



DOWNTOWN MOBILE ALLIANCE

A

**LOOK
INTO THE
PAST**

— AS WE —

**WALK
INTO THE
FUTURE**

DOWNTOWN MOBILE ALLIANCE
ANNUAL REPORT | 2010-2011



A LETTER FROM THE PRESIDENT AND CHAIRMAN

There are many things in our work that we can control, but thousands more that we cannot control. We cannot control what other parties choose to do. We cannot control the vagaries of Mother Nature. And we cannot control the economic forces that currently have the world's economy in a slump. Over the past year, the employees and board members of the Downtown Mobile Alliance have worked diligently to affect the things that we can control for our members while working to mitigate the effects of the uncontrollable for you.

Crewe of Regents

Every day, without fail, members of our Crewe of Regents have patrolled the streets of the Downtown BID and have provided hospitality, directions, information, and assistance to thousands of appreciative residents and visitors in our beautiful city. They have responded quickly, usually within minutes, to people in need of motorist aid services or other crises. They have worked closely with MPD's Central Events office, and because of their efforts, our sidewalks and parks are ever more hospitable places.

Crewe of Stewards

Likewise, the members of our Crewe of Stewards have worked every day over the past year to clean our sidewalks of the detritus of daily life. Distinctive in their aubergine shirts, these dedicated individuals politely and efficiently keep tidy our public realm. Many of you have complemented their work, and there is no higher validation of the quality of their efforts than your vocal appreciation. Not everybody appreciates how filthy it once was day in and day out. Those new to town naturally take for granted sidewalks free of broken glass, vomit, blown papers, spilled food, etc. Those who have been here long before 2005 remember the unpleasantness and tell us about it frequently.

Finally, the horticulture team lead by Leslie Doyle has continued to bring us islands of flowering beauty throughout the district. It is no small feat to maintain a year-round program of flowering plants through a year that includes 20 degree days and 102 degree days with a nice sprinkling of carnival revelry, Saturday night carousing, and music festival frolicking. We do it, and you have responded with enthusiasm.



Incentives

In many ways this is the area where we get into a lot of stuff we cannot control, but we have worked diligently to pursue initiatives that improve the development and business climate for our members. The fruits of our retail incentive package gave us the artist designed sign at Kangal Gallery and the new neon sign at Spot Tea. Our first Forgivable Loan to The Garden Party was a bust, but the program continues to elicit interest from new businesses, and we will learn from the experience. We worked with Austal USA on their next phase of expansion through the GO Zone tax exempt bond financing mechanism. In May, a \$225 million bond sale through the Downtown Redevelopment Authority netted \$200,000 to use for additional incentive programs.



Following up on our commitment to nurture retail growth in Downtown, we have created Springboard to Success, a new not-for-profit retail incubator. They will open this fall a new concept called Urban Emporium wherein young and expanding retailers can open in a nurturing, educational environment. We were fortunate to find Michael Pittillo, a seasoned veteran of chain and independent retailing to be our store manager. Look for exciting new retailers to open in the newly renovated space at 260 Dauphin Street. Our thanks to the Naman family interests for working with us on an affordable rent for this idyllic space. The seed funding for Springboard has come from the Bedsole Foundation, Sybil H. Smith Charitable Trust, and Alabama Power Foundation as well as the DMA's Incentive Fund via the Austal Bond Sale proceeds. More funding is needed. Call us.



We are always on the lookout for ways to lower the barrier to entry for developing buildings and businesses in our center city. In meetings with seasoned developers in the New Orleans and Louisville CBDs, we learned that Alabama was non-competitive in the incentives available to make urban new construction and historic preservation projects financially feasible. To this end, in January, Mayor Jones committed the city's resources and influence to develop a package of legislative incentives to encourage the private sector to invest in and rebuild our state's largest city centers. We commissioned an economic analysis from Dr. Russell Harden at USA to make recommendations on the type and scope of incentives to pursue. This was funded by a grant from the Bedsole Foundation and is available for downloading from our website. We have created a coalition of organizations from Montgomery and Birmingham to work with us on passage of these incentives. Draft legislation is in review, and there is great enthusiasm from our brethren in these two cities.

New Codes / Ordinances

In the meantime, many of you have expressed frustration at the few blighted buildings which bring down the value of your recently renovated buildings. Mary Anne Ball, Vice Chairman for Property Development, created a blight discussion group bringing together city officials from at least five different departments to discuss the barriers to enforcement of ordinances currently on the books as well as to study city government practices for dealing with blighted properties throughout the country. This is one of those areas where there is not much that we control, but is an area of keen interest among all parties as they all know that private investors must feel confident that their investment will be protected by a functioning and fair city government.



The New Plan for Old Mobile called for a modernization of the codes that regulate development in downtown and midtown. This spring we took a group to study how Montgomery followed through on its planning efforts by adopting form-based code for its downtown – one of the earliest such adopters in the state. We are moving forward with plans to hold a form-based code educational event in Mobile this fall and is to be followed by the development of the coding for Downtown Mobile. Form-based code is considered by many to be more developer-friendly than traditional coding as it studies existing and historic patterns of development, engages citizen input at the outset, thereby securing neighborhood buy-in for the development vision, and lays out all development requirements in one easy-to-read-and-understandable place. Look for this to be a major part of our agenda for 2012.

Our year began with a great victory when in September 2010 the Public Safety Committee, led by Councilor Fred Richardson, endorsed and the city council adopted, a new ordinance for managing street solicitation (begging) in our city. With volunteer legal assistance from Jennifer Roselius at Hand Arendall, an ordinance was drafted that gave the MPD modern guidelines for addressing begging on our streets. This modernized a law from the 60s that was long out of date with one that has been tested in our federal circuit. The key to solving this problem is not locking people up, but drying up the income. Please educate your employees and family members on the importance of politely saying, "no." Call us to schedule a presentation on the many services available to people truly in need and the adverse outcomes of funding a street lifestyle for these people.

Civic Sidewalks Task Force

This was but one initiative of the Civic Sidewalks Task Force led by Margo Gilbert and a team of amazing subcommittee chairmen: Sheila Dean-Rosenbohm, Rev. Johnny Cook, Maj. Ted Morris, and Wanda Cochran. Out of this has come the project to consolidate the operations of Waterfront Rescue Mission and 15 Place into one location at Washington and Congress Streets. The site was acquired in February by WRM and already \$2 million of the \$3 million needed to construct the project is committed. Bill Bru and Lister Thomas have shown great leadership in bringing these two organizations together under one roof. John Peebles is leading the very successful fundraising effort.



This year the Task Force's efforts have focused on Bienville Square. In 2016, Mobilians will celebrate the sesquicentennial of the park being named for Bienville. We have plans for a subtle upgrade of the park along with a new management and programming philosophy that will protect the asset while ensuring its accessibility and availability to all peoples. Look for more to come on this initiative in the coming year.



In the area of the truly difficult to control, our transportation initiatives have borne some interesting fruit. We gathered letters of support from business, historic, and environmental groups for improvements to the West Wallace Tunnel interchange that will remove many of the overhead bridges to the southern entry point to downtown and calm incoming traffic before it reaches our core area. This project has been fast-tracked by AL-DOT and is due to start construction in late 2012. Our thanks to AL-DOT Division Engineer Vince Calametti for shepherding this project to this point. Without his leadership, this project might be yet another great idea whose time was missed. On a different scale, we have worked to welcome cyclists in downtown in a big way. We have participated in SARPC's bicycling plan and have staffers active in Mobilians on Bikes. A new bike rack is going in at Bienville Square and another bike rack grew in scope until it became a large three-piece work of art. Charles Smith's design for the Three Sisters took about 18 months to bring to fruition, but when it was unveiled this July, the applause told the tale that it was the right piece in the right spot. Funded by a generous donation from Herndon Inge III with support from the county via Commissioner Merceria Ludgood, the Three Sisters stand stately on Government Street, an homage to the contributions of women to the growth and development of Mobile County and her citizens.



Our efforts to tell the story of downtown continued apace this year. We prefer to support others in their efforts to produce events downtown, but every so often we are encouraged to fill a gap in the event calendar. Easter in the Squares and the North Pole Stroll have both become planned for events on many family calendars. We installed a cool new sign at our front door welcoming visitors into the "Downtown Information Center." Oh, the traffic and the questions that has generated! People want to know the most interesting things. This fall we will be launching a new service for our downtown businesses via our website. We are partnering with a company that has experience working with downtown organizations and small independent retailers and restaurateurs with limited web presence. More to come about this in the fall.



Those are just the highlights of what we have done on your behalf over the past year. Nationally and internationally, the pigeons are coming home to roost on some bad decisions that have been made by folks in the public and private sectors. This is dragging our economy down, there is no question. Now is the time to lay the groundwork for the recovery. Let us continue to identify the barriers to development and work cooperatively to fix them. This will involve cupcakes and whips. You will see from our agenda that we are working to make the development process friendlier and more efficient, to incentivize development that will rebuild our cities for the 21st century and to make the environment attractive to residents and customers. We know that people have a heartfelt affection for Downtown Mobile. We know that the lifestyle that it offers is very appealing to a large segment of the population. They will not, however, endure a lack of safety or a breakdown of civility. We must continue to work hard to demand excellence of ourselves, our government officials and systems, and our neighbors. On behalf of the employees and board of the Downtown Alliance, we commit to you our drive to excellence.



SAM W. COVERT
CHAIRMAN OF THE BOARD

ELIZABETH S. SANDERS
PRESIDENT & CHIEF EXECUTIVE OFFICER

DOWNTOWN MOBILE ALLIANCE MEMBERS

Leadership Circle

- Alabama Power Co.
- Alabama State Port Authority
- Hargrove Engineers & Constructors

Leadership Council

- Alabama Coast Multimedia
- Ambrecht Jackson, LLP
- BankTrust
- Burr & Forman, LLP
- Dauphin Realty
- Hand Arendall, LLC
- International Shipholding Corp
- Peebles & Cameron, LLC
- Red Square Agency

Business Advocate

- Austal USA, LLC
- B B & T Insurance
- Battle House Renaissance Mobile Hotel and Spa
- Cabaniss, Johnston, Gardner, Dumas & O'Neal
- Candlewood Suites
- Gulf States Engineering
- Hampton Inn & Suites Mobile Downtown
- Harrison Brothers Dry Dock & Repair Yard, Inc.

- Heroes Sports Bar & Grille
- Leavell Investment Management
- Marine Rigging, Inc.
- Mostellar & Shreve, LLP
- Norton Lilly International
- Renaissance Mobile Riverview Plaza Hotel
- Roberts Brothers
- Southern Safety
- Taylor Martino Zarzaur, PC
- Volkert & Associates
- White-Spinner Associates, Inc.
- Whitney Bank

Business Supporter

- ABMB Engineers
- AHI Properties
- Armstrong & Associates
- Baumhower's Wings Restaurants
- Bellwether Group
- Boo Radley's
- Commonwealth National Bank
- Cowart Hospitality Services, LLC
- Dauphin Street Taqueria
- Divine Consign
- Ezell House Corporation
- Hummingbird Ideas, Inc.
- Inside Up
- John Toomey & Company, Inc.
- Kangal Gallery In The Sail Loft
- LLB & B Real Estate
- Logical Computer Solutions
- McElhaney State Farm Insurance
- Mediterranean Sandwich Co.
- Robert S. Edington Law Office

- Robertson Gallery
- Rollin's Downtown Deli
- Royal Scam
- Serda's Coffee Co.
- Southern Light
- Three Georges Southern Chocolates
- Toomey's Mardi Gras Candy Co., Inc.
- Wellborn Ideas
- Wintzell's Oyster House

Non-Profits

- Army Aviation Center Federal Credit Union
- Bellingrath Gardens & Home
- Christ Church Cathedral
- Community Foundation Of South Alabama
- Greater Mobile Development Corp.
- Gulf Coast Explorem
- GulfQuest
- Historic Mobile Preservation Society
- Martin Luther King Jr. Ave Redevelopment Corp.
- Mobile Area Chamber Of Commerce
- Mobile Carnival Museum
- Mobile Opera, Inc.
- Mobile Symphony
- Mobile United/Leadership Mobile
- South Alabama Regional Planning Commission
- University Of South Alabama Foundation
- W. T. Neal Trust
- Waterfront Rescue Mission
- Wilmer Hall
- Women's Business Center, Inc.
- YMCA Of South Alabama

DOWNTOWN MOBILE ALLIANCE STAFF & BOARD

Board of Directors

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- SAM COVERT, Alabama Power Co.*

VICE CHAIRMAN, DEVELOPMENT

- MARY ANNE BALL, Bienville Properties*

VICE PRESIDENT, PUBLIC SPACES

- MARGO GILBERT, Battle House Hotel*

VICE CHAIRMAN, MARKETING & MEMBERSHIP

- RICHARD STIMPSON, Leavell Investment Management*

VICE CHAIRMAN, PARKING & TRANSPORTATION

- STEPHEN CARTER, S&A Investment Strategies*

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- CHRIS GILL, Hand Arendall*

TREASURER

- TYRONE FENDERSON, Commonwealth National Bank*

PAST CHAIRMAN

- COOPER C. THURBER, Phelps Dunbar*

- BILL BARRICK, Bellgrath Gardens

- LAURA BRABNER, Resident*

- STEPHEN E. CLEMENTS, 301 St. Louis Street, LLC*

- WANDA COCHRAN, Attorney*

- JOHNNY COOK, Christ Church Cathedral

- SHEILA DEAN-ROSENBOHM, International Shipholding

- BARBARA DRUMMOND, City of Mobile*

- MONSIGNOR MICHAEL FARMER, Catholic Archdiocese*

- DEE GAMBILL, Regions Bank*

- RALPH HARGROVE, Hargrove Engineers + Constructors*

- CEDRIC HATCHER, RBC Bank

- MICHELLE HERMAN, Mobile County

- CONNIE HUDSON, Mobile County Commission*

- MIKE JOHNSON, BankTrust

- SEMIH KANGAL, Kangal and Associates*

- FRANK LEATHERBURY, Norton Lilly

- ANNA LUCE, Roberts Brothers

- LABARRON MCCLENDON, Mobile Infirmary Health Systems

- JEREMY MILLING, White-Spinner & Associates

- RUBY MOORE, A Spot of Tea

- ANDY NEWTON, Southern Light

- SYDNEY RAINE, Mobile Works, Inc.

- MICKIE RUSSELL, Dauphin Realty, a Roberts Brothers Partner*

- WINCHESTER THURBER, Norton Lilly

- JOSEPH P. TOOLE, Retirement Systems of Alabama*

EX-OFFICIO

- DEVEREAUX BEMIS, Director, MHDC

- SAMUEL L. JONES, Mayor of Mobile

*Downtown Mobile District Management Corporation Board Member

Staff

STAFF

- ELIZABETH SANDERS, President & CEO
- FRED RENDFREY, Downtown Economic Development Director
- CAROL HUNTER, Communications Director
- SHERRI BUMPERS, Program Coordinator
- KRISTIN MCCracken, Finance Director

CONTRACTS

- DENISE BROWNING, GO Zone Financial Initiatives
- ASIA FREY, Downtown Alliance News

BID OPERATIONS MANAGER

- CLAYTON RATLEDGE

HORTICULTURIST

- KRISTY CADE

STEWARDS

- MICHAEL MCGARRY
- LORENZO FRANKLIN
- YOLANDA DUNCAN
- JAMES EDWARDS
- GARY ANDERSON

REGENTS

- AMANDA SUTTON
- DAVID WILSON
- KEVIN RUPERT
- KRIS KUPFER

BID SERVICES

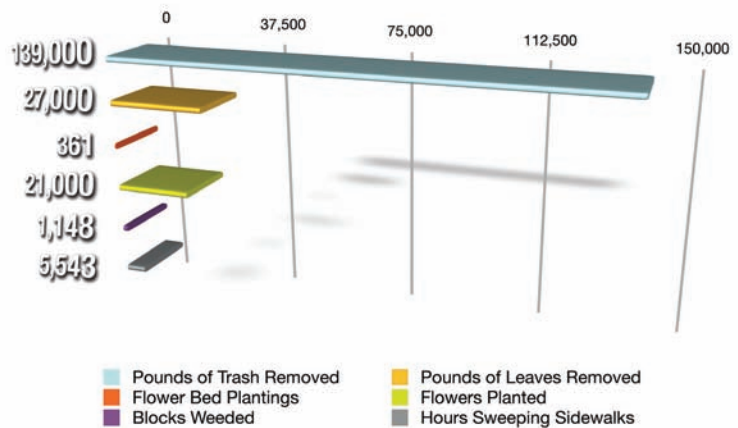


Maintaining the beauty and cleanliness of 77 square blocks of Mobile's busiest pedestrian district is a monumental task, especially when you consider that the job is accomplished by a small handful of people. A mere dozen dedicated men and women sweep the sidewalks, haul off tons of trash, plant and maintain the flower beds, and provide a variety of visitor services available nowhere else in the region. Largely because of them Downtown Mobile continues to attract new businesses, events, and visitors.

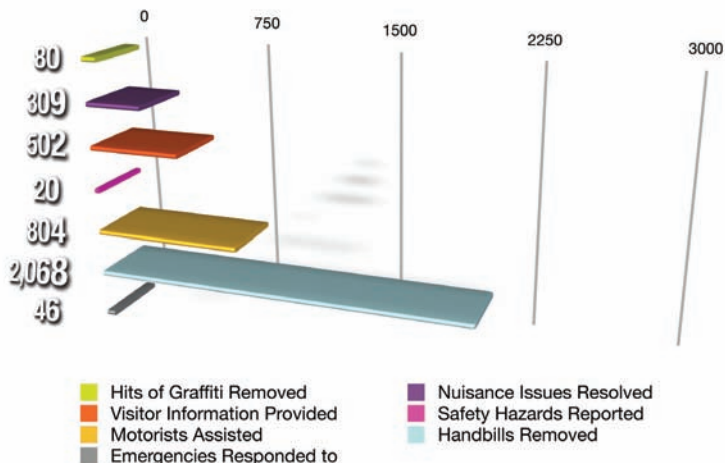
Stewards 2010-2011



| | |
|--------------------------------|---------|
| Pounds of Trash Removed | 139,000 |
| Pounds of Leaves Removed..... | 27,000 |
| Flower Bed Plantings | 361 |
| Flowers Planted | 21,000 |
| Blocks Weeded..... | 1,148 |
| Hours Sweeping Sidewalks | 5,543 |



Regents 2010-2011

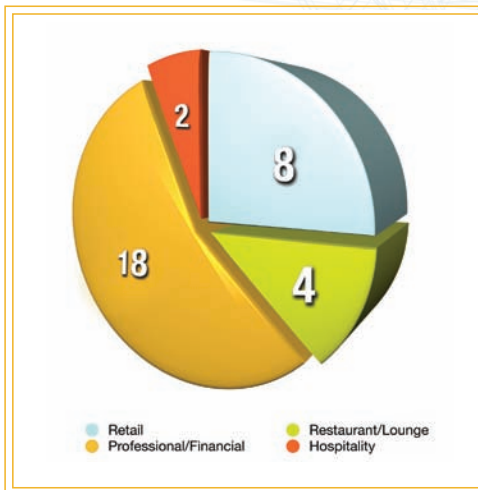


| | |
|-----------------------------------|-------|
| Hits of Graffiti Removed | 80 |
| Nuisance Issues Resolved..... | 309 |
| Visitor Information Provided..... | 502 |
| Safety Hazards Reported..... | 20 |
| Motorists Assisted..... | 804 |
| Handbills Removed | 2,068 |
| Emergencies Responded to | 46 |

HOW WE'VE GROWN

Even in the midst of the worst economic downturn in decades, Downtown Mobile has continued to attract new businesses, and buildings, both small and large, have undergone major renovations. Investment has slowed a bit, but it certainly hasn't stopped, demonstrating that a vibrant city center is able to weather economic storms better than many neighborhoods.

New Business Opened in 2010-2011



| | |
|-----------------------------|-----------|
| Retail | 8 |
| Restaurant/Lounge..... | 4 |
| Professional/Financial..... | 18 |
| Hospitality | 2 |
| TOTAL | 32 |

Office Market Overview in 2010-2011

TOTAL OFFICE MARKET

Number of Buildings28
 Total Rentable SF1,757,633
 Occupancy Rate84%

HIGH END RATES

Number of Buildings5
 Total Rentable SF 639,320
 Occupancy Rate 93%

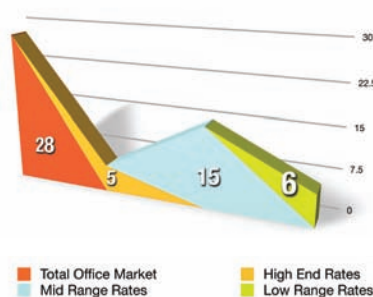
MID RANGE RATES

Number of Buildings15
 Total Rentable SF 846,779
 Occupancy Rate 76%

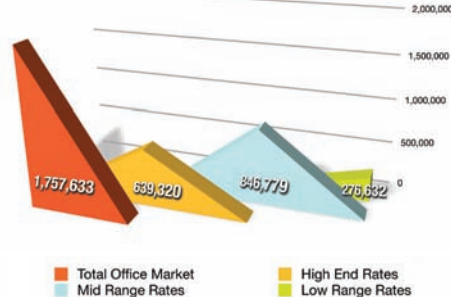
LOW RANGE RATES

Number of Buildings6
 Total Rentable SF276,632
 Occupancy Rate42%

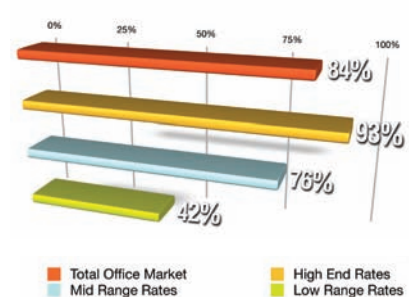
Number of Buildings Downtown



Total Rentable Square Feet

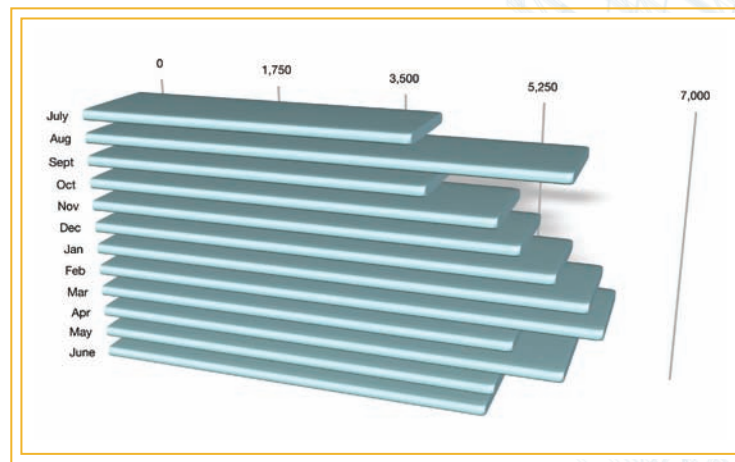


Total Occupancy Rate



To keep up with the world's increasing dependence on the internet as a source of information and entertainment, the Downtown Mobile Alliance increased its web presence in 2010-11. With more frequent updates via email, Facebook, and YouTube, we became a city on the radar of international visitors from every continent except Antarctica. Thousands of folks from Mobile and around the world depend on the Alliance for news and information about the region's most active neighborhood.

Visitors to Real Estate Page of Website



| | |
|-----------------|-------|
| July 2010 | 4,131 |
| Aug 2010..... | 5,882 |
| Sept 2010..... | 4,293 |
| Oct 2010..... | 5,102 |
| Nov 2010 | 5,363 |
| Dec 2010 | 5,758 |
| Jan 2011..... | 6,129 |
| Feb 2011 | 6,299 |
| Mar 2011..... | 5,321 |
| Apr 2011 | 5,903 |
| May 2011..... | 5,128 |
| June 2011..... | 5,030 |

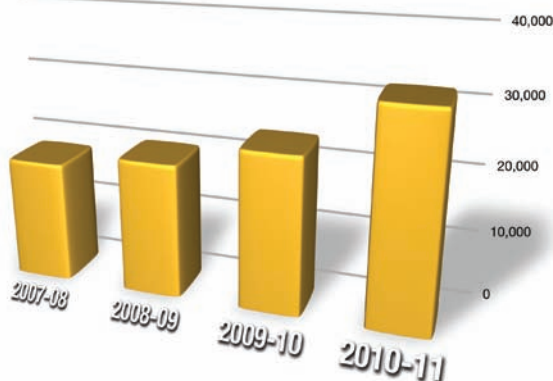
TOTAL 64,339

Visitors to www.downtownmobile.com in 2010-2011

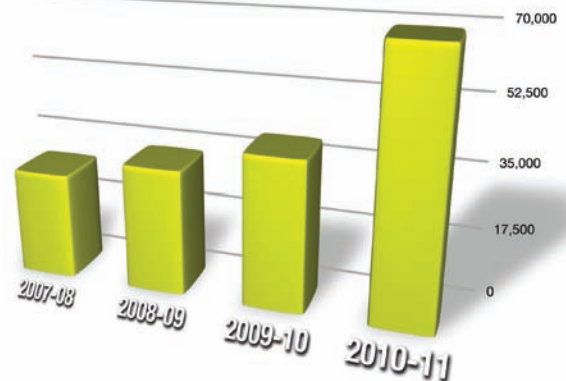
Unique Visits31,797

TOTAL VISITS 68,771

Growth of Unique Website Visits



Growth of Total Website Visits



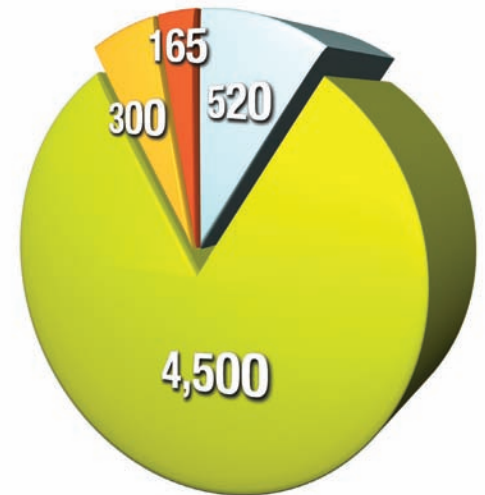
Few neighborhoods manage to merge business and fun as successfully as Downtown Mobile. Even during the work week, the occasion to enjoy music during lunch or a matinee at the Crescent Theater creates opportunities for spontaneous joy. And then there are nights and weekends... need we say more? From events that run the gamut like BayFest to the North Pole Stroll, Mobilians of all ages are finding that downtown is "Fun Central."

Attendance at Alliance Events in 2010-2011



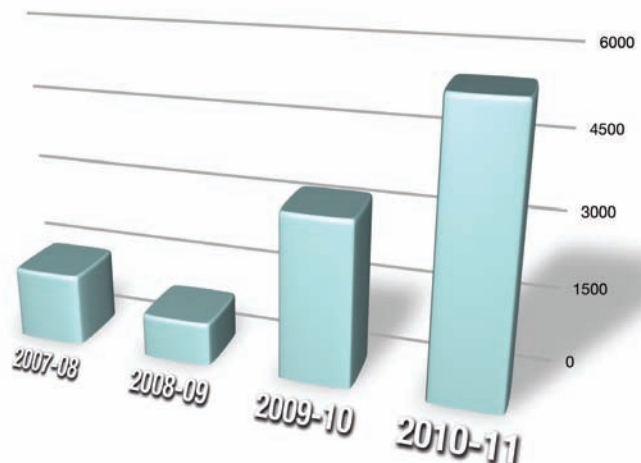
| | |
|-----------------------------|--------------|
| Annual Meeting..... | 520 |
| North Pole Stroll..... | 4,500 |
| Easter in the Squares | 300 |
| Mayor's Breakfast | 165 |
| TOTAL | 5,485 |

2010-2011 Events



Annual Meeting North Pole Stroll
Easter in the Squares Mayor's Breakfast

Event Attendance Growth



DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

Statement of Assets, Liabilities & Net Assets

Modified Cash Basis (unaudited) as of June 30, 2011

ASSETS

| | |
|----------------------------|---------|
| Current Assets | |
| Cash & Cash Equiv. | 578,297 |
| Total Current Assets | 578,297 |

FIXED ASSETS

| | |
|----------------------------------|-----------|
| Office Furniture & Equip. | 95,413 |
| Leasehold Improvements..... | 49,430 |
| Software | 5,937 |
| Accumulated Depreciation | (116,867) |
| Total Property & Equipment | 33,913 |

TOTAL ASSETS **612,210**

LIABILITIES & NET ASSETS

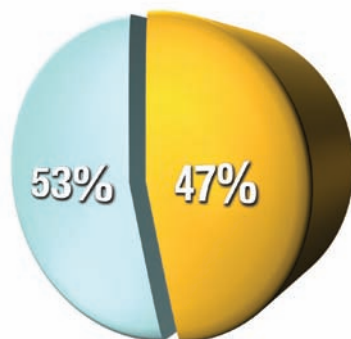
| | |
|---------------------------------|---------|
| Payroll Liabilities | 3,999 |
| Prepaid Assessment Income | 281,440 |

TOTAL CURRENT LIABILITIES **285,439**

NET ASSETS **326,771**

TOTAL LIABILITIES &

NET ASSETS **612,210**



● Total Current Liabilities ● Net Assets

Statement of Revenues & Expenses

Modified Cash Basis (unaudited) as of June 30, 2011

REVENUE

| | | |
|---------------------------------|---------|-----|
| Assessment Income..... | 733,909 | 54% |
| Interest Charges on Assess..... | 14,099 | 1% |
| Contracts & Main St. | | |
| Program Funds | 552,699 | 41% |
| Downtown Mobile Alliance..... | 22,000 | 2% |
| Meetings | 33,235 | 2% |
| Uncategorized Income | 2,800 | 0% |
| Interest Income..... | 3,003 | 0% |

TOTAL REVENUES **1,361,745** **100%**

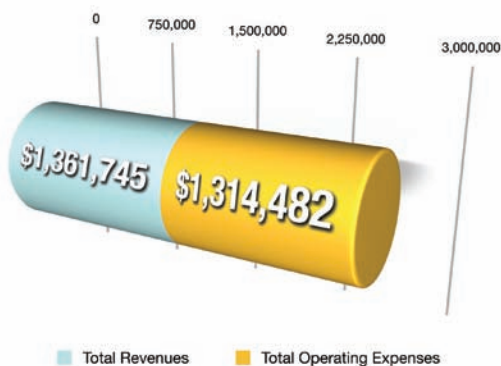
OPERATING EXPENSES

| | | |
|------------------------------------|---------|-----|
| Business Recruitment/Retention ... | 176,100 | 13% |
| Communication & Marketing | 154,869 | 12% |
| Public Space Management | 688,140 | 52% |
| Special Projects/Landscape..... | 16,123 | 1% |
| Office Expenses..... | 87,610 | 7% |
| Depreciation | 15,366 | 1% |
| Education & Meetings..... | 31,596 | 2% |
| Annual Meeting..... | 32,765 | 2% |
| Professional Services..... | 109,071 | 8% |
| Office Repairs & Capital | 2,842 | 0% |

TOTAL OPERATING EXPENSES **1,314,482** **97%**

EXCESS REVENUES

OVER EXPENSES **47,263** **3%**



■ Total Revenues ■ Total Operating Expenses

DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

Budget FY 2011-2012

BUDGETED CASH INFLOWS

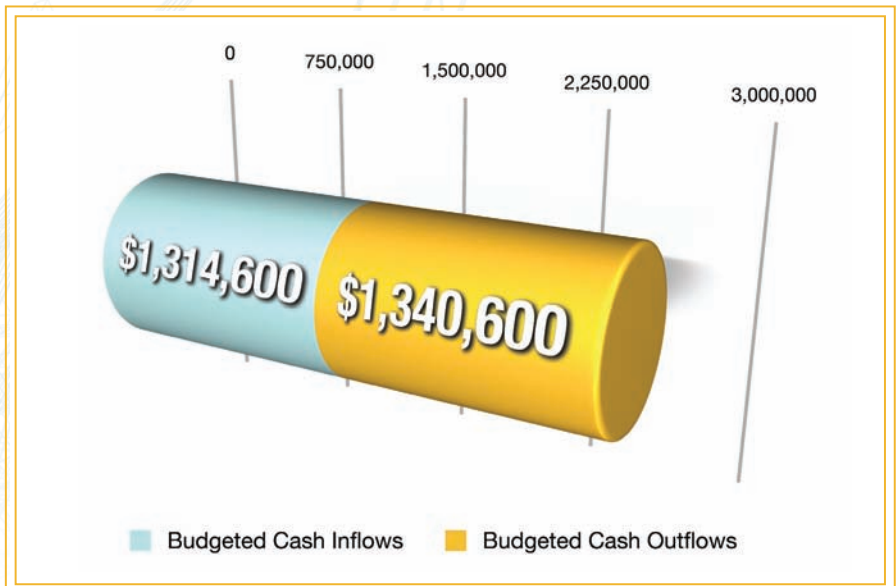
| | |
|--|------------------|
| Property Assessments..... | 720,000 |
| Delinquent Assessments Collected..... | 10,000 |
| Reserve for Slow or Non-pay..... | (35,000) |
| RSA Agreement..... | 262,400 |
| City in Lieu..... | 77,000 |
| County in Lieu..... | 105,600 |
| DMA Contract..... | 22,000 |
| GSA Contract..... | 13,800 |
| Interest Income from Investments..... | 2,500 |
| Interest & Penalties on Assessments..... | 10,000 |
| Annual Meeting Income..... | 30,000 |
| Main Street Program Funds..... | 96,300 |
| TOTAL BUDGETED CASH INFLOWS..... | 1,314,600 |

BUDGETED CASH OUTFLOWS

| | |
|--|------------------|
| User Experience..... | 746,000 |
| Storytelling..... | 261,000 |
| Economic Development..... | 175,000 |
| Professional Services..... | 53,500 |
| Office Expenses..... | 85,100 |
| Repairs/Capital Expenses..... | 20,000 |
| TOTAL BUDGETED CASH OUTFLOWS..... | 1,340,600 |

| | |
|---------------------------------|---------|
| Budgeted Net Cash Outflows..... | -26,000 |
| Transfer from Reserves..... | 26,000 |

NET BUDGETED SURPLUS (DEFICIT)..... 0



DOWNTOWN MOBILE ALLIANCE

Statement of Revenues & Expenses

Statement of Revenues & Expenses. Modified Cash Basis for year ended June 30, 2011.

REVENUE

| | |
|---------------------------------------|---------|
| Membership Dues | 44,300 |
| GoZone Financing | 30,000 |
| LoDa Guide | 12,325 |
| Mayor's Breakfast | 6,894 |
| Hotel Information Sponsorship | 1,000 |
| New Orleans Listen & Learn Tour | 4,355 |
| Downtown Mobile Wine Stroll | 825 |
| Retail Incentives Program | 30,858 |
| Austal 2011 Bond Sale Proceeds | 412,500 |
| Other Income | 1,542 |

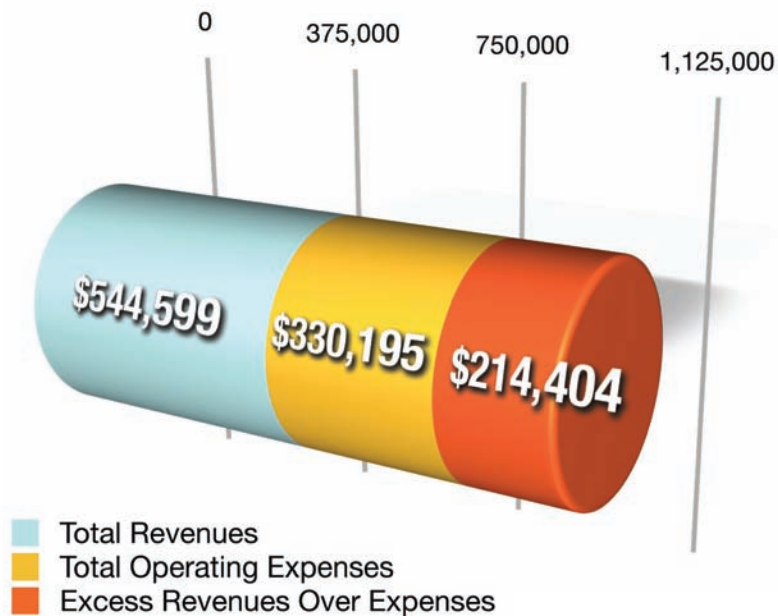
TOTAL REVENUES.....544,599

EXPENSES

| | |
|--------------------------------------|---------|
| Austal 2011 Bond Sale Fee | 206,250 |
| Retail Incubator Grant Expense | 30,000 |
| Bank Charge | 35 |
| Contract Labor | 18,380 |
| Office Supplies | 693 |
| Marketing Expenses | 18,956 |
| LoDa Guide Printing | 493 |
| Dues & Subscriptions | 150 |
| Professional Services | 2,305 |
| Meetings & Travel | 75 |
| Office Services | 22,000 |
| Incentives Program | 30,858 |

TOTAL OPERATING EXPENSES.....330,195

EXCESS REVENUES OVER EXPENSES.....214,404



MAIN STREET MOBILE, INC.

Statement of Revenues & Expenses

Statement of Revenues & Expenses. Modified Cash Basis for year ended June 30, 2011.

REVENUES

| | |
|------------------------------------|--------------|
| Contributions | |
| General Donations | 579 |
| Endowment | 1,050 |
| Misc. Income & Products Sold | 122 |
| TOTAL CONTRIBUTIONS | 1,751 |

PROGRAM REVENUE & GRANTS

| | |
|---|---------------|
| Community Foundation Endowment Proceeds | 8,930 |
| Landscaping Grants | 4,000 |
| North Pole Stroll | 3,044 |
| Poinsettias | 4,991 |
| Retail Incubator | 2,494 |
| Commercial Redevelopment | 20,000 |
| Arts Alive | 5,000 |
| TOTAL PROGRAM REVENUE | 48,459 |

INVESTMENT INCOME 1,562

TEMPORARY NET ASSETS RELEASED FROM RESTRICTION

| | |
|-----------------------------|---------------|
| Cathedral Square | 1,324 |
| TOTAL REVENUES | 53,096 |

OPERATING EXPENSES

| | |
|---|---------------|
| Program Services | |
| Main Street Awards | 696 |
| Main Street Expenses | 3,125 |
| Research/Market Analysis | 24,625 |
| Donor Advised Public Art | 9,800 |
| Arts Alive | 5,000 |
| Poinsettias | 3,054 |
| Retail Incubator | 2,494 |
| Public Improvements/Cathedral Square | 1,324 |
| TOTAL PROGRAM SERVICES EXPENSE | 50,118 |

SUPPORTING SERVICES

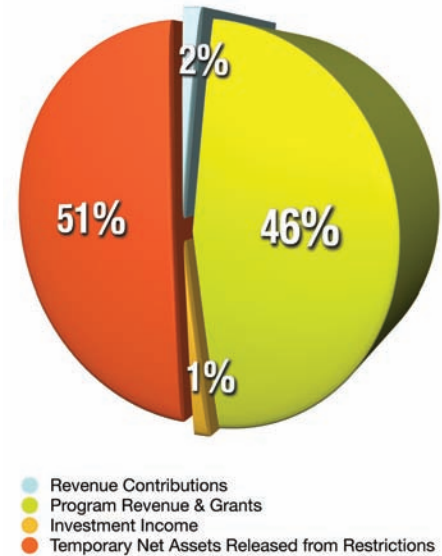
| | |
|--|---------------|
| Professional Fees | 3,977 |
| Depreciation Expense | 1,770 |
| Education | 488 |
| Insurance | 357 |
| Postage & Delivery | 185 |
| Office Supplies | 4,233 |
| TOTAL MANAGEMENT & GENERAL EXPENSES | 11,010 |
| TOTAL OPERATING EXPENSES | 61,128 |

TEMPORARY RESTRICTED NET ASSETS

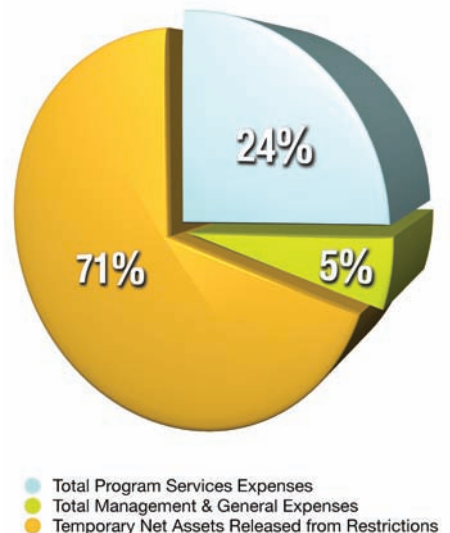
NOT RELEASED 147,866

EXCESS (DEFICIT) REVENUES OVER EXPENSES (8,032)

Main Street Mobile Revenue Chart



Main Street Mobile Expenses Chart





DOWNTOWN MOBILE ALLIANCE
ANNUAL REPORT

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