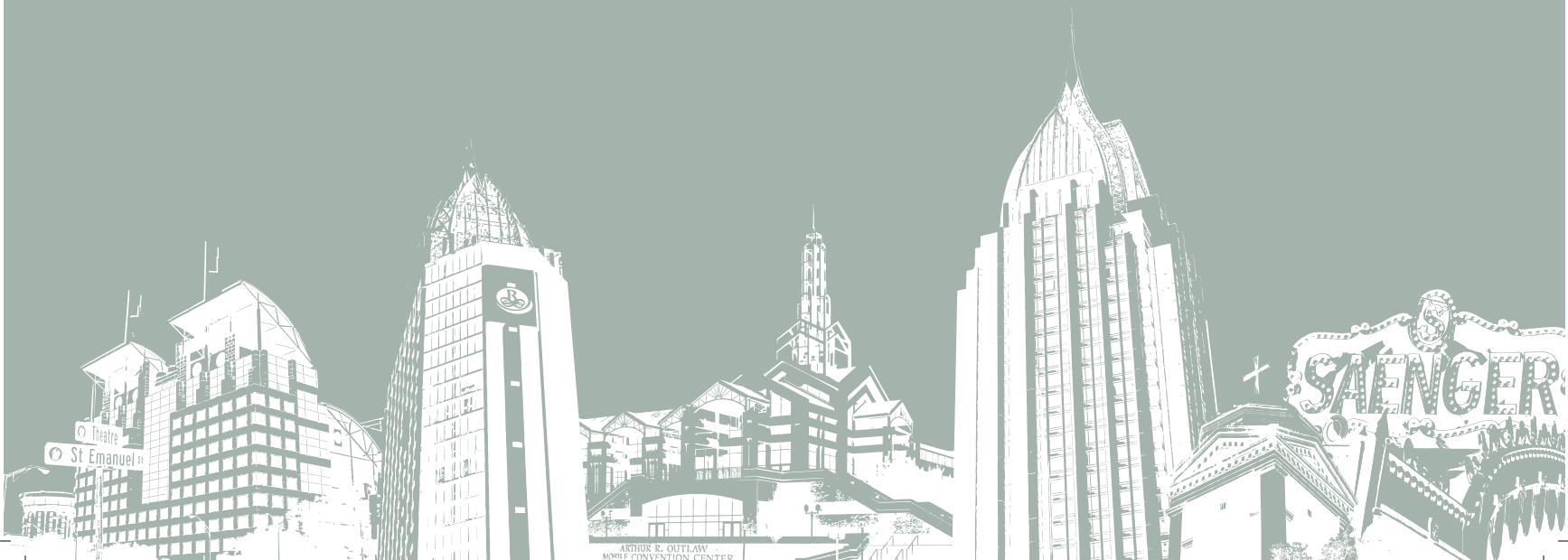




LEARNING FROM OUR
HISTORY

DOWNTOWN MOBILE ALLIANCE :: 2009-2010 ANNUAL REPORT

LOOKING TO OUR
FUTURE



A LETTER FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

The past 12 months have been difficult for many in our region. We have had a textbook lesson in the interconnectedness of the global economy. While Mobile did not experience a real estate bubble and had excellent dynamics as far as new job creation in certain sectors, we were none-the-less impacted by activities in the national real estate market. As a result, some sectors of our economy experienced retraction driven by the global economic meltdown. The explosion of the Deepwater Horizon on April 20, 2010 and the resulting oil gusher that was finally capped on July 15 had an interesting impact on Mobile. We noticed an immediate boost from the command center that opened here. However, the long term impact is certainly unknown at this point as our interconnectedness with the coastal Gulf communities is undeniable. We have appreciated the many visitors to our city who have come to work on the Deepwater Horizon Response Team and hope that they will return many times over after their time on the response team has ended. There have, however, been many positive and impactful activities over the past twelve months.

We began the year celebrating the construction of a Candlewood Suites at St. Louis and Royal streets and the ramping up of the renovations at the landmark GM Building purchased earlier in 2009 by the Retirement Systems of Alabama. Construction on both of these buildings continues and we are looking forward to their completion and activation in the coming months. We ended the year celebrating the opening of Mobile County's new Courthouse Annex. The County Commission and the community discussions that ensued around this building have given us a fine new edifice for Government Street and brought vital county services back downtown. All told, about \$30

million in construction work was undertaken in the top 10 or so construction projects of the year. A remarkable 41 new businesses opened downtown; considering the times, this is affirming of the Alliance's work and its many supporters' vision and determination to rebuild our beautiful downtown.

The Downtown Mobile Alliance was tasked in 2009 with the first ever renewal campaign of the Downtown Business Improvement District (DBID). We began by surveying our members and their employees and customers, and from there developed a plan of action for the 2010-2015 authorization. After preparing the new Management Plan for our member property owners, we asked the city council to consider renewing the DBID for five (5) years. We challenged ourselves with these seven major goals:

- Have active, positive, street level uses on all major streets.
- Be a very walkable downtown, both day and night, where pedestrians have priority over automobiles.
- Be a place where women, families, children, and their pets feel comfortable and are using the downtown on a daily basis.
- Be a place that is alive both during the week and also weekends with a high number of events and activities.
- Be a place that has increased residential opportunities at all levels.
- Be a place that is better connected to its waterfront.

On December 1st the City Council, in a unanimous vote, renewed the district through 2015. Months of research, planning, and organizing paid off for our property owners and their tenants, customers, and visitors, all of whom have come to enjoy and expect the cleanliness, beauty, marketing, and knowledgeable assistance provided by the Downtown BID.

In January, the Civic Sidewalks Task Force was created to organize the business, religious, and philanthropic interests around addressing some serious issues with our parks and sidewalks. Months of research and collaboration have lead to a plan of action designed to address civic disorder from a variety of angles. Look for the components of this plan to be implemented in the coming months. Every party will have to pull their weight on this one in order to achieve the kind of public realm we deserve. Service providers, law enforcement, pedestrians, business owners, and public agencies all have a role to play, for when one is dysfunctional, all of the rest are negatively impacted. It has been an honor for us at the Alliance to work with this diverse group of very compassionate individuals dedicated to effecting positive change for all of Mobile's citizens and visitors.

KEY INITIATIVES:

- End public feedings in parks and streets and encourage collaboration with existing service providers such as Waterfront Rescue Mission, 15 Place, and Salvation Army.
- Fix functional and management issues with parks through physical improvements and organized management of activities.
- Educate the public on reasons to support service agencies and not give to people on the street.
- Advocate for modernization of laws such as solicitation and parks use.

Our BID Services team reached a new height of effectiveness over the past year. Near the year's end, we rolled out a new service called "Snapshot" that enables anyone to report an issue through our website and track the progress of the matter being addressed. Greater efficiency in our reporting abilities saves personnel time and helps us track the issues that are important to you our members.

We are sad to report that our wonderful horticulturalist, Kristy Cade, will be leaving us in September to move home to be with her family. Kristy started our horticulture program and personally designed every flower display you have seen over the past three years. She will be dearly missed, though we wish her well in her future endeavors.

Our economic development efforts got a boost last year through our collaboration with Austal. Working with our Go Zone bond allocation, we were able to assist Austal in securing needed capital and in the process generate funds that were then allocated to an incentive pool for retailers. We are working with some excellent prospects that may just bring us to the tipping point in our retail development.

Our five (5) year plan referred to earlier was developed after listening to your comments at public meetings during the New Plan for Old Mobile planning process, and in subsequent surveys and interviews. Your expectations are high, and we are ready and willing to meet them. You are served by a dedicated board of directors and a talented and creative team of employees. With you, we are ready and willing to rebuild Downtown Mobile just as you ask – as a place that is walkable, beautiful, human in scale, and respectful of the environment in which we live.

SAM W. COVERT
CHAIRMAN OF THE BOARD

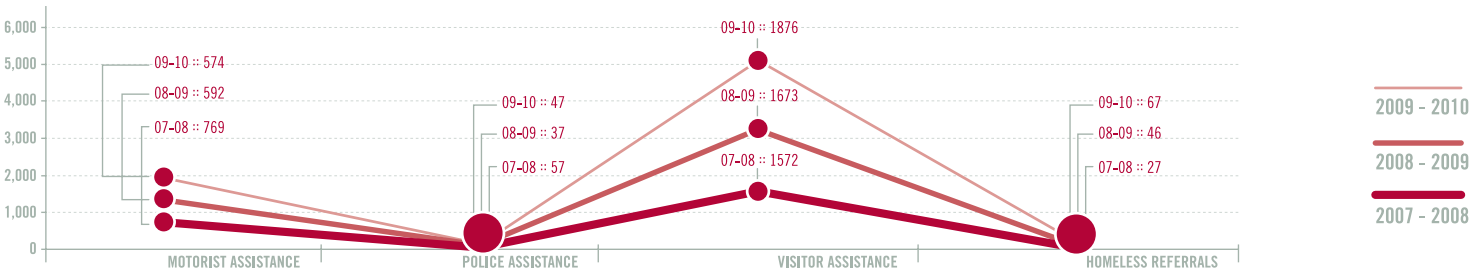
ELIZABETH S. SANDERS
PRESIDENT & CHIEF EXECUTIVE OFFICER

BID SERVICES

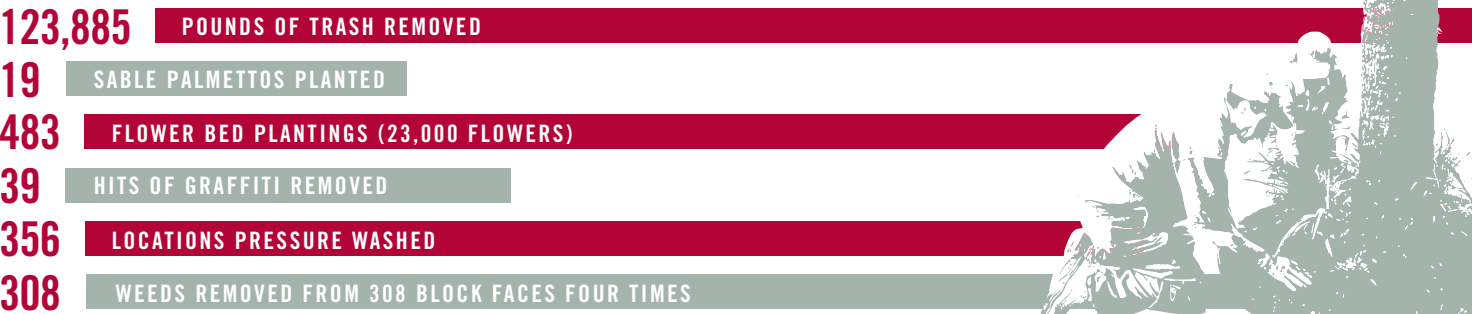
The BID Services team continued its remarkable and relentless effort to transform Downtown Mobile into a place of beauty, safety and friendliness – and it's certainly no small task.

An average day might include replanting two dozen flower beds, greeting a hundred visitors, cleaning all 77 blocks of the District, and making sure there is an overall sense of order. Not that one person does all this, of course. The BID Services team is made up of 13 yellow and purple shirted folks who are dedicated to making downtown a vibrant neighborhood for the entire region.

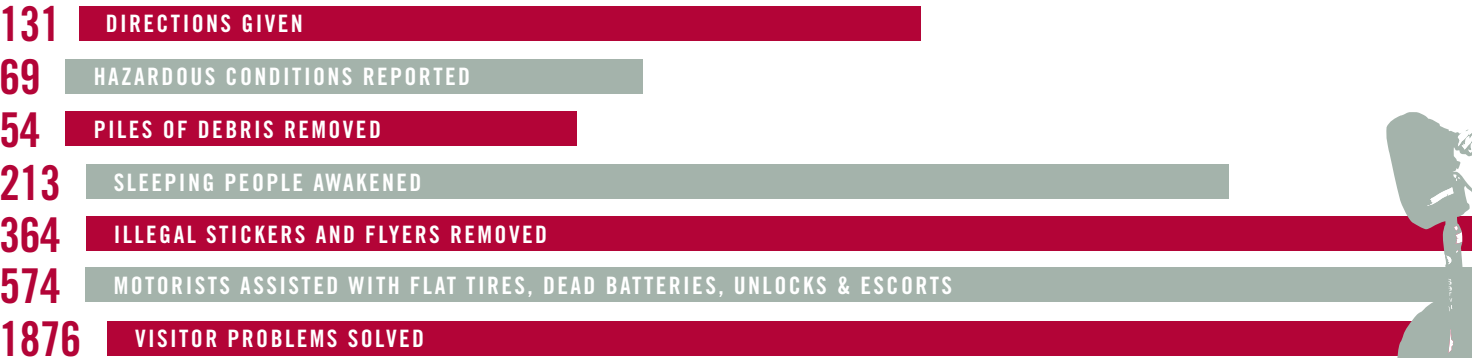
REGENT WORK OVER THE PAST 3 YEARS



STEWARDS



REGENTS



WORK

With a unanimous vote of the Mobile City Council in December, the Downtown Mobile District Management Corporation was renewed for another five-year period. To prepare for the vote, we surveyed our stakeholders to determine their aspirations for downtown, and then developed a new district management plan that reflected those desires.

In an effort to create a better experience for all our citizens who use our parks and public spaces, the Downtown Mobile Alliance organized a Civic Sidewalks Task Force to address issues of homelessness and panhandling. Nearly 40 business owners, property owners, city officials and homeless service providers have come together to develop initiatives to better manage our public spaces. The task force has created a four-prong approach: public education, park management, coordination of homeless services and enforceable ordinances. The work of the committees is being incorporated into our overall efforts, and we'll be working with city officials to wrap the initiatives into municipal policies and procedures.

TO ENCOURAGE EVEN MORE GROWTH, THE DOWNTOWN MOBILE ALLIANCE IS OFFERING INCENTIVES TO ATTRACT MORE RETAIL STOREFRONTS TO KEY STREETS.

SIGNAGE GRANT PROGRAM

VALUE
\$8,000

Up to \$8,000 for design, production and installation of fun, creative signs in the retail corridor.

RETAIL FORGIVABLE LOAN

VALUE
\$20,000

Up to \$20,000 is available for new retailers who stay in business at least 5 years.

RETAIL INCUBATOR

This program, while still in development, will attract new and existing retailers by offering inexpensive space, sales staff support and retail consulting services. With the Retail Incubator we plan to build up a core retail pod so that Downtown Mobile becomes a destination retail center that offers a unique shopping experience to tourists and regional customers.



GO ZONE



AMOUNT OF
\$75,000

WERE RECEIVED THIS YEAR IN GO ZONE BOND ISSUANCE

Proceeds from the **GO ZONE** bond issuance in the amount of **\$75,000** was received this year and is being used to fund our retail incentive programs. Additional proceeds will be received quarterly through the remarketing of the bonds.

PARKING AND TRANSPORTATION

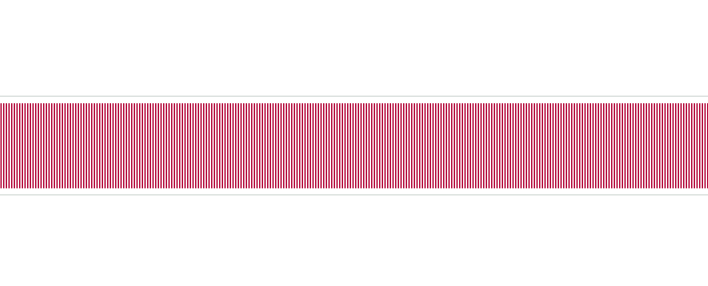
The **PARKING AND TRANSPORTATION COMMITTEE** worked with the city Traffic Engineering Department to create 24 additional on-street parking spaces and is *finishing a draft of new guidelines for commercial parking lots.*



COMMERCIAL PROPERTY ADVERTISED IN COMMERCIAL PROPERTY DIRECTORY:

CIRCULATION OF 20,000

SPREADING THE NEWS



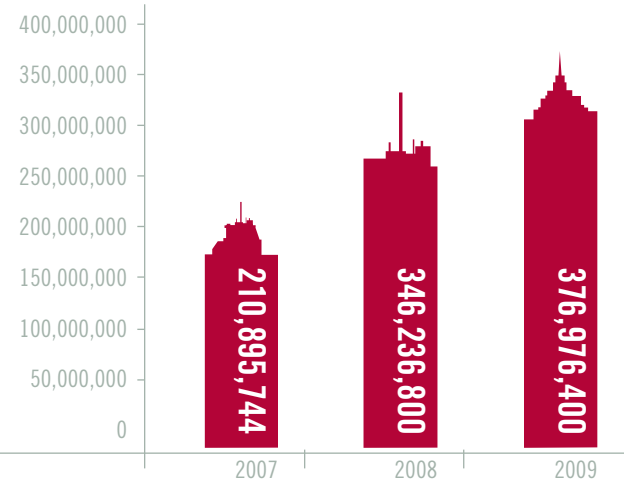
COMMERCIAL PROPERTY ADVERTISED IN PRESERVATION MAGAZINE:

READERSHIP OF 375,000



MY, HOW WE'VE GROWN

FAIR MARKET VALUE OF ASSESSED PROPERTIES



108

RESIDENTIAL PROPERTIES MARKETING

112

COMMERCIAL PROPERTIES MARKETING

41

NEW BUSINESSES OPENED

TUNNEL REDESIGN

To improve safety and traffic flow through the I-10 Wallace Tunnel, the Alliance is working with AL-DOT to redesign the **WEST TUNNEL INTERCHANGE**. By removing the elevated ramps, the design will create more than 20 acres for redevelopment in Ft. Conde Village.

NUMBER OF HOTEL ROOMS



“THE CHANGES THAT HAVE TAKEN PLACE SINCE THE BID’S INCEPTION HAVE BEEN NOTHING SHORT OF MIRACULOUS.”

GREEN STREETS

The Alliance is participating in a **“GREEN STREETS”** initiative through Auburn University and funded by Miss-AL Sea Grant Consortium. Through this initiative, the planners seek to develop ideas that will help manage storm water runoff through innovative redevelopment of downtown parks and green spaces.

PLAY

To reestablish downtown as the center of fun, inspiration and creativity, the Alliance has been working on events and initiatives designed to bring back folks who have been gone for too long, as well as those who have never experienced the fun and adventure of a thriving city center.

ADVERTISING DOWNTOWN

A new **BRANDING CAMPAIGN** was rolled out this year to emphasize the hip, cool appeal of downtown. “Downtown Mobile. It’s a life with style,” resulted in an immediate and impressive **71,689** hits to our website. The campaign will continue with billboards and print ads in area media.



71,689
WEBSITE VISITS

PARKS

LITTLE COLT



The **LITTLE COLT OF CORDOBA** was finally returned to Spanish Plaza after being gone for more than 20 years. Through a gift from the Wayne D. McRae Philanthropic Fund, Main Street Mobile was able to arrange the statue’s restoration and reinstallation.

DOWNTOWN PARKS



What do you love about **DOWNTOWN PARKS**... and what would you like to see changed? We asked our stakeholders these questions and received volumes of input. The information is helping us work with the city to create new park guidelines that will improve the experience for everyone who enjoys the respite from the urban jungle.

MARDI GRAS IN BIENVILLE



Bienville Square was more animated than usual during Mardi Gras 2010 with the addition of 15 large **LIGHTED CROWNS** hanging from the trees. The crowns were made possible through a gift from the Mobile Carnival Association and the Hearin-Chandler Foundation.

ENJOY THE EXPERIENCE

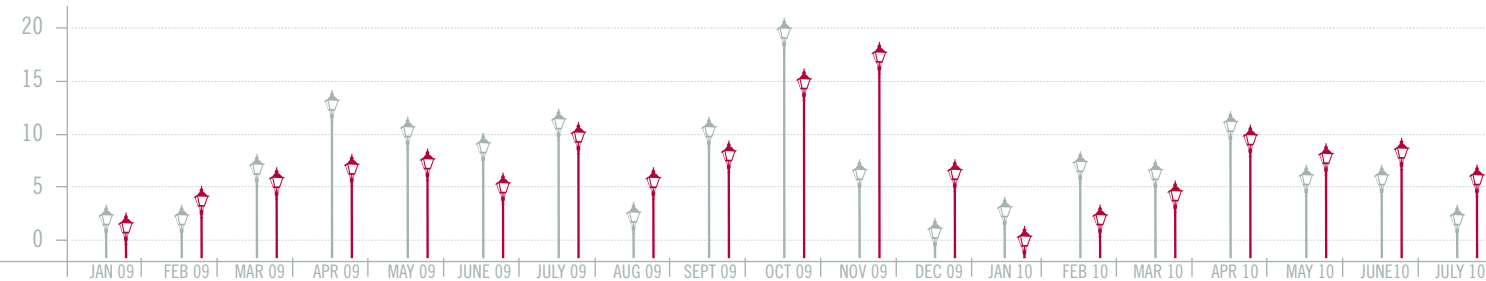


From the **NORTH POLE STROLL** to **EASTER IN THE SQUARE**, the Alliance helped create events that brought thousands of families downtown for new experiences.

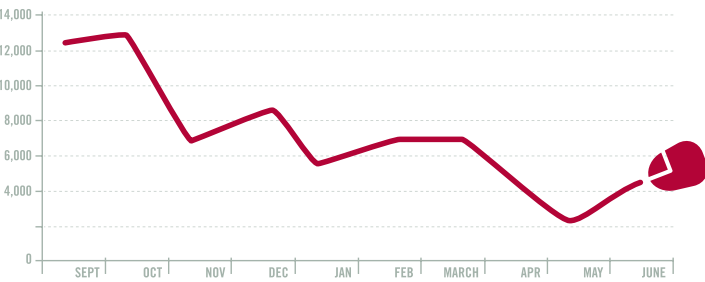
To make downtown festive, Main Street Mobile sold 400 red and white **POINSETTIAS**. The proceeds are used to assist with our beautification and animation projects.

PARK RESERVATIONS

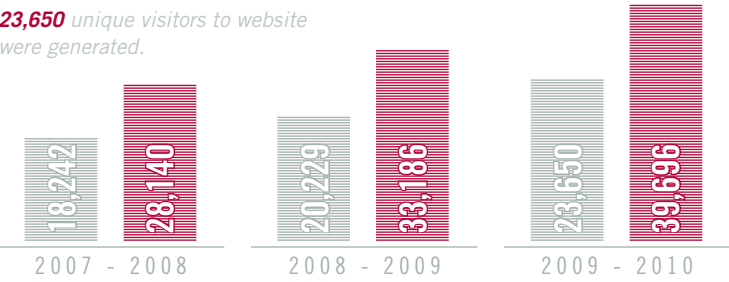
■ BIENVILLE SQUARE ■ CATHEDRAL SQUARE



MYDOWNTOWNMOBILE.COM PAGE HITS



WEBSITE VISITORS



ARTS

INDEPENDENT FILM



CRESCENT THEATER FILM SOCIETY organized to support independent film in downtown.

ARTS ALIVE!



Main Street Mobile served as the fiscal agent for **ARTS ALIVE!**, helping promote this engaging weekend of hands-on arts experiences.

NEW PUBLIC ART BIKE RACKS



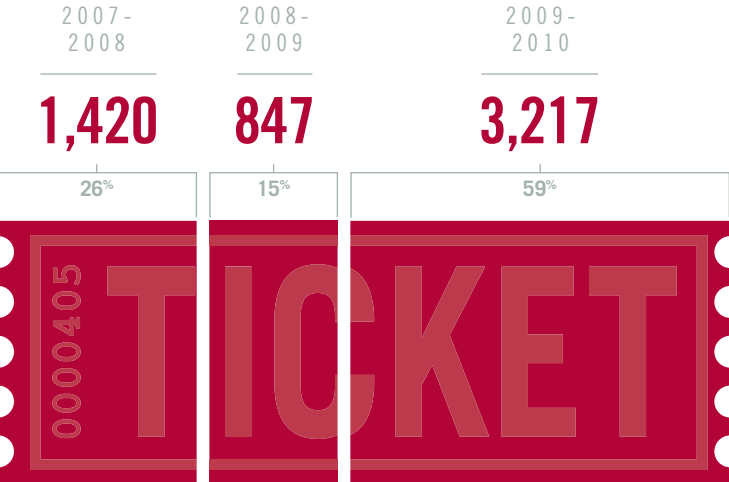
Strolling down the sidewalks is a more interesting pursuit with the addition of a couple of new pieces of **PUBLIC ART/BIKE RACKS**. Bruce Larson’s “Gulf Wildlife” at 169 Dauphin Street and “Sentry” in front of Space 301 are made possible through a gift from two downtown businessmen who wish to remain anonymous.

ART SPACE POTENTIAL



Recognizing the importance of an arts presence in downtown, the Alliance is working with the city and arts organizations to raise the money for a feasibility study by **ARTSPACE**, a not-for-profit that builds and manages affordable live/work space for artists.

ATTENDANCE AT ALLIANCE EVENTS



CATHEDRAL SQUARE



Through a designated fund of Main Street Mobile and some assistance from the City, much-needed maintenance of the granite surrounding the planters in **CATHEDRAL SQUARE** was initiated.

DOWNTOWN MOBILE ALLIANCE MEMBERSHIP

LEADERSHIP CIRCLE

- ALABAMA POWER COMPANY
- ALABAMA STATE PORT AUTHORITY
- HARGROVE ENGINEERS & CONSTRUCTORS
- RED SQUARE AGENCY

LEADERSHIP COUNCIL

- ARMBRECHT JACKSON LLP
- BANKTRUST
- DAUPHIN REALTY
- HAND ARENDALL, L.LC
- INTERNATIONAL SHIPHOLDING CORPORATION
- MOBILE GAS
- PEEBLES & CAMERON LLC
- PHELPS DUNBAR LLC
- RBC BANK
- REGIONS BANK
- SAFE ARCHIVES

BUSINESS ADVOCATE

- AUSTAL
- THE BATTLE HOUSE RENAISSANCE MOBILE HOTEL & SPA
- CANDLEWOOD SUITES MOBILE - DOWNTOWN
- DELASHMET & MARCHAND, PC
- GULF STATES ENGINEERING
- HANCOCK BANK OF ALABAMA
- HARRISON BROS DRY DOCK & REPAIR YARD
- HEROES SPORTS BAR & GRILLE
- HISTORIC DOWNTOWN MOBILE HAMPTON INN AND SUITES
- MOSTELLAR & SHREVE, LLP
- NORTON LILLY INTERNATIONAL
- RENAISSANCE MOBILE RIVERVIEW PLAZA HOTEL
- RICHARDSON, SPEAR, SPEAR HAMBY & OWENS, PC
- TAYLOR MARTINO ZARZAUR, PC
- VOLKERT & ASSOCIATES, INC.
- WHITE-SPUNNER ASSOCIATES, INC.
- WHITNEY BANK
- WILLIS OF ALABAMA

BUSINESS SUPPORTER

- ABMB ENGINEERS, INC.
- AHI PROPERTIES
- AIRWIND/MY SHOTZ
- ARMSTRONG & ASSOCIATES
- AZALEA GLASS & MIRROR COMPANY
- BAUMHOWER’S WINGS RESTAURANTS
- BELLWETHER GROUP, INC.
- BOO RADLEY’S
- BUCK’S PIZZA
- CABANISS, JOHNSTON, GARDNER, DLUMAS & O’NEAL
- COMMONWEALTH NATIONAL BANK
- COWART HOSPITALITY
- DAUPHIN STREET TAQUERIA
- DEJA FOOD
- FRANK LEATHERBURY
- GARDNYR MICHAEL CAPITAL, INC.
- HERNANDEZ-CALHOUN DESIGN INTERNATIONAL
- HOME BUILDERS ASSOCIATION OF METRO MOBILE
- HUMMINGBIRD IDEAS, INC.
- INSIDE UP
- JOHN TOOMEY & CO.
- JORDAN MANAGEMENT
- LAGNIAPPE
- LLB & B INC. REAL ESTATE
- LOGICAL COMPUTER SOLUTIONS
- McELHANEY INSURANCE AGENCY
- MEDITERRANEAN SANDWICH CO.
- THE MISHKIN GROUP
- MOBILE ARTS COUNCIL
- MOBILE BAY CONVENTION AND VISITORS BUREAU
- THE PAPER WASP GALLERY & BINDERY
- ROBERT S. EDINGTON LAW OFFICE
- ROSSLER AND REDDITT
- THE ROYAL SCAM
- SERDA’S COFFEE CO.

- STATE STREET PROPERTIES, LLC
 - SURETY LAND TITLE CO.
 - THE TEMPLE DOWNTOWN
 - THREE GEORGES SOUTHERN CHOCOLATES
 - TOOMEY’S MARDI GRAS CANDY COMPANY
 - THE TOWER ON RYAN PARK
 - TRAVELHOST LA
 - WELLBORN IDEAS
 - WHLC ARCHITECTURE & INTERIORS
 - WILLIAM MORRISON
 - WINTZELL’S OYSTER HOUSE
- NOT-FOR-PROFIT
- BELLINGRATH GARDENS
 - CHRIST CHURCH CATHEDRAL
 - COMMUNITY FOUNDATION
 - DRUG EDUCATION COUNCIL, INC.
 - GREATER MOBILE DEVELOPMENT CORP.
 - GULF COAST EXPLOREUM
 - GULF QUEST
 - MOBILE AREA CHAMBER OF COMMERCE
 - MOBILE CARNIVAL MUSEUM
 - MOBILE SYMPHONY
 - MOBILE OPERA, INC.
 - MOBILE UNITED/LEADERSHIP MOBILE
 - SOUTH ALABAMA REGIONAL PLANNING COMMISSION
 - UNITED WAY OF SOUTHWEST ALABAMA
 - UNIVERSITY OF SOUTH ALABAMA FOUNDATION
 - WATERFRONT RESCUE MISSION
 - WILMER HALL
 - W. T. NEAL TRUST
 - YMCA OF SOUTH ALABAMA

Current Members
2009-2010

MEMBER GROWTH FROM 2007 - 2010



DOWNTOWN MOBILE ALLIANCE BOARD OF DIRECTORS

CHAIRMAN

- SAM COVERT, ALABAMA POWER CO.*

VICE PRESIDENT DEVELOPMENT

- MICKIE RUSSELL, DAUPHIN REALTY*

VICE PRESIDENT, PUBLIC SPACE

- MARGO GILBERT, BATTLE HOUSE HOTEL*

VICE PRESIDENT, MARKETING & MEMBERSHIP

- JOHN PEEBLES, PEEBLES & CAMERON*

VICE PRESIDENT, PARKING & TRANSPORTATION

- SYDNEY RAINE, MOBILE WORKS, INC.

SECRETARY

- STEPHEN CARTER, S & A INVESTMENT STRATEGIES*

TREASURER

- MARY ANNE BALL, BIENVILLE PROPERTIES*

PAST CHAIRMAN

- COOPER C. THURBER, PHELPS DUNBAR*

- LAURA BRABNER, RESIDENT*
- STEPHEN E. CLEMENTS, 301 ST. LOUIS STREET, LLC*
- WANDA J. COCHRAN, ATTORNEY
- DAVID CONSTANTINE, PHELPS DUNBAR*
- REV. JOHNNY COOK, CHRIST CHURCH CATHEDRAL
- ANGUS COOPER III, COOPER/T. SMITH CORP.
- SHEILA DEAN-ROSENBOHM, INTERNATIONAL SHIPHOLDING CORP.
- RICHARD DORMAN, RICHARDS, LLC*
- ROBERT DREW, WILLIS HRH
- BARBARA DRUMMOND, CITY OF MOBILE
- TYRONE FENDERSON, COMMONWEALTH NATIONAL BANK
- DEE GAMBILL, REGIONS BANK*
- CHRISTOPHER GILL, HAND ARENDALL, LLC
- RALPH HARGROVE, HARGROVE ENGINEERS & CONSTRUCTORS*
- CHUCK HARMON, WACHOVIA BANK
- CEDRIC HATCHER, RBC BANK
- MICHELLE HERMAN, MOBILE COUNTY
- MIKE JOHNSON, BANKTRUST
- FRANK LEATHERBURY, LEATHERBURY REAL ESTATE
- MERCERIA LUDGOOD, MOBILE COUNTY COMMISSION*

CONT.

- LEE MONCRIEF, TENSAW LAND & TIMBER CO.
- RUBY MOORE, A SPOT OF TEA
- FABIAN OLENSKY, OLENSKY BROTHERS OFFICE SUPPLY
- RANDY SETTERSTROM, GRAND CENTRAL*
- RICHARD STIMPSON, LEAVELL INVESTMENT MANAGEMENT*
- JOSEPH P. TOOLE, RETIREMENT SYSTEMS OF ALABAMA*

EX-OFFICIO

- SAMUEL L. JONES, MAYOR OF MOBILE
- DEVEREAUX BEMIS, DIRECTOR, MHDC
- LEON MAISEL, CEO, MBCVB

* DOWNTOWN MOBILE DISTRICT MANAGEMENT CORP. BOARD MEMBER

DOWNTOWN MOBILE ALLIANCE STAFF

STAFF

- ELIZABETH SANDERS, PRESIDENT & CEO
- FRED RENDFREY, DOWNTOWN ECONOMIC DEVELOPMENT DIRECTOR
- CAROL HUNTER, COMMUNICATIONS DIRECTOR
- SHERRI BUMPERS, PROGRAM COORDINATOR
- SUSAN DANIELS, MEMBERSHIP AND FUNDRAISING DIRECTOR

CONTRACTS

- DENISE BROWNING, FINANCIAL ADVISOR
- RICHARD CAPLES, OFFICE MARKET STUDY INTERN
- COLIN RYE, SUMMER INTERN

BID OPERATIONS MANAGER

- CLAYTON RATLEDGE

HORTICULTURIST

- KRISTY CADE

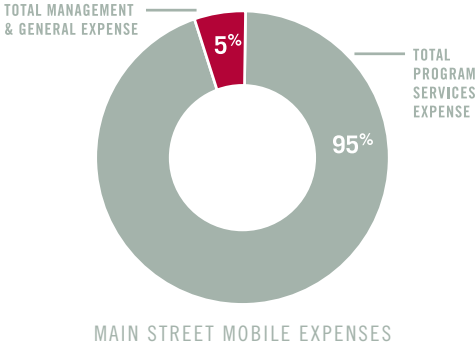
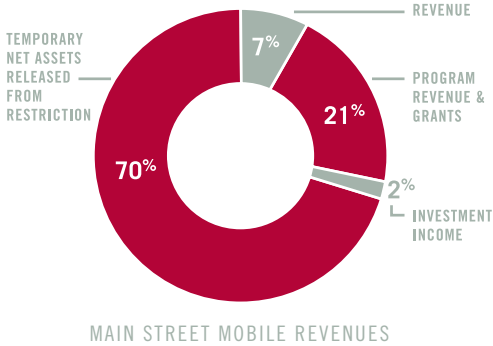
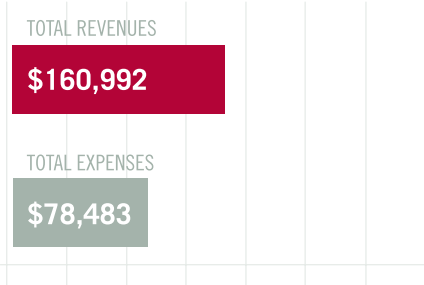
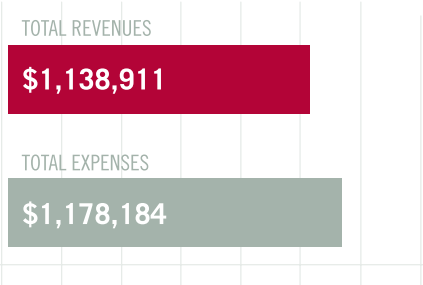
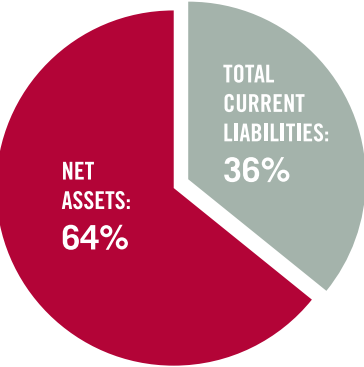
STEWARDS

- DAVID CARSWELL
- LORENZO FRANKLIN
- YOLANDA DUNCAN
- JAMES EDWARDS
- MARCO LUNDY
- ALICIA BURES

REGENTS

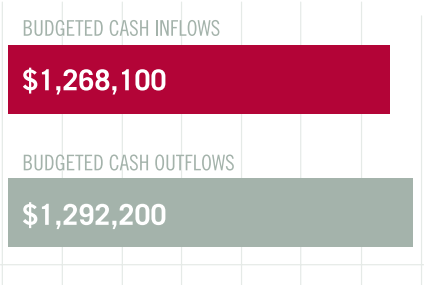
- AMANDA SUTTON
- DAVID WILSON
- BRIAN SANDIFER
- MIKE MCGARRY

2009 - 2010 FINANCIAL STATEMENTS



2010 - 2011 BUDGET

DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION



DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS

Modified Cash Basis (unaudited) as of June 30, 2010

ASSETS

CURRENT ASSETS	
CASH AND CASH EQ.	402,148
TOTAL CURRENT ASSETS	402,148

FIXED ASSETS

OFFICE FURNITURE & EQUIP.	72,026
LEASEHOLD IMPROVEMENTS	49,430
ACCUMULATED DEPRECIATION	-101,503
TOTAL PROPERTY AND EQUIPMENT	19,953

TOTAL ASSETS 422,101

LIABILITIES & NET ASSETS

PAYROLL LIABILITIES	2,008
PREPAID ASSESSMENT INCOME	126,788
DUE TO MSM	20,000
RBC BUSINESS CARDS	1,622
TOTAL CURRENT LIABILITIES	150,418
NET ASSETS	271,683

TOTAL LIABILITIES & NET ASSETS 422,101

STATEMENT OF REVENUES & EXPENSES

Modified Cash Basis (unaudited) as of June 30, 2010

REVENUE

ASSESSMENT INCOME	629,706
INTEREST CHARGES ON ASSESSMENTS	5,733
CONTRACTS & MAIN ST. PROGRAM FUNDS	461,789
DOWNTOWN MOBILE ALLIANCE	12,000
MEETINGS	26,030
UNCATEGORIZED INCOME	167
INTEREST INCOME	3,486
TOTAL REVENUES	1,138,911

OPERATING EXPENSES

BUSINESS RECRUITMENT/RETENTION	145,648
COMMUNICATION & MARKETING	86,407
PUBLIC SPACE MANAGEMENT	607,664
SPECIAL PROJECTS/LANDSCAPE	21,131
RENEWAL EXPENSES	26,417
OFFICE EXPENSES	73,618
DEPRECIATION	16,794
EDUCATION & MEETINGS	30,125
ANNUAL MEETING	31,667
PROFESSIONAL SERVICES	67,346
MAIN STREET PROGRAM EXPENSES	71,367
TOTAL OPERATING EXPENSES	1,178,184

EXCESS REVENUES OVER EXPENSES -39,273

DOWNTOWN MOBILE ALLIANCE

Statement of Revenues & Expenses. Modified Cash Basis for year ended June 30, 2010 (unaudited)

REVENUE

MEMBERSHIP DUES	76,050
GO ZONE FINANCING	75,000
EVENTS AND PUBLICATIONS	9,900
OTHER INCOME	42
TOTAL REVENUES	160,992

EXPENSES

BANK CHARGE	31
CONTRACT LABOR	40,400
OFFICE SUPPLIES	1,602
MARKETING EXPENSES	4,680
EVENTS AND PUBLICATIONS	8,125
DUES AND SUBSCRIPTIONS	2,961
PROFESSIONAL SERVICES	9,660
MEETINGS AND TRAVEL	24
OFFICE SERVICES	11,000
TOTAL OPERATING EXPENSES	78,483

EXCESS REVENUES OVER EXPENSES 82,509

* NOTE: Audited financial statuses are available in November each year.

MAIN STREET MOBILE, INC

Statement of Revenues & Expenses. Modified Cash Basis for year ended June 30, 2010 (unaudited)

REVENUE

CONTRIBUTIONS

GENERAL DONATIONS	129
ENDOWMENT	7,100
MISC. INCOME & PRODUCTS SOLD	4,335
TOTAL CONTRIBUTIONS	11,564

PROGRAM REVENUE AND GRANTS

LANDSCAPING GRANTS	4,800
NORTH POLE STROLL	719
MAIN STREET INCOME- OTHER	10,000
NEW PLAN FOR OLD MOBILE	3,750
ARTIST HOUSING FEASIBILITY STUDY	6,000
ARTS ALIVE	5,750
DONOR ADVISED PUBLIC ART	1,300
TOTAL PROGRAM REVENUE	32,319

INVESTMENT INCOME 2,769

TEMPORARY NET ASSETS RELEASED FROM RESTRICTION

CATHEDRAL SQUARE	1,324
NEW PLAN FOR OLD MOBILE	58,813
DONOR ADVISED PUBLIC ART	3,000
TOTAL REVENUES	109,789

OPERATING EXPENSES

PROGRAM SERVICES

MAIN STREET AWARDS	990
MAIN STREET EXPENSES	13,799
DONOR ADVISED PUBLIC ART	3,000
ARTS ALIVE	5,800
LANDSCAPING	10,175
MARKETING EXPENSES	1,516
DOWNTOWN ADVERTISING	2,709
NORTH POLE STROLL	4,344
NEW PLAN FOR OLD MOBILE EXPENSES	66,000
PUBLIC IMPROVEMENTS/CATHEDRAL SQUARE	1,324
TOTAL PROGRAM SERVICES EXPENSE	109,657

SUPPORTING SERVICES

PROFESSIONAL FEES	3,710
DEPRECIATION EXPENSE	1,735
DUES AND SUBSCRIPTIONS	20
POSTAGE AND DELIVERY	185
OFFICE SUPPLIES	404
TOTAL MANAGEMENT AND GENERAL EXPENSES	6,054
TOTAL OPERATING EXPENSES	115,711

TEMPORARY RESTRICTED NET ASSETS NOT RELEASED -801

EXCESS (DEFICIT) REVENUES OVER EXPENSES -6723

BUDGETED CASH INFLOWS

PROPERTY ASSESSEMENTS	670,000
RSA AGREEMENT	250,000
CITY IN LIEU	77,000
COUNTY IN LIEU	105,600
DMA CONTRACT	22,000
GSA CONTRACT	13,500
INTEREST INCOME	5,000
ANNUAL MEETING INCOME	25,000
MAIN STREET PROGRAM FUNDS	100,000
TOTAL BUDGETED CASH INFLOWS	1,268,100

BUDGETED CASH OUTFLOWS

PUBLIC SPACE MANAGEMENT	675,000
COMMUNICATIONS/MARKETING	168,000
BUSINESS RECRUITMENT/RETENTION	181,000
SPECIAL PROJECTS	20,000
EDUCATION/ANNUAL MEETING EXPENSES	60,000
PROFESSIONAL SERVICES	87,500
OFFICE EXPENSES	80,700
REPAIRS/CAPITAL EXPENSES	20,000
TOTAL BUDGETED CASH OUTFLOWS	1,292,200

BUDGETED NET CASH OUTFLOWS	-24,100
TRANSFER FROM RESERVES	24,100

NET BUDGETED SURPLUS (DEFICIT) 0

9

ART GALLERIES

2.5

MILLION PLUS SQUARE
FEET OF OFFICE SPACE

9

PARKS

1

HORSE STATUE
REINSTALLED

18,480

PARKING SPACES

1295

HOTEL ROOMS

77

SQUARE BLOCKS
IN THE BID

32

NIGHT SPOTS

44

DINING ESTABLISHMENTS