



2014-2015 ANNUAL REPORT

DOWNTOWN MOBILE DISTRICT MANAGEMENT CORP
DOWNTOWN MOBILE ALLIANCE
MAIN STREET MOBILE



Top: Buick Building, Before Bottom: Buick Building, After





PRESIDENT'S LETTER

25 years. That's what we're celebrating this year. 25 years of Main Street Mobile. It seems so long and yet it is just a blip in the long history of this fertile ground on the Mobile River.

I moved to this unknown place 25 years ago. I flew into town Mother's Day weekend 1990 to look for a place to live. I wanted a cool downtown loft apartment. Let's just say, that didn't exist. By Monday morning, I was buying a house, on Common Street. That was the closest place to downtown that the agent showed me. A banker told me that day that they didn't make loans in that part of town. I went to a different banker.

Just a few weeks later, I arrived with my cat and a vanload of furniture. The town was getting ready for the National Governor's Conference. My first week on the job, I went to a meeting where the Lower Dauphin Street Study was presented. The fruits of that study are the granite curbs, flagstone accents, historic cast iron lighting, and shading trees that now make up Dauphin Street, Royal Street, and surrounding areas.

Since that day, we have been working that plan. There have been subsequent plans and each has built upon the other. There was the LDR Plan of 1992; then a 1996 update by LDR. In 2002, we hired Project for Public Spaces to produce the Public Space Master Plan. This plan led to the creation of the "Business Improvement District." The "New Plan for Mobile" was developed in 2007–2008 and has provided a 21st century vision for Downtown Mobile's next phase of development. The "Downtown Development District" zoning revision adopted in 2014 was an important outcome of the New Plan. Other important initiatives that move towards realization of the New Plan are the Downtown Non-Motorized Mobility Study where Broad Street is planned as a place that balances the transportation needs of pedestrians, cyclists, and drivers and the MIG Water Street Study that envisions Water Street redeveloped as a commercial and recreational connector of downtown and the riverfront instead of the hellish barrier that it is now.

This organization has been the business and civic glue that has, with our city and county partners, guided the rebuilding of this beautiful city center. We have worked the best elements of each and every plan. And we have come very far as you will see.

Fortunately, we have leadership in the Downtown Mobile Alliance that says, today is not good enough. Downtown Mobile can be so much more. Each and every block must be built out. Residents must return so that shops and restaurants can continue to thrive. A plethora of office options must exist so that businesses in all stages from infancy to maturity have a place to thrive as well. And the public realm must be of the highest quality so that people of all ages, cultures, and interests will want to be here day after day, through every life phase.

This ancient place at the bottom of an ancient river system has had many lives. Its people have known abundance and deprivations. And through it all, Downtown Mobile has been the place where people come to celebrate. We've come through what I'll call the "Great Abandonment" of the 20th century, but I know it and you know it—Downtown Mobile is back!

— Elizabeth P. Stevens

DOWNTOWN MOBILE ALLIANCE BOARD OF DIRECTORS 2014–2015

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Commission-President*

The Honorable Sandy Stimpson, Mayor, City of Mobile**

*DMDMC Board Members

**Main Street Mobile Board Only

HONORARY DIRECTORS

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Cooper Thurber, Phelps Dunbar LLP

STAFF

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Missy Hartley, Program Coordinator
Brennan Donze, Accounting Intern
Henry Perkins, Research Assistant

CONTRACTS

Denise Browning, Financial Consultant

BID OPERATIONS

Clayton Ratledge, Operations Manager
Brian Sandifer, Assistant Operations Supervisor
Hap Kern, Horticulturist

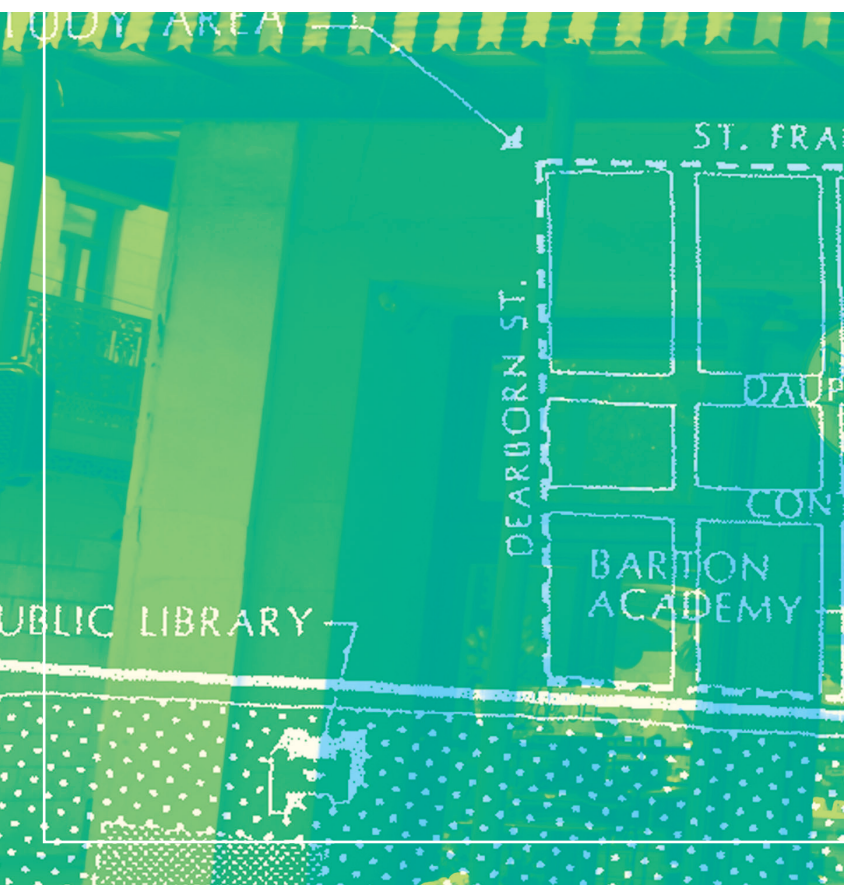
STEWARDS

Michael McGarry
Yolanda Duncan
Lorenzo Franklin
Jeremy Perry
Shade' Pettway
Labaron Laster
James Seaborn

REGENTS

Michael Beuk
Daniel Pierce
Brentt Bradley

Top: 224–226 Dauphin St., 1988 Bottom: 224–226 Dauphin St., 2015



DMA MEMBERS AS OF JUNE 30, 2015

LEADERSHIP CIRCLE \$5000 and above

Alabama Power Company
Alabama State Port Authority
Burr & Forman LLP
Hargrove Engineers + Constructors

LEADERSHIP COUNCIL \$2500-\$4999

Armbrrecht Jackson LLP
Hand Arendall, LLC
International Shipholding Corporation
Mobile Airport Authority
Mobile Gas
NAI Mobile
Phelps Dunbar
PNC Bank
Regions Bank
Safe Archives
Starnes Davis Florie LLP
Trustmark Bank

BUSINESS ADVOCATE \$500-\$1500

Adams & Reese
Austal USA, LLC
B B & T Bank
Battle House Renaissance Mobile Hotel
BBVA Compass Bank
Burns, Cunningham & Mackey, PC
Cabaniss, Johnston, Gardner, Dumas & O'Neal
Candlewood Suites
Delashmet & Marchand
Goodwyn, Mills & Cawood
Gulf States Engineering, Inc.
Hampton Inn & Suites Mobile Downtown
Hancock Bank
Helmsing, Leach, Herlong, Newman & Rouse, LLC
Heroes Sports Bar & Grille
Leavell Investment Management
McDowell, Knight, Roedder, Sledge, LLC
Mostellar & Shreve, LLP
Norton Lilly International
Renaissance Mobile Riverview Plaza Hotel
Roberts Brothers Real Estate

SMG/Mobile Convention Center and Mobile Civic Center
Vickers, Riis, Murray and Curran, LLP
Volkert and Associates
Ward Properties

BUSINESS SUPPORTERS \$250-\$499

AAA Parking
AHI Properties
Alchemy Tavern
Armstrong & Associates
Baumhower's Wings Restaurants
Cathedral Square Gallery
Chick-Fil-A
Commonwealth National Bank
Covered Boutique
Coyote Logistics
Crescent Theater
dakinstreet architects
Gallery 450
Gulf Coast Shows
History Museum of Mobile Board of Directors
Hummingbird Ideas, Inc.
Jimmy John's
Johnstone Adams LLC
Kangal & Associates
LA + South, Inc.
LFI Ft Pierce Inc.
LoDa BierGarten
Logical Computer Solutions
Marine Rigging, Inc.
McElhaney State Farm Insurance
Mediterranean Sandwich Co.
Milling Commercial Realty
Mobile Bay Dental
Moe's Original Bar B Que
O'Dalys
Panini Pete's
Regus Management
Rogers & Willard, Inc.
Rossler Law Firm
Saenger Theatre
Sam Winter and Company, Inc.
Serda's Coffee Co.

Sign Source
Soul Kitchen
Southern Light
The Royal Scam
Urban Emporium
White-Spinner Construction
Wintzell's

NOT-FOR-PROFIT ORGANIZATIONS \$250

7 Dauphin LLC
Alabama Coastal Foundation
Army Aviation Center Federal Credit Union
Bellingrath Gardens and Home
Big Brothers Big Sisters
Bragg Mitchell Mansion
Christ Church Cathedral
Conde-Charlotte Museum House
Greater Mobile Development Corp.
Gulf Coast Exploreum
GulfQuest
Home Builders Association of Metro Mobile
Mobile Area Chamber Of Commerce Foundation, Inc.
Mobile Arts Council
Mobile Baykeeper
Mobile Carnival Museum
Mobile Museum of Art
Mobile Opera, Inc.
Mobile Symphony, Inc.
Mobile United/Leadership Mobile
Richards DAR House
The Community Foundation of South Alabama
United Way of Southwest Alabama
University of South Alabama Foundation
USS Alabama
Waterfront Rescue Mission
Wilmer Hall
Women's Business Center, Inc.
YMCA of South Alabama



CREWES OF STEWARDS & REGENTS

A stroll down Dauphin Street today is a far different experience than it was 25 years ago. You would have encountered a desolate landscape with boarded up buildings and more trash than people. With the advent of Main Street Mobile, the streetscape began to change, with improved sidewalks, the installation of pedestrian friendly lighting and the planting of street trees. It was a decidedly enhanced environment, but still, far too much litter remained, and that stroll down the street did not have the appeal of a truly delightful place. Until, 10 years ago, when the Business Improvement District was formed by the Main Street Mobile leadership. Property owners in the District fund intensive litter patrols, beautification efforts, nuisance abatement and the cleanup of things you'd rather not think about. The BID Services team of Stewards and Regents spends all day, every day, making certain downtown is an exceptional experience for the millions of people who live, work and visit every year.

SOME INTERESTING STATISTICS FROM THE LAST 10 YEARS:

- 1.6 MILLION POUNDS OF TRASH AND LEAVES COLLECTED
- 1.3 MILLION VISITORS ASSISTED
- MORE THAN 6200 MOTORISTS ASSISTED
- 125,000 FLOWERS PLANTED



Top: 312 Dauphin St., 1988 Bottom: 312 Dauphin St., 2015



2030

HOURS OF FLOWER BED MAINTENANCE

152

HITS OF GRAFFITI REMOVED



1430

BLOCKS WEEDED

228,500

POUNDS OF TRASH & LEAVES REMOVED



5420

HOURS OF SIDEWALK SWEEPING

12,500

FLOWERS PLANTED



5190

TIMES STORM DRAINS WERE CLEANED

384

INSTANCES OF SIDEWALK STAIN OR WASTE REMOVAL



CREWE OF REGENTS 2014-15 STATISTICS

59

REFERRALS
FOR HOMELESS
ASSISTANCE

91

INSTANCES
OF ILLEGAL
PANHANDLING
HANDLED

166

SAFETY ESCORTS
PROVIDED

488

STREET LIGHT
OUTAGES
REPORTED

7357

PEDESTRIANS
ASSISTED

612

MOTORISTS
ASSISTED



ST. FRANCIS ST.

LANDSCAPE ASSETS

ST. JOSEPH ST.

DAUPHIN ST.

S Conception St

CONCEPTION ST.

AGGREGATE SIDEWALKS
DON'T CONTRIBUTE TO
HISTORIC ARCHITECTURAL
CHARACTER

SIDEWALKS AND SETBACKS
ARE INADEQUATE FOR
LANDSCAPING

GROUP
AVAILABLE:
251-694-1180

CONCENTRATED
RETAIL ACTIVITY

NO RESTRICTED
GUIDELINES FOR
PRIVATE DECORATIVE
FIXTURES

UNSCREENED SURFACE
PARKING LOTS CREATE
AN UNPLEASANT
VISUAL EDGE

CONTI ST.

ST. EMANUEL ST.

ROYAL ST.

ONE WAY

INCONSISTENT USE OF
SIDEWALKS

GOVERNMENT ST.



ECONOMIC DEVELOPMENT

There's really no other way to say it. 25 years ago Downtown Mobile was a dismal place. A walk down Dauphin Street, which itself was rare in 1995, took one past more vacant buildings than occupied ones. The sidewalks were boring because there were so few pedestrians, the streets were wider to expedite the flow of traffic, the streetlights were the ghastly mercury vapor lamps found on major highways (these are universally unflattering to humans).

Fast forward 25 years and the level of vibrancy on the streets is astounding. The path to liveliness was neither easy nor quick, but with good planning, unwavering perseverance and relentless focus on the things that matter most, the tide did ultimately turn. To be sure, there were a handful of retailers and residents who never left, and by the early 1990s they were joined by a few bars and artists; groups that were unafraid of risk, attracted by low rents, or inspired pioneers -- perhaps all three. One by one, buildings were renovated and reoccupied. Incentives, such as facade grants, boosted the first wave of renovations and provided some level of comfort for those waiting on the sidelines.

There are still far too many vacant buildings today, but the progress is undeniable. New businesses are opening weekly, the restaurant scene is thriving and buildings of major historic significance are back in service, the most impressive of which is the RSA Van Antwerp Building. Mobile's first skyscraper, largely vacant for years, is now the beautifully renovated home

to BBVA Compass Bank and the law offices of Phelps Dunbar. The 60,000 square foot building now anchors one of the city's premier corners.

Other historic renovations include the Turner Todd Motor Company (Buick Building), Kress for the new offices of AL.com, not to mention the multi-million dollar overhaul of The Admiral Hotel. The pace of redevelopment is quickening, though opportunities still abound.

The establishment of Mobile as a dining destination continues, with the addition of six new restaurants last year. Several more are in the works! Most of these are locally owned and capitalize on the abundance of local seafood and our interesting blend of cultures and food traditions...just exactly what foodies around the world are seeking.

And speaking of food, we can't overlook the importance of the new Greer's grocery store opening in the former Save-A-Lot space. The commitment of the Greer's family to downtown meets the current demand for a neighborhood grocer as well as helping to attract more residents to the city center.

All in all, it was a good year; a year that continues the momentum of the last 25 to transform our downtown into one of the region's truly great places.

Left: 16-22 S. Conception St., 1988 Right: 16-22 S. Conception St., 2015



SOME OTHER HIGHLIGHTS:

Left: 250 Dauphin St., 1988 Right: 250 Dauphin St., 2015

HOSPITALITY

Construction began on the 93-room Hilton Garden Inn, filling in the gaping hole in our urban fabric alongside Bienville Square. The Admiral Hotel (formerly the Admiral Semmes) underwent a \$17-million dollar renovation and now operates under the Curio brand, Hilton's boutique line of hotels.

NEW RESTAURANTS

- Chick-fil-A
- Jimmy Johns
- Bob's Downtown Restaurant
- Dumbwaiter
- Cotton State BBQ
- Montego's Caribbean Cafe & Bar
- Pizzeria Delfina
- Von's Bistro
- Corner 251

NEW BUSINESSES

- Coyote Logistics
- Gallery 450
- Petronovich House B&B
- Greer's
- Crossfit Stone
- Listening Room
- Barrett Greer
- Urban Stiles
- Port City Mini Golf
- Warren Averett, CPAs & Advisors
- Jones Lang LaSalle
- Backlash Antiques
- Harper Smith Studio
- Sam Winter Real Estate
- Dean Waite & Associates, LLC
- Innova Arts
- Ponchatrain Partners
- Shackle Free Marketing

Recruiting new businesses and developments to downtown is only half the equation. Once the decision is made to locate here, our Economic Development team helps manage redevelopment hurdles and creates opportunities for the uninitiated to explore everything downtown has to offer.

Advocacy is also at the top of our priorities. Working with elected officials and business and civic leaders to create good policy is key to downtown's long term success. To that end, the Alliance undertook several initiatives in 2014–15.

- Developed a "Mobilians for a Virginia's Health Foods in Downtown" Facebook campaign.
- Created and Hosted 2014 Downtown Mobile Multifamily Panel, "If You Build It, Will They Come? A Downtown Residential Workshop." The panel was focused on both findings from our Zimmerman/Volk multifamily assessment and trends in the multifamily sector.
- Assisted Wes Lambert of Dumbwaiter with site selection and with code compliance.
- Partnered with the Chamber of Commerce and the University of South Alabama on preparing an EDA Science and Technology Park Feasibility Grant application to assess multiple blocks on St. Louis Street to determine if the buildings and the area infrastructure could support a technology park.
- Began the efforts to extend the State Historic Rehabilitation Tax Credit Program during the 2015 legislative session.
- Alerted the Greer's real estate team to the opportunity to backfill Save-a-Lot on Government Street.
- Hosted the 2015 Downtown Living Tour, where 200 attendees saw 17



single-family houses, townhomes or condominiums in the historic DeTonti Square neighborhood.

- Hosted incubator and co-working research trips to New Orleans with the Exchange 202 team.
- The Downtown Mobile Alliance assisted with recruitment of conferences.
 - Partnered with the Mobile Bay CVB, Mobile Historic Development Commission, Battle House Hotel and the Alabama Historical Commission in the recruitment of the National Association of Preservation Commission's (NAPC) Summer Conference in 2016.
 - Served on the Local Conference Committee (LCC) fundraising and application team recruiting the Southern Economic Development Council's (SEDC) 2018 Summer Conference.
- The Urban Emporium, our retail incubator, continued to attract entrepreneurs interested in testing the downtown retail environment. In its fourth year, the Urban Emporium continued to provide training and educational opportunities to budding retailers, while serving as an anchor for downtown retail in general. The "Mobile Makers" section added much sought after, locally made items that are very popular with visitors. New tenants for 2014-15 include:

TENANTS

- Frios Gourmet Pops
- Bottega Collection
- EllenJay Stylish Events + Bakery
- Little Smack Children's Boutique
- Chic Jolie Boutique

CONSIGNERS

- Ann-Ashley Jewelry
- I Love Mobi
- Anytime Welding
- Brave Custom Jewelry
- Tracy Host, Artist
- Juniper Lilly

MOBILE MAKERS

- Carol's Botanicals
- Mauvilla Candle Company
- Wooden Wonder Honey
- Ritual Bath Products
- Driftwood Trees
- Mobile Writers Guild
- Lisa Warren Ceramics

ST. FRANCIS ST.

BILLBOARDS CREATE
VISUAL CLUTTER



CONTE ST.

AREAS THAT APPEAR
TOO DARK CREATE AN
UNSAFE ENVIRONMENT

GOVERNMENT ST.

MUNICIPAL
AUDITORIUM

MARKETING & COMMUNICATIONS

Over the past 25 years, few aspects of downtown have changed more than the way we communicate with our stakeholders. 15 years ago, the LoDa Lowdown premiered, a two-page newsletter that was literally cut and taped together, then printed on an office copier and distributed by hand to the few retailers that were open at the time. Volume 1, Issue 1 is lost to the ages, but the second issue is full of announcements of new businesses and upcoming events...much like our current electronic newsletters.

The second generation of newsletters was laid out and printed professionally, but still delivered by hand to the growing number of businesses locating downtown. The Downtown Alliance News premiered in October 2006 and served as a bi-monthly publication to keep our stakeholders informed about the people, projects and events of note.

With the growth of computer screens, both large and small, in our lives, we shifted to electronic distribution of the news. The Downtown Mobile Alliance was an early adopter of this new technology in the Mobile market, creating the on-line platform in 2007. Our current e-newsletter has more than three thousand subscribers and is seen by thousands more through sharing and social media posts. What we might have sacrificed in the detail that the larger printed format provided has been offset by speed and responsiveness. We are able to send out weekly updates and special alerts whenever the need arises.

It's hard to imagine a time that social media wasn't a part of our lives, but it wasn't until 2004 that Facebook arrived on the scene. The Alliance jumped on board five years later, and "The Book" has been a nimble communications tool ever since. We now have more than 5500 direct followers, with monthly impressions averaging 173,000 and more than 80,000 users. We've since added Twitter, Instagram, Pinterest and other social media platforms, with each effective in reaching specific audiences.

Our website (unheard of 25 years ago) continues to provide information to hundreds of thousands of visitors. Last year the site had more than 525,000 unique hits, with an average of 43,000 people searching for information about downtown each month. Searches for residential real estate dominate the list, with events coming in a distant second.

Speaking of events, downtown was the location for a non-stop parade of festivals, cook-offs, contests, races and yes, even parades last year. The Downtown Mobile Alliance premiered some fun new activities, as well as producing some long-time favorites and partnering with other organizations to make sure there's always something exciting happening downtown. See additional event list.



CAMPO SANTO: Six-week summer concert series in Cathedral Square, sponsored by Gulf Distributing

CAJUN CORNHOLE CLASSIC IN CATHEDRAL SQUARE: Annual competition for downtown business to raise money for the Urban Emporium

HOLIDAY MOVIE IN THE SQUARE: Outdoor holiday-themed film with a companion art activity in early December

QUIDDITCH: The muggle version of the fast-paced game played on broomsticks. Butter beer anyone?

EASTER IN THE SQUARES: Easter Egg Hunt, parade and other activities that attract hundreds of families to Bienville and Cathedral Squares

ANNUAL MEETING/MAIN STREET AWARDS: This perennially sold out event brings together business and civic leaders to hear the recap of the prior year's successes and the priorities for the coming year. Former Pittsburgh Mayor, Tom Murphy, provided the keynote address with the inspiring story of the transformation of his downtown.

NATIONAL DANCE DAY: Dancers of all shapes, sizes, ages and skill levels participate in a group dance designed to celebrate the joy of movement and the health benefits of an active lifestyle.

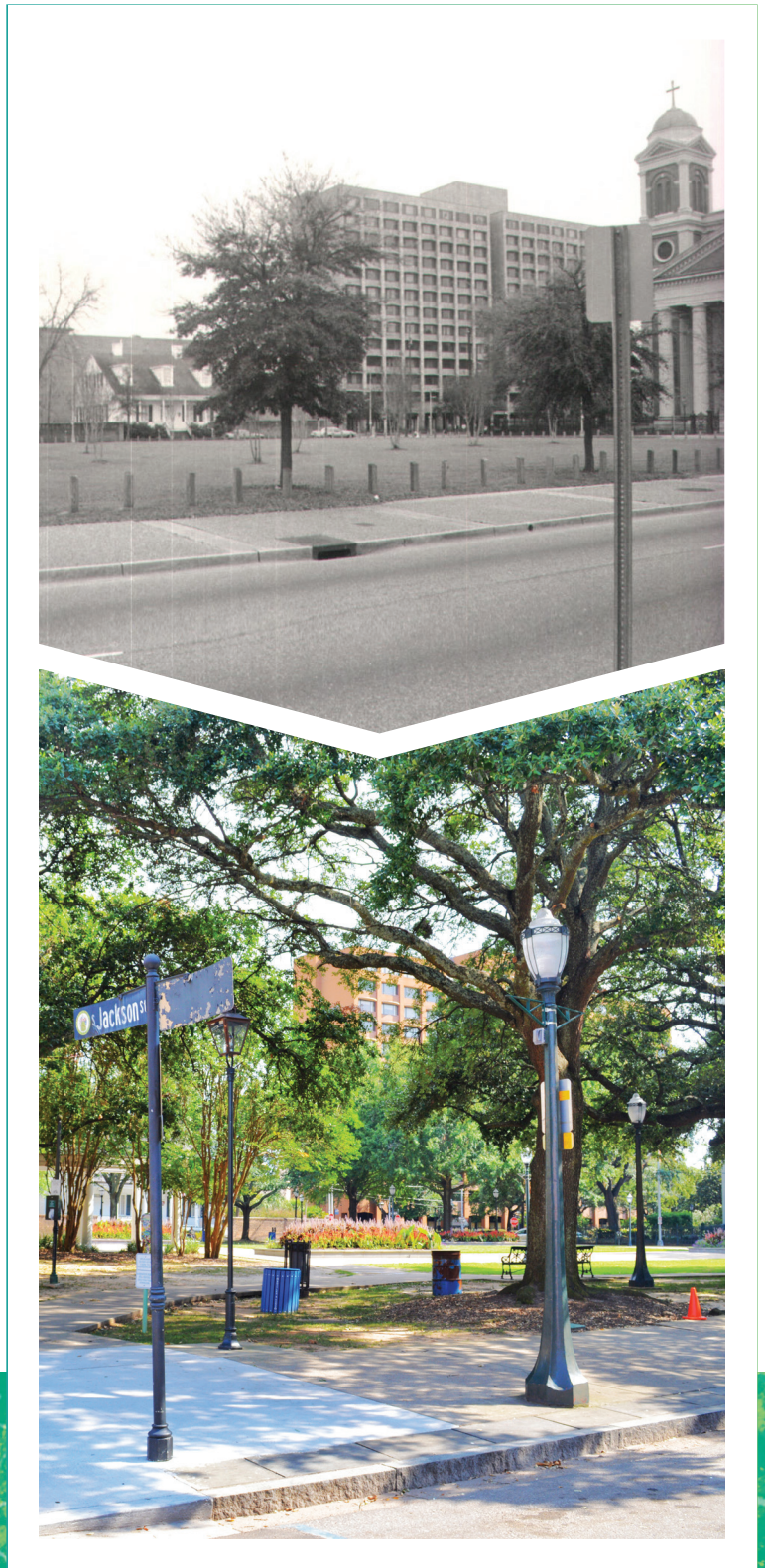
MAGICAL HISTORY TOUR: Free *moda!* tours during Historic Preservation Month, featuring local historians and colorful characters who highlight downtown's history, architecture and culture.

SOUTHSOUNDS: A weekend music festival devoted to showcasing Southern music, food and culture.

MOONPIE OVER MOBILE: The city's annual New Year's Eve celebration bringing thousands of people downtown for the countdown to midnight.

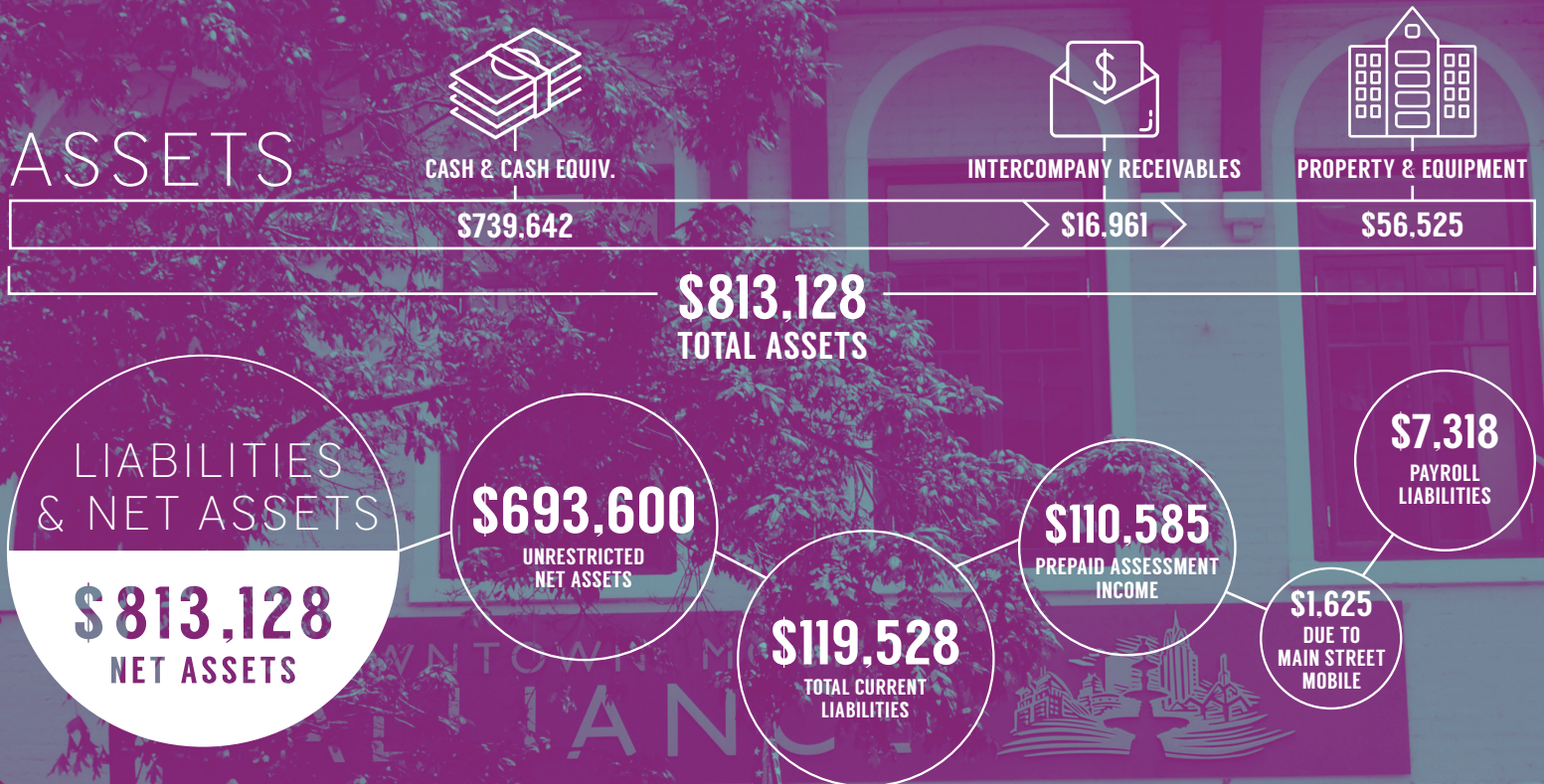
DAUPHIN STREET VAULT: The wildest downtown event of the year: pole vaulting in the middle of Dauphin Street. Teams from around the region sail above balconies as they compete in this sanctioned event.

Top: Cathedral Square, 1988 Bottom: Cathedral Square, 2015



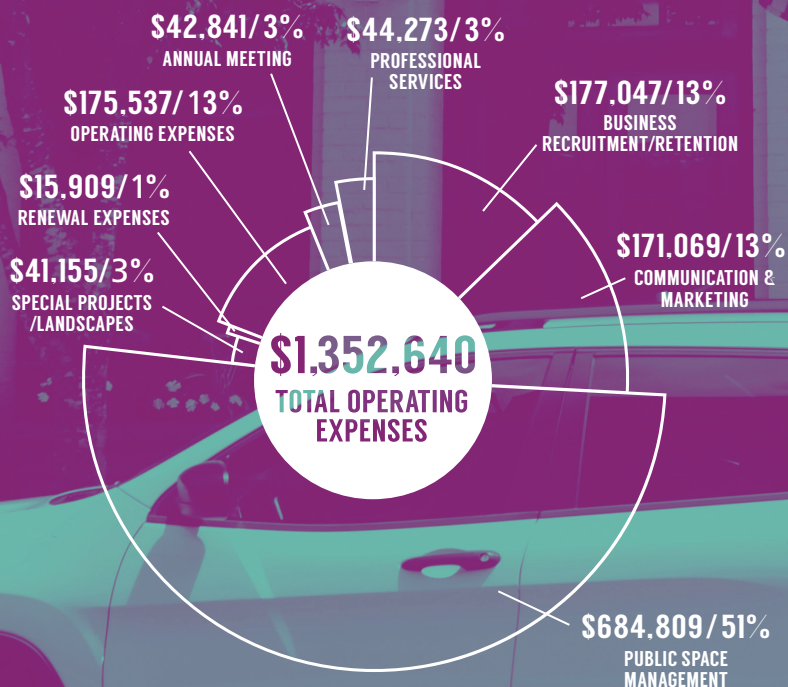
DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

STATEMENT OF ASSETS, LIABILITIES & NET ASSETS Modified Cash Basis (audited) as of June 30, 2015



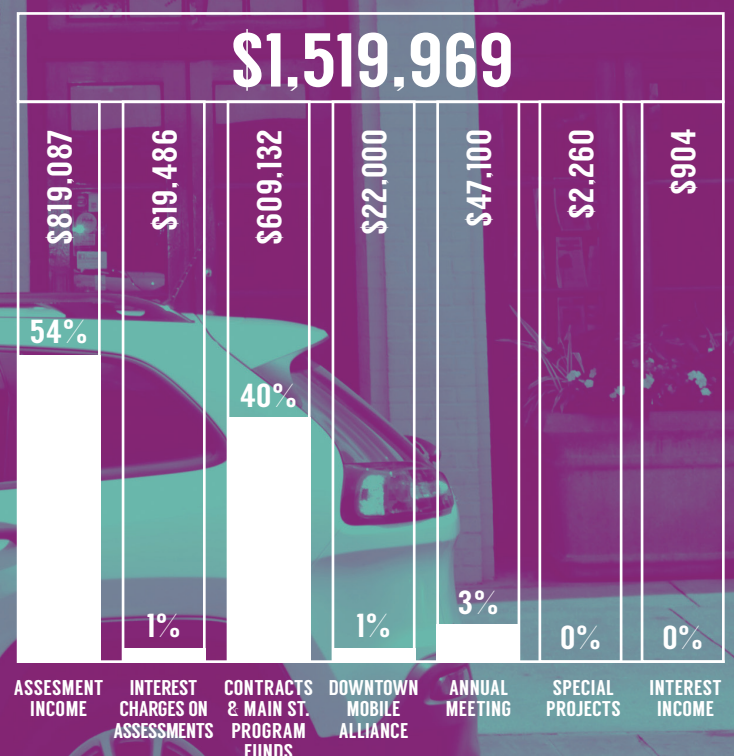
STATEMENT OF REVENUES & EXPENSES Modified Cash Basis (audited) as of June 30, 2015

OPERATING EXPENSES



EXCESS REVENUES OVER EXPENSES: **\$167,329 / 11%**

TOTAL REVENUE



MAIN STREET MOBILE: STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

Modified Cash Basis (audited) as of June 30, 2015

ASSETS

Current Assets	
Cash and Cash Equiv.....	288,190
Due from DMDMC	1,625
Total Current Assets	289,815

FIXED ASSETS

Equipment	17,087
Accumulated Depreciation	-15,377
Other Assets.....	1,328
Total Property and Equipment.....	3,038
Total Assets.....	292,853

LIABILITIES & NET ASSETS

Unrestricted	151,222
Temporarily restricted	141,631
Total Net Assets.....	292,853

TEMPORARILY RESTRICTED ASSETS

Façade Grant.....	50,373
Cathedral Square Fund	25,686
Retail Incubator.....	2,838
Co-working Space Incubator.....	8,913

War of 1812 Commemoration	1,500
Tunnel to Towers	2,000
City Parks Design Project	37,500
Lt. Tommy P. Menton Memorial.....	2,821
General Business Incubator	10,000
Total Temporarily Restricted Assets.....	141,631

REVENUE

General Donations/Contributions	4,155
Temporarily Restricted	62,795
Investment Income	236
Endowment	9,100
Special Events	9,306
Miscellaneous	8,056
Total Revenue	93,648

OPERATING EXPENSES (Supporting & Program Services)

Community Research/Projects	10,504
Public Improvements	16,740
Management & General Expense	11,350
Special Events	2,050
Depreciation	2,308
Total Operating Expenses.....	42,952

DOWNTOWN MOBILE ALLIANCE: STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

Modified Cash Basis (unaudited) as of June 30, 2015

ASSETS

Current Assets	
Cash and Cash Equiv.....	313,501
Retail Forgivable Loan Program.....	9,000
Total Current Assets	322,501

LIABILITIES & NET ASSETS

Liabilities	
Due to Downtown Mobile District Management Corporation.....	11,984

NET ASSETS

Designated Funds.....	20,267
Undesignated Funds.....	290,525
Total Net Assets.....	310,792

REVENUE

Membership Dues	83,620
LoDa Guide.....	7,375
Retail Incentive Program.....	100
Special Events	7,960

Investment Income	349
Downtown Gift Card	6,663
Residential Symposium.....	8,850
GO Zone Financing.....	40,512
Total Revenue	155,429

EXPENSES

Retail Incubator	30,000
Special Events	9,392
Gift Card Program	9,440
Residential Symposium	8,710
Special Projects	688
Marketing	5,712
Signage Grant.....	5,000
Economic Development	15,000
Management & General Expenses	24,914
Total Expenses	108,856

EXCESS REVENUES OVER EXPENSES..... 46,573



ONE WAY

Large
shade
trees

Plants
screening
blank walls



DOWNTOWN MOBILE ALLIANCE

DOWNTOWN MOBILE ALLIANCE

DowntownMobile.org | 251.434.8498 | 261 Dauphin St. | Mobile, AL 36602