
2022 ANNUAL REPORT

FISCAL YEAR: JULY 1, 2021 – JUNE 30, 2022

FUTURE- READY MOBILE

DOWNTOWN MOBILE ALLIANCE // MAIN STREET MOBILE
AND THE DOWNTOWN MOBILE DISTRICT MANAGEMENT CORP.



DOWNTOWN MOBILE ALLIANCE

ELIZABETH P. STEVENS

LETTER FROM THE PRESIDENT

DOWNTOWN MOBILE: RICH WITH OPPORTUNITIES AND POSSIBILITIES

Recently, Paul Levy, the keynote speaker for our Annual Luncheon, wrote in his newsletter a lesson for Philadelphia in Aesop's fable of the hare and the tortoise. Some cities, he wrote, had explosive growth in the last two decades while Philadelphia had slow and persistent growth. His city figured out a way to encourage the conversion of 10M SF of outdated office and industrial space into apartments, condos, and hotels. He pointed out, however, that those cities that added tower after tower during that same time have been the subject of many gloomy articles about the death of cities.

That made me reflect on Mobile's experience over the last two decades. Downtown's growth has also been of the slow and steady kind, which I believe is reflective of true change that is resilient to system shocks like we had during COVID. Former car dealerships are now living spaces as are a 1920's bank tower, a former seaman's hostel, and a former mattress factory. Other buildings built for the automotive industry are now home to breweries, antiques, a golf simulator, a cheese shop, a swanky event venue, a co-working space, and start-up accelerator. Greer's St. Louis Market in a former auto parts store has finally put to rest the often-said comment about downtown living and a neighborhood market.

The state historic tax credit has been the most important tool we have for encouraging the conversion of historic buildings to new 21st-century uses. The state tax credit is threatened again and we will be working with the legislature to secure additional funding for this smart and effective incentive.

After a robust period of apartment development, we are now seeing successful single-family construction as evidenced by the seven (7) beautiful DeTonti Place homes under construction on Jackson and State streets. Nearby, several other historic houses turned into offices 40 years ago have now been turned back into homes – several just in the last year or two.

DOWNTOWN LIVING IS DESIRED BY THE CONSUMER AND WE NEED TO NURTURE ITS GROWTH WITH ALL THE TOOLS AT OUR DISPOSAL.

The greatest problem with downtown housing is the lack of inventory. Most people do not want to wait a few years for their house to be ready especially when relocating. Properties remain difficult to acquire – especially vacant land and seemingly abandoned houses. Both renovation and building costs are expensive thanks to ever more complicated building codes. Working through complicated ownership situations takes up too much time for most developers when elsewhere there is raw land that is easy for house builders to permit and finance.

Main Street Mobile's land bank has a variety of exciting projects to announce. The beautiful new cottage at 854 Dauphin Street is complete. Two other houses planned for long-vacant lots in the Dunbar area are in permit review. A third house has a new roof and a full remodeling should begin shortly.

We were honored this spring with a gift of just over \$100,000 from the Oakleigh

Venture Revolving Fund. The MSM board created the "Palmer C. Hamilton Memorial Revolving Fund" and will use the moneys contributed to it to acquire vacant urban land and endangered properties with the goal of securing context-sensitive housing much like Palmer did throughout his lifetime.

ALL OF THESE DEVELOPMENTS ARE THE RESULT OF DELIBERATE EFFORTS ON THE PART OF YOUR DOWNTOWN MOBILE ALLIANCE.

Visioning the revitalized downtown is another aspect of the Downtown Alliance's work we pursue with deliberation. Recently, this has included a SCAD Pro look at 10 vacant downtown buildings. The students' images provide inspiration for owners and prospective investors.

In partnership with local design firms, we have provided designs for other building renovations as well as parklets for five (5) area eateries.

Our façade and sign grants have encouraged marvelous changes in the streetscape. Moneys for both grants are still available to DMA members.

The MOBilze Fund has spurred new events and led to an expansive public art project called "22 in 2022." The BID is funding the decoration of traffic signal boxes with festive art from 22 local artists. We are grateful to Matt Anderson for securing from the city permission to paint these boxes and to Lucy Gafford for vetting and coordinating with all of the artists.

The “Optimizing Our Streets for Safety and Development” study completed by Jeff Speck in 2021 is being implemented by the city. Last autumn, the council approved a contract with Volkert to complete the construction documents and implementation should begin by the end of this year. Recommendations include hundreds more of the beloved on-street parking spaces, stop signs replacing time-wasting stoplights, and a comprehensive bike-lane network.

WHY WOULD A BUSINESS AND PROPERTY OWNER ORGANIZATION CARE ABOUT STREET DESIGN?

Because in the walkable urban context, how the street functions has a direct impact on the viability of business. Research is beyond conclusive that downtown’s streets must operate differently from those in the suburbs if the adjacent properties and businesses are to thrive. Think about the revival that happened on Royal and St. Louis when they were made 2-way a dozen years ago. These streets are ever more vibrant with renovated buildings and active businesses because the streets were tamed to prioritize the pedestrian – aka the customer.

LET’S TURN TO DOWNTOWN’S PARKS AND CIVIC INFRASTRUCTURE.

The parks need to welcome and embrace people of all ages especially children. In the coming year, both Bienville Square and Isom Clemon Park will be renovated using a combination of private, city, and county funding. These parks will raise the bar for urban parks in the region. Carol Hunter serves on The Downtown Parks Conservancy and is spearheading Bienville Square’s renovation. Commissioner Merceria Ludgood, Matt Anderson, and Goodwyn Mills and Cawood represent the team that is moving the Isom Cemon Park development forward.

Operation Refresh initiated by the City’s Public Works departments has revealed to us all the power of tackling an

improvement project comprehensively. You have probably noticed the city’s friendly painters out painting everything – light poles, decorative sign posts, traffic signals, and parking meter posts. This seemingly small maintenance project is dramatically improving the downtown’s appearance from unkempt to clean and fresh. When you see members of the Operation Refresh team on the sidewalks working, please thank them for the quality of their work.

The Tax Increment Financing District is expiring in 2023. In 2022, our peer organization in Birmingham secured passage of state legislation that enables cities to extend their TIF districts. The TIF has been for the last 25 years a significant tool for improving downtown’s public infrastructure. The building in which we held our annual luncheon was incentivized by TIF funding. The city should extend this important tool. The job is far from complete. Now is not the time to stop investing in downtown’s 300-year-old public infrastructure.

The city has an important decision before it with the renovation of the Civic Center and the re-urbanization of the parking lot. If done correctly, we can heal the huge scar the parking lot left on downtown. This can be done by building the parking lot out with housing of all types from single family to apartments. To accommodate this complexity of uses on the site, there must be a proper master plan developed through a specific-to-the-site process. There must be community consensus on the development of the site or else we will continue to waste prospective developers’ time with concepts that are shot down.

HOW ELSE DOES YOUR DOWNTOWN ALLIANCE WORK TO REVIVE MOBILE? LET’S GO TO THE BASICS.

Everything starts with a district that is perceived as CLEAN and SAFE. The Business Improvement District (BID) teammates work every day to keep the district clean and attractive. Their efforts give property owners, business

owners, residents, and customers the courage to fix up buildings, open new businesses, and partake in the urban lifestyle. This area remains a top priority of our board with it occupying 57% of the annual budget. Clean and safe must always be the foundation on which we build the thriving city.

The property owners of the BID fund these enhanced services and deserve a world of credit for doing so since 2005. Downtown has been transformed during this time. Values on improved properties have doubled – and that with only about one third of the buildings/lots being improved. I submit to you, Downtown would not be the thriving place it is if the BID did not have a team of dedicated souls – staff and board members - working every day to address every detail, problem, and need.

The pandemic delivered a terrible shock to our city. With strong elected leadership, a creative and can-do attitude from our business owners, and a super-supportive local community our downtown has moved from surviving to thriving. Twenty new retailers and/or eateries opened this past year and more are on the way. As of September, 75% of employees are back at work compared to 2019. That’s MUCH higher than many cities. And, we are seeing ArtWalk Fridays with attendance in the 30K person range.

That said, there is much work to do in part because we are rich with opportunities and possibilities. Now is definitely not the time to be complacent nor timid. Because, we are living in THE moment for urban places! With your continued help and support your Downtown team will endeavor to make the center city ever more beautiful, enchanting, and vibrant for the customers of today and of tomorrow. I thank each and every one of you for being our partners and supporters in this effort.

ELIZABETH P. STEVENS
PRESIDENT & CEO



ECONOMIC DEVELOPMENT READY FOR GROWTH

IN TERMS OF ECONOMIC DEVELOPMENT, DOWNTOWN MOBILE CERTAINLY SEEMED TO BE **FUTURE READY** AND MORE RESILIENT THAN MANY “EXPERTS” MIGHT HAVE PREDICTED.

Twenty-five new businesses opened in FY 2021-22 and 10 new tenants moved into the Urban Emporium. The new enterprises included restaurants, retailers, banks, and professional offices, all of which help create vibrancy through many hours of the day. Perhaps the new business generating the most excitement was the long-awaited opening in August 2021 of **Greer’s St. Louis Market**, the first grocery store in the heart of downtown in decades. The store has proven to be as much a gathering place as it is a place to purchase groceries, with neighbors and colleagues encountering one another amongst the aisles on a daily basis. The rooftop bar has also proven to be a popular place of connection. **Insider Collective**, Mobile’s first food hall, opened to great fanfare, with its six mini-restaurants offering a wide and interesting mix of food and beverages.

The downtown streetscape is being improved through **seven façade renovations**, some completed and some still underway. Through the city’s Refresh Façade Improvement Grants, the **Automobile Hotel on Royal Street** saw a major facelift and the **Fry Building on Dauphin Street** underwent a total renovation, creating two well-appointed residential units and two shopfronts for retail and restaurant space. Main Street Mobile’s Downtown Strong Façade Improvement Grant helped pay for stunning updates at the **Three Sisters building at Dauphin and Royal streets** and the **Park Plaza building on St. Francis**.

Downtown residential growth continued last year, with the opening of **60 new apartments at the Gateway** and **six new townhomes at Temple Lodge**. We also saw the largest number of new single-family home starts in downtown in many years. Through Main Street Mobile’s Historic Mobile program, a cottage at **854 Dauphin Street** was completed. Ground was also broken on **DeTonti Place**, seven new homes designed to blend seamlessly with their historic neighbors. This development proved so popular, all seven homes were under contract before the first foundation was set.

Concerns about the health of Downtown Mobile’s office market were eased when we experienced only a 1.5 percent reduction in office space occupancy and saw a surprising increase, albeit it small, in average rental rates. With work-from-home and hybrid work now commonplace, it is imperative that downtown continues to be a place appealing to employees. Cities across the country have experienced drastic declines in their office worker population, and this ripples through the entire downtown ecosystem. Mobile has managed to keep its city center workforce in place for the most part, however, we will have to continue to provide an exceptional experience to workers who have the option of avoiding the commute and pants without elastic!



ADVOCACY AND INITIATIVES

READY FOR ACTION

AS THE VOICE FOR URBANISM IN MOBILE, THE ALLIANCE TAKES A LEADERSHIP ROLE OR CLOSELY SUPPORTS MULTIPLE EFFORTS TO MAKE DOWNTOWN A MORE VIBRANT AND WALKABLE PLACE. THOUGH SOME INITIATIVES ARE ON-GOING, 2021-22 WAS AN EXCEPTIONAL YEAR OF SIGNIFICANT ACHIEVEMENT. SOME HIGHLIGHTS:



BARTON ACADEMY

After a decade of fundraising and a year of renovations, Alabama's first public school welcomed students back for the first time in decades. The opening of Barton Academy for Advanced World Studies has energized a neighborhood and brings students, faculty, and parents downtown on a daily basis.

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RESIDENTIAL GROWTH

Main Street Mobile's land bank saw its first new single-family home completed at 854 Dauphin Street. Designs for two more houses in the Dunbar neighborhood are complete and have been submitted to the city for permitting.

STREET OPTIMIZATION

The initiative to create a safer and more economically successful downtown is now in the design stage under the direction of The City of Mobile and Volkert. Since the effort examined every block of every street downtown, the implementation will be phased in, with the addition of on-street parking and some one-way to two-way conversions in the initial phase.

GAYFER'S REDEVELOPMENT

The Alliance advocated for city council support for the conversion of the long-vacant Gayfer's Building into affordable housing. The project faced much public opposition and therefore the necessary funding was not approved. The need for affordable housing downtown, however, is as great as ever and we continue to seek solutions.

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SCAD PRO

The Alliance enlisted a team of graduate students from the Savannah College of Art and Design to reimagine 10 vacant downtown buildings.



PALMER CLARKSON HAMILTON REVOLVING FUND

Following the death of Palmer Hamilton, a pioneer in the rehabilitation of historic homes and neighborhoods, monies remaining in the revolving fund he created were donated to Main Street Mobile to continue the mission.

STATE HISTORIC TAX CREDITS

This incredibly important redevelopment tool has been so successful that demand has far outstripped available funds. We are partnering with the Mobile Chamber, Coastal 150, and REV Birmingham to advocate for the expansion of the program.

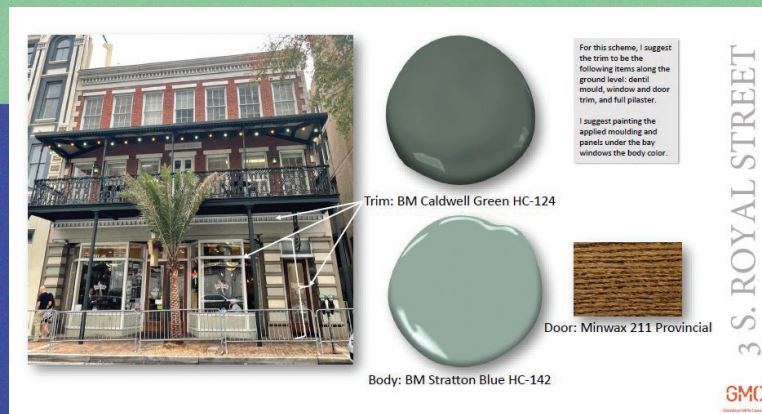
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REDUCE THE USE

The NOAA-funded program to reduce marine debris continues with 12 businesses now committed to reducing single use plastics. The recruitment continues with six more businesses to go before achieving the goal. To engage the public in the effort, we created a logo to brand the effort: Peace out Plastic.

FAÇADE AND SIGNAGE IMPROVEMENT GRANTS

The façades of two notable downtown buildings (Serda's Coffee and Three Sisters) were much improved through our Façade Grant program, with three more façade improvements underway. Two businesses (Sophiella Gallery and Community Foundation of South Alabama) took advantage of our Signage Grant to install new, well-designed signs.



DESIGN ASSISTANCE

Our Design Assistance program provided the owners of several downtown buildings professional advice for new exterior paint colors and awning designs. Plans for Parklets were also developed for five downtown restaurants.



MOBILIZE FUND

The initiative to encourage placemaking projects throughout downtown generated a new event, Latin Fest, and launched a vast public art project, 22 in 2022. The latter, funded by the District Management Corporation, is engaging artists to paint or wrap 22 traffic signal boxes scattered along downtown sidewalks by the end of 2022.

PARKS

The implementation of the master plan to revitalize Bienville Square began with the refurbishment of the Ketchum Fountain. The design for a new central plaza was approved by the Architectural Review Board and the lengthy process to create construction documents was completed. The transformation of Isom Clemon Civil Rights Park began under the partnership of the City of Mobile and Mobile County.

TIF EXTENSION

The extension of the Tax Increment Financing District beyond 2023 creates an opportunity to tackle impactful projects in the public realm. We are working with the City of Mobile to generate a list of possibilities.



COMMUNICATIONS, MARKETING & EVENTS **READY FOR ENGAGEMENT**

THE 2021-22 YEAR MARKED THE FULL RETURN OF EVENTS AND ACTIVITIES TO DOWNTOWN MOBILE, BOTH POPULAR TRADITIONAL ONES AND ENTIRELY NEW HAPPENINGS. FROM SMALL EVENTS TO CELEBRATE IMPORTANT MILESTONES TO OUR LARGE ANNUAL LUNCHEON, THE MARKETING AND COMMUNICATIONS EFFORTS FOCUSED ON ENGAGING THE COMMUNITY IN THE STORIES THAT MAKE DOWNTOWN A SINGULAR PLACE.

Our weekly e-newsletters continue to be an important storytelling tool and one of the most effective methods of communicating upcoming events, new business openings, and development announcements. The past two years saw subscribers to our various publications grow dramatically, with nearly 6,000 people receiving the weekly updates and other helpful information. Our “open rate” increased by 49% and surpasses the average for non-profit publications.

Our social media followers have also continued to increase, with 15,500

Facebook fans and 13,500 followers on Instagram, a 29 percent increase. Posts on Facebook reach 862,000 people with 70,000 of them engaging with the posts, while our Instagram posts and reels attracted 930,000 impressions with 27,000 engagements. The top-performing posts on both platforms: the new Greer’s St. Louis Market and any announcement about a new restaurant!

Visits to our website also increased dramatically, with 44,000 users resulting in 115,000 page views. The most popular pages visited:

restaurants, events, and residential real estate. Over the years, dining has risen to the top of searches when it comes to Downtown Mobile.

As the heart of our region, downtown continues to be the preferred location for events of every description, from pole vaulting on Dauphin Street, to New Year’s Eve activities, to various food competitions. These not only bring customers to our hotels, restaurants, bars, and retailers, they also provide an opportunity to inform the public about downtown’s continued revitalization and invite them to participate in it.

**HERE ARE A FEW OF THE
EVENTS AND INSTALLATIONS
WE PRODUCED IN THE
PAST YEAR:**

**HISTORIC PRESERVATION
HAPPY HOUR HARD HAT TOUR
MAY 2022**

Attendees were treated to an exclusive, behind-the-scenes look at the redevelopment of five historic buildings.

BREAKFAST WITH THE MAYOR 2022

This annual boutique business event features remarks from Mayor Sandy Stimpson.



**EUGENE WALTER:
100 YEARS 100 DAYS**

We launched the year-long celebration of Eugene Walter, Mobile's Renaissance Man, on the 100th anniversary of his birth. The first major events were a dinner for 100 people in the street with a menu inspired by Walter's own recipes and prepared by local chefs, followed by the dedication of the Ben May Main Library as a National Literary Landmark.



**VALENTINE'S
DAY FLORAL
INSTALLATION**

A giant floral heart was installed across the front of our office to create an "Instagram" moment. After the 14th, the heart was transformed from the Valentine's theme to Mardi Gras.



**DETONTI PLACE FOUNDATION
CELEBRATION**

We celebrated the beginning of construction of the largest single-family residential development in downtown in many decades.

HISTORIC MOBILE OPEN HOUSE

The public was invited to a showcase of the first new house to be completed on a vacant lot owned by our land bank.

**MOTHER'S
DAY FLORAL
INSTALLATION**

A giant floral picture frame was installed on Royal Street to create a photo opportunity for families downtown for Mother's Day.



**ANNUAL LUNCHEON
SEPTEMBER 2021**

Five hundred business, elected, and civic leaders gathered to hear an update on downtown's progress and remarks from Keynote Speaker Carol Coletta, director of the Memphis River Parks Partnership.

UNITY PROJECT

In partnership with Mobile United, this event invited citizens to participate in an interactive exercise that demonstrated both the strength of diversity and how connected we are to each other.

INDEPENDENCE DAY CONCERT

Crowds gathered in Cathedral Square for the annual celebration featuring the Mobile Symphonic Pop's performance of patriotic music.



BID SERVICES

READY FOR A VIBRANT PUBLIC REALM

WITH VISITORS AND EMPLOYEES RETURNING TO DOWNTOWN, OUR BID SERVICES TEAM WAS HARD AT WORK MAKING SURE THEY WERE GREETED WITH CLEAN, BEAUTIFUL SIDEWALKS AND FRIENDLY SMILES.

With visitors and employees returning to downtown, our BID Services team was hard at work making sure they were greeted with clean, beautiful sidewalks and friendly smiles. As would be expected, twice as many pedestrians were assisted this year compared to last, though about the same number of motorists needed assistance. Since big holiday events were still unadvised in 2021, we invested in more holiday lighting to draw people downtown for passive activities they could enjoy on their own. This meant that the Crew of Regents was responsible for hanging more décor

than ever before, but the effect of twinkling lights on our major pedestrian thoroughfares is nothing short of magical.

More people usually translates into more trash and messes on sidewalks, and we certainly saw that happen this year, however the intrepid Crew of Stewards handled both issues on their daily rounds with typical efficiency. More trees were planted to add beauty and shade to the streetscape, and our horticulture team installed exceptionally colorful and interesting flowers in the 200 flower beds maintained in the district.



CREW OF REGENTS

JULY 2021 TO JUNE 2022

4,388

PEDESTRIANS ASSISTED

177

PANHANDLERS ENGAGED

345

MOTORISTS ASSISTED

1,095

STREET LIGHT
OUTAGES REPORTED

237

BUSINESS CONTACTS

48

SAFETY ESCORTS

278

HOLIDAY LIGHTS
INSTALLED

600

FLAGS DISPLAYED
(FIVE TIMES A YEAR)

CREW OF STEWARDS

JULY 2021 TO JUNE 2022

3,255

HOURS OF SIDEWALK
SWEEPING/VACUUMING

1,425

HOLIDAY LIGHTS
INSTALLED

160,200

POUNDS OF TRASH/
LEAVES REMOVED

282

TREES TRIMMED

623

HITS OF GRAFFITI
REMOVED

1,499

BLOCKS WEEDED

119

BLOCKS POWER WASHED

4,144

HOURS OF FLOWER BED
MAINTENANCE

482

SIDEWALK STAINS/
WASTE REMOVED

609

(18,800 FLOWERS)
FLOWER BEDS PLANTED



DMA MEMBERS

JULY 1, 2021 TO JUNE 30, 2022



LEADERSHIP CIRCLE

Alabama State Port
Authority
Austal
Burr & Foreman
Hargrove Engineers +
Constructors
PNC**
Regions Bank

LEADERSHIP COUNCIL

Adams and Reese, LLP
Alabama Power Company
Ambrecht Jackson
BankPlus*
C Spire
Canfor Southern Pine
CPSI
CRE Mobile, LLC
First Horizon National
Bank
Hancock Whitney

Hand Arendall Harrison
Sale, LLC
MCG Workforce
Solutions, LLC
Mobile Airport Authority
Phelps Dunbar LLP
Spire Gulf Inc
Starnes Davis Florie LLP
Trustmark
Volkert
Wells Fargo
White-Spinner
Construction

WELCOME NEW MEMBERS!

BankPlus
Chuck's Fish Mobile
Cooper Management
Services, Inc.
El Papi
FIVE Bar
Hilton Garden Inn Mobile
Downtown
Outside Chief Legal
Paul Bridges & Associates, LLC
Renasant Bank
Shore Acres
BarKing Optical
Bienville Souvenirs & Gifts
Conjure South
Debris Restaurant, LLC
Dumbwaiter Restaurant
Grace Restaurant
Innovative Contracting

Services, LLC
Jones Walker
Koma Bistro
Mardi Gras & More
Pinnacle, LLC
The Brickyard
The Ice Box
Three Georges Candy Shop
TK Escape Room
Tres
Tru Wealth Management
Y'All Folks
100 Black Men of Greater Mobile
American Lunch
Downtown Church/
Cottage Hill Baptist Church
Springboard to Success/
Urban Emporium
Visit Mobile

A SPECIAL THANK YOU TO MEMBERS WHO INCREASED THEIR MEMBERSHIP

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PNC
Fort Conde Inn
Olde Mobile Antiques Gallery

BUSINESS ADVOCATE

22nd State Bank
A Spot of Tea
Alabama Court Reporting
Armstrong and Associates
Burns, Cunningham
& Mackey, PC
Chuck's Fish Mobile*
Cooper Management
Services, Inc.*
Delashment & Marchand PC
Dogwood Productions
El Papi*
FIVE Bar*
Fort Conde Inn**
Goodwyn Mills Cawood, LLC
Greer's St. Loius Market
Gulf States Engineering, Inc.
Hampton Inn & Suites
Downtown
Helmsing Leach
Hilton Garden Inn
Mobile Downtown*
Hummingbird Ideas, Inc.
Inge & Associates
Jubilee Landscape
Management Inc
K V Properties, LLC
Lagniappe
Leavell Investment
Management, Inc.
Loda Bier Garten
Logical Computer Solutions
McDowell Knight Roedder
& Sledge
Meridian at the Port
Milling Commercial Realty, Inc.
Morgan Stanley -
Radcliff Schatzman Group
Norton Lily International
O'Daly's Irish Pub
Olde Mobile Antiques
Gallery**
Outside Chief Legal*
Paul Bridges & Associates,
LLC*
Phoenix Restoration
Services
Renasant Bank*
Riverview Plaza,
A Renaissance Hotel
Robert Hall & Associates, PC
Roberts Brothers, Inc.
Rogers & Willard

ServisFirst
Shore Acres*
Synovus
The Battle House,
A Renaissance Hotel
The Royal Scam / Heroes
Truist
Ward Properties
Warren Averett Companies,
LLC
Wet Willie's Management
Corp
White-Spunner Realty, Inc.

BUSINESS SUPPORTER

1702 Real Estate, LLC
AHI Corporate Housing
All in Credit Union
Bama Pest Control, Inc.
BarKing Optical*
Bay Gourmet/Crown Hall
Bienville Construction
Services, LLC
Bienville Souvenirs & Gifts*
Braided River Brewing
Candlewood Inn and Suites
CannaBama
Carzignment
Chick-fil-a
Christian Benevolent
Funeral Home
Commonwealth National
Bank
Conjure South*
Crescent Theater
Dauphin's
Debris Restaurant, LLC*
Dumbwaiter Restaurant*
FIT Recruiting
Grace Restaurant*
Gulf Coast Shows
Hamilton & Company LLC
Innerspace Office
Innovative Contracting
Services, LLC*
Johnstone Adams
Jones Walker*
JPAR
Koma Bistro*
L. Craig Roberts Architect
Las Floriditas
LLB&B, Inc
Loper Law LLC
Mardi Gras and More*

Marine Rigging, Inc.
Maurin Architecture
McNair Historic Preservation,
Inc
Mediterranean Sandwich Co
Mo'Bay Beignet Co.
Mobile Bay Magazine
New Hand Signs
Noble South, LLC
Olensky Brothers
Paul Carpenter Davis
Architecture, PC
Person's Services Corp
Phoenix Restoration
Pinnacle, LLC*
Port City Pups
POST
Pro Legal
Quality Inn
Ron Barrett LLC
Rooster's Restaurant
Ruby Slipper Café
Sam Winter and Company
Sophiella Gallery
Soul Kitchen
Southern Earth Sciences
Squid Ink
Thames Batre
The Admiral Hotel
The Brickyard*
The Cheese Cottage
The Haunted Book Shop
The Ice Box*
The Steeple on St. Francis
Thomas Roofing
Three Georges Candy Shop*
TK Escape Room*
Toomey's Mardi Gras Candy
Tres*
Tru Wealth Management*
Uniti Fiber
Wilkins Miller, LLC
Y'All Folks*
Wintzell's

NON-PROFIT

100 Black Men of
Greater Mobile*
Alabama Coastal Foundation
American Lunch*
Barton Academy Foundation
Bellingrath Gardens & Home
Big Brother's Big Sisters of
South Alabama
Boys & Girls Club of
South Alabama

Bragg Mitchell Mansion
Christ Church Cathedral
Coastal Alabama Partnership
Community Foundation of
South Alabama
Conde-Charlotte House
Museum
Downtown Church/
Cottage Hill Baptist Church*
Exploreum Science Center
GulfQuest
Historic Mobile Preservation
Society
History Museum of Mobile
Mobile Area Association
of Realtors
Mobile Chamber
Mobile Arts Council, Inc.
Mobile Ballet
Mobile Baykeeper
Mobile Carnival Museum
Mobile Civic Center/ASM
Mobile County Health
Department
Mobile Museum of Art
Mobile Opera
Mobile Public Library
Mobile Symphony
Mobile United
Platform 85
Richards-DAR House
Museum
Saenger Theater/ASM
Senior Bowl
South Alabama Regional
Planning Commission
Springboard to Success*/
Urban Emporium
The Fuse Project
United Way of Southwest
Alabama
University of South Alabama
Foundation
USS Alabama Battleship
Commission
Visit Mobile*
Waterfront Rescue Mission
Wilmer Hall
YMCA of South Alabama

* New Member

** Increase in Member Level

DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION



Operating Expenses

Business Recruitment/Retention	\$256,558 // 13%
Communication & Marketing	\$238,186 // 12%
Professional Services	\$65,635 // 3%
Special Projects/Landscape	\$72,105 // 4%
Office Repairs & Capital Expenditures	\$17,969 // 1%
Operating Expenses	\$129,981 // 7%
Education & Meetings	\$80,060 // 4%
Public Space Management	\$1,089,855 // 55%
Total Operating Expenses	\$1,950,349 // 99%
Excess Expenses Over Revenues	\$25,313 // 1%

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2022

Assets Current Assets

Cash and Cash Equiv.....	\$815,870
Intercompany Receivables.....	\$5,172
Property & Equipment.....	\$322,297
Total Assets	\$1,143,339

Liabilities & Net Assets

Payroll Liabilities	\$9,233
Prepaid Assessment Income.....	\$298,941
Total Current Liabilities	\$308,174
 Net Assets	 \$835,165

Total Liabilities & Net Assets.....\$1,143,339

Statement of Revenues & Expenses Modified

Cash Basis (unaudited) as of June 30, 2022

Revenue

Other Income	\$20,853 // 1%
Meetings	\$57,477 // 3%
Interest, Late Fees, and Collection	
Fees on Assessments	\$30,407 // 2%
Downtown Mobile Alliance	
Contracts & Main St.....	\$72,750 // 4%
Program Funds	\$760,529 // 38%
Assessment Income	\$1,033,644 // 52%
Total Revenues.....	\$1,975,661 // 100%



DOWNTOWN MOBILE ALLIANCE

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2022

Assets Current Assets

Cash and Cash Equiv..... **\$381,073**

Total Current Assets..... \$381,073

Total Assets \$381,073

Liabilities & Net Assets

Net Assets

Designated Funds..... **\$1,553**

Undesignated Funds..... **\$379,520**

Total Net Assets..... \$381,073

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2022

Revenue

Membership Dues..... **\$147,000**

Donations..... **\$22**

Special Events..... **\$21,250**

Surplus Carryforward **\$88,342**

Grants..... **\$25,000**

Total Revenue \$281,614

Expenses

Programming

Special Events..... **\$27,245**

Marketing **\$32,729**

Grants & Incentives Expenses

Downtown Strong Initiative ... **\$25,842**

Economic Development

Design Assistance..... **\$5,150**

Retail Incubator **\$14,000**



Mobilize Grants..... **\$7,500**

Downtown Walkability Study..... **\$7,500**

SCAD Pro..... **\$55,000**

Management &

General Expenses..... **\$95,080**

Total Expenses \$270,046

Excess Revenues Over

Expenses **\$11,568**

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2022

Assets Current Assets

Cash and Cash Equiv..... **\$365,447**

Total Current Assets..... \$365,447

Fixed Assets

Equipment..... **\$17,087**

Accumulated Depreciation **(\$17,087)**

Investment in

Historic Mobile **\$354,957**

Total Property and

Equipment..... **\$354,957**

Total Assets \$720,405

Liabilities & Net Assets

Total Current Liabilities -

Net Assets

Unrestricted **\$242,558**

Temporarily Restricted **\$477,847**

Total Net Assets..... \$720,405

Total Liabilities &

Net Assets..... \$720,405

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2022

Revenue

General Donations/

Contributions..... **\$12,491**

Endowment Earnings **\$10,180**

Downtown Strong Initiative ... **\$50,000**

Downtown Walkability Study.. **\$15,000**

Income From Products Sold **\$1,816**

Total Revenue \$89,486

Operating Expenses

(Supporting & Program Services)

Endowment Payments. **\$5,539**

Community Research/

Projects. **\$45,162**

Management &

General Expenses **\$8,442**

Total Operating Expenses \$59,143

Excess Revenues

Over Expenses **\$30,343**



MAIN STREET MOBILE DONORS (July 1, 2021 – June 30, 2022)

Historic Mobile Donations for Palmer C. Hamilton Revolving Fund

Oakleigh Venture Revolving Fund
Hearin-Chandler Foundation
Sonneborn Charitable Foundation

General Donations

David Sweet
Thomas & Barbara Stanton
Anthony Moore/Spot of Tea
Kimberly McGuire & Bernard Eichold
Susan L. Weissinger & Ramona Merritt

854 Dauphin St.

BOARD OF DIRECTORS

JULY 1, 2021 TO JUNE 30, 2022

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Matt Anderson*
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APCO, Retired

Tyrone Fenderson*
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Phelps Dunbar

*DMDMC Board also

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Economic Development
Director

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Maggie Shreve
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Team Leads
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Jenny Spragg

Operations Manager
Jonathan Firquin

Cleaning Ambassadors

Scott Mills
Charles Ebanks
Lorenzo Franklin
Clayvon Fletcher
Tramarcus Curtis
Lethel Brown

Safety Ambassadors
David Lewis
Chris Davis
Lewis Derks

STAFF
JULY 1, 2021 TO
JUNE 30, 2022