DOWNTOWN MOBILE ALLIANCE

# ANNUAL REPORT

**FY 2012—2013** | DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

DOWNTOWN MOBILE ALLIANCE | MAIN STREET MOBILE

# FROM THE PRESIDENT

Elizabeth S. Sanders President & Chief Executive Officer

All throughout the day, the BID Services Hotline is answered with "how may I assist you?" This happens seven days per week, 52 weeks per year. "How may I assist you" is frankly the motto of the Downtown Mobile Alliance. We assist not just by picking up litter and reporting streetlights out, but also by conducting research and being a team of professionals whose total focus is in making Downtown Mobile the place you and your customers want to be.

Over the past year, the Regents & Stewards were called upon to assist with directions, sidewalk washing, car unlocks, flat tires, graffiti removal, weed abatement, tree planting, etc. Downtown Mobile is clean to a degree not seen in many cities. That is not just our opinion; we hear it over and over again from visitors who say it with amazement. We are also called upon to assist in other ways. Over the last year, we relayed to the city council the needs and concerns of our members during the discussions on numerous policy issues including the entertainment ordinance – the latter a topic that logged hundreds, if not thousands of hours of time for our office staff in the fielding of calls, holding of meetings, and researching of best practices in other downtowns.

In October 2012, we hosted Andres Duany and his team during a weeklong charrette that included 3 public meetings, 5 topical discussion events, and 5 days of open studio time for the public – all so that people could come and discuss their aspirations for downtown's development. Attendance was amazing. The resulting report makes important recommendations on roadway improvements to stop certain streets from being superspeedways, suggests locations for additional housing on the edges of downtown, and makes an exciting recommendation for a Highline-type park connecting the business core to the waterfront. The form based code will modernize the zoning code for downtown and provide in one place a clear set of guidelines for high quality infill development in downtown. We urge the city to support the Duany code and to move forward with its adoption and implementation.

For the past two years Mary Anne Ball has chaired our Blight Task Force. In the spring, Mayor Jones announced the most comprehensive attempt by the city to address neglect in downtown in more than 25 years, if not 300 years! This was a courageous thing to do; it is paying off for dozens of buildings; and we thank Mayor Jones for leading his staff towards this ongoing initiative. For years, we have been chewed on by members about this issue. We appreciate the city's leadership in addressing the concerns of the property owners who have invested in their properties only to have the investment diminished by neighboring properties that are allowed to linger in decrepitude.

Last year, I told you that we would be pursuing for Alabama a state historic tax credit. Well, thanks to the efforts of the bill sponsor Rep. Victor Gaston, the bill was signed into law by Governor Bentley on May 15. Our state now joins the more than 33 other states that offer this successful incentive. Victor was joined by the entire Mobile/Baldwin delegation in supporting this important legislation. I also want to recognize the unflappable Beth Marietta Lyons for her shepherding of this legislation. We had lots of partners with lots of agendas on this one and it was no small feat to keep the coalition together.

I am thrilled to announce that our retail incubator, Urban Emporium, has received a leadership award from the International Downtown Association. This is only the second award a Mobile project has won from this organization-the first being the RSA Battle House project. Please support downtown's nascent retailers. Repeatedly, I hear how we need more retail downtown. It will not happen if we don't support the retailers who open! This winter we will launch a Downtown Mobile gift card which can be used at dozens of restaurants and retailers. I ask you to commit to purchasing the cards for employee incentives, customer gifts, wives, friends, whatever. Make a commitment to local entrepreneurs. Let's grow from within.

Last year we lauded the start of a new joint facility at Congress & Washington for the Mobile Rescue Mission and 15 Place. Today we celebrate their move there. Money is still needed for this project so please give generously when asked. Our challenge now is to backfill the properties being vacated with uses that are healthy for the historic buildings and for the neighborhoods in which they sit.

Speaking of giving, the Barton Academy for Advanced World Studies is on the way to reality. With $3.5M in bond funding, the school system is moving forward with this truly unique school in the oldest and most significant school building in Alabama. The private fundraising has begun with a $250,000 lead gift to the Barton Academy Foundation from the Hearin Chandler Foundation. This transformative school should be the number one priority for our downtown community as it will provide a place to prepare our brightest children for success in a global economy.

We operate in our office a downtown information center. We have frankly been amazed by the number of visitors we have from all over the world. We hosted tourists from Paris, Oslo, even Tasmania! Last year nearly 50% of the sales at the Urban Emporium, our retail incubator, were from people whose zip code was from places outside of Alabama. With the finest collection of lodging options in any downtown in Alabama, we are in the tourism business. We have work to do on the infrastructure to boost this – namely in retailing. Last year we launched a low interest loan program targeting new retail and our Sign Incentive program helped fund beautiful new signs at Olensky Brothers, TP Crockmiers, Serda's Coffee, and the Soul Kitchen. Mr. Olensky tells us that the response to their sign has been remarkable with people asking when he opened. Of course the answer is over 25 years ago!

Storytelling is something we do daily. Humans thrive and grow in dynamic environments. Telling the story, in all of its complexity, is the key to keeping people engaged and interested. We do that with an uncountable number of partners and it is by working together and telling each other's stories that we accomplish greatness. One of our greatest partners is the city of Mobile. We anticipate in this time of transition that Mr. Stimpson will move forward with the passion for downtown that Mike and Sam have previously shown. We will all need to help the new administration keep focused like a laser on downtown's growth. The city is a complicated entity and it is our job, yours and mine, to keep downtown top of mind for the mayor.

Currently, there is over 100,000 SF of office space under construction downtown. Van Antwerp-BBVA Compass, Kress, Iberia – who can believe what is happening on Royal Street!

As you all have read, the world is changing to a "Work anywhere" environment. When you can work anywhere with a tablet and a cell phone, why would you choose a beige building in a parking lot when you could have a great and lively downtown with places like Serda's and Heroes, Cathedral Sq and the Crescent Theater, walking and biking, flowers and trees? Two of the fastest growing companies in downtown -Hargrove Engineers and Red Square- know this intently. People thrive on human interaction. There are reasons why people choose the plain, beige building in a parking lot – safety, sameness, convenience. For this reason, we have to protect the urban experience by making the public spaces cleaner and livelier, our downtown neighborhoods safer and more inviting, and the inconveniences like parking more palatable. That is what the BID does every day.

We at the Downtown Alliance are here to listen to your aspirations and to bring resources to bear to make the best ones happen. We cannot do that without your support. Please join the Downtown Alliance; please donate to Main Street Mobile; and by all means develop property in the BID and pay the assessment that undergirds all of the services. People are willing to leave the beige box in the parking lot because downtown is clean and safe and fun. With the right resources and creative thinking we can all be a part of building an ever more vibrant and successful city.

"When you can work anywhere with a tablet and a cell phone, why would you choose a beige building in a parking lot when you could have a great and lively downtown with places like Serda's and Heroes, Cathedral Sq and the Crescent Theater, walking and biking, flowers and trees?"

# A CLEAN AND FRIENDLY PLACE

It is not by accident that Downtown Mobile is such a special place. A team of a dozen Regents and Stewards heads out each morning with one mission: make downtown as clean and lovely and welcoming as any city in the nation.

Seven days a week they patrol the 77-square blocks of the Business Improvement District, collecting litter & debris, power washing sidewalks, planting & maintaining 200 flower beds, and providing visitor and motorist assistance. You know them as the folks in purple and yellow, and for the thousands of visitors, residents and workers who see them every day, they are a constant reminder that downtown is a place that matters.

**933 TOTAL**
storm drains cleaned

**1,390 BLOCKS**
weeded

**1,285 HOURS**
of flower watering

**5,475 HOURS**
of sidewalk sweeping

**119,430 POUNDS**
of litter removed

**65,340 POUNDS**
of leaves removed

**STEWARDS**

**91,000 PEOPLE**
were provided information

**105 ISSUES**
of nuisance were resolved

**135 HITS**
of grafitti were removed

**772 MOTORISTS**
were assisted

**156 HANDBILLS**
were removed

**14 REPORTS**
of immediate safety hazards

**2 LOST**
children found

**16 INCIDENTS**
of public intoxication handled

**4 LOST**
cars found
(possibly related to the public intoxication)

**REGENTS**

# A PROSPEROUS PLACE

Downtown Mobile has experienced a level of development activity not seen since 2007. Much of this activity can be attributed to a generally improving economy and expansions at Austal, and then compounded by the interest in our area generated by the new Airbus assembly plant. Eight buildings underwent major renovations, totaling almost $47 million in investment in downtown.

## NEW BUSINESSES

Thirty-one new businesses are calling Downtown Mobile home, including six new restaurants:

- Fine Line Designs
- Robert McCown
- T.P. Crockmier's
- Pita Pit
- Big Brothers Big Sisters
- Six Degrees Marketing
- Ramsey Denniston
- The Union
- Moe's Original BBQ
- His and Her Tanning
- LoDa Bier Garten
- TAG
- Delicious Dietician
- Teaz/Jaggers
- Dauphin Street Blues
- Draft Picks
- Jack Out the Box
- Joachim Street Antique Mall
- Rumor Union
- ServisFirst
- Quality Inn
- Spire
- Portal
- Alford Bolin Dowdy LLC
- Haberdasher
- Powell & Associates
- Richard Hinds LLC
- Saddle Up Saloon
- T. Parker Host Gulf
- Worldwide Express

## OFFICE MARKET

Downtown's office market held stable and actually absorbed an additional 12,000 square feet of office space.

With a market size just under two million square feet, downtown saw an overall vacancy rate of 22.5%, a slight improvement over the previous year. The top tier properties experience a vacancy rate of 6.4%.

The renovation of the historic Van Antwerp building was announced and the renovation of the RSA Trustmark building was completed. Many people had written off this 1960s office tower as dowdy and outdated, but the $45 million RSA investment has created an upscale, contemporary building with an exterior lighting display that, in combination with the RSA Battle House Tower, has created an appealing, ever-changing display for residents and visitors alike.

Many businesses that located downtown this year cited its central location between the Eastern Shore and Mobile as a primary deciding factor. Our location at the heart of both population growth centers seems to be positioning downtown well for the future.

One of the many services provided by our Downtown Economic Development department is assisting developers in navigating the city's permitting and code compliance process. This process can overwhelm anyone who isn't familiar with the many requirements that must be satisfied before a project can come to life. Fortunately, we have become fairly proficient in this area and are frequently called upon to "make this happen."

For a copy of the current Office Market Report and Major Investment Report, visit www.downtownmobile.org.

## URBAN EMPORIUM

The Urban Emporium, our retail incubator, continued to attract new or expanding retailers to downtown. The tenant mix offered everything from women's clothing and accessories to upscale pet supplies and stationery. Start up retail is a very dynamic enterprise, making the task of filling the available space at the Emporium a daunting one; however we saw 14 tenants celebrate their first anniversary in 2013. One service of Springboard to Success, the non-profit that oversees the Emporium, is merchant training provided by a professional retail consultant. That program was expanded in 2013, with monthly meetings covering topics such as inventory control and loss prevention.

The following merchants celebrated one year with the Urban Emporium:

- Bungalows
- Modish Market
- Threadcase
- Jambalaya
- A. Renee Boutique
- Paper Jubilee
- Made in the Shea
- Eco-dogs
- Earthchic
- Very Vintage
- BayBears
- Lyonstate
- Gracie's Gift Cards
- MARC

## LESIGLATIVE UPDATES

With so many historic buildings in Downtown Mobile in need of renovation, the Downtown Mobile Alliance continued advocating for State Historic Tax Credits for rehabilitation projects undertaken in Alabama. 2013 saw the passage of legislation implementing this program, making the state more competitive with neighboring states that have used the credits to bring many millions of dollars of investment in their communities.

The State New Markets Tax Credits, passed in the previous legislative session, are already having an impact on projects in the Port City. GulfQuest, the National Maritime Museum of the Gulf of Mexico, was awarded the credits to help finance the state-of-the-art exhibits.

Legislation allowing the creation of Cultural Districts in cities across Alabama was introduced, but failed to pass for the second year. These districts would incentivize new artistic enterprises in the state's urban centers and encourage the revitalization of entire neighborhoods.

## RETAIL INCENTIVES

Attracting retail downtown is one of the most challenging tasks undertaken by the Downtown Mobile Alliance. Independent retailers as a whole struggle to compete with the retail behemoths that dot the Airport Boulevards of our cities. Add to that the idea of moving into an unknown marketplace like Downtown Mobile and most just think that being the first in is too risky. To make downtown a more attractive option, the Alliance has created a package of incentives.

The most visible program is our Signage Grant incentive. The Alliance will provide up to $8000 towards the design and creation of engaging signs along Dauphin and Royal streets. In 2012-13 three remarkable signs were installed: T.P. Crockmier's, Soul Kitchen and Serda's Coffee Company. All three provide visual energy to the streetscape both night and day, and instantly brand their businesses.

A single Retail Forgivable Loan was granted last year to T.P. Crockmier's. This established mid-town restaurant was relocating to one of downtown's premier intersections and involved a massive renovation of a large, though dated space. The Retail Forgivable Loan has since evolved into a Low Interest Loan program.

Our incentive programs are funded in large part through support from Austal. To these great supporters of a vibrant downtown, we give a great big "Thank You!"

## BLIGHT INITIATIVE

The Alliance partnered with the City of Mobile to continue its push to rid downtown of the cancer of blighted properties. City inspectors undertook an Enhanced Property Maintenance Initiative and conducted a sweep of downtown property in the Spring of 2013. The inspections and citations resulted in the repair and, in some cases, the sale of several dilapidated properties.

*01 // T.P. Crockmier's Sign*

*02 // Urban Emporium*

*03 // Form Based Code Team*

*04 // Urban Emporium*

*05 // GulfQuest National Maritime Museum of the Gulf of Mexico*

*06 // Blight issues being repaired*

# A PLACE WHERE THE COOL KIDS GO

The world of marketing and communications has changed profoundly in recent years. On the one hand, it is easier to craft our own message and "get it out there." On the other hand, it's getting more difficult to know where "there" is when it comes to reaching the many audiences for downtown's messages. To that end, we've added more tools to our communications arsenal, while still relying on our friends in the traditional media to help tell downtown's story.

And what an interesting story it has been! 2012-13 saw many new events, the growth of some existing ones, a few controversies here and there…in other words, the story of a dynamic place with many engaged stakeholders.

## NORTH POLE STROLL

**1 Santa**
**1 Giant Snow Globe**
**3 Stroll Trains**
**6000 smiles**

## EASTER IN THE SQUARES

**1 Easter Bunny**
**150 Easter Bonnets**
**1500 Easter Eggs**
**300 children competing with squirrels for the eggs**

## NATIONAL DANCE DAY

**1 BayBear Mascot**
**5 Dance Instructors**
**150 Dancers, age 18 months to 83**

## ENTERTAINMENT DISTRICT

2012-13 saw the lively debate over the formation of an Entertainment District for Downtown Mobile. While most people believed it was a good idea for patrons to be able to walk around on our lovely sidewalks with an adult beverage, there was serious disagreement over which sections of downtown should be included. Ultimately maps were more or less agreed upon and approved by the City Council, resulting in one district encompassing the hotels, restaurants and night spots on the east end of downtown and one on the west. Though concerns were expressed that the ordinance would result in more underage drinking and rowdy behavior, that has not been the case, at least in the first six months of its passage.

## CLEANER, GREENER LODA

In its second year, the Alliance's Cleaner, Greener LoDa effort engaged more volunteers and consequently collected more recyclables at two of downtown's most heavily attended events: Mardi Gras and BayFest.

**Mardi Gras:** 40 Volunteers collected 100 pounds of aluminum and 12 giant bags full of plastic bottles.

**BayFest:** 100 volunteers collected 500 pounds of aluminum and an uncounted, but significant, number of bags of plastic bottles.

## OYSTER TRAIL

The Alliance partnered with the Mobile Oyster Gardening program and the Mobile Arts Council to launch the Oyster Trail, a project that combines public art, environmental awareness and tourism. The dozen (of course) 4-foot sculptures were each sponsored by a company or organization and embellished by various local artists. Each also has an interesting fact about the importance of our favorite bi-valve to the economy and environment of our area. They are placed strategically throughout downtown to encourage visitors to stroll from one end of the city center to the other.

## SHOP BY MOONLIGHT

In an effort to increase the awareness of the many retail options downtown, the Alliance organized and promoted Shop by Moonlight during the holiday shopping season. Many downtown retailers stayed open late on Thursday evenings and offered refreshments along with special deals. Shopper response varied from store to store, but all agreed it was worth the effort.

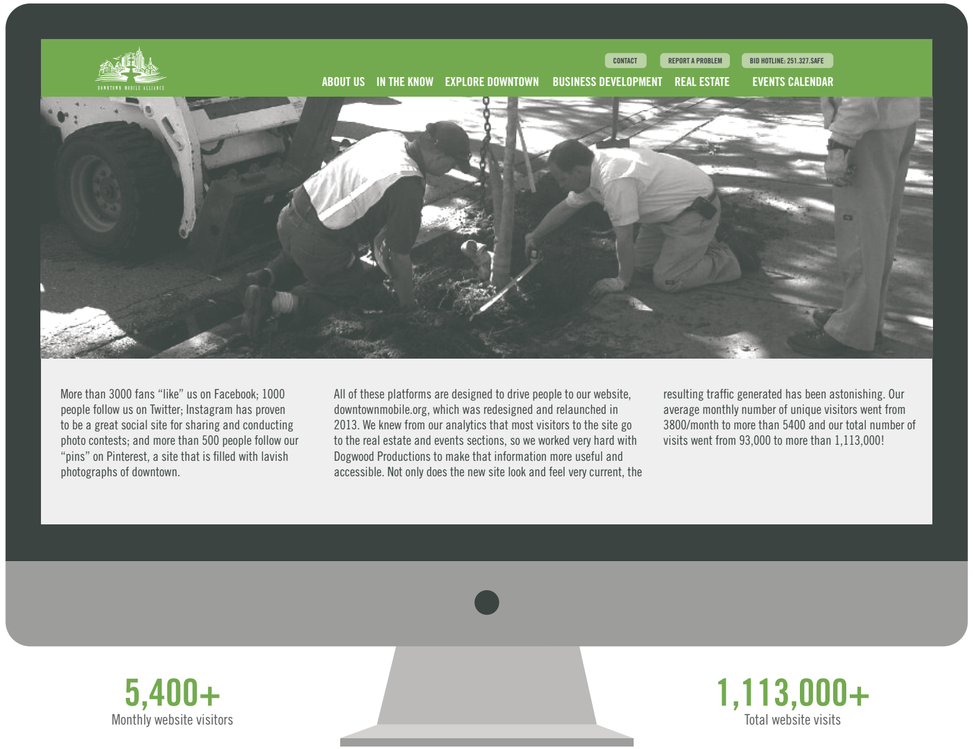
*01 // National Dance Day*

*02 // Easter in the Squares*

*03 // Dauphin Street Vault*

# A CONNECTED PLACE

When it comes to social media, the Downtown Mobile Alliance is all over the place…in a good way.




More than 3000 fans "like" us on Facebook; 1000 people follow us on Twitter; Instagram has proven to be a great social site for sharing and conducting photo contests; and more than 500 people follow our "pins" on Pinterest, a site that is filled with lavish photographs of downtown.

All of these platforms are designed to drive people to our website, downtownmobile.org, which was redesigned and relaunched in 2013. We knew from our analytics that most visitors to the site go to the real estate and events sections, so we worked very hard with Dogwood Productions to make that information more useful and accessible. Not only does the new site look and feel very current, the resulting traffic generated has been astonishing. Our average monthly number of unique visitors went from 3800/month to more than 5400 and our total number of visits went from 93,000 to more than 1,113,000!

**3,000+**
Fans on Facebook

**1,000**
Followers on Twitter

**Contests**
Photo sharing and contests

**500+**
Followers on Pinterest

**5,400+**
Monthly website visitors

**1,113,000+**
Total website visits

# A PLACE FOR PARTNERSHIPS

## STAFF

**Elizabeth Stevens Sanders**
President & CEO

**Fred Rendfrey**
Economic Development Director

**Carol Hunter**
Communications Director

**Kristin McCracken**
Finance Director

**Missy Hartley**
Program Coordinator

**Valerie Longa**
Project Coordinator

**Brennan Donze**
Accounting Intern

**CONTRACTS**
**Denise Browning**
Financial Consultant

**BID OPERATIONS**
**Clayton Ratledge**
Operations Manager

**Brian Sandifer**
Operations Supervisor

**Hap Kern**, Horticulturist

**STEWARDS**
**Michael McGarry**
**Lorenzo Franklin**
**Yolanda Duncan**
**Matthew Davenport**
**Jeremy Perry**
**Paisley Wade**

**REGENTS**
**Amanda Sutton**
**Brentt Bradley**
**Houston Williamson**

## DOWNTOWN MOBILE ALLIANCE // Board of Directors // 2012-2013

**CHAIRMAN**
**Tyrone Fenderson**, Commonwealth National Bank*

**VICE CHAIRMAN FOR ECONOMIC DEVELOPMENT**
**Mary Anne Ball**, Bienville Properties*

**VICE CHAIRMAN FOR PUBLIC REALM**
**Margo Gilbert**, The Battle House Hotel*

**VICE CHAIRMAN FOR MEMBERSHIP & DEVELOPMENT**
**Richard Stimpson**, Leavell Investment Management*

**VICE CHAIRMAN FOR PARKING AND TRANSPORTATION**
**Stephen Carter**, *S & A Investment Strategies

**TREASURER**
**Jeb Shell**, Hargrove Engineers + Constructors*

**SECRETARY**
**Semih Kangal**, Kangal & Associates, L.L.C.*

**IMMEDIATE PAST CHAIRMAN**
**Sam Covert**, Alabama Power Company

**John Arendall**, Regions Bank
**Bill Barrick**, Bellingrath Gardens & Homes
**Pete Burns**, Burns, Cunningham & Mackey*
**Steve Clements**, Stephen E. Clements, PC*
**Wanda Cochran**, Wanda J. Cochran Attorney*
**Rev. Johnny Cook**, Christ Cathedral Church
**Mike Cowart**, Cowart Hospitality Services, LLC
**Sheila Dean-Rosenbohm**, International Shipholding Corporation
**The Hon. Mike Dow**, Former Mayor of Mobile
**John Dukes**, Helmsing Leach Herlong Newman & Rouse, P.C.
**Barbara Drummond**, City of Mobile*
**Monica Garsed**, Mobile Gas
**The Hon. Merceria Ludgood**, Mobile County Commission*
**Marc Jackson**, Wells Fargo*
**Mike Johnson**, Bank Trust
**Anna Luce**, Roberts Brothers
**Bruce McGowin**, Hand Arendall
**Jeremy B. Milling**, Milling Commercial Realty
**Andy Newton**, Southern Light
**Jay Olensky**, Olensky Office Supplies*
**Sydney Raine**, Mobile Works, Inc.*
**Mickie Russell**, Roberts Brothers*
**Joseph P. Toole**, The Retirement Systems of Alabama*
**Stacy Wellborn**, wellbornIdeas
**Susan Wallace**, Archdiocese of Mobile*

**EX-OFFICIO BOARD MEMBERS**
**Devereaux Bemis**, City of Mobile
**Mayor Samuel L. Jones**, City of Mobile

**DMDMC Board*

## DOWNTOWN MOBILE ALLIANCE // Members // 2012-2013

**LEADERSHIP CIRCLE**
Alabama Power Company
Alabama State Port Authority
Hargrove Engineers & Constructors
Red Square Agency

**LEADERSHIP COUNCIL**
Armbrecht Jackson LLP
Burr & Forman LLP
Hand Arendall, LLC
International Shipholding Corporation
Mobile Airport Authority
Mobile Gas
NAI Mobile/Peebles & Cameron
Phelps Dunbar
PNC Bank
Regions Bank
Safe Archives
Trustmark

**BUSINESS ADVOCATE**
Adams & Reese
Austal USA, LLC
B B & T Bank
Battle House Renaissance Mobile 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 Mobile Downtown
Hancock Bank
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 Mobile 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 SUPPORTER**
AHI Properties / Clean as a Whistle
Alabama Coast Multimedia
Armstrong & Associates
Baumhower's Wings Restaurants
Bellwether Group
Boo Radley's
Buck's Pizza
Cathedral Square Gallery
Commonwealth National Bank
Covered Boutique
Cowart Hospitality Services, LLC
Crescent Theater
dakinstreet architects
Firehouse Bar Inc.
Fort Conde Inn
Hummingbird Ideas, Inc.
Innerspace
Inside Up
ITAC Solutions
Joachim Street Antique Mall
John Toomey & Company, Inc.
Kangal & Associates
Kangal Gallery in the Sail Loft
LA + South, Inc
Logical Computer Solutions
Marine Rigging, Inc.
McElhaney State Farm Insurance
Mediterranean Sandwich Co.
Milling Commercial Realty
Mobile's Best Storage
Pita Pit
O'Dalys
Olensky Brothers Office Products
Optera Creative, Inc.
Panini Pete's
Robert S. Edington Law Office
Rossler & Reddit Law Firm, LLC
Serda's Coffee Co.
Southern Light
The Bull
The Delicious Dietitian
The Ezell House
The Royal Scam
Toomey's Mardi Gras Candy Co. Inc.
Urban Emporium
Wellborn Ideas
Wintzell's Oyster House

**NON-PROFITS**
7 Dauphin Street LLC
Alabama Coastal Foundation
Bellingrath Gardens and Home
Big Brothers Big Sisters
Christ Church Cathedral
Greater Mobile Development Corp.
Gulf Coast Exploreum
GulfQuest
Historic Mobile Preservation Society
Mobile Area Chamber Of Commerce
Mobile Arts Council
Mobile Baykeeper
Mobile Carnival Museum
Mobile Museum of Art
Mobile Opera, Inc.
Mobile Symphony
Mobile United/Leadership Mobile
Richards DAR House
South Alabama Regional Planning Commission
The Community Foundation of South Alabama
United Way of Southwest Alabama
University of South Alabama Foundation
Waterfront Rescue Mission
Wilmer Hall
YMCA of South Alabama

# MAIN STREET MOBILE, INC.

Statement of Assets, Liabilities & Net Assets Modified Cash Basis (audited) as of June 30, 2013

## Assets

Current Assets

| | |
|---|---|
| Cash and Cash Equiv. | 228,465 |
| Due from Downtown Mobile District Management Corporation | 115 |
| **Total Current Assets** | **$228,580** |

## Fixed Assets

| | |
|---|---|
| Equipment | 17,087 |
| Accumulated Depreciation | (10,760) |
| **Total Property & Equipment** | **$6,327** |

Total Assets $234,907

## Temporary Restricted Assets

| | |
|---|---|
| Facade Grant | 50,277 |
| Cathedral Square Fund | 24,921 |
| Retail Incubator | 11,000 |
| Tunnels to Towers | 2,000 |
| Lt. Tommy P. Menton Memorial | 2,000 |

Total Temporarily Restricted Assets 90,198

## Liabilities & Net Assets

| | |
|---|---|
| Unrestricted | 144,709 |
| Temporarily restricted | 90,198 |

Total Net Assets 234,907

Statement of Revenues & Expenses
Modified Cash Basis for year ended June 30, 2013

## Program Revenue & Grants

| | |
|---|---|
| Community Foundation Endowment Proceeds | 8,730 |
| North Pole Stroll | 6,396 |
| Lt. Tommy Menton Memorial | 2,000 |
| Bienville Square Great Places Marker | 982 |
| War of 1812 Re-enactment | 4,000 |
| Tunnels to Towers | 2,000 |
| Cathedral Square | 900 |
| Poinsettias | 7,240 |
| Retail Incubator | 10,000 |
| Misc. Income & Products Sold | 2,581 |

Total Program Revenue 44,829

## Contributions

Total Contributions $9,950

General Donations 9,250

Endowment 700

## REVENUE

Total Revenues $55,054

Investment Income 275

## OPERATING EXPENSES

Total Operating Expenses $42,334

Temporary Restricted Net Assets Not Released 119,160

## Supporting & Program Services

| | |
|---|---|
| Events | $12,177 |
| Marketing | 4,616 |
| Develpment Programs | 14,000 |
| Public Improvements | 3,590 |
| Management & General Expense | 7,951 |

Total $42,334

## REVENUE vs EXPENSE

Excess Revenues over Expenses $12,720

## DONOR RECOGNITION

**Endowment**
Stephen Carter
Steve Clements
Richard Stimpson

**Tommy Menton Memorial**
Point Clear Hotels

**Bienville Square Great Places Marker**
Hon. Bess Rich

**Cathedral Square**
Rita Greenbaum

**Retail Incubator**
J.L. Bedsole Foundation

# DOWNTOWN MOBILE DISTRICT MANAGEMENT CORPORATION

## Current Assets

Cash & Cash Equiv. **$545,994**

=40,000

Total Current Assets $545,994

## Fixed Assets

01 02 03 04

| | | | | | |
|---|---|---|---|---|---|
| 01/ | Office Furniture & Equip. | 120,644 | 03/ | Software | 25,865 |
| 02/ | Leasehold Improvements | 77,943 | 04/ | Accumulated Depreciation | (170,284) |

Total Property & Equipment $54,168

## Net Assets

$465,619

## Liabilities & Net Assets

| | | |
|---|---|---|
| 01/ | Payroll Liabilities | $3,401 |
| 02/ | Prepaid Annual Meeting Sponsors | 3,600 |
| 03/ | Prepaid Contract Income | 105,600 |
| 04/ | Prepaid Assessment Income | 21,942 |

Total Current Liabilities $134,543

**TOTAL ASSETS** $600,162

**TOTAL LIABILITIES & NET ASSETS** $600,162

# ASSETS, LIABILITIES & NET ASSETS

Modified Cash Basis (audited) as of June 30, 2013

## Revenue

| | | |
|---|---|---|
| 01/ | Assessment Income | $708,157 (51%) |
| 02/ | Interest Charges on Assessments | 2,430 (0%) |
| 03/ | Contracts & Main St. Program Funds | 609,073 (44%) |
| 04/ | Downtown Mobile Alliance | 22,000 (2%) |
| 05/ | Meetings | 40,485 (3%) |
| 06/ | Uncategorized Income | 500 (0%) |
| 07/ | Interest Income | 2,468 (0%) |

Total Revenues $1,385,113 (100%)

## Operating Expenses

| | | | | | |
|---|---|---|---|---|---|
| 01/ | Business Recruitment/Retention | $184,208 (15%) | 06/ | Depreciation | 23,490 (2%) |
| 02/ | Communication & Marketing | 197,878 (16%) | 07/ | Education & Meetings | 27,118 (2%) |
| 03/ | Public Space Management | 608,398 (50%) | 08/ | Annual Meeting | 33,718 (3%) |
| 04/ | Special Projects/Landscape | 11,875 (1%) | 09/ | Professional Services | 46,679 (4%) |
| 05/ | Office Expenses | 85,612 (7%) | | | |

Total Operating Expenses $1,218,977 (97%)

# REVENUES & EXPENSES

Excess Revenues Over Expenses $166,136 (3%)

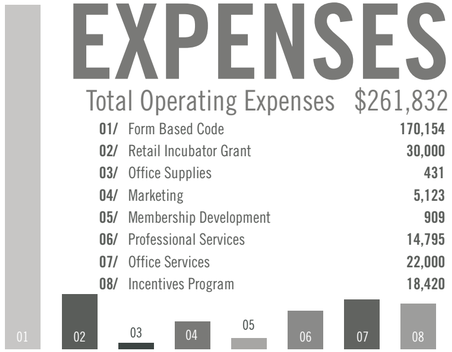
# DOWNTOWN MOBILE ALLIANCE

Statement of Revenues & Expenses Modified Cash Basis for year ended June 30, 2013

## EXPENSES

Total Operating Expenses $261,832

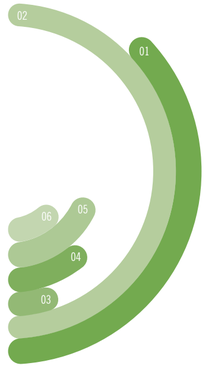
| | | |
|---|---|---|
| 01/ | Form Based Code | 170,154 |
| 02/ | Retail Incubator Grant | 30,000 |
| 03/ | Office Supplies | 431 |
| 04/ | Marketing | 5,123 |
| 05/ | Membership Development | 909 |
| 06/ | Professional Services | 14,795 |
| 07/ | Office Services | 22,000 |
| 08/ | Incentives Program | 18,420 |




## REVENUE

Total Revenues $240,124

| | | | | | |
|---|---|---|---|---|---|
| 01/ | Membership Dues | 76,625 | 04/ | Mayor's Breakfast | 6,440 |
| 02/ | GoZone Financing | 135,000 | 05/ | Retail Incentives Program | 18,420 |
| 03/ | Downtown Living Tour | 1,250 | 06/ | Other Income | 2,389 |

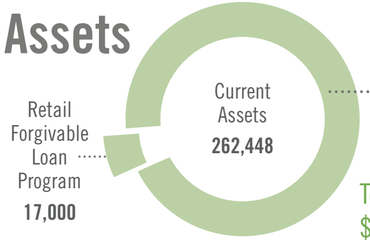


Excess Revenues Over Expenses -21,708

# ASSETS, LIABILITIES & NET ASSETS

Statement of Assets, Liabilities & Net Assets Modified Cash Basis as of June 30, 2013

## Assets




Total Assets $262,448

## Liabilities & Net Assets

Due to Downtown Mobile District Management Corporation
300

**Liabilities**

**Net Assets**

Designated Funds
19,167

Undesignated Funds
242,981

Total Net Assets $262,448

DOWNTOWN MOBILE ALLIANCE

# DOWNTOWN MOBILE ALLIANCE

DOWNTOWNMOBILE.ORG | 251.434.8498 | 261 Dauphin Street • Mobile, Alabama 36602