In 2017, REV unlocked investments across Birmingham’s historic commercial districts. In every district where we work, REV identifies passionate people and powerful projects—and feeds them. Our approach takes time, close attention and a special brand of spunk, but we believe in investing in Birmingham. And we believe that owners, developers, residents and government, nonprofit and corporate partners working together toward a more vibrant future is what ultimately makes our city so magic.
2017 FINANCIALS

INCOME

- 31.97% City of Birmingham
- 32.55% Corporations & Corporate Foundations
- 28% Program Revenue (UFP, Zyp, Events, Workshops, Rent)
- 5.24% State & Federal Grants
- 1.13% Local Grants
- 1.13% Individuals

EXPENSES

- 53.1% Payroll & Related (Payroll Taxes, Health Insurance, 401k)
- 18.4% Operations
- 16.38% Program Supplies
- 9.6% Professional Services

2017 REV INVESTORS

INDIVIDUAL DONORS
- Richard Berliner
- Anne & Neal Berte
- Jay Brandrup
- Zebbie Carney
- Amy Chauvin
- Ray Clark
- Judith Cloe
- Tammy Cohen
- Caleb Dawson
- Frank Day, III
- Jill Deer
- Laney Delonge
- Robert Emerick
- Ben Erdreich
- Janrice Fleming
- Deon Gordon
- Judy Hooper
- Tyler Huddle
- Joyce Lanning
- James Lee
- Suzanne Michalek
- Clayton Mobley
- Michael A. Mournon
- Neal Newell
- Claude Nielsen
- Patty Pilkerton
- Guin Robinson
- Garland Smith
- Camille Spratling
- Andrea Taylor
- Andrew Westmoreland

CORPORATE DONORS
- Adams Design Associates
- America’s First Federal Credit Union
- Arlington Properties
- AT&T
- Balch & Bingham, LLP
- Barnes & Associates, Realtors, LLC
- Bayer Properties
- BB&T
- BBVA Compass Bank
- Big Communications
- Birmingham Hotels, LLC
- Birmingham-Jefferson Convention Complex
- Birmingham-Jefferson County Transit Authority
- Bradley
- Brasfield & Gorrie
- Buffalo Rock
- Business Interiors, Inc.
- Children’s of Alabama
- Coca Cola Bottling Company United, Inc.
- Cohen, Carnagio & Reynolds
- Corporate Realty Associates, Inc.
- Corporate Realty Development, LLC
- Corporate Realty Management, Inc.
- DC Finance Management, LLC
- Dixon Hughes Goodman, LLP
- EGS Commercial Real Estate, Inc.
- Firestone Flowers, LLC
- First Commercial Bank
- Greater Birmingham Convention and Visitors Bureau
- Graham & Company, LLC
- Harbert Realty Services
- Hollis & Spann
- Jemison Investment Company
- Joseph McClure Commercial Real Estate
- Kassouf & Co. CPAs
- Komp Management Solutions
- KH Management, LLC
- KPS Group
- Lewis Communications
- Marcella Roberts & Associates
- Mayer Electric Supply Co.
- MBA Engineers, Inc.
- MOTIONMOBS
- National Bank of Commerce
- New Rising Star Church
- O’Neal Industries
- One Stop Environmental
- PNC Bank
- Publix
- RDS (Government Revenue Solutions)
- Red Diamond
- Regional Planning Commission of Greater Birmingham
- Regions Bank
- Renasant Bank
- Rubaiyat Trading Co.
- S&W Electric Company
- Schneider Historic Preservation, LLC
- ServisFirst Bank
- Shipt
- Sirote & Permutt
- Southpace Properties
- Spire Energy
- Stewart Perry
- Style Advertising
- Tro Jung / Brannen
- Truitt Insurance & Bonding, Inc.
- United Johnson Brothers
- Vincent Construction, Inc.
- Walter School Engineering Co., Inc.
- WhatBox Product Design Co.
- White Plume Technologies, LLC
- Whole Foods
- Williams-Blackstock Architects
- Wine Loft
- Wood Frutticher

FOUNDATIONS
- AARP
- Alabama Power Foundation
- Alice Bowsher Fund
- Blue Cross Blue Shield of Alabama
- Caring Foundation
- Daniel Foundation of Alabama
- Enterprise Holdings Foundation
- Goodwyn, Mills and Cawood Charitable Foundation
- Hill Crest Foundation
- Ireland Foundation
- Junior League of Greater Birmingham
- Beeson Fund
- Hugh Kauf Foundation
- Maynard, Cooper & Gale Charitable Foundation
- Protective Life Foundation
- Robert Meyer Foundation
- Susan Mott Webb Charitable Trust
- Thompson Foundation
- UAB Educational Foundation
- Vulcan Materials Foundation
- Wells Fargo Foundation
- Whole Cities Foundation
- Woodlawn Foundation
NEW TONE ON THE BLOCK

East Lake property and business owner Vince Amaro knew it was time to reprogram his Estate Liquidators antique mall on 1st Avenue North in East Lake, but he needed ideas. He turned to REV Birmingham, which helped fill 44 vacant spaces in 2017. The idea that spoke to Amaro: Converting the space into affordable studio space for artists.

REV facilitated a focus group with more than 20 artists who offered input on the potential market demand for the facility, what it should look like, the services it should offer and, of course, rental price points and terms. The result is ArtTown, a facility with about 14 individual studio workspaces plus room for gallery showings and other special events.

By the end of 2017, artists had leased about half the spaces—and a large, underutilized space in East Lake had been transformed, setting a new tone for the 7600 block of 1st Avenue North. 2018 will see several new businesses on that same block, as growth begets more growth, and Amaro and community stakeholders turn their focus to more vacant spaces in East Lake.
$165.5M
KNOWN INVESTMENT
IN PHYSICAL PROPERTY
IN REV’S TARGET DISTRICTS

$27.4M
DEVELOPMENT CAPITAL
RAISED WITH REV
ASSISTANCE

44
VACANT SPACES FILLED
WITH REV ASSISTANCE

23
VACANT SPACES FILLED
IN TARGET DISTRICTS

AVONDALE • DOWNTOWN • EAST LAKE • ENSLEY • FIVE POINTS SOUTH • FIVE POINTS WEST • WOODLAWN
For 20 years, Gilmer Drug, a family-owned-and-operated pharmacy located in a 100-year-old building in downtown Ensley, has filled more than 150 prescriptions a day. In 2017, with support from REV Birmingham’s Urban Food Project, owners Jimmy and Karen Crane renovated the store and diversified products to make it easier for their Ensley neighbors to make healthy choices.

The Urban Food Project partners with corner stores across Birmingham’s neighborhoods to reduce barriers to fresh produce access that many face because of limited transportation options. Through the UFP Corner Store Initiative, REV delivers fresh produce to partner stores weekly and provides targeted assistance (264 instances in 2017!) as needed, like helping Gilmer create the store improvement plan that came to fruition in 2017.

Gilmer Drug’s commitment to Ensley is plain to see through their 2017 renovations, made possible in part by the Joseph S. Bruno Charitable Foundation. After gathering input through community surveys and temporary place-making, Gilmer now has an in-store community gathering space. REV partnered with Gilmer to bring Alabama Cooperative Extension (ACES), Regions Financial and other service providers to the space to offer services to residents, making Gilmer Drug an even stronger pillar of the community.
URBAN FOOD PROJECT

42 — FARMERS SELLING
55 — VARIETIES of PRODUCTS
to Birmingham market through

INSTANCES HOURS
264 221

$218,370
AMOUNT OF PRODUCE PURCHASED

$199,870
BY RESTAURANTS

$18,500
BY CORNER STORES

$42,500
IMPROVEMENT DOLLARS INVESTED IN STORES

$12,500
BY REV

$30,000
BY CORNER STORES
Rodriguez and Brianna Cowans envision a more vibrant, healthy and welcoming Enon Ridge—and as small business owners, they’re working to make their dream a reality. In June 2017, the Cowanses started working with REV to clarify their mission, vision and core values. The exercise led them to pursue a rebrand from R&M Convenience Store to 3rd Street Market, a full grocery store where residents can buy fresh produce and all the ingredients they need to make healthy meals for their family.

Rod and Brianna underwent Create Birmingham’s CO.STARTERS training, then captured the hearts and votes of judges and the audience at REV’s November 2017 Big Pitch, Presented by PNC, a business pitch competition. The couple became the first entrepreneurs in Big Pitch history to win both first place and people’s choice—a combined $25,000 in funding from PNC Bank. REV’s business growth efforts like The Big Pitch, one-on-one business consulting and monthly BIZ 1.0 workshops help prepare small businesses to add to Birmingham’s rich entrepreneurial tapestry. REV spent a total of 1,608 hours helping clients like the Cowanses in 2017. REV continues to work with them to set goals, identify resources and implement store improvements in 2018 as they work to give Enon Ridge access to healthier food.
394
CLIENTS SERVED

171
JOBS CREATED IN REV DISTRICTS

$35K
THE BIG PITCH PRESENTED BY PNC PRIZES

916 INSTANCES
1,608 HOURS

BUSINESS ASSISTANCE TO REV CLIENTS
A historic development project like the Elyton Hotel, a Mariott Autograph Collection hotel in Birmingham's iconic Empire Building, can feel like a puzzle—but with pieces that move. REV lessens the load for developers by picking up some of the pieces and fitting them together in Birmingham’s 10 historic tax credit projects under development in 2017.

The 16-floor Empire Building on the “Heaviest Corner” was built in 1909 and had been vacant for six years when Ascent Hospitality bought it and two neighboring buildings in 2015. The building qualified for the federal and state historic tax credit (HTC)—a tax incentive that encourages investment in the revitalization and re-use of historic structures. REV provides guidance and resources to developers throughout the historic tax credit application process and can reduce other barriers—in the Elyton’s case, help negotiating sidewalk improvements on the Heaviest Corner and meeting the city’s minority contracting goals. During the two-year project, REV worked with the Elyton owners, designers, construction leads and other groups to keep lines of communications open, navigate issues and help keep the project on time.

The Elyton opened in July 2017 and has added extra personality to the historic corner ever since. Its restaurant, The Yard, and its rooftop bar, MoonShine, delight locals and visitors. Next on Ascent Hospitality’s slate is redeveloping the Brown Marx building across the street—the last vacant Heaviest Corner building.
$27.4M
DEVELOPMENT CAPITAL RAISED WITH REV ASSITANCE
10 Projects Under Development Using Historic Tax Credit
What does vibrant mean anyway? Vibrancy is what you think of when you picture a healthy, bustling city—people walking around, popping in and out of storefronts, shopping, checking out special events or interesting exhibits, hopping on a bike to visit another lively part of the city, and living their lives along the way. With REV working in seven unique districts across Birmingham, how did we push for vibrancy in 2017?

There are more ways than we can list, but here are a few highlights. In Five Points South, REV worked with KH Management to host the Birmingham Restaurant Week Preview Party in the former Pickwick Plaza, showing the community the space’s potential. As a result, vacancies are already disappearing in 2018! Woodlawn Street Market numbers—markets per year, vendors, visitors, dollars earned by local businesses—continue to climb as the entrepreneurial spirit takes hold in the community. In East Lake, REV supported stakeholders’ interest in building an artistic community; we worked with local artists, organizers and business owners to empower them to host events and transform spaces. Ensley is harnessing momentum from Ensley Eats, a food truck event begun in 2017 to recruit more restaurant choices to their downtown core. In Birmingham’s City Center, we worked with Birmingham Landmarks on a campaign to bring back the Alabama Theatre’s second vertical “ALABAMA” sign—which was lit on New Year’s Eve, completing the historic theater’s exterior restoration.

In all of our work, we begin with community-led ideas; then we feed those ideas with good design—design of strategy, space or materials. We don’t always know quite where the community will lead us, but we’re thrilled to help make more of Birmingham’s dreams a reality. And we believe the future of Birmingham is vibrant!
Zyp Bikeshare is a fun, easy and environmentally friendly way for people of all shapes, sizes and backgrounds to travel throughout the city. In Zyp Bikeshare's third year, Birmingham continues to demand more bikes. In 2017, Zyp users averaged 434 more checkouts per month and rode 77,000 total miles—that's a little over three times around the Earth! The Zyp team stayed busy keeping bikes on the street; plus, we added 29 more of the ever-popular electric-assist bikes to the fleet in 2017.

The Zyp team is also proud of an especially impactful 1,000 miles—those ridden by Access for All members in 2017. Access for All provides reduced-price annual Zyp memberships (and a free bike helmet) for low-income users and individuals on government assistance—many of whom depend on public transit. Bikeshare gives them flexibility and customization in their travel around the city center.

"I love how easy it is to use!" said Tina Bennett, an Access for All member since September 2017. "I just grab my bike from the [Smithfield] Library and ride into work, and then I can make little trips along the way."
2017 IN REVIEW

- **3.4M** calories burned
- **1.26** average miles per trip
- **94K** pounds of CO₂ reduced
- **61,286** total rides
- **29** more electric assist bikes added to fleet
- **77K total miles ridden** — That’s 3 times around the world!
- **434** more check-outs per month in 2017 vs 2016
- **24** new access for all members
- **3,658** total users
- **94K** pounds of CO₂ reduced