



Downtown Mobile Alliance  
Downtown Mobile District Management Corporation  
Main Street Mobile

## 2019 Annual Report

Fiscal Year: July 1, 2018–June 30, 2019

# Walk This Way



# Letter from the President



**Elizabeth Stevens**

Sitting down to write these comments for the annual meeting in November 2019, I reflected on how much has changed in Downtown Mobile during my 30 years here. Nearly 30 years ago I accepted a position as Main Street Director for the City of Mobile and began the hunt for living space. Of course, I wanted a downtown loft like the ones being developed in reviving cities everywhere. That choice didn't exist, but that has changed. Today, there are nearly 1000 more housing options for living downtown than existed in 1990—probably 75% of that happening in the last 5–7 years. Along with that has come spectacular growth in the dining scene. In the early 1990s, the eating options basically consisted of Al's Hot Dogs, Wintzell's, Rousso's, and the hotel eateries. Of course, there were fast food chains on the fast moving highways, but that is not necessarily a good sign. Today, not counting the fast food establishments on Government and Broad, we enjoy an amazing collection of over 55 delightful eateries.

How did this happen? I like to say—Vibrancy and Vision—these are the key factors of downtown's resurgence. In spite of deeply embedded city policies that were (and are) anti-urban, there were (and are) courageous city leaders who carried the downtown flag through many battles. Because of that, the property and business owners were bullish enough to come together 15 years ago and ask the city council to create a self-funded "business improvement district" or BID. These 500 or so property owners were embarking on a journey of doing things differently and expecting a different outcome—and paying for it themselves! They would find their own team of professionals to do daily litter collection, horticulture, hospitality, and customer aid all while aggressively marketing downtown to customers and investors.

And what a difference this move by these visionary property owners has made in downtown during the intervening 15 years with nearly \$1Billion in economic investment! Every day, the highly skilled professionals of the DMA team set about doing things that collectively cause downtown to be more vibrant, more beautiful, and more attractive to investment.

Mobile was laid out in Jacques Pailloux's plan of 1711 to be a walkable urban place. Fifty years ago our city leaders, like those of way too many American cities, gave up on urbanism and converted the streets of downtown to rapid thoroughways for getting people OUT of downtown. City leaders also gave up on the notion of living downtown. However, downtown just would not die even though the fast moving roadways were killing the traditional business model. The fact of downtown being owned by scores of individual owners may have been key to it not being fully abandoned as if that same acreage was owned by one developer group like the mall.

Today, downtown is offering the lifestyle preferred by multiple generations. In reality, this turnaround has happened because of intentional efforts on the part of many and the Downtown BID specifically.



The walkable urban policies that we have pursued—form based zoning, nurturing indie restaurants & retail, slowing traffic, creating on-street parking and sidewalk cafes, adding pedestrian scaled lighting—when combined with our multiplicity of uses, makes for the perfect environment for restaurant growth. Our dining scene is unmatched for miles in any direction. This past year we welcomed eight new restaurants and the quality of the experience continues to improve exponentially.

Equally notable over the past year is residential development—from new single family housing to historic lofts to high density new

construction—downtown is the place that offers a lifestyle that is joyful, fun, and active. Ride your golf cart to dinner. Walk to lunch. Bike to work. Walk your dog to one of nine (9) parks. In 2014, we set what we thought was an audacious goal of 1000 new housing units by the end of 2020. The angels must have heard 1000 because it does look like we will hit 1000 new bedrooms by then.

Every five (5) years the city council must consider whether to keep the BID in place. They did that on November 26 after hearing from dozens of supportive property owners. In preparation, your board goes through a years-long planning process the end result of which is a new Management Plan for the next five (5) years. This is fun and stressful all at the same time. The internal mantra we adopted for the process was “How do we Accelerate the Pace of Change.” To that end, your board created a four (4) part framework to guide our work through 2025. To read the entire 2020-2025 Management Plan go to [www.downtownmobile.org/reports-and-studies](http://www.downtownmobile.org/reports-and-studies).

## Why do all of this



Aside from the joy of living in a great city, we know that people will clamor to live and work in a traditional urban environment when the public realm is of a very high quality. (Public realm is urbanist lingo for building form + sidewalks, streets, parks, public art, etc.) We can no longer rely on a few big weekend events to drive downtown's ecosystem. The experience has to be INTERESTING, SURPRISING, and INTERACTIVE day in and day out. We also believe that the residential growth that has been seeded over the past few years will lead to business and visitor growth in the office and hotel market. Consequently, we have set aggressive goals for growth in office market and hotel occupancies.

Additionally, we have set a goal of 500 new residential units with an emphasis on single family and small unit development. If we are to succeed long-term, downtown must be a place for all life-cycles and that includes child-raising. The keys there are housing, playgrounds, and educational options.

We should not accept losing another young couple to suburbia just because they cannot find the housing they need and can afford! That also means that every park should have a safe place for free-play by children AND our street management philosophy should prioritize the human ahead of the vehicle.

Finally, the reopening of Barton Academy as a place for educating children is within our grasp. Thanks to a \$250,000 allocation each from the city and the county commission and generous

donations from nearly 700 individuals, corporations, and foundations, the Barton Academy Foundation is within reach of its \$10M goal. Construction is slated to begin in Q2 2020 and children are set to walk into the school in August 2021. Not only will this too-long vacant landmark be bustling with the energy of youth and learning, the school will bring vibrancy to an area too-long brought down by an empty landmark.

None of this will be easy nor will it be inexpensive. The BID property owner payments, the Alliance memberships, and the Main Street donations you pay fund a team of professionals that wake up every day thinking about making downtown a better place to live, invest, worship, exercise, dine, shop, and recreate.

Make no mistake, every peer city is on the rise and we must redouble our efforts if we are to reach our full potential as a “National Leader in Commerce, Creativity, Culture, and Community.” The board and staff of your Alliance are energized and excited about the next five (5) years. We thank you for believing in us and for investing in the vision of a vibrant, walkable downtown. We appreciate the city council's extension of the BID through 2025. Together we will work even harder to build out downtown for the next generation.

## Postscript

**Proofing this letter, made me keenly aware of the changes in our lives and perspectives since last year. Downtown's streets and sidewalks have gone from thriving to quiet. We have relinquished our active lifestyle to protect life. These communal actions put on display what an amazing people we are and bode well for the days and months ahead.**

**Any student of history knows that our beautiful downtown will be vibrant again. Downtown Mobile has survived wars, ferocious hurricanes, and pestilences of all kinds. Downtown will survive the attack of SARS-CoV-2. The staff and board of the Downtown Mobile Alliance are working daily to listen, inform, and educate while collaboratively strategizing on the most successful path forward. We thank you for being there for us year after year.**



# Staff

## 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



**Hap Kern**  
Horticulturist

#### Team Leads

Shade Pettway  
Michael Roberts  
Kenneth Abner

#### Regents

Quentin Hart

#### Stewards

Scott Mills  
Michael Dotson  
Lorenzo Franklin  
Clayvon Fletcher  
Jacquelin Campbell  
Leroy Lyles  
Lethel Brown

### Contracts



**Denise Browning**  
Financial Consultant

# Board of Directors 2018–2019

#### Chairman of the Board \*

**Rebecca Byrne**, *The 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 Strategic Initiatives\*

**John Peebles**, *NAI-Mobile*

#### Vice Chairman for Membership & Marketing\*

**Matt LeMond**, *210 Dauphin, LLC*

#### Secretary\*

**Mary Anne Ball**, *C Coast Management*

#### Treasurer\*

**Jacquitta Powell-Green**, *Envision Enterprises*

#### Immediate Past Chairman \*

**Margo Gilbert**, *The Battle House Hotel*

**John Arendall**, *22nd State Bank*

**Jerry Arnold**, *Armstrong & Associates*

**Taylor Atchison**, *Atchison Properties*

**John Browning**, *Burr & Forman LLP*

**Bob Chappelle**,\* *Mobile Area Chamber of Commerce*

**Brad Custred**, *Project 202, LLC*

**Daniel Dennis**, *Roberts Brothers*

**Rev. Msgr. Michael Farmer**,\* *Archdiocese of Mobile*

**Matt Golden**, *Loda BierGarten*

**John Goodloe**,\* *Parkview Plaza, LLC*

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

**Richard Inge**,\* *Inge and Associates*

**The Honorable Connie Hudson**,\* *Mobile County Commission-President*

**Arthur J Madden**,\* *Arthur J Madden III*

**Jeremy B. Milling**,\* *Milling Commercial Realty*

**Lee Mitchell**, *Trustmark*

**Self Radcliff**, *The Radcliff-Schatzman Group*

**April Smith**, *Adams and Reese*

**Maggie Smith**, *Soul Kitchen*

**Heath Stephens**,\* *Hargrove Controls + Automation*

**Richard Stimpson**,\* *Leavell Investment Management*

**Jill Stork**, *Alabama Power Company*

**Joseph P. Toole**,\* *The Retirement Systems of Alabama*

**Reggie Washington**, *Southern National*

**Sam Winter**, *Sam Winter and Company*

#### Honorary Directors

**Sam Covert**, *APCO, Retired*

**Tyrone Fenderson**, *Synovus*

**Cooper Thurber**, *Phelps Dunbar LLP*

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

# Downtown Mobile Alliance Members 2018–2019

## Leadership Circle

Alabama Power Company  
Alabama State Port Authority  
Austal  
Burr & Forman, LLP  
Hargrove Engineers + Constructors

## Leadership Council

Adams & Reese, LLP  
Ambrecht Jackson, LLP  
Canfor Southern Pine, Inc.  
Hand Arendall Harrison Sale, LLC  
NAI Mobile  
PNC Bank  
Spire, Inc.  
Starnes Davis Florie, LLP  
Trustmark  
Wells Fargo  
White-Spunner Construction, Inc.

## Business Advocate

Aloha Hospitality  
Armstrong & Associates  
BB&T  
Battle House Renaissance Hotel  
Burns, Cunningham & Mackey, PC  
Cabaniss, Johnston, Gardner, Dumas & O'Neal, LLP  
Cooper/T. Smith  
DeLashmet & Marchand, PC  
Dogwood Productions  
Fort Conde Inn  
Goodwyn, Mills & Cawood  
Gulf States Engineering  
Hampton Inn & Suites  
Helmsing Leach Herlong  
Newman & Rouse, PC  
Heroes Sports Bar & Grille

Hummingbird Ideas  
Inge & Associates  
Jubileescape  
KV Properties, LLC  
Lagniappe  
Leavell Investment Management, Inc.  
Logical Computer Solutions  
Meridian at The Port  
Mostellar & Shreve, LLP  
Oakworth Capital Bank  
O'Daly's Irish Pub  
Radcliff Schatzman Group  
Rayford & Associates  
Renaissance Riverview Plaza Hotel  
Roberts Brothers, Inc.  
Rogers and Willard, Inc.  
Shore Acres Plant Farm  
The Royal Scam  
Volkert and Associates  
Ward Properties, Inc.  
Wet Willies Management Corp  
White-Spunner Realty

## Business Supporter

1702 Real Estate  
AHI Corporate Housing  
Alabama Coastal Foundation  
ASM Global - Mobile Civic Center  
ASM Global - Saenger Theatre  
Boo Radley's  
Candlewood Suites Hotel  
CannaBama  
Chick-Fil-A  
Crescent Theater  
dakinstreet architects  
Exchange 202  
Fit Recruiting

Gulf Coast Shows  
Hamilton & Company, LLC  
Hancock Whitney Bank  
Johnstone Adams, LLC  
Legal Imaging  
Marine Rigging, Inc.  
Maurin Architecture, PC  
McElhaney Insurance Agency, Inc.  
McNair Historic Preservation, Inc.  
Mediterranean Sandwich Company  
Milling Commercial Realty, Inc.  
Mobile Arts Council  
Mobile Opera  
Moe's Original Bar B Que  
Olde Mobile Antiques  
Olensky Brothers Office Products  
Personalized Tours of Historic Mobile  
Persons Services Corporation  
Quality Inn Downtown  
Robert Hall & Associates, PC  
Roosters  
Sam Winter & Co., Inc.  
Sign Source  
Southern Earth Sciences, Inc.  
Spot of Tea  
Squid Ink  
Synovus Bank  
The Haunted Book Shop  
The Noble South  
The Point  
Thomas Properties, LLC  
TK Escape  
Toomey's Mardi Gras  
Warren Averett  
WHLC Architecture  
Wilkins Miller, LLC  
Willis Towers Watson  
Wintzell's

## Non Profit

100 Black Men of Greater Mobile, Inc.  
Barton Academy Foundation  
Bellingrath Gardens & Home  
Big Brothers Big Sisters of South Alabama  
Bragg Mitchell Mansion  
Christ Church Cathedral  
Community Foundation of South Alabama  
Conde'-Charlotte Museum  
Gulf Coast Exploreum  
GulfQuest Maritime Museum  
Historic Mobile Preservation Society  
History Museum of Mobile  
Mobile Area Association of Realtors  
Mobile Area Chamber of Commerce  
Mobile Ballet  
Mobile Baykeeper  
Mobile Carnival Association  
Mobile Museum of Art  
Mobile Public Library  
Mobile Symphony  
Mobile United  
Richards DAR House  
South Alabama Regional Planning Commission  
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

# Main Street Mobile Donors

## Historic Mobile LLC

Hearin-Chandler Foundation  
Alabama Power Foundation  
Ben May Charitable Trust  
PNC Foundation

## Street Design Summit

Ben May Charitable Trust  
Sybil H. Smith Charitable Trust  
J.L. Bedsole Foundation

## Main Street Mobile Endowment

Mickie Russell  
Gen. Gary Cooper  
David Clark  
Susan Lee Weissinger

Max Morey  
Robert Isakson  
Mary Kevin Loper



# Design

# Development

Five years ago, we set an audacious goal of adding 1000 residential units to Downtown Mobile by the end of 2020. Who in their right mind would have set the bar so high—a goal that would nearly double the population of our city center? We're often accused of not being in our right minds, but nonetheless, we came very close to this goal, with about 700 units in service or at some stage of development at the end of 2019. This kind of growth only happens because the Design + Development team practically moves heaven and earth so that these projects can come to life. From the labyrinth of incentive programs to the seemingly impenetrable permitting process, they assist developers navigating unfamiliar waters.



## Some notable examples:

### **The Michael**

The renovation of 154 existing apartments in a mid-century modern high rise apartment building

### **Merchants Plaza**

The renovation of an historic office tower into 80 apartments

### **Meridian at the Port**

267 newly constructed apartments on the waterfront

### **The Broad**

A mixed use project in a former appliance and auto dealership adapted to 8,500 SF of co-working office space, 11 apartments, and restaurant/event space

### **Seaman's Bethel**

Renovation of an abandoned sailors' hostel-turned city office building into 60 apartments

### **Wheeler Lofts**

Renovation of a former automobile dealership and file storage warehouse into 38 apartments, office space, and a brewery.



## Other initiatives, projects and advocacy efforts:

### Barton Academy

Supported the Barton Academy Foundation and Mobile County Public School System to secure private financing for the renovation of the historic landmark and its conversion into the Barton Academy for Advanced World Studies.

### Historic Mobile, Inc.

Acquired four additional properties for the Dunbar Land Bank, bringing the total to 10 lots available for redevelopment. Disposed of one lot to an investor for construction of a single-family home.

### Refresh Façade Grants

Facilitated the issuance of three grants, 776 St. Louis Street, 8 S. Conception Street and 221 Dauphin Street.

### Broad Street TIGER Grant

By bringing in some of the best transportation planners in the nation, we successfully advocated for a more pedestrian and development friendly plan than was originally proposed.

### On-Street Parking

After seven studies and three administrations, Mayor Sandy Stimpson created 37 much needed parking spaces on Government Street.

### Dauphin Street Resurfacing and St. Louis Street Improvements

Provided close consultation with engineering teams.

**Assisted with the St. Louis Crossing project,** including the new Greer's Fresh on St. Louis.

**Provided business planning consultation to two new businesses,** Port City Pups and Braided River Brewing, and one existing business, the Crescent Theater.

### Innovation Portal

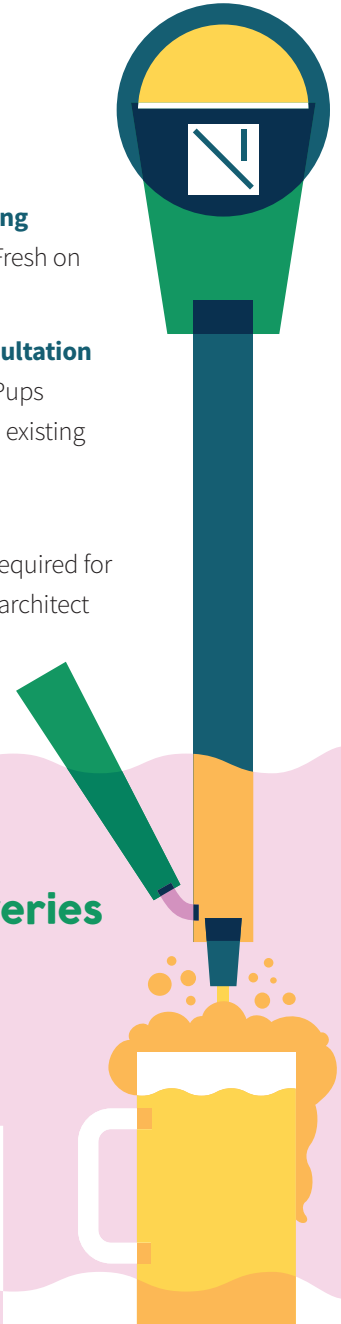
Completed the Section 106 review required for the federal grant and served on the architect selection committee.

Overall  
additions  
to the  
downtown  
scene



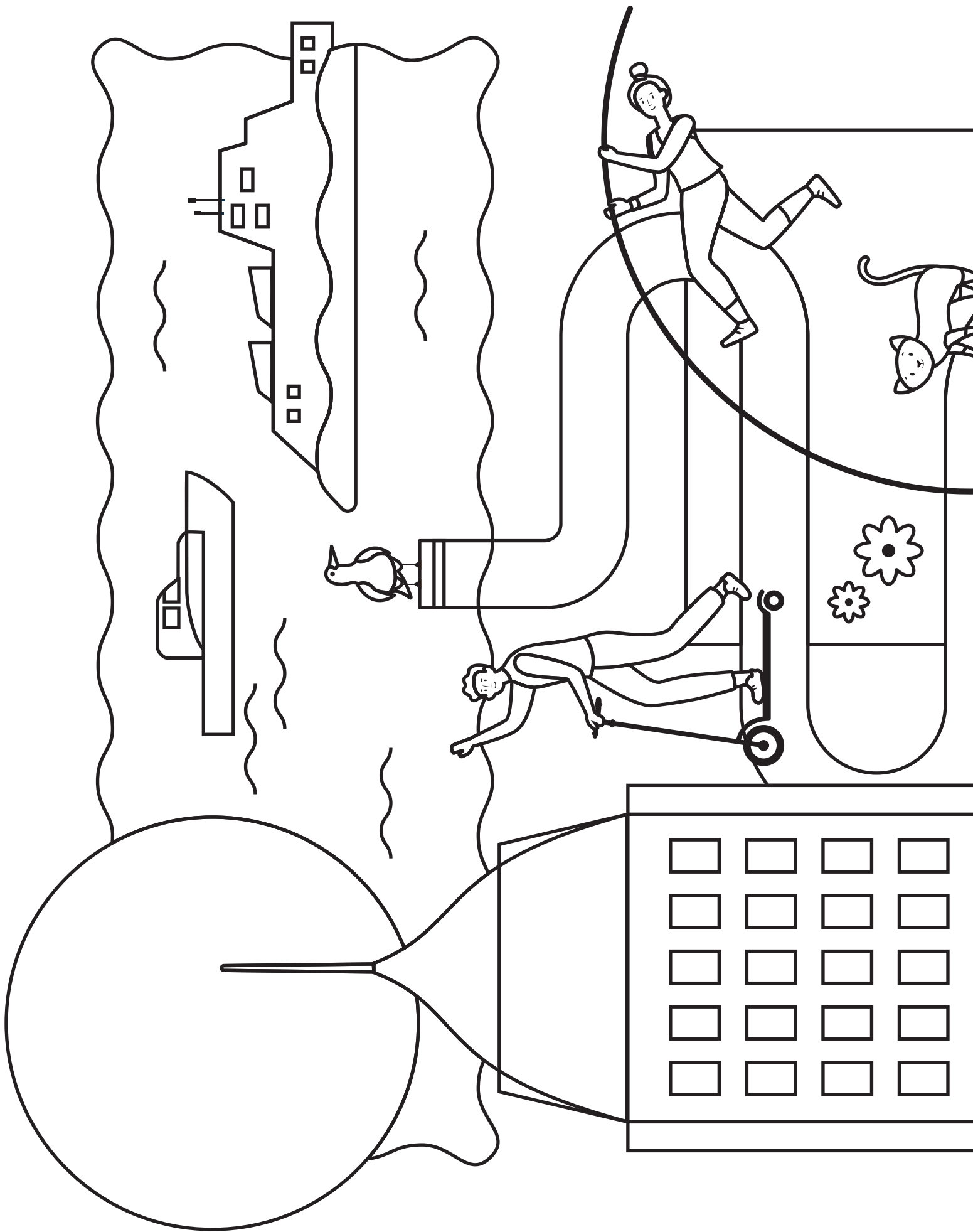
8 new restaurants

2  
new breweries

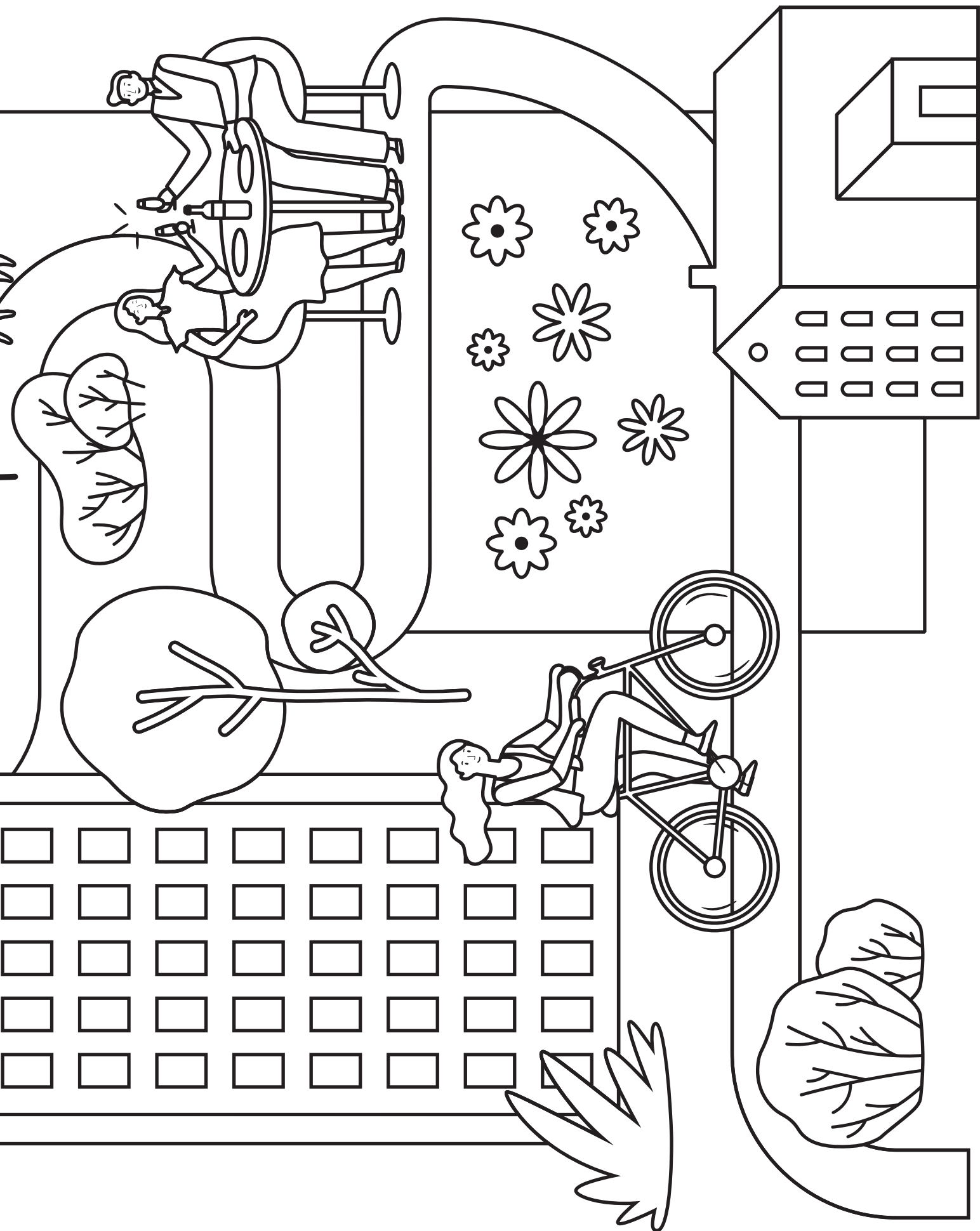


## Office Market Analysis | July 2019-June 2019

- Vacancy reduced from 22.4% to 19.4%
- Occupancy increased from 77.6% to 81.8%
- Advertised rent increased from \$17/20/SF to \$18.77/SF
- Absorbed 79,000 SF of office space in 2018-19
- Addition of 15,000 SF of new office space







# Clean & Safe



## Crew of Stewards Statistics

It is not by accident that Downtown Mobile is one of the most dynamic neighborhoods in the city. It has come about through years of planning, carefully working the plans and then paying attention to the details. At a pedestrian pace, the details become incredibly important. The difference between a vibrant walkable place and a place that folks hurry to leave is dependent on getting the little things right. Is litter scattered about? Do hits of graffiti send a message of disorder? Are visitors left to wonder where to go or who to call for help? Thanks to the work of our Regents and Stewards (the teams in purple and yellow), the answer to all of those questions is a resounding, "No!"

With the exception of a couple of holidays, the teams are on the streets seven days and nights a week, making sure the physical environment supports the growth in restaurants, professional businesses, and residents we've experienced this year. A new initiative undertaken in 2019 was the incremental refurbishment of the sidewalk trash receptacles and the benches in Bienville Square. The condition of these kinds of fixtures sends subliminal messages about how well a place is maintained, and how safe it might be. All public infrastructure should be of as high a quality and maintenance as possible. The BID Services teams' daily attention to the issues that enhance or detract from the downtown experience ensure that the number of people who live, work and play in our city center continues to increase.

## We saw a few notable changes in the statistics amassed by the Stewards and Regents in 2019 VS. 2018

- Hits of graffiti increased by 250 percent
- Number of times storm drains cleaned more than doubled
- Number of street light outages reported increased by 50 percent

**481**  
(15,000 flowers)  
flower beds  
planted

**1,810** Hours of Flower  
Bed Maintenance

**838**  
hits of graffiti  
removed

**6,384**  
hours of sidewalk  
sweeping/  
vacuuming

**479**  
sidewalk stains/  
waste removed

**3,722** storm drains  
cleaned

**300,000**  
pounds of trash/  
leaves removed

**23**  
trees  
planted

**2,246**  
blocks  
weeded

15 Pond Cypress,  
7 Sable Palmettos,  
1 Sweet Bay Magnolia

## Crew of Regents Statistics

**777**  
motorists assisted

**6,983** pedestrians assisted

**59**  
safety escorts

**32**  
trash receptacles refurbished

**183**  
panhandlers engaged

**823**  
street light outages reported

**62**  
referrals for homeless assistance

**2** park benches refurbished

In an effort to understand exactly what people are carelessly tossing on the ground and sidewalks, we carefully monitored **everything collected over the course of a single week**. Remember, these are items that could be disposed of in numerous trash cans or recycle bins, but instead wind up on the sidewalks, curbs and gutters of the 77-square blocks of the Business Improvement District.

**The plastic cups alone, over the course of a year, would number more than 6,200!**

Glass bottles:  
36 (16 lbs.)

Aluminum cans:  
84 (3 lbs.)

Plastic bottles:  
59 (2.5 lbs.)

Plastic cups:  
120 (3 lbs.)

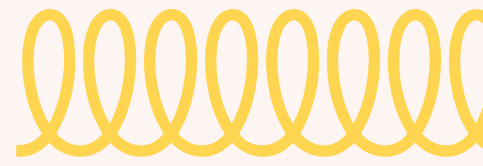
Plastic bottle caps: 41

Plastic straws: 11

Plastic cup tops: 4



# Marketing & Collaboration



The three “Rs” have indeed been the story of Downtown in 2019: Restaurants—Residents—Renewal. Our dining options now number 52, with several new eateries scheduled to open in the coming months. 700 residential units are just now coming on-line or are in construction/development phase. This fall, the city council unanimously authorized the continuation of the Business Improvement District through 2025. All of these developments have created the content for engaging storytelling, and we’ve worked to spread the word through all the forms of media at our disposal.

## Growth of Social Media Audience



Total Audience  
**9,200** = **15%** increase  
**63,000** impressions = **14%** increase



**6,000** followers = **7%** increase

**73,000** impressions + **4,400** engagements  
an increase of **113%**

In all cases, the posts with the highest performances contain information about new restaurants or events.



Total Fans **12,500** = **8%** increase  
Videos Viewed **14,000** times

Total Reach:

**735,000** impressions  
**12,000** engagements

### Most Popular Hashtags:

#DowntownInDecemberMob  
#PublicArtMobile

## Initiatives to improve our communications efforts with members and other stakeholders:

- New website launched
- Video storytelling campaign undertaken
- Installation of a new customer relation management system

## Advocacy

- Best possible street design
- User friendly parking
- Recycling and litter reduction
- Preservation of the Downtown Development Code
- Renewal of the Business Improvement District
- Destination Marketing efforts with Visit Mobile and City of Mobile



## Speaking of events, our calendar was full of great happenings

### Annual Luncheon

This year's event had urban developer and thought leader Chris Leinberger speaking to a sold out crowd. The focus on the economic benefit of walkable neighborhoods.



### National Dance Day

An annual celebration of the joy of movement, held every July in Cathedral Square.

### Main Street Mobile Awards

The opportunity to recognize the many individuals, businesses, and organizations that contributed to the vitality of downtown in the previous year. In 2019 we recognized 17 major award winners and 44 new businesses, events, and renovations.



### Water Balloon Battle of Mobile Bay

The annual land-based re-enactment of the epic naval battle.



### Movie in the Square

An opportunity to see a holiday favorite under the stars just as the Christmas season kicks off.

### Holiday Decor

An ever expanding display of custom lights to bring customers downtown from Thanksgiving to Fat Tuesday, and extensive displays of American flags for patriotic holidays.

### Mayor's Breakfast

Annual opportunity for Mayor Sandy Stimpson to present his agenda for downtown.

### Elfapalooza

Downtown becomes Elf central for this annual gathering of folks with pointy ears wearing green and red.

### Shop Small Saturday

An event that emphasizes the importance of shopping with local, independent merchants.

### MoonPie Over Mobile

The New Year's Eve celebration that brings 40-60,000 people to watch the world's largest electronic MoonPie drop at midnight.

### SouthSounds Music and Art Festival

The annual celebration of southern music and art.

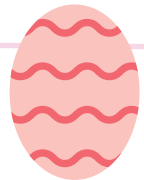


### Crilled Cheese Melttdown

Fundraiser for the Urban Emporium with a dozen teams competing for the title of "Big Cheese."

### Easter in the Square

Easter Egg Hunt attracting hundreds of families.



### Unveiling and naming of "Heavenly Metal"

The newest sculpture addition to public art downtown.



### Reveal of the Dunbar School Bicentennial Mural

### Opportunity Zone Seminar

For investors and developers seeking more information about this federal incentive.

### Jazz Under the Oaks

Fundraiser for the Barton Academy Foundation.

### Happy Hour Hard Hat Tour

Tour for developers, lenders, and real estate agents focused on three new mixed-use developments

### Happy Hour Hard Hat Brewery Tour

A tour of the five breweries operating or under construction.

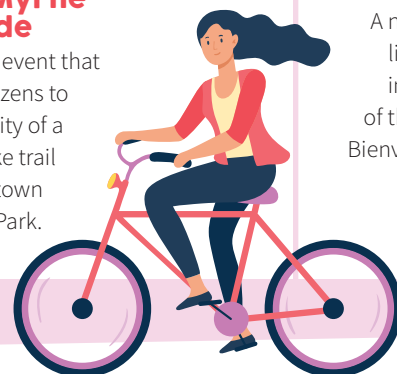


### Crescent Theater 10th Anniversary Celebration

### Gulf Coast Challenge Football Game and pre-game activities

### Crepe Myrtle Trail Ride

The annual event that exposes citizens to the possibility of a walking/bike trail from downtown to McNally Park.



### Live Oak Live!

A new interactive lighting display installed in one of the oak trees in Bienville Square for the holidays.

# Downtown Mobile District Management Corporation

## Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (audited) as of June 30, 2019

Cash & Cash Equivalent  
**\$1,055,932**

Property &  
Equipment  
**\$319,259**

### Assets

**Total Liabilities  
& Net Assets  
\$1,375,191**

### Liabilities & Net Assets

Prepaid Assessment  
Income  
**\$399,386**

Prepaid Annual  
Meeting Income  
**\$4,318**

Payroll  
Liabilities  
**\$1,386**

**Total Current  
Liabilities \$405,090**

## Downtown Mobile Alliance Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2019

### Assets

#### Current Assets

Cash and Cash Equiv..... \$360,004  
**Total Current Assets ..... \$360,004**

### Liabilities & Net Assets

#### Net Assets

Designated Funds..... \$13,267  
Undesignated Funds..... \$346,737  
**Total Net Assets ..... \$360,004**

## Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2019

### Revenue

Membership Dues..... \$111,900  
Retail Incentive Program ..... \$0  
Special Events ..... \$9,535  
Investment Income..... \$3,726  
Refresh Grant ..... \$600  
GO Zone Financing ..... \$26,262  
**Total Revenue ..... \$152,023**

### Expenses

Retail Incubator..... \$15,000  
Special Events ..... \$5,784  
Marketing..... \$28,637  
Incentive Expenses..... \$3,000  
Economic Development..... \$21,300  
Management & General Expenses ..... \$35,378  
**Total Expenses ..... \$109,099**

**Excess Revenues over Expenses**

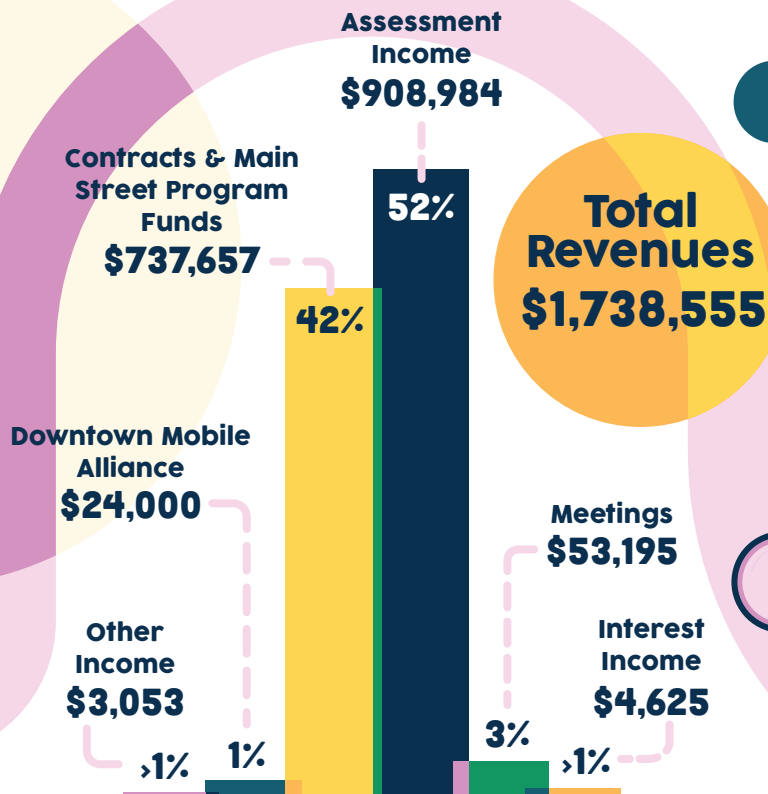
**\$42,924**



## Statement of Revenues & Expenses

Modified Cash Basis (audited) as of June 30, 2019

**Total  
Operating  
Expenses  
\$1,584,966**



### Business Recruitment/Retention

**18% | \$287,504**

**14% | \$226,108**

**Communication & Marketing**

**56% | \$891,141**

**Public Space Management**

**1%**

**\$13,343**

**Special Projects/Landscaping**

**7%**

**\$114,040**

**Operating Expenses**

**3%**

**\$51,440  
Annual Meeting**

**>1%**

**\$1,390  
Professional Services**

**Excess  
Expenses  
Over Revenues  
\$153,589**

## Main Street Mobile

### Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (audited) as of June 30, 2019

#### Current Assets

Cash and Cash Equiv.....	\$230,679
<b>Total Current Assets .....</b>	<b>\$230,679</b>

#### Fixed Assets

Equipment .....	\$17,087
Accumulated Depreciation .....	(\$17,087)
Investment in Historic Mobile .....	\$292,867
Other Investments.....	\$979
<b>Total Property and Equipment .....</b>	<b>\$293,846</b>
<b>Total Assets .....</b>	<b>\$524,525</b>

#### Liabilities & Net Assets

Due to Historic Mobile .....	\$50,000
<b>Total Current Liabilities .....</b>	<b>\$50,000</b>

#### Net Assets

Unrestricted .....	\$332,820
Temporarily Restricted .....	\$141,704
<b>Total Net Assets .....</b>	<b>\$474,524</b>
<b>Total Liabilities &amp; Net Assets .....</b>	<b>\$524,524</b>

#### Temporarily Restricted Assets

Facade Grant Fund .....	\$41,548
Cathedral Square Fund .....	\$26,704
Co-working Space Incubator .....	\$14,039
Historic Mobile .....	\$59,413
<b>Total Temporarily Restricted Assets .....</b>	<b>\$141,704</b>

### Statement of Revenues & Expenses

Modified Cash Basis (audited) as of June 30, 2019

#### Revenue

General Donations/Contributions.....	\$5,188
Endowment Earnings .....	\$9,700
Endowment Contributions .....	\$1,100
Special Events .....	\$5,000
Miscellaneous.....	\$177,403
<b>Total Revenue .....</b>	<b>\$198,391</b>

#### Operating Expenses

(Supporting & Program Services)

Endowment Payments .....	\$3,000
Community Research/Projects .....	\$19,290
Public Improvements .....	\$5,769
Management & General Expense.....	\$4,190
<b>Total Operating Expenses .....</b>	<b>\$32,249</b>
<b>Excess Revenues over Expenses.....</b>	<b>\$166,142</b>



**Downtown Mobile Alliance  
Downtown Mobile District Management Corporation  
Main Street Mobile**

**[DowntownMobile.org](http://DowntownMobile.org) | 251.434.8498 | P.O. Box 112 | Mobile, AL 36601**