

More input than ever



A note from Sue Johnson

CCDMC Board Chair

2018 was a year of thoughtful questions and active listening for Birmingham's City Center District Management Corporation. A multi-pronged community engagement effort led by REV Birmingham, which manages the

CAP program for the CCDMC, yielded feedback that our team has already used to **improve the CAP presence** we're seeing in 2019 and to **develop a more holistic plan** for improving Birmingham's City Center.



We heard from City Center business and property owners and their customers and employees that downtown is changing and the CAP program should adapt along with it. Over CAP's 22 years, our services have contributed to the decrease of crime and panhandling in our district and an increase in safety, cleanliness and property values. With so many more visitors and customers walking the sidewalks at all

hours of the day and night, it is critical that our CAP safety ambassadors let them know they're there for them, before our guests find a problem.

Surveys and focus groups in 2018 revealed that downtown property owners, who fund CAP's services through the CCDMC, especially value the program as a deterrent to trouble. Sixty-nine percent of survey respondents ranked the visibility and attention of CAP to discourage bad activities before they start as a top priority for CAP.

We also heard from property owners and others that **design projects in public space, branding and marketing** for the district and **retail recruitment** are strong opportunities for improving downtown. To that end, we are funding the **first ever District Manager** for the business improvement district.

The health of the City Center is clearly reflected in growing investments and increasing property values in downtown. The City Center District Management Corporation, partnered with REV and CAP, supports that momentum by keeping downtown as appealing as possible.

What's Next?

An analysis of feedback from City Center property owners, business owners, partners and residents led to a 2019 plan based on community priorities and designed around REV's five-point approach to place-based revitalization.

ORGANIZATION

- Implement stakeholder communication platform
- Host quarterly events for updates and networking
- Organize work groups focused on each of the five points

CLEAN & SAFE

- Launch new CAP philosophy, tactics and branding
- Evaluate services and modify as needed
- Address loitering and panhandling issues

DESIGN & DEVELOPMENT

- Coordinate street clutter audit and removal
- Support Birmingham Green landscape refresh
- Coordinate holiday decoration programming

PROMOTION

- Develop downtown brand
- Launch downtown website
- Design event concierge program for downtown

BUSINESS RECRUITMENT & GROWTH

- Develop downtown market data and platform
- Launch recruitment process and resources
- Assess downtown incentives and recommend changes

2018 IN REVIEW

CAP Services

CAP provides security patrols, security escorts, stranded motorist assistance, and litter and graffiti removal within the district. Give us a call! 205-251-0111

60,105
visits to businesses
in the CAP district



25,571
calls for service
addressed

Helping Businesses

- 1,706 instances of property owner assistance
- 8,353 locations cleaned
- 2,771 pieces of graffiti removed
- 81 extra patrols
- 2,035 unwanted persons removed
- 42 instances of police assistance
- 25 instances of fire department assistance

Helping Citizens

- 1,032 vehicle unlocks
- 2,775 jump starts
- 573 gallons of gas
- 1,914 flat tires changed
- 31 other auto assistance
- 1,765 security escorts
- 2,535 other citizen assistance
- 933 homeless assistance referrals

CCDMC Financials

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.

