



@revbham
revbirmingham.org

2023 ANNUAL REPORT

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



Year after year, our city proves itself worth celebrating. But how do we ensure that Birmingham is a place where everyone can realize their dreams? Our team at REV Birmingham is working to do just that. In 2023, REV Birmingham increased its capacity to strengthen places, create experiences, and support business owners. REV grows places, and downtown is the heart and soul of the region while Woodlawn is a hub of equitable entrepreneurship. In 2023, several projects took the leap from vision to fruition within these places of focus:

- Thanks to a robust partnership between REV and district stakeholders to make it possible, Birmingham City Council approved an amendment to the city ordinance to allow the [Downtown Birmingham Business Improvement District \(BID\)](#) to expand into two additional downtown districts: Five Points South and The Switch.
- We refined the [Magic City Match](#) program, funded by our partners at Prosper, for a second season and awarded 20 Birmingham-based Black business owners a collective \$135,000 in grants and technical assistance.
- In collaboration with the Birmingham Department of Transportation, our team helped beautify the Rainbow Bridge for a temporary, pedestrian-focused activation while the process to determine its future is completed.
- We assembled the inaugural [Downtown Birmingham Economic Vitality Report](#), a first-of-its-kind collection of data to help the public and private sectors understand the overall health of Birmingham's most vital business district.
- We brought vibrancy to the historic Woodlawn business district through the ongoing incubation of new businesses in the Woodlawn Marketplace and 10th year of the Woodlawn Street Market.

“**Designing a dream city is easy; rebuilding a living one takes imagination.**”

JANE JACOBS, Urban Activist

More than ever, we are resolved to drive growth in Birmingham's downtown and Woodlawn. We are resolved to create vibrancy, a beautiful combination of authentic places and diverse people.

Urban activist Jane Jacobs said, “Designing a dream city is easy; rebuilding a living one takes imagination.” The work of city building takes intentional effort and the long view. History has shown us that downtowns are resilient and evolve but need intentional investments to realize their full potential.

REV could not pursue its mission without the strong support of a broad array of small and large investors and partners. Thank you for being a crucial part of this work! Please do not hesitate to [reach out to any of us](#) in 2024 — for support, for more information about our work, or even for a quick #YayBham moment!

David B. Fleming



CLIENT HIGHLIGHTS

You Good? Self Care Sanctuary

Owner: Kenya Staples

5528 1st Ave S | Opened May 2023



ECONOMIC DEVELOPMENT AND BUSINESS GROWTH

REV Birmingham strengthened and supported partnerships for business recruitment and retention. From attending SXSW with the delegation from Birmingham to promote our city to identifying real estate to meet the needs of prospects, REV pushed to grow Birmingham's businesses and jobs by filling vacant spaces.



What you'll find: *Skin care, books, candles, teas, blankets, journals and more self-care-focused goods*

Like its neighbor, Woodlawn Marketplace, this storefront functions as a retail incubator, a space where burgeoning business owners can take their first steps into brick-and-mortar operations, with our team ready to provide resources and daring problem solving from REV's offices in SocialVenture across the street.

“**Beyond guiding me through the transition from street markets to occupying a retail space, REV has played a crucial role in growing, promoting, and elevating my business to new heights by way of workshops, connections, and funding assistance through the Magic City Match program.**”



Woodlawn Theatre

Owner: Will Mason

5503 1st Ave N | Opened May 2023

What you'll find: A nurturing environment for up-and-coming musicians to showcase their talent, plus great drinks to enjoy with friends

Woodlawn Theatre is located in the space of the original Woodlawn Family Theatre, a neighborhood cinema in operation from 1929-1957. The newly reinvented theatre functions as a community connector for the Woodlawn business district, offering a vibrant venue for residents and visitors alike to gather.



GrindHouse

Owners: Wesley Samuels and Rock Brown

2225 3rd Ave N | Opened Jan 2024

What you'll find: High-energy group, sports, strength, and personal training

From negotiating square-footage and leasing terms to helping build relationships with local banks, REV is proud to have helped lead GrindHouse to a new location in downtown Birmingham.



Easy Breezy: Low Waste Shop and Refillery

Owner: Brianna Deere

5530 1st Ave N | Opened Dec 2023



What you'll find: Refillable home cleaning essentials and spices/herbs, plus plastic-free everyday alternatives

Deere began selling to the public for the first time at the Woodlawn Street Market in April 2023. Using this business-proving opportunity to start small, test strategies, and perfect her model in response to real customer feedback, Deere was able to open a Woodlawn-based brick-and-mortar location just eight months later.



The REV team played an instrumental part in moving Easy Breezy into our first, permanent physical location. They assisted with drawing up a business plan, budgeting, and securing my licenses needed to open.

The team at REV Birmingham was an integral part of my project from beginning to end. They provided logistical support, networking, connections to financial resources, and have served as a constant source of encouragement. I have felt so supported by them and honestly could not have completed this project without their help. Thanks REV!

NiE! Bridal Atelier

Owners: Mykola and Olena Vyshyvanyuk

701 37th S, Unit 4 | Opened Nov 2023



What you'll find: Custom-order wedding dresses, high-end alterations, and garment reinventions

REV played a pivotal role in helping the Vyshyvanyuk family develop their business through regulatory processes, securing a physical location, and connecting them with the resources needed to open their business within a year of arriving in the United States.

“Nothing was the same when we started NiE! in Ukraine compared to Birmingham, but we have a great support system here in Birmingham that helped us make this possible.”
— Mykola Vyshyvanyuk

BUSINESS GROWTH

73%

Female clients

81%

Minority Clients

449

Total instances of small business assistance

246

Business growth clients served, including small business owners and developers

Received real estate assistance

65 unique clients
104 occurrences

Received one-on-one coaching

177 unique clients
277 occurrences

Received other types of business growth assistance

99 unique clients
178 occurrences

Magic City Match

Magic City Match is an initiative led by REV Birmingham and powered by Prosper to match Black-owned businesses with brick-and-mortar spaces where they can thrive in the city of Birmingham. After a successful pilot program in 2022, Magic City Match was refined for a new season in 2023 to meet business owners where they are, with custom program offerings for three different stages of business growth.

We're proud to share that 20 businesses were awarded grants and technical assistance totaling \$135,000. Awardees were selected based on strength of business plan and financial model, experience, and potential to succeed in brick-and-mortar space. We're so excited to see what these deserving entrepreneurs will do!



88
Applicants

20
Awardees

TOTAL AWARDED

\$135k

Ready Stage | Entrepreneur Track

Crystal Mullen-Johnson
Strive Counseling Services

Keyarah Smith
Road2 Financial Freedom Inc

Hermione Carnes
Hermione Alease's Edibles

L'Tryce Slade
Slade Land Use, Environmental and Transportation Planning

Patricia Worford
Pat's Prime Cleaning Services

Lensley King Jr
Electrical Maintenance & Troubleshooting

Dr. Jennifer S Campbell & Dr. Pauline K. Long
MedsPLUS Consulting

Dennis Echoles
D ECHOLES LLC DBA Amber's Desserts

Wynell Gilbert and Nedonna Cooper
Tutor Nation Tutoring Solutions Inc.

Stacie Jones
Stacie Latrelle, LLC

Kenya Staples
Dear Sunday Skincare

Emondre Johnson
The Bark Park

Trenton Lumpkin
TRI-AURIC STUDIOS

Angel Callens
Change of Plans

CaTonya Scott
D5 Tax Services

Ready Stage | Property Owner Track

Kathy Scarbrough
Mighty Muscles Facilities Mgt

Tim Clay
T&P Realty Ventures LLC

Grow Stage

Aisha Taylor
Bridge + Root

Alycia Levels-Moore
POLARIS

Lemar Storey
Life Touch Massage

DOWNTOWN BIRMINGHAM

@downtownbhm
downtownbhm.com



18
Storefront
Openings

4.4M
Visitors

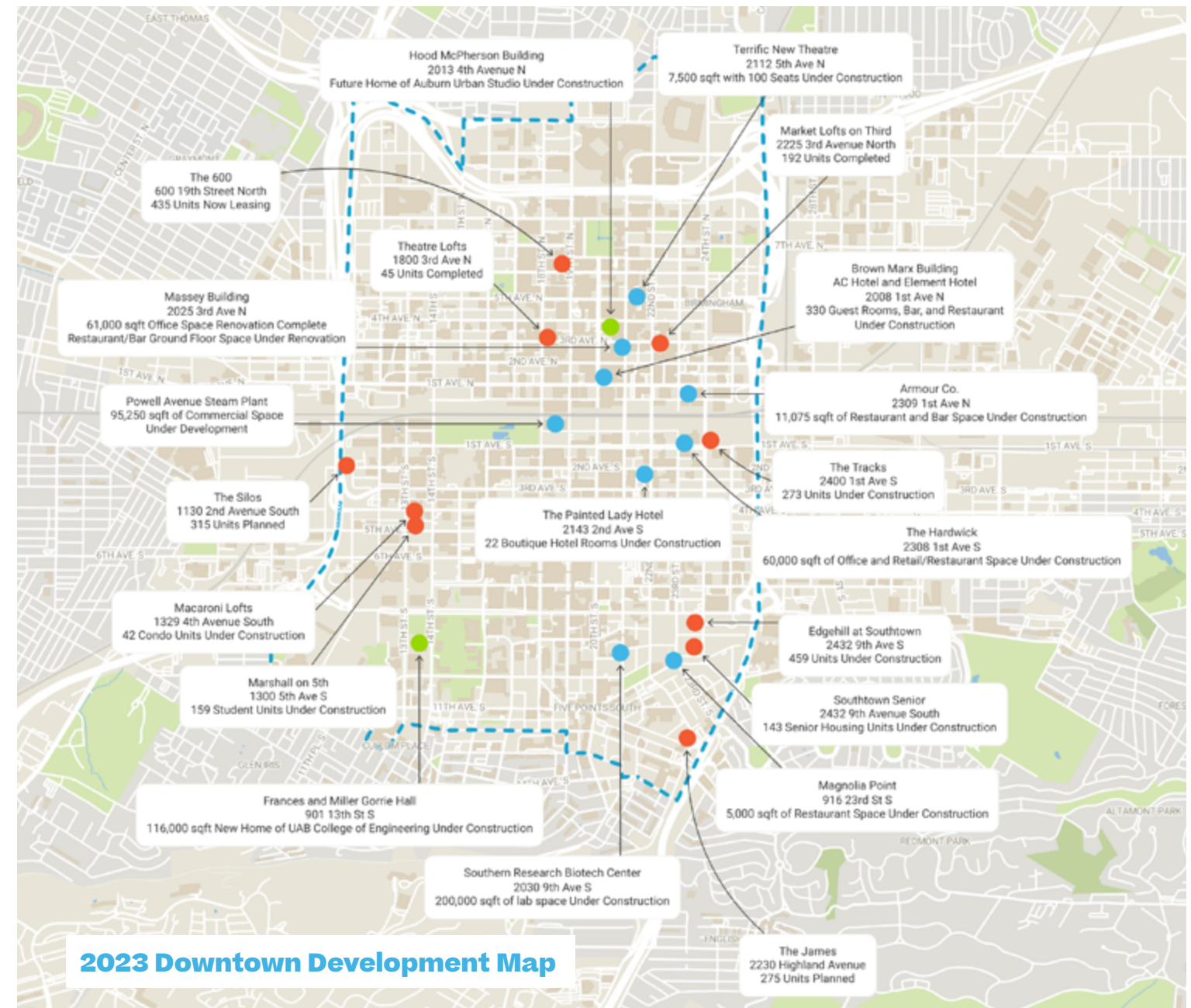
“We see coffee as a tool to make a small, but meaningful impact on the lives of our customers. We want to be a part of the impact and be a part of the thriving scene happening in downtown Birmingham.”

Josh Cosio,
Cala Coffee Co-Owner

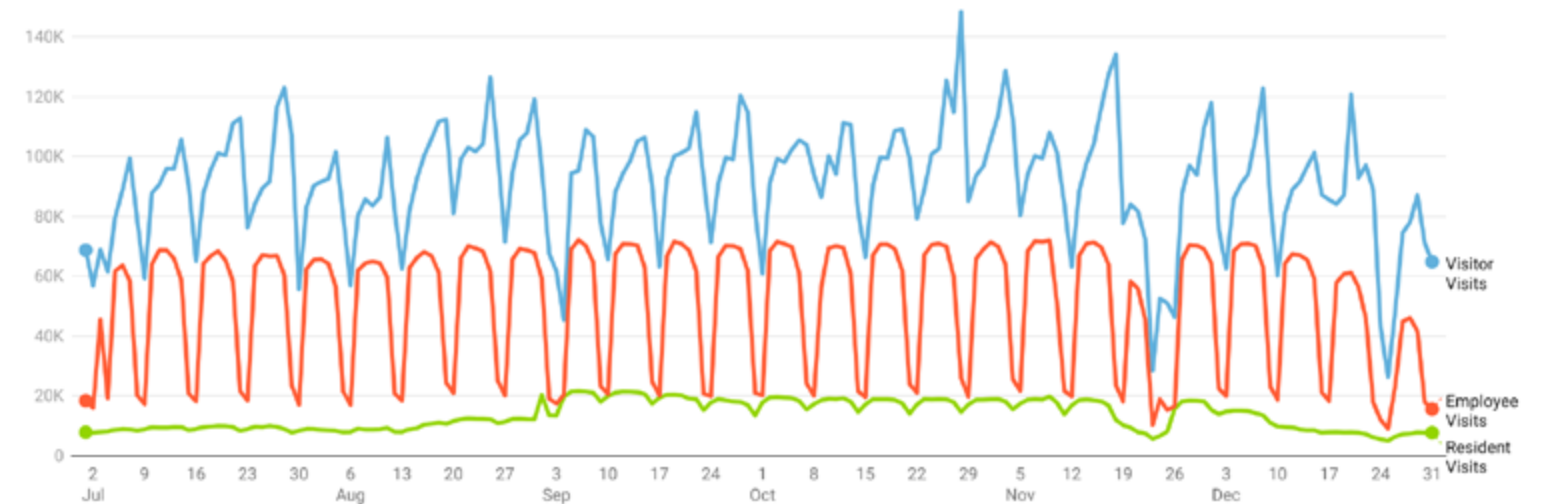


Economic Vitality Report

At REV, we believe good data is essential to understanding a place and helping it grow. That's why in 2023 our team assembled and introduced the Downtown Birmingham Economic Vitality Report, a first-of-its-kind collection of market-proving data. This bi-annual report is a tool to guide policy makers, economic developers, and private investors in making impactful decisions for the sake of downtown's growth.



Downtown Visitor Visits, Employee Visits, Resident Visits in 2023



Sources: Placer.ai, CoStar, Birmingham Business Journal, Bham Now

Dig into the full report:
[downtownbhm.com/
do-business](https://downtownbhm.com/do-business)

82.8%
Average Office
Occupancy 2023

63,545
Average Weekday Downtown
Employee Visits 2023

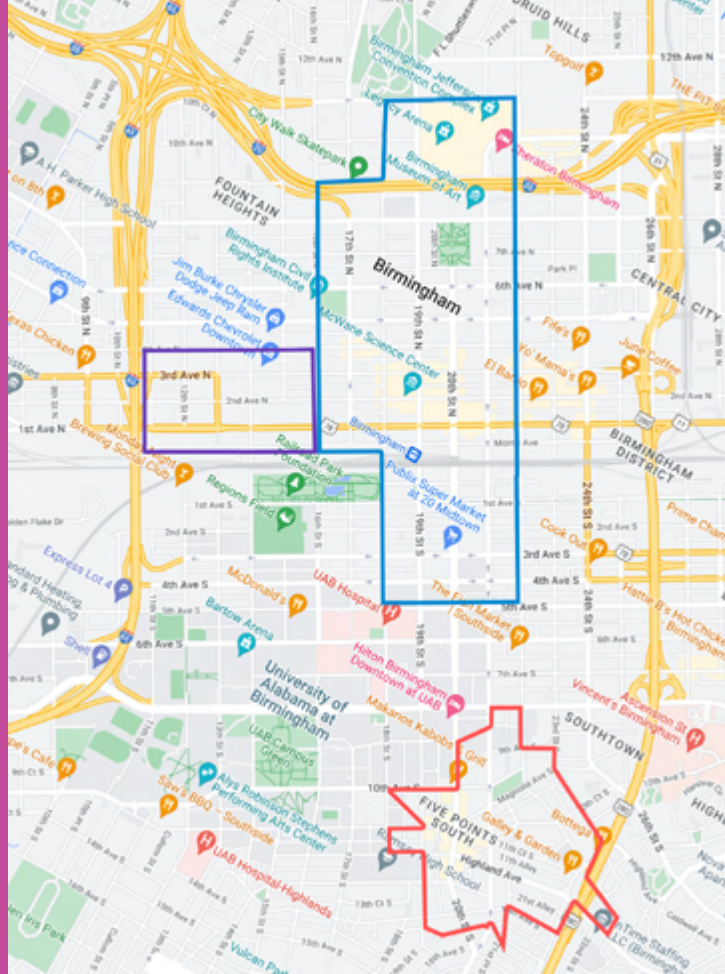
17.8 of 20
Walkability Index
*That's comparable to
parts of Manhattan!*

83.05%
Average Residential
Occupancy 2023

431
Active Retail Locations
(as of Q4 2023)

16
Development Projects
Under Construction
(Q3-Q4, 2023)

67
Diversity Index
*This is the % likelihood that two persons in
the district belong to different racial or ethnic
groups in 2023. For comparison, downtown
Nashville's Diversity Index score is 57.1.*



BID Expansion

After years of working to expand Downtown Birmingham's Business Improvement District, REV helped property owners in Five Points South and The Switch surpass the support needed to take the measure to City Council! Council unanimously approved BID expansion in December 2023. In 2024, REV's team will start services in these two districts, including CAP Clean and Safe patrols, district management, marketing, and special projects. Stay updated at downtownbhm.com/about/bid on service timeline, opportunities to engage and more.

20th Street

After its refresh in 2022, 20th Street North is staying clean and vibrant thanks to REV's and CAP's combined efforts. In addition to their standard litter and safety patrols, CAP Ambassadors pressure wash the flex lanes to keep them bright. REV oversees landscaping maintenance and upgrades, and we continue to program activations like Live on 20th to add extra flavor to an already vibrant street.



CAP is Downtown for You

CAP is Downtown Birmingham's Clean and Safe program, funded by property owners within Downtown Birmingham's Business Improvement District (BID).

CAP Ambassadors patrol downtown by foot, bikes, and trucks to 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 Downtown Birmingham Business Improvement District (BID).

downtownbhm.com/cap



334
Graffiti Removals



1,196
Instances of Outreach to Those Experiencing Homelessness



23,574
Business Interactions



3,438
Panhandling Instances Addressed



19,076
Cleanings (campsites, human waste, power washings, etc.)

Downtown Maps and Trails

Birmingham, known for its past as an iron and steel hub and its role in the Civil Rights Movement, is rich in history, innovation, entertainment, dining, and culture. With so much to do and see, we want to help others navigate and create self-guided tours of this special place! To help, we are breaking down the city into bite-sized districts. Explore more of downtown at downtownbhm.com/districts, and watch for more downtown trails and experience-building tips this year!



Holiday Marketing and Window Activation

The holiday season is a special time in Downtown Birmingham, with reminders of the most wonderful time of the year on every corner — and in many windows! REV worked with Supernaut, a small, local advertising agency, to activate the windows of the vacant former Family Dollar building on 2nd Avenue North with vignettes inspired by Alabama Theatre’s holiday movie series.

- * It’s A Wonderful Life
- * Christmas Vacation
- * Elf
- * Home Alone

Watch for more downtown holiday activations in 2024!



The Switch Trail

REV is working to refine a vision for The Switch Trail, a green space that would activate a three-block alley that once housed the Frisco Switchyard. Rotary Trail and Railroad Park are living proof of just how catalytic authentic parks and trails can be. In 2023, REV completed a feasibility study with MacKnally Land Design and is working now toward further engagement with property owners to move the vision forward.



Find out more about The Switch: downtownbhm.com/districts/the-switch/

Beautifying the Rainbow Viaduct

The Rainbow Viaduct, one of Birmingham’s oldest bridges, was closed to vehicular traffic in January 2022 due to structural concerns. In collaboration with the Birmingham Department of Transportation and community stakeholders, REV’s team installed short-term measures in 2023 to beautify the bridge and make it a more pleasant place for pedestrians and cyclists, including these additions:

- * temporary multi-use path
- * informational signage
- * traffic bollards
- * planters
- * seating
- * CAP services to care for plants and address litter and graffiti

To determine the long-term plan for the bridge, REV will work with the City of Birmingham to issue a request for proposals (RFP) for an engineering and feasibility study to identify viable options for the structure’s future.

PROJECT FUNDERS

- 20 Midtown
- David Carrigan
- Daniel and Brooke Coleman Charitable Foundation
- John Hand LLC
- Southpace Properties



18
Bistro sets

1200
Feet of multi-use path

145
Plants adding green to the bridge

51
Hours of volunteer time spent cleaning/prepping the bridge

Thank you to our friends from the City Center Neighborhood Association and the Alabama Urbanism Coalition for their volunteer efforts!



WOODLAWN BUSINESS DISTRICT

@woodlawnbhm



347.2k
Visitors

In 2023, we brought vibrancy to the historic Woodlawn business district through the ongoing incubation of new businesses in the Woodlawn Market-place and 10th year of the Woodlawn Street Market.



d'Trespa Consignment Shop

Four Storefront Openings

- * Woodlawn Theatre
- * Voltron Printing
- * You Good? Self Care Sanctuary
- * Easy Breezy Low Waste Shop and Refillery

Woodlawn Street Market

A 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 attracting visitors to the historic Woodlawn neighborhood.

Each market featured signage prompting visitors to take in Woodlawn's beauty by exploring The Way, a mural-filled alley in the heart of Woodlawn's commercial district.

Watch for more news on how the Woodlawn Street Market is evolving in 2024!



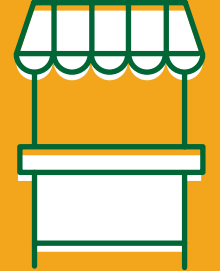
Woodlawn Theatre



5
Markets



33
First-time Vendors



93
Unique Vendors



\$21k
Sales



1,581
Pedestrians
on Market Days



938
Pedestrians on
non-Market Days

68% increase in foot traffic compared to non-market days!



Woodlawn Marketplace

7,386
Transactions

3k
Cups of Coffee

\$99k
Gross Sales

2k
Biscuits Baked

12
Vendors

32
Seats

Anchor Vendors

THE FRIENDLY FOX
HERBAN SOUL CAFE

Retail Vendors

| | |
|---------------------|---------------------|
| Change Of Plans | Bemele Candles |
| Element And Vibe | SohGent CA'belle |
| Marsuko Jewelry | Camel's Creations |
| Soul Sistah 3.0 | Lemon Peel Ceramics |
| SASC Custom Designs | Peachy Keen Inks |

Sponsors

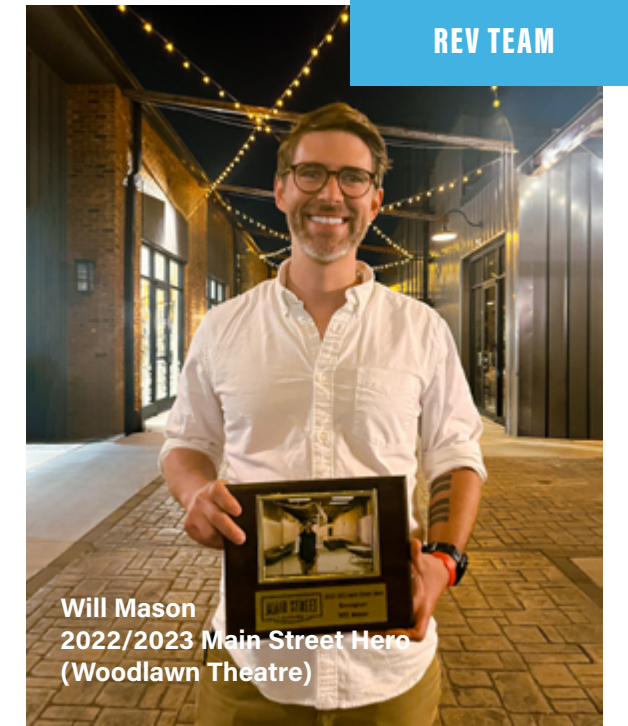
- * Regions Financial Corporation
- * Spire
- * Alabama Department of Commerce
- * PNC

Main Street Alabama

A few of our team members participated in Main Street Alabama's 2023 LAB. Joined by a community of revitalization practitioners from across the state, the experience was enlightening and inspiring. We even had the honor of accepting two awards while we were there, as well as celebrating Woodlawn business owner Will Mason, who was named a Main Street Hero for the community-strengthening work he poured into opening Woodlawn Theatre.

1 Excellence in Business Development
(Woodlawn Marketplace Business Incubator)

2 Excellence in Reinvestment
(Over \$200 million in developments and capital projects in Downtown Birmingham and Woodlawn)



REV TEAM

Will Mason
2022/2023 Main Street Hero
(Woodlawn Theatre)

IDA 2023 in Chicago

Our team joined over 1,400 leaders shaping cities around the globe in Chicago for the International Downtown Association's 2023 conference—where trends, ideas, and solutions are shared to help strengthen vital urban centers.

A special moment from the highlight reel was REV's own Julie McKinney, VP of People and Places, speaking with her Top Issues Council collaborators to a packed room on how data can help build stronger placemaking strategies in downtowns—a practice that we proudly incorporate into REV's work.



Innovate Alabama Network

We're excited to share REV's inclusion among the inaugural designees of the Innovate Alabama Network.

This comprehensive resource is made up of communities, nonprofits and higher education institutions across Alabama that are fostering innovation. By connecting and investing in these movers and shakers, Innovate Alabama hopes to grow the state's entrepreneurial and innovation ecosystem.



REV's Work on the International Stage



REV's VP of People & Places Julie Clark McKinney was among 30 of the industry's brightest professionals that the [International Downtown Association \(IDA\)](#) selected for the 2023 Emerging Leader Fellowship (ELF) program, spending a week in New York City learning through experiential programming.

Julie also participated in an IDA Top Issues Council to collaboratively develop a whitepaper with a group of five other industry professionals. IDA published their 2023 Top Issues Council Report Brief, "Scalable Innovations in Placemaking," just before the annual IDA conference.

Additionally, David Fleming pursued and was awarded IDA's Leadership in Place Management certification in 2023. This certification recognizes place management professionals who demonstrate the knowledge and skills to manage and lead a place management organization.

The REV team

Our passionate team is growing in 2024 as we lay the groundwork for creating an even bigger impact on the Magic City – be on the lookout for new team members!



JASON AVERY
Woodlawn Community Facilitator



ELIZABETH BARBAREE-TASKER
CFO



MERRICK BONNER
VP of Impact & Investment



THEO EDWARDS-BUTLER
Content Coordinator



JONATHAN CRAIN
Project Manager



JACKSON DEAN
Research & Data Manager



ROBERT EMERICK
Director of Business Growth



DAVID FLEMING
President & CEO



BEKAH FOX
Woodlawn Community Facilitator



JAMIE HAAS
Communications Manager

2023 Board of Directors

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Meredith Calhoun
Tessa Commercial Real Estate

BOARD VICE CHAIR

Randall Minor
Maynard Nexsen

BOARD SECRETARY

John Pickering
Balch & Bingham, LLP

BOARD TREASURER

Keith Barfield
BMSS

Carlos Alemán
¡HICA!

Carol Butler
Mike & Gillian Goodrich Foundation

Selena Rodgers Dickerson
SARCOR

Nathan Kennedy
Truist

Vanable Moody II
The Worship Center / The HUB CDC

Melodi Anderson
PNC

Zebbie Carney
Eugene's Hot Chicken

Ashley Foster
BIG Communications

Libby Lassiter
Tessa Commercial Real Estate

Staci Pierce
Action

Reynolds Anderson
Spire

Anil Chadha
Regions Financial Corp

Elizabeth Goodrich
Thank You Books

Wes Lee
LIV Development

Zac Riddle
Medical Properties Trust

Stacey Berthon
Hoar Construction

Steve Clikas
Protective Life Insurance

Grace Harrelson
Brasfield & Gorrie

Philip McDonald
Wells Fargo Advisors

Ethan Summers
Empirix Partners

Beau Bevis
ARC Realty

Tammy Cohen
CCR Architecture & Interiors

Shia Hendricks
Kellogg Company

Mickey Millsap
Redhawk Advisory / Alabama Futures Fund

Lawrence Whatley
Professional Building Services

Deepa Bhate
Building & Earth Sciences

Kyle D'Agostino
Poole & Company Architects

Brian Hart Hoffman
Hoffman Media

Wes Mindingall
PNC

Emily Wykle
Gener8tor

T. Michael "Mike" Brown
Bradley Arant Boult Cummings

David Dada
UAB

Kimberly Jackson
Alabama Power Company



SALENA LEE
Preservation & Outreach Manager



JULIE MCKINNEY
VP of People & Places



SYDNEY NEWSOM
Graphic Designer



SOPHANIE OCEAN
The Switch Project Manager



ANSEL PAYNE
Investor Relations Manager



WHITNEY SMITH
BID Finance Manager



MICHAEL SYMES
City Center District Manager



MARY WALTON
Client Relationship Manager

Many Thanks to our 2023 Investors

\$100,000 and above

City of Birmingham
PNC Foundation
Prosper
Regions Financial Corporation

\$50,000—\$99,999

Alabama Power Foundation
Mike & Gillian Goodrich Foundation
Wells Fargo Foundation

\$25,000—\$49,999

Friends of Charles Linn Park
Phillip A. Morris Fund for the Design Arts
Pleiad Foundation
Truist Foundation

\$10,000—\$24,999

20 Midtown
Brasfield & Gorrie
The Caring Foundation of Blue
Cross and Blue Shield of Alabama
Green Rock
John Hand LLC
Medical Properties Trust
Protective Life Foundation
Spire Foundation
University of Alabama at Birmingham
Verizon
Vulcan Materials Company Foundation

\$5,000—\$9,999

Alabama State Council on the Arts
Alexander Group
America's First Federal Credit Union

Arlington Properties
Bradley Arant Boult & Cummings, LLP
David Carrigan
Cawaco RC&D
Cooper Construction
Daniel and Brooke Coleman
Charitable Foundation
Dentons Sirote
Hoar Construction
Jemison Investment Company
Ladd Real Estate Management Co
Landing
LMS Investment Management
O'Neal Industries
Susan Mott Webb Charitable Trust
Valley National Bank

\$2,500 - \$4,999

Dobbins Group
Graham & Company
Harbert Realty Services
Rives Construction Company
ServisFirst Bank
SouthState Bank
Southpace Properties
Synovus
VIVA Health

\$1,000 - \$2,499

Adams Design Associates
Alice Meriwether Bowsher Fund
Balch & Bingham, LLP
Stacey Berthon
Deepa Bhate
BIG Communications
Joel Blackstock

Bridgeworth Financial
Cadence Bank
Meredith Calhoun
Anil Chadha
Colliers International, Alabama
Cushman & Wakefield /
EGS Commercial Real Estate
David Baker Architects
Elizabeth Goodrich
Kimberly Jackson
Kassouf & Co
Dr. Vanable H. Moody II
John Pickering
Staci and Raphael Pierce
Professional Building Services, LLC
Pylon Building Group
Renasant Bank
Royal Cup Coffee & Tea
SSOE Group
Lawrence Whatley
Grayson Wiles and Margaret Pritchard

\$500 - \$999

Action Enterprise Holdings
Keith Barfield
T. Michael "Mike" Brown
Eugene's Hot Chicken
Grace Harrelson
Nathan Kennedy
Libby Lassiter
Randall Minor
Nielsen Family Fund
SARCOR, LLC
Anne Wheeler and Richard Berliner

\$1 - \$499

Lynn Adams
Carlos Alemán
Stephen Allen
Melodi Anderson
Reynolds Anderson
CCR Architecture & Interiors
Steve Clikas
David Dada
Stanton Davis
Jill Deer
Patricia Dreher
Extelli, Inc.
Ashley Foster
Shia Hendricks
Tyler Huddle
Wes Lee
LunarLab
Wesley Mindingall
The Nick Rocks
Marilyn Palmer
Zac Riddle
Garland Smith
Ethan Summers
Gerry and Gerald Waters
Emily Wykle

In-kind

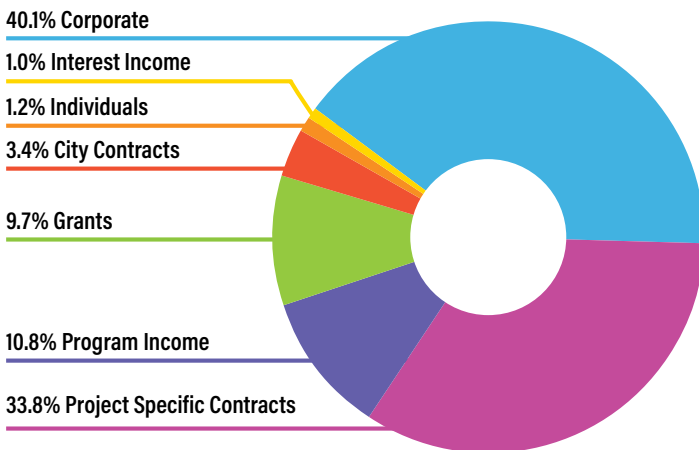
Abacus Investments
City of Birmingham
Ladd Real Estate Management Company
Lyric Theatre
Stephen Schrader, FASLA

2023 FINANCIALS

revbirmingham.org

* Numbers presented are Unaudited, Accrual Basis for Calendar Year 2023.
Excess income in the amount of \$1,310,054 are project-specific funds earmarked for disbursement in 2024.

\$3,752,889
INCOME



\$2,393,316
EXPENSES

