



DOWNTOWN BHM BUSINESS IMPROVEMENT DISTRICT (BID) 2024 ANNUAL REPORT

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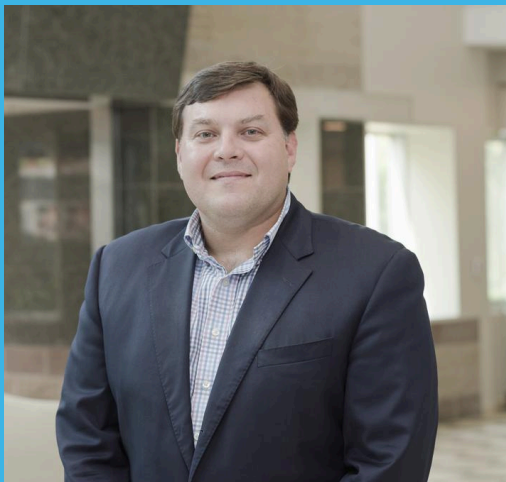
***Storefront openings**

34M

***Visitor visits**

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





From the desk of Joe Sandner, IV
Downtown BHM BID Board President

Downtown Birmingham has more –

As we reflect on 2024, we are filled with excitement and appreciation about the incredible progress we've made. Our [Business Improvement District \(BID\)](#) is funded by you, property owners who believe in the continued growth and vitality of Downtown Birmingham, and it is thanks to your dedication that we have reached a significant milestone – our first district expansion in 30 years.

The BID functions much like a homeowners' association but for a business district, focusing on enhancing the vibrancy and safety of our downtown. The BID provides services such as the [CAP Clean & Safe program](#), along with activations and special projects led by [REV Birmingham](#), a local economic development nonprofit that the board contracts for BID management. The BID has operated since 1995 in the City Center; this year, we were thrilled to welcome two new sub-districts – Five Points South and The Switch – into the fold.

This expansion meant new opportunities for growth, including the addition of talented BID-focused staff, new CAP Ambassadors, and an even broader range of property owners joining our BID Board of Directors. By the end of 2024, we had launched dedicated landing pages for [Five Points South](#) and [The Switch](#) on [downtownbhm.com](#), and our CAP Ambassadors logged a collective 9,833 hours to ensure these new areas are safe, welcoming, and thriving for all who live, work, and visit.

This year, we laid the groundwork for two exciting projects in City Center – one aimed at further elevating 20th Street with modern electrical infrastructure and artistic lighting, and another focused on removing blight and creating new walkable connections in our alleyways. Look for more on these projects in 2025.

To further support BHM branding efforts, our BID team kicked off a vibrant poster campaign on 2nd Avenue North. Two eye-catching displays improve the pedestrian experience along vacant storefronts and draw the attention of passersby, encouraging visits to [downtownbhm.com](#) to learn more about this special place (and the BID's efforts within it).

This past year also brought challenges. Just two months after launching BID services in Five Points South, the district faced a tragedy. But the community's resilience shone brightly. The people of Five Points South supported each other through this difficult time, demonstrating the strength and spirit of the neighborhood. We were honored to be part of the recovery, conducting outreach with business owners and community leaders, and collaborating with the City of Birmingham on the #ILoveFivePoints campaign to spread a message of hope and positivity. It was during this time that Connor Sanburn joined REV's team as the District Manager for Five Points South, bringing energy and vision to this district in a time of need.

On the ground in The Switch, a still-emerging district with a smaller BID budget, creative strategies are being deployed to implement Clean & Safe initiatives with fewer dedicated CAP Ambassadors. To supplement the BID's core work of Clean & Safe, REV secured grant funding to carry out a Switch brand refresh, inspired by the innovators and creators who call the district home, and create marketing materials aimed at driving recruitment and investment that will elevate the district.

As we look ahead to 2025, we are more committed than ever to making a lasting impact with our CAP Clean & Safe Ambassadors and our partners at REV. We're excited about what lies ahead and invite you to stay connected with us as we continue this journey together. We look forward to another year of progress, collaboration, and growth, and we hope you'll stay informed by signing up for our newsletter at [downtownbhm.com](#) and following us on social media @downtownbhm.

Thank you for your investment in the Downtown BHM BID!

What's a BID?

Enabled by state law and granted by city ordinance following property-owner petition, a Business Improvement District, or BID, is a district where property owners formally pool their resources to provide supplemental services (like CAP) that make the district safer, cleaner, and more competitive.

Determined with input from property owners, services can include sidewalk sweeping, trash removal, security, graffiti removal, special events, marketing programs, and more. 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 Downtown BHM BID Board contracts REV Birmingham to manage the BID. If you received this, it's because you own property within the Downtown BHM BID, which now includes City Center, The Switch, and Five Points South. Yay, you!

Downtown BHM BID Expansion

In 2024, the Business Improvement District (BID) expanded services into two new areas: Five Points South and The Switch. This expansion, approved by Birmingham City Council in December 2023, marked a milestone in the BID's efforts to make downtown Birmingham more attractive and competitive by adding services like the CAP Clean & Safe program, promotion, and district management to more of downtown. Additionally, six BID Board members were nominated and onboarded to represent The Switch and Five Points South, with the responsibility of establishing their sub-district's budgets and priorities. The City Center, Five Points South, and The Switch sub-districts are now collectively known as the Downtown BHM BID.

The Downtown BHM BID launched CAP Clean & Safe services in its new sub-districts on July 1, 2024. New CAP Operations Manager Mitch Love also joined us in 2024, bringing more than 20 years of experience in security management to our efforts. His and the ambassadors' efforts highlight the BID's ongoing commitment to increasing vibrancy and safety in these newly included areas.

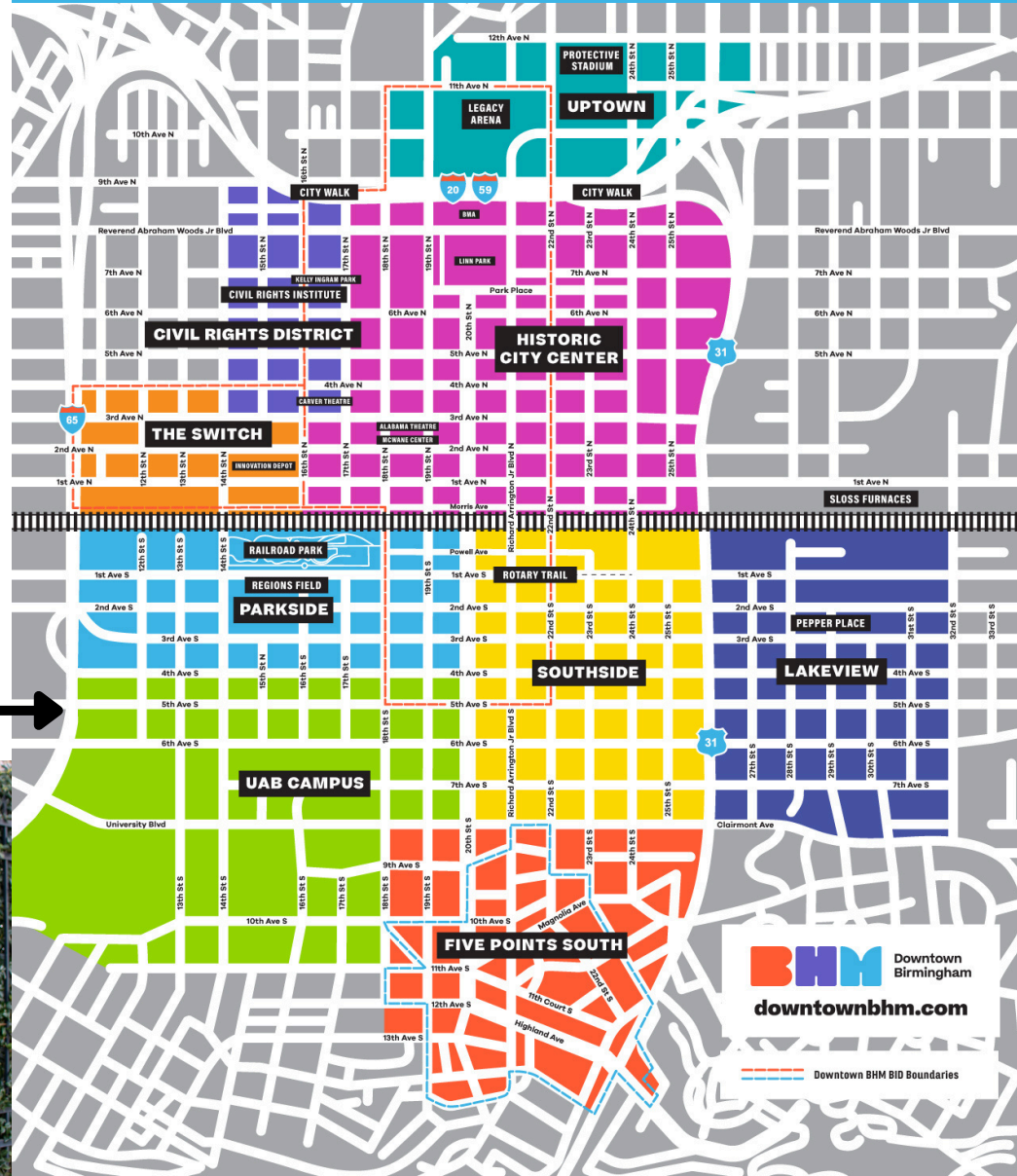
BID boundaries are highlighted with dashed outlines.

A note on 'team' terminology:

The Downtown BHM Business Improvement District (BID) Board of Directors contracts REV Birmingham, a local economic development nonprofit, to manage the BID.

Throughout this report, when we say, "BID team," we mean REV team members doing work funded by the BID.

Independent of the BID, REV Birmingham also funds work that we describe in this report because it affects the BID. Throughout this report, when we say, "REV team," we mean REV team members doing work funded by REV.



Mitch Love
CAP Operations Manager





CAP is downtown for you!



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

CAP Ambassadors patrol the district by foot, bike, and truck to deter unwanted behavior and activities. They look for opportunities to help people and tidy up 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.



Safe

- Safety patrols throughout the district
- Escorts to your vehicle or downtown destination
- Directions and helpful information to pedestrians
- Regular check-ins to downtown businesses
- Outreach to unhoused populations to connect them to services
- Stranded motorist support, e.g. battery jump, tire air-up, vehicle unlock

Clean

- Pressure washing
- Graffiti removal
- Litter clearing
- Beautification

Call 205-251-0111 to request help within the Downtown BHM Business Improvement District (BID). Find us online at downtownbhm.com/cap.

CAP'S TOTAL IMPACT:

Jan-Dec, 2024

42,873

Total hours logged by CAP

904

Unhoused assistance interactions

15,704

Business assistance interactions

2,686

Graffiti removals

4,751

Panhandling removals

2,325

Campsite removals

273

Power washing hours

These numbers represent the total efforts of our CAP Ambassadors across all three sub-districts of the BID: City Center, Five Points South, and The Switch. The numbers reflect a full year of service in the City Center and six months of service in Five Points South and The Switch. A detailed breakdown of Clean & Safe data for individual sub-districts can be found below!

City Center

A delightful fusion of old and new, City Center features well-preserved historic buildings alongside modern developments, embodying the spirit of our charming southern city. The work carried out by the BID has served as the foundation for growth in the City Center since 1995, contributing to the district's increased property values, supplemental safety support, and a cleaner, more welcoming environment for residents, employees, and visitors.

“

“I live and own my business all within City Center, so walking is my daily commute. Projects like the colorful poster campaign on Second Avenue – or just seeing CAP Ambassadors along my route – really create a more positive experience. I especially love the pop-up music series!”

Laryn Shea Doriety
SheaShea Beauty & Brow Artistry

”



CAP'S CITY CENTER IMPACT:

Jan–Dec, 2024

33,041

Total hours logged by CAP

770

Unhoused assistance interactions

152,884

Business assistance interactions

1,546

Graffiti removals

3,180

Panhandling removals

1,728

Campsite removals

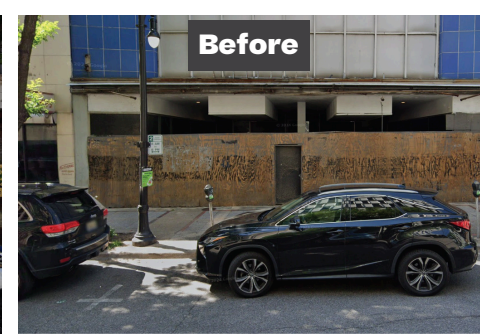
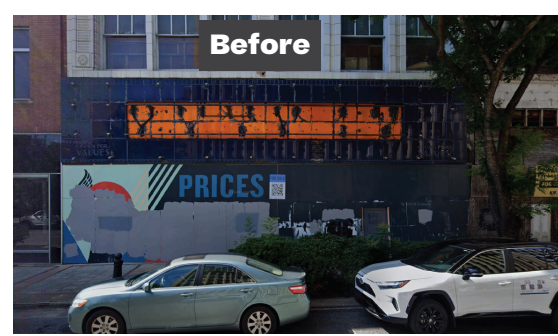
158

Power washing hours

Note: Because each sub-district's density, property values, and, therefore, budget are different, the number of CAP team members and hours dedicated to each area varies.

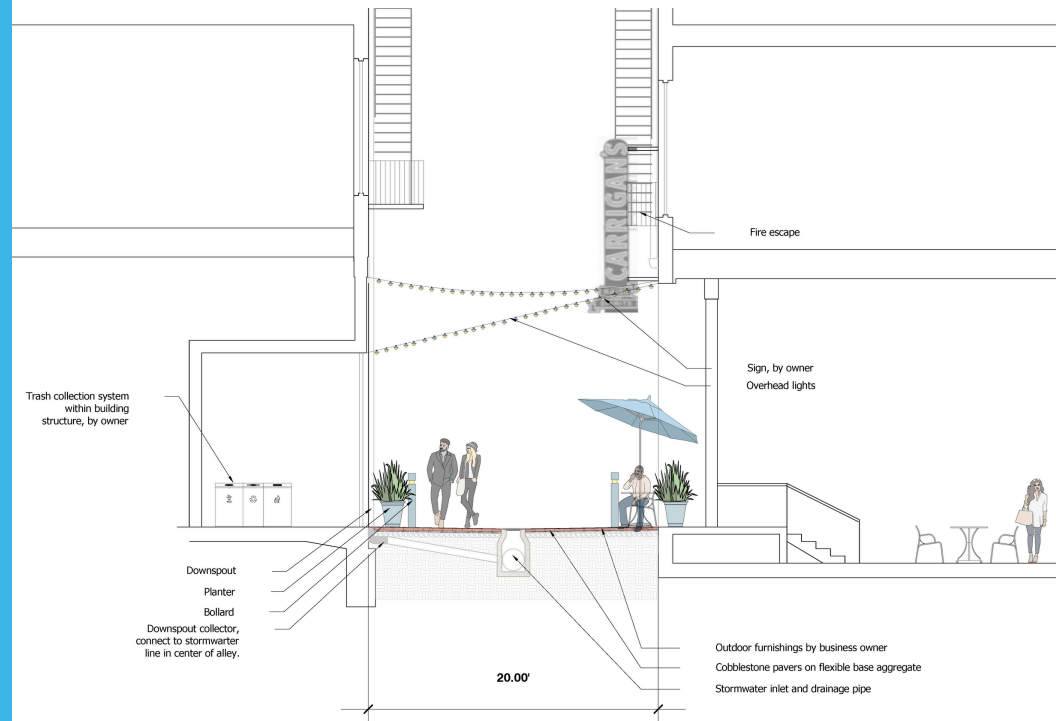
Posters with a Purpose

Last year, our BID team recognized the need to boost brand awareness for Downtown BHM. What better way to catch people's attention than with a dazzling poster display in the heart of City Center? With permission from the building owner and Design Review Committee approval, we brought a pop of color (and promotion) to two prominent, vacant storefronts on a busy stretch of Second Avenue North. Drawing inspiration from the poster collages found in urban hubs like Brooklyn, wheatpasting was our method of choice. We continue to monitor the display, regularly replacing the posters as they fade to ensure Downtown BHM stays beautiful – and top-of-mind!



Alley-Oop

Our BID team continuously looks at opportunities to inject more vibrancy into downtown. In 2024, we partnered with local landscape architecture firm Studio A to cast a new vision for City Center's underutilized alleyways. Inspired by similar projects in peer cities, we identified an alley between 19th and 20th Street North and asked Studio A to provide renderings focused on three key elements that can be replicated elsewhere: streetscape repairs, lighting, and pedestrian activation. We are very excited to begin the community engagement phase in 2025 to create a unique identity for our pilot alleyway!





Brightening Downtown Birmingham's Main Street

In 2024, our BID team laid the groundwork for even more enhancements along 20th Street North. While logistics, paperwork, and approvals might not be the most thrilling part of the process, they were crucial first steps toward implementing Power over Ethernet (PoE) infrastructure. This will enable artistic uplighting for the large trees in the medians of 20th Street, creating an iconic look for Birmingham's Main Street. Beyond the visual impact, this scalable power source will also support future technology upgrades within this footprint. Stay plugged into @downtownbhm on social media and subscribe to our Downtown BHM newsletter for details on the event where we'll officially flip the lights on!

Beyond the BID

As part of an agreement with the City of Birmingham, REV Birmingham — whom the board contracts for BID management — continued supporting programming and landscape maintenance on 20th Street North in 2024. This included Live on 20th, a series showcasing buskers and high-quality street performances designed to enhance the pedestrian experience. During the summer and fall seasons, REV's team experimented with adding a retail element to Live on 20th, inviting local dessert vendors to pop up alongside the musicians, creating a fun and vibrant atmosphere. In 2024, Live on 20th truly shined, earning an "Excellence in Placemaking" award from Main Street Alabama and a mention in the [Wall Street Journal](#).



Your Partner in Progress: Michael Symes

As the City Center District Manager, Michael Symes is dedicated to staying deeply connected to the heart of downtown. Through initiatives like the CAP Clean & Safe program, community outreach, special projects, and all sorts of daring problem-solving, Michael strives to enhance the overall experience (and deliver that next-level magic) for all who live, work, and play in this one-of-a-kind district. Do you have ideas about what you'd like to see in the City Center? Get connected with Michael!

e: michael@revbirmingham.org
p: 251-421-2523



“

"I sincerely appreciate the BID team for sharing their platform with me and providing an opportunity to support the Five Points South community. I'm grateful!"

Ace Graham, Owner
Alchemy 213

”

CAP'S FIVE POINTS IMPACT:

July-Dec, 2024

7,657

Total hours logged by CAP

64

Unhoused assistance interactions

2,750

Business assistance interactions

1,044

Graffiti removals

1,499

Panhandling removals

303

Campsite removals

68

Power washing hours

Note: Because each sub-district's density, property values, and, therefore, budget are different, the number of CAP team members and hours dedicated to each area varies.



Five Points South

Five Points South is a signature mixed-use neighborhood and a true cultural melting pot with a successful entertainment district at its core. BID services launched in Five Points on July 1, 2024.

#ILoveFivePoints

Following the tragic shooting outside Hush Lounge on September 21, 2024, our BID team worked diligently to support the recovery of Five Points South. Our hearts remain with the victims and their families. The BID team is committed to supporting the long-term healing of the district.

Our Response

City coordination: Following the tragedy, we connected with the mayor's communications team to ensure a unified message of resilience and optimism. Together, we launched the #ILoveFivePoints social media campaign, a series of posts from Downtown BHM and the City of Birmingham encouraging community members to support and visit the district.

Media outreach: Our BID team strategically pitched a positive message to the media. Our goal was to shift the narrative toward one of community fortitude and drive customers to support businesses in the district. All four local TV news outlets – WBRC/FOX 6, WVTM 13, CBS 42, and ABC 33/40 – picked up this story.

Community listening: Members of the BID team conducted regular visits to district storefronts, hearing from business owners directly about their needs and ideas, and offering support. We also provided businesses with a toolkit of resources, including messaging, graphics, and flyers they could use to participate in the #ILoveFivePoints campaign.



Your Partner in Progress: Connor Sanburn

In October 2024, REV Birmingham welcomed Connor Sanburn as the new Five Points South District Manager on its BID team. REV's district managers play a vital role in engaging and connecting BID stakeholders to understand their priorities and work toward unified solutions, including special projects. In his new role, Connor has the opportunity to build meaningful relationships with the community and collaborate on initiatives that will have a lasting impact on Five Points South. He's always open to hearing concerns or ideas, so don't hesitate to reach out to him!

e: connor@revbirmingham.org

p: 205-899-3787





In 2024, the CAP team also undertook pressure washing all the park's sidewalks, which made a big visual impact.

Lighting the Way at Brother Bryan Park

Shortly after BID services launched in the newly added sub-districts (and before Five Points South District Manager Connor Sanburn was hired), City Center District Manager Michael Symes wasted no time tackling essential to-dos – like getting the lights turned back on in Brother Bryan Park. As stewards of the BID, district managers aren't afraid to be proactive, persistently advocating through the right channels to get things done. We're excited to continue checking off tasks like this one as we work to enhance the area and create welcoming spaces for all!



Five Points South is known for its flavor — in every sense of the word.

This signature mixed-use neighborhood is a true melting pot and one of the oldest, yet liveliest, districts in downtown Birmingham with a successful entertainment district at its core. Five Points South is home to a wealth of experiences.

Within less than four square miles it has million-dollar homes and student housing; martini bars and brew pubs; late night music clubs and Sunday morning church choirs. The area is a popular living, shopping and recreational community, particularly influenced by its award-winning James Beard restaurants and historically significant architecture.

Explore Five Points South



District History

What's in a name? We'll tell you.

Founded in 1887, Five Points South is a district in Birmingham's South. Its name stems from its center on Five Points Circle, an intersection into a five-pointed star by the convergence of 20th St. S, 11th Ave. S and Magnolia Avenue. Originally a busy streetcar hub in the then-suburban town of Highland, Five Points Circle has always been an active local signature landmark within the district.

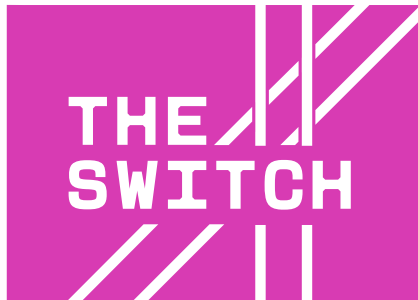
Festive in Five Points

2024 saw extra holiday cheer with Festive in Five Points, a series that features buskers and high-quality street performances designed to enhance the pedestrian experience. From talented soloists to family bands, Five Points' iconic star-intersection was alive with the sound of music throughout the month of December.

Click into the Heart of Five Points South

In 2024, we introduced a dedicated landing page for Five Points South on downtownbhm.com, the website created and managed by the BID. This page offers a deeper dive into the district's history, identity, and happenings. Explore all that Five Points South has to offer by visiting downtownbhm.com/fivepoints.

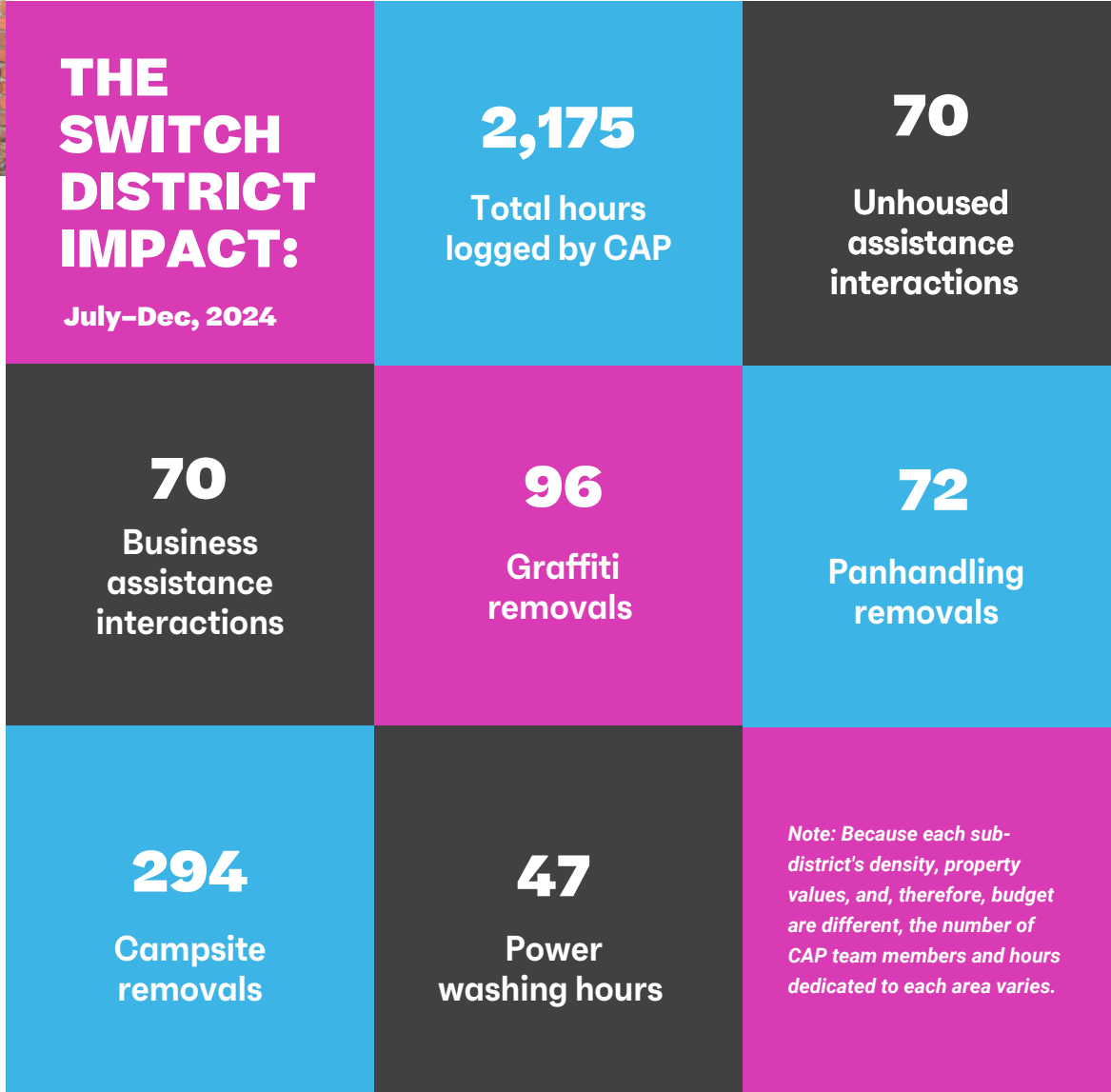




Railroad tracks used to crisscross the historic 14th Street Switchyard – in fact, many of the structures still curve to frame where rails once were. Now, this area known as “The Switch,” is an emerging district fueling a growing innovation-based ecosystem in Birmingham. BID services launched in the district on July 1, 2024.

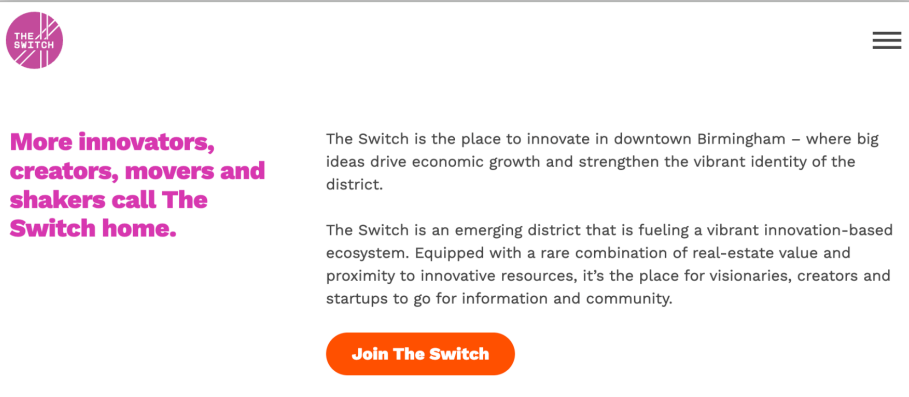
“*Every morning the CAP team brings a bright, professional energy to the district while they improve the environment for our customers.*”

Patrick Packer, President and CEO
Datus Henry Industries



Click into the Heart of The Switch

In 2024, we introduced a dedicated landing page for The Switch on downtownbhm.com, the website created and managed by the BID. This page offers a deeper dive into the district's history, identity, and happenings. Explore all The Switch has to offer by visiting downtownbhm.com/theswitch.



More innovators, creators, movers and shakers call The Switch home.

The Switch is the place to innovate in downtown Birmingham – where big ideas drive economic growth and strengthen the vibrant identity of the district.

The Switch is an emerging district that is fueling a vibrant innovation-based ecosystem. Equipped with a rare combination of real-estate value and proximity to innovative resources, it's the place for visionaries, creators and startups to go for information and community.

[Join The Switch](#)

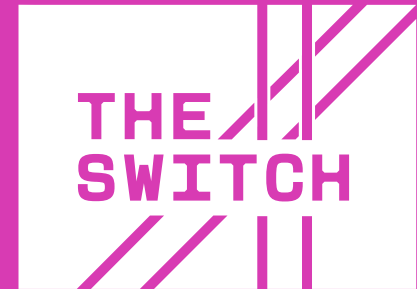


Where trains once drove, innovation now flows.

Railroad tracks used to crisscross the historic 14th Street Switchyard. Many of our structures still curve to frame where rails once were.

Now, ideas, information and energy are what flow through the area as we

Good Sport Bhm owner Jordan Mahy interviews BID Board member Stephen DeVries of Eleven Productions.



Beyond the BID

In addition to managing the newly launched Clean & Safe program, REV Birmingham pursued supplemental funding for new projects in The Switch. In October 2024, we teamed up with Birmingham-based film and photo studio, Good Sport Bhm, to create dynamic promotional materials aimed at attracting more investment and development to the district. Watch for the video on [The Switch page](#) and [@downtownbhm](#) on social media!

Downtown Birmingham Economic Vitality Report

We believe that good data is key to understanding a place and supporting its growth. That's why, in 2024, REV Birmingham released two more installments of the Downtown Birmingham Economic Vitality Report. Introduced in 2023, this bi-annual report is a unique collection of market-driven data, designed to help policy makers, economic developers, and private investors make informed decisions that drive downtown's growth. Dig into the latest data by visiting downtownbhm.com/do-business.

REV Birmingham is an economic development nonprofit that the BID Board of Directors contracts for BID management. Although REV's data program is not funded by the BID, the bi-annual report helps identify trends and opportunities that the BID can build on to increase vitality downtown. We are including this downtown data overview because we hope it is helpful for property owners — and anyone interested in investing further in downtown!



86.9%

2024 Year-end
Residential Occupancy

82.1%

2024 Year-end Class
A Office Occupancy

61.9%

2024 Year-end Class
B Office Occupancy

1,205

2024 Average Weekday
Downtown Employee Visits

448

2024 Active Retail Locations
(excluding auto dealerships)

15

Development Projects
Under Construction (Q3–Q4 2025)

Downtown BHM Website Updates

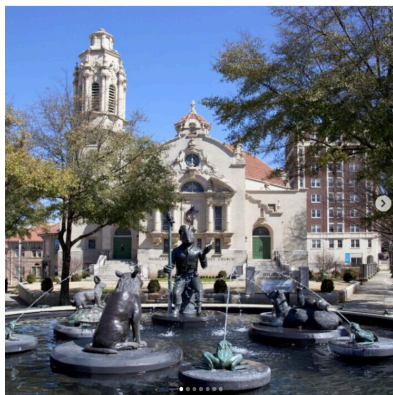
Last year, new pages were added to downtownbhm.com highlighting the [initiatives](#) led by the BID, REV Birmingham, and their partners in vibrancy. These pages offer web visitors insights into the exciting projects and developments taking place downtown, helping users stay informed and get excited about the progress underway. Additionally, a revamped [districts page](#) now features an interactive map, a helpful tool for users to navigate and enjoy the heart of Birmingham, whether they're visiting for the first time or rediscovering the area's many attractions.

Keep up with Downtown BHM!

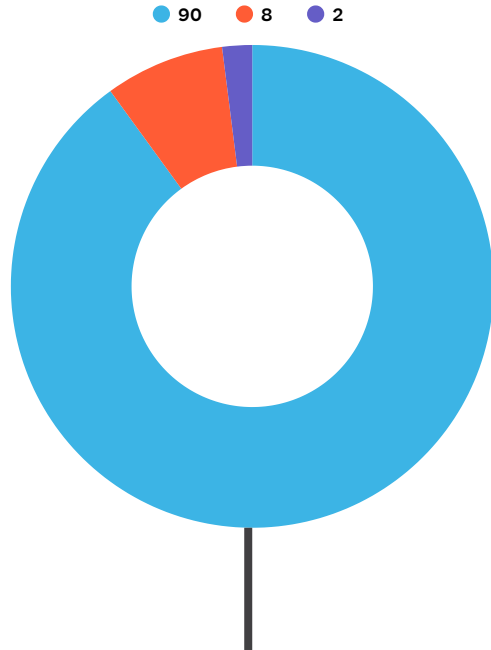


Downtown Birmingham is bursting with energy, and there's no shortage of exciting happenings and need-to-know updates that you don't want to miss. We're dedicated to bringing vibrancy to this wonderful place, so keep up with our work by following @downtownbhm on social media and subscribing to our newsletter – we have so much more to share!

Click the photos to see our top posts from 2024!



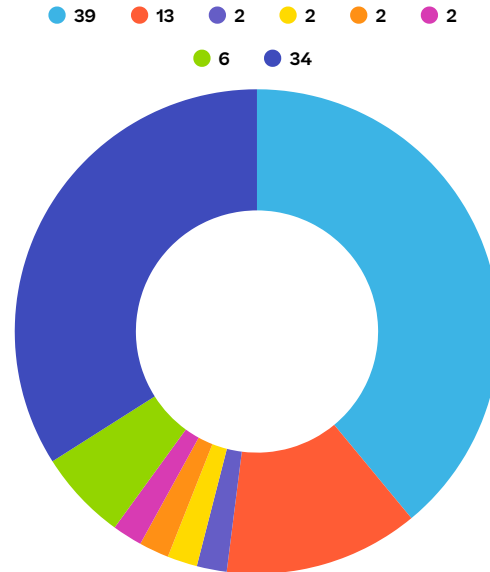
2024 FINANCIALS



TOTAL INCOME

Assessment Income	90%	3,135,744
Service Contracts	8%	269,800
Interest Income	2%	75,181
Total Income		3,480,726

*BID Expansion into Five Points South and The Switch began in July of 2024. Assessment and services in those sub-districts cover six months, while City Center assessments and services cover a full year from January to December 2024.



TOTAL EXPENSES

Clean & Safe Services	39%	1,372,656
Program Administration	13%	439,110
Contract Administration	2%	83,640
Administrative Overhead	2%	74,645
Special Projects	2%	69,746
Clean & Safe Equipment/Supplies	2%	69,378
Special Project Reserve	6%	200,000
Funds Collected for 2025 Services	34%	1,171,551
Total Expenses		3,480,726

PER SUB-DISTRICT INCOME & EXPENSES FOR CLASS YEAR 2024 ONLY

	City Center	Five Points*	Switch*
2024 Assessment Amount Collected by Sub-district	1,768,922	528,047	84,050
Non-Assessment Amount Collected by Sub-district	314,684	19,000	10,545
Amount Expended on 2024 Services	1,674,140	356,680	88,129
Funds to be deployed in 2025	409,466	190,367	6,466

*NOTE: Five Points South and The Switch include SIX MONTHS ONLY due to date of service launch (July 1st, 2024).

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

Property owners in each sub-district of the BID pay \$1-\$3 for every \$1,000 of property value according to their Jefferson County Tax Assessment. These funds allow the CCDMC to fund the CAP program and other supplemental services.

Make your voice heard!

Downtown stakeholders can share their priorities and concerns with their representatives on the BID Board and the BID team at sub-district advisory forums. The flow of meetings is designed to invite public feedback at the district level, which Board committees consider as they work toward making decisions, including the votes at the public meetings in May and November.

Keep up with the latest BID info at downtownbhm.com/bid

2025 Sub-district Advisory Forums

CITY CENTER

Wednesday, March 19, 2025, 12p
Birmingham Public Library Central Branch Auditorium
(2100 Park Pl)

Wednesday, September 17, 2025, 12p
Location TBD

FIVE POINTS SOUTH

Monday, March 3, 2025, 12p
Highlands United Methodist Church (1045 20th St S)

Wednesday, September 10, 2025, 12p
Location TBD

THE SWITCH

Wednesday, February 19, 2025, 12p
Innovation Depot – Training Room (1500 1st Ave N)

Wednesday, September 3, 2025, 12p
Location TBD

2025 Board Meeting Schedule

All meetings are at the offices of Balch & Bingham (1901 6th Ave N, Suite 1500) at 4 p.m. **Meetings in bold are open to members of the public.**

- Wednesday, February 5, 2025
- **Wednesday, May 14, 2025**
Public Election Meeting
- Wednesday, August 20, 2025
- **Wednesday, November 19, 2025**
Public Budget Meeting

2024–2025 Board of Directors



x



Downtown
Birmingham

Joe Sandner, IV, President

Colliers
City Center

Lucien Blankenship, Vice President*

Jazzi's on 3rd
City Center

Lee Johnsey, Secretary

Balch & Bingham
Ex-Officio

Ricky Bromberg, Treasurer*

Bromberg & Co
City Center

Steve Alexander*

Five Points Alliance/RevitaleX
Five Points South

Barbara Cooney*

So So Spiffy
The Switch

Stephen DeVries*

Eleven Productions
The Switch

Janice Douthard

City of Birmingham
Ex-Officio

Cory Guillory

Regions
At-Large

West Harris

Harbert Realty
At-Large

Nolanda Hatcher*

Studio 2H Designs
City Center

Carlton Kemper*

EBSCO
The Switch

Rima Patel*

Birmingham Apothecary
Five Points South

Jacob Shevin*

Standard Furniture
City Center

David Silverstein Jr.

Five Stone Group
Five Points South

Jasmine Sledge

Alabama Power
At-Large

Ladd Tucker

Ladd Real Estate
City Center

David Fleming

REV Birmingham
Ex-Officio

Elizabeth Barbaree-Tasker

REV Birmingham
Ex-Officio

**Denotes a board member who owns or represents a property in the lowest one-third of the fair market values of all real property in the BID*