ArchFest

**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 2008-09**
- Intensive litter control and daily cleaning of the District, including four or more daily garbage removal and graffiti removal
- Beautification Projects
  - 158 flower bed plantings on Royal Street
  - 13 palm trees and cityscape installation planted along Conti Street and some of the side streets
  - West Control: 308 block faces maintained 3 to 6 times a year

**Objectives for 2009-10**
- Focus on projects that contribute to making downtown a great place
- Continue the ambitious tree planting program to include two major plantings of palm trees in the central business district
- Create additional gateway plantings
- Improve traffic control and signage on major thoroughfares
- Improve pedestrian-friendly areas
- Continue the development of a comprehensive streetscape maintenance plan
- Assist in several downtown events, including BayFest, Mark Gov., and Goldoff & ArchFest

**Economic Development**

Despite significant challenges, Downtown Mobile continues to grow and thrive. The synergy of public and private investment, as well as a commitment to community development, has led to a renaissance in the downtown area. The creation of new businesses, the expansion of existing ones, and the introduction of public amenities have all contributed to a revitalized and dynamic downtown.

**Accomplishments:**
- Assisted dozens of professional firms, developers, retailers, and restaurateurs with site selection, zoning requirements, demographic information, and market analysis
- Worked with Retail Consultant to create retail recruitment efforts
- Provided staff support to the Mayor’s Working Parking Task Force and the Parking & Transportation Committee to develop long-term parking solutions
- Updated Residential Market Analysis
- Created an Office Space Leasing Guide for use by real estate professionals and prospective tenants
- Created an Entertainment Forum to build on the strengths of the Downtown Mobile Entertainment District
- Worked with crest of Stewards on RCSC Real Estate Conference
- Worked on a number of GO Zone efforts to attract new and existing downtown business
- Coordinated Realtor’s Scavenger Hunt and the Downtown Living Tour to increase awareness of the variety and quality of residential options
- Enhanced and maintained an on-line, easily accessible inventory of available real estate in downtown Mobile
- Created an online directory of retail housing options in Downtown Mobile
- Advertising to attract new properties in local, regional, and national publications

**Objectives:**
- Continue retail recruitment efforts
- Promote the sale/lease of the current inventory of condominiums and apartments
- Recruit tenants for vacant office space
- Promote the sale/lease of the current inventory of commercial property
- Create a consistent parking signage brand that clearly and attractively directs travelers and visitors
- Assist in several downtown events, including BayFest, Mark Gov., and Goldoff & ArchFest

**Programs in Economic Incentives:**
- GO Zone Update: Austal is still on track to use the GO Zone bond allocation for its expansion program on the east side of Mobile River with completion expected during fiscal year 2008.
- Incentive Programs: The Alliance is promoting the development of the Retail Forgivable Loan Program and the GO Zone Bond Program.
- Retail Incentives: The Alliance is working on a local retail development plan to develop a retail incubator to encourage small businesses to open in Downtown Mobile.
Even as development slowed last year, the story of Downtown Mobile was an easy one to tell. Our new hotel opened and another new one was announced. We added several new professional offices, a few new restaurants, as well as a couple of art galleries. And we continued to have more folks move downtown as several new residential buildings came on line, totaling more than 50 units.

Last year the Alliance created a comprehensive marketing plan that included a presence on various media outlets as well as an extensive street banner program. Guided by the results of a wide-ranging on-line survey, our messages were crafted to reach the potential employer, residential and visitor, as well as to increase the general awareness of downtown as a thriving, vibrant city center - the true heart of our region. We even entered the age of social media last year with the addition of a Facebook page and a Twitter site. These new tools allow us to reach our audience instantly and have given us the ability to connect with people and events in a way we never thought possible.

Goals 2009-2010:
- Developed and began the implementation of a comprehensive marketing plan for all aspects of Downtown Mobile.
- Created and produced an extensive street banner program.
- Generated several thousand dollars in public relations value through placement of news about downtown in local, regional and national media.
- Worked with local, regional and national media to position Downtown Mobile as the center for commerce, arts, entertainment and urban living.

The Downtown Mobile Alliance Membership 2008-09
- Hernandez-Gilman Design International
- Williams Morrison
- TravelersLA
- Jordan Management
- AWRD Creative/Myhotz.com
- Cavender Hospitality Services, LLC
- McElhaney State Farm Insurance
- Daet Font, LLC/Design bestech
- Sundy Title Co. (LA)
- The Mathison Group
- Frank Leatherbury
- Rock's Plaza
- Rogers & Reddick
- Robert S. Edington Law Office
- Cowart Hospitality Services, LLC
- Norton Lilly International
- McElhaney State Farm Insurance
- Cowart Hospitality Services, LLC
- Norton Lilly International
- The Royal Scam
- AHI Properties
- D'Andrea Michael Capital, Inc.
- Cabaniss, Johnston, Gardner, Dumas & O'Neal
- Hendrix Brothers Dry Dock & Repair Yard, Inc.
- The Guarantee Title Company, LLC
- Mobile National Bank
- Gulf Coast States Engineering
- The Battle House Hotel
- Loblaws & Associates
- Whitney Bank
- Remembrance Renvieve Plaza Hotel
- Delashmet & Marchand, P.C.
- Logistics
- Heroes Sports Bar & Grille
- Taylor Martin, Zamar, PC
- Miles of Alabama
- Richardson, Spag, Spag, Hamby & Ovens, PC
- Jim Barnes Enterprises, dba Midmight
- Demarco foliage Florist
- Douglas Burt Kearley Architecht, Inc.
- Inside Up
- Kim Knowles Real Estate
- Logical Computer Solutions
- Mobile Area Chamber of Commerce
- Bellingrath Gardens
- YMA of South Alabama
- Westfallet Rescue Mission
- GulfQuest
- United Way of Northwest Alabama
- W.T. Neal Trust
- Mobile Arts Council
- Home Builders Association of Metro Mobile
- Mobile Area Chamber of Commerce
- Bellingrath Gardens
- YMCA of South Alabama
Main Street Mobile

Since 1992 Main Street Mobile, Inc. 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. Main Street’s primary focus last year was to develop plans for improvement at Water Street, entrances to downtown, including Government and Bienville Streets. Other initiatives today, Main Street has been a leading advocate for downtown.

As a 501(c)(3) organization, 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!

**MISSION:** 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.

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**Accomplishments 2008-2009:**

- Secured investments in excess of $21,000 to support the City of Mobile’s planning effort, “New Plan for Old Mobile,” bringing the total raised for the effort to more than $66,000.
- Commissioned an artist to create “artful” storefronts in connected alleys along the major pedestrian thoroughfares.
- Sponsored Main Street Mobile Awards to recognize those who have made significant contributions to the redevelopment of downtown.
- Secured contributions from organizations such as Keep Mobile Beautiful and Alabama Power Tree Program for public improvement projects.
- Expanded the “artful” bike rack program.
- Explored the installation of a significant piece of public art downtown.
- Finalized plans for improvements at Water Street, entrances to downtown, including Government and Bienville Streets.
- Secured investors for the implementation of the “New Plan for Old Mobile.”
- Developed strategy for energizing and beautifying downtown.

**Objectives 2009-2010:**

- Secure contributions from organizations such as Keep Mobile Beautiful and Alabama Power Tree Program for public improvement projects.

---

**Board of Directors and Staff**

**President**
- Cooper C. Thurber, Lyons, Pipes & Cook*

**Vice President, Development**
- Sam Covett, Alabama Power Company*

**Vice President Public Spaces**
- Snow Clements, 301 St. Louis Street, LLC*

**Vice President, Marketing & Membership**
- Micker Russell, Dauphin Realty

**Vice President, Parking & Transportation**
- Sydney Raine, Mobile Web, Inc.

**Secretary**
- Margo Gilbert, Retired Nurse*

**Treasurer**
- Joseph Marrone, Mobile Area Chamber of Commerce*

**Past President**
- Deid Gambrell, Eugene Bow*

**Downtown Mobile Alliance and Main Street Mobile**

**Board of Directors**
- Mary Anne Ball, Bienville Properties*
- Jo Ann Olivera, Christ Church Cathedral
- Ann Bedsole, Alabama Power Company*
- Fred Rendfrey, Downtown Economic Development Director
- Susan Daniels, Communications Director
- Kathleen Tenbro, Downtown Development Director
- Denise Browning, GO Zone Initiatives
- Stephen Carter, Hand Arendall
- Kathleen Tenbro, Marketing Director
- Mike Dean, Mobile County Commission*
- Cooper C. Thurber, Lyons, Pipes & Cook*
- Carol Hunter, Hand Arendall
- Howard Bronson, Press-Register*
- Christ Church Cathedral
- Angus Cooper, III, Cooper/T. Smith Corp.
- Steve Clements, 301 St. Louis Street, LLC*
- Lydia Harrison, BBC Radio
- Richard Dorman, Dauphin Realty
- Mike Dean, Mobile County Commission*
- Ruby Moore, A Spot of Tea
- Mike Dean, Mobile County Commission*
- Palmer Hamilton, Jones Walker
- John Klotz, The Three Fifty Corporation*
- Margo Gilbert, Battle House Hotel*
- Joseph P. Toole, Stewards
- John Peebles, Peebles & Cameron*
- Fabian Olensky, Olensky Brothers Office Supply
- Dee Gambill, Regions Bank*
- Michael McGary, Mississippi Development
- David Carswell, Dauphin Realty
- Brian Metcalfe, Metcalfe & Company*
- Randy Snow, Mobile Gas
- Brian O’Shaughnessy, Downtown Alliance News
- Joseph Mareno, Mobile Area Chamber of Commerce*
- Sydney Raine, Mobile Web, Inc.
- Michael McGary, Mississippi Development
- Brian Metcalfe, Metcalfe & Company*
- Randy Snow, Mobile Gas
- Brian O’Shaughnessy, Downtown Alliance News

**Contracts**
- Thomas Simons, GO Zone Initiatives
- Rhonda Dow, Downtown Alliance News

**Horticulturist**
- Krissy Cole

**Regents**
- Amanda Sexton
- Brian Sandifer
- Devereaux Bemis, Director – MHDC
- Camp Melton, Agricultural, Horticultural, Recreation
- Clayton Ratledge, Horticulturist
- A.J. McNeill, Horticulturist
- Lorenzo Franklin, Horticulturist
- William Carroll, Mobile City Council, District 2
- Samuel L. Jones, Mayor of Mobile
- Carmen Lee, Horticulturist
- Mike Dean, Mobile County Commission*
- Devereaux Bemis, Director – MHDC
- Camp Melton, Agricultural, Horticultural, Recreation
- Clayton Ratledge, Horticulturist
- A.J. McNeill, Horticulturist
- Lorenzo Franklin, Horticulturist
- William Carroll, Mobile City Council, District 2
- Samuel L. Jones, Mayor of Mobile
- Carmen Lee, Horticulturist

**Stewards**
- Craig Barnes
- David Geese
- Lorenzo Franklin
- Y. Linda Duncan
- Windell Livens
- Michael McGary

**Weekend Supervisor**
- Russ Ochenden

---

“**Downtown is a community of real diversity. Color, economic, and background. All types live in my neighborhood. We all live and work together, have a beer together, and look out for each other. It’s a great place to live.**”

Thanks, Robert Lee

**I truly live in Downtown Mobile.**

Ralph, Downtown Resident

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**THE RESTAURANTS, NIGHTLIFE, STORES, THEATERS ARE ALL CLOSE ENOUGH TO WALK TO. LIVING DOWNTOWN YOU DO A LOT OF WALKING AND YOU GET TO REALLY KNOW YOUR NEIGHBORS: ALL TYPES OF PEOPLE YOUNG, MIDDLE CLASS, OLDER. I HAVE MET SO MANY NEW PEOPLE DOWN HERE, IT’S SUCH A FRIENDLY SAFE PLACE.”

Michele Russell
Board Member of Downtown Alliance & BID, Retired Army
**2009-2010 Budget ~ Downtown Mobile District Management Corporation FY 2008-2009**

**Statement of Assets, Liabilities and Net Assets**

**Modified Cash Basis (audited) as of June 30, 2009**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$319,193</td>
</tr>
<tr>
<td>Capital Assets and Improvements</td>
<td>$23,122</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$376,315</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Taxes Payable</td>
<td>$5,356</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$2,139</td>
</tr>
<tr>
<td>Due to DMA</td>
<td>$8,395</td>
</tr>
<tr>
<td>Prepaid Assessment Income</td>
<td>$21,771</td>
</tr>
<tr>
<td>a- Total Current Liabilities</td>
<td>$232,661</td>
</tr>
<tr>
<td>b- Net Assets</td>
<td>$329,654</td>
</tr>
<tr>
<td>b- Total Liabilities and Net Assets</td>
<td>$562,315</td>
</tr>
</tbody>
</table>

**Total Budgeted Cash Inflows** $1,077,559

**Total Budgeted Cash Outflows** $1,190,800

**Net Budgeted Surplus (Deficit)** $113,241

**2008-2009 Financial Statement ~ For Main Street Mobile, Inc. & Downtown Mobile Alliance**

**Downtown Mobile Alliance**

Statement of Revenues & Expenses
Modified Cash Basis for year ended June 30, 2009

**Revenues**

- Membership Dues: $68,850
- LoDa Guide: $19,850
- Downtown Living Tour: $8,735
- Mayor’s Breakfast: $4,410
- Valentine Promotion: $225
- Other Income: $69

**Total Revenues**: $94,909

**Expenses**

- Membership Development Expense: $1,525
- Professional Services: $2,756
- Legal & Professional Services: $3,750
- Postage: $180
- Insurance: $700
- Office Supplies: $10,000
- Total Expenses: $93,867

**Main Street Mobile, Inc.**

Statement of Revenues & Expenses
Modified Cash Basis for year ended June 30, 2009

**Revenue**

- Contributions: $2,024
- Endowment Income: $3,208
- Total Contributions: $5,232

**Program Revenue & Grants**

- Public Improvement Grants: $10,000
- New Plan for Old Mobile: $29,250
- Misc. Income from Products Sold: $1,375
- Total Program Revenue: $40,625

**Total Revenues**: $53,244

**Expenses**

- Operating expenses: $15,013
- Excess revenue over expenses: $11,272

**Revenue**

- Downtown Mobile Alliance (Expense/revenue chart): 53%
- Main Street Mobile (Expense/revenue chart): 78%

**EXPENSE: 47%**

**EXPENSE: 22%**

**Downtown Mobile Alliance**

(expense/revenue chart)

**Main Street Mobile**

(expense/revenue chart)
Welcome to Downtown Mobile!

- JP-Mobile, LLC
- LeRose European Café & Deli
- Edward Jones Investments
- BNI, Business Resource Center
- Bienville Technology
- Coastal Bank and Trust
- Chesser Gallery Studio
- Textures Hair Studio
- Dahlia’s Electric Piano Hall
- Battle House Spa
- Hernandez-Cahoun
- The Bull
- Mobile Bar Pilots
- After 5 @ Spot of Tea
- Club Insanity
- Commonwealth Bank
- Kim Knowles Realty
- Mostellar & Shreve
- Keegan Rabon
- Hargrove Engineers & Constructors
- Alabama Coastal Foundation
- Willis of Alabama
- Alabamabank
- Hamilton Plumb
- Inside Up
- Allianz
- Albertson’s Grocery
- HopJack’s Pizza
- Delashmet & Marchand
- Burr & Forman
- The Story Company
- Gaston
- Harbort Financial Services
- Hargrove Engineers & Constructors
- Morgan Bank
- Keanon Rabon
- Muscular + Shreve
- Kim Knowles Realty
- Community Bank
- Club Insanity
- Blue Velvet Studio
- Unit Pin Collection
- Seabull Towings
- Love Bank
- Carter Law Firm
- Time to Eat
- LaFayette at the Holiday Inn
- Whiting Bank
- Constructions
- Hargrove Engineers & Constructors
- Muscular + Shreve
- Kim Knowles Realty
- Community Bank
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- LaFayette at the Holiday Inn
- Whiting Bank
- Constructions
- Hargrove Engineers & Constructors
- Muscular + Shreve
- Kim Knowles Realty
- Community Bank
- Club Insanity

The Downtown Mobile Alliance would like to welcome the following businesses that either opened downtown or expanded existing offices in 2008-2009. Because things happen so quickly here, we may have even missed a few new businesses, but we are always delighted either opened downtown or expanded existing offices in 2008-2009. Because things happen.

To see so many enterprising people joining our exciting downtown community so quickly here, we may have even missed a few new businesses, but we are always delighted.

The Downtown Mobile Alliance would like to welcome the following businesses that either opened downtown or expanded existing offices in 2008-2009. Because things happen.

In any community, there needs to be a central place that fills these needs to be a "face" of the community. And luckily for us, Downtown Mobile has become that face. I really can’t imagine working anywhere else.

Bob Burnett, Mobile Arts Council

I think the historical connection to the city that you live in is something special you don’t get in the suburban area. Downtown makes Mobile one of those great coastal southern cities.

Gideon Carson Kennedy
Filmmaker

The downtown mobile alliance would like to welcome the following businesses that either opened downtown or expanded existing offices in 2008-2009. Because things happen.

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Gideon Carson Kennedy
Filmmaker