

BHM

Downtown
Birmingham

x



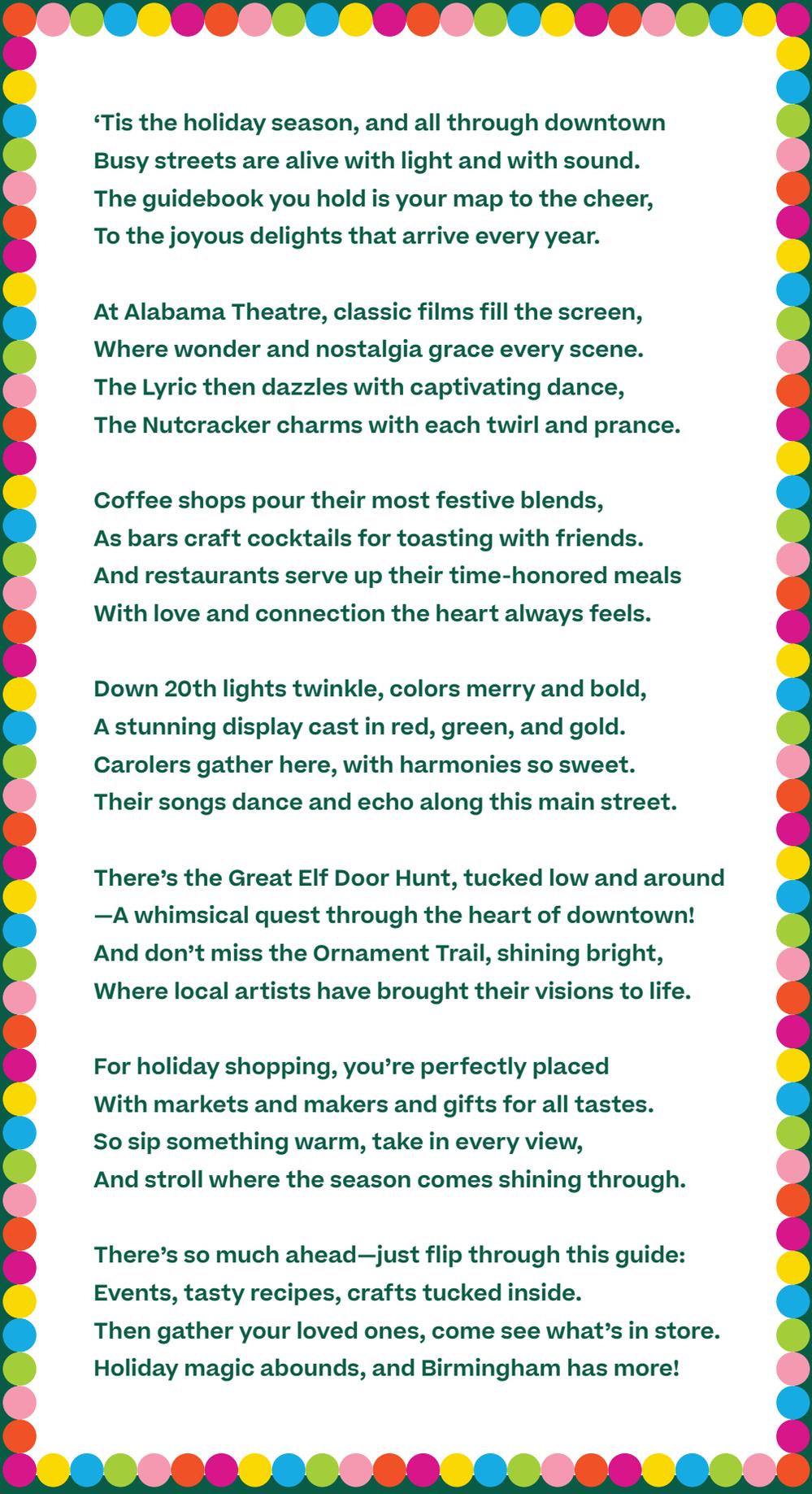
A VERY MERRY

DOWNTOWN

HOLIDAY

GUIDEBOOK

**Experience the magic you'll only
find in the heart of Birmingham.**



'Tis the holiday season, and all through downtown
Busy streets are alive with light and with sound.
The guidebook you hold is your map to the cheer,
To the joyous delights that arrive every year.

At Alabama Theatre, classic films fill the screen,
Where wonder and nostalgia grace every scene.
The Lyric then dazzles with captivating dance,
The Nutcracker charms with each twirl and prance.

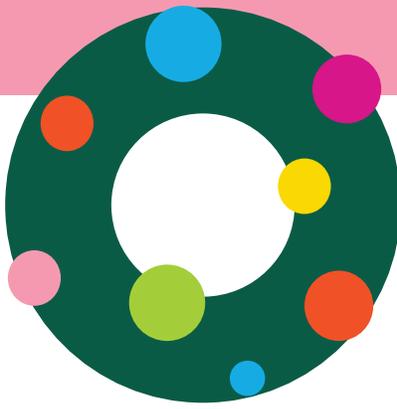
Coffee shops pour their most festive blends,
As bars craft cocktails for toasting with friends.
And restaurants serve up their time-honored meals
With love and connection the heart always feels.

Down 20th lights twinkle, colors merry and bold,
A stunning display cast in red, green, and gold.
Carolers gather here, with harmonies so sweet.
Their songs dance and echo along this main street.

There's the Great Elf Door Hunt, tucked low and around
—A whimsical quest through the heart of downtown!
And don't miss the Ornament Trail, shining bright,
Where local artists have brought their visions to life.

For holiday shopping, you're perfectly placed
With markets and makers and gifts for all tastes.
So sip something warm, take in every view,
And stroll where the season comes shining through.

There's so much ahead—just flip through this guide:
Events, tasty recipes, crafts tucked inside.
Then gather your loved ones, come see what's in store.
Holiday magic abounds, and Birmingham has more!



WELCOME!

Happy Holidays from the Downtown BHM BID Powered by REV Birmingham

This magical season is made even brighter thanks to the **Downtown BHM Business Improvement District (BID)**—a partnership of downtown property owners who pool their resources to make our city center cleaner, safer, and more lively all year long. The BID is managed by REV Birmingham, a local nonprofit working every day to make the Magic City’s historic downtown districts more vibrant.

Through the BID, property owners fund extra services and experiences that go above and beyond what the city provides—things like enhanced cleaning and safety, marketing, beautification, and, yes, some of the holiday fun you’ll find in these pages! Keep an eye out for BID-led activations like the **20th Street Ornament Trail, Great Elf Door Hunt, and Window Pops!**, all designed to add a little extra sparkle to your holiday strolls.

You’ll also spot the BID’s Clean & Safe team, CAP Ambassadors, around the district in their signature blue uniforms—on foot, bike, and in their trucks—spreading good cheer while keeping downtown clean, safe, and welcoming for everyone.

Explore more Downtown BHM: downtownbhm.com



DOWNTOWN
BIRMINGHAM

Holiday Magic

2025

PROTECTIVE
STADIUM

BJCC



GREAT ELF
DOOR HUNT

LINN PARK

CITY WALK

LYRIC
THEATRE



ALABAMA
THEATRE



DINING
AND DRINKS



PIZITZ



ARTIST ORNAMENT TRAIL

1ST AVE NORTH

RAILROAD PARK



RED MOUNTAIN THEATRE

20TH STREET



SavvyS 2025
@sunspark.creative

EVENTS & Attractions

DOWNTOWN BHM ACTIVATIONS

Nov. 15–Jan 5: Downtown BHM Holiday Ornament Trail on 20th Street
Nov. 15–Jan 5: The Great Elf Door Hunt
Dec. 5 (5:30–7:30p): Live on 20th*: Seasonal Street Performances
Dec. 5 (11a–1p & 5–7p): Festive in Five Points**: Seasonal Street Performances
Dec. 10 (11a–1p): Live on 20th*: Seasonal Street Performances
Dec. 12 (5:30–7:30p): Roaming Costumed Carolers in the Historic City Center
Dec. 12 (5–7p): Festive in Five Points**: Seasonal Street Performances
Dec. 13 (5:30–7:30p): Live on 20th*: Seasonal Street Performances
Dec. 17 (11a–1p): Live on 20th*: Seasonal Street Performances
Dec. 18 (5:30–7:30p): Roaming Costumed Carolers in the Historic City Center
Dec. 19 (5:30–7:30p): Live on 20th*: Seasonal Street Performances
Dec. 19 (5–7p): Festive in Five Points**: Seasonal Street Performances
Dec. 20 (5:30–7:30p): Live on 20th*: Seasonal Street Performances

* Live on 20th buskers perform up and down 20th Street North (a fun time to walk the Ornament Trail!).

** Festive in Five Points buskers perform at the main Five Points South intersection of 20th Street, 11th Avenue and Magnolia Avenue South.

COMMUNITY GATHERINGS

Nov. 23 (2–7p): Friendsgiving @ City Walk
Nov. 28 (5–6p): Regions Center Annual Building Lighting @ Regions Center Plaza, Lighting @ 5:30p
Dec. 7 (4–7p): City of Birmingham Holiday Block Party @ City Hall/Linn Park, Tree Lighting @ 5:30p

MARKETS

Nov. 16 (11a–4p): Christmas Bazaar @ Birmingham Festival Theatre
Nov. 19 (4–7p): Holiday Preview @ Pepper Place
Nov. 22 (10a–4p): Good Finds Market Pop-Up @ The Pizitz
Nov. 22 (8a–12p): Snapshots with Santa @ The Market at Pepper Place
Dec. 6 (10a–6p): The Vendors Wonderland @ The BJCC Forum Conference Center
Dec. 13 (10a–2p): Gifts for Good Holiday Market @ Protective Stadium

THEATRE & ENTERTAINMENT

Nov. 16 (4p): NUTCRACKER! Magical Christmas Ballet, The Former Moscow Ballet @ Alabama Theatre
Nov. 20–22 (Various times): Encore Theatre presents Soul Food: Another Serving @ The Carver
Nov. 21 (7p): A Night of Winter Dreaming, Alabama Symphony Orchestra @ Alys Stephens Center
Nov. 27 (10p): Thanksgiving Night with Mara Nagra and Ricky Tate & Wild Mtn. @ The Nick
Nov. 30 (7p): Mark O'Connor's "An Appalachian Christmas" @ Alys Stephens Center
Nov. 30 (8p): Scott Bradlee's Postmodern Jukebox - Magic, Moonlight & Mistletoe Tour @ Iron City
Dec. 2 (7p): Holiday POPS! for Kids & Families, Alabama Symphony Orchestra @ Alys Stephens Center
Dec. 5–7 (Various times): Magic City Nutcracker @ Lyric Theatre
Dec. 6 (8p): Adam Hawley: What Christmas Means to Me Tour @ WORKPLAY
Dec. 5–21 (Various times): Who's Holiday by Matthew Lombardo (Adults Only) @ Birmingham Festival Theatre
Dec. 5–22 (Various times): Holiday Spectacular @ Red Mountain Theatre
Dec. 6–20 (Various times): Narnia the Musical @ Birmingham Children's Theatre
Dec. 7 (2:30p): Disney's The Muppet Christmas Carol - Live in Concert with Alabama Symphony Orchestra @ The BJCC Concert Hall
Dec. 8 (7:30p): Ricky Skaggs & Kentucky Thunder Christmas @ Lyric Theatre
Dec. 10 (7p): Trans-Siberian Orchestra – The Ghosts of Christmas Eve @ Legacy Arena
Dec. 12 (8p): Taylor Hicks – Mood Dance Performing Van Morrison & Christmas Classics @ Lyric Theatre
Dec. 12 (6p & 9:30p): Home for the Holidays with Ruben Studdard @ WORKPLAY

Dec. 13 (7p): Chris Renzema: Christmas in the Midwest Tour @ WORKPLAY
Dec. 13–23 (Various times): Alabama Ballet presents George Balanchine's The Nutcracker® @ The BJCC Concert Hall
Dec. 13 (2:30p): Ursula Smith presents The Brown Sugar Nutcracker @ Dorothy Jemison Day Theater
Dec. 17 (7p): Meat Eater Live: The Christmas Tour @ Lyric Theatre
Dec. 18 (7p): Pentatonix: Christmas in the City Tour @ Legacy Arena
Dec. 18–20 (Various times): Miracle on 34th Street @ Encore Theatre & Gallery
Dec. 19 (8:45–10p): Candlelight: Christmas Special featuring "The Nutcracker" @ Birmingham Museum of Art
Dec 19 & 20 (Various times): Handel's Messiah with the Alabama Symphony Orchestra @ Alys Stephens Center
Dec. 21 (7p): Christmas in the City @ Carver Performing Arts Theatre
Dec 26 & 27 (Various times): Cirque Dreams Holidaze @ The BJCC Concert Hall
Dec 31 (6p): New Year's Eve: A Viennese Celebration, Alabama Symphony Orchestra @ Alys Stephens Center

SCREENINGS

Nov. 21 (7p & 9p): Tapesgiving VHS Double Feature @ Sidewalk Cinema
Dec. 12 (7:30p): White Christmas @ Alabama Theatre
Dec. 13 & 14 (10:30a): The Muppet Christmas Carol @ Sidewalk Cinema
Dec. 13 (2p): The Polar Express @ Alabama Theatre
Dec. 13 (7p): Elf @ Alabama Theatre
Dec. 14 (2p): A Christmas Story @ Alabama Theatre
Dec. 14 (7p): It's a Wonderful Life @ Alabama Theatre
Dec. 15 (7p): National Lampoon's Christmas Vacation @ Alabama Theatre
Dec. 16 (7p): Home Alone @ Alabama Theatre
Dec. 17 (7p): Elf @ Alabama Theatre
Dec. 18 (7p): The Santa Clause @ Alabama Theatre
Dec. 19 (7p): Die Hard @ Alabama Theatre
Dec. 20 (2p): Elf @ Alabama Theatre
Dec. 20 (7p): National Lampoon's Christmas Vacation @ Alabama Theatre

ART

Nov. 19 (11a–12p): ArtBreak, Studio by the Tracks @ Birmingham Museum of Art
Nov. 22 (11a–2p): 18th Annual Sip & Shop @ Forstall Art Center
Nov. 30: Museum Store Sunday @ Birmingham Museum of Art
Dec. 6 (10a): Holiday Watercolor Cards with Pam Benoit @ Forstall Art Center
Dec. 11 (5–9p): Art After 5, Mariah Carey Holiday @ Birmingham Museum of Art
Dec. 13 (1–4p): ArtPlay's Holiday Open House @ ArtPlay House

SPORTS

Dec. 3 (11a): Birmingham Squadron vs. Memphis Hustle @ Legacy Arena
Dec. 5 (7p): Birmingham Squadron vs. Memphis Hustle @ Legacy Arena
Dec. 7 (3p): Birmingham Squadron vs. Texas Legends @ Legacy Arena
Dec. 9 (7p): Birmingham Squadron vs. Texas Legends @ Legacy Arena
Dec. 14 (3p): Birmingham Squadron vs. Rio Grande Valley Vipers @ Legacy Arena
Dec. 16 (7p): Birmingham Squadron vs. Rio Grande Valley Vipers @ Legacy Arena
Dec. 29 (1p): JLab Birmingham Bowl @ Protective Stadium

Holiday Happenings Word Search

So much to see, so much to do! These are just a few of the sights, sounds, and happenings you might experience in downtown Birmingham this holiday season. How many can you find?

M S M E S A R T I S T S R
B R T A S T N E M A N R O
I E H C K M O V I E S T E
R K E L R E Z T I L R U W
M C A E L L R A M R V S S
I A T W R O I S O V R R S
N R R L I V R G M T R O R
G C E K M N C T H Z I O E
H T S H E S D C S T T D L
A U L S H T H O K O S F O
M N A O K E S N W M R L R
A H P E E T A M H S E E A
R I D R G R I N C H I R C

ARTISTS
BIRMINGHAM
CAROLERS
CHEER
ELF DOORS
GRINCH

LIGHTS
MAKERS
MARKETS
MOVIES
NUTCRACKER
ORNAMENTS

SHOP
STROLL
THEATRES
WINDOWS
WURLITZER



Holiday Ornament Trail on 20th





Local Artists

Downtown Birmingham is a little more holly and a lot more jolly thanks to the Downtown BHM Holiday Ornament Trail, a festive public art project celebrating the city's local talent.

We invited 10 Birmingham-based artists to share their interpretations of holiday magic, brought to life on giant 4-foot ornaments now dotting 20th Street between 1st Avenue North and Linn Park. Each piece is a playful, colorful reflection of our city's holiday spirit and cheer.

The Ornament Trail showcases local artists while enhancing downtown's main street, giving visitors, residents, and employees alike a reason to explore, discover, and delight in our city center.

So stop by, admire all 10 pieces, and let each ornament tell its story.



blankspacebham.com
[@blankspacebham](https://www.instagram.com/blankspacebham)

Meghan McCollum

Inspired by traditional folk art, Folk Flourish combines festive flora in a bold yet balanced design. Deep reds and greens echo poinsettias and holly, while layered petals and leaves symbolize harmony and growth. Little starbursts sparkle like snowflakes, adding a sense of magic and wonder. Cheerful and inviting, the symmetry reflects how the holidays bring people and traditions together, offering both comfort and celebration.

sponsored by **ROBERTSON**
BANKING COMPANY
EST. 1870

Micah Althea

In this ornament, I reimagine Birmingham, the Magic City, as a whimsical winter wonderland. Inspired by the city's beauty, I created a scene that reflects the joy and wonder of the holiday season. Snow-dusted magnolia blossoms, blue spruce trees, and women dancing in celebration evoke the magic of winter. At the center stands the iconic Magic City sign, anchoring the piece in place and memory. Through this work, I celebrate Birmingham's beauty, excitement, and cultural richness while inviting viewers into a world of seasonal enchantment, movement, and joy.

sponsored by  BIRMINGHAM



4xa.org
[@micahalthea](https://www.instagram.com/micahalthea)

Desireé Pearson

This ornament reflects the magical and nostalgic streets of Birmingham, where history, community, and creativity color the city. Copper-red buildings, the railroad, and Sloss Furnaces honor Birmingham's steel and iron roots, while skies of purple and gold reveal its hidden vibrancy. Along 20th Street, people gather at favorite restaurants, admire skyline views, and walk beneath the tracks. The Rotary Trail, lush greenery, and drifting leaves carry the city's energy forward. To me, Birmingham is timeless—quiet yet alive with resilience, creativity, and Southern warmth. This ornament honors that spirit, capturing a city grounded in history and glowing with everyday magic.



In memory of Fox deFuniak
from the Downtown BHM BID



bydezire.com
@artbydezire



Lyreleaf Studios

Our ornament is meant to be experienced as a giant snow globe of the Magic City. Using anamorphic distortion, we designed it so that as you walk around the globe, you “walk into” major landmarks our community treasures: the Carver Theatre, Sloss Furnaces, and the traditional lights on our skyline. To spark imagination, our carolers are snow people! The musical theme is “jazzy holiday,” sung through a palette of neons and brights layered over wintry purples. We hope this festive depiction of a snowy holiday manifests a joyful snowfall this winter, as the Farmer's Almanac gives us reason to believe.

sponsored by



DOWNTOWN FOR YOU

Bendy Knees Design

Our large-scale ornament bursts with super-ultra-mega bright colors designed to spark joy and reflect the spirit of the holiday season here in the Magic City. Birmingham's vibrancy and resilience always inspire us, but we're often asked to work within the parameters of the city's industrial color palette.

So here's a Bendy Knees attempt at a palette that radiates Birmingham warmth and cheer through an entirely new set of shades! We intentionally balanced each shape and hue to symbolize harmony and reflection, encouraging viewers to find a sense of steadiness and peace amid the holiday rush.

bendykneesdesign.co
[@bendykneesdesign.co](https://www.instagram.com/bendykneesdesign.co)

TESSA
COMMERCIAL REAL ESTATE

sponsored by

John Lytle Wilson

Birmingham loves robots, and robots love the holidays. They can't help but use their lasers to deck the halls and make the season merry and bright!



sponsored by

Bham Now



johnlytlewilson.com
[@johnlytlewilson](https://www.instagram.com/johnlytlewilson)

Glendinning Paul

My ornament concept is inspired by one of my original abstract artworks, reimagined through a new lens. The base design captures the expressive energy of painting, with dynamic brushstrokes, layered textures, and color translated into a three-dimensional form. Bright, unexpected colors bring a sense of whimsy and magic, evoking the joy and wonder of the holiday season in an unconventional way. The result maintains the movement and depth of my abstract work, creating a visually engaging and harmonious composition.

sponsored by **Pine Plume Foundation**



glendinningpaulart.com
[@glendinningpaulart](https://www.instagram.com/glendinningpaulart)



marygracetracy.com
[@marygracetracy](https://www.instagram.com/marygracetracy)

Mary Grace Tracy

This ornament captures the emotional spectrum of Christmas through a flowing gradient of color—each hue representing a different feeling the season brings. From the warm reds of nostalgia to the cool blues of quiet reflection, the design invites viewers to see their own experiences in the blend. Rather than a single story, it reflects many: joy, longing, hope, togetherness, and even melancholy. By embracing this full range, the ornament becomes a shared mirror of our individual Christmases—honoring the truth that the holidays feel different for everyone, yet still connect us all.

sponsored by **Bradley**

Shawn “Fitz” Fitzwater

My ornament offers a visual blend of chaos and beauty through dimensional, geometric unbalance—with a little red-and-green holiday flair. It’s raw, directionless, rule-free... some might even call it rad. I like to call this type of painting “wack style.”

sponsored by

The
PIZITZ
FOOD HALL



fitzsigns.com
[@fitzsignsmurals](https://www.instagram.com/fitzsignsmurals)



gildercreative.com
[@seanmgilder](https://www.instagram.com/seanmgilder)

Sean Gilder

My ornament draws inspiration from the traditional colors and ornate filigree of the holiday decorations my grandparents lovingly displayed each Christmas. Steeped in nostalgia, the swirling patterns evoke both the energy and elegance of the season—a reflection of how full and busy the holidays can feel, yet also a reminder of the generosity and good intentions that define the Christmas spirit.

sponsored by  **RENASANT**
BANK



Design your own ornament!



The hunt is on!

The Great Elf Door Hunt



Downtown
Birmingham



ALABAMA
SCHOOL OF
FINE ARTS

The Downtown BHM BID proudly presents The Great Elf Door Hunt, a playful new scavenger hunt bringing festive whimsy to the Historic City Center.

Talented students from the Alabama School of Fine Arts (ASFA) have designed and hand-decorated a series of miniature elf doors—each one unique, colorful, and full of personality. These 5x7-inch creations are hiding in plain sight near downtown shops, restaurants, and landmarks, waiting to be discovered by visitors of all ages.

**Can you find
all 20 elf doors?**

HINT

Search between Linn Park and Rotary Trail and between 18th and 22nd Street North



Design your own elf door!

Festive Flavors of Downtown Birmingham



The holidays in downtown Birmingham are truly a feast for all the senses—but especially for your tastebuds! Our city center is home to an incredible culinary community, from James Beard–nominated chefs crafting unforgettable dishes to talented baristas and mixologists pouring their artistry into every cup and glass.

And while there’s nothing quite like savoring those flavors in the heart of the city, we’re sharing a few ways to bring that magic home for the holidays. We’ve collected festive treats from the experts: a signature seasonal cocktail from Carrigan’s, a cozy latte syrup crafted by Cala Coffee, and a kid-friendly hot cocoa recipe from Daily Buzz Coffee.

Whether you’re hosting a holiday soirée or simply enjoying a quiet night in, let downtown’s signature flavors add a little extra sparkle to your season.

Earl Grey Sour

This is a simple cocktail that is dry yet bright, perfect for sleepy fall days with a little caffeine kick to keep you ready for holiday parties until the evening.

INGREDIENTS

- 2 oz vodka
- 1 oz freshly-squeezed lemon juice
- 1 oz freshly-squeezed grapefruit juice
- ½ oz simple syrup
- 2 healthy bar spoon scoops of loose leaf Earl Grey tea

Add vodka and Earl Grey tea to shaker tin. Agitate with a bar spoon and let sit for 10-15 seconds. Add the remaining ingredients and shake with ice thoroughly and with passion. Double strain through a fine mesh strainer into a glass no smaller than 7 oz. Enjoy!

This is one of my personal recipes and a favorite I have wanted to put on the menu for a long time. If you would like a demonstration come on down to our new location and I will be happy to make you one!

Colin Langevin, Bar Manager



1913 3rd Ave N

Yam! That's Good

(Sweet Potato Syrup)

This is a favorite around Cala! We wanted a drink in the same family as pumpkin spice, but with a little edge. So, we added a little twist by using sweet potatoes! It is a fun seasonal syrup that goes great if you're looking for a latte that reminds you of fall or a perfect addition in a hot chai on cool days. It's one of our favorites, and we hope that you'll love it as well!

INGREDIENTS

1 can organic sweet potato puree
15 oz water
 $\frac{3}{4}$ tbsp pumpkin spice
2 cups sugar

STEPS

1. Mix spice, sugar, and sweet potato puree together in a pot. Bring to a simmer.
2. Let simmer for 10 minutes, then add the water.
3. Cook for another 5 minutes.
4. Let cool and pour into a container.
5. Add 1-2 tablespoons into your drink of choice. Enjoy!

cala

COFFEE

1826 3rd Ave N

Kid's Hot Chocolate

This quick cocoa comes together with pantry staples—perfect for tiny helpers who want to “make it themselves.” We hope you enjoy sipping this no-fuss treat with your kiddos and making memories together this winter. Stop by our shop downtown, and we can share in the sweet fun with you!

INGREDIENTS

1 cup whole milk
2 oz Hershey's Dark Chocolate Syrup
Cinnamon sugar
Whipped cream
Sprinkles, mini marshmallows, chocolate chips, or their favorite small candy

STEPS

1. Pour whole milk into a small saucepan and warm over med-low heat until it reaches your preferred temp.
2. Stir in the chocolate syrup until fully combined and smooth.
3. Add a couple shakes of cinnamon sugar and stir again.
4. Pour into a mug and finish with whipped cream and any kid-friendly toppings they love!



115 Richard Arrington Jr Blvd N

FREE

FREE

FREE

FREE



Window POPS!

Window Pops! is a Downtown BHM initiative that transforms vacant storefronts and landmark spaces into bold, creative installations—bringing fresh energy and color to the heart of the Magic City. Just in time for the holidays, we have freshly installed mixed-media displays at the Alabama Theatre and vibrant wheatpaste murals along 2nd Avenue North that add a festive spark to your downtown strolls.

These seasonal bursts of art and color do more than brighten your walks, though; they offer an inspiring glimpse into what a more activated, engaging downtown can look like—during the holidays and beyond.

Make it **SNOW** in Birmingham!

Who says we can't have snow in the South? With a few simple ingredients, you can bring winter magic right to your kitchen table. Get ready to mix, mold, and make it snow—Birmingham style!

MATERIALS:

2 ½ cups baking soda
½ cup hair conditioner (white in color)
Large mixing bowl
Spoon or spatula

INSTRUCTIONS:

Pour your baking soda into the bowl.

Add the conditioner and start stirring.

Mix until it feels like soft, powdery snow you can mold in your hands.

Too sticky? Add a little more baking soda.

Too crumbly? Add a drop or two more conditioner.

Want to give your snow a Birmingham glow-up?

Sprinkle in fine glitter for sparkle! Then, add a few drops of peppermint or vanilla extract for a wintry scent.

Now for the fun part, create your own little snow day! Roll snowballs or build a tiny snowman, then sprinkle your snowy creation along a holiday centerpiece, across a windowsill, or wherever you'd like to add a little holiday magic.

CLEAN-UP & CARE:

Store leftover snow in a sealed bag in the fridge for up to five days—then make a fresh batch for the next snow day!

Wipe down surfaces easily with a damp cloth.

Wash hands after play (especially for little ones).



Take a photo of your snowy creation and tag **@downtownbhm** to share how you made it snow in the Magic City!

Make plans to soak up all the holiday magic in Downtown BHM!

Gifts for Good Holiday Market

Free
entry

Presented by Protective 

A one-of-a-kind holiday market
supporting local nonprofits

December 13 ✨ 10 a.m. - 2 p.m.
Protective Stadium Club



NEED A HAND WHILE YOU'RE DOWNTOWN? Call CAP: 205-251-0111

SAFE: Friendly patrols, safety escorts, business check-ins, visitor assistance, and outreach connecting unhoused neighbors to services

CLEAN: Litter and graffiti removal, pressure washing and beautification that keep our streets shining



Thanks to the support of BID property owners—and the work of REV Birmingham and CAP—Downtown BHM is brighter than ever. From all of us, thank you for being part of the magic that makes downtown a place worth celebrating this holiday season and all year long!

Explore more Downtown BHM: downtownbhm.com




 @downtownbhm