

H

Downtown
Huntsville



YEAR IN REVIEW

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Thank you to our Impact Report Sponsor:



ABOUT OUR ORGANIZATION

Downtown Huntsville, Inc. (DHI) is a not-for-profit, membership organization committed to creating a vibrant, diverse and economically sustainable downtown. Our members represent all stakeholder groups, including downtown property owners, business owners, tourist attractions, business organizations, advocacy groups, neighborhood associations, and residents from throughout the city. DHI supports and advocates for our members through master planning, research studies, and commercial and residential development to ensure Downtown Huntsville continues to thrive. Other DHI initiatives include supporting our small businesses and bringing free and accessible signature events to the North Alabama community that result in more support for Huntsville businesses.

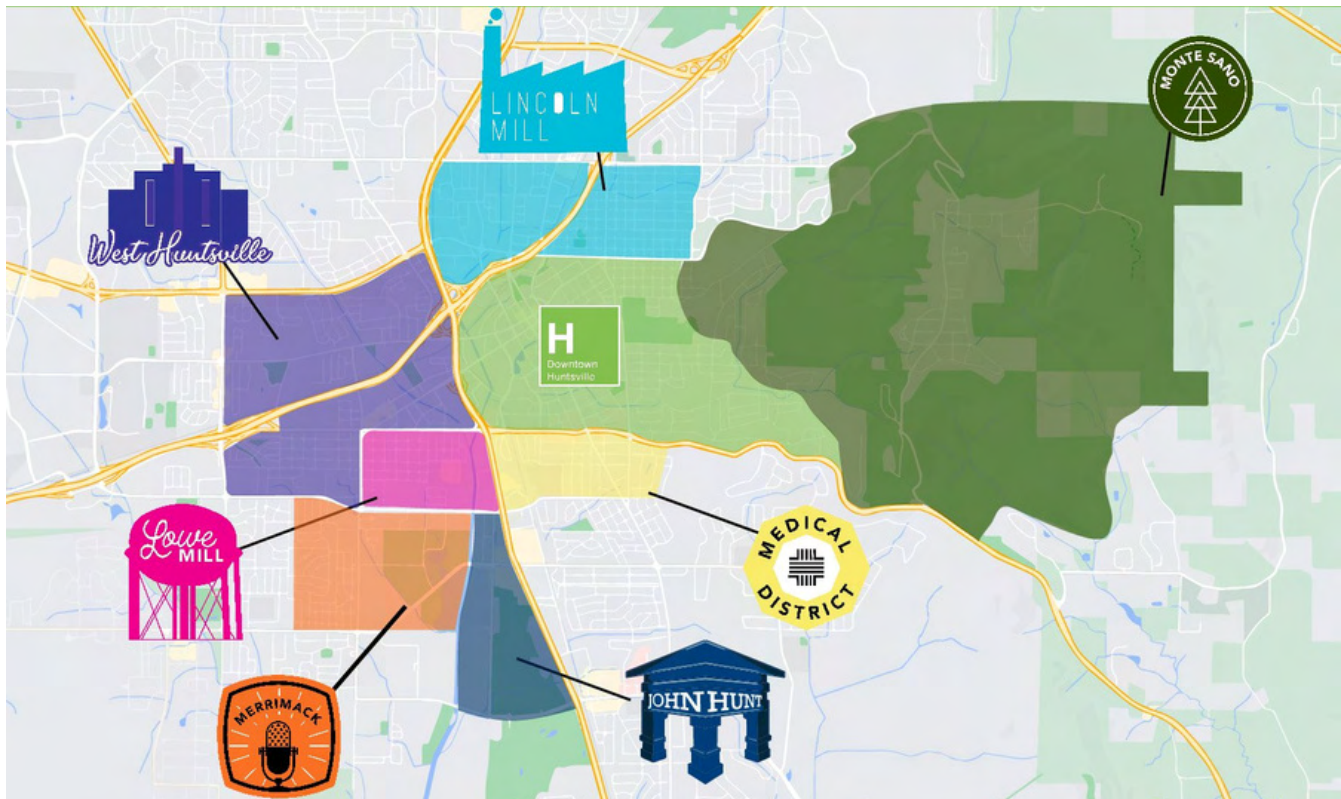
Our Focus

Downtown Huntsville, Inc. focuses on the following major initiatives:

- Urban Environment: Master planning with the City of Huntsville to provide a high-quality live, work, and play urban environment. We focus on opportunity sites and redevelopment projects for downtown commercial and residential development
- Downtown Advocacy and Public Policy
- Downtown Marketing and Public Relations
- Philanthropy & Membership



ABOUT OUR DISTRICTS



John Hunt District

With new hotels, restaurants and retail, the John Hunt District has a variety of venues and activities to entertain the whole family.

Medical District

The Medical District is home to Huntsville High School, a variety of locally owned shops, and state of the art medical facilities.

West Huntsville District

This large district is home to Campus 805 and Stovehouse that both offer unique experiences in dining, shopping, and entertainment.

Lincoln Mill District

Filled with entertainment and a growing tech campus, the Lincoln Mill District is the perfect place to work hard and play hard!

Merrimack District

Just west of Downtown Huntsville, Merrimack is one of the premier destinations for performing arts and recreational sports.

Low Mill District

The Lowe Mill District is truly a space to innovate. Lowe Mill Arts and Entertainment Center lends to the district's creative nature.

Monte Sano District

Overlooking Downtown Huntsville, Monte Sano is one of the premier destinations for outdoor activities in the Southeast.

A MESSAGE FROM OUR PRESIDENT

Dear Valued Partners,

As we wrap up 2023, I'd like to share an overview of Downtown Huntsville, Inc.'s (DHI) accomplishments and ambitious plans for the future.

Downtown Huntsville has blossomed into a lively district brimming with commerce, entertainment, and recreational activities. Over the past year, DHI has dedicated itself to creating and supporting vibrant experiences through various stakeholder-driven strategies and initiatives.

To kick off 2023, DHI launched a perception survey to identify opportunities and areas for improvement within the downtown area. Nearly 1,000 stakeholders completed the survey, with overwhelmingly positive results; most respondents desired more music-related activities and events.

Another noteworthy finding was the strong perception of safety, with an average rating of 4.6 on a scale of 1 to 5. DHI has actively collaborated with the city and public safety officials to prioritize safety, especially considering the nationwide concern about rising crime in urban areas.

Signature events and placemaking projects remained a pillar of DHI's work plan, attracting hundreds of thousands of visitors to downtown, generating economic activity, and fostering civic pride. Based on team discussions and survey responses, DHI focused on enhancing existing signature events like Food Truck Rallies, Movies in the Park, and Tinsel Trail with new programming components. Introducing elevated bands, local art vendors, and kid-friendly activities led to increased attendance across the board.

While events attract and introduce people to downtown, increasing daytime employment headcount is crucial for sustained vibrancy. Downtown employees support our food, beverage, and retail businesses. With historically low vacancy rates and robust metro growth, expanding the downtown office inventory is paramount. Low vacancy hinders growth and recruitment, potentially forcing businesses to relocate to other submarkets for expansion.

Recognizing this challenge, DHI commissioned a downtown office market study to determine inventory needs, potential rates, and strategies to cultivate office market growth. While new Class-A office developments are welcome, DHI will continue advocating for and developing new or expanded incentives to attract office development.

Storytelling has always been central to DHI's mission. This year, the newsletter incorporated a featured article highlighting a downtown business, event, or advocate.

This approach also fueled an updated communications and social media strategy, which in 2023, connected with over 80,000 combined Instagram and Facebook followers, generating over 4 million social media impressions. DHI's social media and communications efforts continue to be a valuable resource for understanding downtown happenings and amplifying small businesses.

Looking ahead, Downtown Huntsville, Inc. remains committed to sustainable growth that preserves downtown's authenticity and high quality of life. All existing and new initiatives will be internally assessed to ensure they align with this commitment.

We are incredibly grateful for the unwavering support of our partners, city leaders, members, and the entire Huntsville community. Without this collective support, DHI's effectiveness in creating a vibrant, diverse, and economically sustainable downtown would be limited. Together, we are shaping the future of Downtown Huntsville, creating a vibrant, thriving, and welcoming destination for all.

Lastly, I would like to express my sincere gratitude to the Downtown Huntsville, Inc. team and board of directors. The organization's success in 2023 was a collective effort, and I thank them for their dedication to shaping downtown's future.

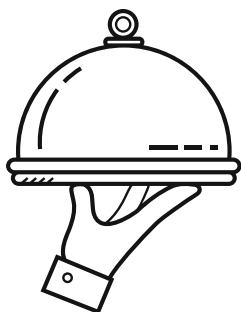
Thank you for your continued support for Downtown Huntsville. We look forward to achieving even greater milestones together in 2024.



ROB BUDDO
President & CEO

A handwritten signature in black ink, appearing to read 'Rob Buddo'.

DOWNTOWN IN NUMBERS



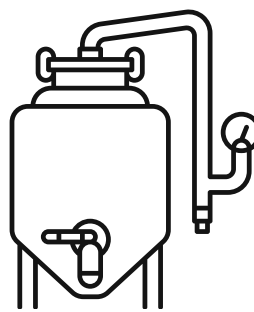
40

Food & Beverage



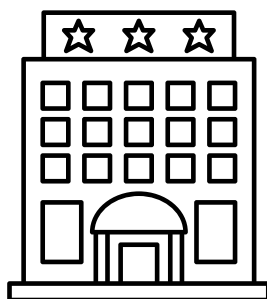
2

Grocery Stores



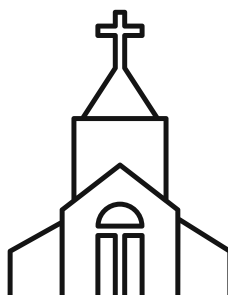
2

Breweries



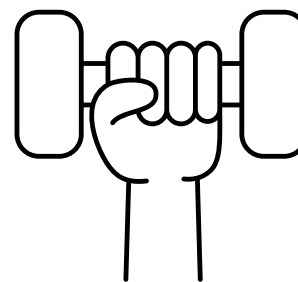
6

Hotels



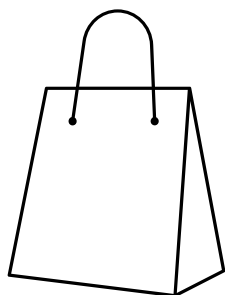
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Religious Institutions



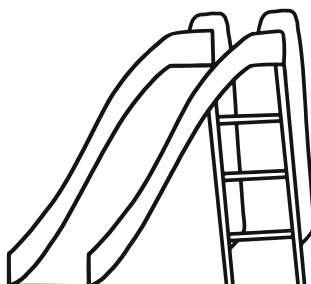
4

Gyms & Fitness



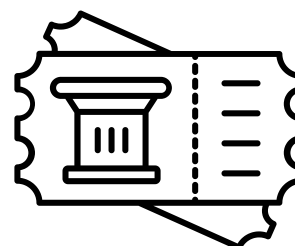
49

Retail & Services



4

Parks



5

Museums

*Please note, these numbers only reflect the Downtown Core, not all DHI Districts.

OFFICE MARKET STUDY

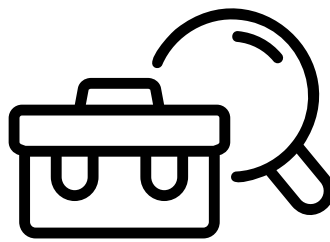


DHI hired ValueTech Realty Services in May 2023 to study market demand, opportunities, and challenges facing the downtown office market. With Downtown Huntsville having historically low office vacancy rates, DHI is advocating to develop more office space to help recruit and retain new employers. These efforts will help grow the daytime headcount, which is critical to supporting and growing our food, beverage, and retail establishments.

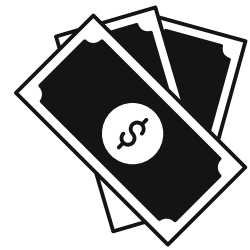
FAST FACTS



4.2M SF
Current Inventory



5.4%
Vacancy Rate



\$24.07
Market Rent
(per SF)

343,020 SF: Minimum projected additional office space demand by 2028

SUPPORTING SMALL BUSINESSES



Downtown Vintage Market

DHI partnered with One Man's Vintage to bring the first vintage market to downtown. Huntsville's Downtown Vintage Market provides local and regional businesses with the opportunity to bring their products and collections to the market without having to travel to markets in Nashville, Atlanta, or Birmingham. These markets have grown from 1,500 attendees at the first market, to nearly 2,670 attendees at the second, and to over 3,000 attendees at the third.



Saturday Sidewalk Sales

DHI partnered with retail establishments on Clinton Row and Downtown Storage to host Saturday Sidewalk Sales. These sales allowed retailers in the Downtown Storage building to merchandise the sidewalk outside of the building to give those retailers an opportunity to increase their exposure.



Member Profiles & Workshops

DHI launched a blog-form member profile series that helps promote and increase awareness of downtown businesses. These profiles are pushed out through our weekly newsletter and social media channels. We also added workshops and seminars to our membership briefings. One of the workshops focused on social media and leveraging it as a tool for success during the holiday season.



WE ❤️
**OUR SMALL
BUSINESSES**



EVENT RECAP



Downtown Lunch Lounge

We created a new placemaking event called Downtown Lunch Lounge, a vibrant outdoor dining space with live music, games, and seating to encourage downtown employees and visitors to enjoy their lunch breaks outside.

FAST FACTS



15

Opportunities for local musicians



Food Truck Rallies

We consolidated food trucks and trailers into one Food Truck Rally event, added free entertainment and activities, and concentrated the footprint to the eastside of Big Spring Park to give the event a more connected and vibrant atmosphere.

FAST FACTS



4,500

Average attendance per rally in 2023

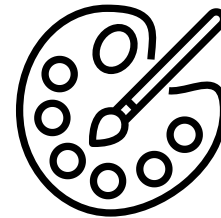
EVENT RECAP



Art Walks

We hosted five Friday Night Art Walks on downtown's Historic Square. The events brought visitors to the downtown core, resulting in a financial impact for food, beverage, and retail establishments.

FAST FACTS



200

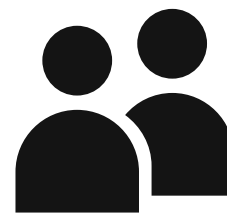
Opportunities for local artists and makers



Movies in the Park

DHI focused the past year's season of Movies in the Park to October and moved locations from Constitution Hall Park to Big Spring Park East. The increased footprint allowed for DHI to add food trucks, vendors, live music before the movies, and other activities to engage attendees.

FAST FACTS



1,200

Average attendance per movie night in 2023



2023 IN PICTURES





TINSEL TRAIL 2023



Tinsel Trail is Downtown Huntsville, Inc.’s largest event, hosted annually in Big Spring Park. The event allows for local businesses, families, and organizations to pick and decorate a Christmas tree on the trail. The public can then walk through the trail for free anytime during the holiday season.

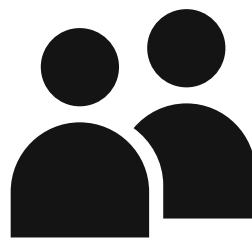
Tinsel Trail 2023 provided an opportunity for DHI and the Huntsville Museum of Art to partner on an initiative called Rockin’ Around the Rocket City. This partnership focused on creating synergy between Tinsel Trail and Skating in the Park, which resulted in a 23-foot custom designed Christmas tree called the Rocket City Tree. This tree and partnership has the potential to grow annually and become the ultimate holiday tradition in Downtown Huntsville. Tinsel Trail kicked off on Black Friday with the Rocket City Tree lighting ceremony and Tinsel Trail Market. The lighting ceremony featured live Christmas caroling, dance performances, pictures with Santa, and remarks from Mayor Battle.

FAST FACTS



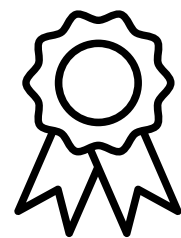
440

Trees decorated in Big Spring Park



135,000

Tinsel Trail visitors during 2023 season



BEST FESTIVAL

Voted on by Huntsville EVENT Magazine

11,200

Attendees at Tinsel Trail opening night festivities, making it the largest free event in Big Spring Park

2023 Rocket City Tree

Sponsored by Huntsville Coca-Cola



BLUE BIKES PROGRAM



The Blue Bikes Program is a bike share program created in partnership with the City of Huntsville and Tandem Mobility, and presented by Blue Cross/Blue Shield of Alabama, that allows users to experience Downtown Huntsville in a unique way and provides a mode of transportation that is clean and energy friendly. Several bike share stations are located around Downtown Huntsville, and riders can rent a bike through a mobile app.

FAST FACTS



10

Bike Share Stations



26

Active Bikes



4,751

Riders in 2023

348,770: Total minutes of ride time in 2023

ORION EXPRESS PILOT



DHI partnered with Huntsville Transit and the Orion Amphitheater to establish the Orion Express, a dedicated public transit route transporting concertgoers between the downtown area and the Orion Amphitheater. The transportation option helped boost patronage for downtown hotels, restaurants, and bars before and after performances.

FAST FACTS



6

Pick-Up Locations



2

Concerts



112

Riders



4.6/5

Rider Satisfaction Rate

MEMBERSHIP



DHI is a membership organization, and our members represent all stakeholder groups, including property owners, business owners, tourist attractions, business organizations, advocacy groups, neighborhood associations and residents from throughout the city. Becoming a member comes with a host of benefits that contribute to both personal and professional growth. Members contribute to the vibrant fabric of Downtown Huntsville, actively participating in events, initiatives, and programs that enhance the community, city, and North Alabama as a whole.

Networking is another invaluable benefit of being a part of DHI. Members gain access to a diverse network of local businesses, professionals, and community leaders. The networking opportunities facilitated by DHI can lead to collaborations, partnerships, and the exchange of ideas. Building such connections is instrumental in broadening one's professional circle and can open doors to new business prospects and ventures.

DHI also acts as a strong advocate for its members, representing their interests in local matters. This advocacy ensures that the voice of the downtown business community is heard, and policies are shaped to create a favorable environment for growth and success. This level of representation can be especially beneficial for small businesses seeking a collective voice in influencing the economic landscape.

WHY JOIN?

Hear It from Our Members

“Downtown Huntsville, Inc. is an outstanding partner, especially to small businesses and nonprofit organizations with limited staff and resources. Rob, Karla and Abby are a ‘triple threat of talent,’ diligently working to serve DHI’s member organizations through their advocacy efforts, marketing expertise, and the countless events and activities that have made Downtown Huntsville a great place to live, work and play. The Historic Huntsville Foundation and Harrison Brothers have certainly benefited from membership in DHI, and we are pleased to support DHI and its important mission to support our community.”

-Donna M. Castellano, Executive Director of Historic Huntsville Foundation

“We are so grateful for our partnership with DHI. Whether sharing information on happenings in downtown, to providing us with opportunities to showcase our products, or acting as a liaison with the city government, DHI has always had our best interest in mind. They continue to be responsive to any concerns or problems we’ve encountered. DHI has been a constant support for us since we opened in Downtown Huntsville in 2017. We look forward to working with the whole team at DHI for many years to come.”

-Christy Wimberly and the entire Honest Coffee Team

“Timberlake, League & Brooks law firm has been in the downtown area since the mid 90s. DHI’s inception has been a stark catalyst for thoughtful and measured development of downtown. As a founding member of DHI, we have been on the front row to see Downtown Huntsville’s transition into a place of work and play for all of the community to enjoy. From supporting local businesses to the beautification of this wonderful town, DHI is in it for our community. Our recent Soccer World Cup watch party could not have taken place without DHI’s help and commitment to such a progressive event and idea. As Huntsville continues to grow, we look forward to DHI’s positive influence on the community.”

-Will League, The Law Firm Of Timberlake, League, & Brooks

MEMBERSHIP LEVELS

Platinum Member: \$10,000

Gold Member: \$5,000

Silver Member: \$2,500

Bronze Member: \$1,500

MEMBERSHIP BENEFITS

Members can enjoy a variety of benefits depending on the Membership Level. All members get access to exclusive DHI Member Briefings and Workshops and listing on the DHI website. Higher levels receive special Tinsel Trail benefits, sponsorship opportunities, and recognition in DHI’s weekly newsletter.

Interested in becoming a member? Scan here!



CURRENT MEMBERS

AC Hotel Huntsville
 Downtown
 Amanda Howard | Sotheby's
 International Realty
 ARCO/Murray National
 Construction Company
 Baker & Able
 Bank Independent
 Baytree Company, LLC
 BeeZr
 Big Papa Gyro
 Blue Cross Blue Shield
 Bradley
 Brasfield & Gorrie
 Breland Companies
 Brooks & Collier
 BRPH Architects-Engineers,
 Incorporated
 Bryant Bank
 Business Interiors
 Butler Snow LLP
 Byars Wright Insurance
 Cadence Bank
 Caley Paige
 Canadian Bakin
 Candy Burnett
 Canvas, Inc.
 Catch25 Seafood & Brewery
 Chandlers Ford Brewing
 Chapman Sisson Architects
 Church Street Family
 Hospitality & Restaurant
 Group
 Colliers International
 Constellation Development
 Crunkleton Commercial Real
 Estate Group
 Dell Technologies
 Doster Construction
 Down Home Real Estate
 Downtown Storage
 Dragon's Forge Cafe
 Embassy Suites by Hilton
 Huntsville Hotel & Spa
 (CO/OP Community
 Table + Bar)
 F&B Law Firm, P.C.
 Fantasy Playhouse
 Children's Theater
 First Baptist Church
 FirstBank
 First Horizon Bank
 Fite Building Company, Inc
 Fountain Parker Harbarger
 & Assoc., LLC
 Freedom Real Estate &
 Capital, LLC
 Fresko Grill
 Fuqua & Partners
 Architects
 Goodwyn, Mills and
 Cawood
 Google Fiber
 Greater Huntsville Humane
 Society
 Green Bus Brewing
 GTEC
 H.C. Blake Co., Inc.
 Harrison Brothers Hardware
 Historic Huntsville
 Foundation
 Honest Coffee
 Huntsville/Madison County
 Convention & Visitors
 Bureau
 Huntsville International Airport/
 Port of Huntsville
 Huntsville Area Association of
 Realtors
 Huntsville City Lifestyle
 Magazine
 Huntsville Committee of 100
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 Huntsville Sports Commission
 Huntsville Utilities
 Hustle' N Pop
 Hutcheson Enterprises Inc.
 In Bloom
 Innerspace Brewing Co
 Jesse Stutts, Inc.
 J.F. Drake State Technical
 Community College
 JS Building Company
 KBR Wyle
 Keel Point, LLC
 Kimley-Horn
 La Esquina Cocina
 Lanier, Ford, Shaver &
 Payne PC
 Liquor Express
 Lockheed Martin
 G.W. Jones & Sons
 Lowe Mill Arts & Entertainment
 Mad Malts Brewing
 Madison Street Wealth Advisors
 of Raymond James
 Martinson and Beason
 Mason Dixon Bakery
 Matheny Goldmon Architects
 Maynard Nexsen
 Melt - Huntsville
 Merit Bank
 Minuteman Press
 Mission Multiplier, LLC
 Move Digital Group
 Nola | VanPeurse
 Architects, PC
 Old Town Beer Exchange
 Olde Towne Coffee
 Parker Jones
 Pearce Construction

CURRENT MEMBERS

Pearl Skin Aesthetics
 Phat Sammy's
 Piper and Leaf
 Pizzelle's Confections
 Please Reply Huntsville LLC
 PNC Bank
 Preservation Company
 Pure Barre Huntsville
 Randolph School
 RCP Companies
 Redstone Federal Credit Union
 Regions Bank
 Renasant Bank
 Rhythm on Monroe
 Rippleworx
 Rivenbark & Roper Antiques
 Robins & Morton
 Rocket City Federal Credit Union
 Rocket City Rover
 Rocket Development Partners LLC
 SceneThat Tours
 Schoel Engineering
 Schrimsher Company
 Sealy Management Company (The Avenue & Belk Hudson Lofts)
 ServisFirst Bank
 SmartBank
 SOL Engineering Services LLC
 Southern States Bank
 SouthSate Bank
 Stella's Elixir Lounge
 Straight to Ale
 Synovus
 T2 Capital Management
 Teledyne Brown
 Tender's

The Bottle
 The Covery Wellness Spa
 The Cigar Box Guitar Store
 The Moon Bakeshop
 The Orthopedic Center for Sports Medicine
 The Spring Group at Morgan Stanley
 The University of Alabama in Huntsville
 The Ventis Group
 The Wine Cellar
 Thrash Commercial Contractors, Inc.
 Thrive Alabama
 Timberlake, League, & Brooks
 Torch Technologies
 Touronimo
 Toyota Motor North Alabama
 Triad Properties
 Trideum Corporation
 Truist
 Trustmark National Bank
 Turbo Coffee
 Turner Construction Company
 United Community Bank
 United Plating, Inc.
 University Pickers
 ValleyMLS.com
 VanValkenburgh & Wilkinson
 Victoria's Interior
 Von Braun Center
 Warren & Simpson
 Warren Averett
 West Huntsville Land Co
 WHNT-TV19
 Wilmer & Lee P.A.
 Women4Women, OBGYN LLC
 Yellowhammer Brewing
 Zula Modern Medspa

Signature Sponsors:

Averbuch Realty Downtown
 Bank Independent
 Meta
 Profit Wise Accounting Tax Market
 United Community Bank

SOCIAL MEDIA

42,500

Instagram followers

41,300

Facebook followers

7,000

LinkedIn followers

5,000

Newsletter subscribers

4 million +

Social media
impressions in 2023



ENGAGE WITH US



on Instagram - @downtownhsv



on Facebook - Downtown Huntsville, Inc.



on LinkedIn - Downtown Huntsville, Inc.

LET'S CONECT



www.DowntownHuntsville.org



127 Washington St. NE Huntsville, AL 35801



(256) 858-1857

2023 BOARD OF DIRECTORS



Board Chair

Jami Peyton
Canvas, Inc.



Vice Chair

Jason Phillippe
Regions Bank



Treasurer

Graham Burgess
Maynard Nexsen



Secretary

Mark Russell
Huntsville Sports Commission



Past Chair

Tyce Hudson
Freedom Real Estate
& Capital, LLC



Candy Burnett
Historic Huntsville Foundation



Dr. Jason Greene
UAH College of Business



Jim Caudle
United Plating, Inc.



Dr. John Greco
The Orthopedic Center



Laurie Heard
Move Digital Group



Les Tillery
Fuqua and Partners Architects



Parker Jones
Century BMW Huntsville



Dr. Patricia Sims
Drake State College



Rosalie Allen
decibel Research, Inc.



Stephanie Mell
Church Street Family



Todd May
KBR, Inc.



Tracy Doughty
Huntsville Hospital

“2023 was a year of growth and transition for DHI as we hired a new CEO, marketing staff member, and expanded our activation in the districts. During this past year, DHI made a focused effort to improve our longstanding events and activities through collaboration with city partners. We focused on improvements and activities that created value for our membership, locals and visitors to our downtown and districts. I’m proud to have been a part of DHI as we celebrated our 10 year anniversary and look forward to seeing continued progress in Downtown Huntsville!”
-Jami Peyton, 2023 Board Chair

2024 BOARD OF DIRECTORS



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Jason Phillippe
Regions Bank



Vice Chair

Mark Russell
Huntsville Sports Commission



Treasurer

Graham Burgess
Maynard Nexsen



Secretary

Laurie Heard
Move Digital Group



Past Chair

Jami Peyton
Canvas, Inc.



Daryl Davis
Leo Law Firm, LLC



Dr. Jason Greene
UAH College of Business



Jim Caudle
United Plating, Inc.



Les Tillery
Fuqua and Partners Architects



Matt Mell
Church Street Family



Meggan Crunkleton
Roosevelt & Co.



Parker Jones
Century BMW Huntsville



Pat Jackson
Huntsville Hospital



Sara Beth Wilcox
Brasfield & Gorrie



Todd May
KBR, Inc.



Tyce Hudson
*Freedom Real Estate
& Capital, LLC*



We're
invested
in YOU.

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EVENT SPONSORSHIP



In 2023, the DHI team was committed to revamping our signature events so that they continued to draw crowds of patrons that helped support downtown establishments. Because of the improvements we made, attendance increased significantly at each event. DHI is excited to continue bringing impactful events to downtown in 2024, and we would love your partnership as we do so. Event sponsorship is one way to become involved with our organization and help leave a positive mark on the community.

DHI still has many event sponsorship opportunities for 2024. If you are interested in becoming a presenting or co-sponsor for one of our signature events, please contact Karla Bolin by emailing karla@downtownhuntsville.org. Scan the QR code to see a list of sponsorship opportunities.

Interested in becoming a sponsor? Scan here!



MEET THE DHI TEAM



ROB BUDDO *President & CEO*

Originally from Charlotte, North Carolina, Rob graduated from the University of Alabama in 2011 with a bachelor's degree in Geography, focused on Urban and Regional Planning. He began his career in Birmingham, Alabama, working as a Catalytic Development Manager for Main Street Birmingham, the precursor to REV Birmingham. During his time with REV Birmingham, Rob revitalized and managed properties in the historic Woodlawn neighborhood before managing the City Center Business Improvement District. Rob also gained experience in various commercial real estate roles with CoStar Group, Inc.



KARLA BOLIN *Districts & Events Manager*

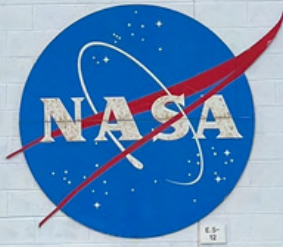
Originally from Las Cruces, New Mexico, Karla graduated from Athens State University in 2005, after obtaining a bachelor's of science in Chemistry with a minor in Mathematics. She started her career in commercial and residential real estate and later transitioned to business development and client services. Karla ensures DHI runs smoothly while managing downtown districts, membership, and events. She strives to add value in everything she does and brings the same dedication to Downtown Huntsville.



ABIGAIL HARRISON *Communications Coordinator*

Originally from Scottsboro, Alabama, Abigail is a new resident in the Huntsville community. She graduated from Jacksonville State University in 2023, with a degree in Professional Writing and Communications. Abigail decided to start her professional career in Huntsville because of the vibrant and growing community. She is passionate about connecting with businesses, organizations, and people, and helping them tell their unique stories. Abigail strives to bring the same goal to DHI's communication strategies.

D OPERATIONS CE



DHI Team visits NASA's Marshall Space Flight Center.



DHI Team celebrates Tinsel Trail opening night festivities.



Karla and Abby pose at the IDA Conference in Chicago.

T EVENT MAGAZINE EVENT MAGAZINE EVENT MAGAZINE



DHI Team accepts award at the Best of Huntsville ceremony, where Tinsel Trail was named Best Festival.



DOWNTOWN HUNTSVILLE, INC.

This report is produced by Downtown Huntsville, Inc. a private, not-for-profit 501(c)(6) organization.

DHI is a membership organization comprised of companies, organizations, and individuals who share the mission of creating a vibrant, diverse, and economically sustainable Downtown Huntsville.



For details about this report or to request information about Downtown Huntsville, Inc. please contact:

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