

BUILD UP *Downtown*



DOWNTOWN MOBILE ALLIANCE[®] ±

2023-24 *Annual Report*

DOWNTOWN MOBILE ALLIANCE • MAIN STREET MOBILE
DOWNTOWN MOBILE DISTRICT MANAGEMENT CORP.

Letter from the President



The 23-24 fiscal year was an exciting one for the DMDMC/DMA. Organizationally, we had a lot of changes to our team. Elizabeth Stevens transitioned to CEO Emeritus, and I transitioned into the Interim CEO role. Change can be both exciting and intimidating, but our team and our stakeholders handled the transition with ease and grace, and for that, I am grateful. Downtown rarely stops, and our team didn't either, ensuring that Downtown development continued to roll. The impassioned work by the Downtown Mobile Alliance team is to create a vibrant downtown that continues to be resilient and an exciting place to live, work, and play.

In downtown Mobile development, there was encouraging progress on major initiatives. One of the largest initiatives was the planning, design, and groundbreaking of the Civic Center Arena parking garage. Between the 1,200-space garage, the Army Corps of Engineers office construction that is underway, and the potential new Arena, the site will be better activated and will expand our traditional boundary of the Central Business District.

Transportation is promising to be a major theme for years in downtown. The downtown Mobile International Airport and the upcoming restoration of Amtrak service are exciting additions. These chess pieces will play a major role in both serving our residents and in bolstering our hospitality industry.



The renewal of Isom Clemon Park and Bienville Square has been another major initiative vital to Downtown life. Quality urban communities need great public spaces, and these parks were designed for the way people use public spaces in the 21st century. If we want to continue to foster downtown development and residential investment, we particularly need to encourage and continue to invest in high-quality urban space.

Finally, our land bank, Historic Mobile, LLC, made great progress on its Dearborn Place subdivision. Historic Mobile was a land developer on an initiative on the 250 block of N. Dearborn Street. The adaptive reuse of an historic cottage began, and a new construction duplex both broke ground on the block, and there are six more buildings to come. This investment added life to a neighborhood that had seen little investment over the last few decades.

The work the DMDMC/DMA does in planning, advocacy, economic development and the management of our Business Improvement District Services is helping envision and implement steps towards crafting the Downtown we aspire to become in 2030 and beyond.

**FRED
RENDFREY**
President & Chief
Executive Officer

BOARD OF DIRECTORS

July 2023 to June 2024

CHAIRMAN OF THE BOARD

Matt LeMond*
210 Dauphin LLC/O'Daly's Irish Pub

IMMEDIATE PAST CHAIRMAN

Steven McMahon*
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VICE CHAIRMAN FOR ECONOMIC DEVELOPMENT

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VICE CHAIRMAN FOR PUBLIC REALM

Kim Kelly*
Sophiella Gallery

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TREASURER

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BBB Industries
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Alabama Power
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St. Joachim Street Properties
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Armstrong & Associates
Taylor Atchison
Atchison Properties
Bertha Boatman*
Amber Consulting
David Clark
Visit Mobile

Josh Dindo

Bienville Construction Services, LLC
The Honorable Randall Dueitt*

Mobile County Commission
Chris Esfeller*
Regions

Graysi Gartman*
MCG Workforce Solutions
Margo Gilbert*
The Battle House Hotel
John Goodloe*
Rural Land Specialists, LLC

Marques Ivy*
Origin Bank
Frankie Little
Rooster's
Kevin Loper*
Roberts Brothers
Robert Matthews
Burr Forman LLP
Sharon Moffatt
Spire Gulf Coast
Rusty Shaw
PNC Bank
April Smith
Adams & Reese LLP

Richard Stimpson*

Leavell Investment Management
Joseph P. Toole*
The Retirement Systems of Alabama
Clay Turner*
Turner Holdings

EX-OFFICIO

William Carroll
Mobile City Council

MAYOR'S DESIGNEE

Matt Anderson
City of Mobile

HONORARY DIRECTORS

Sam Covert
APCO, Retired
Tyrone Fenderson
Synovus
Cooper Thurber
Phelps Dunbar

**Also member of the DMDMC Board*

STAFF

LEADERSHIP

Elizabeth P. Stevens President & CEO Emeritus
Fred Rendfrey Interim President & CEO
Carol Hunter Communications Director
Jessica White Office Manager
Maggie Shreve Marketing Coordinator
Sheila Cochran Executive Assistant to the CEO

BID OPERATIONS

Allie Barker
BID Operations Manager

TEAM LEADS

Ken Abner
Bobbie John
John Langham

CLEANING AMBASSADORS

Lorenzo Franklin
Lethel Brown
Ronald Earl
Peter Massett
Leverne Parker
Alex Pettway

SAFETY AMBASSADORS

David Lewis
Lewis Derks
Chris Davis
Myrna Owens

July 2023 to
June 2024





Physical Environment

For nearly 20 years, a primary focus of the Downtown Mobile Alliance has been the creation of a clean, beautiful, and welcoming city center for our residents and visitors. That effort received a real boost in 2023-24 with the addition of Allie Barker as BID Operations Manager. The Business Improvement District's ambassadors work tirelessly to collect litter, clean up messes, maintain 200 flower beds, and assist thousands of pedestrians and motorists every year. In the previous five years alone, the ambassadors have collected 201 tons of litter and debris, cleaned clogged storm drains 7,132 times, and removed 3,714 hits of graffiti. Downtown Mobile is on the way to becoming the charming urban village we envision because of their daily work to make our public realm safe and inviting.

The implementation of the Street Optimization Plan commissioned by the Alliance and adopted by the City of Mobile continues to improve the ways people and cars move around downtown.

Some unnecessary traffic lights have already been replaced by all-way stops, with the remainder of the lights on downtown's internal streets to be replaced next year. Work on a major overhaul of St. Louis Street will soon be underway, further supporting the redevelopment of that key thoroughfare.

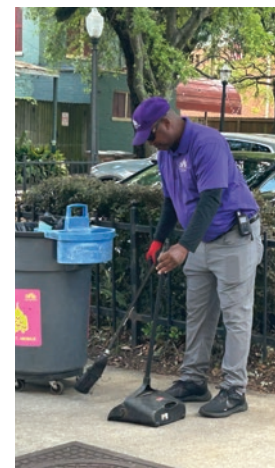


A major awareness campaign for our Peace Out Plastic initiative was launched to support the businesses that have pledged to reduce the use of plastic in their restaurants and offices.

Radio and digital ads reached hundreds of thousands of residents in our region and generated calls from other cities looking for creative solutions to the problem of plastic pollution. Mobile Baykeeper was our partner in this initiative, and we are looking forward to their report on the program's impact. Over the years, plastic has constituted a major portion of the litter we collect daily, so any reduction in the plastic generated at the business level will translate into less trash on the sidewalks. The effort was recognized by the Dauphin Island Sea Lab at its annual luncheon and received the Gulf Coast Marine Environmental Leadership Award.

Public Art continues to be one of the best ways to enliven our streets, sidewalks, and parks.

In December 2023, we commissioned a major sculpture celebrating Mobile's winter bloom, the camellia. Ron Barrett and Frank Ledbetter collaborated to produce the 10-foot arch of metal flowers that transitions from Christmas to Mardi Gras with the changing of a giant fabric bow. Named "Japonica," the arch has become a popular backdrop for selfies and family photos.



SAFETY AMBASSADORS

- 3,688 Pedestrians Assisted
- 341 Motorists Assisted
- 252 Street Light Outages Reported
- 168 Panhandlers Engaged
- 67 Homeless Individuals Assisted
- 20 Safety Escorts Provided
- 401 Business Contacts Initiated



CLEANING & BEAUTIFICATION AMBASSADORS

- 3,284 Hours of Sidewalk Cleaning
- 115 Hours of Street Vacuuming
- 340 Stains Powerwashed
- 51 Blocks Powerwashed
- 198,000 Pounds of Litter and Debris Collected
- 673 Flower Beds Planted
- 2,684 Hours of Flower Bed Maintenance
- 470 Hits of Graffiti Removed
- 836 Storm Drains Cleaned
- 94 Trees Trimmed
- 871 Block Faces Cleared of Weeds

Our Façade Grant program, originally funded in 2020 with generous corporate donations, continues to improve neighborhood property values and the pedestrian experience.

Not only does the program address the issues of peeling paint and rotting wood, but it also encourages property owners to consider an entirely new color scheme to add interest to the streetscape.

The buildings receiving facelifts through the Façade Grant program in 2023-24 were:

9 N. Hamilton Street:
Casey Downing Art Studio, New paint

56 S. Conception Street:
Former Brutkiewicz Law Offices, Balcony and railing repair, shutter replacement, new paint

164 St. Francis Street:
Synovus and CRE-Mobile, New façade

274 Dauphin Street:
Mediterranean Sandwich Company, New awning



A great sign is one of the best ways to attract customers to a retail or restaurant operation. Well-designed signage can also add interest to the streetscape, which is why we help businesses with the cost of creative, eye-catching signs.

Last year, The Haunted Book Shop and Wingman Brewing took advantage of the Signage Grant program, with great results!



SOCIAL MEDIA, WEBSITE, AND NEWSLETTER STATS

FACEBOOK
Followers: 21,500 (9.6% increase)
Engaged Users: 58,400
Page & Post Engagements: 84,000
Impressions: 1.08 million
Top Post: Mardi Gras Parade Schedule

INSTAGRAM
Followers: 13,700 (21% increase)
Impressions: 612,000
Reach: 370,000
Top Post: Mardi Gras Kickoff

WEBSITE
Active Users: 62,000 (18% increase)
Page Views: 134,000 (12% increase)
Top Pages Visited:
Real Estate - 10,000
Events - 7,500
Restaurants – 7,000

E-NEWSLETTER
Audience: 4,881 (7% increase)
Open Rate: 42% average
(13% higher than peer organizations)
Click Rate: 8.8% average
(104% higher than peer organizations)



Neighborhood Engagement & Commercial Vitality



The one-square-mile that makes up Downtown Mobile is the most diverse neighborhood in the city. It contains everything from 30-story skyscrapers to tiny shotgun houses, chic urban lofts, housing for the elderly, bars, restaurants, tourist attractions, financial institutions, and the seat of government. Managing the often-competing interests of these entities can be a challenge, one we seek to address by engaging them through events and initiatives that seek to create a sense of community.

Our recent focus on the once lively but long-neglected northwest area of downtown really paid off in the summer of 2023 when ground was broken for both the first new construction on N. Dearborn Street in many decades and for Isom Clemon Civil Rights Memorial Park.

The N. Dearborn duplex is part of Main Street Mobile’s land bank program, which, one year later, saw another seven houses under renovation, construction, or in the design phase and is now part of the development known as Dearborn Place.



Isom Clemon Park will honor the contributions of the long-time leader of International Longshoremen’s Local 1410 to the Civil Rights movement in Mobile and will be the first new park downtown since the completion of Cathedral Square in 1996.

The Downtown Mobile Alliance began working with ILA leadership and the neighborhood to develop a plan for the little-used triangle of bare land at Congress Street and Martin Luther King, Jr. Avenue in 2016. Mobile County and the City of Mobile joined the effort, and construction of the park was officially underway in July 2023. The green space

will feature a play area for children and significant public art, including a sculpture commissioned by the Alliance and Rotary Club of Mobile. The Alliance organized a contest to name the sculpture, with “Guardian of Labor, Liberty, and Love” winning the competition.



Speaking of parks, the revitalization of Bienville Square got underway in August.

This \$4-million project will implement a plan commissioned by the Downtown Parks Conservancy, with support from the Downtown Mobile Alliance. The park was closed for several months as the central plaza was expanded and paved with bluestone, a central lawn was installed, a seat

wall was constructed, and lush landscaping was planted. A Grand Reopening was held in May, on the square’s 200th anniversary. In downtown’s dense urban environment, green spaces are critically important to the mental and physical health of the people who live and work here. Having not one but two new and newly revitalized spaces is a great addition to the overall appeal of our city center.

Our 2023 Annual Luncheon was an opportunity to bring together business, civic, and elected leadership to hear from an innovative keynote speaker and to learn about the year’s successes and challenges.

Matthew Petty explained his concept of Pattern Zones, a method of designing, permitting, and building new residential units that saves time and money. We also honored the winners of the 2023-24 Main Street Mobile awards.



NEW BUSINESSES

7 Studio
Blondie
Elsewhere
Ginger & Spice

Grand Bistro
Great Day Latte
Kenmar
Matthew Bees

Parc Le Tralour
Penton’s Bistro
River Bank & Trust
Synovus

The Bite
The Courtyard on Dauphin
The Velvet Pig

Tulones
Wingman



The holidays are always an opportunity to bring attention to all the fun events taking place in the city center.

Two promotions that brought visitors to our shops and restaurants were the second annual **LoDa Cocoa Crawl** and **LoDa Libations**. The scavenger

hunt-type events are extremely popular and help promote what’s happening downtown through participants’ social media posts.

To equip small developers with the tools to tackle redevelopment projects, we sponsored a day-long workshop led by instructors from the Incremental Development Alliance.

Through hands-on exercises, the 60 attendees walked through the process step-by-step to better understand how a daunting project could be accomplished. This training was designed to inspire the next generation of urban-sensitive real estate investors.



After the workshop, some developers had the skills and confidence to tackle projects right away, including some in Dearborn Place.



One of the best ways to introduce people to the downtown neighborhood and encourage them to invest in our city center is through tours.

In May, we organized a **Preservation Month Happy Hour Hard Hat Tour** that took 60 participants through five historic renovation projects that varied greatly in scope and scale. The highlight for many was the massive and nearly completed Admiral Hotel renovation, though the transformation of a tiny, decrepit cottage on N. Dearborn Street was a close second!





Creative Environment



The best urban centers around the world are alive with the sights and sounds of creativity, and Downtown Mobile is no exception. In addition to the events and public art we directly produce, the Alliance supports many other artistic endeavors through grants and promotional and logistical support.

The untimely death of favorite son Jimmy Buffett in September 2023 took the wind out of the sails of Parrot Heads around the world.

In the midst of the sadness, a couple of Mobilians rose up and seized the opportunity to give the Mayor of Margaritaville a proper Port City send-off. With assistance from the Alliance, the **Jimmy Buffett Second Line** was organized in just two weeks, and Buffett fans from across the nation came to Downtown Mobile to celebrate the life and music of the musician who epitomized the Gulf Coast lifestyle. The impromptu event proved so popular that planning for a full-fledged Jimmy Buffett music festival soon began.



Our micro-grant MOBilize Fund also provided seed money for such free public events as the Mobile Latin Fest, a Cinco de Mayo celebration organized by Roosters, and a Dark Side of the MoonPie Twelfth Night event.

The latter included live music and a 3D light show on the front of Braided River Brewing Co.



Another partnership gave birth to Mobile's first participation in Make Music Day, a worldwide celebration of music.

The Mobile Arts Council, with support from the Alliance, organized live performances, open jam sessions, and interactive workshops, many of which enlivened the downtown public realm.



On the visual art front, the Signal Box Art project that began in 2022 wrapped up last year with the remaining seven boxes.

Thirty-two artistic traffic signal boxes now provide color and interest to sidewalks scattered throughout downtown.

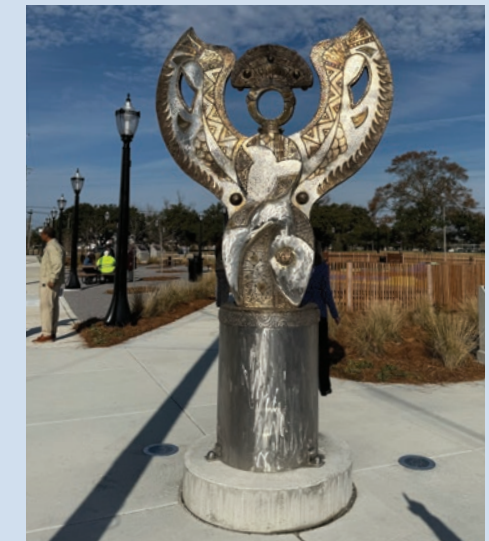
The Oyster Trail is another public art project that has animated our city center for several years.

Unfortunately, the oyster sponsored by the Alliance that graces the entrance to Bienville Square was damaged by one of downtown's late-night visitors, requiring both repainting and structural repair. We launched a fundraising campaign and were able to reinstall the sculpture after an unveiling party at Oyster City Brewing Co.



One of the goals of the 2019-2024 Management Plan was to develop "Instagram-Ready" sites, locations where locals and visitors take photos and share them on social media. In December 2023, we unveiled the latest of these installations, an aluminum sculpture created by Ron Barrett and Frank Ledbetter that celebrates Mobile's camellias.

The seasonal public art is named Japonica, the scientific name for the Japanese import that provides so much color to our winter landscape, and with the change of a giant bow, it easily transitions from Christmas to Mardi Gras.



The creation of a new greenspace in the northwest neighborhood of downtown provided the opportunity for the installation of another significant piece of public art. To honor the work and legacy of Isom Clemon, the Alliance and the Rotary Club of Mobile commissioned a sculpture for the park named for the Civil Rights leader. Charles Smith and Frank Ledbetter created a massive stainless-steel sculpture that celebrates the men and women of the nearby International Longshoremen's Association Local 1410.

A naming contest resulted in the title Guardian of Labor, Liberty, and Love, which now graces one of the entrances to the beautiful Isom Clemon Civil Rights Memorial Park.

DOWNTOWN MOBILE ALLIANCE

Modified Cash Basis (unaudited) as of June 30, 2024



STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

ASSETS	
Current Assets (Cash & Cash Equiv.)	\$280,647
TOTAL ASSETS	\$280,647

LIABILITIES & NET ASSETS	
TOTAL CURRENT LIABILITIES	\$0
UNRESTRICTED NET ASSETS	\$280,647
TOTAL LIABILITIES & NET ASSETS	\$280,647

STATEMENT OF REVENUE & EXPENSES

REVENUE	
Membership Dues	\$129,450
Interest.....	\$4,695
Special Events & Initiatives	\$11,920
TOTAL REVENUE	\$146,065

OPERATING EXPENSES	
PROGRAMMING	
Special Events & Initiatives	\$52,074
Marketing	\$30,958

ECONOMIC DEVELOPMENT	
Signage & Façade Grants.....	\$27,854
Special Projects	\$24,404
Design Assistance	\$3,175
Management & General Expenses.....	\$129,357
TOTAL EXPENSES.....	\$267,822
EXCESS REVENUE OVER EXPENSES.....	-\$121,757

MAIN STREET MOBILE DONORS

Hearin-Chandler Foundation	Kimberly McGuire
Sonneborn Charitable Foundation	Edmund Bradley
Florence Foundation	

DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

ASSETS	
CURRENT ASSETS	
Cash & Cash Equiv.	\$803,880
Utility Deposits	\$225
Net Property & Equipment.....	\$220,918
TOTAL CURRENT ASSETS.....	\$1,025,023

LIABILITIES & NET ASSETS	
CURRENT LIABILITIES	
Prepaid Assessments.....	\$124,151
Credit Cards Payable.....	\$6,417
TOTAL CURRENT LIABILITIES	\$130,568
NET ASSETS.....	\$894,455
TOTAL LIABILITIES & NET ASSETS	\$1,025,023



STATEMENT OF REVENUE & EXPENSES

REVENUE	
Assessment Income	\$1,095,783
Contract Revenue.....	\$782,323
Interest, Late & Collection Fees	\$17,073
Meetings & Other Income	\$65,732
Interest on Cash.....	\$47,114
TOTAL REVENUE	\$2,008,025

OPERATING EXPENSES	
Public Space Management.....	\$1,063,238
Business Recruitment/Retention	\$285,616
Communications & Marketing	\$255,891
Special Projects/Landscaping.....	\$16,774
Office Repairs & Capital Expense	\$10,803
Education & Meetings.....	\$98,611
Operating Expenses	\$147,246
Professional Services.....	\$112,254
Renewal Expense	\$10,710
TOTAL EXPENSES.....	\$2,001,143
EXCESS REVENUE OVER EXPENSES.....	\$6,882

MAIN STREET MOBILE



STATEMENT OF ASSETS, LIABILITIES & NET ASSETS

ASSETS	
CURRENT ASSETS	
Cash & Cash Equiv.	\$383,089
OTHER ASSETS	
Investment in Historic Mobile	\$433,625
TOTAL ASSETS	\$816,714

LIABILITIES & NET ASSETS	
Current Liabilities	\$0

NET ASSETS	
Restricted Net Assets	\$304,365
Unrestricted Net Assets	\$512,349
TOTAL NET ASSETS.....	\$816,714
TOTAL LIABILITIES & NET ASSETS	\$816,714

STATEMENT OF REVENUE & EXPENSES

REVENUE	
Donations & Grants	\$134,175
Endowment Earnings	\$10,561
Interest.....	\$15,027
Income from Products Sold	\$2,767
Main Street Mobile Awards.....	\$8,250
TOTAL REVENUE	\$170,780

EXPENSES	
Programming	\$12,163
Grants	\$101,404
Other Costs	\$25,713
TOTAL EXPENSES.....	\$139,280
EXCESS REVENUE OVER EXPENSES.....	\$31,500

DMA MEMBERS *July 2023 to June 2024*

LEADERSHIP CIRCLE

Alabama Port Authority
Austal USA
Hargrove Engineers & Constructors
Mobile Airport Authority
PNC
Volkert

LEADERSHIP COUNCIL

Adams & Reese LLP
Alabama Power Company
Armbrecht Jackson
BankPlus
Burr & Forman, LLP
Canfor
CRE Mobile, LLC
First Horizon
Hancock Whitney
Hand Arendall Harrison Sale LLC
MCG Workforce Solutions, LLC
Merchants & Marine Bank*
Phelps
The Admiral Hotel
TruBridge (Formerly CPSI)
Trustmark

BUSINESS ADVOCATE

22nd State Bank
Alabama Court Reporting, Inc.
Burns, Cunningham & Mackey, PC
Commonwealth
Debris Restaurant
Dogwood Productions
Fort Conde Inn

Greers St. Louis Market
Goodwyn Mills Cawood LLC
Gulf States Engineering, Inc.
Hampton Inn Downtown
Helmsing Leach
Heroes Sports Bar & Grille
Hummingbird Ideas
Inge & Associates
Jubilee Landscaping Management Inc.
KV Properties, LLC
Lagniappe
Leavell Investment Management Inc.
Legacy Real Estate & Development
LoDa Bier Garten
Logical Computer Solutions
McDowell Knight Roedder & Sledge, LLC
Milling Commerical Realty, Inc.
Mostellar & Shreve, LLP
Norton Lilly International
O'Daly's
Outside Chief Legal, LLC
Page & Jones
Paul Bridges & Associates, LLC
Paul Carpenter Davis Architecture, PC
Renaissance Riverview Plaza Hotel
Renasant Bank
River Bank & Trust
Robert Hall & Associates
Roberts Brothers
Rogers & Willard
Royal Pharmacy*
Royal Scam
ServisFirst Bank
The Battle House Hotel
The Cooper Group

Ward Properties, Inc.
Warren Averett
Companies, LLC
Wet Willie's

BUSINESS SUPPORTER

Bama Pest Control
Bar IX
Bay Gourmet
Bella Bridesmaids
Bienville Construction Services
Bishop State Community College
Briaded River Brewing Co.
Chick-fil-A
Dauphin's
Dumbwaiter Restaurant, LLC
FIT Recruiting, LLC
Grace
Gulf Coast Shows
Haley's
Hamilton & Co.
Innerspaice
Innovative Contracting Services
Iron Hand Brewing
Jimmy John's
Johnstone Adams
L Craig Roberts, Architect
Las Floriditas
Loper Law
Marine Rigging, Inc.
Maurin Architecture
Mediterranean Sandwich Co
Mo'Bay Beignet
Mobile Convention Center
Moe's Original BBQ Downtown LLC
Morgan Stanley

New Hand Signs
Olensky Brothers
Panini Pete's/Squid Ink
Persons Services Corp.
Pheonix Restoration Services, Inc.
Pinnacle, LLC
POST
Quality Inn
Restoration Coastal AL
Ron Barrett, LLC
Roosters
Ruby Slipper Café
Saenger Theatre
Sain Associates
Sam Winter & Company, Inc.
Slurp Society
Sophiella Gallery, LLC
Soul Kitchen
Southern Earth Sciences, Inc.
Thames Batre
The Brickyard
The Carriage Works Owners Association
The Ice Box
The Noble South
TK Escapes
Uniti Fiber
Wilkins Miller, LLC
Wintzell's

NON-PROFIT

100 Black Men of Greater Mobile, Inc.
Barton Academy Foundation
Bellingrath Gardens & Home
Big Brothers Big Sisters of the Central Gulf Coast
Boys & Girls Club of South Alabama
Bragg-Mitchell Mansion
Christ Church Cathedral
Coastal Alabama Partnership
Community Foundation of South Alabama
Distinguished Young Women
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, Inc.
Mobile Ballet, Inc.
Mobile Carnival Association
Mobile Co. Health Dept.
Mobile Museum of Art
Mobile Symphony
Platform 85
SARPC
Senior Bowl
United Way of Southwest Alabama
University of South Alabama Foundation
Urban Emporium
USS Alabama Battleship Commission
Visit Mobile
Wilmer Hall

**New Members*

Peace out, friends!

In May 2024, I transitioned to an Emerita position with the Downtown Mobile Alliance and spent the remainder of the year working with the organization through leadership changes. I am excited about the opportunities ahead, but I know that I will miss interacting with everyone on a regular basis. Working with you, our members, supporters, and donors, over these past two decades has been the honor of a lifetime. Your support, suggestions, and enthusiasm consistently buoyed our spirits and inspired us to raise the bar in each year's work plan. Though much work remains, the redevelopment efforts of the past 20 years have helped create a lively economic engine for the region. Similarly, working alongside all the wonderful people who have been employed by the organization throughout these past twenty years has been a great joy. The current teammates, Carol, Fred, Jessica, Maggie, and Sheila, are smart, fun, and dedicated to the mission. They have my full support, and I will always assist them in any way possible.

In November 2024, the Mobile City Council renewed the Business Improvement District (BID). This fourth vote of continuance provides dependable funding through June 2030. With this, the organization can implement a robust program of work over the next five (5) years. This was a wise move on the part of the City Council and the property owners who invested in the BID ever since its creation in 2005.

Nationwide, there are significant challenges in the office, retail, and residential sectors. However, one person's challenge is another person's opportunity. With a strong team, effective leadership, and adequate resources, the people of the Downtown Mobile Alliance can help Downtown Mobile continue to grow and flourish.

The steps to reviving downtown districts are simple and well proven. Having people and institutions step forward and execute those steps is always the hardest part. Thank you for believing in the vision of a vibrant and beautiful downtown. Together we have achieved more than most people thought possible. And yet, we must acknowledge there is much work to be done. I look forward to watching your progress.

ELIZABETH P. STEVENS

President & CEO Emerita



Downtown Mobile Alliance

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