

34.4M Visitors*

18 New Storefront Openings*



**Across all of Downtown Birmingham, from BJCC to Five Points South and from I-65 to Red Mountain Expressway*



**Downtown
Birmingham**

**Downtown Birmingham
Business Improvement District (BID)
2023 Annual Report**





Downtown
Birmingham



A note from Sam Heide, Board President:

Downtown Birmingham has more to be proud of.

Downtown property owners fund Downtown Birmingham's **Business Improvement District (BID)**, and the district is growing in 2024! The BID funds supplemental services downtown like the CAP Clean & Safe program, activations such as Live on 20th and holiday window decor, and Downtown BHM marketing efforts (have you visited downtownbhm.com?). The BID is like a homeowners' association for property owners in our vibrant Downtown Birmingham business district.

Your Downtown Birmingham BID team has been hard at work moving the needle in 2023. The BID partners with REV Birmingham to plan and implement impactful strategies to make Downtown more inviting, cleaner, and safer. For example, in 2023, CAP Ambassadors helped intervene in nearly 3,500 instances of panhandling to make residents, employees, and visitors feel safer downtown. Our street outreach coordinator helped people experiencing homelessness more than 1,000 times over the year, connecting them to resources and service providers to address their needs. These are just a few snapshots into how these dedicated ambassadors looked for every opportunity to be helpful to downtown visitors, residents, and employees as they walked, biked, and drove through the district.

This past year has also marked a major milestone for the BID: Growth! In December of 2023, the Birmingham City Council unanimously approved the **BID's expansion into the Five Points South and Switch districts**. This means the team is hiring new staff, training additional CAP Ambassadors, and welcoming even more property owners onto the BID Board of Directors. Now, even more of Downtown Birmingham is on its way to becoming cleaner, safer, and more attractive as these districts will benefit from the same services that the City Center property owners have appreciated for years. As we work toward the start of these expanded services, we encourage you to stay in the know by visiting downtownbhm.com/about/bid for updates and FAQs about BID happenings.



Another highlight for the Downtown Birmingham BID is the continued **beautification of the historic Rainbow Viaduct**. While next steps are still being determined for the structure's future, our team launched a temporary pilot project to make the bridge more pedestrian and cyclist friendly. You may have already noticed a new multi-use path, signage, traffic bollards, planters, and enhanced seating in the area.

We are proud to be working with **REV and our CAP 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 2024—*sign up for our newsletter at downtownbhm.com and follow @downtownbhm on social media.* **Thank you for your investment in the Downtown Birmingham BID!**



What's a BID?

A **BID**, or Business Improvement District, is enabled by state law and granted by city ordinance after property owners petitioned for their support. It's 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. The BID Board contracts with REV Birmingham to manage the BID, which has been around since 1995. If you received this, it's because you own property within the Downtown Birmingham BID. *Yay, you!*

CAP is Downtown for You.



CAP is Downtown BHM's Clean and Safe program, funded by downtown BID property owners.

CAP Ambassadors patrol downtown by foot, bikes, and trucks to 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.

23,574

INTERACTIONS WITH
BUSINESS OWNERS
AND EMPLOYEES

334

GRAFFITI REMOVALS

1,196

INSTANCES OF
OUTREACH TO PEOPLE
EXPERIENCING
HOMELESSNESS

3,438

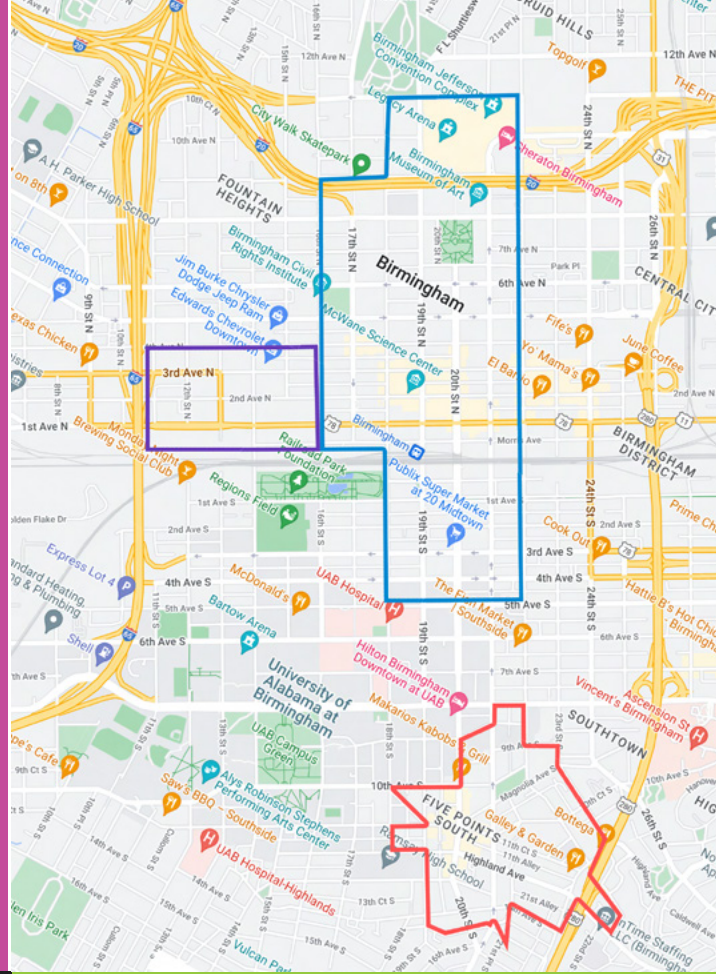
PANHANDLING
INSTANCES ADDRESSED

19,076

GENERAL CLEANINGS
(power washing, waste,
campsites, etc.)

BID Expansion

The BID Board and REV helped property owners in **Five Points South** and **The Switch** obtain the support needed to take the measure to City Council! Council unanimously approved BID expansion in December 2023. In 2024, the Downtown Birmingham team will start services in these two districts, including CAP clean and safe patrols, district management, marketing, and special projects. Stay updated at downtownbhm.com/about/bid on service timeline, opportunities to engage, and more.



After its refresh in 2022, 20th Street North is staying clean and vibrant thanks to the combined efforts of CAP's Clean and Safe team and REV's Downtown team. In addition to their standard litter and safety patrols, CAP Ambassadors pressure wash the flex lanes to keep them bright. REV oversees landscaping maintenance and upgrades, and continues to program activations like Live on 20th to add extra flavor to an already vibrant street.



Dig into the latest data reports by visiting:
downtownbhm.com/do-business



Economic Vitality Report



We believe good data is essential to understanding a place and helping it grow. That's why in 2023, members of REV Birmingham's team assembled and introduced the Downtown Birmingham Economic Vitality Report, a first-of-its-kind collection of market-proving data. This bi-annual report is a tool to guide policy makers, economic developers and private investors in making impactful decisions for the sake of downtown's growth.

Our Q3-Q4 2023 report will be released early April 2024.

83.05%

Average Residential Occupancy 2023

82.8%

Average Office Occupancy 2023

63,545

Average Weekday Downtown Employee Visits 2023

17.8 of 20

Walkability Index

That's comparable to parts of Manhattan!

431

Active Retail Locations (as of Q4 2023)

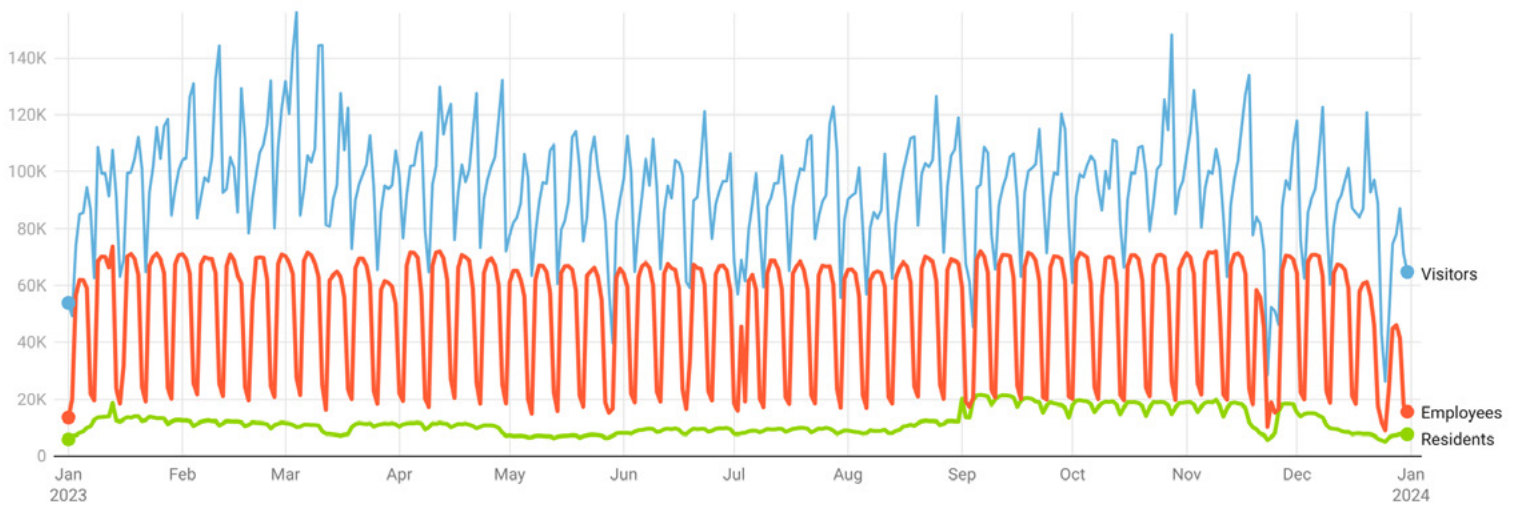
16

Development Projects Under Construction (Q3-Q4, 2023)

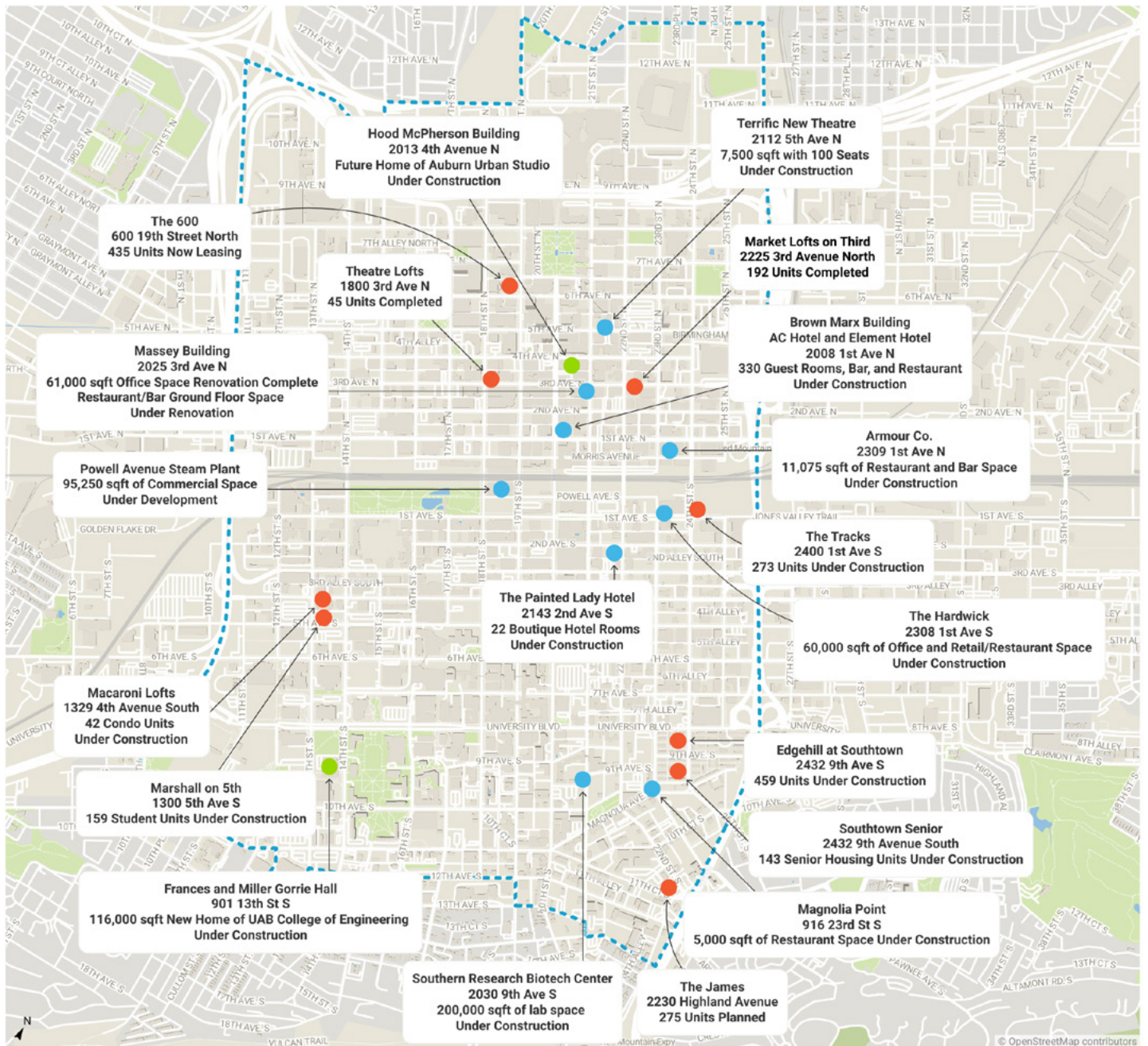
67

Diversity Index

This is the % likelihood that two persons in the district belong to different racial or ethnic groups in 2023. For comparison, downtown Nashville's Diversity Index score is 57.1.



Daily Visitor, Employee, and Resident Visits, Downtown Birmingham, 2023



LEGEND

- Commercial Properties
- UAB/Auburn Projects
- Mixed Use Residential
- Downtown Birmingham Boundary

2023 Development Map

Beautifying the Rainbow Viaduct

The Rainbow Viaduct, one of Birmingham's oldest bridges, was closed to vehicular traffic in January 2022 due to structural concerns. In collaboration with the Birmingham Department of Transportation, REV's Downtown team installed short-term measures in 2023 to beautify the bridge and make it a more pleasant place for pedestrians and cyclists, including these additions:

- * Temporary multi-use path
- * Informational signage
- * Traffic bollards
- * Planters
- * Seating
- * CAP services to care for plants and address litter and graffiti



To determine the long-term plan for the bridge, REV will work with the City of Birmingham to issue a request for proposals (RFP) for an engineering and feasibility study to identify viable options for the structure's future.

Thank you to our friends from the City Center Neighborhood Association and the Alabama Urbanism Coalition for their dedicated efforts!

145
Plants

18
Bistro Sets

1,200
Feet of Multi-Use Path

51
Volunteer Hours

Downtown Maps and Trails

Birmingham, known for its past as an iron and steel hub and its role in the Civil Rights Movement, is rich in history, innovation, entertainment, dining, and culture. With so much to do and see, we want to help others navigate and create self-guided tours of this special place! To help, we are breaking down the city into bite-sized districts. Explore more of downtown at downtownbhm.com/districts, and watch for more downtown trails and experience-building tips this year!

Our current trails collection includes:



“We see coffee as a tool to make a small, but meaningful impact on the lives of our customers. We want to be a part of the impact and be a part of the thriving scene happening in downtown Birmingham.”

Josh Cosio,
Cala Coffee Co-Owner

Downtown Holiday Marketing and Window Activation

The holiday season is a special time in Downtown Birmingham, with reminders of the most wonderful time of the year on every corner — and in many windows! We worked with Supernaut, a small, local advertising agency, to activate the windows of the vacant former Family Dollar building on 2nd Avenue North with vignettes inspired by Alabama Theatre's holiday movie series including *It's A Wonderful Life*, *Christmas Vacation*, *Elf*, and *Home Alone*. *Watch for more downtown holiday activations in 2024!*

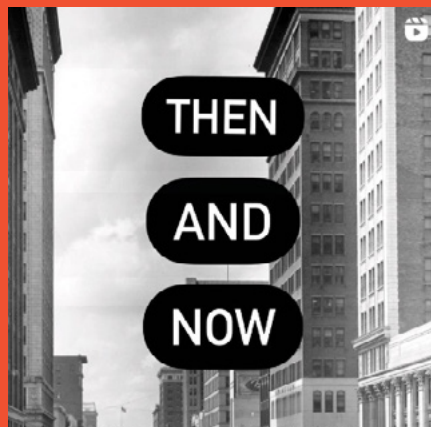


Keep up with Downtown



Downtown Birmingham is bustling, and there are plenty of happenings and announcements you don't want to miss as our team continues adding vibrancy to this special place. Stay in the know by following Downtown BHM on social media and [subscribing to our newsletter](#).

Click the pictures to see our most popular Instagram posts in 2023!

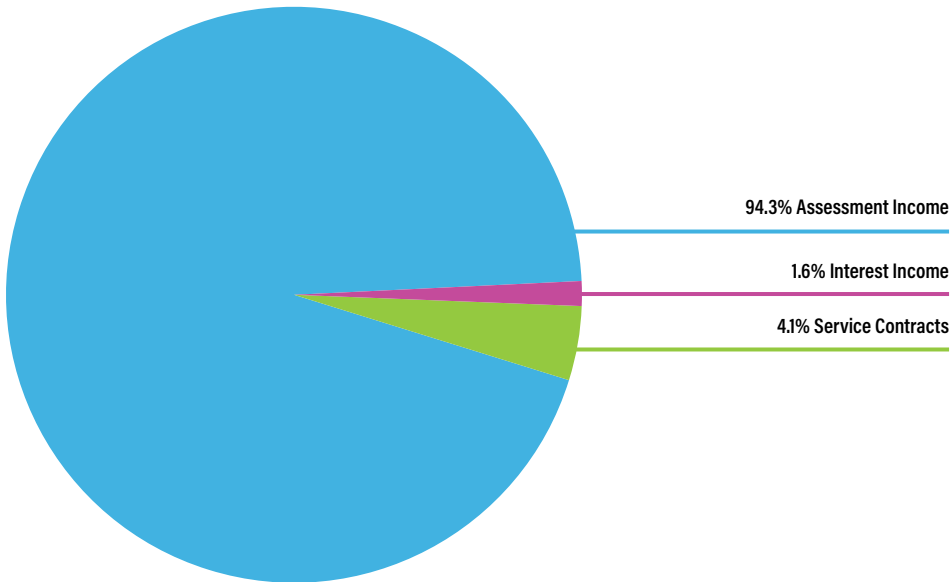


2023 FINANCIALS

* Numbers represented are Unaudited, Cash Basis for Calendar Year 2023.

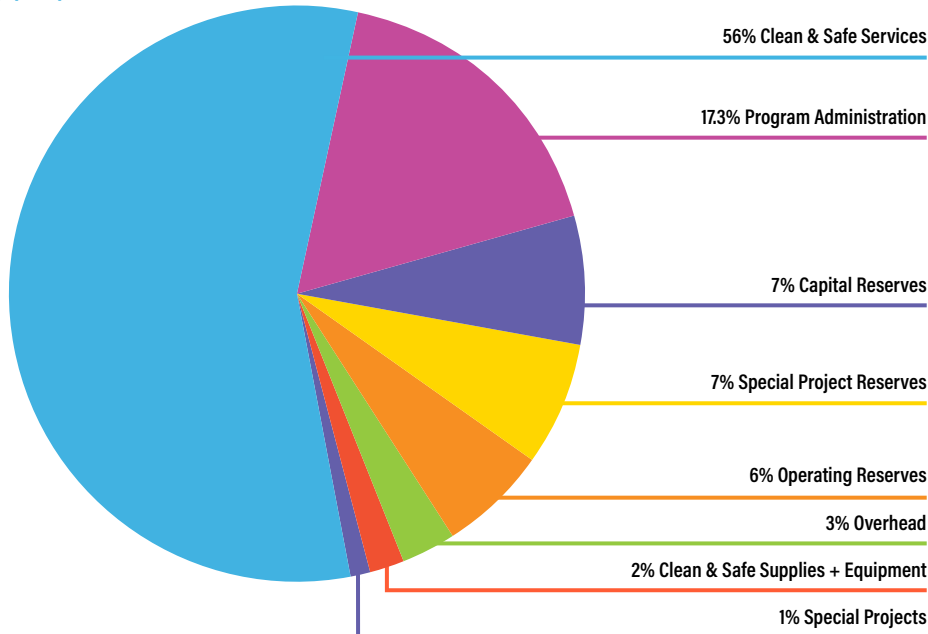
INCOME

\$1,817,178



EXPENSES

\$1,817,178



Property owners in the Business Improvement District (BID) pay \$1 for every \$1,000 of property value according to their Jefferson County Tax Assessment—allowing the Downtown Birmingham BID to fund the CAP program and other BID work.

REV Birmingham is responsible for significant reserves held in 2023 due to needed investment in new equipment and operational upgrades, along with a potential large-scale public improvement project to be approved by the Board in 2024-2025.

2023-24 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

Janice Douthard
Ex Officio, City of Birmingham

David Fleming
Ex Officio, REV Birmingham

Julian Grant*
Alabama Power

Cory Guillory
Regions Bank

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

*Board member rolled off during this term