



## 3-YEAR VISION

*REV Birmingham is a place-based revitalization and economic development nonprofit on a mission to create vibrant commercial districts.*

*From 2020 to 2022, we are executing a strategic plan to support entrepreneurs who dream of filling vacant spaces across the city, implement the City Center Master Plan in several downtown districts identified as strategic opportunity areas, and work with the Woodlawn community to strengthen their commercial district.*

*Now, in the face of COVID-19, REV's vibrancy-driving work is more important than ever to help the city recover from the pandemic's economic impact. Here's a look at our 3-year strategic plan:*

### VISION

## VIBRANCY-CREATING BUSINESSES—SUPPORTED BY REV—CREATE JOBS AND BUILD INDIVIDUAL & FAMILY WEALTH.

*Drive the creation and growth of restaurant, retail, and service businesses through tailored technical assistance.*

- Support resiliency within Birmingham's entrepreneurial community by working with business owners to address their needs to sustain and evolve their business in response to COVID-19.
- Lower the barrier to entry for entrepreneurs by providing low-cost workshops and free one-on-one consulting. REV's team has expertise in business planning and proforma creation, brand story development, financial modeling, and real estate process navigation.
- Connect business owners with market-testing opportunities like Woodlawn Street Market, where they can test their concept and experience real customer feedback.

*Work with developers to develop Birmingham—ensuring projects are designed to respect historical context and meet community needs.*

- Bolster REV's position as an authority on market data research and site identification for catalytic development.
- Smooth and speed the development process by consulting with developers on permitting, regulations, financing, and incentives, as well as connections to professional services.
- Ensure new developments and redevelopment projects are inclusive and authentic to Birmingham by assisting developers with community engagement efforts.
- Advocate at the local and state level for expanding developers' toolbox with incentives like the Historic Tax Credit and New Market Tax Credit.

### VISION

## DOWNTOWN BIRMINGHAM IS THE HEART & SOUL OF THE REGION.

*Transform 20th Street and Linn Park into vibrant downtown anchors and create retail districts along 2nd Avenue North and 3rd Avenue North.*

- Increase affordable spaces for businesses through consulting with business owners, building owners and developers on master planning, property visioning, redevelopment support, and recruitment support.
- Maintain and strengthen the image of downtown as clean, safe, and welcoming for all through management of the CAP program.
- Connect people experiencing homelessness downtown with services and resources.
- Refresh 20th Street streetscape with improved landscaping and programming.
- Rejuvenate Linn Park, the endpoint of 20th Street, as a

connection between the Central Business District and Citywalk/Uptown.

- Employ tactical urbanism techniques to demonstrate new and creative uses of public spaces.
- Brand and market the City Center.
- Implement wayfinding signage to make navigating downtown easier for visitors.
- Recommend solutions for parking system management.

*Drive the implementation of a full and robust plan for Birmingham's innovation district, The Switch.*

- Lead district stakeholders in a common vision for district growth.
- Brand the district—The Switch—and incorporate it into the larger City Center district branding efforts.

- Collect and maintain tenant and property data to drive development and recruitment to The Switch
- Set a vision and implement a plan for The Switch Trail to bring distinct character and connectivity to the district.
- Galvanize property owners and stakeholders to form a Business Improvement District (BID) to provide resources for the place-based work that will strengthen The Switch as an innovation destination.

*Expand Business Improvement District (BID) boundaries and services to more districts beyond the City Center.*

- Parkside, The Switch, Five Points South, and the Loft District are areas that we believe could greatly benefit from creating Business Improvement Districts (BIDs). In a BID, local stakeholders oversee and fund the maintenance, improvement and promotion of their commercial district.

## VISION

### WOODLAWN IS THE HUB FOR EQUITABLE ENTREPRENEURSHIP.

*Develop properties in line with this vision and in support of equitable & inclusive entrepreneurship.*

- Fully lease SocialVenture and REV's 55th Place properties with a strong and diverse tenant mix.
- Target additional properties for commercial redevelopment and consult with other developers and property owners on Woodlawn developments.
- Lead transit-oriented development at the Birmingham Rapid Transit (BRT) center in Woodlawn to include retail opportunities for local entrepreneurs.

*Support the growth & recruitment of more equitable & inclusive businesses in Woodlawn.*

- Foster a Woodlawn-based entrepreneurial community through 'Open in Woodlawn' programming to include socials, district orientation, start-up business coaching, and strategic collaboration with Woodlawn Business Association.
- Connect entrepreneurs with business planning resources, and encourage market-testing through Woodlawn Street Market, pop-ups, and restaurant takeovers.
- Support entrepreneurs in navigating the real estate process to open brick & mortar locations in Woodlawn.
- Provide ongoing technical assistance to help businesses scale and grow, achieve, and retain

ownership of their business and property.

*Position diverse legacy businesses for future growth.*

- Partner with legacy businesses and property owners to plan and implement volunteer-supported facade refreshes.
- Consult with new business owners to encourage prioritizing local hiring and pursuing inclusive business models that include attainable pricing and product mixes.
- Design sustainable security solutions in partnership with business and property owners.
- Develop ownership strategies and other technical assistance for legacy businesses.

*Brand Woodlawn as a home for equitable entrepreneurship.*

- Grow and build Woodlawn Street Market as a venue for promoting the district to new audiences.
- Promote Woodlawn's equitable entrepreneurship brand through social media, digital, and traditional media.
- Further support Woodlawn's equitable entrepreneurship brand with public art campaigns.

## SUPPORT REV'S WORK

*Birmingham's momentum isn't happening by chance. REV is working every day to push the city to new levels of awesome. As a nonprofit, we need your help to keep this momentum going. Yaysayers like you can help build a more vibrant Birmingham by supporting REV's potential-proving and place-making work. Give for the good of Birmingham.*

### GIVE YAYS

Positive words go a long way. Share what you love about Birmingham with **#YayBham** on social media!

### GIVE MONEY

Your donations help REV create vibrancy in Birmingham. From \$5 to \$5,000, your dollars make a difference.

### GIVE TIME

We love working with volunteers with a heart for Birmingham. Sign up for our newsletter for opportunities details.

[revbirmingham.org/give](http://revbirmingham.org/give)