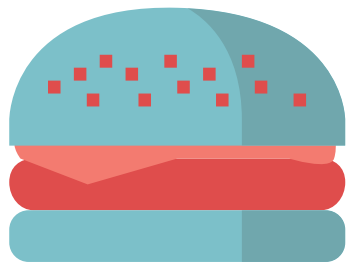
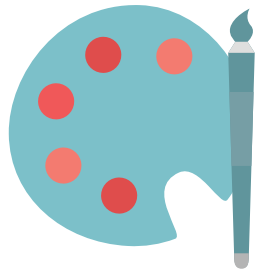


BID STAKEHOLDER SURVEY 2014

Reasons you frequent Downtown Mobile



Dining 88.1%



Arts/Culture 79%



Special Events 72.9%



Nightlife/Bars 56.2%



Work 46.9%



Shopping 40.5%



Business 28.9%



Financial Services 23.1%



Hotel/Lodging 21.8%



Fitness 18%



Worship 15.7%



Live 13.8%



Health/Beauty 9%



Other 4.8%

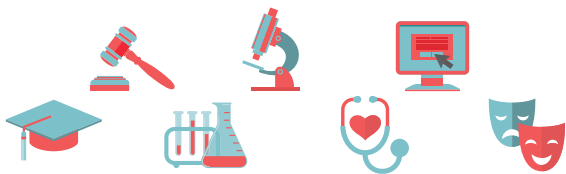
“Mardi Gras”

“Bike riding”

“Farmers Market in the Square”

“Crescent Theater”

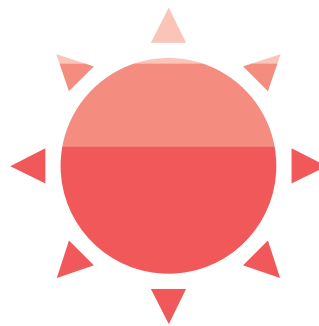
“Sightseeing”



What best describes you?

I visit the BID for arts and cultural events	62.3%
I work in the BID	32.7%
BID Business Owner (and I own my property)	9.9%
Other	7.3%
None of the above	6.7%
BID Resident (own house or condo)	6.1%
BID Commercial or Mixed Use Property Owner	5.7%
BID Business Owner (and I lease my space)	5.7%
BID Resident (rent house, condo or apartment)	5.4%

How comfortable are you in the BID?



During the day 7am-10pm

Completely comfortable	67%
Fairly comfortable	25%
A little cautious	7%

At night
10pm-7am



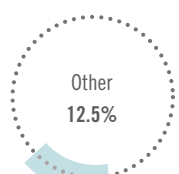
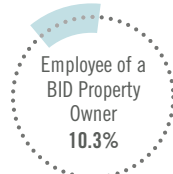
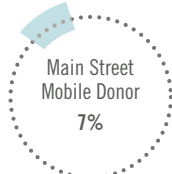
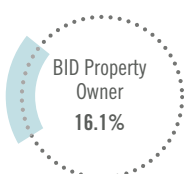
Completely comfortable	15%
Fairly comfortable	28%
A little cautious	37%

“Would never walk alone on the streets running parallel to Dauphin past dusk”

“Very nervous...after dark”

“Improved lighting would be helpful”

Affiliation with Downtown Mobile Alliance



Biggest Complaints About Downtown

79.1%

Dilapidated buildings

67.7%

Broken, deteriorating or hazardous sidewalks

57.9%

Business garbage containers on the sidewalk

48.2%

Street lighting not working

40.3%

Conditions of private parking lots

29.6%

Unmarked on-street parking spaces

Importance of Potential District Improvement Projects

	Matters a Lot	Worth Doing	Who Cares?
Street lights (beyond Dauphin Street)	63%	29%	3%
Parking lot improvements & standards	57%	38%	2%
Design guidelines for downtown construction	56%	35%	4%
Bienville Square improvements and coordinated activities	51%	45%	2%
Historic signage, way finding and street signs	51%	44%	2%
Custom paving/pedestrian crosswalk improvements	46%	46%	7%
Flower baskets	46%	48%	4%
Trees, tree pit planting	44%	50%	4%
Awning & balcony enhancements	29%	59%	6%
Banners promoting Downtown	29%	47%	17%

"I think all of these are vital."

"TRUE bike paths...and walkability improvements"

16.2%

Inadequate "moda!" service

12%

Cars parked on sidewalks

11.7%

Broken parking meters

7.4%

Lack of handicap ramps

6.5%

Noise from bars and live music venues

"Get rid of the bums/ shelters from the main area."

"Force building owners to move forward."

"More public arts commission."

Willing to Help Recruit Virginia's Health Food



YES

57%

NO

5.7%

NO RESPONSE

37.2%

"...will walk naked down Government Street if that would help get them down here."

CREWE PROGRAMS

CREWE OF REGENTS
HOSPITALITY SERVICES

OVERALL IMPACT OF THE CREWES OF REGENTS & STEWARDS PROGRAM

40%

Downtown is a clean
& friendly place

45%

Downtown is good,
not great

4%

Downtown still appears
dirty & unsafe



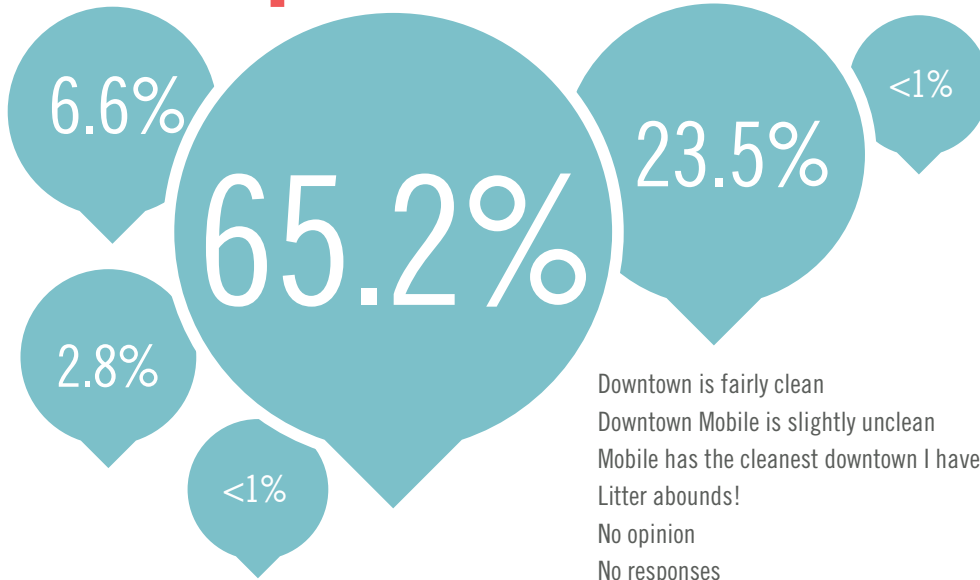
"This is a great group of people and a special service."

"It's getting there!"

"One of the best programs ever paid for by BID members."

"Could be more French Quarter-like."

Perception of Cleanliness



"Have seen much improvement in recent years. Still have areas that can be way better."

"Trash cans on Dauphin Street take up the walking space and smell terrible!" " BID does a great job cleaning."

Current Hours



Monday – Wednesday
7 am – 7 pm

Thursday – Saturday
7 am – midnight

Sunday 7 am – 3 pm

Possible Extended Hours



Monday – Wednesday
until 10 pm 14.9%



Thursday – Saturday
until 2 am 40.8%



Sunday until 7:30 pm 15.6%



Hours shouldn't be extended
39.1%

"I am not familiar
with this program."

BARTON ACADEMY

What impact would creating a public school for advanced world studies have on Mobile's economic future?

54.1%

Will prepare Mobile students for success in the global economy



No opinion

14.8%

50.8%

Selling point for potential international companies

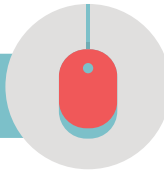


Colossal waste of money

5.6%

38.2%

Will help us recruit more high-tech jobs

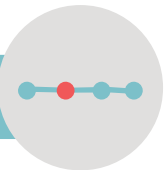


Other

5.2%

15.1%

Not likely to make much difference



"Positive energy."

"This should be a city and county effort."

"I think there are better options."

Central Parking

Satisfaction of current system of managing on-street parking

27%

Pretty convenient

47%

Bit of a hassle

20%

Stressful

"Stops me from coming downtown."

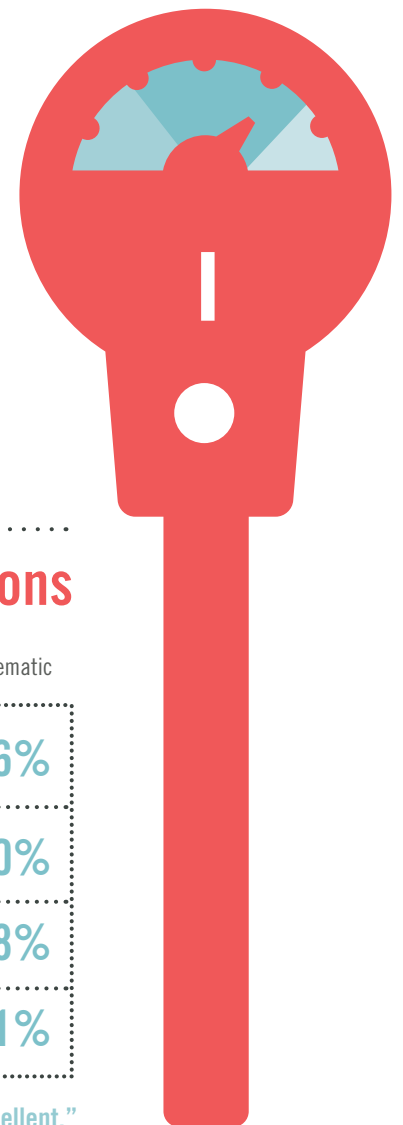
"Should definitely get meters that take credit cards."

Overall Experience with Downtown Parking Options

	Convenient/ Affordable	Fairly User Friendly	Problematic
On-street parking in the area between Cathedral Square & Royal Street	18%	45%	26%
On-street parking in the area around Wintzell's and Moe's	18%	42%	30%
Commercial parking lot	6%	40%	18%
Parking garage	12%	39%	11%

"Parking is a nightmare downtown."

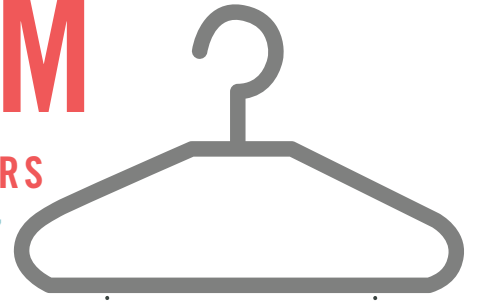
"Compared to other downtown areas - Mobile's parking is excellent."



URBAN EMPORIUM

DOWNTOWN MOBILE'S RETAIL INCUBATOR SHOPPERS

"Love the mixture of vendors." "I always stop in." "This store is a treasure for my eyes!!"



Important Downtown Mobile Alliance Program Areas

71% Great Program
27% Pretty Good Program
1% Waste of Time



NO

30.2%

FLOWER PLANTINGS

53% Great Program
33% Pretty Good Program
4% Waste of Time
 PUBLIC POLICY INITIATIVES
 Historic Tax Credits & Form Based Code

YES

Never Heard Of It
11.7%

ADVOCACY
 For downtown-specific concerns
58% Great Program
37% Pretty Good Program
1% Waste of Time

55%

No Response
2.8%



80% Great Program
19% Pretty Good Program
0% Waste of Time

LITTER COLLECTION, REPORTING OF MAINTENANCE ISSUES AND REMOVAL OF SPILLS, ACCIDENTS & ANIMAL WASTE

MARKETING & COMMUNICATIONS

(Including newsletters, social media & advertising)

59% Great Program
38% Pretty Good Program
1% Waste of Time



CREWE OF REGENTS HOSPITALITY TEAM

(including Motorist Aid/BID Hotline: 327-SAFE)

52% Great Program
33% Pretty Good Program
4% Waste of Time

ECONOMIC DEVELOPMENT

(including retail incentives, sign grants & economic research)

63% Great Program
29% Pretty Good Program
1% Waste of Time

HOLIDAY LIGHTING, DECORATIONS & BANNERS

57% Great Program
40% Pretty Good Program
2% Waste of Time



53% Great Program
39% Pretty Good Program
2% Waste of Time

EVENTS
 North Pole Stroll & Easter in the Squares

"Love the Mardi Gras mask scavenger hunt."

"Motorist Aid/BID hotline is awesome!!!"

"Everything you're doing is important."