

@revbham
revbirmingham.org

MISSION

REV creates vibrant commercial districts.

VISION

Birmingham is the most vibrant urban market in the Southeast where everyone can realize their dreams.

**A note from
David Fleming,
President & CEO**

Good things are happening in Birmingham. In 2022, we saw continued economic recovery from COVID impacts, with foot traffic and daily presence of employees downtown improving and the same increasing in Woodlawn. But Birmingham still has great potential and urgent need to grow and become more vibrant, more inclusive, more renowned. REV's new three-year strategic plan is already underway, as we build on our 2022 impacts and work toward our vision of Birmingham as the most vibrant urban market in the Southeast where everyone can realize their dreams.

More than ever, REV's work is focused on harnessing and multiplying the power of place. In Downtown and Woodlawn, REV is leading projects and programs that are essential to creating vibrant places that retain their authenticity and character as the city grows:

- * Creating high-quality places and keeping them active
- * Advocating for policies, tools, and strategies that make Birmingham better
- * Vision-casting for catalytic developments and initiatives
- * Driving inclusive economic growth in our districts
- * Championing historic preservation to protect Birmingham's authenticity
- * Improving first impressions of our districts

From recruiting and retaining businesses to changing perceptions about public places through intentional design (placemaking!) to advocating for smart policies and incentives, REV's next three years of work will push Birmingham forward. In particular, REV is more focused on proactive place-based economic development. We have hired and promoted people in positions designed to drive economic growth in our districts and strengthen our support for small business and developer clients. These changes to our team are increasing the impact of our current projects while expanding our capacity for economic development, business growth, and placemaking work.

Downtown Birmingham



44
**Storefront
Openings**



+2.75%
**Pedestrian Traffic
over 2021**

downtownbhm.com

@downtownbhm



Growth is inevitable and desirable, but the destruction of community character is not. The question is not whether your part of the world is going to change. The question is, how?

Edward T. McMahon,

*Chair for Sustainable Development and
Environmental Policy at Urban Land Institute*

Every member of our team is passionate about Birmingham and our mission to make it more vibrant. Thank you for being an important part of that work too! I look forward to talking with you about what is next for REV and Birmingham and to introducing you to more of our team. Please do not hesitate to reach out to any of us in 2023—for support, for more information about our strategic plan, or even for a quick #YayBham moment!





20th Street Refresh

REV Birmingham and our partners—the property owners who fund the City Center Business Improvement District (BID), the City of Birmingham and private funders—transformed the streetscape of 20th Street North stretching from Morris Avenue to Linn Park. The project added dedicated bike and flex lanes, native and drought-resistant landscaping, flexible café-style public seating, sidewalk and crosswalk improvements, and public art. The project, which includes five years of street maintenance and programming, was funded by proceeds of the Tax Increment Finance (TIF) District, funding specifically dedicated to downtown improvements. The updated usability and appearance have helped existing business owners draw more customers while attracting new businesses to vacant spaces.

Partners

City of Birmingham
City Center District
Management Corp
REV Birmingham

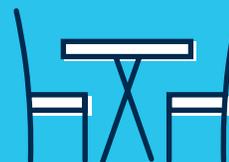
Sponsors

PNC
Hugh Kaul Foundation
Robert R. Meyer Foundation
Cawaco RC&D



7

Blocks Renovated



114

Tables & Chairs



6,308

Plants



4,462

Feet of Bike Lanes



5,100

**People Celebrated
at the 20th Street Party**



20th Street Party

After six months of hard work on 20th Street North, we held a block party to celebrate a grand re-opening. The 20th Street Party was May 20th and included live music, a confetti countdown, performances, and food trucks, not to mention Magic City Disco adding to the fun!

Live on 20th

Launched shortly after the streetscape project wrapped, Live on 20th is a live performance program that adds extra energy and vibrancy to 20th Street North. The pop-up performances range from dancers to bands. We adjust scheduling to respond to trends and layer onto special events to create memorable experiences that give visitors a reason to linger downtown.

Live on 20th Entertainers included:

- * **Lily and Kate Chambers**, violinists
- * **Connor Martin**, singer and guitar player
- * **Sherry Reeves**, flautist
- * **Alie B Gorrie**, tap dancer
- * **Isaiah Watson Deloach**, saxophonist
- * **Arturito Lacruz**, guitarist



Downtown Brand

With our partners at City Center District Management, we launched the Downtown BHM brand and website in summer 2022 to offer residents and visitors a tool to navigate the city. The website is a guide to help residents and visitors alike to plan activities, dining, parking, and more.

Follow [@downtownbhm](https://www.instagram.com/downtownbhm) on Instagram, Facebook, and LinkedIn to keep up with what's going on!

downtownbhm.com





CAP is Downtown for You

CAP is Downtown Birmingham's clean and safe program, funded by City Center BID property owners.

CAP ambassadors want to make sure everyone feels welcome and safe in the downtown BID. They patrol downtown on foot, Segways, and bikes, and deter unwanted behavior and activities. They look for opportunities to help people and tidy up our district 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.

How can CAP help you?

Call 205-251-0111 to request help within the City Center Business Improvement District (BID).



1,080

Graffiti Removals



3,020

Instances of outreach to those experiencing homelessness



36,461

Business Interactions



6,448

Panhandling Instances Addressed



19,435

Cleanings (campsites, human waste, power washings, etc.)

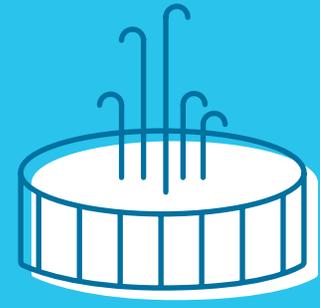


Revision Linn Park

REV led public and private partners in the development of a plan for Linn Park that drives inclusive growth, greater public use, and property reinvestment. The planning process began in April 2022 with the selection of OJB Landscape Architecture (OJB) as the park designers. REV worked with the nationally-acclaimed team to host three public workshops downtown Birmingham, convene with focus groups serving Birmingham’s transient population, and survey citizens. *The community-led design created a vision for the park:*

Birmingham’s central park is where we create everyday connections, gather for important moments and share our strength and promise.

The Re-Vision Linn Park master plan will be advanced in 2023 and includes a renewed park design, proposed programming and activation strategies, operations and maintenance plans, and a financial sustainability strategy.



Top 3 things Linn Park can do for Birmingham*

According to the 800 people who participated in Revision Linn Park public engagement surveys

1

Bring us together

2

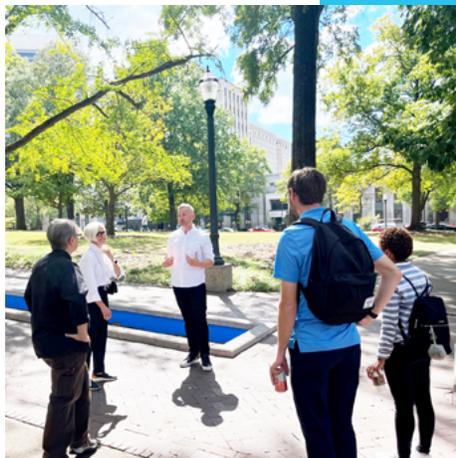
Set a vision for our future

3

Highlight the best of who we are and have been

STEERING COMMITTEE

MAYOR’S OFFICE OF SOCIAL JUSTICE AND RACIAL EQUITY
BIRMINGHAM MUSEUM OF ART | THE CITY OF BIRMINGHAM
PARK AND RECREATION BOARD | THE FRIENDS OF LINN PARK
JEFFERSON COUNTY MEMORIAL PROJECT | THE PHILIP A. MORRIS FUND FOR THE DESIGN ARTS | REV BIRMINGHAM

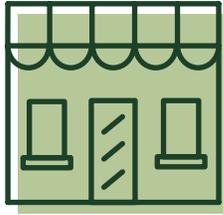




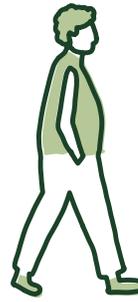
woodlawnbhm.com
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Woodlawn Business District

WOODLAWN



9
Storefront
Openings



+22%
Pedestrian Traffic
over 2021



WOODLAWN MARKETPLACE

After a successful 2021 pop-up, the Woodlawn Marketplace retail incubator opened in its very own brick-and-mortar location in October 2022. The Marketplace features 12 seasoned Woodlawn Street Market vendors, including three businesses anchoring the space.

All Woodlawn Marketplace businesses are women-owned and operated!

Visit Woodlawn Marketplace!

5530 1st Avenue South, Birmingham, AL
Wednesday through Saturday 7 am-3 pm
Sunday 8 am-1 pm

11
Vendors

32
Seats

821
Cups of Coffee

\$21.6k
Sales

Anchor Vendors

TRVL LOVE KOFFEE
PEARL'S WOODLAWN
THRIVE WELLNESS

Retail Vendors

Change Of Plans	Bemele Candles
Element And Vibe	SohGent Cabelle
Marsuko Jewelry	SASC Custom Designs
Soul Sistah	Mattie's Garden
WE Made	

Sponsors

- * Regions Financial Corporation
- * Spire
- * Alabama Department of Commerce
- * PNC



Woodlawn Street Market

A vibrant product of the partnership between REV Birmingham and Woodlawn Business Association, Woodlawn Street Market provides a fun, interactive space for local entrepreneurs to launch their businesses while also adding to the vibrancy of downtown Woodlawn. Since 2014, more than 500 Birmingham entrepreneurs have used this business-proving opportunity to test the waters, make sales, and see how customers respond to their products in real-time.

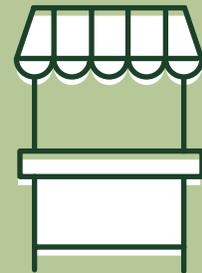
As part of our efforts to promote inclusivity, we strive to keep this market approachable for new and/or disadvantaged businesses with affordable market fees. We also save 10 spots at each market for first-time vendors.



5
Markets



54
First-time Vendors



101
Unique Vendors



38k
Sales



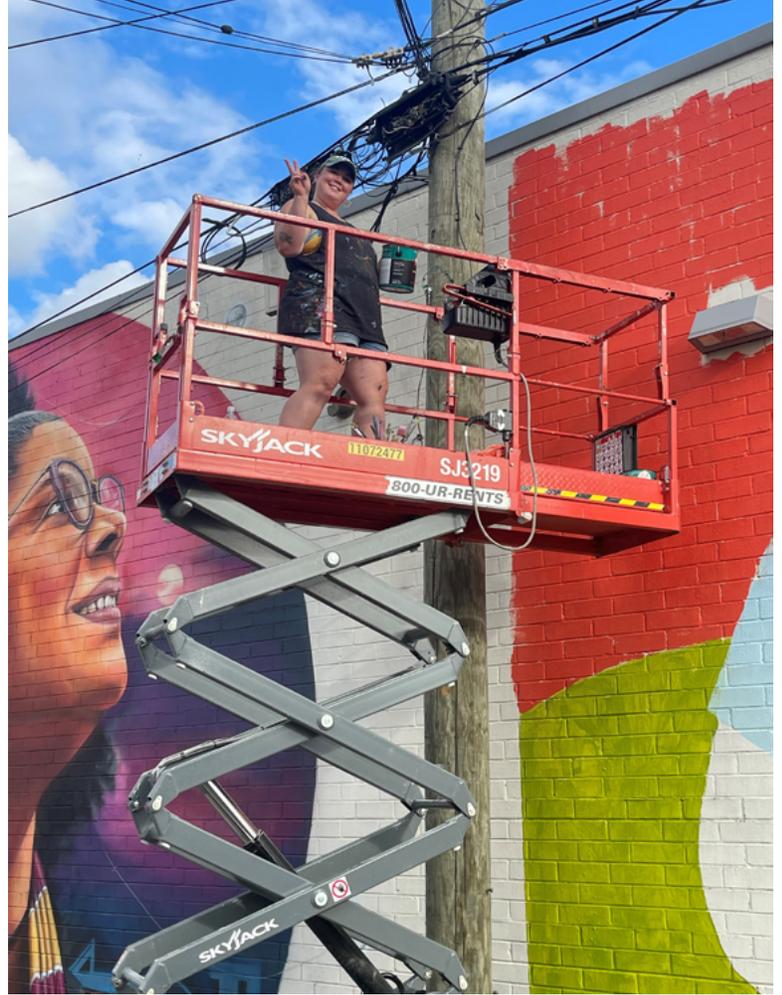
8,116
Additional Pedestrians
on Market Days



+ 74%
Foot Traffic on
Market Days

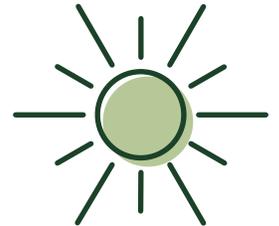
The Way

The Way, a mural-filled alley in the heart of Woodlawn's commercial district, is enriching the overall pedestrian experience and improving connectivity among local businesses. In 2022, the Magic City Mural Festival, in partnership with Blank Space Birmingham, added five new murals by minority and women artists to The Way.



Municipal Lot Makeover

REV's Woodlawn Urban Main team gathered volunteers from the Woodlawn Business Association to give a tired municipal parking lot sign on 55th Place a makeover with some paint and landscaping!

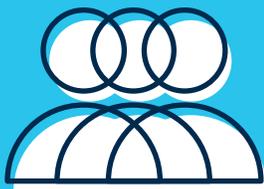


Four Awards from Main Street Alabama



- * Excellence In Economic Impact: Open In Woodlawn
- * Excellence In Placemaking: The Way Murals
- * Excellence In Public/Private Partnerships: 20th Street North Refresh
- * Excellence In Marketing: Downtown BHM Brand & Website Launch

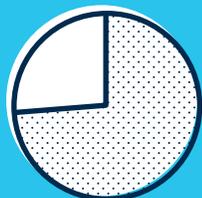




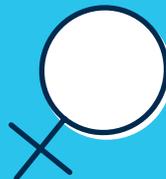
256
total small business
and developer/real
estate clients served



453
total instances
of small business
assistance



73%
minority clients
(188)



66%
female clients
(170)

Received real estate assistance:

84 unique clients
117 occurrences

Received one-on-one coaching:

151 unique clients
284 occurrences

Received other types of business growth assistance:

21 unique clients
52 occurrences



Magic City Match

The inaugural Magic City Match was a small business resiliency program for City of Birmingham Black business owners, addressing the need for increased access to resources and capital to bridge the wealth gap. More than 800 businesses applied, with 25 selected in the first cohort to attend an 8-week business academy

and receive a \$2,000 stipend upon completion. Thirteen received grants, with 10 receiving \$25,000 awards, two \$50,000 awards, and one \$100,000 award. The program was a partnership between Prosper, IGNITE! Alabama, Urban Impact, Inc. and REV.



"We are pleased to bring City Walk to Birmingham as the latest great downtown public space where Birmingham connects. REV Birmingham was integral to advancing the conceptual planning and study that began in 2014 to analyze not only what could be done under the bridge to make this a great space for people, but also to create a fresh and vibrant space."

Tad Snider
BJCC Executive Director

City Walk *"Where Birmingham Connects"*

City Walk BHAM is a 10-block public space beneath the I-20/59 overpass bridge that opened in July 2022. The 1.5-mile linear park, which is part of the BJCC campus, features an amphitheater, skate park, dog park, pickleball court, playground, and more. REV supported City Walk in its earliest stages with vision-casting and advocacy, which REV offers to developers working on catalytic projects.



20th Street Businesses

The \$4.2M makeover of 20th Street North (*detailed on pages 3-5*) that connects Morris Avenue to Linn Park was designed to increase the appeal and functionality of Downtown's signature street, and help drive business to merchants. Dedicated flex and bicycle lanes make access to storefront businesses easier, additional outdoor seating has increased capacity for bars and restaurants, while new low-maintenance landscaping, hardscaping, and programming enhance the pedestrian experience.

"It's gorgeous...we love it! The plants, the flex lanes, all of it. The flex lanes make quick parking easy and convenient for our customers who are picking up an order, and the landscaping magnifies the investment we've made in our business."

Annette Taylor
Co-owner of Forstall Art Supply on 20th Street

PICTURED Co-owner **Phillip Forstall** and his daughter, **Andy Forstall**, the store manager

d'Trespa

d'Trespa is a consignment boutique that has been a part of the Birmingham community for over 10 years. When d'Trespa owner LaRoyce Burrows Marsh was rushed out of her previous space, REV helped her find a home in Woodlawn.

"REV helped me when I was in a time crunch. They supported me by helping me find a new location and get acclimated to the area."

LaRoyce Burrows Marsh, owner of d'Trespa

dtrespa.com



Thrive Wellness Lounge

Thrive Wellness Lounge is a plant-based health and wellness store in the heart of Woodlawn owned by Tish Fletcher. Magic City Match helped her create a solid business plan and other foundational skills. She was one of the \$25K recipients, allowing her to open her business in Woodlawn and create a larger variety of inventory and support services.

"REV is more than a nonprofit; they are family. They have helped me fulfill my dreams by being able to serve my community and provide help through something I believe in. REV has made my entrepreneur journey easier and my business the success it is today."

Tish Fletcher, owner of Thrive Wellness Lounge

thrivewellnesslounge.com

Woodlawn Bar & Lounge

Corey Whatley opened Woodlawn Bar & Lounge in early 2022 and was promptly deployed to the Middle East for 12 months. While deployed, he managed his business from afar and did the significant work necessary to receive a \$25,000 Magic City Match award, often attending training sessions in the middle of the night (his time).

"Thanks to REV and the Woodlawn Business Association having my back, I was still able to tend to my new business from thousands of miles away while deployed with my National Guard Unit. They were there to answer questions, connect me and my wife with resources and offer the moral support we both needed during a very challenging time."

Corey Whatley, owner of Woodlawn Bar & Lounge

woodlawnbarandlounge.com



REV Team

Be on the lookout for
new team members
coming soon!



DAVID FLEMING
President & CEO



ELIZABETH BARBAREE-TASKER
CFO



MERRICK BONNER
VP of Impact & Investment



EUGENE JOHNSON
VP of Economic Development



JULIE MCKINNEY
VP of People & Places



ROBERT EMERICK
Director of Business Growth



JONATHAN CRAIN
Project Manager



JACKSON DEAN
Research & Data Manager



MICHAEL SYMES
City Center District Manager



NATALIA DUÑAN-WHYTE
Communications Coordinator



SALENA LEE
Business Outreach Coordinator



BEKAH FOX
Woodlawn Community Facilitator



JASON AVERY
Woodlawn Community Facilitator



**REV
Turns**

10!

In 2022, REV Birmingham celebrated TEN years of creating vibrant commercial districts in the City of Birmingham. It all started in 2012 when two organizations — Operation New Birmingham and Main Street Birmingham — merged to create the one and only REV Birmingham. Since then, we have covered so much ground, from branding to historic building rehab consulting to our refresh of 20th Street North. We

held a party on November 15 — our actual birthday! — with old and new friends and long-time supporters. Thanks to Stewart Perry and Capstone Real Estate, we celebrated our accomplishments over the past 10 years at the gorgeous and newly-restored Nextec building. As we dream and plan more impactful work, we can't wait to see what the future holds. Here's to 100 more years of a vibrant city!

2022 Board of Directors

BOARD CHAIR

Meredith Calhoun
Tessa Commercial Real Estate

BOARD VICE CHAIR

Randall Minor
Maynard Nexsen

BOARD SECRETARY

John Pickering
Balch & Bingham, LLP

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BMSS

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LIV Development

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SARCOR, LLC

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PNC

Anil Chadha
Regions Financial Corporation

Kimberly Jackson
Alabama Power Company

Staci Pierce
Action

Many Thanks to our 2022 Investors

\$100,000 and above

City of Birmingham
 Friends of Linn Park
 Philip A. Morris Fund for the Design Arts

\$50,000—\$99,999

Alabama Power Foundation
 Mike & Gillian Goodrich Foundation
 Regions Financial Corporation
 Wells Fargo Foundation

\$25,000—\$49,999

The Daniel Foundation of Alabama
 Green Rock
 PNC
 Robert R. Meyer Foundation

\$10,000—\$24,999

Alabama State Council on the Arts
 Blue Cross and Blue Shield of Alabama,
 The Caring Foundation
 Brasfield & Gorrie
 Hill Crest Foundation
 Hugh Kaul Foundation
 Medical Properties Trust
 Protective Life Foundation
 Spire
 Stewart Perry
 Truist
 Verizon
 Vulcan Materials Company Foundation
 Woodlawn United

\$5,000—\$9,999

Alexander Group
 America's First Federal Credit Union
 ARC Realty
 Arlington Properties
 Bayer Properties
 BIG Communications
 Cooper Construction
 Dentons Sirote
 Hoar Construction
 Jemison Investment Company
 Ladd Real Estate Management Co
 LMS Investment Management
 Maynard Cooper & Gale, PC
 O'Neal Industries
 ProAssurance
 Valley National Bank

\$2,500 - \$4,999

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 Barge Design Solutions
 First Horizon Foundation
 Graham & Company
 Growth Capital Partners
 Harbert Realty Services
 Independent Presbyterian
 Church Foundation
 John Pickering
 Renasant Bank
 Rives Construction Company
 ServisFirst Bank
 Synovus
 VIVA Health

\$1,000 - \$2,499

Adams Design Associates
 Alice Meriwether Bowsher Fund
 Keith Barfield
 Deepa Bhate
 Bressler, Amery & Ross
 Meredith Calhoun
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 Anil Chadha
 Colliers International
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 Jill Deer
 David Baker Architects
 David Kassouf
 Kassouf & Co
 Kimberly Jackson
 Libby Lassiter
 MBA Engineers, Inc.
 Staci Pierce
 Royal Cup Coffee & Tea
 Southpace Properties
 Lawrence Whatley
 Williams Blackstock Architects

\$500 - \$999

Action Enterprise Holdings
 Eugene's Hot Chicken
 Wes Lee
 Mickey Millsap
 Nielsen Family Fund
 Relay Accounting Management
 SARCOR, LLC
 Britney Summerville
 Emily Wykle

\$1 - \$499

Cameron Acheson
 Lynn Adams
 Melodi Anderson
 Reynolds Anderson
 Tamica Banks
 Elizabeth Barbaree-Tasker
 Barnes & Associates, REALTORS
 Richard Berliner
 Graham Boettcher
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 Shia Hendricks
 Tyler Huddle
 Eileen Kunzman
 MADD Studios
 Philip McDonald
 Wesley Mindingall
 Matthew Nelson
 Marilyn Palmer
 Redmont Study Club
 Zac Riddle
 Camille Spratling
 Rhonda White

In-kind

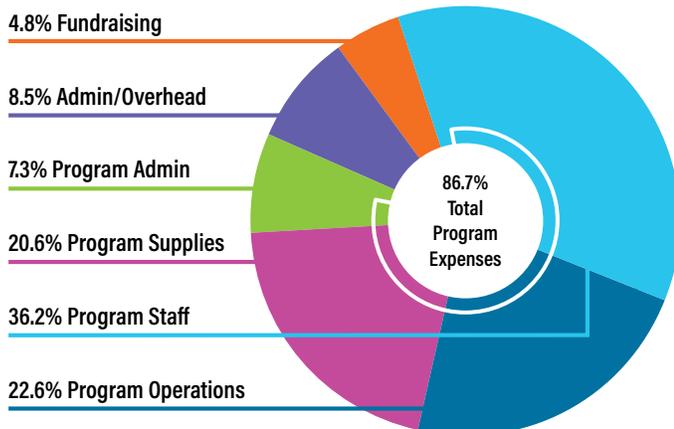
Balch & Bingham, LLP
 Bistro 218
 Capstone Real Estate Investments
 Harambe Room
 The Palmer Parkside
 Veo

2022 FINANCIALS

revbirmingham.org

* Numbers presented are Unaudited, Accrual Basis for Calendar Year 2022.
 Excess income includes project funds earmarked for disbursement by mid-year 2023.

\$2,816,491
EXPENSES



\$3,712,494
INCOME

