

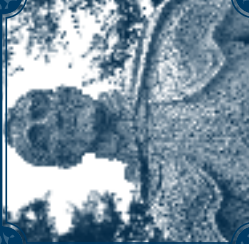
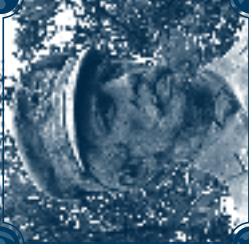
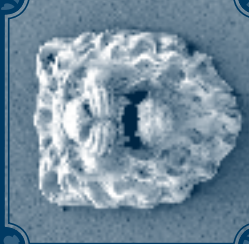
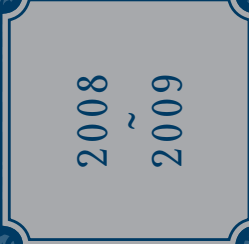
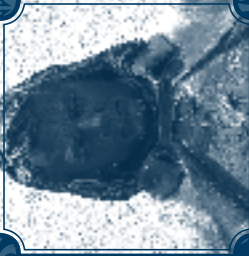
The Character(s) of Downtown

PRESENT

The Downtown Mobile Alliance

2008
~
2009

Annual Report



“ IT’S A GREAT PLACE TO WORK, CLOSE TO SO MANY THINGS AND WE GET GREAT CUSTOMERS. IT’S BOOMING WITH WALKERS, TOURISTS, AND OUR GREAT REGULARS WE SEE EVERYDAY. WE ARE BECOMING A REAL CLOSE COMMUNITY.”

Lois White-Spunner
219

“ IT IS DEFINETLY AN UP AND COMING AREA WITH MORE PEOPLE INVESTING AND FINDING OUT ABOUT DOWNTOWN MOBILE. THERE’S A GREAT FEELING HERE AND OPENING A NEW BUSINESS DOWNTOWN JUST MADE SENSE.”

Jed Davis
DOWNTOWNERS



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Lawsuit Update

On June 12, 2008, the Circuit Court of Mobile County entered a summary judgment in favor of the Downtown Mobile District Management Corporation, the City of Mobile and the State of Alabama as to all claims of the plaintiffs. The plaintiffs have filed a notice of appeal to the Supreme Court of Alabama and the appeal is pending.

Dear Members:

A letter from the PRESIDENT & EXECUTIVE DIRECTOR.

We began the 2008-2009 fiscal year with a bit of optimism for Downtown Mobile. Investment dollars were flowing, hammers were still flying at numerous projects, and Mobilians were riding high on the announcements of TK and Airbus. But then the world’s stage began to shift. In September, the giants of the global finance industry were failing and things only seemed to get worse from there. Locally, things seemed stable as Mobile had not experienced the housing bubble and therefore would perhaps escape the dreadful decline that had befallen places like Las Vegas, Miami, and Detroit. However, as we learned, Mobile was not an island unto itself and events reconfirmed that, true to its 300 year history, Mobile was a definite player in the world’s economic marketplace – and the ups and downs that came with it.

Still, Downtown Mobile has proven itself as the place for those interested in stable, long term investments. With a future of fluctuating fuel and energy prices, demographic patterns that signal an interest in an energetic urban lifestyle, and a recentering of our region’s economic lifeblood in and around our center city, Downtown Mobile is the place to invest. What we find at the end of this turbulent year is that unlike many suburban development areas, Downtown Mobile’s values are holding steady. Bargains are only to be had when a sale has to happen quickly. Office properties continue to lease with new tenants from throughout the region and beyond. We ended the year with the ground-breaking for yet another hotel property and this in a year when we celebrated the December opening of the beautiful new Hampton Inn at Royal and Conti streets. Even in the retail sector we see positive trends. Several new restaurants have opened and existing restaurants have reported sales strength, while many nationals report anemic sales.

Condominium sales have fallen flat over this past year. There is no glossing over this. There are beautiful and varied units available at O’Gwynn, Mattress Factory, St. Louis Lofts, and Carriage Works. Many have been leased at healthy rental rates, but the buildings’ developers did not intend at the outset to be landlords. We will continue to do our part to provide an environment where people want to live and participate in the walkable urban lifestyle.

As we complete this, our fourth year of operation, we have begun to look carefully at the future of our downtown. The story is filled with hopefulness and threats. Six years ago, our parent organization, Main Street Mobile conducted a series of surveys asking people what they thought of Downtown Mobile. Intensive efforts to revitalize the area had been in effect for more than a decade. Millions in public and private dollars had been invested in an area that had been laid to waste by 30 to 40 years of willful neglect. And yet when we asked people about their perceptions of downtown in 2003, they said the following:

- *Downtown was dirty and rundown*
- *Downtown didn’t feel safe*

That was the impetus for the board of Main Street Mobile to do something different. After looking around, they decided to create a management organization to address these issues. Property owners large and small banded together and asked the city council to create a “Business Improvement District.”

Here we are four years after the August 2005 start-up of the BID, with a clean, vibrant, and actively marketed downtown. Our new surveys tell a different story than in 2003. (By the way, in both cases, these surveys were conducted among downtown residents, business people, property owners, and workers. These were people who were “downtown” people.) People give very high marks to inquiries about cleanliness and personal safety.

Remarkably, our survey respondents in 2009 tell us that:

- **89%** believe downtown is cleaner than it was 4 YEARS AGO
- **59%** are more comfortable during the day (7 A.M. – 7 P.M.) than they were 4 years ago
- **51%** are more comfortable at night (7 P.M. – 7 A.M.) than they were 4 years ago

Optimism is high and people generally feel positive about Downtown Mobile. They now have very specific issues of concern:

- *Dilapidated buildings*
- *Panhandling*
- *Commercial garbage cans*
- *Conditions of parking lots*

Today we have a new set of concerns to address. These include how to incentivize the rehabilitation of historic shop-fronts and the occupancy of new retail operations along key corridors; programming public spaces so that people of all ages feel comfortable and welcome throughout the day and evening; encouraging businesses to get commercial garbage cans off of the sidewalks (especially since it’s against city code to leave them out anyway); and adopting some kind of standard for commercial parking lots, so that the act of parking is a safe, positive experience instead of the often hostile, mysterious process that now exists. We are hopeful that, with the right combination of resources and a commitment from all parties, these items can be addressed in a meaningful way in the next 5 years.

Our progress is threatened by a lack of knowledge among some people of what it has taken to get downtown to this point. At least 20-25% of the property owners are new to the area since the BID began. They do not know about the feces, blood,

and debris that once sat on the sidewalks until nature rotted them away. They think that the communication and marketing efforts of the Alliance are something to be taken for granted. They do not know how office managers used to have to hide the location of their business from potential employees because the prospect would decline the interview if the job was downtown. This was the case just five years ago.

Let us just say that for the first time in a long time downtown employees are excited about being downtown. They love walking to the bank, to cafes, to noon-day service. For the past 10 years I have been asking CEO’s of new businesses what their employees thought about their move to downtown. For the first time ever, I am getting an animated “Oh, they are excited!” As property and business owners in downtown, you should never have to excuse your place of business. You should be delighted to call Downtown Mobile home.



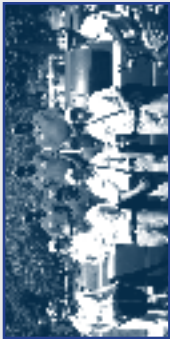
Many do not know or choose to forget what it took to just get here. Our work is a long way from completion. Even though seven new buildings fill once barren lots, plus one other under construction (Candlewood Suites), still too many lots sit vacant or under utilized. Our downtown will be successful when the dense and vibrant, and yes sometimes chaotic, urban environment we once had is rebuilt in a style contemporary with our time and needs. True incremental change is our mission. Such change is frustratingly slow for some and scary and threatening for others. Our job is to maneuver among the needs of all of our members and offer the best possible environment for their individual and collective success.

– *Casper Thibaut*, PRESIDENT

– *Elizabeth Sanders*, EXECUTIVE DIRECTOR

BID Services

The BID Services team continued its remarkable and relentless effort to transform Downtown Mobile into a place of beauty, safety and friendliness. It is no small task. An average day might include replanting two dozen flower beds, greeting a hundred visitors, cleaning all 77 blocks of the District, and making sure there is an overall sense of order. Not that one person does all this, of course. The BID Services team is made up of 13 yellow and purple shirted folks who are dedicated to making downtown a vibrant neighborhood for the entire region.



The beautification of Downtown Mobile continued last year with the Crewe of Stewards maintaining a total of 200 planters/flower beds. 60 of those along Dauphin Street were changed out seasonally, giving visitors an entirely new vista every three months! And those who live and work downtown are a little safer now that the entire BID services team has been trained on our new Automated External Defibrillator. It is the most important piece of equipment we hope we never have to use. The visitor experience has been totally transformed by the Stewards and Regents, who spend their days making downtown a true place of character(s).

Crewe of Regents:

The Crewe of Regents was established by the property owners to assist visitors and residents in the overall preservation of order through regular patrols and to provide on-demand assistance. Regents work to create an environment of a safe and vibrant street life, and offer a friendly, informed presence to pedestrians and workers.

ACCOMPLISHMENTS FOR 2008-09

- *Meet & Greet*s: 308,757
- *Motorist Aid* Calls: 592
- *Police* Assist: 37
- *General Patron* Assist: 1,673
- *Homeless Referrals*: 46
- *Staff* trained to operate Automated External Defibrillator

OBJECTIVES FOR 2009-10

- *Create a* move visible presence to enhance the user experience
- *Implement* homelessness recommendations from Downtown Roundtable Discussion group
- *Purchase* hand-held reporting devices to facilitate reporting and the delivery of services
- *Continue* intensive hospitality training and set the standard for customer service downtown

“THERE IS SO MUCH HAPPENING DOWNTOWN. THE SYMPHONY AND OPERA ARE DOWN THE STREET. THERE IS SPACE 301 & OTHER PRIVATE GALLERIES. THIS IS THE EPICENTER OF THE ARTS SCENE IN MOBILE & THAT PUTS US IN THE MIDDLE OF ALL THIS CREATIVE PRODUCTION – PLUS IT’S EASY FOR ARTISTS & VISITORS TO FIND US.”

Charlie Smoke
MOBILE ARTS COUNCIL

“MOBILE, WHICH MORE THAN 300 YEARS AGO WAS THE BIRTHPLACE OF ALABAMA, I NOW BELIEVE REPRESENTS THE FUTURE OF OUT STATE.”

Dr. David Bronner
RETIREMENT SYSTEMS OF ALABAMA



“I HAVE ALWAYS SEEN THE POTENTIAL IN DOWNTOWN, EVEN WHEN OTHERS DIDN’T. PEOPLE ARE REALLY LOOKING AT THIS AREA NOW.”

Jim Walker
THE BIKE SHOP/LIQUID SUSHI

“IT’S LIVELY IN THE DAY AND LIVELY IN THE EVENING. ALWAYS SOMETHING TO DO AROUND THE CLOCK.”

Woody Walker
THE BIKE SHOP/
LIQUID SUSHI



“WE HAVE TWO FULL TEAMS WORKING FOR US, THE REGENTS & THE STEWARDS. MY HARD WORKING CREW SERVES AS AMBASSADORS AND GUARDIANS OF A SAFE CLEAN, AND BEAUTIFUL DOWNTOWN COMMUNITY.”

Clayton Raillege
BID OPERATIONS MANAGER

DOWNTOWNMOBILE.ORG ~ 4

Economic Development

Though ground breakings and ribbon cuttings are events that say to the community, “things are happening,” economic development happens only because many efforts are continuing on layers far below the surface. In 2008-09 the Downtown Economic Development office had its fair share of exciting announcements, but also continued to lay the groundwork for sustainable growth that will benefit the entire community. The office tackled the issues of parking, retail recruitment and the hurdles to downtown development. Last year had its challenges to be sure, but Downtown Mobile saw the opening of a new convention class hotel, nine new restaurants and several new professional offices.

Accomplishments:

- Assisted dozens of professional firms, developers, retailers, and restaurateurs with site selection, permitting requirements, demographic information and incentives
- Worked with Retail Consultant to execute retail recruitment efforts
- Provided staff support to the Mayor’s Working Parking Task Force and the Parking & Transportation Committee to develop long-term parking solutions
- Updated Residential Housing Market Analysis
- Created an Office Space Leasing Guide for use by real estate professionals and prospective tenants
- Created an Entertainment Forum to build on the strengths of the Dauphin Street Entertainment District
- Marketed downtown at ICSC Real Estate Conference
- Organized the Development Hurdles committee to analyze the city’s development and permitting process
- Coordinated Realtor’s Scavenger Hunt and the Downtown Living Tour to raise awareness of the variety and quality of residential options
- Enhanced and maintained an on-line, easily accessible inventory of available real estate in downtown
- Created an apartment guide for rental housing options in Downtown Mobile
- Advertised downtown properties in local, regional and national publications

Objectives:

- Continue retail recruitment efforts
- Promote the sale/lease of the current inventory of condominiums and apartments
- Recruit tenants for vacant office space
- Create a consistent parking signage brand that clearly and attractively directs travelers
- Work toward surface parking facilities that are convenient, friendly, attractive and have adequate signage
- Increase the accessibility of downtown for all users whether walking, bicycling, driving, or using public transit or passenger rail

Economic Incentives:

PROGRESS MADE IN

- **GO Zone Update:** Austal is still on track to use the GO Zone bond allocation for its expansion program on the east side of the Mobile River with an expected closing date of September 2009.
- **Incentive Programs:** The Alliance is continuing to develop the specifics and possible funding sources of the Retail Forgivable Loan Program and the Signage Improvement Grant Program.
- **Retail Incubators:** The Alliance is working with a regional retail consultant to develop a Retail Incubator to encourage retail growth in Downtown Mobile.

DOWNTOWNMOBILE.ORG ~ 5

Marketing & Communications

Even as development slowed last year, the story of Downtown Mobile was an easy one to tell. One new hotel opened and another new one was announced. We added several new professional offices, a few new restaurants, as well as a couple of art galleries. And we continued to have more folks move downtown as several new residential buildings came on line, totaling more than 50 units.

Last year the Alliance created a comprehensive marketing plan that included a presence on various media outlets as well as an extensive street banner program. Guided by the results of a wide-ranging on-line survey, our messages were crafted to reach the potential employer, resident and visitor, as well as to increase the general awareness of downtown as a thriving, vibrant city center... the true heart of our region. We even entered the age of social media last year with the addition of a Facebook page and a Twitter site. These new tools allow us to reach our audience instantly and have given us the ability to connect people and events in a way never before possible.

Accomplishments 2008-2009:

- Developed and began the implementation of a comprehensive marketing plan for all aspects of Downtown Mobile
- Created and produced an extensive street banner program
- Generated several thousand dollars in public relations value through placement of stories about downtown in local, regional and national media
- Worked with local, regional and national media to position Downtown Mobile as the center for commerce, arts, entertainment and urban living
- Completely revamped the Alliance website, www.downtownmobile.org and developed pages for Facebook and Twitter
- Promoted the developments, events and news of downtown through our in-house publications, *Downtown Alliance News*, with a printing of 3000, and *Downtown Details*, with a distribution of almost 2000 email addresses.

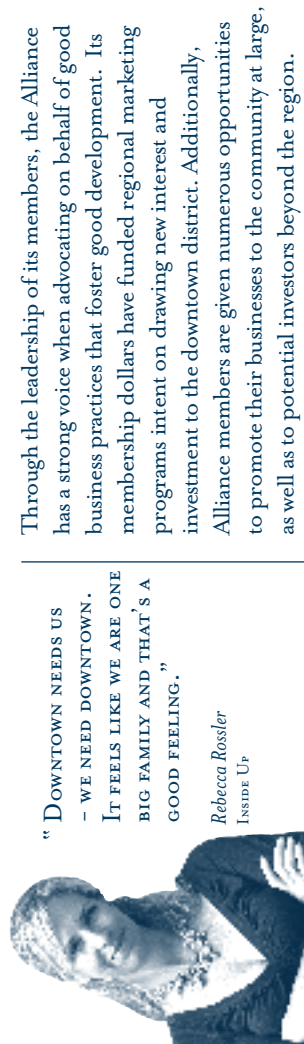
Goals 2009-2010:

- Complete the implementation of the marketing plan to create the brand: *Downtown Mobile: It's a Life with Style*
- Investigate and implement "new media" communication tools
- Develop a marketing strategy to position *Downtown Mobile* as the live music destination of the region
- Through a clear articulation, expand our property and business owner members' understanding of the value of investing in a strong downtown management organization

The Downtown Mobile Alliance

THE DOWNTOWN MOBILE ALLIANCE EXISTS TO SUPPORT THE REDEVELOPMENT OF DOWNTOWN THROUGH MARKETING, ADVOCACY AND THE MANAGEMENT OF BID SERVICES.

The Downtown Mobile Alliance continues to be a valuable asset to the Downtown Mobile District Management Corporation by enhancing marketing efforts, securing grants and sponsorships, and serving as a forum for downtown businesses. Through the Alliance, business owners and operators 'stay in touch' with the revitalization activities in our district. They are kept up to date on projects, involved in issues which affect the business climate, and invited to participate in programs which improve their investment in downtown Mobile.



"DOWNTOWN NEEDS US - WE NEED DOWNTOWN. IT FEELS LIKE WE ARE ONE BIG FAMILY AND THAT'S A GOOD FEELING."

Rebecca Rossler
INSIDE UP

Through the leadership of its members, the Alliance has a strong voice when advocating on behalf of good business practices that foster good development. Its membership dollars have funded regional marketing programs intent on drawing new interest and investment to the downtown district. Additionally, Alliance members are given numerous opportunities to promote their businesses to the community at large, as well as to potential investors beyond the region.

Accomplishments of 2008-09

- Succeeded in securing grants for the City of Mobile's Master Plan
- Secured sponsors for the Annual Meeting, the *Living Downtown Tour*, *Retail Promotions*, the *Mayor's Breakfast*
- Developed relationships with new downtown businesses, facilitating their introduction to the downtown experience
- Informed downtown businesses of scheduled conventions and events so they could welcome visitors into their businesses with special promotions

Objectives for 2009-2010

- Secure grants for Main Street Mobile projects
- Create opportunities for members to discuss issues and advocate for solutions
- Increase awareness of the Alliance and its many benefits
- Secure sponsorships for the events of the District Management Corporation and the Alliance
- Offer marketing partnering programs to members
- Survey downtown business to determine their priorities for downtown revitalization
- Establish *Downtown Mobile* as the top regional choice for dining, recreation and business through our comprehensive advertising and promotional efforts



"THIS WAS AN ARTFUL COMMUNITY LONG BEFORE WE GOT HERE. FILLED WITH CREATIVE PEOPLE. AND WE THOUGHT THIS PLACE WOULD BE GREAT FOR US, AND OUR SMALL INDEPENDENT THEATER IS GREAT FOR DOWNTOWN. WE WOULD NOT HAVE OPENED, OR BE OPEN, IF THE COMMUNITY HAD NOT EMBRACED US."

Max Mory
CRESCENT THEATER

"WE MOVED OUR BUSINESS TO DOWNTOWN MOBILE FOR THE CONVENIENCE, BUT WE DISCOVERED THE ENERGY; THE PEOPLE ON THE STREETS, AND THERE'S SO MANY DIFFERENT BUSINESSES JUST DOWN THE STREET OR AROUND THE CORNER."

Joe Mishkin
MISHKIN GROUP

THE DOWNTOWN MOBILE ALLIANCE MEMBERSHIP 2008-09

- Leadership Circle**
- Alabama State Docks
 - Hargrove Engineers & Constructors
 - Alabama Power Co.
 - Red Square
 - Ambrecht Jackson
 - Norton Lilly International

- Leadership Council**
- Dauphin Realty
 - Safe Archives
 - International Shipholding Corp.
 - Hand Arendall, LLC
 - RBC Bank
 - Regions Bank
 - Peebles & Cameron
 - Lyons, Pipes & Cook

- Business Advocate**
- A Spot of Tea
 - Cabaniss, Johnston, Gardner, Dumas & O'Neal
 - Harrison Brothers Dry Dock & Repair Yard, Inc.
 - The Guarantee Title Company, LLC
 - Historic Mobile Downtown Hampton Inn & Suites
 - Dauphin Street Taqueria
 - Hancock Bank of Alabama
 - Gulf States Engineering
 - The Battle House Hotel
 - Volkert & Associates
 - Whitney Bank
 - Renaissance Riverview Plaza Hotel
 - DeLashmet & Marchand, PC
 - Lagniappe
 - Heroes Sports Bar & Grille
 - Taylor Martino Zarzaur, PC
 - Willis of Alabama
 - Richardson, Spear, Spear, Hamby & Owens, PC
 - Jim Barnes Enterprises, dba McDonald's

- Business Supporter**
- Café Royal
 - Vision's Twist
 - BNI Business Resource Center
 - Demeranville Florist
 - Douglas Burtu Kearney Architect, Inc.
 - Inside Up
 - Kim Knowles Real Estate
 - Logical Computer Solutions

- Hernandez-Calhoun Design International
- William Morrison
- Travelhost LA
- Jordan Management
- Airwind Creative/Myshotz.com
- Cowart Hospitality Services, LLC
- McElhaney State Farm Insurance
- DeLa Food, LLC/dba Bacchus
- Surety Land Title Co.
- The Mishkin Group
- Frank Leatherbury
- Buck's Pizza
- Rossler & Redditt
- Robert S. Edington Law Office
- Toomey's Mardi Gras Candy Co., Inc.
- Serda's Coffee Co.
- The Royal Scam
- AHI Properties
- Gardnyr Michael Capital, Inc.
- John Toomey & Company, Inc.
- Hummingbird Ideas, Inc.
- Armstrong & Associates
- The Temple Downtown
- Three Georges Southern Chocolates
- Legal Imaging
- The Bellwether Group

Not-for-Profit

- Mobile Symphony
- Mobile Carnival Museum
- Christ Church Cathedral
- Drug Education Council, Inc.
- South Alabama Regional Planning Comm.
- Gulf Coast Explorem
- University of South Alabama Foundation
- The Community Foundation of South Alabama
- Mobile United/Leadership Mobile
- Wilmer Hall
- Waterfront Rescue Mission
- GulfQuest
- United Way of Southwest Alabama
- W.T. Neal Trust
- Mobile Arts Council
- Home Builders Association of Metro Mobile
- Mobile Area Chamber of Commerce
- Bellingrath Gardens & Home
- YMCA of South Alabama

Main Street Mobile

Since 1992 Main Street Mobile, Inc. has been sponsoring projects designed to create a vibrant city center in Downtown Mobile. From overseeing sidewalk and street lighting improvements in the early 1990s to funding planning initiatives today, Main Street has been a leading advocate for downtown. Main Street’s primary focus last year was raising money to help the City of Mobile pay for the massive New Plan for Old Mobile. Once implemented, the plan will help continue the revitalization efforts started by Main Street so many years ago.

As a 501(C)(3), Main Street remains the philanthropic arm of the Downtown Mobile Alliance. Its efforts are now focused on continuing to build an endowment that will fund lasting public improvement projects and securing investors for more immediate downtown needs. So much has been accomplished since 1992, but the work is far from finished!

Accomplishments 2008-2009:

- Secured investments in excess of \$21,000 to support the City of Mobile’s planning effort, “New Plan for Old Mobile,” bringing the total raised for this effort to more than \$66,000
- Commissioned an artist to install “artful” storefronts in vacant buildings along the major pedestrian thoroughfares
- Sponsored Main Street Mobile Awards to recognize those who have made significant contributions to the redevelopment of downtown
- Secured contributions from organizations such as Keep Mobile Beautiful and Alabama Power Tree Free Program for public improvement projects

Objectives 2009-2010:

- Expand the “artful” bike rack program
- Explore the installation of a significant piece of public art downtown
- Finalize plans for improvements at Water Street entrances to downtown, including Government and Beauregard Streets
- Secure investors for the implementation of the “New Plan for Old Mobile”
- Develop a strategy for energizing and beautifying Bienville Square

MISSION: The mission of Main Street Mobile, Inc. is to make downtown a vibrant and fun place to live, work and play by encouraging, promoting and actively assisting business, residential, and cultural activities and projects, and by facilitating the creation and management of appealing public spaces.

Board of Directors and Staff

PRESIDENT

- Cooper C. Thurber, Lyons, Pipes & Cook*

VICE PRESIDENT, DEVELOPMENT

- Sam Covert, Alabama Power Company*

VICE PRESIDENT PUBLIC SPACES

- Steve Clements, 301 St. Louis Street, LLC*

VICE PRESIDENT, MARKETING & MEMBERSHIP

- Mickie Russell, Dauphin Realty

VICE PRESIDENT, PARKING & TRANSPORTATION

- Sydney Raine, Mobile Works, Inc.

SECRETARY

- Margo Gilbert, Battle House Hotel*

TREASURER

- Joseph Mareno, Mobile Area Chamber of Commerce*

PAST PRESIDENT

- Dee Gambill, Regions Bank*

“THE RESTAURANTS, NIGHTLIFE, STORES, THEATERS ARE ALL CLOSE ENOUGH TO WALK TO. LIVING DOWNTOWN YOU DO A LOT OF WALKING AND YOU GET TO REALLY KNOW YOUR NEIGHBORS: ALL TYPES OF PEOPLE YOUNG, MIDDLE AGE, OLDER. I HAVE MET SO MANY NEW PEOPLE DOWN HERE. IT’S SUCH A FRIENDLY SAFE PLACE.”

Mickie Russell
BOARD MEMBER OF DOWNTOWN ALLIANCE & REAL ESTATE AGENT

“DOWNTOWN IS A COMMUNITY OF REAL DIVERSITY. COLOR, ECONOMIC, AND BACKGROUNDS. ALL TYPES LIVE IN MY NEIGHBORHOOD. WE ALL LIVE AND WORK TOGETHER, HAVE A BEER TOGETHER, AND LOOK OUT FOR EACH OTHER. IT’S A GREAT PLACE TO LIVE.”

Theodore Robert Lee
RESIDENT

“I RUFF LIVING IN DOWNTOWN MOBILE.”

Rueben
DOWNTOWN RESIDENT

Downtown Mobile Alliance and Main Street Mobile

BOARD of DIRECTORS

- Mary Anne Ball, Bienville Properties*
- Ann Bedsole, White Smith Land Company
- Howard Bronson, Press-Register*
- Stephen Carter, S&A Investment Strategies*
- David Constantine, Lyons, Pipes & Cook*
- Rev. Johnny Cook, Christ Church Cathedral
- Angus Cooper, III, Cooper/T. Smith Corp.
- Mike Dean, Mobile County Commission*
- Richard Dorman, Richards, LLC*
- Robert Drew, Willis of Alabama
- Christopher Gill, Hand Arendall
- Palmer Hamilton, Jones Walker
- Ralph Hargrove, Hargrove & Associates*
- Chuck Harmon, Wachovia Bank
- Cedric Hatcher, RBC Bank
- Michelle Herman, Mobile County
- John Klotz, The Three Fifty Corporation*
- Brian Metcalfe, Metcalfe & Company*
- Lee Moncrief, Tensaw Land & Timber
- Ruby Moore, A Spot of Tea
- Fabian Olensky, Olensky Brothers Office Supply
- John Peebles, Peebles & Cameron*
- Randy Setterstrom, Grand Central*
- Joseph P. Toole, Retirement Systems of Alabama*

* DMDMC Board Member

EX-OFFICIO

- Devereaux Bemis, Director – MHDC
- William Carroll, Mobile City Council, District 2
- Samuel L. Jones, Mayor of Mobile
- Leon Maisel, President and CEO – Mobile Bay CVB

STAFF

- Elizabeth Sanders, Executive Director
- Jo Ann Olivera, Office Manager
- Fred Rendfrey, Downtown Economic Development Director
- Susan Daniels, Membership and Fundraising Director
- Carol Hunter, Communications Director
- Kathleen Tansey, Marketing Coordinator

CONTRACTS

Denise Browning, GO Zone Initiatives
Rhonda Davis, Downtown Alliance News

BID OPERATIONS MANAGER

(Project Manager, Plumber, Mechanic, Babysitter, Conflict Resolution Specialist, Mind Reader)

- Clayton Ratledge

HORTICULTURIST

- Kristy Cade

REGENTS

- Amanda Sutton
- Brian Sandifer
- Daquan Spencer
- David Wilson

STEWARDS

- Alicia Bures
- David Carswell
- Lorenzo Franklin
- Yolanda Duncan
- Wendell Lewis
- Michael McGary

WEEKEND SUPERVISOR

- Brian Oshaughnessy

Budgeted Cash Inflows

A: Property Assessments	\$753,112
B: RSA Agreement	\$200,000
C: City in Lieu	\$77,000
D: County in Lieu	\$75,000
E: Contract with DMA.....	\$12,000
F: Contract with GSA	\$11,900
G: Interest Income.....	\$10,000
H: Annual Meeting Income	\$25,000
I: Reserve for Slow/non Pay	(\$9,000)
J: Exemption for Owner Occupied	(\$9,718)
K: 50% Reduction for Non-Profits	(\$22,080)
L: Estimated Exemptions & Valuation Adjustments	(\$45,655)

Total Budgeted Cash Inflows\$1,077,559

Budgeted Cash Outflows

A: Public Space Management	\$665,000
B: Communications/Marketing	\$107,600
C: Business Recruitment/Retention	\$160,000
D: Special Projects.....	\$20,000
E: Renewal Expenses.....	\$20,000
F: Education & Annual Meeting	\$60,000
G: Professional Services.....	\$62,000
H: Office Expenses.....	\$76,200
I: Office Repairs/Capital Expenses....	\$20,000

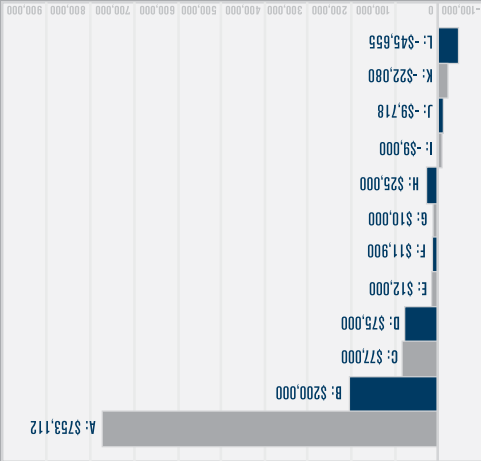
Total Budgeted Cash Outflows\$1,190,800

Budgeted Net Cash Outflow (\$113,241)

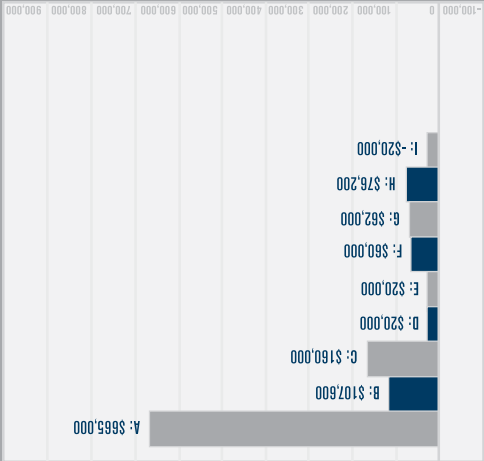
Transfer from Reserves..... \$113,241

Net Budgeted Surplus (Deficit)\$0

Budgeted Cash Inflows Chart



Budgeted Cash Outflows Chart



STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS

Modified Cash Basis (unaudited) as of June 30, 2009

Assets

Cash and Cash Equivalents	\$539,193
Capital Assets and Improvements	\$23,122

Total Assets\$562,315

Support & Revenues

Assessments	\$553,851
Contract Revenue	\$534,811
Meetings & Special Projects Income ..	\$35,390
Uncategorized Income	\$170
Interest Income.....	\$6,481

Total Revenues.....\$1,230,703

Liabilities & Net Assets

Payroll Taxes Payable.....	\$5,356
Accounts Payable	\$2,139
Due to DMA	\$9,395
Prepaid Assessment Income	\$215,771

a-Total Current Liabilities\$232,661

b-Net Assets\$329,654

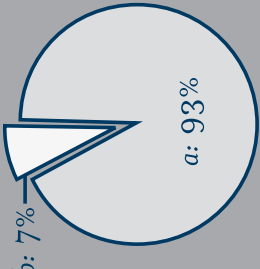
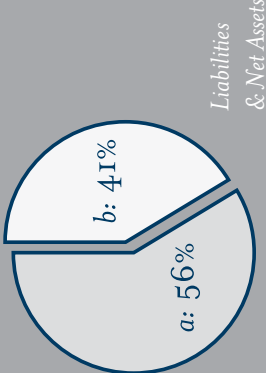
Total Liabilities and Net Assets.....\$562,315

Expenses

Business Recruitment & Retention	\$140,065
Communications & Marketing.....	\$81,873
Public Space Management	\$823,174
Special Projects/Landscape	\$6,382
Office Expense.....	\$175,824
Annual Meeting Expense.....	\$34,723
Depreciation	\$15,248
Main Street Program Expenses	\$61,608

a-Total Operating Expenses\$1,138,897

b-Excess Revenue Over Expenses .. \$91,806



2008 – 2009 FINANCIAL STATEMENT ~ FOR MAIN STREET MOBILE, INC. & DOWNTOWN MOBILE ALLIANCE

DOWNTOWN MOBILE ALLIANCE

Statement of Revenues & Expenses

Modified Cash Basis for year ended June 30, 2009

Revenue

Membership Dues.....	\$68,850
LoDa Guide	\$12,650
Downtown Living Tour.....	\$8,735
Mayor's Breakfast.....	\$4,410
Valentine Promotion.....	\$225
Other Income	\$69

Total Revenues.....\$94,939

Expenses

Contract Labor	\$36,054
Office Supplies	\$760
Insurance Expense.....	(\$291)
Marketing Expenses	\$1,780
Downtown Living Tour Expenses	\$15,146
Mayor's Breakfast Expense	\$3,596
Collateral Material.....	\$575
Marketing Campaign	\$3,075
LoDa Guide Printing	\$8,038
Membership Development Expense	\$1,525
Dues & Subscriptions.....	\$237
Professional Services.....	\$2,756
Meetings & Travel	\$416
Office Services	\$10,000

Total Expenses\$83,667

Excess Revenue over Expenses..... \$11,272

MAIN STREET MOBILE, INC.

Statement of Revenues & Expenses

Modified Cash Basis for year ended June 30, 2009

Revenue

CONTRIBUTIONS	
• General Donations.....	\$2,024
• Endowment Income.....	\$7,208
Total Contributions	\$9,232

PROGRAM REVENUE & GRANTS

• Public Improvement Grants.....	\$10,000
• New Plan for Old Mobile	\$29,250
• Misc. Income from Products Sold.....	\$1,375

Total Program Revenue.....\$40,625

Investment Income.....\$3,387

Total Revenues.....\$53,244

Expenses

OPERATING EXPENSES/PROGRAM SERVICES

• Main Street Awards	\$5,702
• Marketing Expenses	\$525
• Public Improvements	\$30
• New Plan for Old Mobile Expense	\$1,329

Total Program Services Expense\$7,586

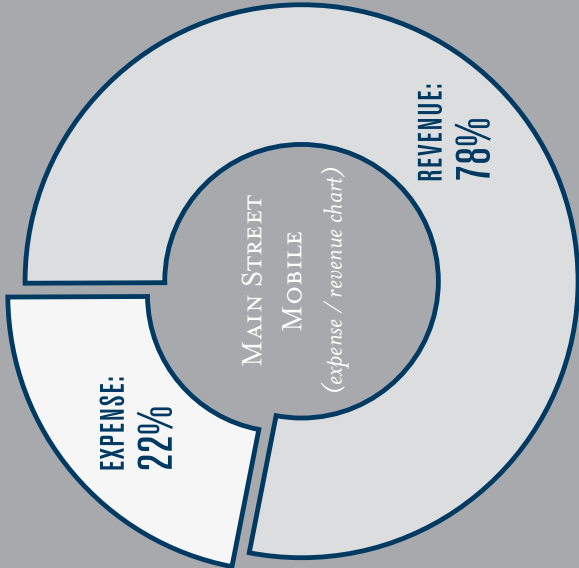
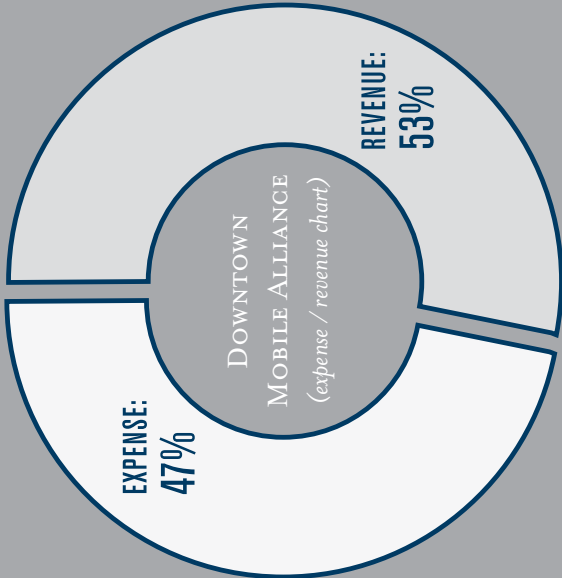
SUPPORTING SERVICES/MANAGEMENT & GENERAL

• Professional Fees	\$3,750
• Depreciation Expense	\$1,961
• Meetings	\$133
• Postage	\$180
• Insurance	\$700
• Office Supplies	\$703

Total Management & General.....\$7,427

Total Operating Expenses\$15,013

Excess Revenue over Expenses\$38,231



Welcome to Downtown Mobile!

THE DOWNTOWN MOBILE ALLIANCE WOULD LIKE TO WELCOME THE FOLLOWING BUSINESSES THAT EITHER OPENED DOWNTOWN OR EXPANDED EXISTING OFFICES IN 2008-2009. BECAUSE THINGS HAPPEN SO QUICKLY HERE, WE MAY HAVE EVEN MISSED A FEW NEW BUSINESSES, BUT WE ARE ALWAYS DELIGHTED TO SEE SO MANY ENTERPRISING PEOPLE JOINING OUR EXCITING DOWNTOWN COMMUNITY!

- | | | |
|--|-------------------------------------|------------------------------|
| • JP-Mobile, LLC | • Club Insanity | • Brad Robertson Gallery |
| • LeRose European Café & Deli | • Commonwealth Bank | • Aaron Oil |
| • Edward Jones Investments | • Kim Knowles Realty | • Harbor Financial Services |
| • BNI, Business Resource Center | • Mostellar & Shreve | • Quiznos |
| • Bienville Technology | • Keegan Rabon | • The Story Company |
| • Coastal Bank and Trust | • Hargrove Engineers & Constructors | • Burr & Forman |
| • Chesser Gallery Studio | • Whitney Bank | • Delashmet & Marchand |
| • Textures Hair Studio | • Lafayette at the Holiday Inn | • Hopjack's Pizza |
| • Dahlia's Electric Piano Hall | • Time to Eat | • Kitchen and Taproom |
| • Battle House Spa | • Gardner Law Firm | • Alion Science & Technology |
| • Hernandez-Calhoun International Design | • Iberia Bank | • Inside Up |
| • The Bull | • Seabulk Towing | • Hampton Inn |
| • Mobile Bar Pilots | • Unity Print Collective | • Alabama Coastal Foundation |
| • After 5 @ Spot of Tea | • Blue Velvet Studio | • Willis of Alabama |

" I THINK THE HISTORICAL CONNECTION TO THE CITY THAT YOU LIVE IN IS SOMETHING SPECIAL YOU DON'T GET IN THE SUBURBAN AREA. DOWNTOWN MAKES MOBILE ONE OF THOSE GREAT COASTAL SOUTHERN CITIES. "

Gideon Carson Kennedy
FILMMAKER

" IN ANY COMMUNITY THERE NEEDS TO BE A CENTRAL PLACE THAT IS THE "FACE" OF THE THAT COMMUNITY. AND LUCKILY FOR US DOWNTOWN MOBILE HAS BECOME THAT FACE. I REALLY CAN'T IMAGINE WORKING ANYWHERE ELSE. "

Bob Burnett
MOBILE ARTS COUNCIL



DOWNTOWN MOBILE ALLIANCE

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