



A publication of Main Street Mobile, Inc.

DOWNTOWN ALLIANCE NEWS

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MAIN STREET MOBILE CELEBRATES 15 YEAR ANNIVERSARY

By Rhonda Davis

Fifteen years doesn't sound like that long ago, but in the grand scheme of downtown's revitalization, it seems like almost a lifetime.

It was the 1980s and change was in the air. Our form of government changed from a three Commissioner form to a Mayor-Council form. New political leaders were elected and new visions for Mobile were forming. Downtown, which had almost been entirely abandoned for westward suburban sprawl, was sparking a new interest. A newly elected Mayor, Arthur Outlaw, began realizing that the success of Mobile depended on a healthy downtown. He began strongly advocating for a revitalized downtown, pushing for the restoration of our historic buildings and neighborhoods. To help in this effort, Mayor Outlaw established a program that would be the forerunner of Main Street Mobile.

In 1989, Michael C. Dow was elected Mayor of Mobile. His enthusiasm for downtown and his dedication to moving our city forward matched Mayor Outlaw's. Under his leadership downtown began to grow. In May 1990, a young woman from South Carolina was hired to lead downtown's revitalization efforts. That is when Elizabeth Stevens (Sanders) came to Mobile. Armed with the philosophy of the Main Street program

and trained in that framework, Elizabeth clearly saw a vision of a well-developed and restored downtown, and she knew what kind of hard work it would take to create that downtown.

In July 1990, the Board of Directors for Main Street Mobile first met with Mobile attorney Larry Sims serving as president. With a volunteer board in place and committees forming, the downtown community truly began a grass-roots effort to bring downtown back to life.

The first major step that the organization took was to hire the International Downtown Association (IDA) to come to Mobile and



Top, corner of Dauphin and Jackson Streets in 1994; Above, corner of Dauphin and Jackson Streets today, filled with a noon crowd.

facilitate the development of a strategic plan. That plan became a ten-year program of work for Main Street Mobile. Under recommendation of IDA, Main Street Mobile, Inc. was incorporated in 1992 as a not-for-profit organization, and as they say, the rest is history.

During the past 15 years Main Street Mobile, Inc. has given downtown's property owners, business owners, residents and political leaders an organization through which to coordinate downtown's rebirth. Using the framework of the National Main Street Program developed by the National Trust for Historic Preservation, people were given an opportunity to work on a wide variety of committees. Committees that represented everything from façade restoration to business recruitment to marketing to special events to

the Main Street Awards were formed, and things began to happen. Main Street Mobile's goal was to help create an atmosphere that would encourage economic growth downtown by creating a safe, attractive and active community; and by improving the much neglected infrastructure of downtown. To do this, every stakeholder and downtown advocate had to be engaged.

As Main Street Mobile began to work, progress in downtown's revitalization began

to move forward. Buildings were restored; new sidewalks poured, new lighting installed, and new flowers and trees were planted. New businesses began to open, new people began moving in, new events were produced to draw people downtown, and a new excitement in downtown was created. Meetings were held to keep downtown businesses abreast of events and activities. Newsletters, postcards, posters and downtown shopping guides were printed and distributed. Merchant promotions were put together and advertising campaigns developed to help drive economic growth. Holiday decorations and flower planting campaigns were held to help create a more appealing atmosphere. Real estate open houses and tours were organized to get people into downtown buildings. A new directional sign system was developed to help people travel in and around downtown. People began talking

and working together. Events were recruited to downtown. The entertainment industry blossomed and new arts venues began opening.

Finally downtown was becoming the place everyone envisioned.

For all of the successes, Main Street Mobile has had many obstacles to overcome in 15 years too. The ebb and flow of small businesses created an impression that downtown could not support new retail stores or restaurants. The stop-and-go restoration of buildings tainted the public's perception of a preserved downtown. Decrepit buildings could not be sold and restored because they were held in complicated family trusts, stunting downtown's growth. Options on viable buildings tied-up the real estate market

for years, in part because of gambling speculation in downtown. Governmental funding for Main Street Mobile also became unreliable over the years and threatened the program of work, casting a sometimes dark shadow over the revitalization efforts. Through it all, the Main Street Mobile staff, the Board of Directors, the volunteers, and the downtown community continued to stay focused and worked hard to make downtown a better place.

In 2005 the new Business Improvement District (BID) was established in downtown to ensure that growth would continue. The formation of the BID was managed by Main Street Mobile and became the focus of work



Top, Cathedral Square in 1994; Above, Cathedral Square today, with planters and fountain.

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STAFF

Elizabeth Sanders, Executive Director
Angela Eberhardt, Office Manager
Carol Hunter, Communications Manager
Lindsey Clark, Marketing Assistant
Susan Daniels, Membership and Fund Raising Director
Fred Rendfrey, Director of Downtown Economic Development

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* DMDMC Board Member

** Main Street Mobile, Inc. Board Member

DIRECTOR'S LETTER

By Elizabeth Sanders

MAIN STREET MOBILE REACHES MILESTONE AND CREATES LEGACY

Earlier this year it dawned on us that Main Street Mobile, Inc. would turn 15 years old in 2007. Upon further reflection it was decided that this was something to be celebrated. As we thought about it, we came to realize just how much this modest organization had accomplished in this relatively short period of time. A quick perusal of photos from the early 1990s reveals just how decrepit a condition the downtown was in. Everywhere one looked, buildings were mere skeletons of the once ornate and proportioned halls of commerce that they had been prior to World War II. The previous 40 years had been marked by misguided and/or cheap construction; a steadily deteriorating tenant mix; and then finally, in many cases, abandonment or demolition.

How on earth to rebuild a place so decimated by 40 years of bad decisions from both the public and private sectors? A small group of people devoted to downtown gathered together and started meeting. This was the beginning of Main Street Mobile. Over time hundreds of community leaders have served this organization and contributed to the goal of a vibrant and lively downtown business district and neighborhood. Millions of dollars have been raised for projects briefly mentioned throughout this edition of "Downtown Alliance News." It has been my great pleasure to work with thousands of these downtown "devotees." How fortunate our community is to have these people!

Each success builds on the last. That is where we started in the 90s and here we are today celebrating nearly 50 projects of the last year with the Main Street Awards for 2007. We celebrated the "Power of Vision" at our Annual Meeting in August and in part that was a testament to the visionaries who gave of their time 15 years ago to take the baby steps that brought us ever closer to a time when we would celebrate something as fabulous as the stunning Battle House lobby and the landmark RSA Tower.

On October 20, more than two dozen residences will be open for touring in our new event, "Downtown Living: The Tour." Ticket holders will be able to experience the breadth of living options possible in Downtown Mobile. It is truly remarkable that such a diverse and eclectic offering is available in such a small area. Luxurious townhouses, Creole Cottages, Queen Anne fancies, commercial lofts, high-rise apartments – we will have it all open. Please purchase a group of tickets and bring all of your skeptical friends downtown for a day of fun and exploration. This weekend people can enjoy the farmers' market, the tour, a concert in the park, and a weekend of fine wine and antiques at the inaugural Gulf Coast Antiques, Food, and Wine Festival (www.gcafw.com). A great time this will be to truly taste the vibrancy of life downtown.

I offer a great big "Thank You" to each and every board member of Main Street Mobile, Inc. over the past 15 years. Now members are also part of the board of the Downtown Mobile Alliance and through this expanded role, even more people devoted to downtown development are involved. The net just keeps getting bigger. Our future is very bright and we have those who have worked (pushed, nudged, prodded, fought and advocated) all these years to thank. Here's to the next 15 years, may the change be exponential.

ALLIANCE STAFF GROWS

Just as downtown Mobile is growing and changing, so is the Downtown Mobile Alliance staff. Two new employees are joining the team as we implement an ambitious strategic plan and expand our goals.



Susan J. Daniels recently joined the Downtown Mobile Alliance as the Membership and Fundraising Director. Susan is no stranger to many downtown regulars as she comes to us from the Bienville Club where she handled membership for the past couple of years.

Susan has an extensive background in marketing and public relations. She has owned her own advertising and design studio, was the director of marketing for the Florida Turnpike and has experience in project management. "The excitement of downtown revitalization" is what attracted her to the job. "I'm thrilled to be a part of everything that's happening downtown," she adds.

Frederick I. Rendfrey will be joining the Alliance staff as the Director of Downtown Economic Development. Fred is a native of the Mississippi Gulf Coast and is looking forward to returning to a coastal community. He graduated from Millsaps College in Jackson, Mississippi and earned his Master of Science in Economic Development from the University of Southern Mississippi in 2004.

Fred has been working with the Pearl Chamber of Commerce since graduation, serving first as the Economic Development Assistant and then moving to his current position of Executive Director. In accepting the position with the Alliance, Fred said he felt the city and downtown leadership seemed to be a cut above the rest. He said, "I'm also looking forward to working in an environment that has so much momentum and yet is so respectful of its history."

Please welcome Susan and Fred as they work to build the Alliance into an organization that can take a real leadership role in the continued Renaissance of downtown Mobile.



MAIN STREET AWARDS

By Rhonda Davis

Each year Main Street Mobile recognizes individuals and organizations that have made significant contributions to the revitalization of downtown Mobile. This year the awards were announced during the Downtown Mobile Alliance and the Downtown Mobile District Management Corporation Annual Meeting and Main Street Mobile Awards Ceremony held on August 13 at the Battle House Hotel. As is the case every year, the 2006 honorees are a diverse and impressive group. Without the vision, investment and dedication of this group of individuals and organizations, Mobile would not be a city moving forward. It is a pleasure to recognize them for their dedication to downtown and for their tireless efforts to improve our economic growth and quality of life. We would like to congratulate the winners and salute them for being the visionaries that they are.

2006 Award Winners:



Bienville Award – Ann Bedsole



Outstanding Individual Award –
Janetta Whitt-Mitchell



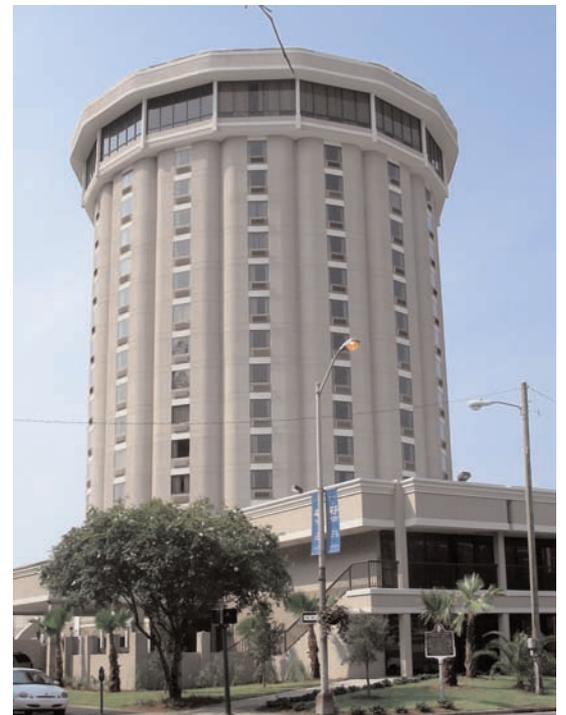
Downtown Innovation Award – Lyons, Pipes & Cook for the renovation of several buildings, including 7 N. Royal Street.



Leadership Achievement Award – Bob Williams



Leadership Achievement Award –
The Ben May Main Library



Downtown Innovation Award –
The Lafayette Plaza Hotel/Holiday Inn



Downtown Innovation Award – Tilmon Brown



Leadership Achievement Award – Chris Barraza

PRESIDENT'S AWARDS

Royal Scam
The Market at 219
Hurricane Brewery
Subway
Café Royal
Samurai J
David Naman
Demented Needle
Victorian Lace
Bob and Buffy Donlon
Pete and Renea Burns

Guesnard House
Mattress Factory Lofts
Bacchus
Alabama Power
Community Foundation of South Alabama
Helix Properties
Bishop Portier House
Chesser Gallery
Pro Legal Copies
IPC Industries
Kangal and Associates

Busaba's
River City Granite
Woodlands Bank
Hancock Bank
Museum of Mobile
Chris Baker
Candice Christakos
Mack and Celia Lewis
Dandi Dolbear
Noell Broughton
Leon and Barbara Raue

MAIN STREET ENDOWMENT – YOUR INVESTMENT AT WORK

In 2002 Main Street Mobile Inc. established a new endowment as part of the Community Foundation of South Alabama's matching grant program "Partnership to Raise Community Capital." This program was funded by a challenge grant from the Kresge Foundation of Troy, Michigan. Under the matching grant program, for every \$3 an organization raised and placed in an endowment with the Community Foundation, the Kresge Foundation would match it with a \$1 contribution. Main Street Mobile, Inc. was selected as an organization to participate in the grant challenge and was able to raise money to meet our endowment investment goal and secure our matching funds from the Kresge Foundation, establishing for the first time an endowment that would be used solely for the purpose of securing the future of downtown Mobile.

The Main Street Mobile Endowment now serves as a permanent and untouchable pool of money which can be used annually to fund programs needed to help with the ongoing revitalization of downtown. The Main Street Mobile Endowment has helped create a secure income stream for the organization.

The most recent project that Main Street Mobile, Inc. has used endowment funds for is a \$100,000 contribution towards the development of a Master Plan for downtown Mobile. With the endowment contribution, Main Street Mobile, Inc. is assured an active roll in the Master Plan development process. When discussions on downtown issues take place and when decisions affecting downtown are made, Main Street Mobile, Inc. representatives are there to advocate for downtown. The investment in the Master Plan development is just one example of how a contribution from a private citizen or an area business can be used to insure a bright future for downtown.

If you would like to make a contribution to the Main Street Mobile Endowment,

Endowment Contributions 2000-2007, alphabetical by donation

Alabama Power
Mobile Gas

Archdiocese of Mobile
Bellsouth
Regions

Amsouth
Hand Arendall

Jim Barnes Enterprises
Jean and Julius Marx Donor
Advised Fund Community...

Page & Jones
Thomas Roofing

Commerce Building Combile Realty
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Johnstone, Adams, Bailey, Gordon,
and Harris, LLC

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BCP Enterprises
Downtown Investment Properties, LLC
Helmsing, Leach, Herlong, Newman,
& Rouse, PC
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Three Georges/The Nuthouse
Mr. Robert Drew

Atchison Properties Inc.
N.D. Cunningham Company, Inc.
Heroes Sports Bar & Grille
T. Leavell & Associates
Tom Mason Communications

Main Street Mobile Endowment Fund

Name: _____

Business: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (____) _____

Email Address (optional): _____

Contribution Amount: _____ Enclosed _____ Please Bill Me _____

Make Checks Payable to: Main Street Mobile, Inc.

Mail To: Main Street Mobile, Inc.
Post Office Box 112
Mobile, Alabama 36601

please complete the form below, include your contribution or pledge, and mail to Main Street Mobile, Inc. If you would like more information on the Main Street Mobile Endowment, please call 434-8498. Main Street Mobile, Inc. is a 501 (c) 3 corporation and all contributions are tax deductible.

Picklefish
Sirote & Permutt
Mrs. H.C. Slaton, Jr.
Mr. Robert Wilbanks

Bay City Management
Haute Couture Maison, Inc.
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Johnston & Druhan
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State Farm Insurance

Mrs. Gigi Armbrecht
Mr. David Coley
Mrs. Dee Gambill
Mrs. Carlos Parkman
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Mr. & Mrs. Douglas Davis
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Mrs. Elizabeth Sanders
Mr. Steve Walker

Mr. Wade Perry, Jr.

Mr. Rudy Baugh
Mr. Edgar Downing

Southern Intermodal Xpress, Inc.

A&M Peanut Shop
Mr. Wes Chiniche
Mrs. Perrin Drew
Lyons & Crane
Sims, Graddick & Dodson, PC

Bicycle Shop
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Saenger Theatre

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Mr. James Bodiford, Jr.
Douglas Burtu Kearley Architect Inc.
Ms. Sharon Hawkins

Ms. Wanda Cochran
The Eichold Company
Ms. Carol Wheeler

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"Main Street Celebrates"*

for more than one year. The establishment of the BID, named the Downtown Mobile District Management Corporation (DMDMC), was a major step forward for securing downtown's future. Funded by an agreed-on assessment by the property owners, the DMDMC gives property owners a downtown-focused management organization and the funding provides targeted money for critical programs of their choosing, such as the clean and safe program and downtown business recruitment.

Main Street Mobile, Inc. now serves as the fundraising arm of the Downtown Mobile Alliance, the combined organization of Main Street Mobile, Inc. and the DMDMC. Main Street Mobile, Inc. manages the Main Street Endowment and fund-raises for special proj-



Left, Dauphin and Claiborne Streets in 1994; Right, Dauphin and Claiborne Streets today, with sidewalk dining.



ects and events for downtown. Main Street Mobile, Inc. continues to serve as the "think-tank" for downtown planning and development. Throughout the years many of Mobile's most powerful and talented business and civic leaders, property owners, and concerned citizens have volunteered to serve on the Main Street Mobile, Inc. Board of Directors and to work on many of our grass-roots committees. They have also contributed money and resources to fund special projects and events for downtown. Their dedication to the revitalization process has driven downtown to where it is today, and we

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REAL ESTATE REVIEW

Each edition of the Downtown Alliance News will feature a different downtown property. The goal of this feature is to provide information to the public on real estate options in the downtown area. If you would like more information on the property featured, please contact the management company or leasing agent directly.



The Three Sisters Building, built in 1891, is a grand Victorian Building that stands on the corner of Royal Street and Dauphin Street. The building was designed by renowned architect Rudolph Benz for wealthy merchant Abraham Pincus.

THREE SISTERS BUILDING

Address: 1 South Royal Street
Owner: Blue Water Holdings LLC
Management: John Toomey Company, Inc.
Telephone Number: (251) 342-7229
Year Built: 1891
Total Square Footage: 8,149
Occupancy Rate: 80%
Available Square Footage for Lease: 2,000 on 4th floor
Leasing Rate: \$10 square foot, net of services
Leasing Agent: Jill Meeks, Vice President,
John Toomey Company, Inc.
Leasing Telephone Number: (251) 342-7229

The Three Sisters Building stands on the corner of Royal Street and Dauphin Street, a grand lady overlooking one of the most-traveled corners of downtown Mobile. Built in 1891 in the Victorian style, this building was designed by renowned Mobile architect Rudolph Benz for the wealthy merchant Abraham Pincus. This building, originally known as the Pincus Building, was home to Pincus's clothing and men's furnishings store.

Now known as the Three Sisters Building, the building features four floors and is designed with a four-story high parapet and two remaining corner pyramidal roofs with spires rising about the two outer corners. One of the most charming features of the building, and a feature most Mobilians associate with it, is the terrazzo logo of the Three Sisters Dress Shop designed and inlaid into the vestibule floor. That silhouette of the blonde, red head and brunette sisters marks the spot of the popular women's dress shop that operated downtown for many years.

Now the Three Sisters Building is home to Compass Bank, the J. L. Bedsole Foundation and attorney James B. Rossler. The building continues to be a beloved landmark for downtown. Its location makes it a coveted space in downtown, adjacent to the Riverview Parking Garage, all of the downtown banks and the courthouses. "It is glorious," expressed

"I wouldn't work anywhere else in the city. I feel privileged to be here, to see life - active and flowing - on a daily basis."

Deborah Wright, Customer Service Manager for Compass Bank when asked about the building, "simply because we are able to see life on a daily basis." Wright has worked in the Three Sisters Building for 11 years. "The building is just beautiful and we have floor length windows," she added. "I wouldn't work anywhere else in the city. I feel privileged to be here, to see life - active and flowing - on a daily basis."

TENANT DIRECTORY

Compass Bank
J. L. Bedsole Foundation
James B. Rossler

GULF COAST ANTIQUES, FOOD & WINE FESTIVAL COMING IN OCTOBER

The Mobile Convention Center will be transformed into a showcase of fine living on October 19, 20 and 21 when the new Gulf Coast Antiques, Food and Wine Festival takes place. According to David Calametti, Chair of the Festival Planning Committee, the event will showcase some of the finest 18th and 19th century antique dealers in the country. "Between 50 and 60 dealers will be here. These are dealers who only do major shows. They are coming here because they haven't been to Mobile in over 10 years," explained Calametti. Expect to find furniture, paintings, porcelain, oriental rugs, linens, pottery, glass, silver, jewelry, collectables, and architectural and garden pieces.

There will also be nine wine distributors participating in the wine tasting, and samplings from some of the best restaurants in our region. Among the special events planned for the weekend is an innovative Cigar Bar that will be open on the waterfront

throughout the weekend. Along with the Antiques Village and the food and wine tastings, there will be a host of specialty foods and products that will be showcased in the Gourmet Marketplace along with the latest in kitchen and culinary appliances and accessories.

The Gulf Coast Antiques, Food and Wine Festival hours are Friday, October 19, 6:00 p.m. until 9:00 p.m.; Saturday, October 20, 10:00 a.m. until 6:00 p.m.; and Sunday, October 21, Noon until 5:00 p.m. Tickets are \$10 for a weekend pass. VIP Patron Weekend Passes are \$75. Tickets to the Cigar Bar "Tasting" Party, on Saturday afternoon are \$50.

For more information visit the Gulf Coast Antiques, Food and Wine Festival website at www.gcafw.com.

BREAKFAST BRIEFING

Friday, October 5th • 8:30 a.m.

Downtown Mobile Alliance Offices - 261 Dauphin Street

The Alabama Port Authority is busy reshaping the waterfront and preparing for the demands of the 21st century economy. Director of the Port James Lyons will be on hand to explain how these plans will impact downtown Mobile and the entire region. Please call Angela at 251-434-8498 or email her at aerberhardt@downtownmobile.org to reserve a spot.

WEAVING THE FABRIC OF DOWNTOWN MOBILE

By Rhonda Davis

Each issue of Downtown Alliance News will feature a brief profile on a downtown business, a non-profit organization and a resident. Look for this profile to discover more about our community and our neighbors.

SOUTHERN LIGHT

Name: Southern Light
Address: 156 St. Anthony Street
Telephone: (251) 662-1170
Website address: www.slfiber.com

Southern Light operates in a stately historic house on St. Anthony Street. A quiet business tucked into downtown, Southern Light designs, builds and operates telecommunication-grade fiber optic networks for clients from Baton Rouge to Panama City. This innovative business has become a leading provider of fiber optic-based communications solutions along the Gulf Coast. The company, founded in 1998, delivers large bandwidth solutions to telecommunication carriers, governmental agencies and enterprising customers throughout the region. Their local client list is an impressive group that includes the Mobile County Public School System, the University of South Alabama, Thompson Engineering and most of our area hospitals.

Southern Light is headed by 35 year-old entrepreneur Andy Newton, and is a downtown company that serves as a successful example of what happens when high-tech innovation meets business savvy. "Southern Light began as a dark fiber construction group," explained Newton. "With our talented engineers and

"All the services we needed are downtown, most in walking distance. The communication between businesses is great"

progressive changes in technology, we have now grown into a company that works from Louisiana through the Florida panhandle, employing 35 people. We now provide affordable, high-bandwidth transport over our own fiber optic networks to customers along the Gulf Coast."

Last October, Newton moved his entire staff into downtown. "Our hub is downtown. Now we are closer



Southern Light is headquartered in a stately historic home tucked beneath giant oaks on St. Anthony Street. Southern Light is a fiber-optic network company headed by 35-year old entrepreneur Andy Newton.

to other communications companies," stated Newton. "We have found the move to be very favorable. All the services we needed are downtown, most in walking distance," Newton continued. "The communication between businesses is great."

When asked what he wanted the downtown community to know about his business, Newton thoughtfully explained, "that having a fiber optic communications system is not outside peoples' budgets. We are a flexible and customized business." And if you are technically challenged, call Newton. His easy-going manner and knowledge of technology will put even the most novice person at ease.

UNITED WAY, CARING FOR OUR COMMUNITY

Name: United Way of Southwest Alabama
Address: 218 St. Francis Street
Telephone: (251) 432-3624
Website address: www.uwsa.org

The United Way has been helping those in need for more than 81 years. The organization was founded as the Community Chest of Mobile in 1926 in downtown. Throughout the years the organization has gone through



The United Way of Southwest Alabama began in 1926 as the Community Chest of Mobile. Today, the organization serves 58 partner agencies and has a fundraising goal of \$5,800,078. Angelo Miller, Executive Director, UWSA.

several mergers and name changes. In 1954, the Community Chest became the United Fund of Mobile County. The organization then merged with the United Way of Washington County in 1980 and in 1990 with Clark County. To better represent the area of service, the organization changed its name in 1991 to the United Way of Southwest Alabama, and they now serve 58 partner agencies in a three-county area.

In 1927, during their first fundraising campaign, the Community Chest of Mobile raised nearly \$200,000 to support 22 health and human services agencies. Today, the United Way of Southwest Alabama has a community-wide fundraising goal of \$5,800,078 for this fall's annual fundraising campaign, a testament to their growth. And by the way, the United Way continues to support 10 of the original 22 organizations that were part of the 1927 fund-raising campaign by the Community Chest.

Along with providing funding for their partner agencies, the United Way also helps to sustain community initiatives such as United Way 2-1-1, a three-digit, free phone number that connects people in need with needed health and human service organizations in their community. Over the years, United Way has also developed

"Our staff enjoys working downtown. As an organization dedicated to making a difference in our community, our volunteers strongly feel the need for our presence here."

new programs and spun off new organizations that support the community through volunteer and leadership training, and financial planning. Among those are Leadership Mobile, Success by 6, Project Blueprint and The Community Foundation of South Alabama.

"The United Way of Southwest Alabama office has been located downtown for many years," stated Angelo Miller, Executive Director. "Our staff enjoys working downtown. As an organization dedicated to making a difference in our community, our volunteers strongly feel the need for our presence here."

A DRIVING FORCE IN CHURCH STREET EAST

Name: Tissa Hans-Loehr and Tom Loehr
Address: 201 South Dearborn Street

Tissa Hans-Loehr's story is not unlike many people who have moved to Mobile in the past decade or so. Tissa grew up in the historic and quaint hamlet of Pass Christian, Mississippi and then moved to Los Angeles as an adult to pursue a career in the film industry. After 17 years of the hustle-and-bustle of Los Angeles, Tissa yearned for a simpler life. After considering a move to Charleston or New Orleans, she settled on Mobile. In 1996 she moved into a house on Dearborn Street to be with her mother, a pioneer in the Church Street East Historic District.

"Our property values have tripled in the 11 years since I've been here."

Tissa met Tom Loehr, a professor in the Communication Department at Spring Hill College in early 1998. In 2001 the couple married and settled into

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Tom Loehr and Tissa Hans-Loehr enjoy the late afternoon on their front porch, a common activity of residents in the Church Street East Historic District.

Buy Passes Now!

RBC Centura Bank
PRESENTS LIVING THE TOUR
DOWNTOWN
A PRODUCTION OF THE DOWNTOWN MOBILE ALLIANCE

Saturday, October 20th • 11:00 a.m. until 5:00 p.m.

Tour 25 Residences

Experience one of the hottest residential trends across the country by touring some of downtown Mobile's finest examples of urban living. You'll be able to walk through contemporary lofts, spacious townhouses, luxurious condominiums and beautifully restored historic homes...all within minutes of banking, shopping, fine restaurants and arts events. Tickets are \$15 if purchased before the tour, \$20 on the day of the tour and may be purchased on line at www.downtownmobile.org or at the following locations:

Downtown Mobile Alliance – 261 Dauphin Street
Dauphin Realty - 2569 Dauphin Street
6207 Cottage Hill Road
559 North Section Street, Fairhope

Fort Conde Welcome Center
Wells Fargo Home Mortgage – 1111 Hillcrest Road
Spring Hill Lighting and Supply – 212 East I-65 Service Road

While you're downtown for the tour, be sure to stop by the Convention Center for the Gulf Coast Antiques, Food and Wine Festival, www.gcafwfest.com. See page 5 for details.

Many thanks to our sponsors for making this event possible:



250 St. Francis Street – A Condominium • Dauphin Realty • The Guarantee Title Company • Makeda Nichols, State Farm Insurance
St. Louis Lofts – A Condominium • Wells Fargo Home Mortgage • WHL Architecture & Interiors • Mobile Gas
Cornerstone Investment Management & Consulting

Our Restaurant/Retail Sponsors:

Café Royal • NoJa • Spot of Tea • Spring Hill Lighting & Supply • Wintzell's Oyster House

continued from page 4 – "Main Street Celebrates"

thank each and every one who has worked to create the wonderful place where we all live, work and play today.

Projects of Main Street Mobile

- A free design assistance program was established in the early 1990s to help property owners with storefront design work.
- The Downtown Façade and Code Compliance Program was developed and 32 grants were awarded that leveraged more than \$2,500,000 in private investment in downtown.
- More than 75 (?) blocks of new sidewalks has been poured and new pedestrian-oriented streetlights installed.
- Cathedral Square was developed with private donations
- Bienville Square's Ketchum Fountain was restored; a new music system was installed in the Bandstand; new decorative trash cans, new flowers, and new banners were added; and the original horse and dog trough was restored and reinstalled—all through private funding.
- The Cathedral Square Arts District was established.
- First Night Mobile was formed.
- BayFest was established.
- The downtown street banner program was developed and managed.
- The Downtown Dining and Shopping Guide was created and is reprinted every year.
- Pocket parks were created as temporary, movable parks on undeveloped property throughout downtown.
- A new directional sign system for Mobile was created and installed.
- The Mobile Christmas Parade was revived.
- The Farmers Market was founded.
- A new marketing campaign was launched and the downtown entertainment district branded as LoDa.
- The Main Street Mobile Endowment was established in 2002.
- Collaborated with the Mobile Transit Authority to develop a free public transportation circulator route through downtown, called moda!
- The Public Space Action Plan for downtown was commissioned and adopted.
- Mobile's first Business Improvement District was formed in a portion of downtown.

continued from page 6 – "Weaving the Fabric"

the house that Tissa's mother restored at 201 South Dearborn Street. A charming red cottage built in 1893, the couple's home is a testament to the hard work and dedication that Tissa's mother, and now Tissa and Tom, put into establishing one of the city's most treasured neighborhoods. "Mom bought this house in the late 1970s for \$2,500 through a special grant offer from the city. It is one of several twin houses in this neighborhood," explained Tissa. "Our twin is next door – Jo Beth Murphree and Marie Dyson's house," referring to the immaculately restored home next door. "Originally our home was located a block away and then moved here. Originally on this property stood an Episcopal Church and their Rectory was next door. Both were torn down with the 22,000 historic buildings in downtown lost during urban renewal!"

Tissa and Tom are both active members of the community. Tissa has served in leadership roles with the Church Street East Neighborhood Association for years, including a term as President. She is a representative to the Mobile Historic Development Commission for Keep Mobile Beautiful, and is currently serving as President of the Mobile Revolving Fund for Historic Properties. Tom works tirelessly with the Mobile Arts Council and continues to teach at Spring Hill College.

"This is a great neighborhood," stated Tom. "We are a close knit group; you feel like you're a part of a community." "We are extremely tight," added Tissa. "We look out for each other; we are vigilant about taking care of each other. That is why crime is so low here. We are all close, good friends. We feel like we live in the greatest community in all of Mobile," Tissa explained.

The Church Street East Historic District does have a strong neighborhood association. It is evident in the renewal project that the association headed-up for the beautification of Canal Street. The new azalea and palm tree planting campaign is just one of many projects the organization works on. "We work together with the City of Mobile. If we say 'we would like to do this and we will do our share if you will help us out' the city supports us, because they know we will do our share," Tissa stated matter-of-factly. The association also holds regular meetings, a huge progressive dinner at Christmas, and decorates British Park during the holiday season. The pride of ownership in their homes and the sense of community has made this neighborhood one of the most desirable in the area. "Our property values have over tripled in the 11 years since I've been here," said Tissa in a testament for Church Street East.

DOWNTOWN EVENTS

OCTOBER

- October 5, 6 & 7** – BayFest Music Festival, streets of downtown
- October 7** – *Dracula & Me*, presented by Commedia del Arte, 2:30 p.m., Museum of Mobile
- October 11** – Readers & Writers presents authors Sena Jeter Naslund & John Sims Jeter, 7:00 p.m., Ben May Main Library, Bernheim Hall
- October 12** – *LoDa Artwalk*, 6:00 p.m. until 9:00 p.m., Cathedral Square Arts District
- October 13** – *Black and White Masquerade Ball Celebrates Verdi*, presented by Mobile Opera, Battle House Hotel, 432-6767 for information
- October 13** – *Je' Caryous Johnson's Shackin' Up*, 3:00 p.m., Saenger Theatre
- October 14** – *Afternoon of Stars*, presented by Mobile Opera, 3:00 p.m., Ben May Main Library, Bernheim Hall
- October 14** – *Second Sunday at the Space*, Space 301 Off Centre
- October 17** – *Ryan Adams and the Cardinals*, concert, 8:00 p.m., Saenger Theatre
- October 18** – *Chamber Theatre "Encore,"* 10:30 a.m., Saenger Theatre
- October 19 through 21** – *Gulf Coast Antiques, Food and Wine Festival*, Mobile Convention Center. www.gcafw.com
- October 20** – *The RBC Centura Downtown Living Tour*, 11:00 a.m. until 5:00 p.m., 30 downtown properties will be open for public tours. 251-434-8498 or www.downtownmobile.org
- October 20** – *Halloween Pops*, presented by Mobile Symphony Orchestra, 8:00 p.m., Saenger Theatre
- October 21 & 22** – *Government Street Presbyterian Church Memorial Lecture Series*, 432-1749 for information
- October 22** – *Teen Night/Sneak Preview: La Traviata*, presented by Mobile Opera, Mobile Civic Center Theater
- October 22** – *Jazz Jambalaya: Jazz at the Movies*, presented by Mystic Order of the Jazz Obsessed, 6:30 p.m., Gulf City Lodge
- October 23** – *Film: Third Ward, Texas, Southern Circuit – Tour of Independent Filmmakers*, presented by Mobile Arts Council and Mobile Public Library, 6:45 p.m., Ben May Main Library, Bernheim Hall
- October 24** – *Dinner for Hope with Governor Bob Riley*, presented by Salvation Army, 7:00 p.m., Mobile Convention Center
- October 24** – *Student Matinee: La Traviata*, presented by Mobile Opera, 10:30 a.m., Mobile Civic Center Theater
- October 25 & 27** – *La Traviata*, presented by Mobile Opera, 7:30 p.m., Mobile Civic Center Theater
- October 26** – *Film: Eugene Walter: Last of the Bohemians*, 7:00 p.m. and *Film: Metropolis*, 9:00 p.m., The Temple
- October 26** – *Robert Earl Keen*, concert, 8:00 p.m., Saenger Theatre

NOVEMBER

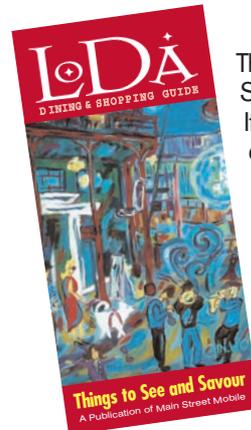
- November 2** – *James Gregory*, concert, 8:00 p.m., Saenger Theatre
- November 3** – *Bobby Flay*, cooking show, 11:00 a.m. and 3:00 p.m., Mobile Civic Center Arena
- November 3** – *A Gala Evening featuring members of the New York City Ballet*, presented by Mobile Ballet, 7:30 p.m., Mobile Civic Center Theater
- November 8** – *Taste of Mobile Bay*, 6:30 p.m., Mobile Convention Center
- November 9** – *LoDa Artwalk*, 6:00 p.m. until 9:00 p.m., Cathedral Square Arts District
- November 10** – *Founder's Day Festival – Colonial Mobile*, presented by Crichton Optimist Club, Bienville Square
- November 10 & 11** – *Beethoven & Blue Jeans*, presented by Mobile Symphony Orchestra, 8:00 p.m. and 2:00 p.m. respectively, Saenger Theatre
- November 11** – *Second Sunday in the Space*, Space 301 Off Centre
- November 12** – *McGala: Guess Who's Coming to Dinner?*, a benefit for Ronald McDonald House, 6:30 p.m., Renaissance Riverview Plaza
- November 13** – *Film: Plagues and Pleasures on the Salton Sea, Southern Circuit – Tour of Independent Filmmakers*, presented by Mobile Arts Council and Mobile Public Library, 6:45 p.m., Ben May Main Library, Bernheim Hall
- November 15** – *Holiday Cooking, Food and Gift Expo*, 10:00 a.m. until 6:00 p.m., Mobile Convention Center
- November 15, 16 & 17** – *Mobile International Festival*, 10:00 a.m. until 5:00 p.m., Mobile Civic Center Arena
- November 16** – *Lighting of the Trees in Bienville Square*, 5:00 p.m. until 7:00 p.m., Bienville Square
- November 16 & 17** – *West Coast Dance Explosion*, Mobile Convention Center
- November 17** – *YMCA Wing Bowl III Chicken Wing Cook-Off*, 11:00 a.m. until 2:00 p.m., Bienville Square
- November 18** – *Belly Dance Superstars*, 8:00 p.m., Saenger Theatre
- November 26** – *Jazz Jambalaya: Cassandra Wilson*, presented by Order of the Jazz Obsessed, 6:30 p.m., Gulf City Lodge
- November 29** – *Bill Gaither Homecoming Concert*, 7:00 p.m., Mobile Civic Center Arena
- November 29 & 30** – *Babes in Toyland*, presented by Playhouse in the Park, 9:00 a.m., 11:30 a.m., and 7:30 p.m. on the 30th only, Saenger Theatre

CLASSES

Class: Salsa Dance, Thursdays, 7:00 p.m., Martini's • Weekly Rehearsal: Gulf Coast Gay Men's Chorus, Thursdays, 7:00 p.m., 15 N. Joachim, for more information contact www.GulfCoastGayMensChorus.org



October 5, 6 and 7
www.bayfest.com



The new Dining and Shopping Guides are here. If you would like to have a copy, stop by the Downtown Mobile Alliance office, Ft. Conde Welcome Center or many downtown restaurants to pick one up.

If you would like to pick up a copy of the 2006-2007 Annual Report of the Downtown Mobile Alliance, please stop by our office at 261 Dauphin Street.

arts! alive
Downtown Mobile

Arts Alive! • Friday, October 26 • 6 p.m. – 9 p.m.
Cathedral Square Arts District



Saturdays
8:00 a.m. until noon
October 6 – 27
Cathedral Square

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Keychain tags with the telephone number printed on it are available at the DDMC office. Pick one up the next time you walk by. The Hotline phone service is provided by AT&T Wireless.

