

A year of momentum



A note from David Williams

CCDMC Board Chair

2019 was a year of great momentum for downtown Birmingham. The city saw more than \$350 million in investment as property owners and developers fill in more of Birmingham’s downtown fabric, and experience-creating partners added vibrancy to the city center with events and place-making projects that make us increasingly proud to call Birmingham home.

In 2020, we find ourselves in a world changed by COVID-19—but Birmingham is still strong. Momentum may look different this year, but the City Center District Management Corporation and REV Birmingham, which manages the Business Improvement District (BID) for the CCDMC, are nimble—always finding new ways to work toward a more vibrant downtown.

Although many things have changed, what makes us love a place has not. It needs to feel authentic, cared for, *vibrant*. The best places are designed with people in mind—and that principle guides our work in the downtown BID. From clean and safe to place-making,

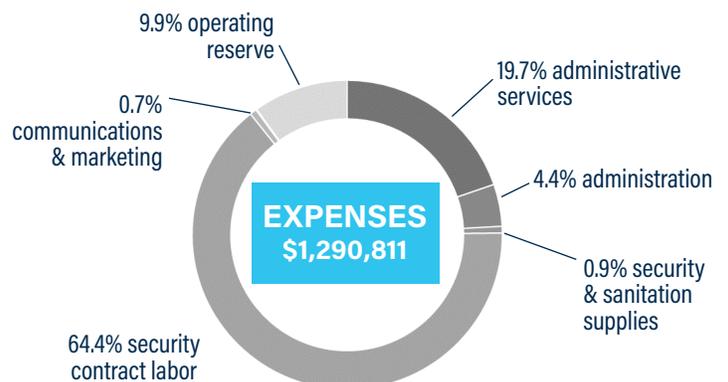
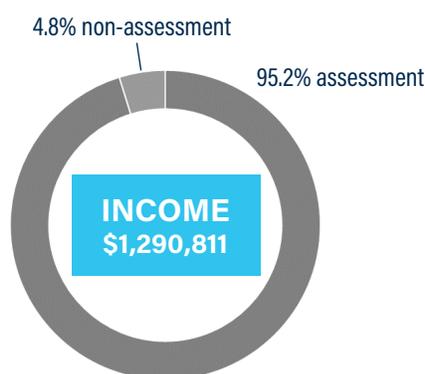
CCDMC and REV continue to execute strategies to build great places and memorable experiences.

In 2019, we implemented plans guided by the stakeholder feedback we gathered in 2018. You said our CAP program had room for improvement. We enhanced CAP’s clean and safe services, added a street outreach specialist, and gave the whole program a new look. You said downtown needed energy injected into under-utilized spaces. REV’s and CAP’s teams worked together to pull off Upswing, a successful potential-proving project in downtown’s historic retail corridor that will evolve and expand in 2020. We also heard from many of you in community engagement sessions that contributed to an adopted City Center Master Plan at the end of 2019—and we will be implementing that plan in strategic opportunity areas to further strengthen the City Center BID.

Thank you for being a part of Birmingham’s City Center District, for contributing to the feedback that has shaped plans for our beautiful downtown, and for believing in Birmingham’s momentum. As we all work together toward a new normal, I hope you will continue to find reasons to say **#YayBham!**

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.



CAP is downtown for you



Keeping downtown Birmingham clean and safe is and always has been at the core of CAP's mission.

In 2019, CAP added new equipment (like Segways, an umbrella-topped info cart and a pressure-washing tricycle) for greater efficiency and a new vibrant blue ambassador uniform for better visibility and approachability. CAP Ambassadors actively look for opportunities to help people downtown—providing directions and helpful information to picking up litter and

removing graffiti to keep downtown beautiful.

CAP's new tagline is **downtown for you**—and our ambassadors work to prove that over and over. Feedback has been positive, with many stakeholders telling us that they're seeing more ambassadors than ever, on foot, bikes, Segways, and in trucks as they look for opportunities to help and deter bad behavior with their visibility. When you see bright blue downtown, we want you to know that CAP is downtown for you!

- 3,732 patrols
- 2,211 requests for extra safety patrols
- 18 ambassadors
- 15 info cart appearances
- 755 hospitality assists
- 783 safety escorts
- 15,574 business interactions
- 971 graffiti removals
- 57 hours spent power washing
- 1,442 cleanings
- 4,381 motorist assists
- 2,943 panhandling instances addressed
- 379 instances of outreach to people experiencing homelessness

MASTER PLAN

Vision is set

The vision: Birmingham's City Center is the region's heart and soul. Birmingham's City Center Master Plan is a 156-page playbook for taking strategic action in downtown's opportunity areas to work toward that.

The planning process was led by partners at the Regional Planning Commission, the City of Birmingham and REV Birmingham, which also represented the CCDMC. Learn more at downtownbhamplan.com.

- City Center Master Plan covers 4 square miles, including all of the City Center BID
- 1,495 people engaged to help shape City Center Master Plan
- 6 strategic opportunity areas identified
- 16 key initiatives identified

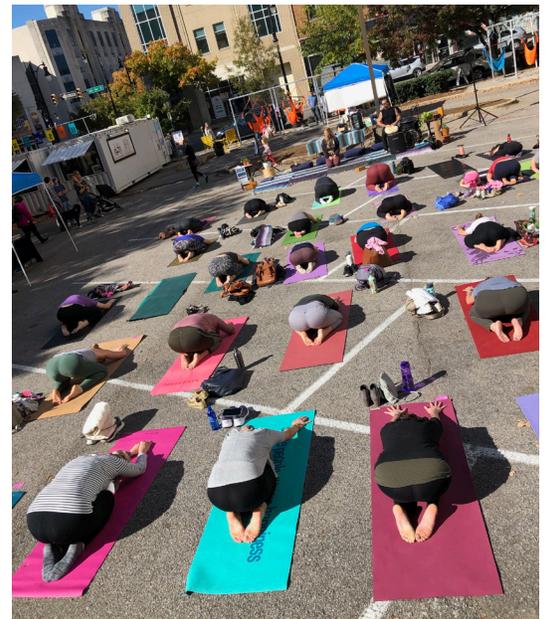
PLACE-MAKING

Birmingham is on the Upswing

CCDMC and REV's team designed a fall 2019 place-making project to prove the potential of a downtown block in what was historically Birmingham's retail heartbeat. We parked shipping containers converted into stores, hung colorful hammock swings, and put on fun events in a surface parking lot located at the corner of 2nd Avenue North and 19th Street. We called it **Upswing**—because Birmingham is on the upswing, because local shops are making a comeback, and, of course, because there were literal swings on the lot!

Birmingham came out throughout the week and on weekends to support the local businesses in the converted shipping container stores: Domestique Coffee, Hide & Hunter + Great Bear Wax Co., and Urban Vintage Clothing + Magic City T-shirts. And Birmingham showed up to have fun on the lot at events from an outdoor movie night and pop-up fitness classes to Halloween-themed dog extravaganza Pupswing and a lifesize snowglobe experience for the holidays.

Upswing injected a lot of color, foot traffic, and vibrancy to an under-utilized corner—and it was such a hit that we'll bring it back when a safe timeline to do so becomes clear.



- 3 months of Upswing
- 3 converted shipping container shops
- 12 swings
- 16 events
- 132 people engaged to help shape BID projects, including Upswing