





## OUR THEME THIS YEAR IS “I LOVE MOBILE!” AND FOR GOOD REASONS—FAR BEYOND THE EXCELLENT WRITINGS OF OUR ANNUAL MEETING SPEAKER, THE CELEBRATED AUTHOR PETER KAGEYAMA.

We are concluding 25 years of work in making Downtown Mobile a place where emotional connections move you from being a “city consumer” to being a “city builder.” Many of our members and donors have been a part of this transformation for years. Others of you have joined the effort recently. Either way, you intuitively have an emotional connection to this place.

These are positive times indeed!

Just counting the big stuff, there is well over \$250M in construction projects that are in the design, permitting, or construction phase planned for Downtown Mobile in 2017. Nearly \$100M of that is residential construction that will add 500 new households to downtown.

On the livability side, our restaurant scene is moving to a new level with 11 new eateries in the last 14 months, plus ten more under construction, including one of the “17 most anticipated restaurant openings in the US this Fall,” according to a recent article.

Visit Mobile discovered that we were “Born to Celebrate” and we’ve been enjoying a flood of conventions and media mentions this summer. With two new hotel products and the return of Carnival cruising, we can anticipate even more tourism activity in 2017!

Why do people—visitors AND locals—Love Mobile? They Love Mobile because of things like the beautiful Steeple on St. Francis which

joins an amazing heritage of sacred places in which to celebrate life’s greatest moments.

They Love Mobile because it is beautifully walkable with small blocks and a street grid that goes back to Jacques Pailloux’s original 1711 city plan. In the few places where the street grid was damaged during our 50 year flirtation with car-centric design, our city government has visionary plans for rehumanizing the streets so that commerce may once again thrive. Let’s today set a goal of moving downtown’s walk score from 74 to 80! Studies show that each point increase in WalkScore increases a house’s value by \$500–\$3000.

People Love Mobile for her architecture—an august collection that spans every era since the early 1800s. This is not a town that is frozen in time architecturally. We have made bold moves in every era—some turned out to be wiser than others. As someone said in a recent survey, “I love that no matter how old Mobile is, it tries new things.”

This is why we have launched Design + Development. The new Downtown Development code presents an opportunity to guide the rebuilding of downtown in a way that will fulfill her walkable heritage, while embracing high quality design ideas. With an in-house architect and economic development specialists, we are able to provide designs and tools to help close the deal on redevelopment projects.

People Love Mobile because of her grand



philanthropic sense, such as the recently announced \$1.25M Challenge Grant from the Ben May Charitable Trust for the establishment of a new 400 student Middle & High school in the landmark Barton Academy—Alabama's first public school. And what a bold move it was to build such an edifice in 1830s Mobile! And now 180 years later, a visionary public private partnership will bring students back to Downtown Mobile.

Similarly, we have received seed funding from the Ben May Charitable Trust, Alabama Power Foundation, and PNC Foundation to fund a land bank to encourage the building of new single family housing especially in the \$100K range on the many vacant lots downtown. Additionally, Rotary is providing funding for a park design for Isom Clemens Park on MLK and Congress. With input from the park's neighbors, we hope to build a gathering space and place of beauty for those who live in the area and a place of Commemoration for the struggle for civil rights in Mobile.

People also Love Mobile for the random fun of the street life! You might happen upon a pirate parade, a Duckboat full of people singing "Sweet Caroline," or pole vaulting in the street! Recently, Sue Winter gave us a "street piano." In spite of our summer heat, passersby now share daily the gift of music with all who will listen. Public sculptures and historic markers tell the story of a city and her people. This year marks the 25th anniversary of the Police Mounted Unit

and the 20th anniversary of Cathedral Square. Many of you have donated to the sculpture commemorating these milestones and the life of Lt. Tommy Menton, the beloved leader of the downtown precinct who died in 2012.

People Love Mobile for her sense of opportunity and industry. As someone said in our survey: Mobile "is a place that offers individuals a chance to dream, plan, and do something amazing!"

Three co-working spaces opened in the last year, each with their own personality. Then, there is the great news of the launch of Innovation PortAL and a \$2.9M grant to foster manufacturing technologies. We have gone from 1 to 5 incubation facilities in less than one year!

What is driving this success? Well, too many things to mention, but sustained, cooperative, and visionary leadership is right up there.

As we look towards the coming year your Downtown Alliance team is energized! The next 25 years will be some of the greatest in our 300 year history as downtown is repopulated with office workers, visitors, and residents. The competition for urban greatness in America is intense. Let's think big in small ways and demand quality in all we do. Then we can fulfill our motto of Downtown Mobile—A Place of Constant Delights!

—Elizabeth P. Stevens



**"MOBILE HAS A RICH CULTURAL HISTORY, UNLIKE ANY OTHER CITY IN THE STATE OF ALABAMA."**

\*Remarks presented at the Annual Meeting on September 23, 2016



# DMA MEMBERS

## LEADERSHIP CIRCLE

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

## LEADERSHIP COUNCIL

NAI Mobile  
Phelps Dunbar  
PNC Bank  
Red Square Agency  
Regions Bank  
Safe Archives  
Starnes Davis Florie LLP  
Trustmark

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Adams & Reese  
Austal USA, LLC  
B B & T Bank  
Battle House Renaissance Mobile Hotel  
BBVA Compass Bank  
Burns, Cunningham & Mackey, PC  
Cabaniss, Johnston, Gardner, Dumas & O'Neal  
Candlewood Suites  
Delashmet & Marchand  
Goodwyn, Mills & Cawood, Inc.  
Gulf States Engineering, Inc.  
Hampton Inn & Suites Mobile Downtown  
Hancock Bank  
Helmsing, Leach, Herlong, Newman & Rouse, LLC  
Heroes Sports Bar & Grille  
Inge & Associates  
Leavell Investment Management  
Mostellar & Shreve, LLP  
Norton Lilly International  
Renaissance Mobile Riverview Plaza Hotel  
Roberts Brothers Real Estate  
ServisFirst Bank  
SMG/Mobile Convention Center  
and Mobile Civic Center  
Volkert and Associates  
Ward Properties  
White-Spunner Realty

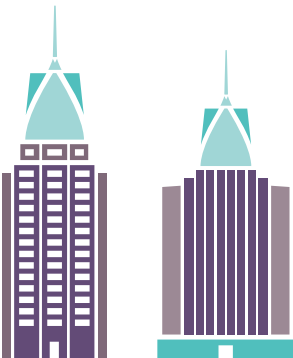
## BUSINESS SUPPORTERS

AHI Properties  
Alabama Coast Multimedia  
Alchemy Tavern  
Armstrong & Associates  
Army Aviation Center Federal Credit Union  
Baumhower's Wings Restaurants/ Dauphin's  
Boo Radley's  
Cathedral Square Gallery  
Chick-Fil-A  
Coastal Bank & Trust  
Commonwealth National Bank  
Covered Boutique  
Coyote Logistics  
Crescent Theater  
Cypress Employment  
dakinstreet architects  
Exchange 202  
FIT Recruiting  
Fort Conde Inn  
Fried Stewed Nude DBA Wintzell's  
Gulf Coast Ducks, LLC  
Gulf Coast Shows  
Harrison Brothers Dry Dock & Repair Yard, Inc.  
Hummingbird Ideas, Inc.  
Inspired Business Furniture  
Jimmy John's  
Johnstone Adams LLC  
KABL & Co  
Kangal & Associates  
LA + South, Inc  
LoDa BierGarten  
Logical Computer Solutions  
Marine Rigging, Inc.  
McElhaney Insurance Agency  
McNair Historic Preservation, Inc.  
Mediterranean Sandwich Co.  
Milling Commercial Realty  
Mobile Bay Dental  
Moe's Original Bar B Que  
O'Dalys  
Olensky Brothers Office Products  
Panini Pete's  
Pro Legal Copies  
Regus Management  
Robert Hall & Associates, PC

Rogers & Willard Inc.  
Saenger Theatre  
Sam Winter and Company  
Serda's Coffee Co.  
Sign Source  
Southern Light  
The Radcliff-Schatzman Group  
The Royal Scam  
Thomas Properties, LLC  
Urban Emporium

## NOT-FOR-PROFIT

7 Dauphin LLC  
Alabama Coastal Foundation  
Bellingrath Gardens and Home  
Big Brothers Big Sisters  
Bragg Mitchell Mansion  
Christ Church Cathedral  
Conde-Charlotte Museum House  
Greater Mobile Development Corp.  
Gulf Coast Exploreum  
GulfQuest  
Historic Mobile Preservation Society  
History Museum of Mobile Board of Directors  
Mobile Area Chamber Of Commerce  
Foundation, Inc  
Mobile Arts Council  
Mobile Baykeeper  
Mobile Carnival Museum  
Mobile Museum of Art  
Mobile Opera, Inc.  
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  
Wilmer Hall  
Women's Business Center, Inc.  
YMCA of South Alabama



**"I LOVE THAT MOBILE IS A LITTLE BIG CITY. MOBILE HAS ALL THE RESOURCES OF A LARGE CITY, WITH THE INTIMACY OF A SMALL CITY."**



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Cooper Thurber, Phelps Dunbar LLP

## \*DMDMC BOARD MEMBERS

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Fred Rendfrey, Economic Development Director  
Carol Hunter, Communications Director  
Amanda Jones, Finance Director  
Tracie Strickland, Program Coordinator  
Karrie Maruin, AIA, Director of Design  
Henry Perkins, Research Assistant

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Denise Browning, Financial Consultant

## BID OPERATIONS

Clayton Ratledge, Operations Manager  
Hap Kern, Horticulturist

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Michael Carter  
Michael Roberts

## STEWARDS

Lethel Brown  
Cadocious Carter  
Lorenzo Franklin  
Rayford Green  
Scott Mills

## REGENTS

Shade' Pettway  
Daniel Pierce  
James Seaborn



# CLEAN & SAFE

Lovable cities consistently attend to what city planner Peter Kageyama, calls its “hierarchy of needs.” These concern not only the basic goals of functionality and safety, but they also include making the city more comfortable, more convivial, and more interesting. When a city attends to all of these needs, it becomes more lovable. Every day, our BID Services team works diligently, attending to Downtown Mobile’s needs. In order to make downtown more functional, our Stewards pick up litter, clean up unspeakable messes, clear storm drains, and report street light outages. In an effort to encourage the public to participate more actively in the reduction of litter downtown, we invested in several eye-catching trash barrels that are rolled out whenever there is an event or larger crowds than usual.

To improve safety, our team offers motorist aid: changing flat tires and jumping off dead batteries, even escorting visitors to their cars in the evening. They do this seven days a week; from 7:00 a.m. to 7:00 p.m. Monday – Wednesday, 7:00 a.m. to midnight Thursday – Saturday and 7:00 a.m. to 3:00 p.m. on Sunday. They help make our neighborhood more comfortable by addressing issues of minor disorder, such as illegal panhandling and graffiti. This year the Regents

increased their intervention with some of downtown’s chronically homeless population, resulting in one individual being admitted to a geriatric care facility and another seeking help at the Salvation Army. Unfortunately, this second intervention was only temporary, however we continue to encourage this option with the belief that it will eventually be successful.

By helping visitors discover the many attractions, restaurants and shops downtown has to offer, our Regents create an atmosphere of conviviality. Sometimes they even have to rescue people who find themselves locked in courtyards! And last, but certainly not least, our city center is made more interesting by the 200+ flower beds maintained throughout the year by our horticulturalist and the team of Stewards.

Because citizens experience the public realm so intimately downtown (unlike public space in areas where cars dominate), its overall look and feel are key to creating a more loveable place. The tireless team of Stewards and Regents head out every day to make sure the thousands of little things that make a city loveable are tended to, so that all we have to do is embrace it.



# CREWE OF REGENTS 2015–2016 STATISTICS

**538**  
Street Light  
Outages Reported



**115**  
Instances of  
Panhandling  
Addressed



**729**  
Motorists Assisted

**5660**  
Pedestrians Assisted



**70** Safety  
Escorts



**1**

Rescue of  
Citizen Trapped  
in Courtyard



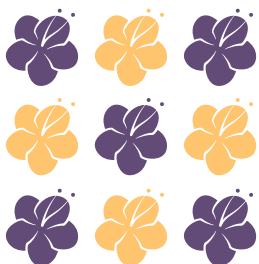
**181**  
Referrals for  
Homeless Assistance



**121** Trees Planted  
(Since 2008)

# CREWE OF STEWARDS 2015–2016 STATISTICS

**2015**  
Hours of Flower  
Bed Maintenance



**457**  
Number of Flower  
Beds Planted  
(13,000 FLOWERS)

**2001**  
Blocks Weeded

**30**

Block Faces  
of Holiday  
Lights Installed



**179**  
Hits of  
Graffiti  
Removed



**6326**  
Hours of  
Sidewalk  
Sweeping/  
Vacuuming



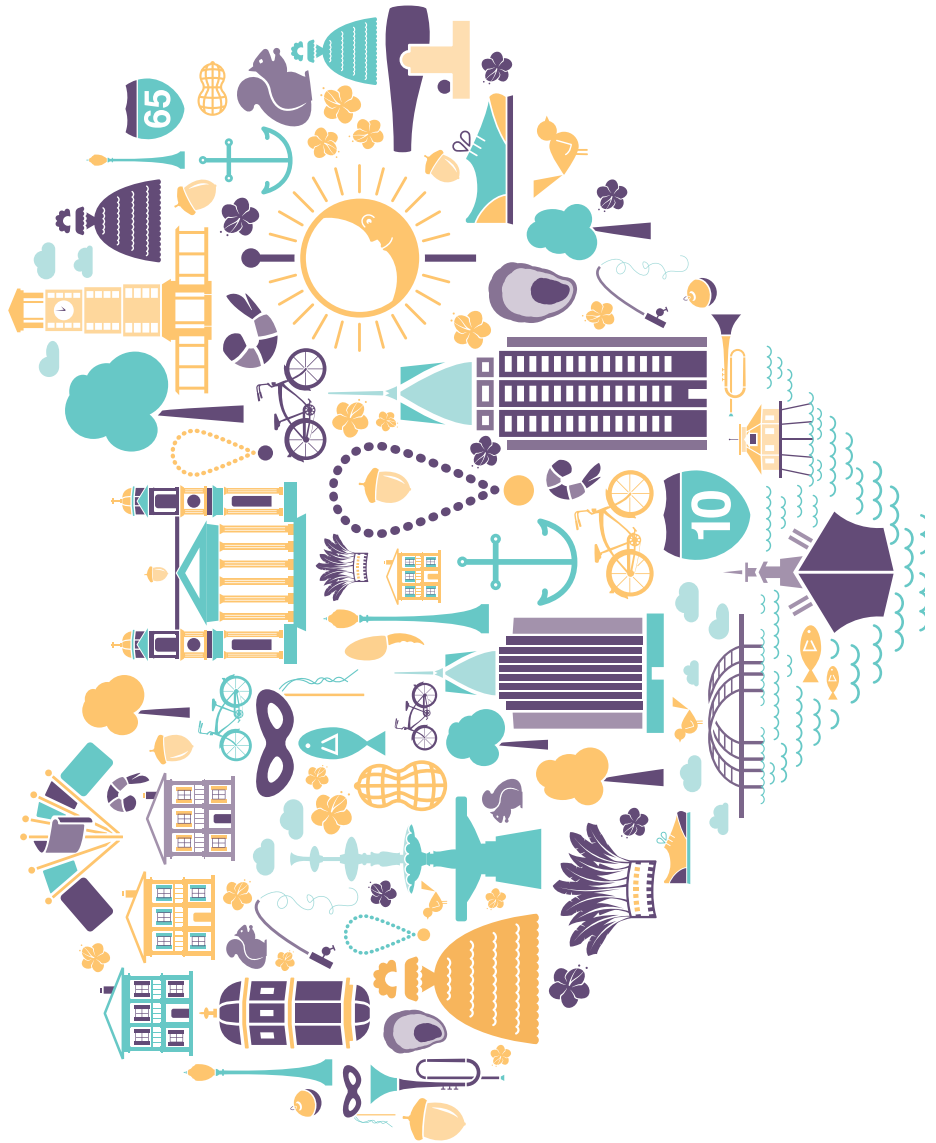
**398**  
Instances of  
Sidewalk Stain  
or Waste Removal

**3969**  
Times  
Individual  
Storm Drains  
Cleaned



**133,400** Pounds of Trash  
& Leaves Removed







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## ONE OF THE THINGS THAT MAKES CITIES MOST LOVEABLE IS ITS AESTHETIC APPEAL.

Is it a beautiful place? A place where the built and natural environments are equally lovely? We have not always been able to answer in the affirmative in Downtown Mobile. Some of our new construction has been less than exceptional and even the renovations of some of our historic buildings have been disappointing. In an effort to improve the aesthetics of both new construction and rehabilitations, the Downtown Mobile Alliance created a new department this year -- Design + Development. Karrie Maurin, AIA, was hired as our in-house architect, providing design assistance and code compliance advice. She has also created design handbooks to guide property owners as they consider improvements such as fencing and sidewalk accessories. Karrie, Financial Consultant Denise Browning and Economic Development Director Fred Rendfrey also work together to help developers and business owners navigate the permitting process. The work of this new department has already resulted in higher design expectations for downtown, and is impacting the long-term appeal of our city center.

The Downtown Mobile Alliance partnered with the City of Mobile this year to create a program to provide incentives for aesthetic improvements. The Refresh Facade Grant program committed funding for nine facade improvement grants in the last year, totaling more than \$122,000. Those funds will be used to enhance both facades and signs of businesses downtown. The front of Haberdasher was completely transformed with the grant assistance, adding to its appeal and

improving the aesthetics of the entire block. Residential projects benefited as well, with the renovation of three 19th century duplexes on Warren Street.

Lovable cities are livable cities. More and more, people who work downtown, and even those who simply enjoy the city, are finding they want to live downtown. This new interest in urban living has created a shortage of residential options that is finally being addressed. Over the past twelve months, six new multifamily housing developments have broken ground. The largest is Meridian at the Port, a \$46.5 million project that will offer 264 units right on the west bank of the Mobile River. This game-changing project will create demand for new services downtown and provide a steady stream of customers to existing businesses.

A city with great restaurants is a city loved by locals and visitors alike! There has been an explosion of new eateries in the last year with nine more dining destinations in the works. That will push the number of downtown restaurants beyond 50! The variety has been as stunning as the sheer number: a Japanese gastro pub, Italian, Latin American, soul food, in addition to our classic Gulf Coast seafood. We have achieved dining destination status... the challenge will be keeping customers coming week after week and attracting more visitors to fill all those tables.

The 21st century workforce seeks loveable cities, and downtown has made inroads in



creating an environment desired by this new creative class. Three new co-working spaces opened this year, joining the now well-established Exchange 202. The Alliance worked closely with the University of South Alabama and the Mobile Area Chamber of Commerce to secure a federal grant for the Innovation PortAL, a regional entrepreneurial and innovation center. This powerhouse is joining other tech/creative industries locating on St. Louis Street, a newly designated National Historic District known as Automobile Alley.

After years of recruiting efforts, downtown is beginning to see some growth in the retail scene. Three major new retailers announced plans to locate downtown, each with the potential to attract even more shopping venues. The MoonPie General Store, a retail destination in the four cities where it is currently located, opened in the RSA Trustmark Building December 30th; Olde Mobile Antiques will bring its extensive customer base to St. Louis Street in 2017, joined by custom lighting designer/fabricator Fowler Lighting.



**"I LOVE THE WAY WATER AFFECTS OUR IDENTITY. WE GET TO LIVE IN A SAUNA SEVERAL MONTHS OUT OF THE YEAR, AND I LOVE IT. WE ACTUALLY HAVE PARTIES DURING HURRICANES. WE EAT FISH WE CATCH. WE BUILD BOATS. WE SWIM."**

## OTHER BUSINESSES LOCATING DOWNTOWN THIS YEAR INCLUDE:

### NEW RESTAURANTS/ ENTERTAINMENT

- Five
- Haberdasher
- Dauphin's
- Wet Willie's
- Fountain of Youth
- Saisho
- Kazoola Eatery & Entertainment
- The Galley at GulfQuest
- Nourish Cafe at the YMCA

### NEW BUSINESSES

- Port City Realty
- AFLAC
- Round House
- KABL & Co.
- Downtown Car Care
- Moore Law Firm
- Merry Widow
- Exalte'
- The Call News
- VMR Agency
- Wink Engineering
- Jostens
- Butler Weihmuller Katz Craig
- Michael Baker
- Crossfit Stone
- Crossfit Mobile

- Pond & Co.
- JLL
- The Steeple
- Inspired Business Furniture
- Eggplant Systems & Design
- Socialize Your Bizness
- Rockwell & Kaufman
- flux
- Blais Interior Design
- Zoe Jean Designs
- Noble Events
- Aislinn Kate Photography
- Dauphin Street Sound
- Elle Photography
- Mobile Pedicab
- Worldwide Express
- Harper Smith Studio
- The Exchange 202 - 37 New Entrepreneurs
- Moore Law Firm
- Rogers & Willard
- C Spire

### NEW URBAN EMPORIUM TENANTS:

- Mermania
- Zeal Boutique
- Sugar Lumps Bakery
- MG Ceramics
- Goodnight Mobile



“IT’S PROGRESSIVE. IT’S INVITING. IT’S  
EXCITING. IT’S INNOVATIVE. IT’S FUN. IT’S  
A COMMUNITY. IT’S COMFORTING. IT’S A  
PLACE I AM PROUD TO CALL MY HOME.”

These are not our words, though we wish they were because they capture the essence of what Mobilians love about their city. Earlier this year we asked you to tell us what makes this place we call home so special. Some responses were expected. You love the remarkable beauty of our historic architecture and the natural environment that surrounds it; the excitement of Mardi Gras; the warm weather. But the intangible references were even more powerful: our hopefulness, friendliness, and the energy of a big city in a small town package.

Over the past 25 years, the changes in Downtown Mobile have contributed to this passionate relationship many citizens have with their city. Through events, new restaurants, and new opportunities to live and work in the city center, people have rediscovered what makes a community: connections to one another. This is the story we try to tell through weekly newsletters, social media posts, frequent media appearances and marketing efforts. More and more, people are discovering, or rediscovering as the case may be, that downtown is the place where

everyone is welcome; where we come together for civic celebrations large and small; where we generate and nurture innovation and creativity.

According to Peter Kageyama, our annual meeting keynote speaker and producer of the Creative Cities Summit, loveable cities are places where citizens are engaged. We certainly have engaged stakeholders in Downtown Mobile. With more than 7800 followers on Facebook, our total impressions for the year reached 1.5 million, representing nearly 750,000 users. Our 6000+ Twitter followers help us quickly share the latest news and updates, and the 5000 people who follow us on Instagram see and share some amazing photos of life in Downtown Mobile. The two-way communication of social media gives us great insight into what is loved about the city.

This year we worked closely with the Visit Mobile team and its marketing consultant to develop a brand that would resonate as much with locals as with visitors. “Born to Celebrate” came out of that process, and the phrase has provided all of us who market Mobile with a

EVENT  
HIGHLIGHTS  
FOR 2015-16:

CAJUN CORNHOLE CLASSIC IN  
CATHEDRAL SQUARE:

Annual competition for downtown businesses to raise money for the Urban Emporium.

HOLIDAY MOVIE IN THE SQUARE:

Outdoor holiday-themed film with a companion craft activity in early December.

ELFAPALOOZA:

Annual gathering of citizens in red and green in Bienville Square to attempt to set the world record for largest gathering of elves.

EASTER IN THE SQUARES:

Easter Egg Hunt, parade and other activities that attract hundreds of families to Bienville and Cathedral Squares.

ANNUAL MEETING/MAIN  
STREET AWARDS:

This perennially sold out event brings together business and civic leaders to hear the recap of the prior year’s successes and the priorities for the coming year. A nationally known keynote speaker also provides inspiration for new ideas and projects.



great promotional hook. Who doesn't love a city whose heart pulses around its celebrations!

Our survey indicates that one of the things you love most about Mobile is its historic architecture. Much of that 19th century fabric has been lost to the wrecking ball, and we cannot afford to lose more, which is why some of the most important advocacy the Alliance engaged in this year was the effort to extend the State Historic Tax Credits. We created a website and Facebook page: Advance Alabama. These supplied a platform to share success stories and highlight projects threatened by the loss of the credits throughout the state. Some of Alabama's most powerful business and preservation organizations were partners in this advocacy. The effort was ultimately unsuccessful, however having created these tools, we plan to ramp up again with the 2017 legislative session.

We finished our work with the Toole Design Group this year when the final draft of its Non-Motorized Mobility Study was presented. That's just a technical way of determining whether a place works for pedestrians, bicycles, wheelchairs and strollers. For the most part, the study found Downtown Mobile accommodates all these modes of moving around, but there is plenty of room for improvement, especially along the perimeter and the sidewalks beyond downtown's core. The study provides excellent recommendations as the

city proceeds with planned street and sidewalk improvements throughout the city center.

Recognizing the importance of our urban green spaces, the Alliance partnered with a new organization whose mission is to enhance downtown's signature parks. The Downtown Parks Conservancy is only a year old, but has already raised the funds to install up-lights in many of the trees in Bienville Square, making the park much more inviting in the evening hours.

Speaking of events, they certainly are one of the things you love most about the city! One of the best things about many of the events that take place downtown is the diversity of the crowds. From the monthly ArtWalks, to the annual Easter Egg Hunt, Mobilians of all ages and from all neighborhoods come together to celebrate. One of our newest annual events, the Campo Santo summer concert series, has proven especially popular and promises to grow moving forward. Many thanks to our sponsor, Gulf Distributing, for funding this fun summer diversion!



**"MOBILE IS A PLACE OF BEAUTY."**

#### **NATIONAL DANCE DAY:**

Dancers of all shapes, sizes, ages and skill levels participate in a group dance designed to celebrate the joy of movement and the health benefits of an active lifestyle.

#### **DAUPHIN STREET VAULT—THE WILDEST DOWNTOWN EVENT OF THE YEAR:**

Pole vaulting in the middle of Dauphin Street. Teams from around the region sail above balconies as they compete in this sanctioned event.

#### **SOUTHSOUNDS:**

Weekend music festival devoted to showcasing Southern music, food and culture.

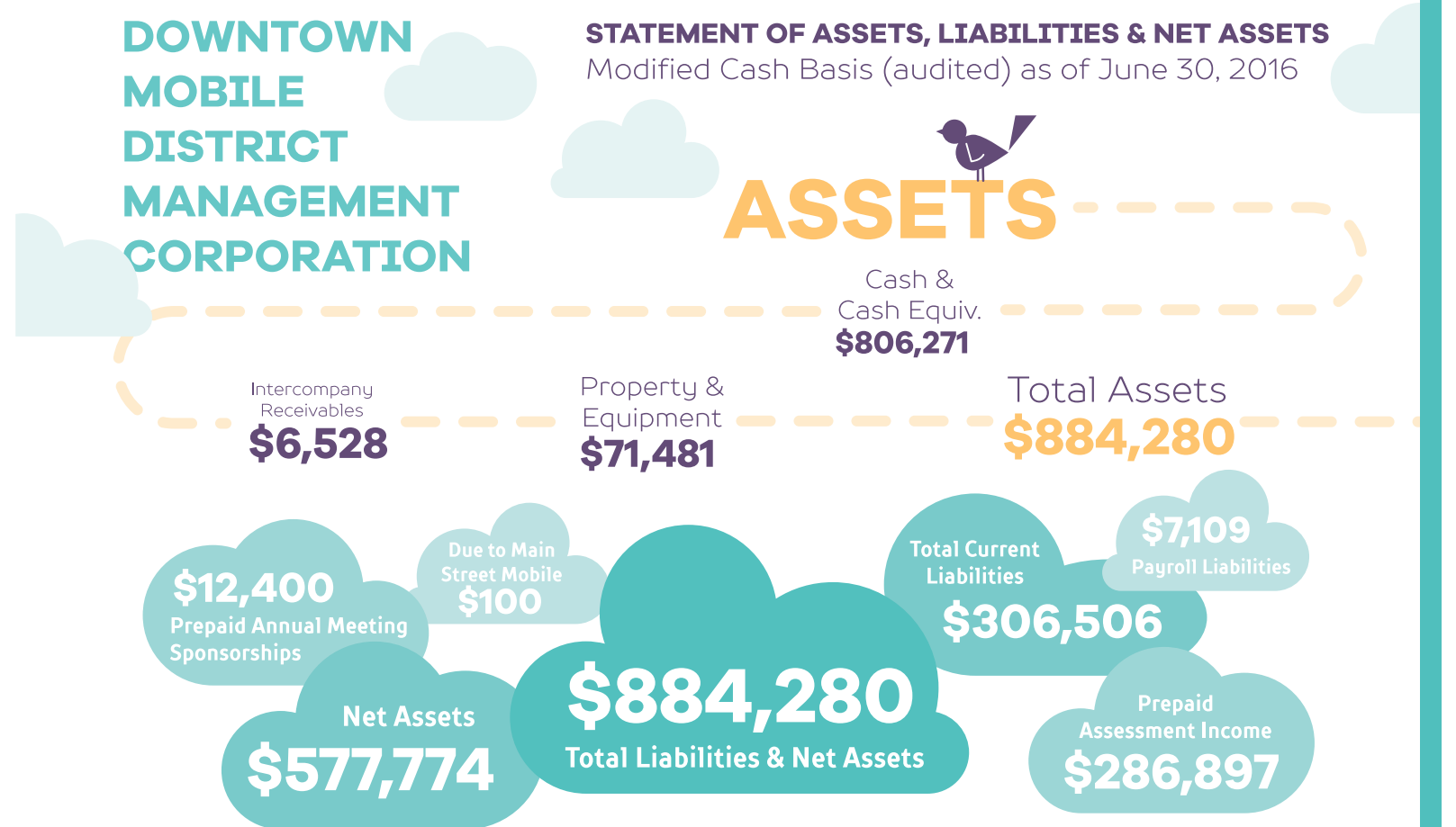
#### **MOONPIE OVER MOBILE:**

The city's annual New Year's Eve celebration bringing thousands of people downtown for the countdown to midnight.

#### **STREETS ALIVE:**

Mobile's "Open Streets" event invites people to walk, bike and play in Dauphin Street on a Sunday afternoon. Events include a bike rodeo, rock climbing wall, fitness activities and Kids Criterium Bike Race.







# MAIN STREET MOBILE

STATEMENT OF ASSETS,  
LIABILITIES & NET ASSETS  
MODIFIED CASH BASIS  
(AUDITED)  
AS OF JUNE 30, 2016

<b>ASSETS</b>	
Current Assets	
Cash and Cash Equivalent .....	252,162
<b>Total Current Assets.....</b>	<b>252,162</b>

<b>FIXED ASSETS</b>	
Equipment .....	17,087
Accumulated Depreciation.....	(16,354)
Other Assets .....	1,328
Real Estate Held for Rehabilitation.....	30,578
Total Property and Equipment .....	32,639
<b>Total Assets .....</b>	<b>284,801</b>

<b>LIABILITIES &amp; NET ASSETS</b>	
Unrestricted.....	165,056
Temporarily restricted .....	119,745
<b>Total Net Assets.....</b>	<b>284,801</b>

<b>TEMPORARILY RESTRICTED ASSETS</b>	
Façade Grant Fund .....	50,398
Cathedral Square Fund .....	25,693
Co-working Space Incubator .....	25,475
City Parks Design Project.....	12,500
Lt. Tommy P. Menton Memorial.....	5,679
<b>Total Temporarily Restricted Assets...</b>	<b>119,745</b>

<b>REVENUE</b>	
General Donations/Contributions .....	966
Temporarily Restricted.....	38,850
Investment Income.....	377
Endowment Earnings.....	9,310
Endowment Contributions.....	3,000
Special Events .....	1,000
Miscellaneous .....	4,481
<b>Total Revenue.....</b>	<b>57,984</b>

<b>OPERATING EXPENSES (SUPPORTING &amp; PROGRAM SERVICES)</b>	
Community Research/Projects.....	27,699
Public Improvements .....	25,240
Management & General Expense .....	12,121
Depreciation .....	977
<b>Total Operating Expenses .....</b>	<b>64,331</b>

# DOWNTOWN MOBILE ALLIANCE

STATEMENT OF ASSETS,  
LIABILITIES & NET ASSETS  
MODIFIED CASH BASIS  
(UNAUDITED)  
AS OF JUNE 30, 2016

<b>ASSETS</b>	
Current Assets	
Cash and Cash Equivalent .....	293,876
Retail Forgivable Loan Program .....	5,000
<b>Total Current Assets.....</b>	<b>298,876</b>

<b>LIABILITIES &amp; NET ASSETS</b>	
Net Assets	
Designated Funds .....	20,167
Undesignated Funds.....	278,709
<b>Total Net Assets.....</b>	<b>298,876</b>

<b>REVENUE</b>	
Membership Dues .....	80,550
LoDa Guide .....	7,375
Summer Concert Series .....	100
Retail Incentive Program.....	100
Investment Income.....	543
Downtown Gift Card .....	6,414
Refresh Grant.....	1,800
GO Zone Financing .....	33,522
<b>Total Revenue.....</b>	<b>130,404</b>

<b>EXPENSES</b>	
Retail Incubator .....	30,000
Special Events .....	10,079
Gift Card Program.....	9,105
Marketing .....	12,587
Incentive Expenses.....	12,015
Economic Development.....	35,882
Management & General Expenses.....	25,134
<b>Total Expenses .....</b>	<b>134,802</b>

**Excess Expenses over Revenues .....** **-4,398**



