



**Downtown Birmingham  
has more momentum—**

**3% Increase in Foot Traffic**

**44 New Storefront Openings**



**Downtown  
Birmingham**

**Birmingham's City Center  
Business Improvement District (BID)  
2022 Annual Report**



## A note from Sam Heide, City Center BID Board President

Downtown is the heart and soul of the Birmingham region as well as its economic driver. Downtown Birmingham property owners fund the City Center Business Improvement District (BID), and we help make sure that Downtown stays strong, so that the Birmingham region is the best it can be! The City Center BID funds services downtown like the CAP clean & safe program and [DowntownBHM.com](https://downtownbhm.com). The BID can even contribute to capital projects like the 20th Street North Refresh. The BID is like a homeowners' association but for our vibrant Downtown Birmingham business district. We want to share more about the BID and what we've been working on to make downtown strong and vibrant for everyone.



Your City Center BID team has been hard at work in 2022! The City Center BID partners with REV Birmingham to plan and implement impactful strategies to make Downtown more attractive, cleaner and safer. In 2022, CAP Ambassadors completed nearly 20,000 instances of cleaning Downtown and looked for every opportunity to be helpful to Downtown visitors, residents, and employees as they walked, biked, drove and scootered through the district.

In partnership with REV and the City of Birmingham, we refreshed Birmingham's main street—20th Street North—with new seating, native and drought-resistant landscaping, and dedicated bike and flex lanes. This improvement project is a testament to the power of public-private partnerships. Events big and small have already been hosted on the new streetscape, including our lively launch event in May 2022. City Center

BID property owners invested in the early planning to make the project possible, then the City of Birmingham entrusted the City Center BID to carry it out with funding specially-designated for Downtown infrastructure projects.

We launched a new brand and website—[DowntownBHM.com](https://downtownbhm.com), a useful tool for learning more about what's happening Downtown, planning your own experiences Downtown, and inviting others to visit and get involved Downtown. Look for more in this report about how you can stay informed about Downtown through these new tools.

We are proud to be working with REV and our Clean and Safe Ambassadors to create big impact in the heart of the Birmingham region. We invite you to keep up with the exciting things happening in our district in 2023—sign up for our newsletter at [downtownbhm.com](https://downtownbhm.com) and follow [@downtownbhm](https://twitter.com/downtownbhm) on social media.



## What's a BID?

A BID, or Business Improvement District, is enabled by state ordinance as a district where property owners formally pool their resources to provide supplemental services (like CAP!) to build on services provided by the city. Determined with input from property owners, services can include sidewalk sweeping, trash removal, security, graffiti removal, special events, marketing programs, etc. The services are paid for by those property owners via a special assessment. Think of it as a homeowners' association for a business district. Those extra services can make districts more competitive by creating a cleaner, more attractive district and giving it a distinctive identity. Downtown property owners contract with REV Birmingham to manage the City Center BID, which has been around since 1995. If you received this, it's because you own property within the City Center BID. Yay, you!

## CAP is Downtown for You.



**CAP is Downtown BHM's clean and safe program, funded by downtown property owners.**

CAP ambassadors want to make sure everyone feels welcome and safe in the downtown BID. They patrol downtown on foot, Segways, and bikes, and deter unwanted behavior and activities. They look for opportunities to help people and tidy up our district as they're out and about. Ambassadors also visit businesses every day to check in, identifying and solving problems CAP can help address along the way.

*How can CAP help you? Call 205-251-0111 to request help within the City Center Business Improvement District (BID). Find us at [downtownbhm.com/cap](https://downtownbhm.com/cap).*

**36,461**

**BUSINESS INTERACTIONS**

**1,080**

**GRAFFITI REMOVALS**

**3,020**

**CAP INSTANCES OF  
OUTREACH TO PEOPLE  
EXPERIENCING  
HOMELESSNESS**

**6,448**

**PANHANDLING  
INSTANCES ADDRESSED**

**19,435**

**GENERAL CLEANINGS**

**7**

blocks renovated

**31**

tables + chairs

**4,462**feet of  
bike lanes**6,308**

plants

**5,100**people celebrated  
with us at the party

## 20th Street Refresh

The property owners who fund the City Center BID partnered with REV Birmingham, the City of Birmingham and private funders to transform the streetscape of 20th Street North stretching from Morris Avenue to Linn Park. The project added dedicated bike and flex lanes, native and drought-resistant landscaping, flexible cafe-style public seating, sidewalk and crosswalk improvements, and public art. The project, which includes five years of street maintenance and programming, was funded by proceeds of the Tax Increment Finance (TIF) District, funding specifically dedicated to downtown improvements. The updated usability and appearance have helped existing business owners draw more customers while attracting new businesses to vacant spaces.

### Partners

City of Birmingham  
REV  
CAP

### Sponsors

PNC  
Hugh Kaul Foundation  
Robert R. Meyer Foundation  
Cawaco RC&D



# 20th Street North Block Party

*included live music, a confetti countdown, performances, and food trucks, not to mention Magic City Disco adding to the fun!*

**Live on 20th:** Launched shortly after the streetscape project wrapped, Live on 20th is a live performance program that adds extra energy and vibrancy to 20th Street North. The pop-up performances range from dancers to bands. We adjust scheduling to respond to trends and layer onto special events to create memorable experiences that give visitors a reason to linger downtown.

## 2022 Entertainers Included:

Lily and Kate Chambers—violinists  
 Connor Martin—singer and guitar player  
 Sherry Reeves—flautist  
 Alie B. Gorrie—tap dancer  
 Isaiah Watson Deloach—saxophonist  
 Arturito Lacruz—guitarist



# Downtown BHM Brand

We launched the Downtown BHM brand and website in summer 2022 to offer residents and visitors a tool to navigate the city. The website is a guide to help residents and visitors alike plan activities, dining, parking, and more. Follow @downtownbhm on Instagram, Facebook, and LinkedIn to keep up with what's going on Downtown BHM.



## In Memoriam—Fox DeFuniak



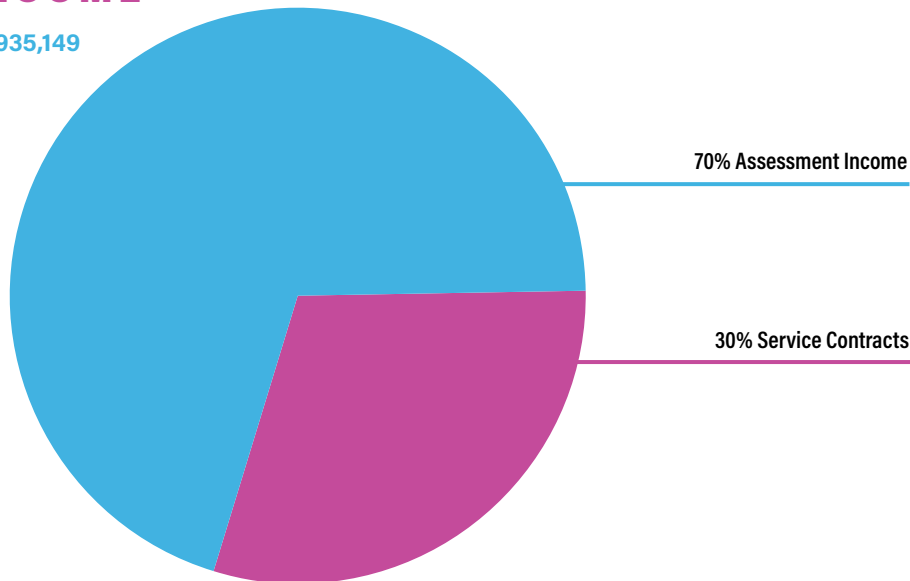
Fox DeFuniak was a bank executive, a private sector leader in Birmingham, and a founding member of the City Center BID Board who served for more than 25 years until shortly before his passing in 2022. Fox was the driving force behind the creation of the Business Improvement District (BID) that supports downtown's CAP clean and safe program. In the 1990s, a BID was a new idea, and city government had to be sold on the idea to let property owners organize and create a district management corporation as a means to supplement the city's public works and public safety teams. Then, property and business owners downtown had to be convinced to assess themselves to support financing the new organization. It was a tall order, but Fox worked hard to make it happen. Many benefited from Fox's wisdom, his sense of humor, his supportive nature and firm hand. He loved Birmingham and truly wanted it to thrive—and Birmingham is a better place because he was here.

## 2022 FINANCIALS

*\* Numbers represented are Unaudited, Cash Basis for Calendar Year 2022.*

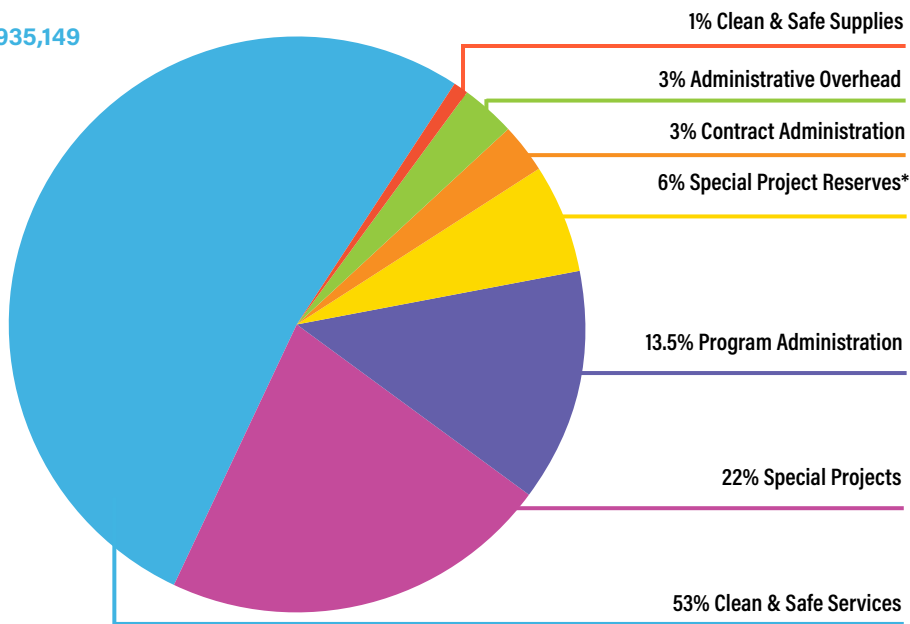
### INCOME

\$1,935,149



### EXPENSES

\$1,935,149



*\*Special Project Reserves earmarked by Board for projects in 2023.*

Property owners in the business improvement district pay \$1 for every \$1,000 of property value according to their Jefferson County Tax Assessment—allowing the CCDMC to fund the CAP program and other City Center work.

REV Birmingham is responsible for Contract and Program Administration. Block by Block is responsible for delivering Clean and Safe Services. Special Project Expenses fund Board-approved work in the public realm.

## 2022-23 Board of Directors

**David Williams, Chairman**  
*Harbert Realty Services*

**Sam Heide, President**  
*Wicker Park Capital Development*

**Gina Sian, Vice President**  
*Regions Bank*

**Lee Johnsey, Secretary**  
*Ex Officio, Balch & Bingham*

**Ricky Bromberg, Treasurer**  
*Bromberg & Co.*

**Lucien Blankenship**  
*Blankenship & Associates PC*

**Fox DeFuniak**  
*In Memoriam*

**Janice Douthard**  
*Ex Officio, City of Birmingham*

**David Fleming**  
*Ex Officio, REV Birmingham*

**Julian Grant**  
*Alabama Power*

**Nolanda Hatcher**  
*Studio 2H Designs*

**Sue Johnson**  
*Big Brothers Big Sisters  
of Greater Birmingham*

**Joe Sandner**  
*Colliers International*

**David Sher**  
*AmSher Receivables*

**Jacob Shevin**  
*Standard Furniture*

**Ladd Tucker**  
*Ladd Real Estate*

**Tom Walker**  
*Village Creek Development*