

2013-2014 ANNUAL REPORT

Downtown Mobile District Management Corporation
Downtown Mobile Alliance
Main Street Mobile



THE INVENTION OF OUR MODERN CITY

Elizabeth P. Stevens, President & CEO



Recently I've been reading the book, *How Paris Became Paris: The Invention of the Modern City*. This book discusses how the French kings of the 17th century transformed Paris from a medieval city to the first modern city in Europe – one that still reigns as one of the finest cities in the world. Actions that were cutting edge then are things that we take for granted – paving sidewalks & streets, surrounding public squares with arcaded mixed use buildings, street lighting, and public/private developments.

Why do I mention this? I mention it because the course of action for developing a top grade city has not changed in 400 years since our French forebears set Paris on its journey to modernity. It includes the following:

- Develop an extraordinary vision
- Provide public amenities for all citizens
- Encourage public interaction through design
- Light the streets so that the city is alive after dark
- Acquire land, set a bold vision, (and find some private developer to build it)
- Invest in industries that build wealth
- Promote the results in every new media available

The French Kings of the 1600s created Paris this way and the wisest mayors of American cities still pursue this path.

No doubt this kind of deliberate city planning influenced Jacques Pailloux when he laid out Mobile's urban grid in 1711. Many things have happened to our city since that 1711 plan, but luckily much of our historic grid is in place. The challenge of our time is to set a bold vision and to be deliberate about rebuilding downtown for the modern age. During the annual meeting in September, Ed McMahon, Senior Fellow for Sustainable Development at the Urban Land Institute, eloquently detailed how demographics and technology are aligning perfectly for downtowns. (See his presentation at downtownmobile.org.) The attendees left knowing that wise decisions made today, ensure that the 21st century will be our time for fixing the dreadful mistakes of the post-WW2 period.

But, more immediately, how are we at the Downtown Mobile Alliance going about accomplishing this?

Your Downtown Mobile Alliance works daily to make sure that the area is clean, attractive, and friendly. Without this, we cannot expect customers who have a choice to do business here. You all are in an arms race with every other city for the best talent. You know this instinctively – for downtown to be successful, the public realm must be vibrant and exceptional!

Your DMA works daily to promote downtown. As you know, it is a noisy media world out there and downtown must be top of mind every day to retain and attract customers. That said, beyond just keeping up, we must be a place where people make memories - for that is when people will invest their time and wealth in a substantial way.

In the economic development arena, we've been busy.

- Form Based Code – Adopted May 2014
- Open Container Ordinance – Renewed August 2014

(continued...)

APRIL

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FORM BASED CODE
May 2014



OPEN CONTAINER ORDINANCE
August 2014



AL HISTORIC TAX CREDIT
October 2013



ADMIRAL SEMMES HOTEL RENOVATION
Summer/Fall 2015

WE MUST BE A PLACE WHERE PEOPLE MAKE
MEMORIES

FOR THAT IS WHEN PEOPLE WILL INVEST THEIR TIME AND WEALTH IN A SUBSTANTIAL WAY.

- AL Historic Tax credit – Implemented October 2013; Needs to be Reauthorized in 2015 Legislative Session
- Admiral Semmes Hotel – Under renovation – Scheduled for completion Summer/Fall 2015
- Royal Street is on fire with the renovation/construction of the Van Antwerp Building, RSA Garage, Chick-fil-A, Jimmy Johns, and the Kress Building. Welcome to the action AL.Com!
- 358 Dauphin Street – Under renovation into 8 apartments and 2 commercial spaces
- Downtown Gift Card – Launched May 2014
- Residential Market Potential Analysis – Commissioned Summer 2014 (due in FY 14-15)
- Business Incubator/Research Park – Coalition with Chamber, USA, City, County formed Summer 2014
- Retail Incubator – Urban Emporium – Mobile Maker Space launched Summer 2014

The new Mobile Rescue Mission and 15 Place complex opened December 2013. This purpose-built facility allowed the co-location of two complimentary organizations to serve homeless and addicted clients efficiently and humanely. The buildings from which these organizations relocated are available for redevelopment as offices and residences. If you haven't seen the new facility, call Bill Bru and schedule a tour. And then give generously. Our community cannot arrest our way out of problems with the homeless. What these organizations are doing is helping save lives person by person.

The Mobile County Public School Board set a bold vision when they announced the Barton Academy for Advanced World Studies. In 2014, they funded a complete renovation of the exterior in preparation for the school's opening later this decade. Working closely with the Barton Academy Foundation, the school board is preparing a memorandum of understanding for the provision of funds raised to be spent on the school's development. 2015 is the year when the foundation will be organizing the campaign to raise \$15M to renovate the interior for technologically advanced classrooms and labs.

Let me conclude - The long discussed Mobile River Bridge is top of mind due to the completion by AL-DOT of the Environmental Impact Statement. To be sure, we have members who are proponents and some who are opponents. What no one should oppose however, is the pedestrian pathway on the bridge, if the bridge is to be built. The pedestrian pathway has the potential to connect Mobilians to the river/bay/delta in a way never before experienced – outside at 225 feet in the air. This pedestrian walkway will revolutionize the way we relate to our river. All people - rich or poor; native or visitor; old and young - will be able to walk across our great body of water and be awestruck at our vast watershed, our dynamic port, and our lovely city. This is the greatest opportunity of our time. If we miss this opportunity, it cannot be fixed for generations.

The modernization of Paris began with a transformative vision. Next was a bridge – the Pont Neuf – the first bridge ever to allow Parisians – rich or poor – to see their city, to take in the sights and the industry. They fell in love with their city and they began to tell others about their city. By the century's end, Paris was the envy of Europe. The same can happen with the Mobile Bridge if people are allowed to walk up and over, to take in the city and connect the two sides of the bay visually, personally, and emotionally. To be sure, the increased visitorship will benefit downtown's businesses and neighborhoods. But most importantly, the pedestrian pathway will benefit the citizens of the region as they celebrate a grand icon that they and their visitors can personally experience – not just in a speeding box of steel, but on foot at human speed. Landmarks are never made by taking the least expensive, most expeditious path. Let our generation make a landmark that will be celebrated by our children's grandchildren.

MAY

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ROYAL STREET
Renovation/Construction



358 DAUPHIN ST
8 Apartments and
2 Commercial Spaces



**RESIDENTIAL MARKET
POTENTIAL ANALYSIS**
Summer 2014



DOWNTOWN GIFT CARD
May 2014



**BUSINESS INCUBATOR/
RESEARCH PARK COALITION**
Summer 2014



MOBILE MAKER SPACE
Summer 2014

BID SERVICES STEWARDS



Our vision for Downtown Mobile includes the phrase, “a place of constant delight.” Creating such a place in a 300-year-old city that survived two wars but almost fell to urban renewal has its challenges and, fortunately, its rewards. Almost daily, citizens and visitors alike comment on the remarkable architecture, the lovely streetscape and the friendly atmosphere. Much of this positive experience is due to the work of the Stewards and Regents, the men and women in yellow and purple, who come to work every day with a single focus: make Downtown Mobile a special place.

STEWARDS

Every morning, often before most people arrive at work, six Stewards begin the task of cleaning and beautifying the 77-square blocks of the Business Improvement District. That means sweeping each block with a pan and broom, maintaining more than 200 flower beds and cleaning up messes you don’t even want to know exist. Since 2005, when we began our operation, the Stewards have collected 1.2 million pounds of trash and debris, planted almost 100,000 flowers and weeded a combined total of 4700 blocks. This daily attention to our shared public realm would not be happening if not for the work of our Stewards and the visionary business leaders and property owners who established the Business Improvement District in the first place.



JUNE

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2013-14 STATISTICS

- 127,000 pounds of leaves collected
- Storm drains cleaned 2,622 times
- 1423 blocks weeded
- 5531 hours of sidewalk sweeping
- 829 truckloads of large debris removed
- 58,000 pounds of trash collected
- 215 instances of hazardous human waste cleaned (don’t ask what)

BID SERVICES REGENTS



REGENTS

The Regents are our ambassadors. They're at your beck and call...ready to unlock a car, give directions, and handle the kinds of nuisance issues that can leave a lasting negative impression if left unaddressed. In the first nine years of operation, the Regents of the Downtown Mobile Alliance assisted more than 5000 motorists and greeted more than 1.2 million people. Each day, and well into the evenings on weekends, they're walking our sidewalks, making sure everyone's experience is as positive as possible.



JULY

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2013-14 STATISTICS

- Assisted 4304 pedestrians
- Greeted 90,181 people
- Assisted Police/Fire/EMS 31 times
- Reported hundreds of safety hazards and street light outages to proper authorities
- Handled 38 instances of illegal panhandling
- Assisted 657 motorists
- Made 30 referrals for homeless assistance



ECONOMIC DEVELOPMENT

Downtown Mobile continued to see growth in 2013-14, both in the number of new businesses and building renovations to house even more new businesses. The Downtown Office Market Report indicated a slight increase in the overall occupancy rate, currently at 77%, with top quality space at a healthy 94%.

Major renovations underway or newly completed:

- DeBriere Building – The \$2,000,000 renovation of this 20,000 square foot historic building created some of the coolest office space in the Port City. It is fully leased to NAI-Mobile and Red Square.
- Kress Building – The renovation of the Royal Street wing of the historic Kress Building constitutes the final phase of the building's redevelopment by Hargrove Engineers + Constructors. It is fully leased by AL.com.
- RSA Van Antwerp Building – The opening of this 60,000 square foot historic building is scheduled for spring 2015. BBVA Compass Bank and Phelps Dunbar will occupy about 80 percent of the building.

New businesses to open up in Downtown Mobile this past year include:

Competitive Ink/Lemon T's Printing	Fine Line Design
Seven Eleven Fabrication	Antiques and Estates
Dewberry Group	Paint the Town
The Noble South	Firehouse Wine Bar
Cotton State BBQ	CLR Studios
Bella Bridesmaids	Jimmy John's
The Vault	Regus
INTL FCStone	

INCENTIVES

The Alliance's Signage Grant program continues to enliven the street scene with interesting signs designed to attract customers and create a more interesting pedestrian experience. Jimmy John's was awarded a grant for a lighted sign on its new Royal Street restaurant.

URBAN EMPORIUM

The retail incubator operated by the Alliance welcomed several new tenants in 2013-14. With 2½ years under its belt, the Urban Emporium is settling into a diverse mix of tenants. We are constantly recruiting aspiring entrepreneurs, and this year

created a space for Mobile Makers, artisans who are producing goods locally. This section has proven very popular, especially with visitors looking for a piece of Mobile to take home. Other Urban Emporium tenants testing the downtown retail waters and honing their entrepreneurial skills include:

Bungalows	D'Stressing Divas
Hot Dogs & Cool Cats	Paper Jubilee
Mobile ARC	BayBears
Jambalaya	Simply Southern
Kanundrumz Bakery	Gracie
Made in the Shea	Shonnese' Boutique
Earth Chik	Engulfed
Modish Market	The-Store.com
Very Vintage	

The Emporium, in partnership with Regions Bank, launched a bicycle rental program this year. Tour de Downtown Wheels for Lease features 10 of the iconic green Regions bikes, and has been a big hit with visitors desiring to tour downtown and the surrounding historic neighborhoods at 10 miles per hour.

ADVOCACY

In May of 2013, the Downtown Mobile Alliance and the City of Mobile were successful in collaborating with our partners to create a statewide Historic Tax Credit. This tax credit closely mirrors a federal program in place since 1976 that has been instrumental in spurring redevelopment. The program went into effect in October 2013 and two projects in or adjacent to downtown were recipients of the tax credits awarded through a lottery.

The Alliance's Economic Development team worked with statewide elected officials to change guidelines for Low-Income Housing Tax Credits to be less anti-urban. Currently the Alabama Housing Finance Authority's guidelines favor suburban development and statewide downtown organizations are working together to level the playing field. We will continue this effort in the coming year.

One of the major difficulties developers face when tackling projects downtown is navigating the city's permitting procedures. Multiple city departments are involved in any downtown development and knowing how to expedite the

AUGUST

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process has become a specialty of the Alliance's Economic Development team. Last year more than a dozen developers were assisted with everything from site selection to sign variances. Some of the more significant projects include:

- Red Cross Building – environmental clean up
- Olensky Brothers – variances related to signs
- Soul Kitchen – variances related to signs
- TP Crockmier's – patio café permitting
- Serda's – variances related to signs, patio café and bike racks
- Panini Pete's-permitting and site selection advice on new location
- Central Optical LLC/DeBriere Building - assisted with historic tax credit information
- RSI – partnered with the Chamber of Commerce as the downtown liaison on Project Keyboard/RSI
- Center for the Living Arts and HRI – assisted with the evaluation of a multi-family project
- 951 Government Street, assisted developer with tax credits and multi-family market information
- Antiques and Estates – general permitting assistance
- Jimmy John's – signage and general permitting assistance
- Noble South – general permitting assistance
- Admiral Semmes – assisted the new owner with permitting, market demand, financing
- EGS Cushman Wakefield, AL.com – site selection

MARKETING &
COMMUNICATION
MEDIA

Downtown Mobile is an endlessly evolving place; an ever-changing landscape of new businesses, renovated buildings and innovative ideas. It's an exciting place to be with an engaging story to tell. As a champion of downtown, the Alliance serves as a clearinghouse to connect our city center to the rest of the region.

SOCIAL MEDIA

As the role of "new" media continued to grow in importance and value, the Alliance decided to contract with a local firm to handle all social media. Hummingbird Ideas is a downtown-centric agency with the ability to speak with our voice. With a newly focused social media effort, our engagement with stakeholders increased dramatically. Not only have the number of Facebook "Likes" and Twitter "Followers" grown, but we are finding both locals and visitors alike are relying on our content and adding to it by sharing their own. The Alliance's Instagram account saw the most impressive increase in followers, going from a paltry 73 followers in May of 2013 to more than 1300 followers today. Instagram has proven to be a useful tool for many of the contests we conduct in order to promote downtown businesses. It turns out, a photo really is worth 1000 words!

WEBSITE

We launched a newly designed website shortly before the 2013-14 year began, and have been continually tweaking it to provide a better user experience for everyone who visits the site. During the year, the site had more than 500,000 unique hits, for a monthly average of 43,000 people searching for information about downtown. "Real Estate" listings, both residential and commercial, continue to be the most popular pages visited, followed closely by "News and Events."

NEWSLETTERS

Our regular e-blasts continue to be a valuable tool for making connections and informing stakeholders about all the downtown news and events. This year we moved to a more dynamic email marketing tool, Mail Chimp, making it a little easier for us to communicate quickly and efficiently with our 3000+ subscribers. We now send out a weekly

"Weekend Update," a monthly "Downtown Lowdown" and "Development News," and a "Street Closing Alert" whenever necessary. The latter has proven to be extremely popular.

CONTESTS

In order to directly promote some of the Downtown Mobile Alliance member businesses, we created the "Found it Downtown" contest. Downtown entertainment venues donated tickets which were hidden in a certain business. Clues were dispensed through Instagram until they were discovered and finally photos of the winners were posted to the site. We also used this popular social medium to find the model for our holiday retail print advertisement.

RETAIL PROGRAMMING

A downtown-wide gift card program was launched this year to promote the spending of dollars with member attractions, restaurants and retailers. About two dozen businesses are participating and the early response has been very positive. The Downtown Mobile Gift Card has generated a great deal of media interest, helping us spread the word that the downtown shopping and dining scene is vibrant and growing.

Other marketing efforts that resulted in great downtown "buzz" include a Shop Small Saturday campaign (the day after Black Friday), the printing of the LoDa Guide and the creation of a dining map used extensively by large convention organizers.

We also partnered with Regions Bank on a new bike rental program. The bank provided 10 of its iconic green bikes for our Tour de Downtown: Wheels for Lease program that operates out of the Urban Emporium. The bikes are popular with out-of-town guests, who enjoy touring Mobile's beautiful historic districts on two wheels.

POLICY AND LEGISLATION

The Entertainment District ordinance that allows patrons to leave an establishment with an alcoholic beverage and walk about the district was set to expire in March 2014.

SEPTEMBER

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The Mobile City Council extended the ordinance for 180 days while they considered whether changes were needed. Response from the Police Department was generally positive, with very few problems observed...the most common one being littering. By September the council decided the ordinance did not require any changes, and they unanimously approved a new ordinance without a sunset provision.

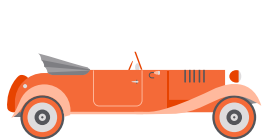
A new development code for downtown was adopted by the city council in May 2014, after two years of stakeholder input, meetings and revisions. The form-based code was developed for us by Duany Plater-Zyberk, one of the world's leading urban planning firms, and has given both developers and the city's planning staff a great blueprint for the future development of the urban core. The code seeks to create a more harmonious downtown environment with an emphasis on walkability.

We continue to work with the Alabama Department of Transportation on the redesign of the West Wallace Tunnel Interchange. If executed well, this major transportation project has the potential to transform downtown and finally reconnect Mobilians with their waterfront. It is one of our most exciting initiatives and one that will require a great deal of attention in the next couple of years.

MARKETING AND
COMMUNICATION
EVENTS

MOBILE IS AN EVENT DRIVEN TOWN, PERHAPS BECAUSE OF THE MARDI GRAS LEGACY!

We love to celebrate with crowds large and small, and have a particular passion for the unusual. The Alliance has developed a successful formula for downtown events, some of which we entirely produce, others are partnerships with lead organizations that need logistical and promotional assistance.



Great Race

Classic cars from all over the U.S. raced across the country to the finish line on Dauphin Street.



National Dance Day

Hundreds of dancers of every age and ability gathered in Dauphin Street to celebrate the joy of movement.



Dauphin Street Vault

Pole vaulters from across the Southeast traveled to Mobile for the wildest event on the circuit.



Oyster Trail

A dozen artful bi-valves now dot the mile-long downtown trail.



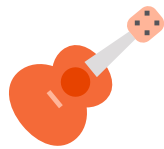
Annual Meeting/ Main Street Awards

Each year the Alliance organizes a celebration of the year's successes that features a nationally noted keynote speaker.



MoonPie Over Mobile

Though the city has primary responsibility for the New Year's Eve celebration, its success depends on partnerships from several organizations, including the Downtown Mobile Alliance.



SouthSounds

This annual music festival has become a popular stop on the emerging music scene. Regional bands perform in Cathedral Square early in the evening, and then move inside to various venues throughout the Entertainment District for the later night crowd.



Easter in the Squares

An Easter Egg Hunt for children and an Easter Bonnet Parade for everyone (pets included) draws hundreds of families to Bienville Square each Spring.



Great Food Truck Race

The Alliance worked with the Food Network to help organize this weekend-long event that brought three food trucks and thousands of diners to Dauphin Street for the next-to-the-last stop in this nationally televised competition.

OCTOBER

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The Eco-Team

Whether the audience for these events is a few hundred or several thousand, one by-product is trash. The Eco-Team was formed as part of the Cleaner, Greener LoDa initiative to help educate the public about the benefits of recycling and to actually collect recyclables during the events. Hundreds of pounds of plastic and aluminum were collected by volunteers at select events, simultaneously reducing the volume in the waste stream and reminding the public that littering is not acceptable behavior.



DMA

MEMBERS

LEADERSHIP CIRCLE \$5000 and above

Alabama Power Company
Alabama State Port Authority
Burr & Forman LLP
Hargrove Engineers + Constructors
Red Square Agency

LEADERSHIP COUNCIL \$2500-\$4999

Armbrecht Jackson LLP
Hand Arendall, LLC
International Shipholding Corporation
Mobile Airport Authority
Mobile Gas
NAI Mobile
Phelps Dunbar
PNC Bank
Regions Bank
Safe Archives
Starnes Davis Florie LLP
Trustmark

BUSINESS ADVOCATE \$500-\$1500

Adams & Reese
Austal USA, LLC
B B & T Bank
Battle House Renaissance Hotel
BBVA Compass Bank
Burns, Cunningham & Mackey, PC
Cabaniss, Johnston, Gardner, Dumas & O'Neal
Candlewood Suites
Delashmet & Marchand
Gulf States Engineering, Inc.
Hampton Inn & Suites Downtown
Hancock Bank
Harrison Brothers Dry Dock & Repair Yard, Inc.
Helmsing, Leach, Herlong, Newman & Rouse, LLC
Heroes Sports Bar & Grille
Leavell Investment Management
McDowell, Knight, Roedder, Sledge, LLC
Mostellar & Shreve, LLP
Norton Lilly International
Renaissance Riverview Plaza Hotel
Roberts Brothers Real Estate
SMG/Mobile Convention Center and Mobile Civic Center
Vickers, Riis, Murray and Curran, LLP
Volkert and Associates
Ward Properties

BUSINESS SUPPORTERS \$250-\$499

AHI Properties / Clean as a Whistle
Alabama Coast Multimedia
Armstrong & Associates
Baumhower's Wings Restaurants
Boo Radley's
Browning Law Firm, PC
Cathedral Square Gallery
Commonwealth National Bank
Covered Boutique
Crescent Theater
Cypress Employment
dakinstreet architects
Firehouse Wine Bar Inc.
Hemline
Hummingbird Ideas, Inc.
ITAC Solutions
Jimmy John's
Joachim Street Antiques Mall/ Antiques & Estates
John Toomey & Company, Inc.
Johnstone Adams LLC
Kangal & Associates
LA + South, Inc
Logical Computer Solutions
Marine Rigging, Inc.
McElhane State Farm Insurance
Mediterranean Sandwich Co.
Milling Commercial Realty
Mobile Bay Dental
Mobile's Best Storage
O'Dalys Irish Pub
Optera Creative, Inc.
Panini Pete's
Quality Inn Downtown
Rossler Law Firm
Saenger Theatre
Sam Winter and Company
Serda's Coffee Co.
Southern Light
The Bull
The Delicious Dietitian
The Royal Scam
Toomey's Mardi Gras Candy Co. Inc.
Urban Emporium
Wintzell's Oyster House

NOVEMBER

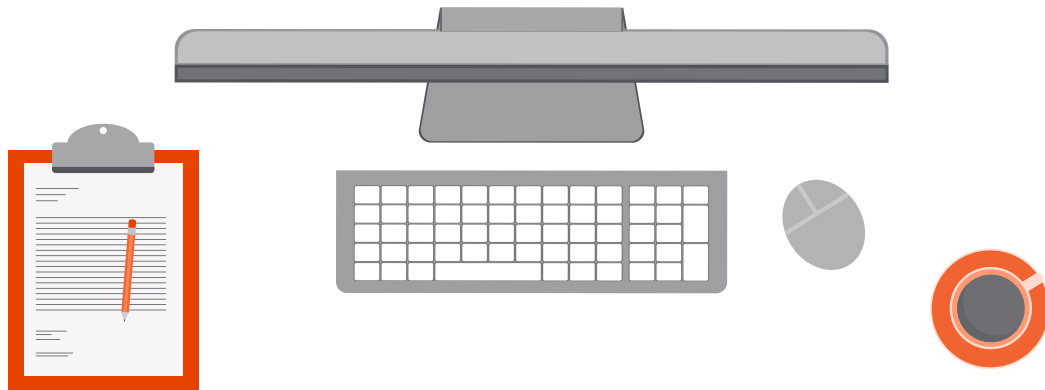
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NOT-FOR-PROFIT ORGANIZATIONS \$250

7 Dauphin Street LLC
Alabama Coastal Foundation
Army Aviation Center Federal Credit Union
Bellingrath Gardens and Home
Big Brothers Big Sisters
Bragg Mitchell Mansion
Christ Church Cathedral
Community Foundation of South Alabama
Conde-Charlotte Museum House
Greater Mobile Development Corp.
Gulf Coast Exploreum
GulfQuest
Home Builders Association of Metro Mobile
Mobile Area Chamber of Commerce
Mobile Arts Council
Mobile Baykeeper
Mobile Carnival Museum
Mobile Museum of Art
Mobile Opera, Inc.
Mobile Rescue Mission
Mobile Symphony
Mobile United/Leadership Mobile
Richards DAR House
United Way of Southwest Alabama
University of South Alabama Foundation
Wilmer Hall
Women's Business Center, Inc.
YMCA of South Alabama

BOARD & STAFF





DECEMBER

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DOWNTOWN MOBILE ALLIANCE BOARD OF DIRECTORS FY 2013-14

Chairman

Mickie Russell, Roberts Brothers*

Vice Chairman for Economic Development

John Arendall, Regions Bank*

Vice Chairman for Public Realm

Margo Gilbert, Battle House Hotel*

Vice Chairman for Membership and Development

Monica Garsed, Mobile Gas

Vice Chairman for Strategic Initiatives

Richard Stimpson, Leavell Investment Management*

Treasurer

Jeb Shell, Hargrove Engineers + Constructors*

Secretary

Marc Jackson, BBVA Compass Bank*

Board Members

Bill Barrick, Bellingrath Gardens and Home

Shayla Beaco, City of Mobile

Pete Burns, Burns Cunningham Mackey*

Stephen Carter, S&A Investment Strategies*

Wanda Cochran, Wanda J. Cochran, Attorney*

Sam Covert, Alabama Power*

Mike Cowart, Cowart Hospitality

The Hon. Mike Dow, Former Mayor of Mobile

John Dukes, Helmsing Leach Herlong Newman & Rouse

Tyrone Fenderson, Commonwealth National Bank*

Russ Ford, Iberia Bank*

Lance Hankinson, Mobile Bay Dental*

Mike Johnson, ServisFirst Bank

Semih Kangal, Kangal & Associates*

Anna Luce, Roberts Brothers

The Hon. Merceria Ludgood, Mobile County*

Bruce McGowin, Hand Arendall

Jeremy Milling, Milling Commercial Realty

Mary Margaret Monahan, T.P. Crockmiers*

Andy Newton, Southern Light

Jay Olensky, Olensky Brothers Office Supply*

John Peebles, NAI-Mobile*

Sheila Dean-Rosenbohm, International Shipholding

Joe Toole, Retirement Systems of Alabama*

Stacy Wellborn, Wellborn Ideas

Chairman Emeritus

Cooper Thurber, Phelps Dunbar

Ex-Officio Board Members

Devereaux Bemis, Mobile Historic Development Commission

The Hon. Sandy Stimpson, Mayor of Mobile

STAFF

Elizabeth P. Stevens, President & CEO

Fred Rendfrey, Economic Development Director

Carol Hunter, Communications Director

Kristin McCracken, Finance Director

Missy Hartley, Program Coordinator

Brennan Donze, Accounting Intern

Contracts

Denise Browning, Financial Consultant

BID Operations

Clayton Ratledge, Operations Manager

Brian Sandifer, Assistant Operations Supervisor

Hap Kern, Horticulturist

Stewards

Michael McGarry

Yolanda Duncan

Lorenzo Franklin

Jeremy Perry

Shade' Pettway

Labaron Laster

James Seaborn

Regents

Michael Beuk

Daniel Pierce

Brentt Bradley

*DMDMC Board Members



DMDMC

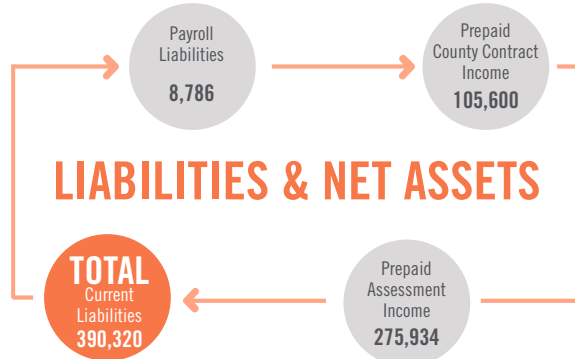
**DOWNTOWN MOBILE
DISTRICT MANAGEMENT
CORPORATION**

ASSETS

Current Assets

Cash and Cash Equiv. **855,059**
 Intercompany Receivables **6,931**
 Property & Equipment **54,601**

TOTAL ASSETS 916,591



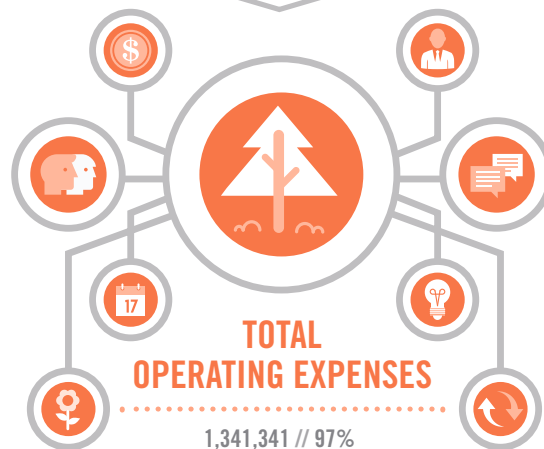
NET ASSETS 526,271

TOTAL LIABILITIES & NET ASSETS 916,591

STATEMENT OF ASSETS LIABILITIES & NET ASSETS

Modified Cash Basis as of June 30, 2014

OPERATING EXPENSES



Business Recruitment/Retention.....185,951 // 14%
 Communication & Marketing.....216,549 // 16%
 Public Space Management.....686,024 // 51%
 Special Projects/Landscape.....19,667 // 1%
 Office Expenses.....106,575 // 8%
 Renewal Expenses.....15,501 // 1%
 Education & Meetings.....30,359 // 2%
 Annual Meeting.....36,126 // 3%
 Professional Services.....44,589 // 3%
 Total Operating Expenses.....1,341,341 // 97%



EXCESS REVENUES OVER EXPENSES

60,652 // 3%

STATEMENT OF REVENUES & EXPENSES

Modified Cash Basis (unaudited) as of June 30, 2014

REVENUE

Assessment Income	707,870 // 50%
Interest Charges on Assessments	3,584 // 0%
Contracts & Main St. Program Funds	618,173 // 44%
Downtown Mobile Alliance	22,000 // 2%
Meetings	45,885 // 3%
Special Projects	4,158 // 0%
Interest Income	323 // 0%

TOTAL REVENUES: 1,401,993 // 100%

DMA & MSM

DOWNTOWN MOBILE ALLIANCE
& MAIN STREET MOBILE



MAIN STREET MOBILE

Statements of Assets, Liabilities & Net Assets
Modified Cash Basis as of June 30, 2014

Assets

Current Assets
Cash and Cash Equiv. 238,369

Total Current Assets..... 238,369

Fixed Assets

Equipment..... 17,087
Accumulated Depreciation(13,068)
Other Assets..... 1,328

**Total Property and
Equipment 4,019**

Total Assets 243,716

Liabilities & Net Assets

Due to DMDMC 1,559
Unrestricted 146,280
Temporarily restricted..... 95,877

Total Net Assets..... 242,157

Temporarily Restricted Assets

Facade Grant..... 50,327
Cathedral Square Fund 24,978
Retail Incubator 6,838
Co-working Space Incubator 8,913
Tunnel to Towers..... 2,000
Lt. Tommy P. Menton Memorial 2,821

**Total Temporarily
Restricted Assets 95,877**

Revenue

General Donations/Contributions 1,326
Temporarily Restricted..... 21,821
Investment Income..... 267
Endowment 8,680
Special Events..... 9,928
Total Revenue..... 42,022

Operating Expenses

Marketing..... 1,449
Community Research/Projects 5,092
Public Improvements..... 14,249
Management & General Expense 5,277
Special Events..... 6,397
Total Operating Expenses 32,464

DOWNTOWN MOBILE ALLIANCE

Statements of Assets, Liabilities & Net Assets
Modified Cash Basis as of June 30, 2014

Assets

Current Assets
Cash and Cash Equiv. 246,975
Retail Forgivable Loan Program ... 20,004
Total Current Assets..... 266,979

Total Assets 266,978

Liabilities & Net Assets

Liabilities

Due to Downtown Mobile District
Management Corporation..... 2,187

Net Assets

Restricted Net Assets
(Retail Incentive Fund)..... 28,467
Retained Earnings..... 214,679
Net (Income)/Loss 21,645
Total Net Assets..... 266,978

Revenue

Membership Dues..... 85,729
LoDa Guide..... 11,325
Retail Incentive Program..... 19,001
Special Events..... 742
Investment Income..... 172
Downtown Gift Card 769
Total Revenue..... 117,738

Expenses

Retail Incubator..... 30,000
Special Events..... 1,335
Gift Card Program 6,716
Marketing..... 7,069
Retail Incentive Program..... 19,001
Management & General Expenses.... 31,972
Total Expenses 96,093

Excess Revenues over

Expenses. 21,645



DOWNTOWN MOBILE ALLIANCE

DOWNTOWN MOBILE ALLIANCE

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Photography by Henry Perkins