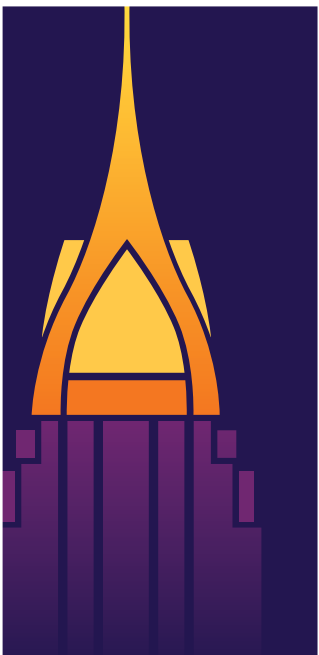
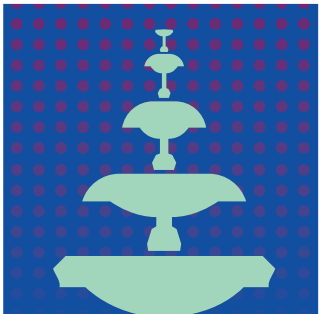




**DOWNTOWN MOBILE
ALLIANCE &
DOWNTOWN MOBILE
DISTRICT MANAGEMENT
CORPORATION**





a letter from the president

What a year this has been! Starting with the recent affirmation that the city is moving in the right direction, the citizens re-elected the entirety of the leadership of the city in August. Congratulations Mayor Stimpson, Gina, Fred, Levon, Joel, Bess, John, and C.J.!

This has been the summer of great announcements—each one building on the excitement of the previous. In particular, two developments that will change downtown forever were announced: Meridian at the Port—267 residential units with an amazing view of the Mobile River and Merchant’s Plaza—70,000 SF of office and 84 apartments overlooking beautiful Bienville Square. These announcements are exemplary of this year’s annual luncheon theme—“Tomorrow Starts with Imagining It Today.” Because we have imagined a vibrant, walkable, urban village and because we ALL have done the hard work to make it a place of constant delights for workers, residents, and visitors alike, the tomorrow we envisioned a dozen years ago is happening.

So what else has happened this past year? Well, 41 parcels within the BID sold. That’s a record since we’ve been tracking sales. In the office sector, 51,000 SF of owner-occupied office space is being added and still there was an uptick in the office occupancy rate for 2016. I particularly want to recognize Hargrove Control + Automation’s renovation of 27,000 SF of the long vacant and underused WALA Building. This brings this stellar company’s total investment in downtown’s historic buildings to over \$16M, renovating and occupying over 142,000 SF—most of which was long vacant and in some cases quite decrepit.

One of the most important tools for triggering downtown’s growth has been the state and federal historic tax credit. The Admiral, Staples Pake, Precision Engineering, Buick Building, Temple Lodge, The Steeple—the list is long and outstanding of

buildings coming off of the old building death spiral because of this smart and effective incentive for preserving America’s historic buildings. Thanks to the hard work of sponsor Rep. Victor Gaston, the entire Mobile County delegation, and of course the bill’s original author—Beth Marietta Lyons, a new state historic tax credit was passed in May. It is a more complicated application process than before, but we have five years instead of three and with this we can rebuild Alabama’s historic cities and bring much needed vibrancy to downtowns across the state—but especially Mobile!

We have banded together with Mayor Stimpson and 22 other mayors across the state to ask our federal legislators to preserve and enhance the super-important federal historic tax credit. As Congress moves through tax reform, this important incentive is indeed threatened. To Rep. Byrne’s credit he is a sponsor of the Historic Tax Credit Improvement Act. We are hoping that Senators Shelby and Strange will sign on as well.

One of the most difficult challenges we have is retail development. Obviously, adding 600 new residential units will help, but so will the arrival of Olde Mobile Antiques Gallery. The building is being transformed at St. Louis Street and Washington Avenue will soon be the location of their 29,090 SF antiques gallery and wildly popular monthly estate sale. Already, their relocation plans have triggered the opening of an antique lighting store across the street along with a cheese and wine shop and perhaps some other exciting use nearby. Helping enliven the area, the coming renovation of Ward Properties’ 450 St. Louis Street for retail and apartments will begin in early 2018. And Precision Engineering’s relocation of 150 professional employees to 400 St. Louis Street will bring much desired vibrancy to a building that is being transformed like a chrysalis.

In the block to the east, construction should begin in the 1st Quarter of 2018 on Innovation PortAL, a project led by the Mobile Chamber of Commerce. This new addition to our downtown innovation ecosystem joins Exchange 202 and Fuse Factory in providing space, training, and a mentorship community for budding and expanding businesses of all sizes.

The east end of St. Louis Street is abuzz with construction. The Federal Courthouse is on schedule and shaping up to be a landmark for the century. The public art commissioned for the building will include an interior piece by Jason Middlebrooks and an exterior sculpture by Mobile’s own Raine Bedsole.

Speaking of art, we believe that the city should be filled with artworks of all sizes. To that end we have commissioned a series of “bike racks,” bas reliefs, and small sculptures through the years. Earlier this year, we unveiled “Equino,” a bronze by Casey Downing that commemorates the 20th Anniversary of the Mounted Police and Cathedral Square and remembers Lt. Tommy Menton, a beloved police officer.

Murals are popping up everywhere! We’ve joined the party and commissioned local artist Devlin Wilson to paint on our building’s side wall in recognition of the “Alabama 200” celebrations, Barton Academy, Alabama’s first, and perhaps most impressive, school building. Look for that to be completed in October—or when it doesn’t rain for a few weeks straight!

We applaud the Mobile Museum of Art for their PopUp Gallery at 300 Dauphin Street where they present their stunningly beautiful glass collection in what had been a stunningly dull parking ticket payment center.

We nearly lost the Crescent Theater this spring. Thanks to the efforts of the Crescent Theater Film Society, and the donations of hundreds of very passionate film aficionados, a solution was found to a tenant/landlord dispute and funding was provided to keep this very important amenity open for two years.

Perhaps the greatest art project of the century will begin to take shape in earnest next year. I’m talking about the I-10/ Mobile River Bridge. Yes, this is an art project. The opportunity is before us for this bridge to be an amenity that we enjoy visually AND actually—whether by car, foot, or bicycle. All over the country, breathtakingly beautiful bridges are being

built—many with pedestrian lanes. We can and should demand that the bridge be an amenity that brings people TO Mobile as much as it enables people to travel THROUGH Mobile. We must have the self-confidence to demand extraordinary public works. This bridge will be the legacy of our generation. Let us make it a legacy our grand-children’s grand-children will appreciate and for which they will thank us.

Twelve years ago the property owners and city council took a chance and created the city’s first Business Improvement District. In doing so, they created an organization to work with a laser focus on presenting a clean and vibrant public realm. They created an organization to be the go-to resource for investors, businesses expanding and relocating, visitors, and other users of downtown. Why do we do things like pick up litter, plant flowers, remove graffiti, clean storm drain screens, interfere with panhandlers, clean up messes, and hang Holiday lights and American flags? Why do we advocate for removal of the nasty garbage cans from the sidewalks or the enforcement of the noise ordinances or the freedom to sit at a sidewalk café and drink wine from a proper glass or for a new public school in Barton Academy or for commercial parking lots to be fenced and screened? We do this and so much more because to repopulate a dense urban environment, people simply expect, and frankly demand, the public realm to be clean, to feel safe, AND that it will provide numerous and continuously positive experiences.

Downtown is an ecosystem that is constantly changing. 54% of our property owners are new since 2005. It is the natural order for some businesses to shrink and some to grow. The constant is people and their love for this place generation after generation. The work we do is by its nature somewhat invisible and easy to take for granted. As a colleague of mine said last week, “we address the issues that will not solve themselves.”

You are reading this report today because you are invested in some way in this city and most particularly in this downtown. Please continue to be that zealous advocate for downtown. Together we are rebuilding that walkable, urban village imagined a dozen years ago. On behalf of the whole team at the Downtown Alliance, I Thank You.

—Elizabeth P. Stevens



10 WAYS

THE DOWNTOWN AMBASSADORS
CAN MAKE YOUR DOWNTOWN
EXPERIENCE MORE PLEASANT

1. Provide you with useful directions and maps.
2. Escort you to your destination.
3. Help you locate a business or service.
4. Call for police or medical assistance if you need help.
5. Provide information on parking Downtown.
6. Provide social services information to people in need.
7. Identify and report hazards.
8. Help keep Downtown clean.
9. Share a smile and a watchful eye.
10. Provide motorist aid.



downtown mobile alliance

2016-17 board of directors

CHAIRMAN OF THE BOARD

John Arendall, Regions Bank*

VICE CHAIRMAN FOR ECONOMIC DEVELOPMENT

Jeremy B. Milling, Milling Commercial Realty*

VICE CHAIRMAN FOR PUBLIC REALM

Margo Gilbert, The Battle House Hotel*

VICE CHAIRMAN FOR STRATEGIC INITIATIVES

John Dukes, Helmsing Leach Herlong Newman & Rouse, P.C.

VICE CHAIRMAN FOR MEMBERSHIP & MARKETING

Matt LeMond, O'Daly's Irish Pub

SECRETARY

Rebecca Byrne, Community Foundation of South Alabama*

TREASURER & IMMEDIATE PAST CHAIRMAN

Jeb Shell, Hargrove Engineers & Constructors*

BOARD MEMBERS

John Browning, Burr & Forman LLP

Pete Burns, Burns Cunningham & Mackey, P.C.*

Stephen Carter, S & A Investment Strategies*

Mike Cowart, Cowart Hospitality Services, LLC

Daniel Dennis, Roberts Brothers

Russ Ford, iBERIABANK*

Monica Garsed, Mobile Gas

Marc Geis, C Spire

The Very Reverend Beverly Findley Gibson,
Christ Church Cathedral*

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

Robert Hope, USA Foundation*

GINNA Inge, The Steeple on St. Francis*

Richard Inge, Inge and Associates*

Brian Leathers

Merceria Ludgood, Mobile County Commission President

Arthur J. Madden, Madden and Soto*

Bruce McGowin, Hand Arendall

Lee Mitchell, Trustmark Bank

Jay Olensky, Olensky Office Supplies*

John Peebles, NAI-Mobile*

Self Radcliff, The Radcliff-Schatzman Group

Jill Stork, Alabama Power Company

Joseph P. Toole, The Retirement Systems of Alabama*

Jay Weber, ServisFirst

HONORARY DIRECTORS

Sam Covert*

Cooper Thurber, Phelps Dunbar LLP*

Tyrone Fenderson, BBVA Compass Bank

**DMDMC Board of Directors*

staff

DOWNTOWN MOBILE ALLIANCE

Elizabeth P. Stevens, President & CEO

Fred Rendfrey, Economic Development Director

Amanda Jones, Finance Director

Carol Hunter, Communications Director

Tracie Strickland, Program Coordinator

CONTRACTS

Denise Browning, Financial Consultant

Karrie Maurin, AIA, Director of Design

BID OPERATIONS

Clayton Ratledge, Operations Manager

Hap Kern, Horticulturist

TEAM LEAD

Michael Roberts

REGENTS

James Seaborn

Susan Walker

Shade' Pettway

Nicholas Wade

STEWARDS

Scott Mills

Lorenzo Franklin

Rayford Green

Mark Frison

Clayvon Fletcher

downtown mobile alliance

2016-17 members

LEADERSHIP CIRCLE — \$5000 & UP

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

LEADERSHIP COUNCIL — \$2500-\$4500

Armbrecht Jackson LLP
C Spire
Hand Arendall, LLC
Phelps Dunbar
PNC Bank
Regions Bank
Starnes Davis Florie LLP
Trustmark

BUSINESS ADVOCATE — \$500-\$2000

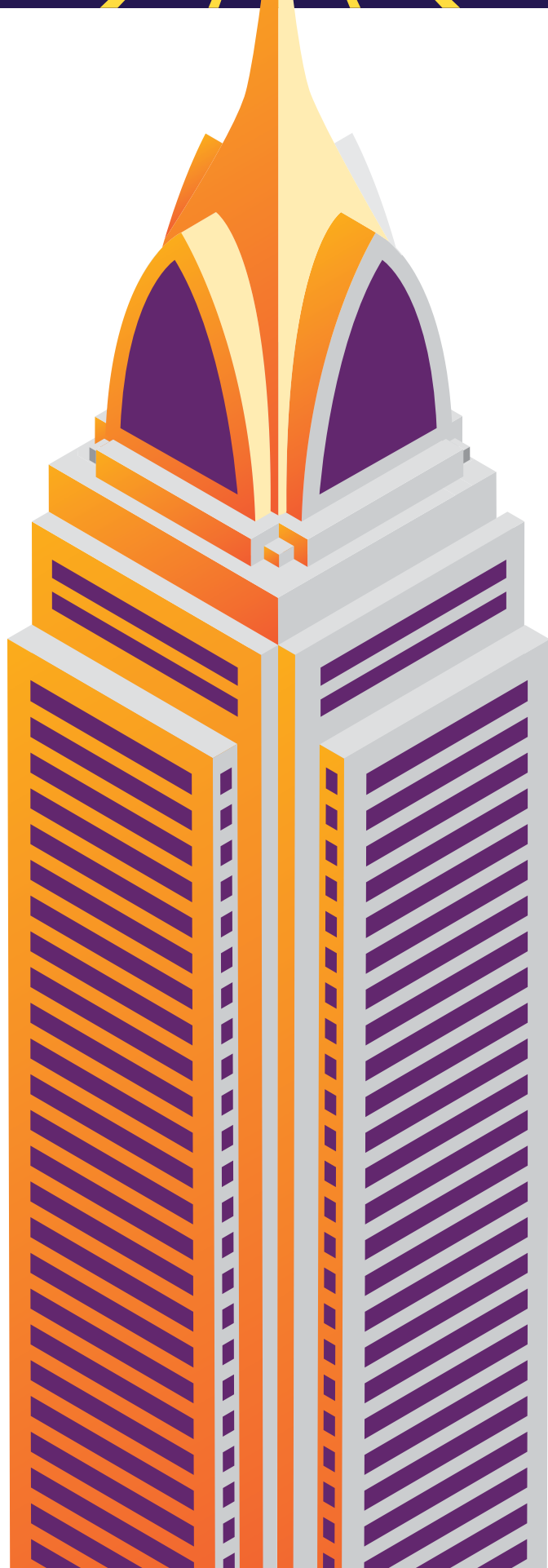
Adams & Reese
Austal USA, LLC
B B & T Bank
Battle House Renaissance Mobile Hotel
Baumhower's Wings Restaurants/ Dauphin's
BBVA Compass Bank
Burns, Cunningham & Mackey, PC
Cabaniss, Johnston, Gardner, Dumas & O'Neal
Delashmet & Marchand
Dogwood Productions
Fort Conde Inn
Goodwyn, Mills & Cawood
Hampton Inn & Suites Mobile Downtown
Hancock Bank
Helmsing, Leach, Herlong, Newman & Rouse, LLC
Heroes Sports Bar & Grille
Hummingbird Ideas, Inc.
Inge & Associates
Leavell Investment Management
Mostellar & Shreve, LLP
O'Dalys
Renaissance Mobile Riverview Plaza Hotel
Roberts Brothers Real Estate
Safe Archives
ServisFirst Bank
Shore Acres Plant Farm
SMG/Saenger Theatre
The Radcliff-Schatzman Group
Ward Properties
White-Spunner Realty

BUSINESS SUPPORTER — \$250-\$450

1702 Real Estate
AHI Properties
Alabama Coast Multimedia
Alchemy Tavern
Armstrong & Associates
Candlewood Suites
Chick-Fil-A
Coastal Bank & Trust
dakinstreet architects
FIT Recruiting
Fried Stewed Nude DBA Wintzell's
Gallery 450
Gulf Coast Ducks, LLC
Gulf Coast Shows
Jimmy John's
Johnstone Adams LLC
KABL & Co
Kangal & Associates
LA + South, Inc
Lafayette Land
LoDA BierGarten
Logical Computer Solutions
Marine Rigging, Inc.
Maurin Architecture, P.C.
McElhaney State Farm Insurance
McNair Historic Preservation, Inc.
Mediterranean Sandwich Co.
Moe's Original Bar B Que
Olensky Brothers Office Products
Optera Creative, Inc.
Panini Pete's
Personalized Tours of Historic Mobile
Port City Realty
Pro Legal Copies
Quality Inn Downtown
Robert Hall & Associates, PC
Ron Barrett, LLC
Sam Winter and Company
Sign Source
Southern Earth Sciences, Inc
The Point
The Royal Scam
Thomas Properties, LLC
Urban Emporium
WHLC Architecture
Willis Towers Watson

NOT-FOR-PROFIT — \$250 & UP

Alabama Coastal Foundation
Bellingrath Gardens and Home
Big Brothers Big Sisters
Bragg Mitchell Mansion
Christ Church Cathedral
Conde-Charlotte Museum House
Fuse Project
Greater Mobile Development Corp.
Gulf Coast Exploreum
GulfQuest
Historic Mobile Preservation Society
History Museum of Mobile
Mobile Area Chamber Of Commerce
Mobile Arts Council
Mobile Baykeeper
Mobile Carnival Museum
Mobile Museum of Art
Mobile Public Library
Mobile Rescue Mission
Mobile Symphony, Inc.
Mobile United/Leadership Mobile
Richards DAR House
South Alabama Regional Planning Commission
The Community Foundation of South Alabama
United Way of Southwest Alabama
University of South Alabama Foundation
USS Alabama Battleship Commission
Wilmer Hall
YMCA of South Alabama



development & design

The Design + Development team focuses on tomorrow every day. They see vacant buildings and imagine them full of businesses and residents. A sub-standard parking lot could be a new mixed-use development. Even existing, iconic businesses could enter the 21st century with a facade refreshed. They seek to raise the bar, so that future development actually enhances the downtown experience, instead of accepting the “it’s better than nothing” approach that has plagued our development for too many years. The Downtown Mobile of tomorrow has bustling storefronts, numerous sidewalk cafes, fewer blighted buildings and more residents...many more residents. That future may be here before we know it.

THE MAJOR PROJECTS COMPLETED IN DOWNTOWN MOBILE IN FY 2016-17 INCLUDE:

- Chuck’s Fish
- Hilton Garden Inn
- O’Daly’s Hole-in-the-Wall
- Mardi Gras Park
- Wet Willie’s
- 360 Dauphin Street
- Five single family residences

MANY OTHER DEVELOPMENTS ARE UNDERWAY:

- Staples-Pake
- Temple Lodge
- Serda Brewing Co.
- Precision Engineering
- Olde Mobile Antique Gallery
- Hargrove Automation + Controls
- Federal Courthouse
- Southern National

AND STILL OTHERS HAVE BEEN ANNOUNCED AND ARE IN DESIGN PHASE:

- Haint Blue Brewery
- Iron Hand Brewery
- Cheese Cottage
- Meridian at the Port
- Merchants Plaza
- Seaman’s Bethel
- Innovation PortAL
- Kennedy House (American Legion)

Some of these projects were eligible for incentives available for downtown developments, and in partnership with the City of Mobile, we were able to recommend Refresh Facade Grants for Kazoola Eatery & Entertainment, FOY, Haberdasher, Chuck’s Fish, and the Juzang building. A signage improvement grant was also awarded to Southern National. Tax Increment Financing was also made available to Hargrove Automation + Controls, Serda Brewing Co., O’Daly’s Hole-in-the-Wall, and Staples-Pake.

Site selection is one of the more critical decisions a developer will make, and the intimate knowledge the Design + Development team has of downtown and its eccentricities is invaluable to this process. Many of the projects currently underway took advantage of this service. Still others asked for assistance with the sometimes complex city permitting process.

The redevelopment of Downtown Mobile has been moving at a brisk pace for the past couple of years, but the rate seemed to hit overdrive in 2017. The groundbreakings, announcements and ribbon cuttings were happening at a pace not seen in many years. Our Design + Development team was at the heart of nearly all of these projects, assisting with everything from site selection to event planning. Some of these developments take years and an incredible level of perseverance to execute, however the results are unmistakable — downtown is coming back to life, seemingly before our very eyes.

Our annual “Office Market Report” tracks changes in the amount of leasable square feet of office space, vacancy rates, and rental rate ranges. This year we saw our vacancy rate decline to 21.5% overall and an equally encouraging increase in the asking rental rate. The challenge moving forward will be to continue to fill new space coming on line with businesses new to Downtown Mobile.

One of the ways we “sell” downtown as the place to locate is through events aimed at different audiences. Two of our most successful economic development events were the sold-out “Happy Hour Hard Hat Tour” of several projects under construction, and the “Bricks and BBQ Historic Rehab Strategies Workshop.” Creating demand for commercial space and residential units requires constant effort, however the job has gotten a little easier with all the exceptional projects that came on line in FY 2016–17.

BUSINESSES THAT OPENED OR EXPANDED IN FY 2016-17 INCLUDE:

- | | | |
|--------------------------|--------------------------------|-------------------------------|
| Wet Willie’s | SoHo Events & Rentals | Leap Frog Shuttle |
| Chuck’s Fish | Inspire Salon & Gallery | Slope.oi Inc. |
| Harper Technologies | Moffatt & Nichol | O’Daly’s Hole-in-the-Wall |
| AFLAC | Compliance Smart Consulting | MoonPie General Store |
| Zoe Jean Designs | Hilton Garden Inn | Rooster’s Latin American Food |
| Noble Events | Fowler Lighting | FOY |
| Aislinn Kate Photography | Hargrove Controls + Automation | |

**This year we saw
our vacancy rate
decline to 21.5%
overall and an
equally encouraging
increase in the
asking rental rate.**



The talents of our staff architect, Karrie Maruin, were particularly important in FY 2016-17. The Downtown Development District code adopted by the city in 2014 requires masking of all parking lots. This new standard is designed to improve the look of dozens of dismal surface parking lots through the use of fencing and vegetation. The Design + Development team worked closely with two parking lot owners to create an individualized plan, and then went on to create a guidebook available to anyone seeking direction on the new requirement. A second guidebook was created to assist anyone planning to add accessories to the sidewalk, e.g. bike racks, sandwich boards, or café seating. The guidebooks are available in our office or may be downloaded from our website.

Karrie also tackled façade improvement designs for some of downtown’s more prominent, though tired, buildings. The plans refresh or restore frontages of buildings that are critical to the pedestrian experience. They include:

COMMERCIAL:

- 223 Dauphin Street (Former China Doll)
- 470 Dauphin Street (Tobin Building)
- 276 Dauphin Street (Boo Radley’s)
- Saenger Theatre (Concept for sidewalk planters)
- 210 Government Street (Rendering of proposed balcony for TIF funding)
- 407, 409 & 415 Dauphin Street (Hoffman Furniture)

RESIDENTIAL:

- 259 N. Warren Street

The pedestrian experience is also enhanced by unexpected beauty and whimsy, which is why we undertook a couple of public art projects. Both are still in the development stages, but when executed, will create yet another reason to explore all the things downtown has to offer:

DOUBLOONS DOWNTOWN

Local Mardi Gras associations to commission bronze artworks of their organization’s emblem/doubleloon. These artworks shall be located around the downtown. A map, whether digital and/or paper copy, will guide the public on a walking tour to locate the artwork. The map will also have descriptions of each doubleloon’s organizational history and purpose.

QUOTES IN THE SIDEWALK

Quotes from famous Mobilians shall be etched into pavers that will be inlayed into sections of existing concrete sidewalks that line several of the streets in the core of downtown.

The Design + Development department also partnered with the Chamber of Commerce in efforts to recruit a major new business to Mobile. Floor plans were developed for the business’ temporary swing space proposed for One St. Louis Street. The layout was used for proposal pricing and was included in the Chamber’s presentation. In addition, plans and a concept for a new commissary kitchen at The Steeple on St. Francis were developed, and a re-evaluation of the vendor layout within the Urban Emporium has maximized the rental income for the retail incubator.

clean & safe

When we imagine a future for Downtown Mobile, it always includes more residents, more shops and sidewalk cafes, more events and more visitors. This translates into a lively street scene, a more robust independent business community, and more revenue for the city. What it also means is more work for our team of Stewards and Regents—the folks in purple and yellow who oversee the cleanliness, beauty and friendliness of downtown.

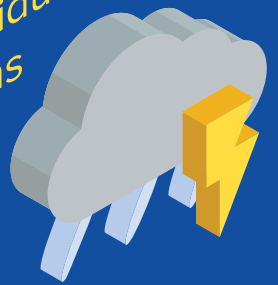
Seven days a week our Stewards are patrolling the 77-square blocks of the Business Improvement District, picking up litter, leaves and debris; cleaning the kinds of human and animal messes you don't even want to think about; clearing storm drains to reduce street flooding; and maintaining the 200 flower beds that add interest and animation to the public realm. While the statistics for these efforts are fairly constant from year to year, we did see a 25 percent increase in the pounds of litter and debris collected. And, if we become the city center we are imagining, the job of cleaning up is likely to grow, because more foot traffic means more of everything that goes with it—the good and the bad.

The downtown we imagine also feels safe and friendly, which is why the BID Services team of Regents has increased its intervention with some of downtown's chronically homeless population and the illegal panhandlers who prey on kind-hearted citizens. The number of referrals for homeless assistance more than doubled, as did the instances of panhandling addressed. However, we saw some happy increases as well; the number of pedestrians who were offered directions or advice nearly doubled, and more than 800 stranded motorists were assisted, a 16 percent increase.

And because the things you don't see can be as important as the things you do, the Regents and Stewards removed an increasing number of hits of graffiti and waged a war on weeds growing along our sidewalks. Individually all these efforts may seem small, but cumulatively, they add up to the sense that this place is well-cared for and welcoming; the kind of place that attracts and retains more residents, more shops and sidewalk cafes, more events and more visitors.

crewe of stewards

2113
Times Individual
Storm Drains
Cleaned



175,000
Pounds of Trash
& Leaves Removed



256
Hits of Graffiti
Removed



crewe of regents

267

Instances of Panhandling Addressed



313 Street Light Outages Reported



401

Referrals for Homeless Assistance



860

Motorists Assisted



9108

Pedestrians Assisted



39

Safety Escorts

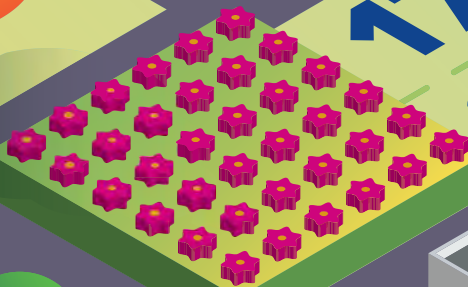
6045

Hours of Sidewalk Sweeping/Vacuuming



1748
360

Hours of Flower Bed Maintenance
Number of Flower Beds Planted (11k Flowers)



588

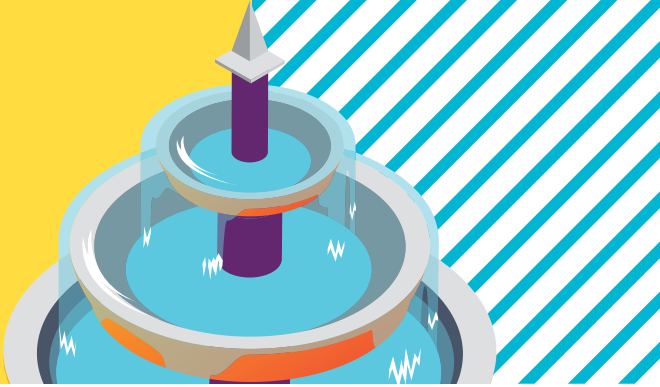
Instances of Sidewalk Stain or Waste Removal

2440

Blocks Weeded



marketing & collaboration



The theme of our Annual Report 2017 is “Tomorrow Starts with Imagining It Today,” so while we will spend some time reflecting on the wonderful accomplishments of the Marketing and Collaboration team in 2017, we will do so through a lens of what it means for the future. After all, 2017 was an incredible year for new projects, initiatives and events, however without a keenly focused vision for tomorrow, we might not achieve all we hope or are capable of.

The world seems to be spinning so quickly these days, tomorrow might be here before we recognize that it has arrived, however, there are some future targets we believe we need to hit. Communicating with a diverse audience with a seemingly endless array of media outlets at its disposal is increasingly difficult. We will need to identify downtown’s customer base and communicate with them on whatever platforms they frequent. It was much easier with a daily newspaper and three television stations!

However, the beauty of today’s media, especially social media, is that it is a two-way process. We don’t simply communicate, we are able to engage our audience. And engagement is where we have focused some of our communications efforts this year.

We hit a milestone with our Facebook page this year—10,000 followers, a 30% increase over last year. We had more than two million impressions, but even more importantly, our audience engagement (reactions, comments, shares) reached 23,000. While we’re on statistics, women between the ages of 25–34 are the leading force among our Facebook fans. By many measures, that is a demographic sweet spot. So while we always want more fans, what is more important is to increase our audience engagement. To that end we will post more content our followers want. (Hint: it’s all about the restaurants!)

Our Twitter account is also growing; increasing by 23% to 7500 followers this year. There is much opportunity for growth with this platform, especially since this audience has more male followers than our other social media outlets. Instagram has proven another great way to tell our story. Through photos of events, new development announcements and the myriad delightful everyday scenes downtown provides, we are able to connect with 5500 followers who share their images with us and the world.

Speaking of great photographs, the events we hosted, sponsored or otherwise helped organize were a huge driver

Some of the perennially popular events we facilitated included:

EASTER IN THE SQUARES

Easter Egg Hunt and Parade

SOUTHSOUNDS

A three-day art and music festival devoted to emerging Southern bands

NATIONAL DANCE DAY

The opportunity to participate with cities across the country in the day devoted to celebrating the joy of movement

WATER BALLOON BATTLE OF MOBILE BAY

Our land-based commemoration of the 1864 epic naval battle

DOWNTOWN MOBILE ALLIANCE ANNUAL MEETING

The opportunity to recap downtown’s successes, set the agenda for the coming year and hear from a nationally known keynote speaker

ELFAPALOOZA

The annual attempt to set the record for the greatest number of elves gathered in one spot

HOLIDAY MOVIE IN THE SQUARE

An outdoor holiday film that brings families to Cathedral Square

MOONPIE OVER MOBILE

Mobile’s unique take on New Year’s Eve

HOLIDAY LIGHTS

An ever expanding display of custom lights to bring customers downtown from Thanksgiving to New Year’s Eve.

MAYOR’S BREAKFAST

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

of customers to downtown businesses and an important tool in the effort to create lifelong fans of our city center. One event, our newest, even raised money for Springboard to Success, the non-profit that oversees the Urban Emporium, downtown's retail incubator and maker shop. The inaugural Grilled Cheese Meltdown was successful beyond our wildest dreams, which means a second Meltdown is definitely planned for 2018.

As much fun as it is to produce and support great downtown events, the Alliance advocated for some very serious initiatives as well. On the legislative front, we focused a great deal of attention on the renewal of the Alabama Historic Rehabilitation Tax Credit. The incentive was allowed to expire in 2016, however the state commissioned an economic study to evaluate its impact. We were able to pull together the data necessary to demonstrate the positive effect of the tax credit, which helped convince the legislature to reinstate the program.

A less complicated, but no less important issue involved the service of alcoholic beverages at sidewalk cafés. After a few years of allowing the practice, the ABC decided it was not permitted under state regulations. At our urging, Mobile's legislative delegation quickly stepped up to fix what many saw as meddling in our "Born to Celebrate" vibe.

On a more local level, the Alliance worked with the City's Public Works Department to find a solution to the problem of garbage cans on the sidewalks. Trash compactors were installed at strategic locations and voilà...the cans, for the most part, disappeared. Equally encouraging is the city's newest initiative to reduce the need for so many cans in the first

place: a curbside recycling program for LoDa. And though late night noise continues to be an issue for some of downtown's residents, we created signs for the district to remind motorists, clubs and even law enforcement officials that people who live downtown have the same legal protection against loud noise as residents in the rest of the city.

The Cleaner, Greener LoDa Eco Team continued to increase its presence at festivals and events in 2017. In addition to collecting hundreds of pounds of recyclable materials during major events such as Mardi Gras, LoDa Beer Festival and 1065, the team has created a downloadable guide for use by anyone planning any size event. The Green Events Planning Guide has recommendations and resources designed to reduce the amount of waste entering the landfill, along with educational opportunities to create a more enlightened citizenry.

Finally, the Downtown Mobile Alliance was instrumental in an effort to keep the Crescent Theater from closing. This gem of an independent theater was in danger of losing its lease, but we worked with the Crescent Theater Film Society to launch a fund raising campaign and negotiate a new lease. The Crescent has been an anchor for early evening activity for nearly a decade, and its loss would have dealt a blow to many restaurants and cinephiles in the city.

Sometimes imagining the future leads to the creation of new and exciting events and initiatives. And sometimes it means fighting for those significant institutions we already have, but are worth carrying forward into whatever comes next.

ELECTRONICS RECYCLING

A two-day event during which we collect computers, printers, batteries and other electronic items

BREAKFAST BRIEFINGS

Updates on topics of interest to the downtown community. This year we featured Councilor Levon Manzie, NOAA (the hurricane people), and the Downtown Police Precinct.

REALTOR EVENTS

- Every year we create events to introduce Realtors, bankers and the development community to opportunities downtown.
- Hard Hat Tour—a tour of five major projects underway, including the final stop at Serda Brewing Co. for a reception
 - Mid Century Modern Tour—a tour of some of Mobile's finest examples of Mid-century Modern architecture, from private homes to an abandoned office building converted into apartments.

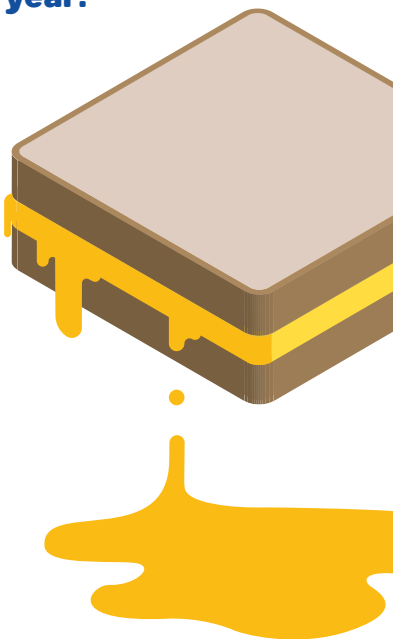
And we added two spectacularly popular events this year:

GRILLED CHEESE MELTDOWN

A fundraiser for the Urban Emporium.

CONVERSATIONS & COCKTAILS

An evening version of our Breakfast Briefings. The inaugural event featured an historical view of Prostitution in Mobile and took place in a formal brothel. It was a sellout.



DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

Statement of Assets, Liabilities & Net Assets
Modified Cash Basis (audited) as of June 30, 2017

ASSETS
Intercompany Receivables 14,088
Cash & Cash Equiv. 593,720
Property & Equipment 252,439
Total Assets 860,247

LIABILITIES & NET ASSETS
Payroll Liabilities 2,826
Total Current Liabilities 416,095
Prepaid Assessment Income 418,927
Net Assets 441,326

Statement of Revenues & Expenses Modified Cash Basis (audited) as of 06/30/17

Total Revenue | 100%
1,459,730

Assessment Income | 58%
854,092

Contracts & Main St. Program Funds | 35%
512,014

Meetings | 3%
47,615

Interest Charges on Assessments | 2%
22,638

Downtown Mobile Alliance | 2%
22,000

Interest Income | 0%
1,371

Excess Expenses over Revenues | 11%
-136,447

Public Space Management | 16%
257,907

Business Recruitment/Retention | 13%
207,483

Communication & Marketing | 13%
201,992

Operating Expenses | 6%
96,732

Professional Services | 3%
45,464

Special Projects/Landscape | 0%
6,950

Total Operating Expenses | 101%
1,596,177

main street mobile

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (audited) as of June 30, 2017

Assets

Current Assets	
Cash and Cash Equiv.....	245,159
Total Current Assets.....	245,159

Fixed Assets

Property & Equipment	84,264
Accumulated Depreciation	(16,814)
Other Assets	1,653
Total Fixed Assets	69,013
Total Assets	314,262

Liabilities & Net Assets

Unrestricted	136,378
Temporarily restricted	119,746
Total Net Assets	256,124

Temporarily Restricted Assets

Façade Grant Fund.....	50,398
Cathedral Square Fund.....	25,693
Co-working Space Incubator	25,476
City Parks Design Project.....	12,500
Lt. Tommy P. Menton Memorial.....	5,679
Total Temporarily Restricted Assets.....	119,746

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2016

Revenue

General Donations/Contributions	505
Temporarily Restricted	85,925
Investment Income	580
Endowment Earnings.....	9,390
Endowment Contributions.....	750
Special Events.....	2,500
Miscellaneous	13,112
Total Revenue.....	112,762

Operating Expenses (Supporting & Program Services)

Community Research/Projects.....	69,413
Public Improvements	5,000
Management & General Expense	8,753
Depreciation	460
Total Operating Expenses	83,626

downtown mobile alliance

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2017

Assets

Current Assets	
Cash and Cash Equiv.....	326,707
Retail Forgivable Loan Program	1,000
Total Current Assets.....	327,707

Total Assets **327,707**

Liabilities & Net Assets

Net Assets	
Designated Funds.....	20,167
Undesignated Funds	307,540
Total Net Assets	327,707

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2016

Revenue

Membership Dues	82,300
Summer Concert Series.....	5,000
Special Events.....	13,417
Investment Income	186
Downtown Gift Card	94
GO Zone Financing	67,044
Total Revenue.....	168,041

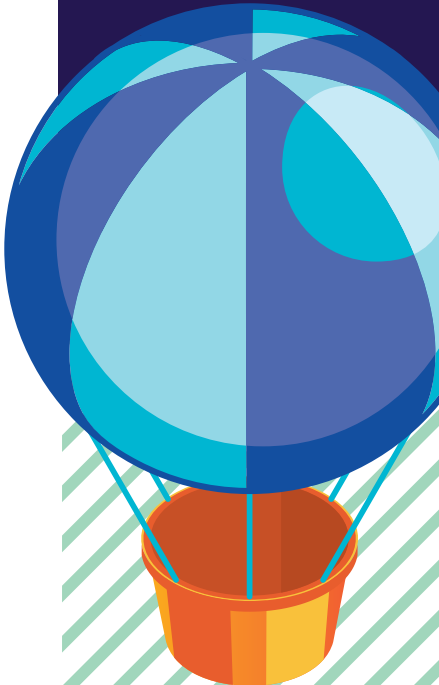
Expenses

Retail Incubator	35,000
Special Events.....	10,580
Gift Card Program	2,402
Marketing.....	19,116
Incentive Expenses	4,000
Economic Development	30,000
Management & General Expenses	21,805
Total Expenses	122,903

Excess Revenues over Expenses..... **45,138**



Tomorrow Starts
with Imagining it Today.



2016
2017

ANNUAL REPORT

DOWNTOWN MOBILE ALLIANCE

DOWNTOWNMOBILE.ORG · 251.434.8498
261 DAUPHIN STREET · MOBILE, AL 36602

