



2024
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



As I reflect on 2024, I am struck by a singular truth: Vibrancy does not happen by accident. It is created, every day, by people who care deeply about place—about possibility—and who are committed to making their communities better for everyone.

That is what drives our work at REV Birmingham. Whether we are helping a small business owner find their first storefront, guiding investors through the downtown market, or launching placemaking projects in underutilized spaces, we are always working to create the kind of city where people can turn dreams into reality.

This past year, that mission took root in powerful ways across Birmingham.

Through REV's Magic City Match, Birmingham Open for Business, and Innovate Alabama Tax Credit programs, we connected entrepreneurs to capital, coaching, and brick-and-mortar opportunities. The numbers speak for themselves: 11 brick-and-mortar openings by REV clients, 477 small business assistance interactions, and more than \$1.1 million in grants awarded to help bold visions become viable storefronts.

We also saw transformational change in our city's commercial districts. The Downtown BHM Business Improvement District (BID) expanded into Five

Points South and The Switch, launching Clean & Safe services and onboarding new team members to support the districts. The expanded BID continues to champion local businesses through public space improvements, targeted campaigns, and high-impact programming. In Woodlawn, we tested new events inspired by the Woodlawn Street Market and remixed the district's digital identity.

Through it all, we remained data driven. Our bi-annual Downtown Economic Vitality Report provides real-time insights to guide policy, development, and investment. These updates continue to reinforce what we have known all along: Downtown Birmingham has momentum but requires dedicated work to keep growing.

Of course, none of this work happens in isolation. It takes city partners, business owners, residents, creatives, and everyday champions showing up, again and again, with ideas and energy and the will to act. It takes you.

As we look ahead, we remain laser focused on building a Birmingham that is welcoming, authentic, and dynamic. A place where energy meets opportunity. A city where everyone can realize their dreams.

Thank you for being on this journey with us.

ECONOMIC DEVELOPMENT



Downtown Birmingham Vitality Report

We believe that good data is key to understanding a place and supporting its growth. That's why, in 2024, REV Birmingham released two more installments of the Downtown Birmingham Economic Vitality Report. Introduced in 2023, this bi-annual report is a unique collection of market-driven data, designed to help policy makers, economic developers, and private investors make informed decisions that strengthen downtown. Dig into the latest data by visiting downtownbhm.com/do-business



In October, REV team members gathered with downtown stakeholders to dig into the data during our first Economic Vitality Report happy hour at The Massey Building.

Dig into the full report:

[downtownbhm.com/
do-business](https://downtownbhm.com/do-business)



86.9%

Year-end Residential
Occupancy 2024

76.3%

Year-end Office
Occupancy 2024
(all classes)

67,124

Average Weekday Downtown
Employee Visits 2024

448

Active Retail Locations
(as of Q4 2024)

15

Development Projects
Under Construction
(Q3-Q4 2024)

Historic Preservation
Easement Program



HASSINGER DANIELS MANSION

2028 Highland Ave | Five Points South Historic District
Built in 1898



THE BLACK DIAMOND BUILDING

2229 First Ave N | First Avenue North Historic District
Built in 1903

As longtime advocates for saving historic places, REV launched our Historic Preservation Easement Program in 2023 to help do our part in maintaining Birmingham’s unique character and to add value critical to development projects that involve historic structures.

A preservation easement is a voluntary legal agreement used to preserve the integrity of a historic building or site. Historic elements of a building (usually the facade) are donated to a nonprofit organization—like REV! We then work alongside property owners to ensure any changes, repairs, or improvements to the property are in line with the easement’s preservation goals. Developers or owners can leverage this donation for financial resources to help the project.

Our current property portfolio includes the Hassinger Daniels Mansion on Highland Avenue and The Black Diamond Building on First Avenue North.



If you own or are developing a historic property and want to learn more about how historic preservation easements can benefit your project, visit

revbirmingham.org/initiatives-events/historic-preservation-easements/



Innovate Alabama Tax Credit

REV is a proud recipient of the Innovate Alabama Tax Credit, a program that has allowed us to better serve innovators in our community by providing essential tools, resources, and opportunities that enable founders to elevate their companies. Through this program, REV is supporting innovative companies like MBA Engineers to expand into brick-and-mortar spaces in the city of Birmingham. Learn more about the Innovate Alabama Tax Credit program at innovatealabama.org/programs/tax-credit/



“

I have had the privilege of working with the REV team over the years. As a business owner and a long-time resident of Birmingham, I have seen their impact on the community. Every city needs a vibrant downtown center. The REV team is there every step of the way to help guide the city in the right direction. They have personally helped MBA Engineers to navigate the complex world of commercial office space. With their help, we are poised to commit to staying in the downtown area. I am convinced our long-term situation would have been different if not for REV Birmingham.

Keith Owens
MBA ENGINEERS

REV’s 2023–2024
Innovate Alabama
Tax Credit Program
had a total economic
impact of **\$2,937,411**
through the end of
2024.



Business Growth
Programming

Vibrant commercial districts are built from the ground up—by passionate entrepreneurs, risk-takers, and small business owners who turn visions into storefronts and ideas into impact. Small businesses aren’t just part of the local economy; they’re the heartbeat of thriving neighborhoods and the key to equitable growth in our downtown.

Our Business Growth Team is committed to meeting business owners where they are, offering customized support at every stage of their journey. Through a blend of one-on-one guidance, strategic partnerships, and targeted programming, we help entrepreneurs move from dreaming to doing.

In 2024, we carried out two programs that reflect this commitment: **Magic City Match and Birmingham Open for Business.**

Magic City Match

28 Applicants

7 Awardees

\$315k Awarded

Magic City Match, powered by Prosper and led by REV Birmingham, connects Black-owned businesses with the brick-and-mortar spaces they need to grow and thrive in Birmingham. It’s about matching vision with opportunity—and building a more inclusive economy, one storefront at a time.

2024 OPEN STAGE AWARDEES

Danielle Hines
Creed63 at McCoy

Natasha Spriggs
Johin’na

Mwannasheria Edwards
Modern Beauty by Mwannasheria

Colette Lewis
The Toasted Yolk Café

2024 GROW STAGE AWARDEES

Sharon Hill
3 Daughters Beauty Supply

Patrick Packer
Datus Henry CBD

Abra Barnes
The Avondale Sugar Shack



Magic City Match Awardees

Magic City Match Awardee Highlight

The Avondale Sugar Shack
Owner: Abra Barnes
4330 3rd Avenue South | Opened August 2024

What you’ll find: Shaved ice in a rainbow of flavors, refreshing lemonade, and tasty snacks served with a smile—The Shack is also a destination for birthday parties and events.

Barnes partnered with her three goddaughters on The Avondale Sugar Shack with the goal of using the venture as a way to teach them about entrepreneurship. In this hands-on learning environment, the work is helping them gain practical experience in running a business and develop valuable skills for the future. With support from REV Birmingham’s Magic City Match program, Barnes was able to take the business to the next level.

“

Receiving funding through the Magic City Match program was a transformative opportunity for The Avondale Sugar Shack. With the \$5,000 grant, I was able to complete the construction of our shed, significantly improving our capacity to serve more customers and offer a broader service menu. Additionally, I was able to employ five team members, which not only expanded our ability to handle increased demand but also provided jobs in our community. This grant allowed us to grow faster and more effectively than we could have on our own, and I am deeply grateful for REV’s support!

ABRA BARNES

Birmingham Open for Business

Birmingham Open for Business, in partnership with the PNC Foundation, provides capital and resources to help small businesses start, grow, and scale—with a focus on those owned by minorities and those located in low-to-moderate income neighborhoods, because we believe access to opportunity shouldn't depend on your ZIP code.

114 Applicants

38 Awardees

\$810k awarded



Open Stage Awardees

READY STAGE AWARDEES

- Keara Noy

A C'hic Affair LLC
- Richard Foster-Bonds

Adachi-Odai Solutions
- Henry Burney

Burney's Mean Greenz
- Maria Dominique Villanueva

Fountain Heights Farms
- Esteban Solis-Alvarez

General Auto Films Solutions
- Jamme Morginn

JAM Dance Fitness, LLC
- Judson Young

Judson The Barber
- Brittney Gray

KnowBra Inc.
- Debbie Goldsmith

Lil Bougie Foodie
- Hartnel Lambert

Lambert Financials
- Daniel Grier

Magic City Fashion Week

- Courtney Woods

PC Media Techs LLC
- LeNardo Oliver

Q Rock Movers LLC
- Rebecca Denson

Sachai Tea Benefit Corp
- L'Tryce Slade

Slade Land Use, Environmental, and Transportation Planning
- Justin Jones

Sweet Daddy's Sweet Potato Pies
- Bianca Jemison

What's The Scoop? Ice Cream Co.

OPEN STAGE AWARDEES

- Maria Dominique Villanueva

Fountain Heights Farm
- Charlie Glover

Hemings Group
- Lavoris Williams

L Williams & Associates

- Cori Fain-Forest

Moxi Childcare
- Jesús Mendez

Salud Taqueria
- Yanisa Odom

Tay's Tea
- Meredith Calhoun

Tessa CRE
- NeDonna Cooper

Tutor Nation
- Zebbie Carney

Woodlawn Cookhouse

GROW STAGE AWARDEES

- Princess Jennings

Community Tracking Services
- Bernard Buggs

Cornerstone Funeral Services & Cremations
- Daniel Drinkard

Seasick Records
- Tiffany Storey

Storeyhouse Counseling & Consulting
- Will Mason

Woodlawn Theatre
- Yolaine Joseph

Yolaine's Enhancing Skincare

Birmingham Open for Business Awardee Highlight

Tay's Tea
Owners: Yanisa and James Odom
1701 1st Avenue South | Opened March 2025

What you'll find: Milk and fruit teas, butterfly pea lemonade, and smoothies—all customizable with an array of boba, foams, and other toppings.

In 2025, the Odoms brought new energy to the Parkside district with the opening of Tay's Tea, a Thai-inspired boba café born from a beloved pop-up concept. What began at local markets and breweries has grown into a permanent fixture, offering a refreshing stop for parkgoers and downtown explorers. The Odoms' journey to brick-and-mortar success was made possible in part by a \$34,615 grant awarded in 2024 through Birmingham Open for Business.



REV has helped Tay Thai Food LLC since the very beginning of our formation: we started out taking free classes on building our business from the ground up and have been using the much-needed advice and resources to slowly build our business up from nothing, thanks to REV. From business planning to marketing to approaching moving our business into a home in the community—REV has supported us and helped us grow in Birmingham! Thank you so much for everything!

YANISA ODOM

In addition to these grant programs, we provide hands-on support to entrepreneurs around the city by way of workshops, connection to resources, and real estate assistance. Here's a snapshot of our cumulative small business growth work in 2024:

67%

Female clients

83%

Minority clients

11

Brick-and-mortar openings
by REV clients

477

Total instances of small
business assistance

279

Business growth clients served,
including small business owners
and developers

DOWNTOWN BIRMINGHAM

@downtownbhm
downtownbhm.com



37
Storefront
Openings

34M
Visitor
Visits



What is a BID?

Enabled by state law and granted by city ordinance following property-owner petition, a Business Improvement District, or **BID**, is a district where property owners formally pool their resources to provide supplemental services (like CAP) that make the district safer, cleaner, and more competitive.

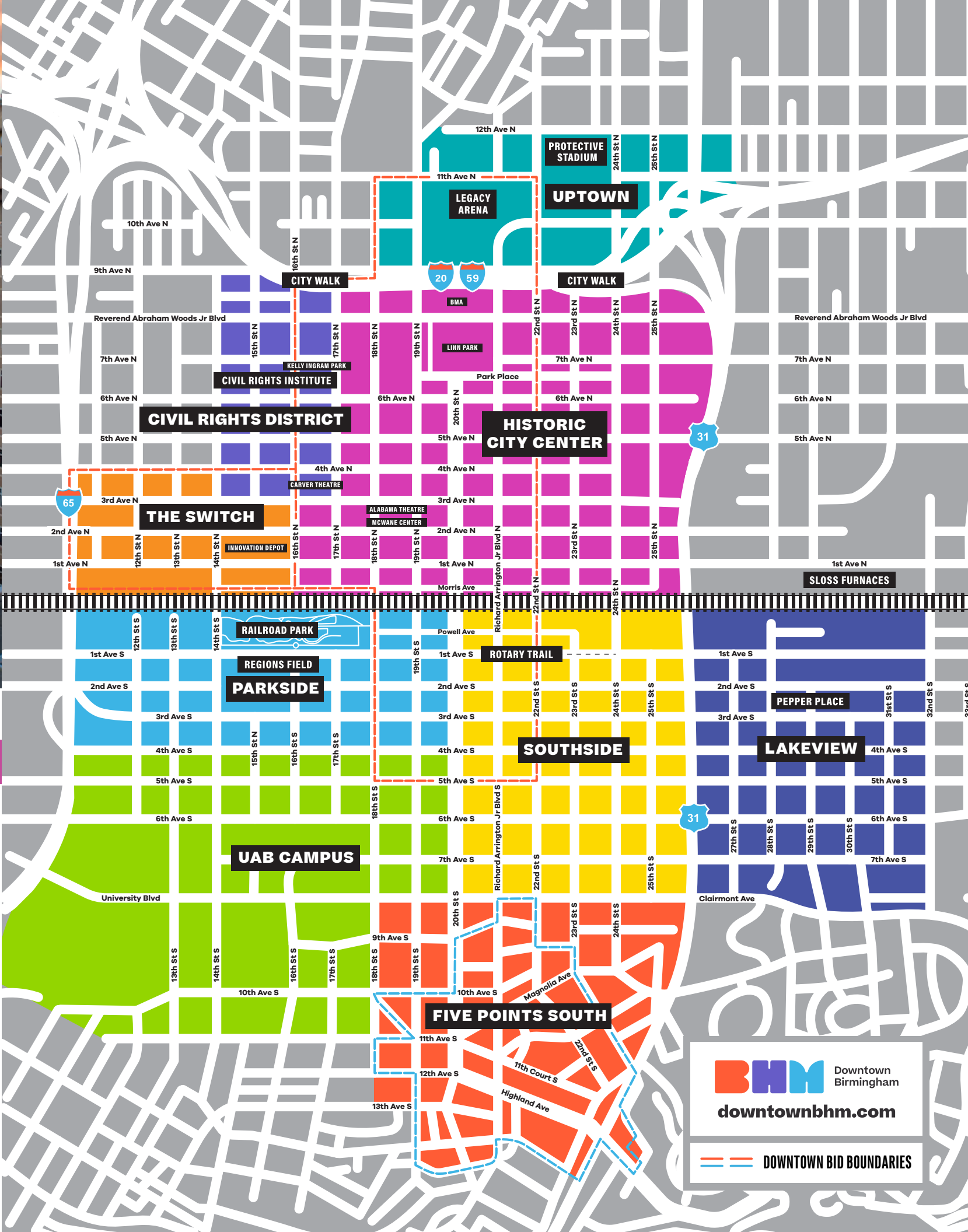
Determined with input from property owners, services can include sidewalk sweeping, trash removal, security, graffiti removal, special events, marketing programs, and more. The services are paid for by those property owners via a special assessment.

Think of it as a homeowners’ association for a business district. Those extra services can make districts more competitive by creating a cleaner, more attractive district and giving it a distinctive identity. **The Downtown BHM BID Board contracts with REV Birmingham to manage the BID.**

BID Expansion and Service Launch

In 2024, REV worked with community leaders to expand Business Improvement District (**BID**) services into two new areas: Five Points South and The Switch. This expansion, approved by Birmingham City Council in December 2023, marked a milestone in our efforts to make downtown Birmingham more attractive and competitive through supplemental services like promotion, district management, and Clean & Safe ambassadors. **The City Center, Five Points South, and The Switch sub-districts are now collectively known as the Downtown BHM BID.**

The Downtown BHM BID launched CAP Clean & Safe services in its new sub-districts on July 1, 2024. New CAP Operations Manager Mitch Love also joined us in 2024, bringing more than 20 years of experience in security management to our team. His and the ambassadors’ efforts highlight the BID’s ongoing commitment to increasing vibrancy and safety in these newly included areas.





CAP is Downtown for You

CAP is Downtown BHM's Clean & Safe program, funded by property owners within the BID.

CAP Ambassadors patrol the district by foot, bike, and truck 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 BHM Business Improvement District (BID).
downtownbhm.com/cap

"Every morning the CAP team brings a bright, professional energy to the district while they improve the environment for our customers."

Patrick Packer, President and CEO
Datus Henry Industries (located in The Switch)

42,873
Total hours
logged by CAP

904
Unhoused Assistance
Interactions

15,704
Business Assistance
Interactions

2,686
Graffiti Removals

4,751
Panhandling Removals

2,325
Campsite Removals

273 hours
Power Washing

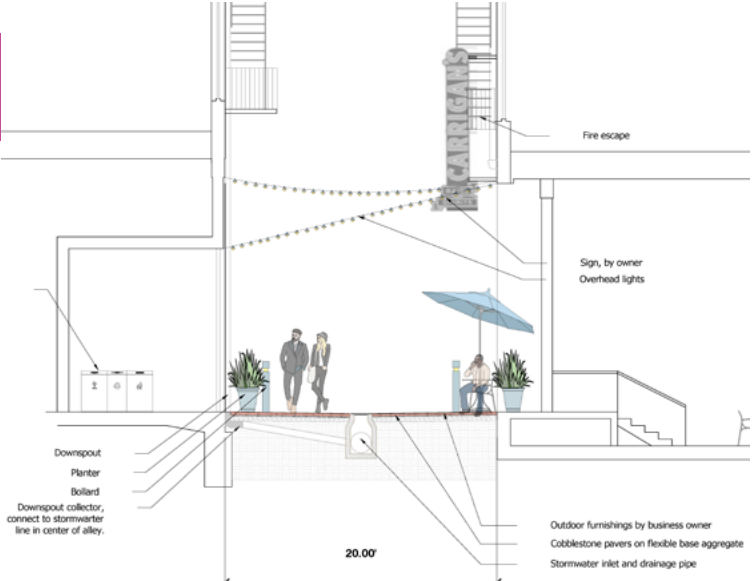


Posters with a Pop!

Last year, our team recognized the need to boost brand awareness for Downtown BHM. What better way to catch people's attention than with a dazzling poster display in the heart of City Center? With permission from the building owner and Design Review Committee approval, we brought a pop of color (and promotion) to two prominent, vacant storefronts on a busy stretch of Second Avenue North. Drawing inspiration from the poster collages found in urban hubs like Brooklyn, wheatpasting was our method of choice. We continue to monitor the display, regularly replacing the posters as they faded to ensure Downtown BHM stays beautiful—and top-of-mind!

Alley-Oop: Revitalizing Downtown's Nooks and Crannies

The REV team continuously looks at opportunities to inject more vibrancy into downtown. In 2024, we partnered with local landscape architecture firm Studio A to cast a new vision for City Center's underutilized alleyways. Inspired by similar projects in peer cities, we identified an alley between 19th and 20th Street North and asked Studio A to provide renderings focused on three key elements that can be replicated elsewhere: streetscape repairs, lighting, and pedestrian activation. We are very excited to begin the community engagement phase in 2025 to create a unique identity for our pilot alleyway!



20th Street Maintenance and Programming

As part of an agreement with the City of Birmingham, REV continued supporting programming and landscape maintenance on 20th Street North in 2024. This included Live on 20th, a series showcasing buskers and high-quality street performances designed to enhance the pedestrian experience.

During the summer and fall seasons, REV's team experimented with adding a retail element to Live on 20th, inviting local dessert vendors to pop up alongside the musicians, a cherry on top of the ambiance. In 2024, Live on 20th truly shined, earning an "Excellence in Placemaking" award from Main Street Alabama and a mention in the *Wall Street Journal*.

#ILoveFivePoints

With the BID's presence established in Five Points South, our team is actively engaged in supporting the district—especially in times of crisis. Following the tragic shooting outside Hush Lounge on September 21, 2024, we worked diligently to support the recovery of Five Points South. Our hearts remain with the victims and their families. The REV team is committed to supporting the long-term healing of the district.

Our Response:

City Coordination: Following the tragedy, we connected with the mayor's communications team to ensure a unified message of resilience and optimism. Together, we launched the #ILoveFivePoints social media campaign, a series of posts from Downtown BHM and the City of Birmingham encouraging community members to support and visit the district.

Media Outreach: Our team strategically pitched a positive message to the media. Our goal was to shift the narrative toward one of community fortitude and drive customers to support businesses in the district. All four local TV news outlets—WBRC/FOX 6, WVTM 13, CBS 42, and ABC 33/40—picked up this story.

Community Listening: Members of our team conducted regular visits to district storefronts, hearing from business owners directly about their needs and ideas, and offering support. We also provided businesses with a toolkit of resources, including messaging, graphics, and flyers they could use to participate in the [#ILoveFivePoints](#) campaign.



Business owners and Five Points South community leaders with Mayor Woodfin

Festive in Five Points

2024 saw extra holiday cheer with **Festive in Five Points**, a series that features buskers and high-quality street performances designed to enhance the pedestrian experience. From talented soloists to family bands, Five Points' iconic star-shaped intersection was alive with the sound of music throughout the month of December.



Good Sport Bhm owner Jordan Mahy interviews BID Board member Stephen DeVries of Eleven Productions.



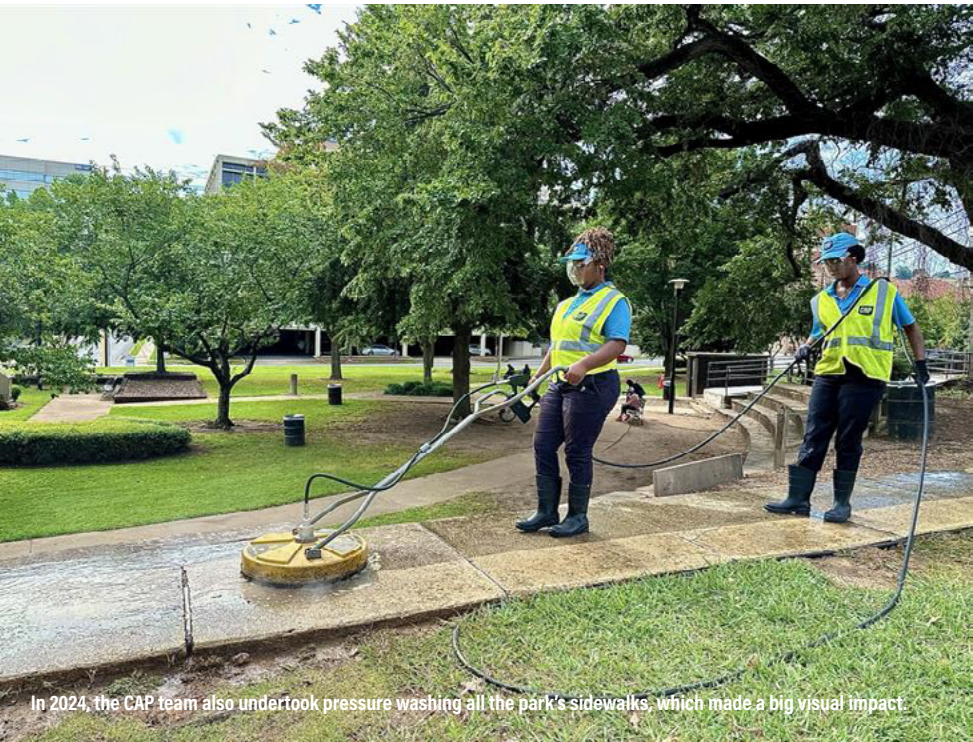
Recruiting Developers to The Switch



In addition to managing the newly launched Clean & Safe program, REV pursued supplemental funding for new projects in The Switch. In fall 2024, we teamed up with Birmingham-based film and photo studio, Good Sport, to create dynamic promotional materials aimed at attracting more investment and development to the district. Watch The Switch landing page and Downtown BHM's social media channels for the video's official drop!

Downtown BHM Website Updates

Last year, new pages were added to downtownbhm.com highlighting the initiatives led by the BID, REV, and our partners in vibrancy. These pages offer web visitors insights into the exciting projects and developments taking place downtown, helping users stay informed and get excited about the progress underway. A revamped districts page now features an interactive map, a helpful tool for navigating and enjoying the heart of Birmingham. In 2024, we also introduced dedicated landing pages for Five Points South and The Switch—each offering a deeper dive into the district's history, identity, and happenings.



In 2024, the CAP team also undertook pressure washing all the park's sidewalks, which made a big visual impact.

Lighting the Way at Brother Bryan Park

Shortly after BID services launched in the newly added sub-districts (and before Five Points South District Manager Connor Sanburn was hired), City Center District Manager Michael Symes wasted no time tackling essential to-dos—like getting the lights turned back on in Brother Bryan Park. As stewards of the BID, REV's district managers aren't afraid to be proactive, persistently advocating through the right channels to get things done. We're excited to continue checking off tasks like this one as we work to enhance the area and create welcoming spaces for all!

@woodlawnbhm



289k
Visitor
Visits



The Road Diet:
Creating a Safer, More
Connected Woodlawn

Woodlawn's First Avenue South saw transformation in 2024 through a street-calming pilot project. This “road diet” reduced the busy roadway from four lanes to two and introduced new features like pedestrian crosswalks, on-street parking, stop signs, updated signage, and a dedicated two-way bike lane. Two traffic signals were also converted into all-way stops—an intentional move to boost safety and accessibility for all.

Led by the **Birmingham Department of Transportation** in partnership with the **Woodlawn Neighborhood Association**, the **Alabama Urbanists Coalition**, the **Albert Schweitzer Fellowship of Alabama**, and **REV**, this project was a notable step toward a more welcoming commercial area that supports the growth of small businesses and ensures resident safety!

Woodlawn Marketplace

Anchor Vendors

THE FRIENDLY FOX
HERBAN SOUL CAFÉ

Woodlawn Marketplace is a cafe and community gathering space created by REV that has the dual purpose of transforming a vacant space in the historic Woodlawn commercial district and providing small businesses with a place to grow.

Retail Vendors

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

12
Vendors

\$83k
Gross Sales

6,240
Transactions



Top-selling Item
TURKEY MELT - \$7,171 earned



Most Ordered Beverage
LATTE - 1,400 sold



Most Ordered Food Item
BISCUITS - 1,079 sold



Community Events: Reimagining the Woodlawn Experience

In 2024, REV’s team set its sights on transforming district events, beginning with a bold reimagining of the staple Woodlawn Street Market in partnership with the Woodlawn Business Association. Rather than focusing on frequency, we shifted toward quality and impact—reducing the number of events while introducing dynamic, immersive experiences that encouraged visitors to explore more of Woodlawn than ever before. This was made possible in part due to the addition of new Woodlawn District Manager Hannah Tucker-Flarity to REV’s team.



42% increase in visits on event days compared to those without

April 20: Waves of Woodlawn

A high-energy celebration that lit up the district with live music at three unique venues—Woodlawn Theatre, Voltron Printing, and Jazz on 55th—while vendors lined both 55th Place and, for the first time, the vibrant, mural-filled stretch of The Way.

August 10: Woodlawn Street Market @ Night

This signature evening market delivered all the usual charm—local shopping, great eats, and community gathering—with an added spark: the King of the Streets Dance Battle, where local dancers competed for the winning title.

October 19: Classic Woodlawn Street Market

A signature mix of vendors, food trucks, and entertainment in the heart of the district—perfect for a crisp autumn day.

December 8: Woodlawn Wonderland

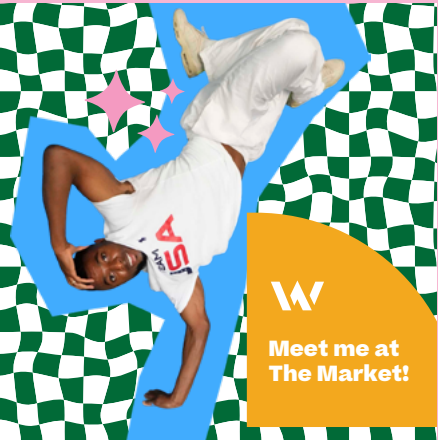
This event transformed the market into a festive holiday haven. With gifts aplenty to purchase, a DIY hot chocolate lab, photos with Santa, and a heartwarming community tree lighting, it was the perfect wrap to a reimagined year of community connection.



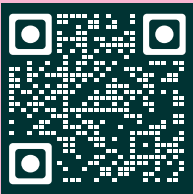
Woodlawn BHM Brand Remix

In 2024, members of the REV team noticed a disconnect between the Woodlawn commercial district’s digital presence and the vibrant, welcoming experience it offered in person. The area’s online representation lacked the warmth, humor, and bold energy that define the historic neighborhood.

To solve this, we “remixed” the Woodlawn BHM brand to better reflect the community’s authentic personality, developing fresh content and designs to put a unique spotlight on Woodlawn stories through social media. Early versions of the branding work were shared during a community meeting in October, where feedback was gathered to ensure the visuals, colors, and overall feel resonated with the people of Woodlawn. Follow Woodlawn BHM on Facebook and Instagram, or subscribe to The Woodlawn Word—the commercial district’s dedicated newsletter—to see the brand remix in action!



Sign up for The Woodlawn Word newsletter!



INDUSTRY ACTION & TEAM DEVELOPMENT

Main Street America

More than 2,000 leaders in commercial district revitalization from across the country experienced Birmingham during the [2024 Main Street Now Conference](#). REV, a Main Street organization, helped Main Street Alabama prepare for the crowds with wayfinding placement, special coordination of CAP ambassadors, and even programming of pop-up performances from buskers along primary walking routes. CEO David Fleming, CFO Elizabeth Barbaree-Tasker, and VP of People & Places Julie Clark McKinney also organized several tours and sessions for the Main Street conference.



International Downtown Association

Our team joined over 1,400 leaders shaping cities around the globe in Seattle for the **International Downtown Association's 2024 conference**—which encouraged downtown leaders to share best practices, discover new ideas, build successful partnerships, and explore emerging solutions for downtowns. REV CEO David Fleming was recognized at the conference for earning his Leadership in Place Management (LPM) certification from IDA. David also participated in an IDA Top Issues Council on how economic development organizations are navigating the post-pandemic environment from office conversions to the evolution of downtown retail.

Keep Up with Our Work!

The Magic City is bursting with energy, and there's no shortage of exciting happenings and need-to-know updates that you don't want to miss. We're dedicated to bringing vibrancy to this wonderful place, so keep up with our work year-round by following REV Birmingham on social media and subscribing to our newsletter—we've got so much to share!

@revbirmingham
revbirmingham.com



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Anil Chadha Regions Financial Corporation				
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T. Michael "Mike" Brown Bradley Arant Boult Cummings	Ashley Foster Regions Financial Corporation	Libby Lassiter Tessa Commercial Real Estate		



(* denotes a member who joined our team in 2024)



JASON AVERY
Woodlawn Community Facilitator



ELIZABETH BARBAREE-TASKER
CFO



MERRICK BONNER
VP of Impact & Investment



JONATHAN CRAIN
Activation Manager



JACKSON DEAN
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ROBERT EMERICK
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DAVID FLEMING
President & CEO



THEO EDWARDS-BUTLER*
Content & Engagement Manager



HANNAH TUCKER-FLARITY*
Woodlawn District Manager



BEKAH FOX
Woodlawn Community Facilitator



JAMIE HAAS
Communications Manager



OLIVIA HART*
Finance & Admin Manager



JULIE MCKINNEY
VP of People & Places



SYDNEY NEWSOM*
Graphic Designer



ANSEL PAYNE*
Investor Relations Manager



CONNOR SANBURN*
Five Points South District Manager



WHITNEY SMITH
BID Finance Manager



MICHAEL SYMES
City Center District Manager



MARY WALTON*
Client Relationship Manager



Many Thanks to Our 2024 Investors

\$100,000 and above

City of Birmingham
Prosper

\$50,000—\$99,999

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

\$25,000—\$49,999

Hugh Kaul Foundation
Robert R. Meyer Foundation

\$10,000—\$24,999

Avadian Foundation
The Caring Foundation of Blue Cross
and Blue Shield of Alabama
Brasfield & Gorrie
First Horizon Foundation
Hill Crest Foundation
Landing
Main Street Alabama
Medical Properties Trust
Protective Life Foundation
Shree Shiva Hospitality, LLC
University of Alabama at Birmingham
Verizon
Vulcan Materials Company Foundation

\$5,000—\$9,999

Alexander Group
America's First Federal Credit Union
Arlington Properties
Bradley Arant Boult & Cummings, LLP
Cooper Construction
Dentons Sirote
Hoar Construction
Jemison Investment Company
Ladd Real Estate Management Co
Maynard Nexsen
ProAssurance
Shipt
Spire Foundation
Stewart Perry
Valley National Bank

\$2,500 - \$4,999

Dobbins Group
Graham & Company
Growth Capital Partners
Renasant Bank
Rives Construction Company
ServisFirst Bank
SouthState Bank
Synovus

\$1,000 - \$2,499

Alice Meriwether Bowsher Fund
Stacey Berthon
Bressler, Amery & Ross

Anil Chadha

Colliers International, Alabama
David Baker Architects
EGS Commercial Real Estate /
Cushman & Wakefield
Harbert Realty Services
Susan Matlock and Michael Calvert
Professional Building Services, LLC
Pylon Building Group
Royal Cup Coffee & Tea
SSOE Group
Ethan Summers
Lawrence Whatley
Grayson Wiles and Margaret Pritchard
Williams Blackstock Architects

\$500 - \$999

Keith Barfield
T. Michael "Mike" Brown
Daniel Corporation
Eugene's Hot Chicken
Roman Gary
Grace Harrelson
Higginbotham Community Fund at
North Texas Community Foundation
Kimberly Jackson
LunarLab
Philip McDonald
Staci and Raphael Pierce
Zac Riddle
Anne Wheeler and Richard Berliner

\$1 - \$499

Carlos Alemán
Stephen Allen
Melodi Anderson
Reynolds Anderson
Theresa Ball
Meredith Calhoun
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Chappell Covington
David Dada
Kyle D'Agostino
Ashley Foster
Shia Hendricks
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The Kiwanis Club of Birmingham
Emily Wykle

In-kind

Carrigan's Public House
Colliers International, Alabama
Lyric Theatre
The William

2024 FINANCIALS

revbirmingham.org

* Numbers presented are Unaudited, Accrual Basis for Calendar Year 2024.

Negative net income in the amount of -\$678,587 covered by program-specific funds received & earmarked in 2023-2024 for disbursement in 2024-2025.

\$2,733,336
INCOME

40.1% Corporate

.7% Individuals

1.4% Interest Income

4.1% City Contracts

12.8% Program Income

17.1% Grants

23.8% Project Specific Contracts

\$3,411,922
EXPENSES

26.2% Program Pass Through

11.2% Program Operations

71% Program Supplies

6.1% Program Admin

5.4% Admin/Overhead

5.2% Fundraising

38.9% Program Staff

89.4%
Total
Program
Expenses