



# Downtown Birmingham has more data.

Economic Vitality Report  
Q1–Q2 2025

powered by



BIRMINGHAM



REV Birmingham is a place-based revitalization and economic development nonprofit with a mission to create vibrant commercial districts. REV's team believes good data is essential to understanding a place and helping it grow. This Downtown Birmingham Economic Vitality Report, which is released twice a year, helps us identify downtown's strengths and opportunities. The study area is highlighted in blue.



See more data and get in touch with REV's downtown team.

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## A NOTE ABOUT DATA

As of May 2025, Placer.ai – one of the primary tools we use to source data for this report – has updated its methodology for detecting employee presence to better reflect evolving work patterns, particularly the rise of hybrid schedules. Previously, an "employee" was defined as an individual consistently spending multiple hours at a location daily. This broad definition encompassed many different worker types. The updated methodology introduces two distinct categories:

### **Employee:**

An individual who spends multiple hours within a tight radius of a single location on multiple non-consecutive weekdays per month, during standard work hours (8 AM–5 PM). This group is mutually exclusive from residents and visitors, and excludes individuals in government or sensitive facilities.

### **Extended Workforce:**

Individuals who spend less time in market, less frequently and without a fixed location, often active during extended hours. This group may overlap with visitor audiences and also excludes sensitive locations.

The new definition of "Employee Visits" is more specific, capturing primarily full-time, office-based workers. Accordingly, this report uses only the "Employee Visit" metric, as this group is most likely to have a measurable economic impact on downtown Birmingham.

Please note: While reported figures may differ from previous Economic Vitality Reports, all historical data in this report has been retroactively updated to reflect the new methodology. These changes do not indicate a loss of downtown employees, but rather a refinement in how presence is measured.

These updated metrics remain a helpful tool for REV Birmingham, the City of Birmingham, economic development partners and private stakeholders to make informed, data-driven decisions about downtown Birmingham's future.



# Retail Leakage Report 2022 vs. 2025

Placer.ai allows us to track where downtown residents are traveling to shop, dine or access services. This leakage analysis helps identify retail categories that are drawing consumers elsewhere – highlighting opportunities to introduce or expand those concepts in downtown Birmingham.



## Community Shopping Centers

720,100 resident visits outside of downtown to shop  
☹️ **Increase** in leakage by 23,820 vs 696,280 in 2022

## Gas Stations and Convenience Stores

465,790 resident visits outside of downtown to shop  
☹️ **Increase** in leakage by 365,620 vs 100,170 in 2022

## Fast Food and Quick Service Restaurants

419,370 resident visits outside of downtown to dine  
☹️ **Increase** in leakage by 134,230 vs 285,140 in 2022

## Groceries

234,630 resident visits outside of downtown to shop  
☹️ **Increase** in leakage 12,920 vs 221,710 in 2022

## Superstores

234,150 resident visits outside of downtown to shop  
😊 **Decrease** in leakage by 208,150 vs 442,300 in 2022

## Restaurants

220,210 resident visits outside of downtown to dine  
😊 **Decrease** in leakage by 31,470 vs 251,680 in 2022

**35,321**

Average Employee Visits  
(See note on pg. 3)

**19**

Development Projects  
Under Construction  
(23 development projects under construction in Q1-Q2 2024)

**86.4%**

Residential Occupancy  
(81.4% in Q1-Q2 2024)

**77%**

Office Occupancy  
(76.4% in Q1-Q2 2024)

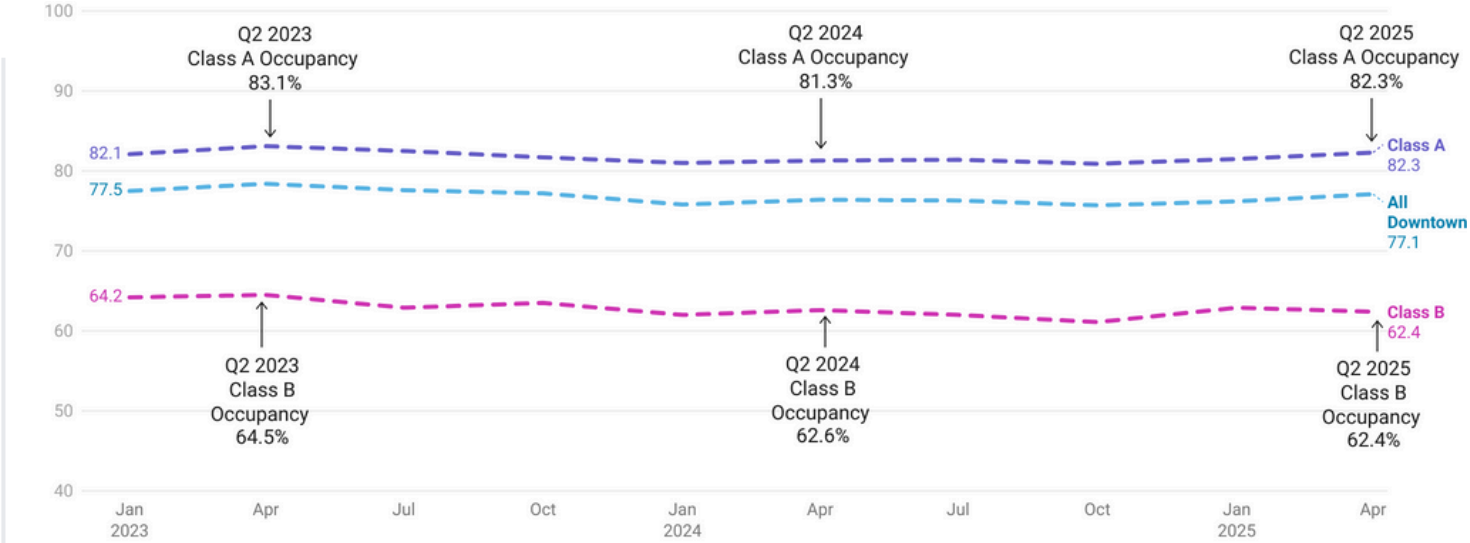
**43**

Retail Locations for Lease



# Downtown Birmingham Economic Vitality Report Q1-Q2 2025

## OFFICE



### Downtown Office Occupancy Rates from 2023 to Q2 2025

**35,321**  
Avg Daily Employee Visits  
(34,299 in Q1-Q2 2024)



### Annual Employee Visits to Downtown Birmingham (in Millions)

# 77.1%

## Office Occupancy

(76.4% in Q1-Q2 2024)

# 82.3%

## Class A Office Occupancy

(81.3% in Q1-Q2 2024)

# \$25.73

## Class A Avg Rent/SF

(\$25.36 in Q1-Q2 2024)

# 62.4%

## Class B Office Occupancy

(62.6% in Q1-Q2 2024)

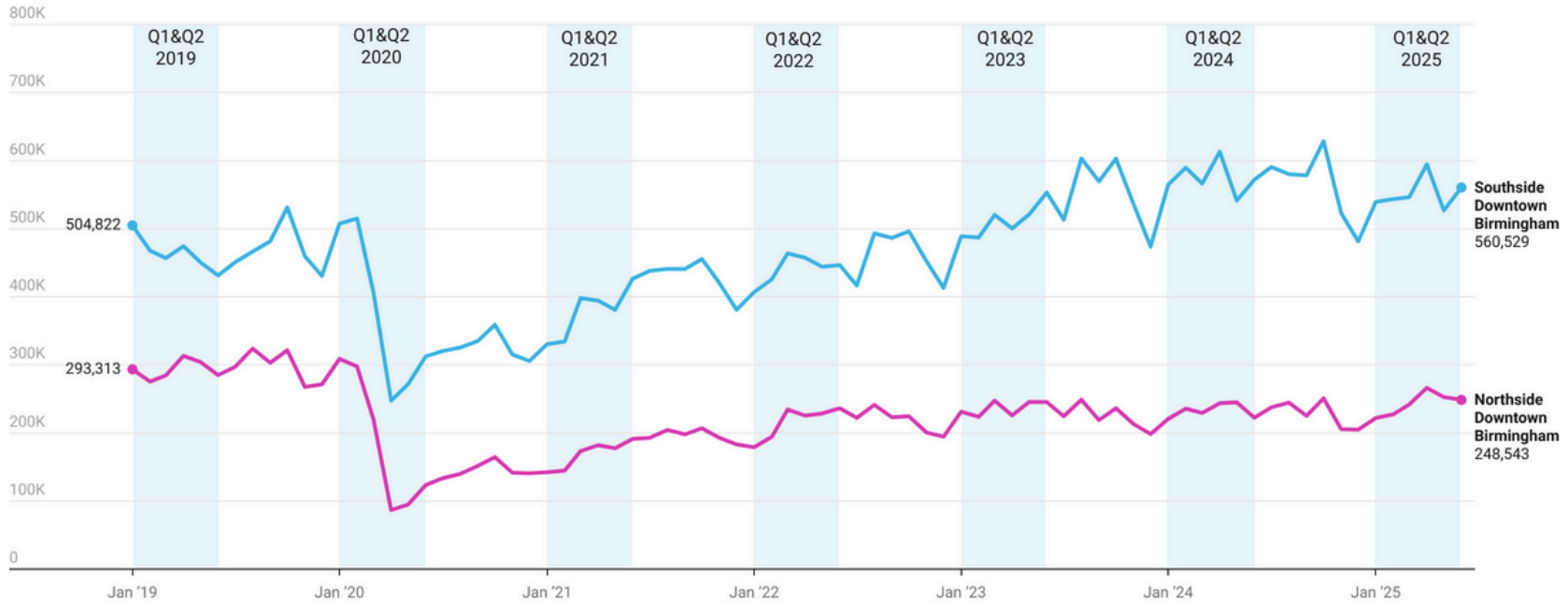
# \$21.06

## Class B Avg Rent/SF

(\$21.01 in Q1-Q2 2024)

# 9.4M

## Total SF Office Inventory



Northside vs Southside Monthly Employee Visits Since 2019 – All Employees, Including Weekends

Southside

Q1-Q2 2024 to Q1-Q2 2025



- 3.8%

Northside

Q1-Q2 2024 to Q1-Q2 2025



+ 4.9%

Downtown (combined)

Q1-Q2 2024 to Q1-Q2 2025



+ 1.8%



DOWNTOWN OFFICE OPPORTUNITIES

HQ-Ready: Class A Office Buildings with 100,000+ SF Available and Attached Parking Decks



Shipt Tower - 420 20th St N  
157,309 SF Available



1901 Sixth Avenue - 1901 6th Ave N  
150,490 SF Available



Renasant Place - 2001 Park Pl  
105,180 SF Available

Big Moves: Largest Leases Signed Downtown



John Hand Building - 17 20th St N  
Lessee: CommerceOne Bank  
20,571 SF (signed January 2025)

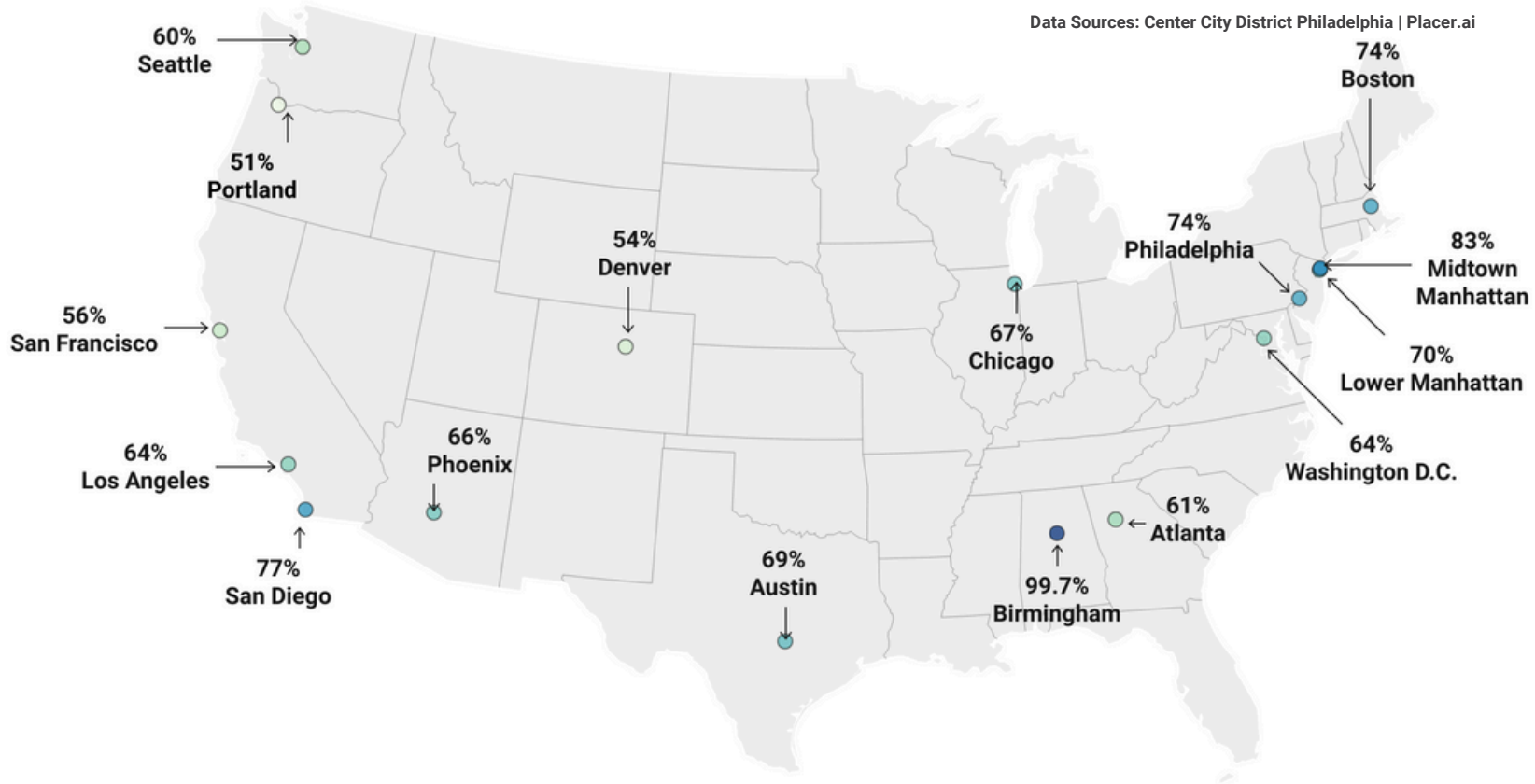


Zinszer Building - 2117 2nd Ave N  
Lessee: Birmingham Business Alliance  
7,800 SF (signed June 2025)



Two North Twentieth - 2 20th St N  
Lessee: Spectra Capital  
4,600 SF (signed April 2025)

**Downtown Birmingham outperforms with a Q4 2019 to Q4 2024 recovery rate of 99.7%**



**National Comparison of Employee Presence, Q4 2019 to Q4 2024**

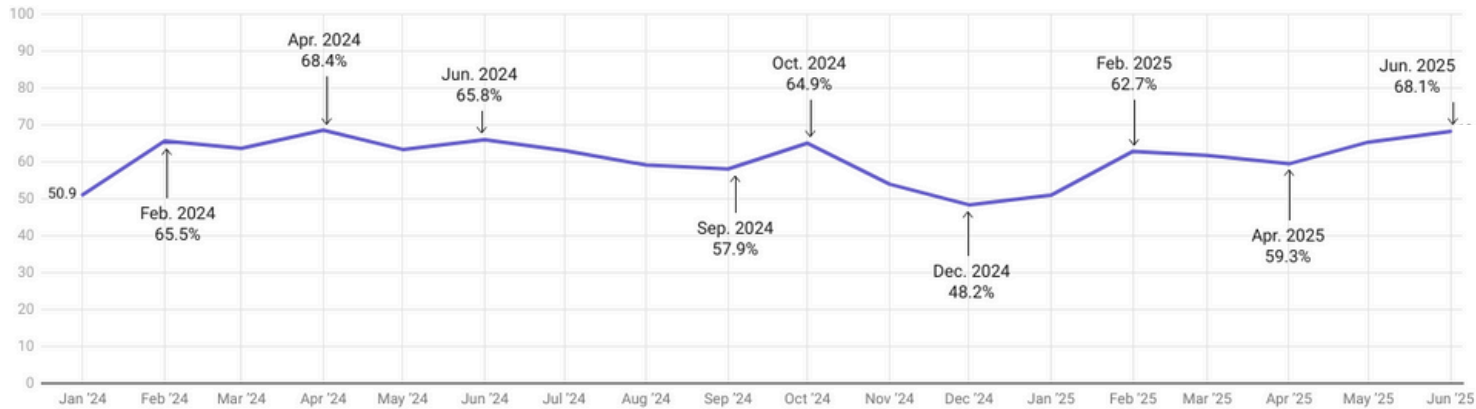
***Did You Know?***

[READ MORE](#)

Birmingham was recently highlighted by Wall Street Journal as one of five “second-tier cities” offering strong job prospects, solid salaries and affordable living for recent college grads. Citing research from payroll-services firm ADP, the article points to Birmingham’s growing concentration of tech, health and financial firms as a key factor. Other cities on the list include Raleigh, Milwaukee, Baltimore and Austin.



### BHM Airport Passengers, January 2022 to June 2025



### Average Monthly Downtown Hotel Occupancy Rates from 2024 to Q2 2025



Hotel occupancy rates in May and June 2025 were higher than in the same months of 2024. Downtown hotel occupancy tends to follow a cyclical pattern, with lower rates during the colder months – November through January – and higher rates in the spring and summer. October typically marks the peak of the fall season’s hotel occupancy.

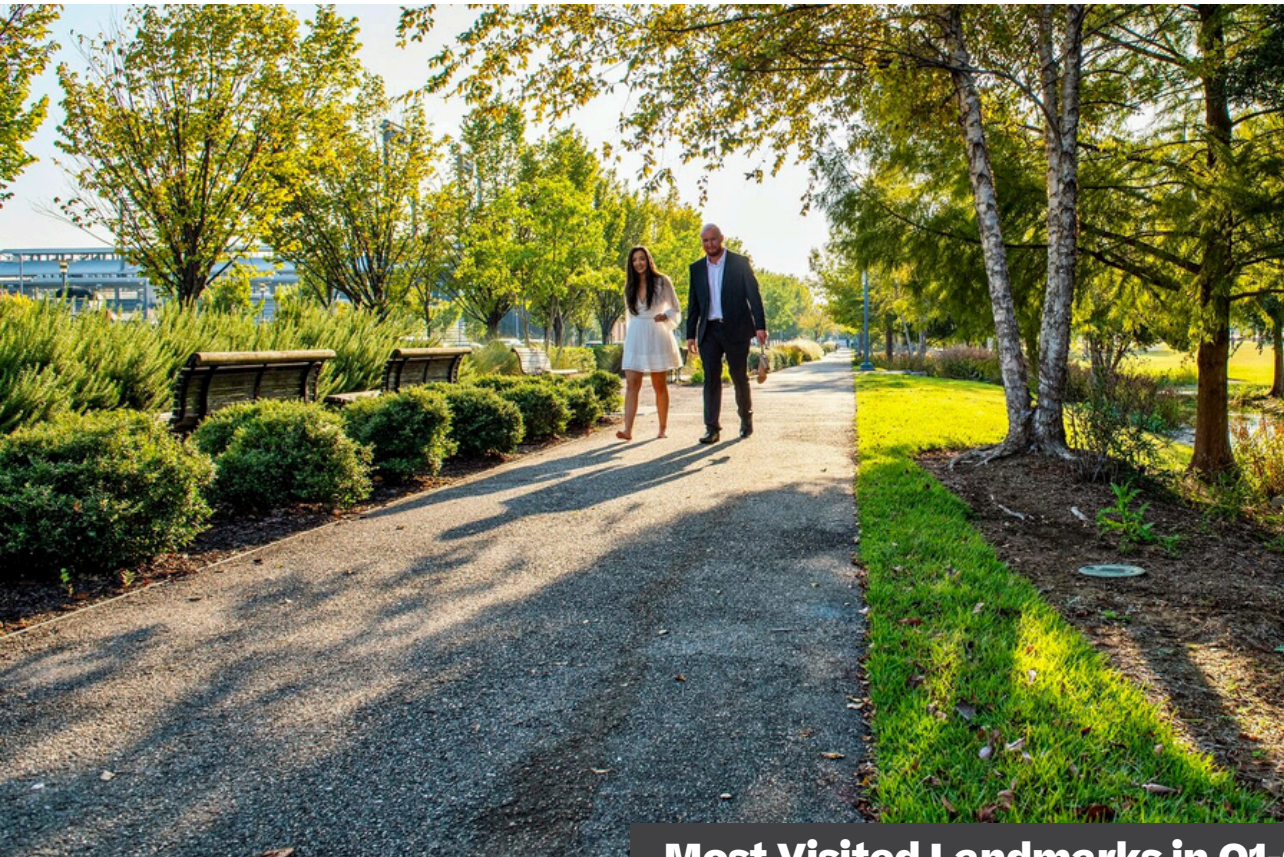
**20**  
Hotels  
(1 hotel delivered  
in Q1-Q2 2025)

**2,779**  
Hotel Rooms  
(24 hotel rooms delivered  
in Q1-Q2 2025)



**61.2%**  
Year-to-Date (2025)  
Hotel Occupancy  
Rates

**\$160.76**  
Monthly Average  
Hotel Daily Rate



Most Visited Landmarks in Q1-Q2 2025



**787.1K Visits**  
Birmingham Jefferson  
Convention Complex



**562.5K Visits**  
Birmingham City Walk



**141.4K Visits**  
Regions Field



**162.2K Visits**  
Railroad Park



The first half of 2025 saw an average of 120,892 visits (119,793 in Q1-Q2 2024) to downtown Birmingham per day, which includes people that Placer.ai has classified as visitors, employees and residents based on the time they spend downtown.

## TOP 5 BUSIEST DAYS DOWNTOWN IN Q1-Q2 2025

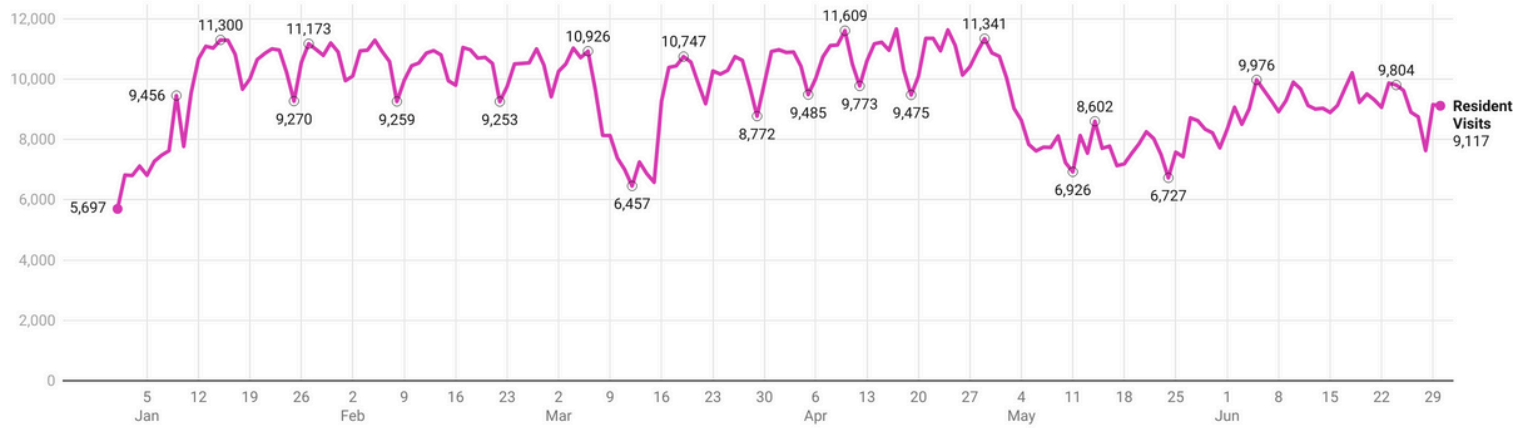
- 1 Saturday, May 3, 2025 132,367 Visits**  
*Notable Events:* Lil Wayne @ Legacy Arena, Cinco De Mayo Celebrations
- 2 Saturday, March 22, 2025 131,728 Visits**  
*Notable Events:* SEC Women's Gymnastics Championship @ Legacy Arena
- 3 Saturday, February 1, 2025 126,576 Visits**  
*Notable Events:* Ringling Bros. and Barnum & Bailey present The Greatest Show on Earth @ Legacy Arena
- 4 Friday, February 28, 2025 124,606 Visits**  
*Notable Events:* AHSAA Basketball State Finals @ Legacy Arena, SUMMER: The Donna Summer Musical @ Red Mountain Theatre
- 5 Saturday, March 29, 2025 124,287 Visits**  
*Notable Events:* Monster Jam @ Protective Stadium, NCAA Women's Basketball Regional @ Legacy Arena



Photo courtesy of Brian Pride/The BJCC



## RESIDENTIAL



### Daily Resident Visits to Downtown Birmingham in Q1-Q2 2025



**14.7k**  
Downtown Residents

**86.4%**  
Residential Occupancy  
*(81.4% in Q1-Q2 2024)*

**9,011**  
Multifamily Units  
Including Condos  
*(443 units delivered  
in Q1-Q2 2025)*

**735**  
Units Under Constuction  
*(1,205 units under construction in  
Q1-Q2 2024)*

**42**  
Proposed Units  
*(0 proposed units in Q1-Q2 2024)*

## Residential Development Spotlight: The Yeilding

The Yeilding Building at 2129 2nd Avenue North – once Birmingham’s first and flagship department store (operating from 1911 to 1980) – is set to spring back to life as The Yeilding, an adaptive reuse redevelopment of remarkable historic and economic significance. Situated near bustling local landmarks like The Collins Bar, Canary Gallery and The House of Found Objects, the project offers a strategic blend of heritage preservation and modern urban vitality.

In preparation, a joint venture comprising Gladstone Equity Partners, Friedman Realty and Harbert Realty Services acquired the long-vacant building and plans to leverage Historic Tax Credits to restore its architectural character while reinvigorating its purpose.



- ◆ 42 residential units – a mix of studio and one-bedroom layouts (approximately 400–700 sq ft), featuring 15-foot ceilings, floor-to-ceiling windows and Class-A finishes
- ◆ Premium amenities – rooftop terrace with outdoor kitchen and fire pit, resident lounge, fitness center and smart-home capabilities
- ◆ Commercial opportunity – 10,750 square feet of ground-level, mezzanine and lower level commercial space to diversify downtown offerings



# Downtown Birmingham's Brunch Scene is on the Rise

Whether you're craving classic comfort food or something more creative, downtown Birmingham offers a growing number of great brunch spots to explore. From cozy cafés to chef-driven kitchens, there's something for every taste and occasion. The following downtown restaurants currently offer a dedicated breakfast or brunch menu.

## Brunch Spots:

Brick and Tin (Newly added)

El Barrio

Epice (Brunch coming soon)

Frothy Monkey

Gabriella's Restaurant

Hero Donuts

Johin'na (Brunch coming soon)

La Fête

Nelson Brothers Cafe

Slide Cafe

Tasty Town

Ted's Restaurant

The Essential

The Fennec

The Original Pancake House

The Southern

The Toasted Yolk (Recently opened)

Trattoria Zaza

Yo Mama's (Every 2nd & last Saturday, 9a-1p)

## RETAIL

5.1M

Total Retail SF

\$17.99

Avg Market Rent/SF  
(\$17.54 in Q1-Q2 2024)

448

Active Retail Locations



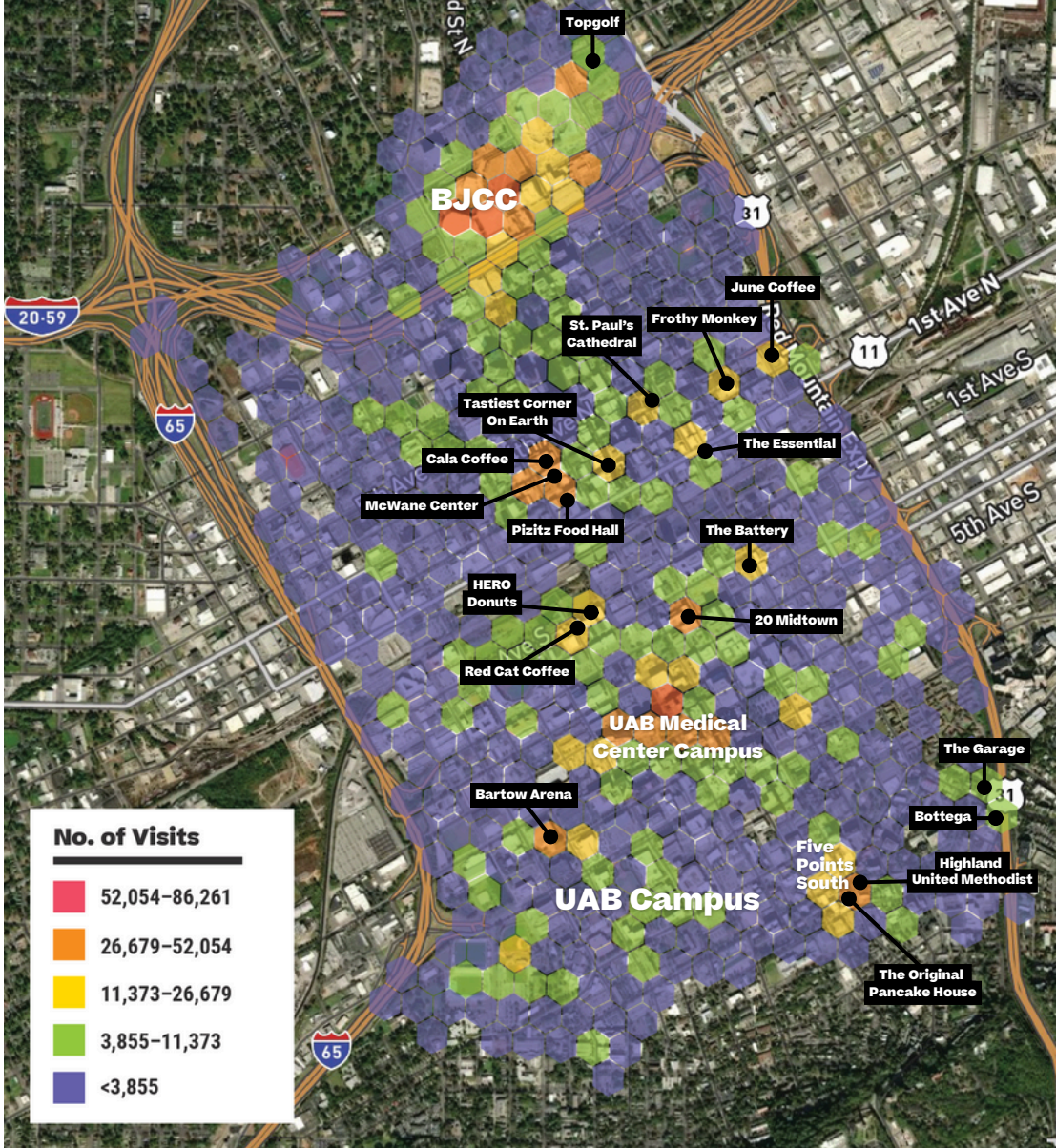
"We're excited to bring something new to Birmingham's already dynamic brunch scene. We hope to create a space where guests feel at home – whether they're grabbing a bite before work, catching up with friends or celebrating the weekend."

COLETTE LEWIS

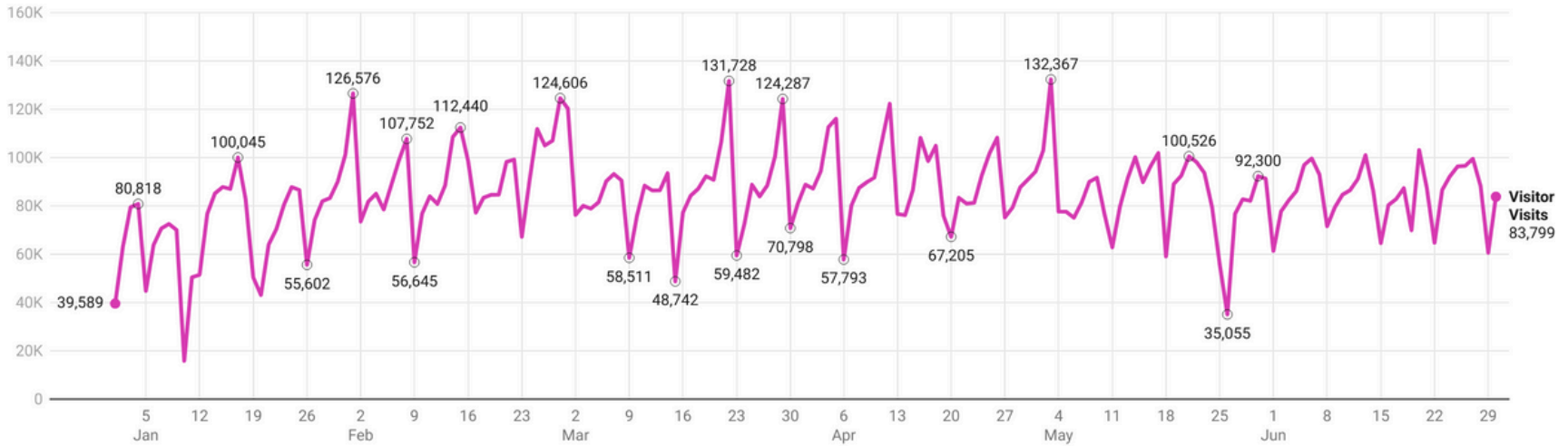
The Toasted Yolk, co-owner

### Tracking Downtown's Brunch-Time Crowd

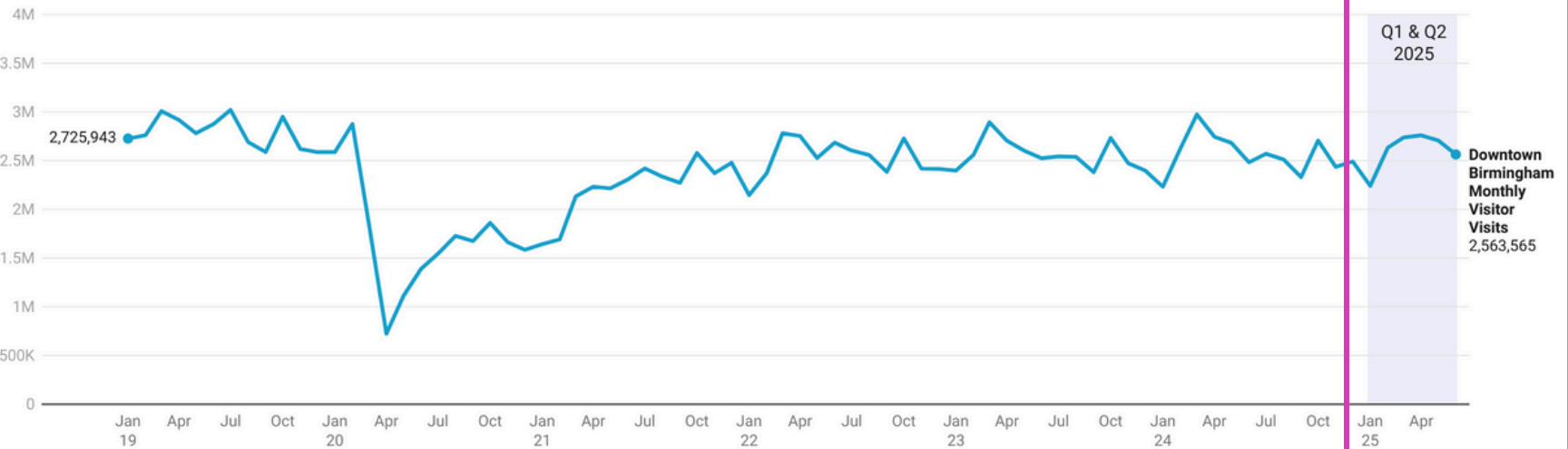
This map shows where people visit between 7 a.m. and 2 p.m. on Saturdays and Sundays in downtown Birmingham. As more restaurants open or expand into brunch service – like the newly opened The Toasted Yolk in 20 Midtown, Brick and Tin with extended hours and Epice planning to offer brunch soon – downtown's brunch scene is gaining momentum. It's one more sign that the area is evolving to meet growing demand for vibrant, all-day experiences, where visitors can enjoy the best food, drink and entertainment the region has to offer in one convenient location.



Audience Filter: Visitors / Day of Week Filter: Sat-Sun / Time of Day Filter: 7:00AM - 2:00PM



### Daily Visitor Visits to Downtown Birmingham in Q1 and Q2 2025



### Monthly Visitor Visits to Downtown Birmingham from 2019 to Q2 2025

Comparing Q1 & Q2 of 2019 to Q1 & Q2 of 2025, Downtown Birmingham Visitors are at 92% of their pre-pandemic height.



# The Case for Holiday Activations Downtown



**Data Digest  
with Jackson Dean**  
Data & Research Manager, REV Birmingham

There was a time when downtown Birmingham was the epicenter of holiday cheer, bustling with department stores, parades, live performances and twinkling decorations. While the department stores are gone, the spirit of the season still thrives in our city center.

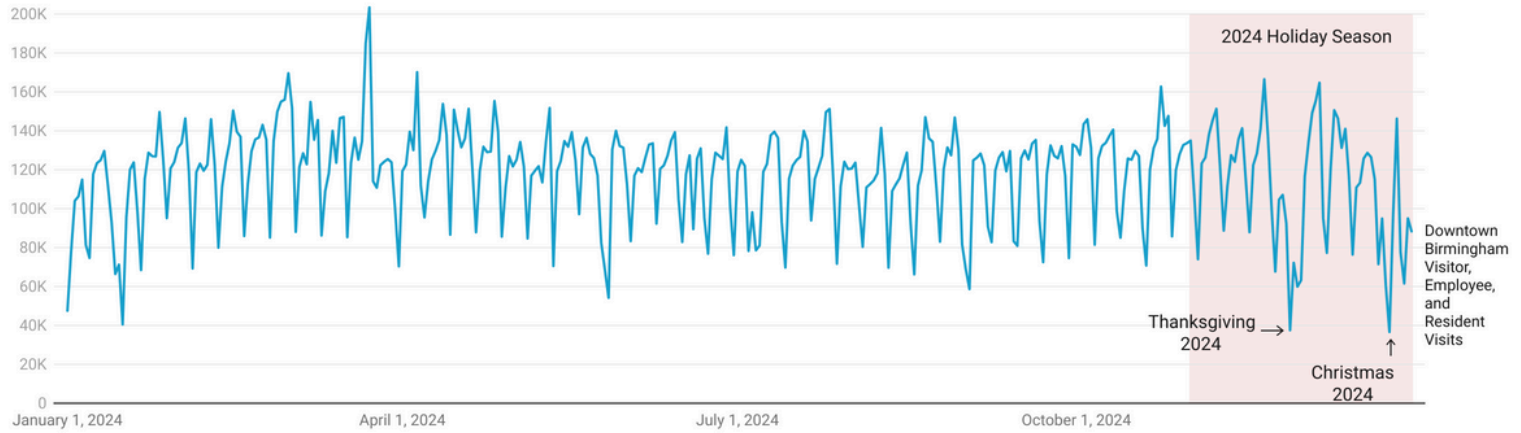
Last December, the Alabama Theatre alone drew more than 30,000 visitors for its Holiday Film Series. But it’s not just the Alabama – venues like the BJCC, Lyric Theatre, Red Mountain Theatre, Alys Stephens Center and others continue to attract crowds with holiday concerts, plays and performances. Events like Miracle on 24th Street, menorah and tree lightings, caroling and New Year’s Eve celebrations keep downtown busy.

Even so, downtown Birmingham often feels less vibrant than nearby cities, despite seeing five times more visitors than downtown Homewood in December. Why? Our events are spread out, diluting foot traffic and missing opportunities for synergy.

December is also the slowest month for downtown workers and students, which makes it even more important to create a connected, festive environment. The Northside – especially around 20th Street and the 2nd/3rd Avenue North corridor – sees the highest activity and offers the best chance for impact.



December is one of the least busy months of the year for downtown Birmingham overall, but for several of downtown’s entertainment venues, it is the busiest time of year. What could more investment in holiday events and activations do for downtown’s December foot traffic trends?



Downtown Visitor, Employee and Resident Visits in 2024

Most Visited Downtown Event Venues, December 2024

<p><b>84.4k</b> Visits</p> <p>The BJCC</p>	<p><b>30k</b> Visits</p> <p>Alabama Theatre</p>	<p><b>9.5k</b> Visits</p> <p>Red Mountain Theatre</p>	<p><b>6.8k</b> Visits</p> <p>Lyric Theatre</p>
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**That's why REV, in partnership with the Downtown BHM BID, is launching exciting improvements to bring the holiday magic back:**



**Ornament Artist: Micah Althea**

- ❄️ **Uplighting along 20th Street North medians**
- ❄️ **An Ornament Trail of large life-size ornaments painted by local mural artists**
- ❄️ **Live music performances on 20th Street**
- ❄️ **Surprise carolers popping up unexpectedly**
- ❄️ **An elf door scavenger hunt—elves have moved downtown, can you find them all?**
- ❄️ **Window and façade graphics in select locations**
- ❄️ **Increased social media promotion of downtown retailers**
- ❄️ **Continued CAP ambassador presence and hospitality**

## **BHM**

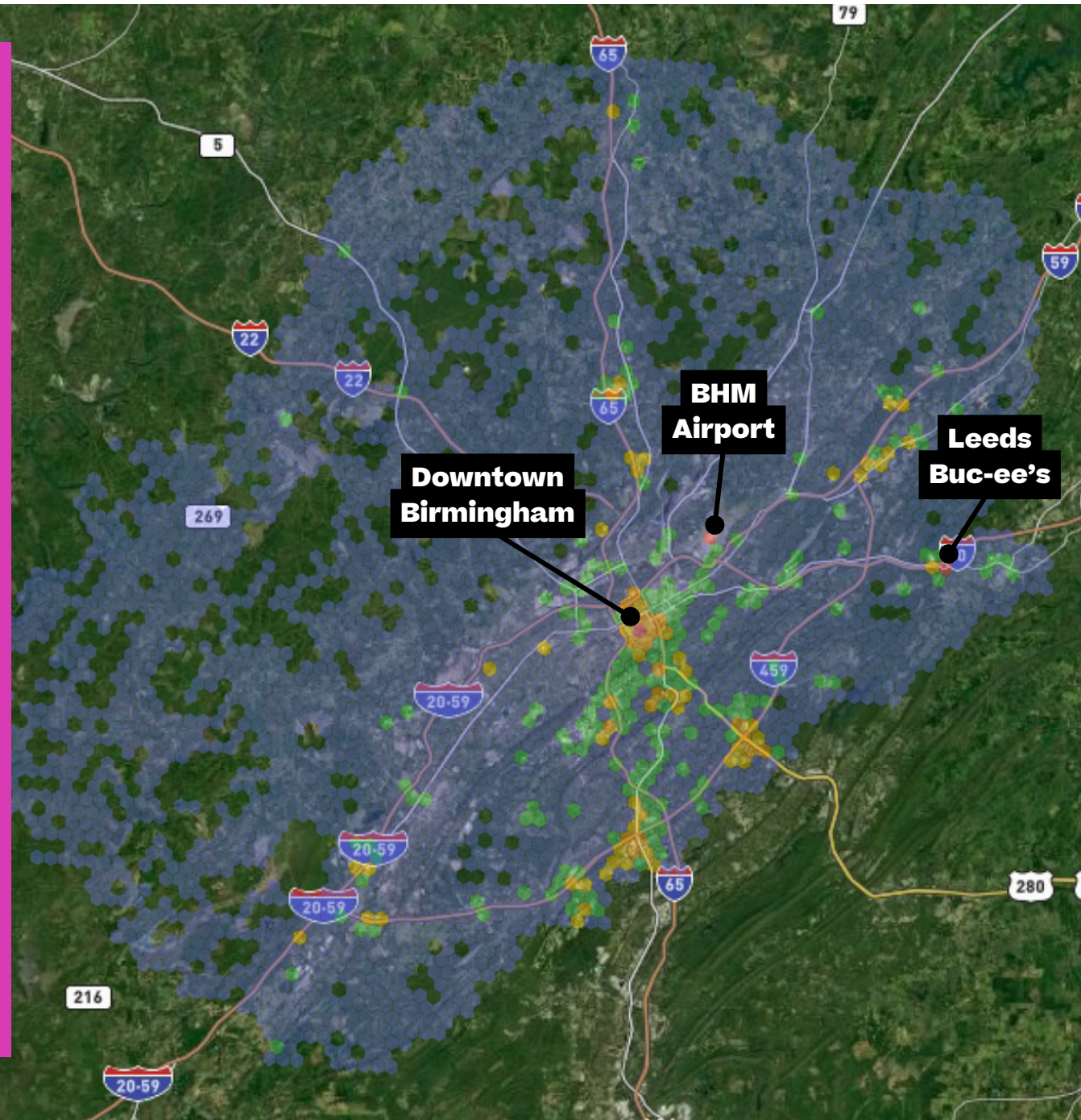
Together, these efforts will create a more vibrant, walkable and festive downtown – one that draws people in, supports local businesses and builds momentum for long-term growth. Join us this December to celebrate, explore and experience the magic of the season – right in the heart of Birmingham.

## JEFFERSON COUNTY VISITS MAP

By tracking visits across Jefferson County, we gain a clear picture of where people are spending their time – and what’s drawing them in. The data highlights several key hotspots for foot traffic, with downtown Birmingham consistently leading the way.

Other high-traffic areas include Leeds, anchored by major destinations like Buc-ee’s, Bass Pro Shops and The Shops of Grand River, and Birmingham-Shuttlesworth International Airport, which sees steady movement from both travelers and airport employees.

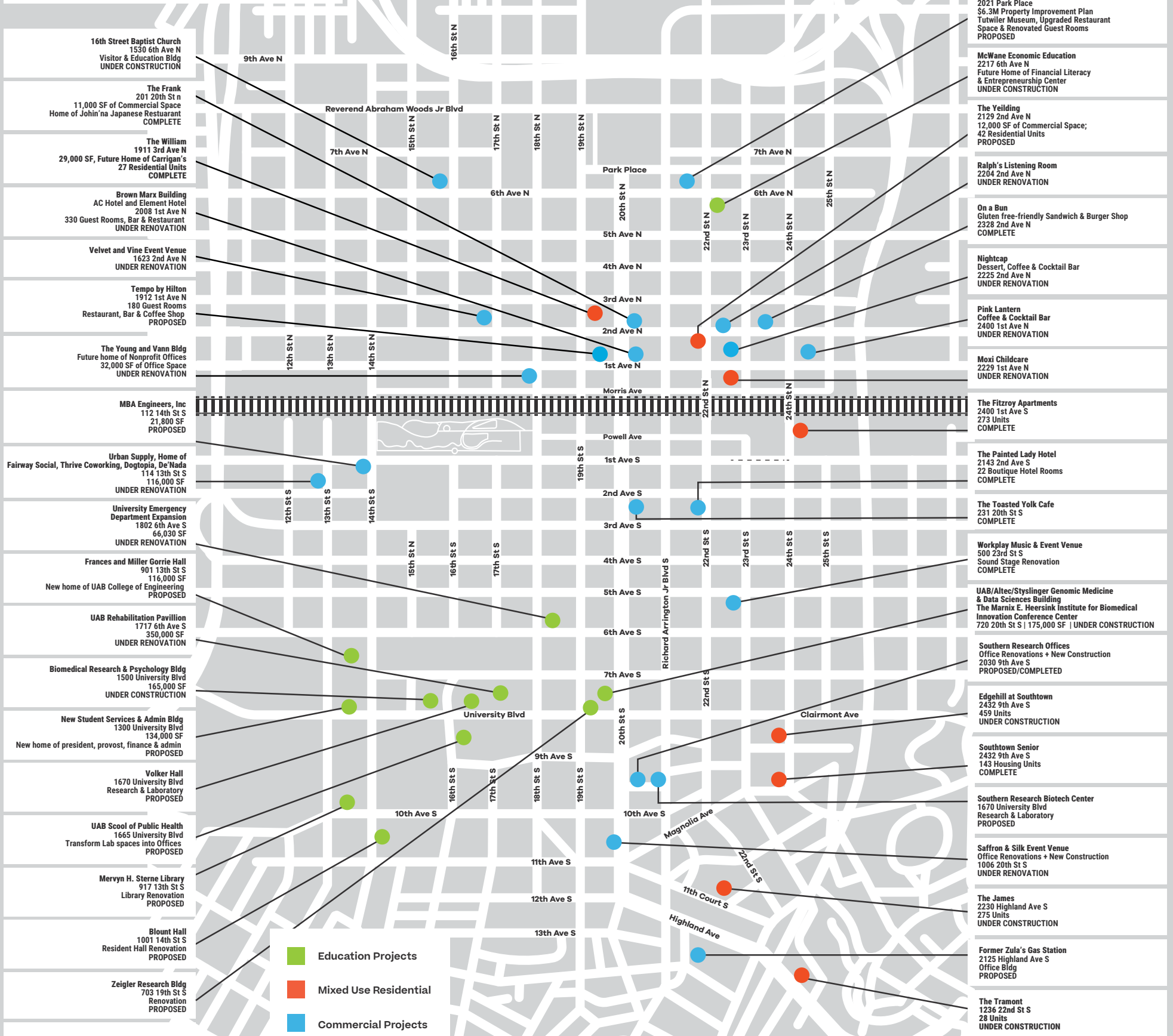
Among all these, downtown Birmingham stands out as the busiest area for foot traffic in the county, underscoring its role as a central hub for work, dining, entertainment and events.





# Q1-Q2 2025 Downtown Birmingham New Development Map

downtownbhm.com



- Education Projects
- Mixed Use Residential
- Commercial Projects



### 14.7k

Downtown Residents  
55% Female; 45% Male

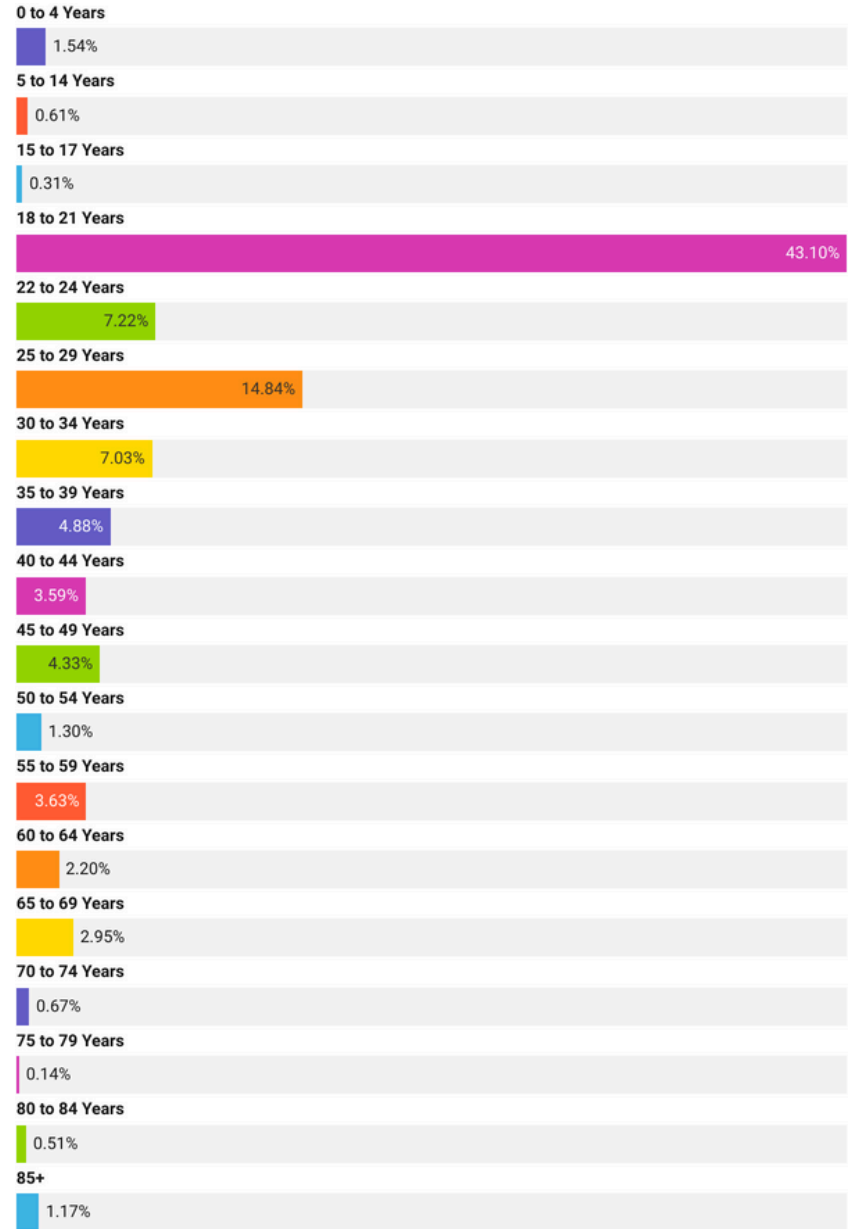
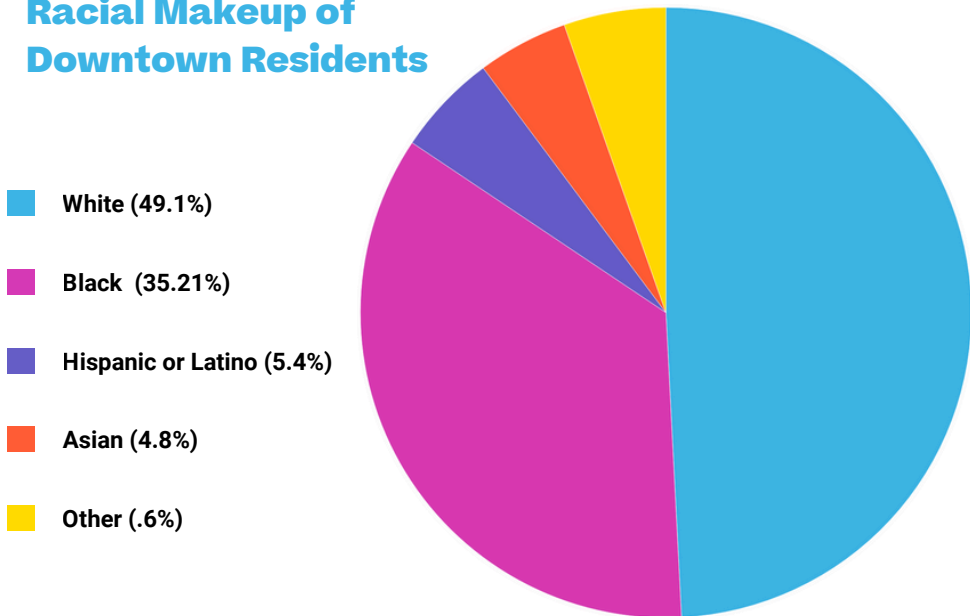
### \$55,393

Median Household Income  
of Downtown Residents

### Education Levels of Downtown Residents—

88% High School Graduates or Higher  
58% Bachelor's Degree or Higher

### Racial Makeup of Downtown Residents

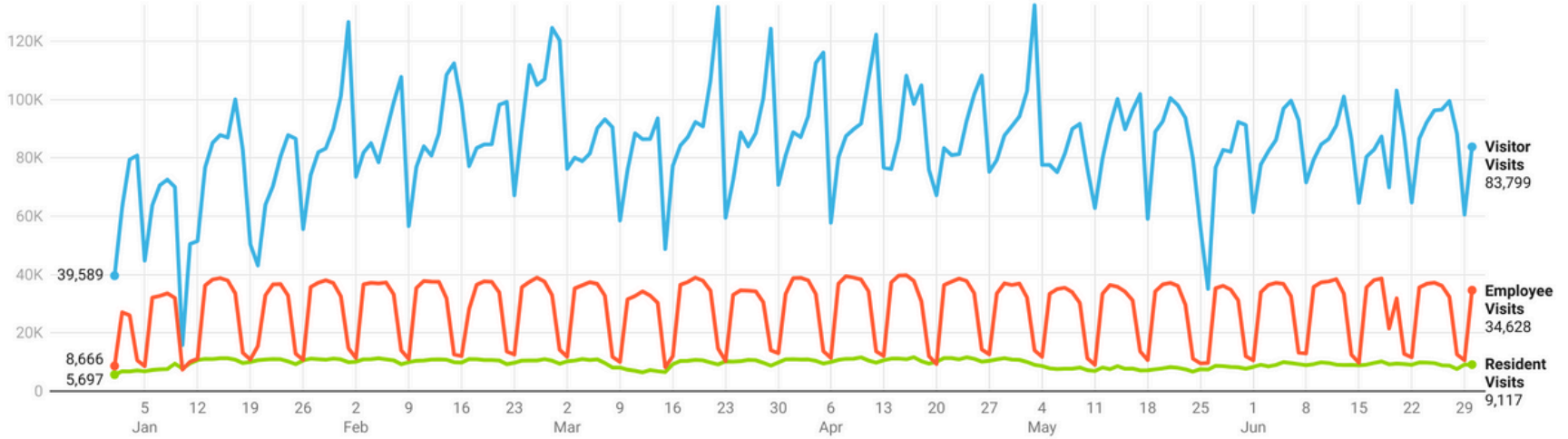


### Age Distribution of Downtown Residents

**Median Age in Downtown Birmingham: 32.2**  
**Median Age in Jefferson County: 38.3**



The first half of 2025 saw an average of 120,892 visits (119,793 in Q1–Q2 2024) to downtown Birmingham per day.



### Daily Visitor, Employee and Resident Visits, Downtown Birmingham, Q1-Q2 2025

**15.7M**  
Total Visitor Visits  
Q1-Q2 2025

**\$57,636**  
Median Household Income  
of Downtown Visitors

**\$51,617**  
Median Household Income  
of Residents Within  
15-Minute Drive

**332,289**  
Residents Within  
15-Minute Drive

**\$60,508**  
Median Household Income  
of Downtown Employees

**5M**  
Total Employee Visits  
Q1-Q2 2025

# Follow the trail: Become a part of Downtown BHM's growing foot traffic!



There's so much more to discover in downtown Birmingham. Check out these trails to find unique and exciting experiences in the heart of the city. And stay tuned — we've got even more trails coming your way soon! We're just getting started, and there's plenty more to explore.

[BREWERY TRAIL](#)

[MURAL TRAIL](#)

[COFFEE TRAIL](#)

[FITNESS TRAIL](#)

[PERFORMANCE TRAIL](#)





# Many thanks

*to the organizations that shared data  
and context for this report:*

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**CBRE**

**Colliers International**

**Daniel Corporation**

**Dobbins Group**

**EGS/Cushman Wakefield**

**Graham & Co**

**Greater Birmingham Convention & Visitors Bureau**

**Harbert Realty**

**J.H. Berry & Gilbert, Inc.**

**Retail Strategies**

**Shannon Waltchack**

**Tessa Commercial Real Estate**



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