

A publication of Main Street Mobile, Inc. DOWNTOWN ALLIANCE NEWS

VOLUME 3 • NUMBER 3 • JULY - AUGUST, 2008

MOBILE – A FOREIGN BUSINESS HUB

By Rhonda Davis

With the recent influx and growth of new, high-profile, foreign industrial and manufacturing interest - Austal, ThyssenKrupp, and EADS/Airbus North America - our awareness of foreign business interest in Mobile has been sparked; but Mobile as an international business hub has always existed.

Mobile was founded over 300 years ago as a French settlement that quickly became a trading post. Our fair city has served as an international port with foreign business interests since our colonization, when foreign ships first began coming into port to trade. From trade, the city grew. It first began as Europeans would come to unload supplies in exchange for our forest products, ores and agricultural commodities.

Though our city has flown under the foreign flags of the French, Spanish, and British, our early heritage also includes the migration of Greek shipping and Lebanese merchant families, free and enslaved Africans, Caribbean natives and settlers, and Europeans from all countries across the continent. These people helped establish Mobile as a center for trade for the southeastern United States.

Building a City Around Trade

The geographic location of Mobile has made the city a natural hub for transportation throughout our history. As a port, Mobile has rivers that flow from the northern parts of the state into the bay, enabling cargo to move up and down the river system. A protected harbor allows ships to dock with close access to the deep

waters of the Gulf of Mexico. Mobile's well-developed highway and railway system enables cargo to move out from the port to inland destinations.

Alabama State Docks

With the continuing increase in port traffic through the years, the Alabama State Docks was formed in 1928 as a way for the state to organize and provide service for the ship-

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Mobile's waterfront has been at the heart of international business for 300 years.
Photo credit: Tad Denson - MyShotz.com

BEAUTIFICATION PROJECTS DRAW ATTENTION

By Carol Hunter

For the first time in recent memory, downtown Mobile is sporting a display of flowers to rival many of the loveliest cities in the south. The BID Services' team of Stewards has spent most of the winter and spring planting trees and getting beds ready for the riot of summer color. To date, almost 60 beds have been planted with flowers selected by our staff horticulturist, Kristy Cade, to stand up to harsh, urban conditions.

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The plantings in front of the Commerce Building, sponsored by Julien Marx, have added interest to a prominent corner.

THE HONOURABLE GORDON CAMPBELL – KEYNOTE SPEAKER FOR ANNUAL MEETING

The Downtown Mobile District Management Corporation and the Downtown Mobile Alliance are pleased to announce that the Honourable Gordon Campbell, the 34th Premier of British Columbia, and one of North America's most visionary leaders, will serve as the keynote speaker during this year's Annual Meeting.

Premier Campbell was first elected Premier in 2001 with the largest majority vote in British Columbia's history. In 2005, he became the first British Columbia Premier in 22 years to be re-elected. Since taking office, Premier Campbell has worked to develop creative and healthy economic growth for his province. The Campbell government has been credited with turning British Columbia's economy around from one of the worst in Canada to one of the best.

During Premier Campbell's first term in office, British Columbia was awarded the right to host the 2010 Olympic and Paralympic Winter Games.

Prior to election as Premier, he served as a councilor to Vancouver City Council. In 1986, he became the youngest person ever to be elected Vancouver's Mayor. As a three term Mayor, he developed an urban planning model that came to be known as the "Vancouver Model." Downtown Vancouver is now recognized world-wide for its diversity and vitality, and is widely regarded as one of North America's most livable downtown core areas.

The annual meeting will be held at Noon on August 27, 2008, in the Moonlight Ballroom of the Battle House Hotel. Call 251-434-8498 for reservations.



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Elizabeth Sanders, Executive Director
Jewel Bragg, Office Manager
Carol Hunter, Communications Manager
Katie Lea, Marketing Assistant
Susan Daniels, Membership and Fund Raising Director
Fred Rendfrey, Director of Downtown Economic Development

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DIRECTOR'S LETTER

By Elizabeth Sanders

This month's issue of the Downtown Alliance News celebrates our city's international businesses and the surrounding industries and service entities that drive our economy. This theme will be carried through to our Annual Meeting on August 27 when the highly celebrated Premier of British Columbia, The Honourable Gordon Campbell, will be the keynote speaker. Downtown Mobile is the city's portal to this international world as its buildings house the hundreds of businesses and thousands of workers who are involved in international trade. As such, it is surely fitting that we strengthen our connections throughout the world with business and civic leaders.

As the lead article points out, from our city's founding by the Le Moynes brothers on behalf of the Kingdom of France to the present day's announcements of industrial selection of our area for German, Australian, Swedish, and French plants, among others, Mobilians' livelihoods have always depended on trade beyond our national boundaries. Centrally located since the 18th century, Downtown Mobile has been the hub of commerce in each century.

A strong downtown full of activity is also an invaluable tool for the recruitment of business and industry, international or domestic. Several weeks before the ThyssenKrupp announcement, we had the opportunity to take the president of the plant and his wife on a tour of downtown. It was the day of the Chili Cookoff and the streets were full of people and music...a perfect "chamber of commerce" spring day. We may never know for sure whether this experience influenced the ultimate decision to locate in Mobile County, but it certainly didn't hurt!

There is great pride expressed by locals and visitors alike that Downtown Mobile is finally experiencing the renewal that has been hoped for during the past three or four decades. Daily, people express appreciation for the sidewalk cafes, flowers and trees, clean sidewalks, and new businesses that collectively are making Downtown Mobile a great place to work. Just like the interconnectedness of our global economy, each and every improvement the downtown players make each year whether it is a new jazz club, a new gift shop, or sponsorship of plants around an office building, makes a collective enhancement that is stronger than the individual action.

This was the idea behind the creation of the Business Improvement District and the Downtown Alliance. Bring the property owners together to pay for economic development and public sidewalk cleaning and beautification. Then, bring the businesses together to enhance this with marketing and promotion dollars and the downtown can begin to turn itself around. Turn around it has and there are many more announcements on the horizon.

Congratulations to the many individuals and organizations that have successfully recruited these grand international operations to Mobile. It was a long and arduous journey, but in the end worth the effort. Likewise, congratulations to the property owners, both private and public, that believed in a better day and invested in a program to lift downtown to a higher level. I will conclude with a quote from a local professional who works downtown. His email was entitled, "What a great time to be downtown." He stated, "I was having lunch today with a group from work. The topic of conversation moved to how incredible it is to be working downtown these days and how much the downtown area has changed over the last few years. That topic seems to pop up in conversations quite a bit these days. I am certain that great things are on the horizon as well!" Halleluiah! That is exactly what we have been working for over these past few years.

In a competitive employment environment, employers will need the best possible employees and a crummy downtown that presents a hurdle to overcome with prospective employees will be a huge burden in the 21st century. Downtown Mobile has turned that corner and is clearly on its way to becoming an asset to recruiting the best possible employees. Our challenge here forward is to maintain the upward trajectory on the improvements while investing in a strong marketing effort to tell the 21st century story of Downtown Mobile.

DMA WELCOMES TWO NEW STAFF MEMBERS

The DMA would like to welcome two new staff members to our team. Jewel Bragg is the new Office Manager and Katherine (Katie) Lea is our new part-time Marketing Assistant.

Jewel is no stranger to downtown. She moved downtown when she was a child and watched her grandmother buy and sell downtown property. She has spent her professional career working first for attorneys, and then, for an extended period of time, for Cummings & White-Spunner, Inc. Her most recent job was managing an apartment complex for senior citizens.

Katie is a recent graduate of Spring Hill College, where she earned a degree in Integrated Communications. Katie is from New Orleans and graduated from Archbishop Blenk High School. She has studied ballet and has performed in the Delta Festival's "The Nutcracker."



Jewel Bragg, right and Katie Lea are the newest members of the Downtown Mobile Alliance staff. Jewel will serve as the new Office Manager and Katie as the new Marketing Assistant.

www.downtownmobile.org

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ping and transportation industry. Today, the Alabama State Port Authority owns and operates the State of Alabama's deepwater, public port facilities in Mobile. Currently, the Port of Mobile is ranked the 10th largest port in the United States in total tonnage. "The Port Authority directly and indirectly employs 66,617 and generates \$263,048,000 in taxes resulting in the total economic impact of \$7.9 billion for the State of Alabama," stated Judith Adams, Vice President of Marketing, Alabama State Port Authority. "The Authority's container, general cargo and bulk facilities have immediate access to two interstate systems, I-10 and I-65/I-165; five Class 1 railroads, AGR-BNSF, CN, CSX, KCS and NS; a rail ferry connection to Mexico, CG Railway; and nearly 15,000 miles of inland and Intracoastal waterway connections."

The trade industry has been going strong for over 100 years, Adams reminded. "Although many of the old Greek shipping companies have closed, along with others, we still have a very strong international presence in Mobile." Among the companies in Mobile conducting international business, Adams listed Star Shipping, a Dutch company located in Midtown, and Cooper/T. Smith and Page & Jones, both U.S. companies with international reach.

Every company that is operating in our area touches downtown. Products flow in and out of port via ships, railcars and containers. Adams explained, "SSAB, a Swedish company, is in our backyard. Austal is across the river. Evonik-Degussa, a German company, has made a major investment in our community with both operations and community involvement. ThyssenKrupp will not be located near downtown, but product for them moves through the port and downtown everyday." Adams also noted the volume of cars that move through our port from the new Hyundai plant south of Montgomery.

Foreign Business Interest Growing

"Because of the recent successes, Alabama and Mobile are on the world business radar screen as a great place to locate a business and access the north American market," stated Bill Sission, Vice President Economic Development, Mobile Area Chamber of Commerce. "As a port city, Mobile has always had an international outlook as it relates to both culture and business," Session continued. "As more and more international companies relocate to our area, we participate in the global economy which continues to enhance our competitive position."

International Shipholding Corporation

When International Shipholding Corporation moved from New Orleans to Mobile, following Hurricane Katrina, they brought with them an increase in port traffic and CG Railway Inc., a subsidiary.

International Shipholding Corporation owns or rents 19 ships that bear U.S. and international flags. They have six U.S. flagged ships that transport automobiles to Japan and Korea and bring U.S. military equipment back to the States. In addition, they have four container ships, two rail carriers that go to Mexico, three chartered MPS ships that are committed to military service, a sulfur carrier, a coal carrier, and container ships. Among the foreign ships, the fleet has ships registered in Panama, the Marshall Islands and Indonesia. The ships also have international crews that hail from Scandinavia, the Philippians, Indonesia and other areas of the world.

Roger Franz, Fleet Manager, International Shipholding Corporation is responsible for the day-to-day ocean going vessels. "My job is to put crews on ships, buy parts for maintenance, purchase supplies, oversee maintenance, and the arrangement and scheduling of dry docking," explained Franz. "Each ship is dry docked every five years at Atlantic Marine for painting and repairs."

International Shipholding, whose office occupies two floors in the RSA Tower, employs 120 to 130 people. "Our impact on the community has been positive for Mobile," stressed Franz. "We have vessels in port every four days. They require docks, tugboats, line handlers, agents, repair and all of the support that a ship of their magnitude requires."

International Shipholding is also making positive contributions to the community. "We enjoy being a part of the community, we have participated as a team in the 2nd Annual Gumbo Cook Off, have served as a corporate sponsor for events including the Azalea Trail Run," Franz smiled. "We are happy to be here."

Mobile Container Terminal

In January 2006, Mobile Container Terminal, LLC opened. APM Terminals North America and Terminal Link, a subsidiary of CMA-CGM, are the shareholders in the new company, and both companies work on a global scale.

"Our goal is to first and foremost be a good neighbor," stated Brian E. Clark, Project Director, Mobile Container Terminal. "Our project is improving a significant portion of the waterfront and will provide jobs as well as a viable alternative for shipping cargo through the Port of Mobile. The increase in cargo that we are anticipating will translate into additional opportunities for those companies that support our industry, for example trucking companies, freight forwarders, and customs brokers."

Clark reports that the first full year estimates are for 100,000 containers to be loaded or discharged from container vessels that call the Port of Mobile.

"Mobile Container Terminal will offer Alabama companies and the region the option of shipping and receiving cargo through the Port of Mobile, as opposed to other locations. We will offer an efficient and cost effective solution for moving their product and in turn will improve their level of service to their customers," explained Clark.

When asked how the construction and opening of ThyssenKrupp and the Northrop Grumman/EADS contract will effect Mobile Container, Clark replied, "Both TK and EADS figure to be potential customers through a relationship with the steamship lines they do business with. Mobile Container Terminal is positioned well to support their operations, both from a startup as well as at full production."

EADS - Airbus North America

The hard-fought bidding process and site selection for the Air Force's \$35 billion contract to build new KC-45A ariel refueling tankers brought Mobile back into the national and international spotlight again in late winter. When the contract was awarded to Northrop Grumman/EADS, it was a great coup for Mobile. EADS is the parent company of Airbus North America Engineering, located at Brookley Field.

When asked how Airbus North America views the Mobile area in terms of growth for their company, David Trent, Site Director, Airbus Engineering Center, stated, "Growth in the U.S. is a key strategic goal for Airbus, therefore our commitment here fits well into our strategy. Airbus Americas made a commitment to this region nearly three years ago and has proudly fulfilled every promise to date."

"Airbus saw the vision and potential of the Mobile region to become our center of activities in the U.S.," Trent continued. "There is an unmistakable energy here built from years of foundational preparation for the very things that are now happening."

"As for the Airbus component in the KC-45A tanker contract, the community can anticipate several hundred new jobs, some of which may be temporarily filled in the short term by existing Airbus employees from France and Germany," explained Trent.

As this issue was going to press, the U.S. Government Accountability Office has upheld Boeing's protest of the KC-45A contract award to Northrop Grumman/EADS, and has recommended that the Air Force rebid the contract.

Consular Corps

Because of the foreign business interest in Mobile, the Consular Corps has been operating for decades. "The Consular Corps is a social organization," explained L. H. Stuart, Jr., who represents Norway. "The purpose of the Consul is to try to get more consuls in Mobile and to promote Mobile." Mr. Stuart explained that among the duties he performs are administering the applications for visas and passports on behalf of Norway and issuing passports. He is currently working to change the flag of one ship to that of Norway.

Stuart explained that, at one time, Mobile had 32 Consuls operating here, but because of the increase in communication tools and computers, there is not as great a need for Consuls.

The Mobile delegation is working to have a German Consular Corps representative open in Mobile and a French Consular Corps office. There is currently a German Consular Corps operating in Birmingham.

Here is a list of the Consular Corps in Mobile:

Consular Corps of Mobile	455-8182
Denmark: Martin H. Cunningham	432-4633
Dominican Republic: Luis Frias	432-2332
Georgia: Matt Metcalfe.....	432-2600
Norway: L. H. Stuart, Jr.	342-2151

To Sum it up

"While foreign business interests are growing, it's always been here," stated Adams. "The French were the first to invest in our community when they gave money and resources to help us fight the English during the Revolutionary War."



The Mobile Container Terminal, now under construction just south of downtown, will soon be loading and unloading 100,000 containers a year.

OPPORTUNITIES TO GET INVOLVED

Downtown redevelopment might seem to be taking on a life of its own, but it is in fact a process that must be constantly and carefully guided. The Downtown Mobile Alliance and its two partner organizations, the Downtown Mobile District Management Corporation and Main Street Mobile, are involved in many projects and initiatives throughout downtown, creating all sorts of opportunities for individuals or businesses to also get involved. Below are some examples of what's currently underway. Please feel free to contact us about joining in these efforts, or perhaps you'll be inspired to create a project of your own!

Bike Racks Serve Dual Purpose

We don't love art because it is especially functional, but if a large scale piece also happens to be a bicycle rack, you get the perfect combination of form and function. With all the new bikes gliding about downtown, including members of the Alliance staff atop Regions two-wheelers, we decided a new rack would set the proper tone and create an interesting streetscape.

Thanks to an anonymous donation from two downtown businessmen, we were able to commission artist Corey Swindle to create a sculptural piece that now often holds multiple bikes. As gas prices continue to rise, we expect to see more bikes on this and other racks around downtown. The cost of bike racks varies depending on size and design, but if you'd like to create a lasting and functional addition to downtown, please contact Elizabeth Sanders at 251-434-8498 or esanders@downtownmobile.org for more information.



New Plan for Old Mobile – The Vision Is Coming Together

The long awaited visioning plan for Downtown Mobile and the surrounding neighborhoods is starting to take shape. Discussions with the lead planner, Keith Weaver of EDSA, lead one to anxiously await the return of the planning team to Mobile later this month. The week of July 21, Mobilians will again be asked to participate in the future look and design of their beautiful city.

In March the team of planners, economists, development specialists, and historians spent a week touring the study area, meeting with people and conducting their beginning analysis of the opportunities and constraints for development and enhancement of the nine square mile study area contained in Mayor Sam Jones visioning analysis entitled, "A New Plan for Old Mobile." Since that time individual members of the team have been to Mobile, but this month will be the first time they will all be back together and ready to present their preliminary ideas. Plan for the same type of schedule with evening meetings in the neighborhoods and daytime meetings with various stakeholder groups as was organized in March. The best way to keep apprised of the schedule, as it is not set as of the date of this printing, is to sign up for email alerts at the plan website, www.newmobileplan.com. If you are on the distribution list for the Downtown Alliance's e-newsletter, "Downtown Details," you will receive notification of the activities as well.

Please plan to attend the public meetings. Each one will be different as it will focus on a specific part of the study area. However, the whole area is mutually dependent on the success of each area, so your interest in one area is strengthened by knowing what is proposed for the other two.

During the team's visit to Mobile in July, the planners will be listening to the public's reaction to their ideas. From the feedback received, the planners will refine the recommendations and return in the fall with the final plan. From there the real work begins. Groups like the Downtown Mobile Alliance, neighborhood associations, development groups, and others will all be responsible for working with the municipal, county, state,

and federal leadership to implement the recommendations. This is an exciting process and one that will be all that we make of it.

We at the Alliance have been charged by the city to help raise \$100,000 towards the \$350,000 cost of the "New Plan for Old Mobile." Many organizations, corporations, foundations, and individuals have contributed funds to Main Street Mobile, Inc., our charitable organization, to help meet this challenge. They have done so by making one or two year commitments to the project. We are grateful for their leadership.

Please join them in making a pledge to Main Street Mobile, Inc., PO Box 112, Mobile, AL 36601. We are about half way there and need your help. Please call Elizabeth Sanders, 251-434-8498 for more information.

Sponsorship of the Alliance Annual Meeting

At last year's annual meeting featuring keynote speaker Senator Richard Shelby a sold out crowd of almost 500 downtown supporters helped celebrate the successes of the year and learned of plans for this year. We expect the same kind of response as the Honourable Gordon Campbell, Premier of British Columbia and former mayor of Vancouver, shares his experiences in the revitalization of that city. (See article on page 1) If you'd like to participate as a sponsor of this year's event, please contact Elizabeth Sanders at 251-434-8498 or esanders@downtownmobile.org.

Sponsor or Volunteer for the Fall Downtown Living Tour

Last October more than 700 people filled the streets of downtown to see the latest options in urban living in our first *Downtown Living Tour*. Since it was such a hit, and with so much new to see, we're coordinating a second tour.

The date has not been set, but if you'd like to help with this big project, either as a sponsor or volunteer, please contact Carol Hunter at 251-433-8498 or chunter@downtownmobile.org.

Downtown Mobile Alliance Membership

The Alliance is a membership organization whose primary role will be marketing downtown to potential retailers, residents, professional offices and customers. The Alliance supports the work of the Business Improvement District and Main Street Mobile in their efforts to transform downtown into the premiere urban center on the central Gulf Coast. The early response of businesses and organizations to joining the Downtown Mobile Alliance has been very encouraging and promises to greatly advance our plans to continue downtown's revitalization.

Many thanks to our members who recognize the value of a vibrant city center, and for anyone who'd like to be part of the process, please contact Susan Daniels at 251-434-8498 or sdaniels@downtownmobile.org.

Holiday Lights

The holiday season is especially festive in the Port City, but the Alliance would like to make it even more dazzling by adding lighting displays throughout downtown. A lighting consultant has created an amazing plan for our streets and buildings, but we'll need a few sponsors to make it all happen. If you're interested in helping with this project, please contact Carol Hunter at 251-434-8498 or chunter@downtownmobile.org. Visit the web site at www.blachere-usa.com to see what's possible for Downtown Mobile!



Blachere Illumination has designed a holiday light plan for downtown sure to brighten the season.

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In the before and after photos, you can see the dramatic difference a splash of color and texture can make. Beautiful plantings draw the pedestrian along the sidewalk, creating a delightful experience and sending the subconscious message that downtown is a well-cared for place.

Many of our property and business owners have also been swept up in the flower fervor. Check out photos of familiar buildings that now sport a new look and feel. Kristy assisted with some of these projects, and would be happy to consult with anyone in the Business Improvement District who'd like to join in the beautification efforts. Give her a call at 251-434-8498.



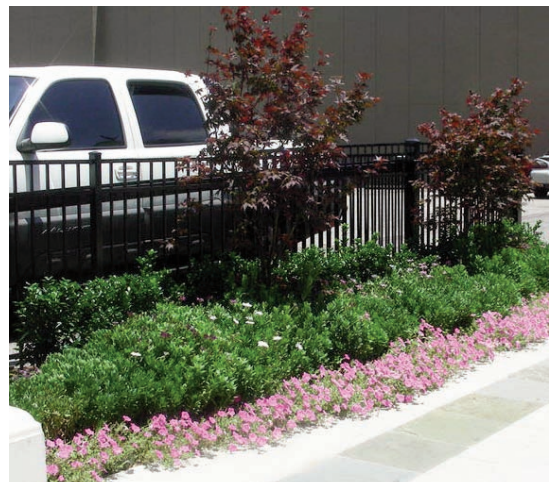
*In the “before” photo above the AmSouth building streetscape feels barren. After planting the flowers, sponsored by Global Tel*Link, Royal Street is more inviting.*



Dauphin Realty sponsored the flowers in front of its new offices in the Mattress Factory on Dauphin Street.



Above: The Malaga Inn has sponsored a dramatic display at the corner of its property, an important gateway to downtown. Right: The 600 block of Dauphin Street has been transformed by Wintzell's impressive planting of palms and flowers.



Parking lots can add great color and interest as Lyons, Pipes & Cook has done with its lot.



The flowers sponsored by Norton Lily in front of One St. Louis Centre have added color and softened hard edges.



DISPENSER BOXES FOR CANINE RELIEF

No one likes to step in doggy poop when they walk the sidewalks or stroll through our parks. Downtown Mobile has a wonderful and growing canine population and they add immeasurably to the vibrancy of the public areas. However, feces left for others to step in or clean up is unsanitary and careless.

In a cooperative effort between the city and the BID Services team, poop clean-up bags are distributed in Bienville and Cathedral Squares and Spanish Plaza. This spring the city mounted the boxes supplied by the BID on decorative poles in the three parks. Signs supplied by the BID ask people to clean up behind their canine friends. The BID Services team replenishes the bags as needed.

Many merchants have looked to the Alliance for help with this problem and thanks to the cooperative efforts of the city government and the BID Services it is easy for pet lovers to clean behind their urban dwelling four-legged friends.



Convenient Dog Stations make clean-up easy.

NEWSLETTER CHANGES: After several years of telling the stories of Downtown Mobile's growth and development, the Downtown Alliance News is scaling back, not in terms of content, simply in terms of distribution. Beginning this fall, the Downtown Alliance News will be mailed only to members of the Downtown Mobile District Management Corporation (our Business Improvement District property owners) and the Downtown Mobile Alliance as well as donors to Main Street Mobile, Inc. The Downtown Alliance News will still be available at dozens of your favorite downtown dining and shopping spots, as always, at no charge.

If you'd like information about joining the Downtown Mobile Alliance, please contact Susan Daniels at sdaniels@downtownmobile.org or 251-434-8498. Receipt of the newsletter is only one of many benefits of joining!

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.

NoJa

Address: 6 North Jackson Street
Telephone Number: (251) 433-0377
Website: www.NoJaMobile.com

Many of you may be familiar with Chakli Diggs, a downtown pioneer and culinary visionary who has fed Mobilians creative cuisine in intimate settings since February 1992 when he opened his first restaurant, Bienville Bistro, on Conception Street. His latest venture, the popular and sophisticated NoJa, located steps off of Dauphin Street, opened in May 2005.

With a similar vision for his latest venture as he had for Bienville Bistro, Chakli opened NoJa as a way of offering a little bit of Europe in downtown Mobile. When asked how he formulated NoJa, Chakli explained, "Our food philosophy is straightforward – fresh, flavorful and balanced - served in a great environment. I wanted to retain the architecture that was here by offering a venue that would highlight this building. The concept was to have a sophisticated and relaxed environment, and not a manufactured environment that you get with chain restaurants in west Mobile."

NoJa serves Mediterranean based dishes with Asian flavor and cooking methods. The menu changes four times a year, with frequent weekly specials, depending on what is fresh from the regional fields and markets. One thing that makes NoJa so successful is the staff who has been working together for three years. "Our staff has a basic passion in what they do that contributes to our success," stressed Chakli. The diversity and creativity of NoJa's menu reflects Chakli's international roots and culinary background: Ethiopia, Germany, France and Texas.

When Chakli moved to Mobile from Germany, everything downtown was beginning to change. "I was initially excited about what was going on here. I was 40 years old when I opened Bienville Bistro," he explained. "I always thought downtown was a fascinating place."

Chakli is such a big downtown proponent that he often invites groups of people who don't normally visit the city center for events like the LoDa ArtWalk! He even treats them to dinner to further enhance the experience. "NoJa has given me a reason to return to downtown," he says. Hundreds of others feel the same way.



NoJa, which stands for North Jackson, serves Mediterranean food combined with Asian influence and cooking methods. The restaurant is open Tuesday through Saturday, 5:30 p.m. until 9:30 p.m.



The Waterfront Rescue Mission provides a substance abuse program for men, along with providing shelter and food for the homeless. Pictured at left is Jerry, a 27 year-old man from Brewton, who just graduated from the Mobile program. Bob Ham, right, is Chief Development Officer.

Waterfront Rescue Mission

Address: 206 State Street
Telephone Number: (251) 583-6897
Website: www.waterfrontmission.org

The Waterfront Rescue Mission has been providing services to men in need since it opened its doors in 1949 as the Mobile Rescue Mission. A Christian based ministry, the Waterfront Rescue Mission is part of a Gulf Coast homeless ministry program that reaches from Mobile to Fort Walton Beach and serves a five county area in south-west Alabama.

"We are called to serve the homeless and the poor," explained Bob Ham, Chief Development Officer. And that is just what they do. The Waterfront Rescue Mission provides two much needed services in our community.

The first service, and a service that most Mobilians are familiar with, is their overnight shelter and food distribution program. The Mission provides guests (those men who are homeless) a safe place to sleep, a place to shower, two meals, clean clothing and an opportunity to change their lives through their Christian based ministry program. Men are allowed to stay overnight three nights a month, unless we have threatening weather or extreme cold. "This program gives them a starting place to help turn their lives around," explained Ham. "We believe that the ability of man to change is great and that is what we offer."

The Mission provides approximately 4,000 meals a month including lunch, which is open to anyone who needs a meal. Not only does the staff see an increase in homeless men, but they are also beginning to serve lunch to working men who can't quite make ends meet. They experienced an increase of 1,780 meals served for the first four months of 2008.

The second service offered by the Mission is the Substance Abuse Recovery Program. This program not only helps homeless men with addiction problems, but serves men who are referred to them by the court system. The program is free of charge and is an alternative for men with addiction problems that may not be covered by their insurance policy.

The Mission is currently working to develop a secluded courtyard that will give homeless men a place to stay during the day. "This area will offer them a safe place where they can get off the streets and learn about our services," says Ham.

Making a New Home in Old Mobile

Name: Roger and Donna Franz
Address: 207 South Cedar Street

When Hurricane Katrina came roaring into the northern Gulf Coast, the devastation left in her wake was felt by many and seen by all. We know this sad story all too well. With businesses closed and a slow-moving restoration of the city's infrastructure, many were forced to consider their survival. For one business, International Shipholding, the decision to relocate to Mobile came from the necessity to keep their business operating. When the official word came that the government wasn't going to dredge the harbor at the Port of New Orleans, International Shipholding Corporation worked with the State of Alabama and moved their operation and CG Railway, Inc., a subsidiary, to Mobile so they could continue doing business.

The relocation of International Shipholding to Mobile also brought the husband and wife team of Roger and Donna Franz. Roger serves as Fleet Manager for International Shipholding and Donna is the Business Development Manager for CG Railway, Inc. When the time came for the two to move, they chose the quaint downtown neighborhood of Church Street East in which to buy a home.

"We came from a historic warehouse area in New Orleans," explained Donna. "We were two blocks from our office. We got used to living close to work. We really loved it. We enjoyed being able to walk in our neighborhood to dinner, to shop and for entertainment on the weekends. When we found this house, we just fell in love with it." They now enjoy walking to work and downtown restaurants in Mobile.

The Franz couple moved to Mobile on April 13, 2007. The neighborhood has made quite an impression on them, too. "We have made more friends in this neighborhood since we moved in. There is always something going on here," said Donna. "I love British Park," Roger chimed in.

About half the staff of International Shipholding and CG Railway moved with the company from Louisiana, a move that was difficult for many employees. But Donna says they have come together as a group. "The company is glad to be here," added Roger.

Donna and Roger Franz moved to Church Street East in April 2007 when International Shipholding Corporation and CG Railway Inc. relocated from New Orleans to Mobile. They couple often walk to their offices in the RSA Tower or hop on the moda! that stops about a block away from their front porch.



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.



INTERNATIONAL TRADE CENTER

Address: 250 North Water Street

Owner: Alabama State Port Authority

Management: Alabama State Port Authority

Year Built: 1966

Year Built: 1966

Occupancy Rate: 100%

Leasing Rate: \$11.00 to \$13.00 per square foot annualized

Leasing Agent: Pete O'Neal - Manager,

Real Estate & Inland Docks

Leasing Telephone Number: (251) 441-7122

The International Trade Center has stood on the northeast boundary of downtown since its construction in 1966. Originally, the building was built to house companies involved in the trade industry. Conveniently located close to the docks and railroad terminals, the International Trade Center offered modern office space to tenants in like businesses. It gave tenants quick access to ships they may have coming into port, or railway shipments coming into and out of Mobile.

Built in 1966, the International Trade Center was originally constructed to house offices of businesses in the trade industry. Today, much of the office space is allocated to the Alabama State Port Authority. The signature circular drive and row of foreign flags flying in front of the building continue to be icons associated with the International Trade Center.

"With the rapid growth of the Alabama State Docks and Alabama State Port Authority, the Port Authority outgrew their administrative offices within the State Docks gates over 20 years ago. Now the International Trade Center primarily houses administrative offices of the Port Authority," explained Judith Adams, Vice President for Marketing, Alabama State Port Authority.

"The International Trade Center is also the home to the U.S. Department of Homeland Security's TWIC Center. The TWIC, Transportation Worker Identification Credential, is mandated by the Congress to meet the nation's efforts to ensure safe and secure seaports. The Transportation Security Administration's contractor, Lockheed Martin, is charged with issuing an estimated 20,000 credentials to port, marine and transportation industry workers in the Central Gulf Region. The Department of Homeland Security and Transportation Security Administration Center will continue to operate its center at the Trade Center through the remainder of the year," stated Adams.

Mobile Container Terminal, LLC has been a tenant in the Trade Center since opening in 2006. They will soon move into their newly constructed offices in July. "As a temporary office during our construction phase, the ITC offered a great solution," stated Brian E. Clark, Project Director, Mobile Container Terminal. "Not only is it close to our project site, it allowed us to work closely with the Alabama State Port Authority to quickly address situations as they came up."

The International Trade Club occupies the top floor of the building. Members of the International Trade Club primarily hail from the maritime and banking communities. The Trade Club is also used by many of Mobile's professional and civic organizations for their weekly or monthly business luncheons and after-hour functions. Among the many organizations who utilize the Trade Club are the Downtown Optimist Club, Public Relations Council of Alabama's Mobile Chapter, Mobile United and The Boys and Girls Club. The Trade Club is also one of downtown's popular venues for private receptions and parties.

One of the most popular amenities of The Trade Club, along with their terrific fried chicken, is the view. Depending on the time of day, you can see Mobile in motion, from a bird's-eye view. There are always trains passing under the windows, a ship coming into dock and a ribbon of traffic moving on Water Street heading south towards the tunnel and I-10, or going north towards the State Docks and I-165.

The building's distinguishing characteristics - the clean contemporary design, circular drive, and immaculate landscaping - have set the building apart from other downtown buildings since the first day it opened. To a child, the building always looks important because of the driveway of foreign flags flying across front of the building. Every time I visit the building I try to identify each flag and their country of origin - a great test for an aging mind.

TENANT DIRECTORY

Alabama State Port Authority

Homeland Security - TWIC

International Trade Club

Richardson Stevedoring

Fresh Pak Inc.

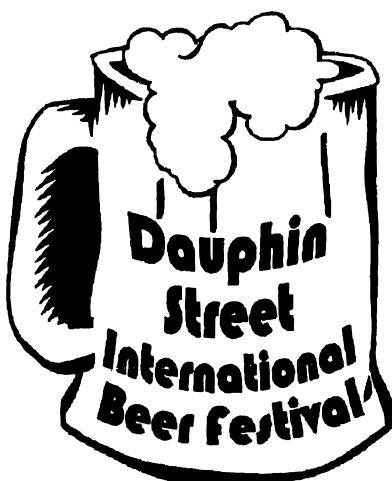
Dorothy Luckeos, Attorney at Law

Warrior-Tombigbee Waterway Association

Mobile Container Terminal, LLC

Maritime Museum of the Gulf of Mexico

"The [International Trade Center] offered a great solution."



DAUPHIN STREET INTERNATIONAL BEER FESTIVAL

Saturday, August 23
6:00 p.m. until 9:00 p.m.

Sample over 80 beers in
22 downtown restaurants
and taverns.

Tickets available at all par-
ticipating downtown mer-
chants.

moda! will be running the night of the event.



Market in the Square

**Open Saturdays in
Cathedral Square
Through July 26
7:30 a.m. to 1:00 a.m.**

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Featuring Keynote Speaker the Honourable Gordon Campbell, Premier of British Columbia

Celebrate Downtown Mobile's progress and hear from one of North America's most visionary leaders. While serving as mayor of Vancouver, Premier Campbell was credited with creating one of the most beautiful, livable cities in North America. Call or email today to join as a sponsor of this important meeting of downtown leaders.

at The Battle House on Wednesday, August 27th, 2008

Doors open at 11:30 AM, Program at 12:00 PM



DOWNTOWN MOBILE ALLIANCE

Sponsorship opportunities available now. Tables on sale at a later date.

For more information contact Carol Hunter at 251.434.8498 • chunter@downtownmobile.org

EVENTS

JULY

July 1 through July 25 – *Embracing the Earth*, paintings by Spanish artist Eva Marie Dominguez Gomez; Works by Ameri'ca Jones-Gallaspy and The Moonrock Show, art by Pat Wilder, Mobile Arts Council

Through August 21 – *Amazon*, movie, J. L. Bedsole IMAX Dome Theater

Through October 13 – *And They're Off* – Mobile's Horse Racing History, Museum of Mobile

Through November 2 – *Frogs! Beyond Green*, Gulf Coast Exploreum and Science Center

Through November 26 – *Hurricane on the Bayou*, movie, J. L. Bedsole IMAX Dome Theater

July 14 – *An Evening with Gina Brown & A Few Good Men*, concert, 8:00 p.m., Saenger Theatre

July 18 – *Redliners Comedy Show*, 8:00 p.m., Mobile Civic Center

July 25 & 26 – *Monster Jam*, concert, 7:30 p.m., Mobile Civic Center

July 27 – *Spring Concert* presented by Port City Men's Chorus, 7:00 p.m., Bernheim Hall

July 29 – *The Wiggles: Pop Go The Wiggles Live!*, 6:30 p.m., Mobile Civic Center

AUGUST

August 2 – *Jazz in Bienville Square*, 2008 Gulf Coast Ethnic and Heritage Jazz Festival, 4:30 p.m., Bienville Square

August 3 – *Jazz Jam Session*, 2008 Gulf Coast Ethnic and Heritage Jazz Festival, 6:30 p.m., Gulf City Lodge

August 4 through August 29 – *The Times of Dave Brubeck* – interactive exhibit presented by Mystic Order of the Jazz Obsessed and Evonik-Degussa; Works by Argentinean artists and The Mobile Symphony Orchestra – Creative Force, a photo exhibit by Ben Harper, Mobile Arts Council

August 8 – *LoDa ArtWalk*, 6:00 p.m. – 9:00 p.m., Cathedral Square Arts District

For more information on the 2008 Gulf Coast Ethnic and Heritage Jazz Festival visit www.gcehjjazzfest.com.

For a complete list of classes, children's activities, events, and the summer Indie Film series scheduled for the Mobile Public Library's Ben May Main Library, visit www.mplonline.org.

SUMMER FILM SERIES

Saenger Summer Classic Film Series

The Saenger Theatre is happy to announce this year's Saenger Summer Classic Film Series.

July 20 *The Dirty Dozen*
July 27 *The Pink Panther*
August 3 *One Flew Over the Cuckoo's Nest*
August 10 *Guess Who's Coming to Diner*

Movies begin at 3:00 p.m. each Sunday afternoon. Admission is \$6 for adults and \$3 for seniors and children 12 and under. Tickets are sold at the box office on the day of the screening. For more information visit www.mobilesaenger.com.

Mobile Public Library's Foreign Film Festival

This summer the Mobile Public Library will present three Italian films during their Foreign Film Festival – Dinner and a Movie.

August 14 *Bread and Tulips*
August 21 *I'm Not Scared*
August 28 *The Keys to the House*

The film series will begin with a weekly discussion on the film at 5:45 p.m. in the Library Café. Sandwiches and snacks will be available for purchase. For dinner reservations call 251-208-7097.

Each film will be presented at 6:45 p.m. in Bernheim Hall. Admission to the film is free of charge. All films will be presented in Italian with English subtitles.

For more information visit www.mplonline.org.

In our last edition of the Downtown Alliance News, the Historic Preservation Issue, Elizabeth Ann Brown was incorrectly identified as the State Preservation Officer for the Alabama Historical Commission in the Preserving Mobile article. Ms. Brown serves as Deputy State Preservation Officer. Mr. Frank White, Executive Director of the Alabama Historical Commission, serves as State Preservation Officer. We sincerely apologize for the mistake.

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