

MEMBERSHIP BENEFITS

By making an investment in Five Points South, your company can be afforded many benefits. These include:

A VOICE: The District Manager serves as a key contact to help local business owners and professional organizations market their goods and services within their business community. The District Manager is in the area each Wednesday to work on and carry out the yearly merchant work plan.

MONTHLY & QUARTERLY MEETINGS: General merchant meetings are held every other month with committee meetings each month.

WEBSITE: Website business listing directory and events can be added to the online calendar. Website has an average of 129 daily visits.

MARKETING: Participation in collaborative advertising including area directory and print ads. The District Manager is responsible for working with local business groups in promoting and bringing vibrancy to their business areas with events/promotions. Functions include helping with advertising, public relations and special events.

SOCIAL MEDIA: Over 3,400 Like.

www.fivepointsbham.com



BIRMINGHAM

REV BIRMINGHAM

The Five Points South Merchant Group works directly with REV Birmingham staff to organize events, initiatives and other merchant activities. REV Birmingham revitalizes places and energizes business to create vibrancy in the City of Birmingham. REV is an economic development organization that stimulates business growth and improves quality of life in Birmingham's City Center and its Neighborhood Commercial Centers. For more information, please visit: www.revbirmingham.org.

Contact Us

205.623.0582

REV Birmingham is an Accredited National Main Street Program and a Designated Community of Main Street Alabama. For more information, visit www.mainstreetalabama.org.



Creating Jobs. Keeping Character.

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BIRMINGHAM'S PREMIER CULINARY
& ENTERTAINMENT DISTRICT

5 Points So.



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5 POINTS COMMITTEES

ORGANIZATION – board of directors

RESTAURANT/BAR PROMOTION – organizes promotions and special events for area restaurants and bars

RETAIL PROMOTION – organizes promotions and special events for area retailers

TOURISM – develops and implements tourism branding campaigns to promote area

DESIGN – works to create an attractive and appealing environment for visitors and businesses

ECONOMIC RESTRUCTURING – develops tools and resources to assist with recruiting and identifying businesses for the area.

If you are interested in joining one of these committees, please contact us.

MISSION:

The Five Points South Merchant Group (FPSMG) is organized for the purpose of focusing on revitalization efforts, economic development and event programming that helps to create a vibrant Five Points South Neighborhood in Birmingham Alabama.

OBJECTIVES:

- ★ Retain an outside landscaping company to keep Five Points South a beautiful and clean destination
- ★ To support activities beneficial to the citizens and visitors of the Five Points/ Southside Neighborhood
- ★ To improve crime prevention efforts and public safety in the community
- ★ To foster leadership within the community
- ★ To market the goods and services of the Five Points and Southside business neighborhoods
- ★ To encourage & support businesses & professional organizations
- ★ To foster economic stability

PROJECT/GOALS

- Grow Membership to 50 members for 2015
- Showcase Five Points South as Birmingham's Culinary & Entertainment District through events and to highlight unique diversity.
- Continue landscaping program to keep Five Points maintained year round.
- Re-paint the pedestrian cross walk in the fountain area
- Create a way finding program to guide pedestrians visiting the area.
- Continue with area panhandling awareness program
- Continue working with local property owners to create infill with vacant spaces.
- Work with City to address parking meter issues in the area.
- Work with City to install a wrong way sign on 11th Ave South
- Establish an Economic Restructuring committee with area real estate companies
- Work with ALDOT to have an attraction sign for 5pts installed on Red Mountain Express Way
- Work with area businesses to encourage employees to use the area parking deck which has 250 spaces—which would create more available parking for visitors and customers to the area.

MARKETING/EVENTS

- ★ **YEAR LONG RADIO BRANDING CAMPAIGN WITH BIRMINGHAM MOUNTAIN RADIO**
- ★ **BRANDING** (co-op ads, decals, posters and etc.)
- ★ **WORK ON AREA TOURISM BROCHURE**
- ★ **CREATE AND IMPLEMENT AREA EMPLOYEE DISCOUNT PROGRAM**
- ★ **MARCH**
14 - 31st Annual St. Patrick's Day Parade
17 - St. Patrick's Day in Five Points South
- ★ **Spring 2015**
Retail Promotion
- ★ **Summer 2015**
Bacon, Burgers and Brews
- ★ **JULY**
3rd - Red, White and Brews
4th- 4th of July
- ★ **AUGUST**
6th Annual Birmingham Restaurant Week
- ★ **Fall 2015**
Progressive Dinner Tour
- ★ **OCTOBER**
31st - Five Points South Fright Night

MEMBERSHIP APPLICATION

NAME

BUSINESS NAME

ADDRESS

CITY/STATE/ZIP

TELEPHONE

EMAIL

WEBSITE

Dues:
5pts Business & Property Owner - \$250
Businesses outside of 5pts - \$300

Dues are allocated for the following;
BMR Radio Branding Campaign
Landscaping Program
General

Make checks payable to:
Five Points South Merchants Group
1116 20th Street South #402
Birmingham, Alabama 35205