

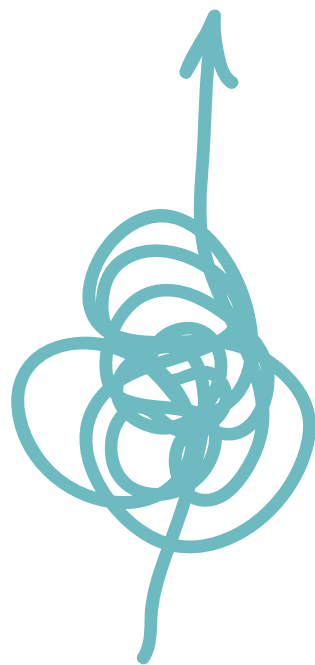
ANNUAL REPORT

DOWNTOWN
MOBILE
ALLIANCE

&

DOWNTOWN
MOBILE

DISTRICT MANAGEMENT CORPORATION



20
18

THROUGHOUT THIS REPORT, YOU WILL FIND QUOTES FROM
"WALKABLE CITY" BY JEFF SPECK, OUR KEYNOTE SPEAKER.
HIS WRITINGS PROVIDE A ROADMAP FOR HOW DOWNTOWN
CAN SAVE AMERICA, ONE STEP AT A TIME.



A LETTER FROM THE PRESIDENT

ELIZABETH P. STEVENS

“Successful cities are designed for People, Not Cars” That is the headline of an article in a recently published special edition of D Magazine called “Dallas and the New Urbanism.” The article goes on to talk about the basic rules for making a great city—the rules that have guided city-making for millennia. They seem obvious when enumerated.

BASIC RULES FOR MAKING A GREAT CITY

- **Design to Human Scale**
- **Encourage a Mix of Uses**
- **Make Streets Walkable**
- **Encourage Adaptive Reuse**
- **Zone and Code for Smart Density**
- **Deliberately Plan for Multimodal Transportation**

Lest we forget, Dallas is the town that oil built! This is the town that, like Mobile, fully embraced the automobile as THE transportation option over all others.

HOW DID THAT GO?

Well, after building a city to accommodate the commuter, Dallas and Mobile became commuter cities. Mobile’s planners opined in the 1970s that downtown was on a downward spiral NOT because of anti-urban federal and state policies that redlined urban areas and made older buildings obsolete with oppressive building codes and NOT because of disinvestment in the things humans like, such as great public spaces. No! They said that downtown was dying because people couldn’t leave it fast enough! The consequence of this bone-headed thinking was a system of fast-moving one-way streets without the “friction” caused

by things like on-street parking and pedestrians. This accelerated the decline and our town bottomed out economically in the 1980s. As the article so succinctly points out, “If you build around one technology (the Car) and you destroy all that was attractive and interesting in your city to make room for it, your city fails.”

Our city has lost population every decade since 1960 and that is with a massive annexation success in 2007. The timing is not coincidental. Our city legislated with the 1965 zoning code a distinctly anti-urban development pattern—the same was done in many other cities. In doing so, however, we sent Mobile into a slow and painful decline of treading water where one part of the city was abandoned as new areas were developed. The only problem was the old areas were not fully abandoned; people stubbornly hung on in the neighborhoods city leaders had written off. The roads, lighting, sidewalks, and utilities still had to be maintained in the declining areas. City sanitation, parklands, and police and fire services still had to be provided—at least in theory. Our city grew in land mass, but not in residents or, more importantly, density.

What we forgot in the rush to accommodate the car is that just over 9000 years ago humans invented cities for a reason. Humans did this because of a city’s efficiency in facilitating social and economic exchange. A good city facilitates the exchange of ideas and goods, and, because of its FORM, increases productivity in the exchange of ideas and goods. A well designed city increases the opportunity for human connections.

Studies show that a city’s GDP grows exponentially as population density increases. Why? Because of the acceleration of the exchange of ideas between people that density provides. Think about how many more meaningful human interactions you have when in downtown than when you are in a suburban office building where you get in your steel box to drive to, well, everything. Human interaction in the latter context too often takes place as road rage, as opposed to the tactile human interactions of a walk down Dauphin Street.

NOW, BACK TO DOWNTOWN MOBILE.

For the first time since 1960, Downtown Mobile's population saw growth between the 2000 and 2010 census. It only grew by about 4%, but at least it grew! With about 600 new units being developed, it is possible the population downtown could grow by about 70% by 2020. This would be a strong affirmation of our city's very intentional desire to rebuild the downtown.

Intentional is a key word here. Every city plan over the past 30 years has guided development towards a walkable urban model. The Alliance's Vision for Downtown in 2020 supports the city's intentions:

- Active street level uses
- Walkable day and night with pedestrians having priority over automobiles
- Place where women, children, and pets are comfortable
- Alive weekdays and weekends
- Increased residential of all kinds
- Connected to the waterfront.

We do this through a program of work similar to Maslow's hierarchy of needs. Clayton and the amazing BID Services team work with various city departments to cooperatively assure an animated, safe, and healthful environment conducive to development. On our website copies of the team's monthly reports are posted. In it, you will read of the broad range of ways in which this team works to maintain the district day in and day out.

Then, we work on the policy issues that can enhance the downtown experience. These include incentives for targeted development, deregulation of prohibition's offspring, advocating for transportation balance, and improving the downtown customer's experience at every level. In 2014, we celebrated the adoption of a modern zoning code for downtown. Every detail in that code is customized to the Mobile context and works towards the goal of "active street level uses" mentioned earlier as one of our six vision statements. We are intentional in advocating for development that builds on our city's unique sense of place; development that is distinct, recognizable, and memorable; and development that creates walkable, vibrant streets lined with interesting architecture and an active mix of uses. Dead spaces created by vacant lots, parking lots, blank walls, blackened or reflective windows, and deep set facades degrade street vibrancy and frankly bore the human brain. We must fight against this pervasive and damaging anti-urban thinking.

Next, we work to tell the story of downtown's development and bring people together to experience it. The only way for a human brain to change long-held opinions is through experience. We can talk until we are blue in the face about the joys of walkability, downtown living, and a sidewalk café culture to someone who has grown up in a very different environment. If you have been acculturated to be fearful of downtown, the only thing that will change your mind is a positive experience here. For this reason, we support and organize events with all kinds of different appeals. This work area of ours needs to grow dramatically and with proper resources WILL in the coming years.

Next, we assist, cajole, inspire, nudge, and recruit those interested in developing downtown. Our Design + Development team knows the numbers of downtown. And if you ask for information they don't know, by golly they're going to get it for you! Need inspiration for what a property could look like? We help you there. Need guidance in interpretation of city codes? We are happy to help with that too. You have probably noticed there's construction going on everywhere downtown. Office rental rates are slowly trending up and we project that occupancy will make a sizeable jump by the end of 2018. The restaurant scene continues to improve as more chef-driven eateries open. The challenge remains retail. Tourism and residential growth are key here. We celebrate new retailers like Bienville Souvenir and Gifts, Sophiella Gallery, the Haunted Book Shop, and Olde Mobile Antiques as well as the 12 charming retailers incubating in the Urban Emporium.

This IS the era of the city—in Mobile AND all across America. This is because of programs like the property-owner-funded Business Improvement District movement that put Placemaking at the highest priority. People are returning to density because of excellence in the public realm, pure and simple. They will only stay there if excellence in the public realm is persistent day in and day out. Flowers, public art, cleanliness, hospitality are all vital, but so are details like granite curbs and properly scaled cast iron lights, great signage, articulated storefronts, and vibrant cafes. Details really matter when moving at three miles per hour. We must nurture this with all of the resources we can find.

To quote our keynote speaker, Jeff Speck,
“MORE AMERICANS ARE DESIROUS OF VIBRANT URBAN LIVING THAN ARE BEING OFFERED THAT CHOICE, AND THOSE CITIES THAT CAN SATISFY THAT UNMET DEMAND WILL THRIVE.”

Finally, a great city places its top priority on education. Barton Academy is arguably the loveliest and most important school building in Alabama. It has been vacant for more than a decade, but that is about to come to an end. The Barton Academy Foundation has raised more than \$1.5M in 2018 alone. The remaining raise is \$1.7M and with your help we can reach this goal by the end of this year. If we do this, you can join me in welcoming 300 very fortunate students to the halls of Barton Academy in August of 2020 for the first time in more than 50 years. THIS is the intentional investment that will transform lives for generations while it transforms downtown from day one.

On behalf of the board and staff of the Downtown Mobile Alliance, I thank you all for being a part of the journey to right the anti-urban wrongs of the past as together we intentionally make Mobile an extraordinary place for our children and grandchildren.

STAFF

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Office Manager

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Operations Manager



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Team Leads

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Shade' Pettway
Kenneth Abner

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Lorenzo Franklin
Rayford Green
Clayvon Fletcher
Nathaniel Slack
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*Denotes DMDMC Board of Directors

2017-2018* MEMBERS

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Hargrove Engineers + Constructors

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Hub
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Regions
Spire
Starnes Davis Florie
Trustmark
Wells Fargo

BUSINESS ADVOCATE

B B & T Bank
Battle House Renaissance Hotel
BBVA Compass Bank
Burns, Cunningham & Mackey, PC
Cabaniss, Johnston, Gardner, Dumas & O'Neal
Dauphin's Restaurant
Delashmet & Marchand
Dogwood Productions
Fort Conde Inn
Goodwyn, Mills & Cawood
Gulf States Engineering, Inc.
Hampton Inn & Suites Mobile Downtown
Hancock Whitney Bank
Helmsing Leach, Herlong, Newman & Rouse, LLC
Heroes Sports Bar & Grille
Hummingbird Ideas, Inc.
Inge & Associates
KV Properties, LLC
Lagniappe (Something Extra Publishing)
Leavell Investment Management
McDowell Knight Roedder & Sledge
Mostellar & Shreve, LLP
Norton Lilly International
O'Daly's Irish Pub
Oakworth Capital Bank
Radcliff-Schatzman Group
Rayford & Associates
Renaissance Mobile Riverview Plaza Hotel
Roberts Brothers
Rogers & Willard Inc.

ServisFirst Bank
Shore Acres Plant Farm
Southern National
Spot of Tea
Volkert and Associates
Ward Properties
Warren Averett
Wet Willie's
White-Spunner Realty

BUSINESS SUPPORTER

Admiral Hotel
AHI Corporate Housing
Alabama Coast Multimedia
Armstrong & Associates
Boo Radley's
Candlewood Suites
Carzignment
Commonwealth National Bank
Crescent Theater
dakinstreet architects
Exchange 202
FIT Recruiting
Gallery 450
Gulf Coast Shows
Innerspace
Inspired Business Furniture
Jimmy John's
Johnstone Adams LLC
Kangal & Associates
LA + South, Inc
Lafayette Land
Legal Imaging
Lit Cigar Lounge
LLB&B Real Estate
LoDa Bier Garten
Logical Computer Solutions
Marine Rigging, Inc.
Maurin Architecture, P.C.
McElhaney State Farm Insurance
McNair Historic Preservation, Inc.
Mediterranean Sandwich Co.
Milling Commercial Realty
Moe's Original Bar B Que
Olde Mobile Antiques Gallery
Olensky Brothers Office Products
Panini Pete's
Personalized Tours of Historic Mobile
Port City Realty
Quality Inn Downtown
RATA Investments, LLC
Robert Hall & Associates, PC
Ron Barrett, LLC
Roosters Latin American Food
Saenger Theatre

Sam Winter and Company
Sign Source
SMG/Mobile Convention Center and Mobile
Civic Center
Soul Kitchen
Southern Earth Sciences, Inc
Sway Downtown
Synovus
The Cheese Cottage
The Point
The Royal Scam
The Steeple on St. Francis
Thomas Properties, LLC
Toomey's Mardi Gras
Uniti Fiber
Urban Emporium
White-Spunner Construction
Willis of Alabama
Wintzell's Oyster House

NON-PROFIT

Alabama Coastal Foundation
Army Aviation Federal Credit Union
Bellingrath Gardens and Home
Big Brothers Big Sisters
Bragg Mitchell Mansion
Child Advocacy Center
Christ Church Cathedral
Conde-Charlotte Museum House
Fuse Project
Greater Mobile Development Corp.
Gulf Coast Explorem
GulfQuest
Historic Mobile Preservation Society
History Museum of Mobile Board of Directors
Mobile Area Association of Realtors
Mobile Area Chamber Of Commerce
Mobile Arts Council
Mobile Baykeeper
Mobile Carnival Museum
Mobile Museum of Art
Mobile Public Library
Mobile Symphony, Inc.
Mobile United/Leadership Mobile
Platform85
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
YMCA of South Alabama

* July 1, 2017-June 30, 2018



DESIGN + DEVELOPMENT

In terms of economic development, Downtown Mobile certainly took a step in the right direction in 2018. The trajectory of new businesses, new residents, and new major development projects climbed at an impressive rate. And perhaps even more encouraging, the announcements of future projects ensure the growth will continue for some time.

2018 saw the completion of some projects that might not have seemed as transformational in concept as they proved in reality. Take for instance, the wonderful retail node that now exists on St. Louis Street near Washington Avenue. The Cheese Cottage is a wildly popular spot for dining and conversation. Next door is the custom and antique lighting shop, Fowler Lighting, and across the street is Olde Mobile Antiques Gallery. Its monthly estate sales bring customers from all across the region, benefiting not only the retailers close by, but restaurants, shops and hotels throughout downtown.

And speaking of St. Louis Street, the transformation that began with the designation of the street as a federally recognized historic district and the renovation of the Buick Building in 2016 continued at a breakneck pace. Precision Engineering moved into the meticulously renovated Threaded Fastener building, moving a staff of 100 from the suburbs to downtown. The beautiful new Federal Courthouse opened its doors as part of a \$117-million dollar project that includes the renovation of the Campbell Federal Building, and the conversion of the Wheeler Building from file storage to dynamic mixed uses began. As the city tackles the redesign of the street, we expect the redevelopment of long abandoned or under-utilized buildings to continue.

The options for dining downtown increased last year, with the addition of three new eateries and several others underway. Southern National is the latest chef-driven restaurant concept, with Reggie Washington and Duane Nutter at the helm. Its semi-final finish in the James Beard competition certainly helped cement Downtown Mobile as a true dining destination.

These new restaurants are coming on line just as the downtown population is poised to explode in the next year. Few categories

“**LURING MORE RESIDENTS REQUIRES PROMOTING THOSE THINGS THAT RESIDENTS WANT AND NEED: PARKS AND PLAYGROUNDS, SUPERMARKETS AND FARMERS’ MARKETS, CAFES AND RESTAURANTS—AND, EVENTUALLY, GOOD SCHOOLS—ALL EMBRACED IN A FRAMEWORK OF TOP NOTCH WALKABILITY.**”

of development were more impactful than the addition of 67 new residential units, with another 460 under construction or in the design phase. Many of these new residences exist only because of the Federal and State Historic Tax Credits. In spite of the manifold challenges facing downtown developers, building after building is being renovated, and so far, there is no shortage of people desiring the urban lifestyle. In fact, the 20 units in the Staples Pake Building were all leased before the project was completed.

The test will come when these additional 400+ units come on line in a relatively short period of time. Research tells us the potential residents are out there, however, as Jeff Speck writes, “Luring more residents requires promoting those things that residents want and need: parks and playgrounds, supermarkets and farmers’ markets, cafes and restaurants—and, eventually, good schools—all embraced in a framework of top-notch walkability.” These are all areas we have emphasized in recent years and will continue to promote moving forward.

The Development + Design team works with aspiring entrepreneurs who can fulfill many of those things Speck says residents want and need. Denise Browning, our financial consultant, provided a startup road map for a couple of incubating businesses: The Haunted Bookshop, which most fortunately took over operations of Bienville Books as it was closing its doors, and Braided River Brewing, a concept moving toward entry into Mobile’s brewery marketplace. These two local, independent businesses are exactly the kinds of attractors that will help Mobile in the global competition for a talented workforce.

New businesses also strengthen the existing office market, with overall occupancy in 2018 at 78.07%. We were able to maintain this fairly healthy occupancy rate even though the renovation of two buildings added to the inventory: Hargrove Controls + Automation at 28,000 SF and Precision Engineering at 25,000 SF.

Other new businesses that opened in 2018 include:

Farmer’s Insurance	Bienville Souvenirs & Gifts
TekLinks	Constantine Engineering
Mott MacDonald	Northpoint Bank
Sway Downtown	PrimeLending
Southern National	dakinstreet architects
Olde Mobile Antiques	Canfor US Headquarters
Cheese Cottage	Ruby Slipper Café
El Papi	Sylvia’s Biscuits & Poboy’s
Carzignment	Burger King
Moshae Daniel	Serda Brewing Co.
McNair Historic Preservation	Nurse-tel
Royal Pharmacy	Lagniappe

And the projects that got underway in 2018 ensure a steady stream of new businesses next year:

Haint Blue Brewery	Red Cross Building Renovation
Olde Majestic Brewery	Wheeler Lofts
Meridan at the Port	Kennedy House Renovation
Iron Hand Brewery	Merchants Plaza

Five of the projects undergoing renovation (Iron Hand Brewery, Red Cross, Wheeler Lofts, Kennedy House and Merchants Plaza), as well as four businesses that opened their doors in 2018 (Precision Engineering, Cheese Cottage, Staples-Pake and Olde Mobile Antiques Gallery), were possible only because of state and federal Historic Tax Credits. These incentives help overcome the punishing and expensive process of renovating historic buildings, which is why the Alliance devotes a great deal of time advocating for legislation that drives the kind of development that creates the lively, diverse city center desired by developers, residents and businesses. In addition to our continuing focus on the extension of historic tax credits, we worked with the local legislative delegation on the “Brunch Bill,” that allowed downtown restaurants to compete with area eateries for the Sunday brunch business.



The city’s **Refresh Façade Grant program** is managed by the Development + Design team, and 2018 saw improvements to several of downtown’s most visible storefronts. The restoration and refreshing of these historic frontages has had a positive impact on the pedestrian experience and demonstrates what is possible with a visionary property owner.

Commercial

- Chuck’s Fish
- Sophiella Gallery
- Lagniappe
- Owen-Ford Mortuary
- 8 S. Conception Street

Residential

- 264 N. Warren Street

Signage Improvement Grant

- Southern National

And finally, the Downtown Mobile Alliance provided input and/or close consultation on a number of projects that impact everyone who lives, works or plays downtown.

Among them:

- Innovation PortAL
- Civic Center Redevelopment
- New On-Street Parking Management Contract
- Barton Academy
- Downtown Parks Conservancy
- Broad Street Redesign
- LimeBike*

*Currently on hiatus, but we hope they will return!



CLEAN + SAFE



Among the keys to a walkable city, according to Jeff Speck, is an environment that is safe, comfortable and interesting. Our BID Services Team is all about these components of walkability! Our Regents and Stewards patrol the 77-square blocks of Business Improvement District continuously, addressing nuisance issues, answering questions, planting flowers and trees, and tending to the details that make a pretty good place a truly great place.

Jeff Speck writes, “As growing numbers of Americans opt for more urban lifestyles, they are often met with city centers that don’t welcome their return. As a result, a small number of forward-thinking cities are gobbling up the lion’s share of post-teen suburbanites and empty nesters with the wherewithal to live wherever they want.” Downtown Mobile embraces the return of this wave of Americans, and our BID Services teams work every day to create the welcoming environment they seek.

CREW OF STEWARDS STATISTICS

Hours of Flower Bed Maintenance

1,774



Flower Beds Planted

386
(12,000 Flowers)

Sidewalk Stains/
Waste Removed

672

Hits of
Graffiti
Removed

324

Blocks Weeded

2,496



Hours of Sidewalk
Sweeping/Vacuuming

6,444



Pounds of Trash/Leaves Removed

251,000

Storm Drains
Cleaned

1,704





Left: BID Services Staff

When it comes to an interesting walk, our Stewards provide the backdrop for a memorable experience with the planting and maintenance of more than 200 flower beds. Our “Purple People,” as downtown regulars have come to know them, also spend many thousands of hours sweeping and vacuuming the sidewalks, weeding the rights of way, removing graffiti, and cleaning storm drains. And speaking of storm drains, they were even called upon to rescue a drowning kitten who had been swept into one during a torrential downpour. The frantic little feline was recovered in time, and immediately adopted. No two days are alike for our Regents and Stewards, but their dedication to creating a clean and safe neighborhood ensures your experience is predictably delightful!

NUMBER OF DROWNING KITTENS RESCUED:

1



CREW OF REGENTS STATISTICS



Safety Escorts

26

Referrals for Homeless Assistance

100



Motorists Assisted

727

Pedestrians Assisted

7,293

Panhandlers Engaged

267

00000000000000

Street Light Outages Reported

589



MARKETING + COLLABORATION

Communicating the many successes seen in Downtown Mobile in 2018 has never been easier – or harder! The stories of revitalization, reinvestment and visionary projects abound; an embarrassment of riches, as it were. The material is all around us, but the storytelling tools are becoming more splintered and complex. In 2018 we developed and launched a new website, much more attractive and user friendly than the previous one. In the five months since it went live, we've have 35,000 page views, with most visitors to the site seeking information about Real Estate and Events. Our digital audience is increasing, but more important is the growth in the engagement that audience has in the overall message that downtown has an energy unmatched in the region. And we see the results in increased attendance at events, both large and small. A Step in the Right Direction indeed!

We are working to embed the lessons of Jeff Speck, author of *Walkable City* and our Annual Luncheon keynote speaker, into our entire program of work because there is still much more work ahead. As more businesses open, more residents move in and more visitors explore, expectations change. A higher quality of experience is demanded, and if we don't meet those expectations, we will lose out to more competitive cities. For that reason, the Communications team is keenly focused on creating and promoting that delightful, urban experience, the core of which is a truly walkable city center. Americans of all ages and backgrounds desire interesting, safe places to walk. That desire is really at the heart of everything we do because vibrant, walkable neighborhoods are magnets for the urban trifecta: residents, businesses and visitors. This is why, after seeing the suburban, car-focused plan for Broad Street, we spent much of 2018 exploring the importance of street design and its impact on walkability.

A Broad Street Study Group, consisting of stakeholders impacted by the proposed Broad Street redesign, was formed to explore and then advocate for the best design possible. Transportation experts conversant in pedestrian friendly streets were hired and the group went to work creating an alternative that not only created a safer environment for cars, bikes and pedestrians, but also one that would spur more economic growth. This effort culminated in a Street Design Summit in June attended by 150 people; a new brigade of citizens armed with knowledge and ready to advocate for better street design!

The need for a different approach to street design was emphasized with the development of a dockless bike share program for downtown. The Alliance was part of a committee formed by the city to select a vendor for the new system and roll out the education component necessary for such a program to be successful. LimeBike was chosen, and downtown folks now have a convenient, fun way to move around downtown without a car. Another win for walkability! LimeBikes are currently on hiatus, but we expect them or a similar program to return soon.

According to Speck, one of the four key components to walkable cities is the *Useful Walk*; a walk that serves some purpose. If that purpose is to spend some time in an urban park, downtown is falling short of the kinds of opportunities desired by many of its citizens. Because of

this, we worked closely with the Downtown Parks Conservancy in its effort to develop a Master Plan for Bienville Square. Valuable input was gathered from public engagement sessions, which the planning team from Baton Rouge and Birmingham used to guide the vision for Mobile's landmark square. Through the public meetings we discovered that Bienville Square was much loved, but rarely visited. A bold plan for this important public space will be required to change that pattern.

On the advocacy front in 2018, the Alliance worked closely with Mobile's legislative delegation to create a fix to legislation that excluded downtown from an earlier state-wide bill that expanded the hours restaurants are allowed to serve alcoholic beverages on Sunday. The delegation supported and passed the "Bruch Bill," which pumped new energy into our growing weekend restaurant scene. For the city *Born to Celebrate*, and one eager to attract tourists, this small measure has had big benefits.

As the voice of urbanism in Mobile, we are often asked to serve on task forces and committees involved in policy decisions affecting the city. Through our participation on the South Alabama Regional Planning Commission's Bicycle-Pedestrian Advisory Committee, we have been able to advocate directly for pedestrian access on the proposed I-10 Mobile River Bridge. These efforts resulted in a requirement that the new bridge include, at the very least, a belvedere giving citizens and visitors access to spectacular views of the city and delta beyond. The Alliance also helped plan the City of Mobile's Summit on Homelessness, which brought together organizations involved in developing solutions and delivering services to our homeless population. We also worked with the University of South Alabama's new Tourism and Hospitality Management Department and developed downtown-focused programming for the University's Odyssey program for active retired folks.

All of the new development projects and major renovations gave us the opportunity to invite the public for a "behind the scenes" peek at projects not normally open to the public. These tours allow us to tell the story of downtown's revitalization and introduce new audiences to the value of historic preservation. The events are also a great way for potential developers to imagine the possibilities that exist in every building, no matter the current state of ruin. This year we hosted two such tours. The Mid-Century Modern Tour explored many of Mobile's fine examples of this architectural style, now as hot as ever. The Reveal Tour led attendees on an exploration of soon-to-be completed projects, all accomplished with historic tax credit incentives.

The tours were just a couple of the many events we produced or co-produced last year; some more light-hearted than others. Events require an enormous amount of time and energy to plan and execute, but few things are better at bringing together all of our citizens. Jeff Speck writes, "Downtown is the only part of the city that belongs to everybody. It doesn't matter where you may find your home; the downtown is yours, too. Investing in the downtown of a city is the only place-based way to benefit all of its citizens at once." This observation drives much of what we do and many of the events we create.

2018 EVENTS INCLUDE:

- **Merchants Plaza Unveiling**—the reveal of the plans for the renovation of the historic Merchants National Bank Building and Annex.
- **Meridian at the Port Groundbreaking**—a celebration of the launch of the largest residential project in Downtown Mobile in more than 50 years
- **National Dance Day**—an annual celebration of the joy of movement, held every July in Cathedral Square
- **Annual Luncheon**—this year’s event set an attendance record and featured keynote speaker, Jeff Speck, whose book, *Walkable City*, was the inspiration for the theme of the event and our annual report
- **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
- **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 attempt to break the world record for the largest gathering of elves on one place.
- **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.
- **Public engagement sessions for the Bienville Square master plan**
- **SouthSounds Music and Art Festival**—the annual celebration of southern music and art
- **Barefoot Ball**—inaugural fundraiser for the Urban Emporium featuring carefully curated experiences, such as musical chairs, dancing barefoot on the central lawn and customized haiku.
- **Grilled Cheese Meltdown**—inaugural 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
- **Reveal Tour**—Bus tour of nearly completed projects; post hard hat phase and before occupation by end users
- **Mid-Century Modern Tour**—a sold-out trolley tour of some of Mobile’s mid-century architectural gems
- **Crepe Myrtle Trail Ride**—the annual event that exposes citizens to the possibility of a walking/bike trail from downtown to McNally Park.
- **Heart Bombing**—showing “love” for historic buildings, some in terrible states of disrepair
- **Cocktails and Conversion**—an evening lecture on the history of prostitution in Mobile in a former brothel
- **Electronics Recycling**—two day event during which we collect unneeded electronic equipment that would otherwise end up in the landfill

“DOWNTOWN IS THE ONLY PART OF THE CITY THAT BELONGS TO EVERYBODY. IT DOESN'T MATTER WHERE YOU MAY FIND YOUR HOME; THE DOWNTOWN IS YOURS, TOO. INVESTING IN THE DOWNTOWN OF A CITY IS THE ONLY PLACE—BASED WAY TO BENEFIT ALL OF ITS CITIZENS AT ONCE.”

Water Balloon Battle of Mobile Bay



DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2018

➔ **NET ASSETS**
\$759,301

Total Liabilities & Net Assets
\$1,006,740

Payroll Liabilities

\$1,688

Prepaid Assessment
Income

\$243,251

Prepaid Annual
Meeting Income

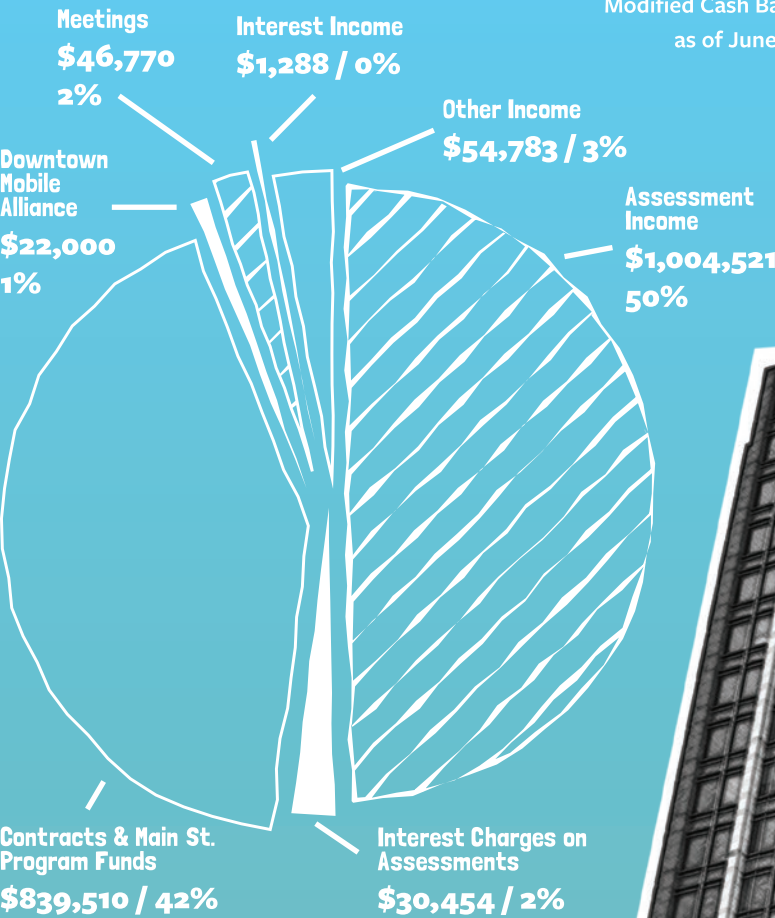
\$2,500

LIABILITIES

Total Current Liabilities

\$247,439

REVENUE



Total Revenues \$1,999,326

Statement of Revenues & Expenses

Modified Cash Basis (unaudited)
as of June 30, 2018



CURRENT ASSETS:

Intercompany Receivables \$966

Cash and Cash Equivalent \$753,334

Property & Equipment \$252,439

Total Assets \$1,006,740

OPERATING EXPENSES

Total Operating Expenses \$1,681,352 / 97%

Business Recruitment/ Retention \$252,992 / 15%

Communication & Marketing \$197,371 / 12%

Public Space Management \$832,695 / 50%

Special Projects / Landscape \$14,550 / 1%

Operating Expenses \$274,825 / 13%

Annual Meeting \$51,211 / 3%

Professional Services \$57,708 / 3%

Excess Expenses Over Revenues \$317,974 / 11%

MAIN STREET MOBILE

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (audited) as of June 30, 2018

Assets

Current Assets
Cash and Cash Equiv..... 195,861
Total Current Assets 195,861

Fixed Assets

Equipment..... 17,087
Accumulated Depreciation (16,814)
Other Assets..... 1,673
Total Property and Equipment..... 1,946
Total Assets 197,807

Liabilities & Net Assets

Intercompany Receivables..... 18,092
Total Current Liabilities 18,092

Net Assets

Unrestricted 83,172
Temporarily restricted..... 82,287
Total Net Assets..... 165,459
Total Liabilities & Net Assets183,551

DOWNTOWN MOBILE ALLIANCE

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2018

Assets

Current Assets
Cash and Cash Equiv.....309,330
Intercompany Receivables.....7,726
Total Current Assets317,056
Total Assets 317,056

Liabilities & Net Assets

Net Assets
Designated Funds.....20,167
Undesignated Funds.....296,889
Total Net Assets.....317,056

Temporarily Restricted Assets

Façade Grant Fund..... 41,661
Cathedral Square Fund..... 26,588
Co-working Space Incubator..... 14,038
Total Temporarily Restricted Assets 82,287

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2018

Revenue

General Donations/Contributions..... 66
Temporarily Restricted..... -
Investment Income..... 109
Endowment Earnings..... 9,540
Endowment Contributions..... 1,100
Special Events..... 2,500
Miscellaneous 9,249
Total Revenue 22,564

Operating Expenses

(Supporting & Program Services)
Endowment Payments..... 2,350
Community Research/Projects..... 31,432
Public Improvements 4,975
Management & General Expense..... 6,887
Depreciation..... -
Total Operating Expenses..... 45,644

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2018

Revenue

Membership Dues.....108,050
Retail Incentive Program..... 100
Special Events.....12,800
Investment Income.....1,018
Downtown Gift Card.....50
Refresh Grant.....1,632
GO Zone Financing.....27,762
Total Revenue151,412

Expenses

Retail Incubator20,000
Special Events.....10,134
Gift Card Program.....2,241
Marketing.....36,914
Incentive Expenses4,000
Economic Development.....40,717
Management & General Expenses.....48,082
Total Expenses..... 162,088
Excess Revenues over Expenses . -10,677



**DOWNTOWN MOBILE DISTRICT
MANAGEMENT CORPORATION**

**DOWNTOWN
MOBILE
ALLIANCE**

& MAIN STREET MOBILE

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