



# Principal Shopping District Fund

Annual Budget

## Fund Description

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The Birmingham Shopping District (BSD) was established in September of 1992, functioning under a twelve-member board, which first met in January 1993. The Board appoints an executive director who is responsible for the day-to-day operation of the BSD office. The appointed director takes his/her daily directives from the City Manager. The goals of the BSD Board are to:

1. Promote and market downtown Birmingham and the two special-assessment districts;
2. Increase consumer awareness of Birmingham's shopping, dining and entertainment venues and service-related businesses;
3. Facilitate business development and create a partnership among the BSD, property owners, commercial real estate brokers and management companies;
4. Support the City's efforts to maintain a clean, attractive working and living environment;
5. Act as a liaison between the City and new businesses;
6. Establish open lines of communication between businesses and the BSD Board for the development of beneficial programs and services.

The Birmingham Shopping District has four major focus areas consisting of business development, events, marketing the BSD and its activities, and maintenance/capital improvements. The economic strategy the BSD is focused on this coming year is to increase frequency of patrons, build greater awareness of the BSD value, deeper market penetration of regional attraction, and sustain services and programs while continually evolving.

### Business Development:

The BSD researches, analyzes, markets and assists property owners with bringing key retailers to the downtown using the following strategy:

- Maintain an updated tenant mix analysis in order to address market saturation of specific economic sectors and identify opportunities to improve the diversity of the business mix. This will inform and set criteria of the retail recruitment incentive program and other recruitment efforts of the BSD.
- Support and retain existing businesses by connecting current merchants, restaurants, and businesses to business resources, identifying changing needs of the district and recognizing business contributions of time, talent and growth with a business anniversary program.
- Identify and recruit businesses that will help increase frequency of visits by consumers and build upon the regional attraction.
- Implement a City, Property Owner, and Broker program to connect brokers representing specific properties to potential businesses interested in locating to Birmingham.
- Update the trade area analysis and market recommendations.

### Events & Promotions:

The BSD plans, organizes and promotes events, marketing and advertising for the downtown district to build upon the inviting sense of place, build awareness of the businesses within the district and increase foot traffic and sales.

In 2024, the BSD will be hosting the following events:

- BRRmingham Blast – January
- Spring Stroll - April
- Farmers Market – May – October
- Movie Nights – June – September
- Day on the Town – July
- Birmingham Cruise Event – August
- Art Walk – September
- BirminghamBurger – October
- Small Business Saturday, Santa Walk, Santa House and carriage rides – November – December
- Winter Markt & Holiday Tree Lighting - December

To grow the Birmingham Shopping District's market penetration and recognition as a premiere destination for shopping, dining, and entertainment, the BSD produces seasonal videos and shopping guides that are distributed Seen Media, local and regional media, digital advertising and social media. The BSD also continues to garner organic reach through its public relations efforts and social influencers.

### **Maintenance and Capital Improvements:**

The BSD continues to oversee the maintenance of 240 hanging baskets and flower planters throughout the City. Additionally, the BSD provides snow removal for ten (10) miles of sidewalks downtown. The BSD also partners with the Department of Public Services (DPS) to decorate the City and Shain Park with holiday lighting, and is evaluating the overall plan to assure sustainability for years to come. Lastly, the BSD works with DPS to power wash City sidewalks several times throughout the year and keeps it clear of litter and debris.

### **Upcoming Fiscal Year:**

In spring 2023, the Birmingham Shopping District (BSD) Board of Directors approved a new Strategic Plan to chart the path for downtown Birmingham for the next three-to-five years. Several strategic goals were identified as a result of the planning process:

#### **Increase Frequency of Visits**

- Grow brand loyalty of the district and businesses
- Meet market/product consumer demands to capture sales leakage
- Make it easy and engaging for consumers – from getting here to patronizing businesses

#### **Grow BSD Perceived and Real Value**

- Celebrate successes downtown locally, regionally, and nationally
- Showcase organizational and district stats and return on investment
- Support business growth with resources, tools and trainings
- Engage more businesses and community members in process
- Educate and engage new businesses and property owners

#### **Expand Regional Attraction & Extend Stays**

- Stand out in the crowd amongst other downtowns with signature events, promotions and retail mix
- Leverage and market the downtown's broad appeal, shopping, dining and assets to regional areas
- Diversify and Balance Business and Product Mix
- Market Improve Ease of Access and Connectivity

#### **Sustain Services & Appeal**

- Retention of key assets and attractions
- Maintain and enhance visual appeal to draw people through the district and keep them here
- Organizational and financial refinement and balance to continue to provide existing resources while expanding and diversifying as market changes

## Fund Summary Budget

	ACTUAL	BUDGET	PROJECTED	APPROVED	PLANNED FY 2026	PLANNED FY 2027
	FY2023	FY2024	FY2024	FY2025	FY2026	FY2027
<b>REVENUES</b>						
SPECIAL ASSESSMENTS	\$1,169,027	\$1,201,500	\$1,161,410	\$1,202,710	\$1,203,960	\$1,221,200
CHARGES FOR SERVICES	\$10,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
INTEREST & RENT	\$14,825	\$5,420	\$36,000	\$36,000	\$36,000	\$36,000
OTHER REVENUE	\$232,321	\$220,000	\$220,000	\$230,000	\$240,000	\$250,000
<b>REVENUES TOTAL</b>	<b>\$1,426,173</b>	<b>\$1,451,920</b>	<b>\$1,442,410</b>	<b>\$1,493,710</b>	<b>\$1,504,960</b>	<b>\$1,532,200</b>
<b>EXPENDITURES</b>						
PERSONNEL SERVICES	\$420,227	\$592,480	\$596,530	\$550,740	\$555,060	\$559,580
SUPPLIES	\$1,973	\$5,000	\$4,500	\$4,500	\$4,500	\$4,500
OTHER CHARGES	\$658,442	\$965,444	\$866,520	\$981,970	\$920,520	\$929,680
<b>EXPENDITURES TOTAL</b>	<b>\$1,080,642</b>	<b>\$1,562,924</b>	<b>\$1,467,550</b>	<b>\$1,537,210</b>	<b>\$1,480,080</b>	<b>\$1,493,760</b>
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	<b>\$345,531</b>	<b>(\$111,004)</b>	<b>(\$25,140)</b>	<b>(\$43,500)</b>	<b>\$24,880</b>	<b>\$38,440</b>
<b>BEGINNING FUND BALANCE</b>	<b>\$1,007,061</b>	<b>\$1,352,592</b>	<b>\$1,352,592</b>	<b>\$1,327,452</b>	<b>\$1,283,952</b>	<b>\$1,308,832</b>
<b>ENDING FUND BALANCE</b>	<b>\$1,352,592</b>	<b>\$1,241,587</b>	<b>\$1,327,452</b>	<b>\$1,283,952</b>	<b>\$1,308,832</b>	<b>\$1,347,272</b>

# Fund Expenditure Budget

	ACTUAL	BUDGET	PROJECTED	APPROVED	PLANNED	
	FY2023	FY2024	FY2024	FY2025	FY2026	FY2027
<b>PERSONNEL SERVICES</b>						
SALARIES & WAGES	\$319,590	\$421,860	\$423,830	\$387,190	\$387,300	\$387,400
FRINGE BENEFITS	\$100,637	\$170,620	\$172,700	\$163,550	\$167,760	\$172,180
<b>PERSONNEL SERVICES TOTAL</b>	<b>\$420,227</b>	<b>\$592,480</b>	<b>\$596,530</b>	<b>\$550,740</b>	<b>\$555,060</b>	<b>\$559,580</b>
<b>SUPPLIES</b>						
727.0000 - POSTAGE	-	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000
729.0000 - OPERATING SUPPLIES	\$1,973	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
<b>SUPPLIES TOTAL</b>	<b>\$1,973</b>	<b>\$5,000</b>	<b>\$4,500</b>	<b>\$4,500</b>	<b>\$4,500</b>	<b>\$4,500</b>
<b>OTHER CHARGES</b>						
801.0200 - LEGAL SERVICES	\$4,285	\$3,120	\$3,120	\$3,000	\$3,000	\$3,000
802.0100 - AUDIT	\$710	\$740	\$800	\$740	\$760	\$780
811.0000 - OTHER CONTRACTUAL SERVICE	\$7,485	\$18,780	\$18,780	\$54,730	\$4,730	\$4,730
828.0300 - PARKING VALET SERVICES	-	-	\$0	\$0	\$0	\$0
829.0100 - SNOW REMOVAL CONTRACT	\$64,200	\$72,100	\$72,100	\$80,000	\$82,400	\$84,900
829.0200 - WEB SITE MAINTENANCE	\$17,338	\$19,000	\$12,000	\$21,500	\$6,500	\$6,500
851.0000 - TELEPHONE	\$1,484	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750
881.0000 - MARKETING & ADVERTISING	\$139,970	\$189,995	\$184,010	\$72,160	\$72,160	\$72,160
882.0000 - PUBLIC RELATIONS	\$7,094	\$8,000	\$0	\$22,100	\$17,100	\$17,100
883.0000 - TENANT RECRUITMENT	\$15,903	\$106,620	\$106,620	\$100,000	\$100,000	\$100,000
888.0000 - SPECIAL EVENTS	\$189,408	\$260,180	\$253,500	\$373,250	\$373,250	\$373,250
901.0000 - PRINTING & PUBLISHING	\$440	\$55,000	\$0	\$60,500	\$60,500	\$60,500
904.0000 - PRINTING PSD MAGAZINE	\$41,515	-	\$0	\$0	\$0	\$0
933.0200 - EQUIPMENT MAINTENANCE	\$1,111	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
935.0200 - MAINTENANCE SHOPPING DIST	\$80,012	\$117,379	\$117,380	\$82,050	\$82,600	\$83,180
941.0000 - EQUIPMENT RENTAL OR LEASE	\$34,268	\$44,630	\$35,310	\$36,190	\$37,100	\$38,030
942.0000 - COMPUTER EQUIPMENT RENTAL	\$31,520	\$36,980	\$36,980	\$44,630	\$49,090	\$54,000
944.0000 - BUILDING OR FACILITY RENT	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
957.0100 - TRAINING	\$622	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
957.0300 - MEMBERSHIPS AND DUES	\$2,247	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
957.0400 - CONFERENCES & WORKSHOPS	\$2,100	\$6,000	\$0	\$5,000	\$5,000	\$5,000
960.0400 - LIABILITY INSURANCE	\$4,730	\$4,970	\$4,970	\$5,170	\$5,380	\$5,600
962.0000 - MISCELLANEOUS	-	\$1,000	-	-	-	-
<b>OTHER CHARGES TOTAL</b>	<b>\$658,442</b>	<b>\$965,444</b>	<b>\$866,520</b>	<b>\$981,970</b>	<b>\$920,520</b>	<b>\$929,680</b>
<b>CAPITAL OUTLAY</b>						
-	-	-	-	-	-	-
<b>CAPITAL OUTLAY TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL EXPENDITURES</b>	<b>\$1,080,642</b>	<b>\$1,562,924</b>	<b>\$1,467,550</b>	<b>\$1,537,210</b>	<b>\$1,480,080</b>	<b>\$1,493,760</b>

## Significant Notes to 2024-2025 Budget Amounts

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1. **702.0000 Salaries & Wages** - The decrease of \$34,670, or 8%, reflects a decrease in hours for the seasonal employees, as well as a change in the allocation for the downtown maintenance.
2. **811.0000 Other Contractual Service** - The increase of \$35,950, or 191%, is primarily due to aesthetic improvements in the Pierce and Maple alleys in conjunction with the City's reconstruction project.
3. **829.0100 Snow Removal Contract** - The increase of \$7,900, or 10%, depicts the increase in costs for snow removal.
4. **881.0000 Marketing & Advertising** - The decrease of \$117,835, or 62%, represents the return to a normal budgeting amount.
5. **882.0000 Public Relations** - The increase of \$14,100, or 176%, shows the Customer Relationship Management (CRM) software implementation and annual fees.
6. **888.0000 Special Events** - The increase of \$138,070, or 59%, reflects the addition of new events and event inflation costs.
7. **935.0200 Maintenance Shopping District** - The budget of \$82,050 depicts the costs of the holiday lighting, hanging baskets, sidewalk power-washing, dog waste bags and event garbage containers.
8. **941.0000 Equipment Rental or Lease** - The decrease of \$8,440, or 19%, represents a change in the allocation for the downtown maintenance.
9. **942.0000 Computer Equipment Rental** - The increase of \$7,650, or 21%, shows the overall increase of 15% for computer equipment rental charges and a change in cost allocation.

## Significant Notes to 2025-2026 Planned Amounts

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1. **811.0000 Other Contractual Services** - The decrease of \$50,000, or 91%, represents the return to a normal budgeting amount.
2. **829.0200 Web Site Maintenance** - The decrease of \$15,000, or 70%, reflects the costs of the new web platform purchased in the prior year.
3. **882.0000 Public Relations** - The decrease of \$5,000, or 23%, depicts the implementation fee for the CRM purchased in the prior year.
4. **942.0000 Computer Equipment Rental** - The increase of \$4,460, or 10%, shows the overall increase of 10% for computer equipment rental charges.

## Significant Notes to 2026-2027 Planned Amounts

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1. **942.0000 Computer Equipment Rental** - The increase of \$4,910, or 10%, shows the overall increase of 10% for computer equipment rental charges.