

15

YEARS

OF TRANSFORMATION

DOWNTOWN MOBILE ALLIANCE

2020 ANNUAL REPORT
FISCAL YEAR: JULY 1, 2019 – JUNE 20, 2020

2020 ANNUAL REPORT

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LETTER FROM THE PRESIDENT

ELIZABETH P. STEVENS



WHAT A DIFFERENCE A YEAR MAKES!

This time last year we were bullish on the opportunities of 2020. The BID was being renewed through 2025 with an ambitious plan for new programs and possible expansion. Suddenly in March of 2020, the city, state, and nation began shutting down and everyone was learning the importance of a good relationship with the IT guy. To say that 2020 has been humbling would be an understatement.

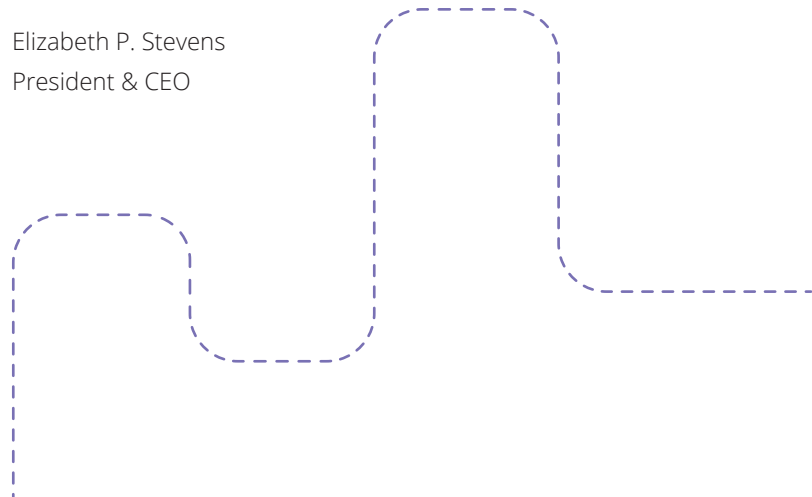
What to do when faced with a rapidly evolving, blessedly rare situation? Huddle. We made the decision to do everything we could to keep downtown front of mind for our customers. The BID team doubled down on being custodians of the streets and sidewalks. The office staff kept working—at first from home and then back in the office. We focused on short term triage while keeping an eye on the long term development of downtown. Under confusing and ever changing circumstances, your Downtown Mobile Alliance team did not miss a beat.

It is interesting that we began this journey in the aftermath of Hurricane Katrina. This 2005 tropical storm did significant damage in downtown, especially from storm surge and high winds. The cleanup went on for weeks. Suffice it to say the BID Services Team was not the well-oiled machine that it is now. They did not even have trucks and equipment. Such things had to be rented as we were just beginning to set up the program when the storm hit.

This year's annual report celebrates not only FY 2019-20, but the last 15 years of the Business Improvement District. You will see that millions of pounds of trash and leaves have been removed, hundreds of thousands of flowers have been planted, and 10,000 motorists assisted. You will also see a commitment to telling the story of downtown's growth day-by-day in the highest quality manner resources will allow. You will see a commitment to education and planning. This has included providing funding and leadership for the New Plan for Mobile and the form based zoning code for downtown called the Downtown Development District. You will see a spirit of initiative that grasps opportunities to improve downtown through legislative acts. This is evidenced in the go-cup zone allowed by the Entertainment District legislation, the Sidewalk Café bill, the Brunch Bill, and the life-changing Alabama Historic Rehabilitation Tax Credit.

The Downtown Mobile Alliance teammates wake up every day inspired by the opportunity to make Downtown Mobile a place of economic strength and life-affirming wonderment. We are grateful to you, our members and supporters, for the monetary and emotional support you provide us. Together we will survive this moment.

Elizabeth P. Stevens
President & CEO



DOWNTOWN MOBILE ALLIANCE



Elizabeth P. Stevens
President & CEO



Fred Rendfrey
Economic
Development Director



Carol Hunter
Communications
Director



Jim Russo
Finance Director



Jessica White
Office Manager



Linda Bowles
Executive Assistant

BID OPERATIONS



Clayton Ratledge
Operations Manager

Team Leads

Michael Roberts
Kenneth Abner

Regents

Lamont Williams
Greg Turner
Andrew Stark

Stewards

Scott Mills
Lorenzo Franklin
Clayvon Fletcher
Jacquelin Campbell
Leroy Lyles
Lethel Brown
David Lewis

RETIREMENTS

We had a few notable retirements in 2020: Denise Browning, Financial Consultant, 2009-2019 and Hap Kern, Horticulturist, 2012-2020.

2019-2020

BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD*

Rebecca Byrne,
Community Foundation of South Alabama

VICE CHAIRMAN FOR ECONOMIC DEVELOPMENT*

Steven McMahon, *OSLC LLC*

VICE CHAIRMAN FOR PUBLIC REALM*

GINNA INGE, *The Steeple on St. Francis*

VICE CHAIRMAN FOR MEMBERSHIP & MARKETING

John Browning, *Burr & Forman LLP*

VICE CHAIRMAN FOR STRATEGIC INITIATIVES

Taylor Atchison, *RATA Investments*

TREASURER*

Jacquitta Powell-Green,
CNBancorp Holding Company

SECRETARY*

Mary Anne Ball, *Bienville Properties*

IMMEDIATE PAST PRESIDENT*

Margo Gilbert, *Battle House Hotel*

Ryan Allenbach, *Alabama Power Co.*

Bill Appling, *St. Joachim Street Properties**

John Arendall, *22nd State Bank**

Jerry Arnold, *Armstrong & Associates*

Bertha Boatman, *Amber Consulting**

The Hon. Jerry Carl,

*Mobile County Commission**

Bob Chappelle, *Mobile Chamber of Commerce**

David Clark, *Visit Mobile*

Brad Custred, *Project 202 LLC**

Josh Dindo, *White-Spinner Construction*

Chris Esfeller, *Regions Bank**

John Goodloe, *Parkview Plaza LLC**

Allen E. "Teeto" Graham, *Phelps Dunbar LLP*

Matt LeMond, *O'Daly's Irish Pub**

Arthur J. Madden, *Madden & Soto**

Sharon Moffatt, *Spire Gulf Coast*

Self Radcliff, *The Radcliff-Schatzman Group*

April Smith, *Adams and Reese LLP*

Maggie Smith, *Soul Kitchen Music Hall*

Heath Stephens,

*Hargrove Controls + Automation**

Richard Stimpson,

*Leavell Investment Management**

Joseph P. Toole,

*The Retirement Systems of Alabama**

Reggie Washington, *Southern National*

Theresa Wilson-Lollar,

*Hampton Inn & Suites Mobile**

Sam Winter, *Sam Winter and Company*

MAYOR DESIGNEE*

Matt Anderson, *City of Mobile*

EX OFFICIO

The Hon. Levon Manzie,

Mobile City Council President

HONORARY DIRECTORS

Sam Covert, *APCO Retired*

Tyrone Fenderson, *Synovus*

Cooper Thurber, *Phelps Dunbar*

**Denotes members who serve on both the DMA and DDMC Board of Directors*

2019-2020 MEMBERS

LEADERSHIP CIRCLE

Alabama Power Company
Alabama State Port Authority
Austal USA
Burr & Forman LLP
Hargrove Engineering

LEADERSHIP COUNCIL

Adams & Reese LLP
Ambrecht Jackson, LLP
C Spire
Canfor Southern Pine, Inc
Hand Arendall Harrison Sale, LLC
Mobile Airport Authority
NAI-Mobile, LLC
Phelps Dunbar, LLP
PNC Finance Services Group
Regions
Spire Gulf Inc.
Starnes Davis Florie, LLP
Trustmark
Wells Fargo Bank
White-Spunner Construction, Inc.

BUSINESS ADVOCATE

22nd State Bank*
Alabama Court Reporting*
Armstrong & Associates
BB&T
Burns, Cunningham & Mackey, PC
Cabaniss, Johnston, Gardner,
Dumas & O'Neal, LLP
Cooper/T. Smith
Dauphins, LLC
Delashmet & Marchand PC
Dogwood Productions
Fort Conde Inn
Goodwyn Mills & Cawood, Inc.
Gulf States Engineering, Inc.
Hampton Inn & Suites Downtown
Hancock Whitney
Helmsing Leach
Heroes Sports Bar & Grille
Hummingbird Ideas
Inge & Associates
Jubilee Landscape Management, Inc.
KV Properties, LLC
Lagniappe
Leavell Investment
Management, Inc.
LODA Bier Garten

Logical Computer Solutions
McDowell Knight Roedder
& Sledge
Meridian at the Port*
Mostellar & Shreve, LLP
Norton Lilly International
Oakworth Capital Bank
O'Daly's Irish Pub
Radcliff - Schatzman Group
Rayford & Associates
Renaissance Riverview Plaza Hotel
Robert P. Hall, II & Associates, P.C.
Roberts Brothers, Inc
Rogers and Willard, Inc
ServisFirst
Shore Acres Plant Farm
Spot of Tea
The Battle House,
A Renaissance Hotel
The Royal Scam
Volkert
Ward Properties
Warren Averett Companies, LLC
Wet Willies Management Corp
White-Spunner Realty, Inc.

BUSINESS SUPPORTER

1702 Real Estate, LLC
AHI Corporate Housing
Alabama Coast Multimedia
All In Credit Union
ASM Mobile Civic Center
ASM Saenger Theatre
Bama Pest Control
Boo Radley's
Candlewood Suites Downtown
CannaBama
Chick-fil-A
Coastal Makers*
Commonwealth National Bank
Crescent Theater
dakinstreet, LLC
Exchange 202
Fit Recruiting
Gulf Coast Shows
Hamilton & Company, LLC
Innerspace
Johnstone Adams, LLC
L. Craig Roberts Architect, AIA PC
Lafayette Land
Legal Imaging, LLC



Marine Rigging, Inc
Maurin Architecture PC
McElhaney Insurance Agency, Inc
McNair Historic Preservation Inc
Mediterranean Sandwich
Company
Milling Commercial Realty, Inc.
Mobile Yoga Center*
Moe's Original BBQ Downtown
Noble South, LLC
Olde Mobile Antiques Gallery
Olensky Brothers Inc
Person's Services Corp
Phoenix Restoration Services*
Platform 85
Port City Pups
POST
Quality Inn Downtown
RATA Investments
Ron Barrett, LLC
Rooster's
Sam Winter & Company, Inc
Sign Source
Soul Kitchen
Southern Earth Sciences, Inc
Southern National/Steel Smokin'
Squid Ink Eclectic Eats & Drinks
Synovus
The Cheese Cottage
The Haunted Book Shop
The Point
The Ruby Slipper Café, LLC
The Steeple on St. Francis
Thomas Properties
TK Escape
Toomey's Mardi Gras Candy Co, Inc.
Unity Fiber*
WHLC Architecture AL, LLC
Wilkins Miller, LLC
Willis Towers Watson
Wintzell's Oyster House

NON-PROFIT

100 Black Men of Greater Mobile
Alabama Coastal Foundation

Bellingrath Gardens & Home
Big Brothers Big Sisters
of South Alabama
Boys and Girls Club
of South Alabama
Bragg Mitchell Mansion
Christ Church Cathedral
Coastal Alabama Partnership
Conde Charlotte House Museum
Exploreum Science Center
Fuse Project
Historic Mobile Preservation
Society
History Museum of Mobile
Mobile Area Association
of Realtors
Mobile Area Chamber of Commerce
Mobile Arts Council
Mobile Ballet, Inc.
Mobile Baykeeper
Mobile Carnival Association
Mobile County Health Department
Mobile Museum of Art
Mobile Opera
Mobile Public Library
Mobile Symphony
Mobile United
National Maritime Museum
of the Gulf of Mexico
National Society of the Colonial
Dames of America In Alabama
Richards DAR House Museum
South Alabama Regional Planning
Commission
The Community Foundation of
South Alabama
U.S.S. ALABAMA Battleship
Commission
United Way of Southwest Alabama
University of South Alabama
Foundation
Waterfront Rescue Mission, Inc.
Wilmer Hall
YMCA of South Alabama

**Denotes New Member*

BID SERVICES

15 YEAR COMPILATION

2,600,000

POUNDS OF TRASH AND LEAVES

138,000

FLOWERS PLANTED

137,000

VISITORS ASSISTED

55,000

HOURS OF SIDEWALK SWEEPING

22,600

STORM DRAINS CLEANED

12,300

BLOCKS WEEDED

10,000

MOTORISTS ASSISTED

6,800

GRAFFITI HITS AND STICKERS
REMOVED

4,500

FLOWER BEDS PLANTED

3,800

SAFETY HAZARDS REPORTED

2,700

INSTANCES OF HUMAN WASTE
REMOVAL

1,250

REFERRALS FOR HOMELESS
ASSISTANCE

1,050

PANHANDLERS ENGAGED

900

PILES OF DEBRIS REMOVED

410

SAFETY ESCORTS

237

TREES PLANTED

216

POLICE ASSISTS

3,300

HOLIDAY LIGHTS INSTALLED

4,000

BOXES OF VALENTINE'S DAY
CANDY DISTRIBUTED

137,000

POUNDS OF ELECTRONICS RECYCLED

DEVELOPMENT + DESIGN

2005-06

VACANT PROPERTY SURVEY

Created an inventory of vacant or underutilized property for future significant development projects.

2005-06

GULF OPPORTUNITY ZONE

Conducted workshops to educate property owners on the use of tax-exempt GO-Zone bonds created in the wake of Hurricane Katrina

2006-07

PARKING STUDY

Completed an inventory of existing on-street parking and identified locations where additional parking spaces should be created.

2006-07

RESIDENTIAL HOUSING MARKET ANALYSIS

The first comprehensive study of the potential demand for downtown housing of all types: apartments, condominiums and single family homes.

2007-08

DOWNTOWN LIVING TOUR

First event created to introduce locals to the "new" concept of urban living with tours of condos, lofts, apartments and single family homes.

2007-08

RETAIL RECRUITMENT

A strategy to bring more retail downtown was developed and implemented.

2011-12

STATE NEW MARKETS TAX CREDIT

Advocated for the creation of these credits that helped finance multiple renovations and new construction projects downtown.

2011-12

URBAN EMPORIUM

Opened the retail incubator designed to create a culture of entrepreneurship and successful merchants in Mobile.

2010-11

OFFICE MARKET REPORT

Created an overview of the office market vacancy and rental rates so these may be tracked over time.

2010-11

SPRINGBOARD TO SUCCESS

Created a non-profit to operate the Urban Emporium, Mobile's first retail incubator. The effort is designed to nurture new and expanding retailers who will eventually move into vacant storefronts.

2008-09

REAL ESTATE LISTINGS

Created a printed guide for all residential real estate for rent and added pages to the website for all downtown real estate, commercial and residential.

2008-09

HAMPTON INN & SUITES

Grand opening of Downtown's first new hotel built in decades.

2009-10

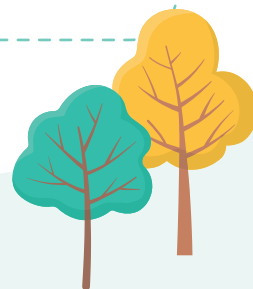
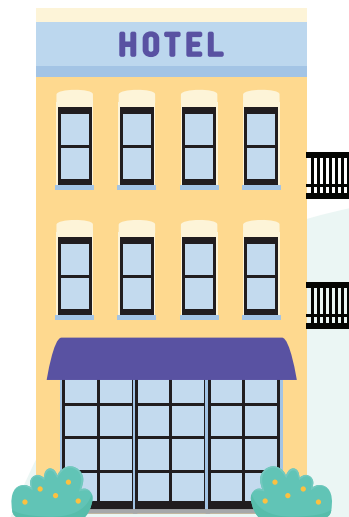
HOTEL ROOM GROWTH

Between renovations and new construction, the number of hotel rooms downtown has increased by 60 percent since 2007.

2009-10

PARKING AND TRANSPORTATION

Worked with the city's Traffic Engineering Department to identify 25 new on-street parking spaces to support retail operations.



2012-13

ALABAMA HISTORIC REHABILITATION TAX CREDIT

After a lengthy and rigorous advocacy effort, the state legislature approved a bill creating the program that to date has resulted in \$800 million in private capital investment and the renovation of 149 historic buildings statewide.

2013-14

RESIDENTIAL MARKET ANALYSIS

Updated the analysis of the demand for residential units downtown. This report led to the need for yet another Downtown Living Tour.

2012-13

MAJOR BUILDING RENOVATIONS

Saw the renovation of two of downtown's most significant office towers: RSA Trustmark Building and the Van Antwerp Building.

2014-15

DOWNTOWN LIVING TOUR

Hosted the event featuring 17 single-family homes, townhomes and condominiums in the DeTonti Square neighborhood.

2014-15

DOWNTOWN MULTI-FAMILY PANEL

Produced a workshop for developers focused on findings of the Residential Market Study and trends in the multi-family sector.

2013-14

RED CROSS BUILDING

Had the site entered into ADEM's Underground Storage Tank Program that cleaned up the site and limited liability; thereby facilitating redevelopment of the property.

2015-16

HISTORIC MOBILE

Created a land bank to acquire property in an underpopulated section of downtown for the purpose of redeveloping it into new residential units. Land acquisition began immediately.

2015-16

REFRESH FAÇADE IMPROVEMENT GRANTS

Crafted the policy and procedures for the city program established to facilitate façade improvements. We manage the program and serve as the recommending body.



2015-16

INNOVATION PORTAL

Worked with the University of South Alabama and the Mobile Area Chamber of Commerce to secure funding for this regional entrepreneurial and innovation center.

2016-17

HILTON GARDEN INN

Grand opening of the third new hotel since 2008 occupying former surface parking lots.

2017-18

MAJOR MULTI-FAMILY PROJECTS

Announced the groundbreaking of the largest new residential project in 50+ years and the unveiling of the largest conversion of an office building to residential use.



2016-17

GUIDE BOOKS

Created customized guide books to assist property and business owners with design guidance and code compliance concerning parking lot screening and sidewalk accessories.

2016-17

HAPPY HOUR HARD HAT TOUR

Launched the first of what would become very popular tours of projects under construction; the conclusion of which was a reception featuring food and beverage.



2017-18

ST. LOUIS STREET REDEVELOPMENT

Saw the redevelopment of multiple vacant buildings and the new Federal Courthouse, resulting in the creation of a vibrant street scene.

2018-19

OPPORTUNITY ZONE

Created a tour of potential sites for redevelopment under the new federal Opportunity Zone program and hosted a seminar with legal and accounting experts for developers interested in taking advantage of the program.

2019-20

HAPPY HOUR HARD HAT TOURS

Conducted two tours featuring downtown's five new breweries and the new residential projects.

2017-18

SERDA BREWING CO.

Assisted with the establishment of the first production brewery in Mobile in modern times.



2019-20

DOWNTOWN STRONG

Created a package of incentives to assist property and business owners impacted by the COVID-19 restrictions.

ADVOCACY AND PLACEMAKING

2005-06

KATRINA CLEANUP

The first two months of operations were focused on removing debris left behind from the storm and setting up an office.

2005-06

DEVELOPMENT HURDLES

Focus groups were convened to identify challenges within city processes that unnecessarily burden developers.



2006-07

2006-07

BASELINE BLIGHT STUDY

Began the on-going analysis of blighted and decrepit buildings.

2009-10

CIVIC SIDEWALKS TASK FORCE

Convened representatives from multiple agencies to examine impacts of homelessness, panhandling and late night issues such as noise.



2008-09

ENTERTAINMENT FORUM

Created a consortium of downtown venues and music promoters to coordinate, improve and market the live music scene.

2008-09

PARKING TASK FORCE

Joined the Mayor's Task Force and Transportation Committee to develop long- and short-term parking solutions.

2009-10

WEST WALLACE TUNNEL INTERCHANGE

Engaged an engineering firm to redesign the western approach to the I-10 tunnel. When implemented, the design will improve safety and traffic flow, and free up 20 acres of prime downtown land for redevelopment.

2009-10

GREEN STREETS

Partnered with Auburn University to undertake an initiative to develop ideas to manage storm water runoff through innovative development of parks and greenspaces.

2009-10

LITTLE COLT

Oversaw the restoration and reinstallation of a popular sculpture in Spanish Plaza that had been missing for many years.

2010-11

BLIGHT TASK FORCE

Created a discussion group with city officials to discuss city processes related to addressing blighted property.

2010-11

CEILING OF LIGHTS

Installed a ceiling of lights above a block of Dauphin Street that instantly became one of the most photographed spots in Mobile.



2011-12

HOSPITALITY ZONE ASSESSMENT

Convened a task force to develop policies that would make downtown's nightlife more vibrant and sustainable, among them, the Juvenile Curfew Ordinance.

2011-12

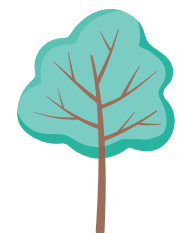
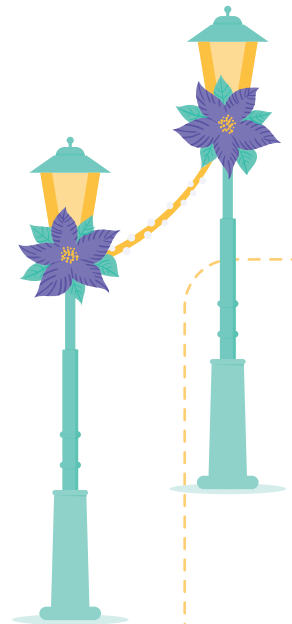
PARKING ANALYSIS

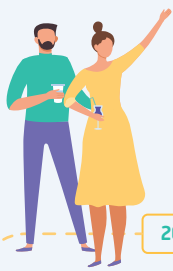
Funded a detailed analysis of on-street parking along Government Street.

2011-12

HOLIDAY LIGHTING

Began the expansion of the seasonal lighting to include custom-made motifs for the lampposts on our major pedestrian streets. Installed custom-made crowns in Bienville Square for Mardi Gras.





2012-13

ENTERTAINMENT DISTRICT

Led the effort to establish two Entertainment Districts in Downtown Mobile. These districts allow customers to leave an establishment with a beverage and walk about.

2012-13

FORM BASED CODE

Began the massive effort to create new zoning and development guidelines for downtown. The code was developed by Duany Plater-Zyberk after many hours of input from stakeholders.

2012-13

ALABAMA HISTORIC REHABILITATION TAX CREDIT

After a lengthy and rigorous advocacy effort, the state legislature approved a bill creating the three-year program designed to spur renovation of historic properties.



2013-14

2013-14

FORM BASED CODE

Gained adoption of the new development code for Downtown Mobile.

2013-14

LOW-INCOME HOUSING TAX CREDITS

Began working with elected officials to change the process by which credits are allocated so that urban projects are not penalized.

THE 25% SOLUTION

Hosted a seminar on how to take advantage of the State Historic Tax Credit Program.

2014-15

NON-MOTORIZED MOBILITY STUDY

In partnership with the South Alabama Regional Planning Commission, we organized the effort to evaluate the condition of downtown's street grid for users on bikes, in wheelchairs and strollers, and on foot.

2016-17

STATE HISTORIC TAX CREDIT

Successfully advocated for the return of the program that had seen private capital investment of \$282 million and the renovation of 50 historic properties across the state in three years.



2015-16

2015-16

AMTRAK INSPECTION TOUR

Participated in the Bring Back Amtrak effort led by the Southern Rail Commission.

2014-15

CITY PARKS EVALUATION

Assisted the Mobile Parks Department with the system-wide classification of parks and the creation of design standards for fixtures and furniture therein.



2016-17

2016-17

SIDEWALK CAFÉ BILL

Successfully advocated for the service of alcohol at sidewalk cafes.

BRICKS & BBQ
Hosted an event with the contractors' trade association to introduce them to development opportunities.

2017-18

BROAD STREET STUDY GROUP

Assembled a task force to offer recommendations to the city regarding the major redesign of Broad Street. Many of the group's recommendations were incorporated into the final plan.



2017-18

2017-18

BRUNCH BILL

Successfully advocated for the expansion of alcohol service on Sunday morning.

2017-18

STREET DESIGN SUMMIT

Convened a workshop led by two of the country's leading transportation planners. The workshop was attended by more than 100 citizens and city officials.

2018-19

GOVERNMENT STREET ON-STREET PARKING

After seven studies and many years of advocacy, the city converted a travel lane into 37 parking spaces in a high-demand zone.

BIENVILLE SQUARE MASTER PLAN

Led the effort, in partnership with the Downtown Parks Conservancy, to develop a master plan for the revitalization of Bienville Square.

2019-20

PATIO DINING

Worked with the city and state officials to create guidelines for outdoor dining options, including semi-permanent decks in the right-of-way.

2019-20

GARBAGE TASK FORCE

Convened a group of downtown business owners to develop recommendations to the city regarding a new ordinance for downtown garbage collection.



COMMUNICATIONS

2005-06

BRAND AND LOGO

Our clean and safe teams became Stewards and Regents and a user friendly umbrella organization was created: Downtown Mobile Alliance.



2005-06

OFFICE GRAND OPENING

After several weeks of renovations and establishing processes, we began operations in full.

2005-06

WEBSITE LAUNCHED

Annually 24,000 users visit the site 30,000 times. From year one, the most visited pages consistently have been the event calendar and real estate listings.



2006-07

E-NEWSLETTER LAUNCHED

The weekly *What's up Downtown* and monthly *Downtown Lowdown* as well as *Economic Development News* and *Road Closing Advisories* keep our 4,500 subscribers up to date.

2008-09

SOCIAL MEDIA ESTABLISHED

Launched Facebook and Twitter accounts. The current audience of our combined social media channels is 35,000 with a weekly reach of 24,000 impressions.

2008-09

BID RENEWAL

The first process to renew the Business Improvement District involving the creation of a new district management plan and the setting of goals and a vision for downtown.

2007-08

ANNUAL MEETING AND MAIN STREET MOBILE AWARDS

Our first annual event celebrating downtown's successes and featuring a keynote speaker with a national reputation in the fields of urban planning, design, transportation and development.

2007-08

NEW PLAN FOR MOBILE

Partnered with the City of Mobile on the first comprehensive plan in many years to identify the most desirable development patterns for downtown.

2006-07

DOWNTOWN LIVING TOUR

Our first event to introduce the many housing options downtown was a big success and helped change perceptions about the urban lifestyle.

2009-10

EASTER IN THE SQUARE

Inaugural Easter Egg Hunt in Bienville Square, an event that continues to draw hundreds of families from neighborhoods across Mobile.

2009-10

NORTH POLE STROLL

Event with dozens of engaging activities designed to bring families downtown at the start of the holiday season.

2011-12

HOLIDAY LIGHTING DISPLAYS

Expanded lighting installations to include wrapping 210 lampposts in twinkle lights and installing 120 custom made motifs along downtown's most popular streets. Custom-made crowns for Mardi Gras are also installed along the four corners of Bienville Square for Carnival season.

2010-11

CEILING OF LIGHTS

Installed a block-long ceiling of lights 18-feet above Dauphin Street. Originally only installed for the holidays, it is now up year-round and is a popular photo spot.

2010-11

BREAKFAST WITH THE MAYOR

Launched "boutique" business event with a small(ish) gathering of downtown leaders in an intimate setting with the mayor.

2011-12

SOUTHSOUNDS MUSIC & ART FESTIVAL

Helped establish Mobile's newest festival focusing on emerging southern musicians and artists.

2012-13

WAR OF 1812 COMMEMORATION

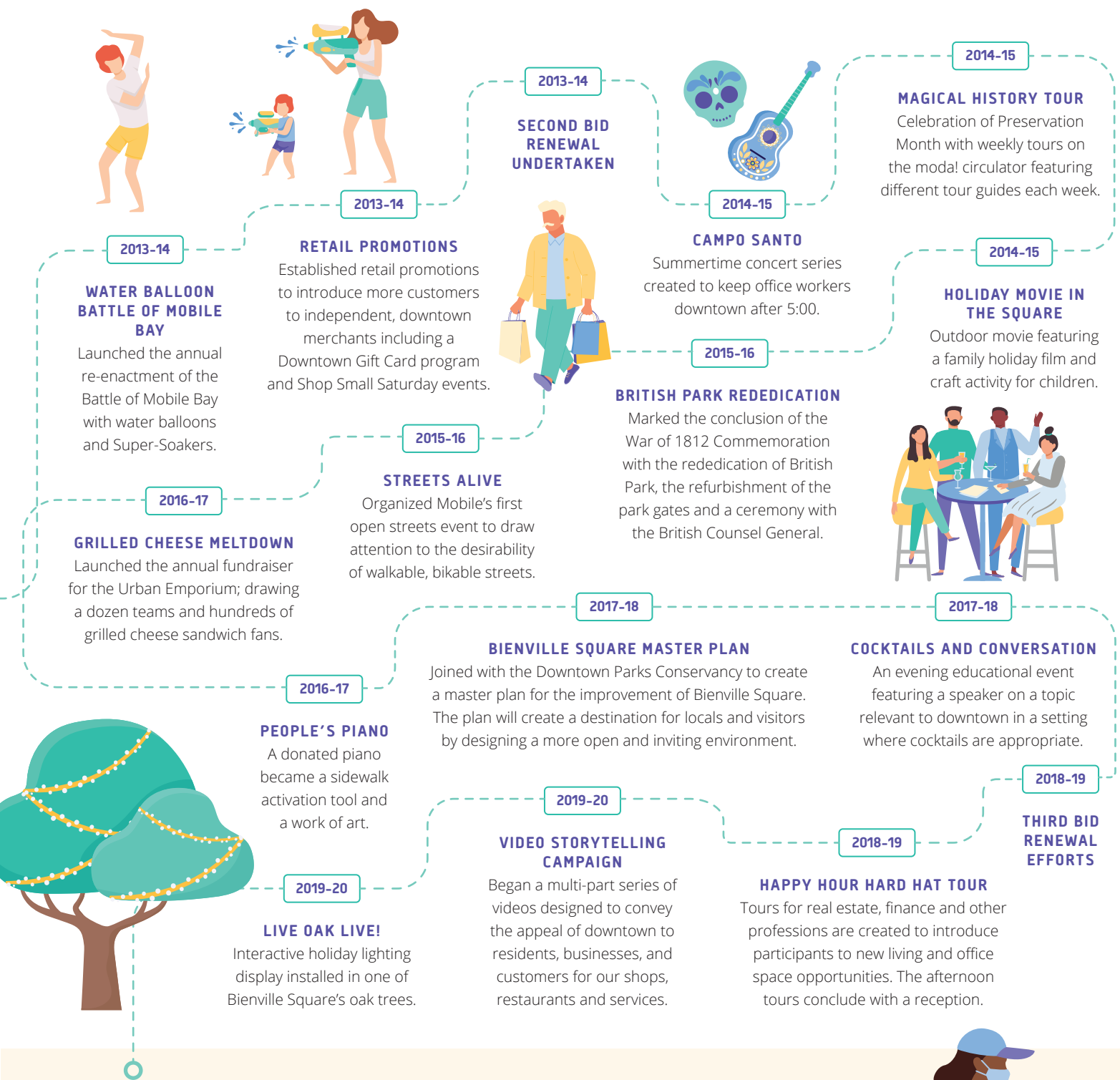
Began a three year commemoration of the War of 1812, during which Mobile changed hands from the Spanish to the British and finally, the United States.

2012-13

DAUPHIN STREET VAULT

Helped establish the annual US Track & Field-sanctioned event bringing in athletes from across the Southeast for a pole vaulting event in the middle of Dauphin Street.





COVID-19 EFFORTS

- Downtown Strong Small Business Impact Fund
- GoFundMe Campaigns for retailers, restaurants, attractions and non-profits
- Façade Grants for commercial buildings
- Professional Assistance Grants for those needing legal or accounting advice
- Coloring Book Contest
- Pat-on-the-Back Pack
- Quarantine House

- Takeout Friday
- "Return with Confidence" Video
- Recovery Task Forces
 - Retail
 - Attractions/Event Venues
 - Bars and Late Night
 - Restaurants

Downtown STRONG



DOWNTOWN MOBILE

DISTRICT MANAGEMENT CORPORATION

STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

Modified Cash Basis (unaudited) as of June 30, 2020

ASSETS - CURRENT ASSETS

\$607,650		\$2,351		\$349,359
CASH AND CASH EQUIV.		INTERCOMPANY RECEIVABLES		PROPERTY & EQUIPMENT

TOTAL ASSETS = \$959,360.69

LIABILITIES & NET ASSETS

NET ASSETS = \$783,761

PAYROLL LIABILITIES (\$2,089) + PREPAID ASSESSMENT INCOME \$177,689

TOTAL CURRENT LIABILITIES = \$175,600

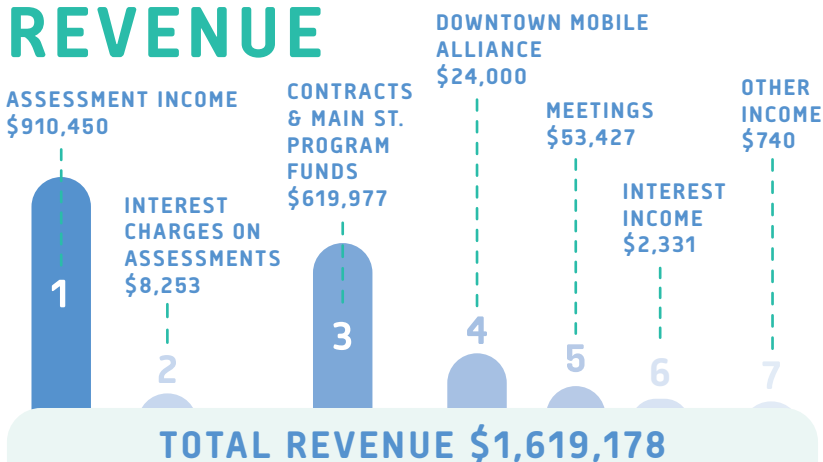
TOTAL LIABILITIES & NET ASSETS

\$959,361

STATEMENT OF REVENUES & EXPENSES

Modified Cash Basis (unaudited) as of June 30, 2020

REVENUE



OPERATING EXPENSES

Business Recruitment/Retention

\$255,565

Office Repairs & Capital Expenditures

\$12,264

Communication & Marketing

\$201,028

Operating Expenses

\$124,714

Public Space Management

\$974,518

Special Projects/Landscape

\$44,035

Education & Meetings

\$114,746

Professional Services

\$80,252

TOTAL OPERATING EXPENSES

\$1,807,482

EXCESS EXPENSES OVER REVENUES

(\$188,304)

DOWNTOWN MOBILE ALLIANCE

STATEMENT OF REVENUES & EXPENSES

Modified Cash Basis (unaudited) as of June 30, 2020

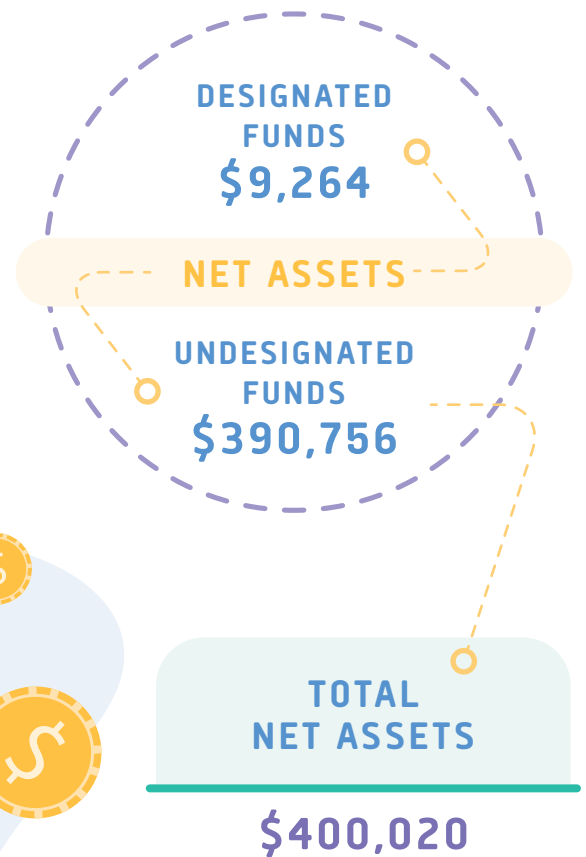
REVENUE



STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

Modified Cash Basis (unaudited) as of
June 30, 2020

LIABILITIES & NET ASSETS



EXPENSES



**EXCESS
REVENUES
OVER
EXPENSES =
\$35,582**



MAIN STREET MOBILE

STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

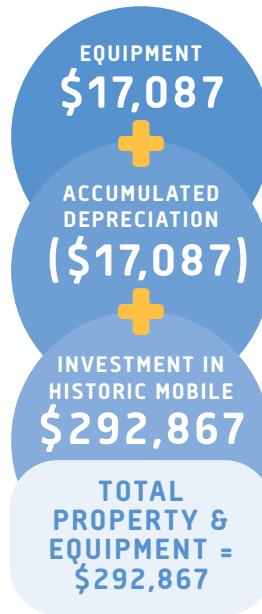
Modified Cash Basis (unaudited) as of
June 30, 2020

CURRENT ASSETS

CASH & CASH EQUIV. = \$230,279
TOTAL CURRENT ASSETS =
\$230,279

TOTAL ASSETS =
\$523,146

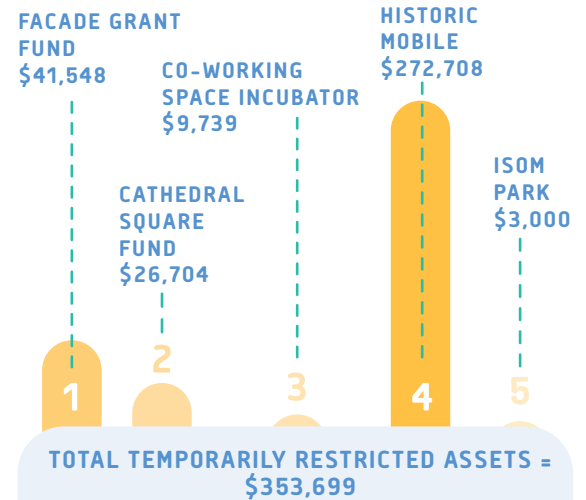
FIXED ASSETS



LIABILITIES & NET ASSETS

TOTAL CURRENT LIABILITIES =

TEMPORARILY RESTRICTED ASSETS



NET ASSETS

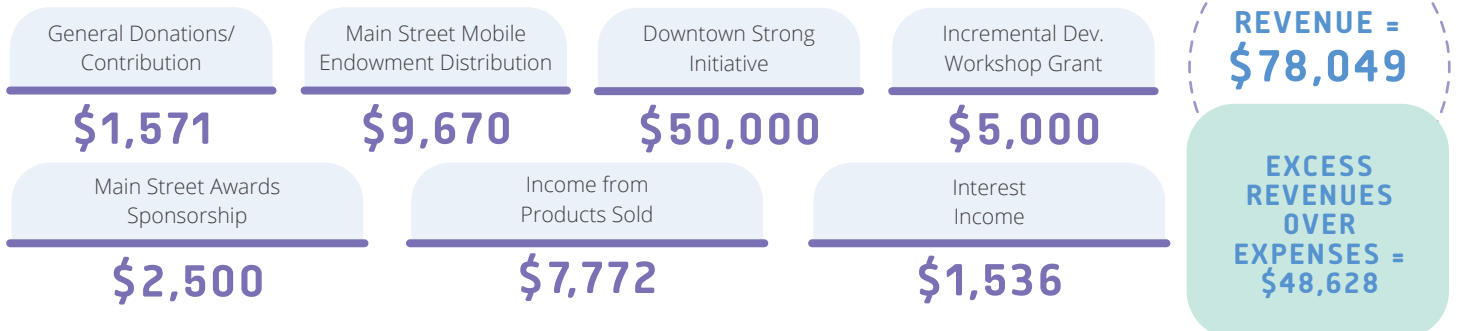
\$170,448
UNRESTRICTED

\$353,699
TEMPORARILY
RESTRICTED

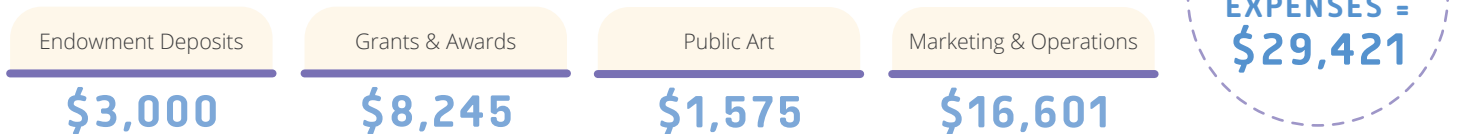
TOTAL NET ASSETS =
\$523,146

REVENUE STATEMENT OF REVENUES & EXPENSES

Modified Cash Basis (unaudited) as of June 30, 2020



OPERATING EXPENSES (SUPPORTING & PROGRAM SERVICES)



MAIN STREET MOBILE DONATIONS

GENERAL

Thomas Whiteside
David Clark
Susan Lee Weissinger

OPTIMIZING OUR STREETS: DESIGN FOR SAFETY & DEVELOPMENT

J. L. Bedsole Foundation

RECOVERY STARTS WITH A ROOF

Northside Check Exchange
Emanuel AME

INCREMENTAL DEVELOPMENT WORKSHOP

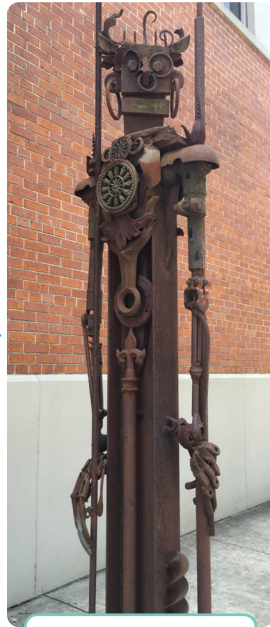
Ben May Charitable Trust

DOWNTOWN STRONG

Austal
Foosackly's
Regions
PNC
Downtown Mobile Alliance
Downtown Mobile District
Management Corp.



HEAVENLY METAL
Bruce Larsen, 2018



SENTRY
Bruce Larsen, 2010



BARTON ACADEMY MURAL
Devlin Wilson, 2017



OYSTER TRAIL
Ginger Woechen,
2013



THREE SISTERS
Charles Smith & William Colburn,
2011



GULF WILDLIFE
Bruce Larsen, 2010



BIKE RACK
Corey Swindle, 2008



EQUINO
Casey Downing, 2017



LITTLE COLT
Restored and
reinstalled, 2010



PUBLIC ART INSTALLATIONS



DOWNTOWN MOBILE DISTRICT
MANAGEMENT CORPORATION

DOWNTOWN MOBILE ALLIANCE

MAIN STREET MOBILE



DOWNTOWN MOBILE ALLIANCE

DOWNTOWNMOBILE.ORG

251-434-8498

P.O.BOX 112 · MOBILE, AL 36601