



## *Preparing for the* **FUTURE**

The Birmingham Shopping District (BSD), established in 1992, assures Downtown Birmingham is vibrant day and night with a variety and balance of friendly and world-class businesses. To continue to grow our regional draw and local frequency, the BSD also invests in a well-maintained environment, signature events and activities. The organization is made up of over 30

volunteer board of directors and committee members focused on the economic development, marketing, special events, business recruitment and retention, capital improvements, and maintenance to achieve this vision by engaging and leading a convergence of thriving businesses, property owners and residents.

There have been a number of new business leaders join in on the effort this year, as well as the development of a stakeholder-informed three-year strategic plan to help focus our efforts. Four key strategies include: increasing local consumer frequency, expanding regional attraction, and increasing the BSD value while sustaining services for continued mass appeal. We are excited to announce that as part of this strategy, three new promotions and events have been added, including the BRRmingham Blast, Birmingham Burger restaurant promotion, and Holiday Late Night Thursdays. During the year, a consumer demand report and market analysis were conducted that resulted in a recruitment strategy (highlights shared on the next page) that stakeholders can leverage in their business development efforts. The BSD also concentrated on organizational refinements to increase efficiencies and effectiveness, and planned for consumer-friendly capital improvement projects, such as pedestrian alley improvements, with the first set to be rolled out this fall. All of these projects will guide Downtown Birmingham's future economic growth.

## Quick Stats

### BUSINESS DEVELOPMENT



### SHOPPING, DINING & EVENTS



### MARKETING & ADVERTISING



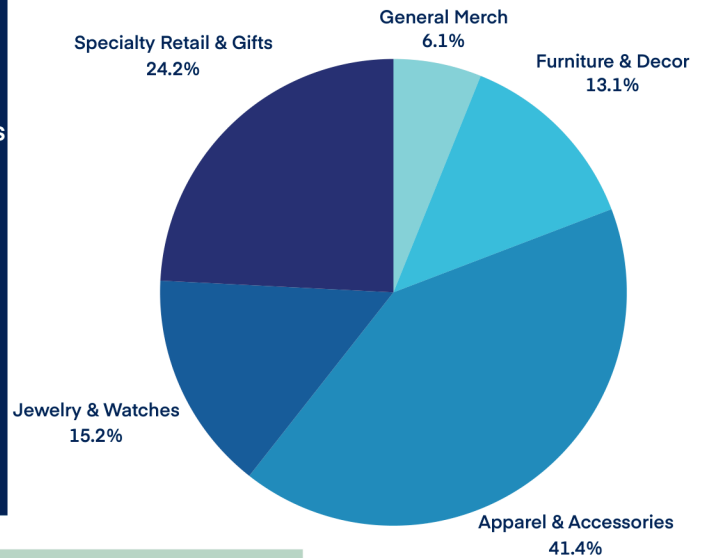
### DISTRICT MAINTENANCE



# Welcome New Businesses

- The Art of Foot & Ankle
- Birmingham Luxury Watches
- CB2
- Chrysalis Couture
- City Side Ventures
- Community Unity Bank
- F & M Bank
- Face Foundrie
- Glam Jail
- Greene & Company
- The Good Day
- Icon Anti-Aging & Aesthetics
- Massage Rain
- Radiant Made for US
- RenU Acupuncture
- Roche Salon
- Rowan
- Salon Toro
- Steps MI
- The Taco Stand Taquerie
- Vibe Salon

## 2023 Retail Mix



## Recruitment Strategy

The BSD developed a recruitment strategy this year based upon the existing retail mix and market analysis. It includes:

- **LOCAL DRAW** - Recruit businesses that will appeal to office workers and residents to drive daily foot traffic;
- **CHARACTER** - Identify and recruit unique entrepreneurs and regional small businesses to fill gaps in product segments not currently available to maintain the local character;
- **REGIONAL ATTRACTION** - Influence national retailer attraction, especially in apparel categories, toward higher-end, sophisticated, and experiential retailers.

For the detailed report on the recruitment strategy and developments in progress, visit [www.ALLINBirmingham.com/businesses/information](http://www.ALLINBirmingham.com/businesses/information)

## 15 Development Projects In Progress



### Stats

989,901 sq.ft.  
349,806 sq.ft. Commercial  
1,049,333 sq.ft. Residential  
563 Residential Units

## 2024 EVENT CALENDAR

- January 27 – BRRmingham Blast
- April 13 – Spring Stroll
- May 5 – 22nd Annual Opening Day - Farmers Market
- May 5- October 27 - Every Sunday - Farmers Market
- June 7 – Movie Night
- July 19 – Movie Night
- July 27 – Day on the Town
- August 9 – Movie Night
- August 17 – Birmingham Cruise Event
- September 6 – Movie Night
- September 19 – Art Walk
- October 14-27 – Birmingham Burger Restaurant Week
- October 27 – End of Season Celebration – Farmers Market
- November 30 – Small Business Saturday
- November 30 – Santa Walk – Santa House opens & Carriage Rides
- December 5, 12 & 19 – Late Night Thursdays
- December 6 – Holiday Tree Lighting
- December 6 – 8 – Winter Markt
- December Weekends – Santa House & Carriage Rides