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# FOIA MARKER

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13827  
**Folder ID Number:** 13827-004

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**Folder Title:**  
Bush/Quayle Rally--Birmingham, Alabama 8/22/92 [OA 7578]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>22</b>	<b>7</b>	<b>3</b>

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*Geeshowitz*  
(Ferguson/~~Bunton~~)  
August 19, 1992  
BIRMINGHAM

PRESIDENTIAL REMARKS: CAMPAIGN RALLY  
SATURDAY, AUGUST 22, 1992  
BIRMINGHAM, ALABAMA

Thank you for that warm 'Bama welcome. Let me tell you -- the "Magic City" is the perfect place to start a magic campaign -- I've got a feeling this fall we're going to make some Democrats disappear.

There is an important battle going on this fall -- two fiercely determined rivals locked in combat. I'm just not sure whether this thing will be won by the Tigers or the Crimson Tide.

I'm sorry I wasn't here last weekend, when George Archer won the Senior PGA tournament. I would have loved those big headlines: "George Comes on Strong -- Pulls Off Big Win."

You're going to see another headline just like that one come November -- because now we're coming on strong, taking our case to the American people.

This afternoon I want to talk to you about the sharp choice I will offer every American this fall. It's a choice between different agendas -- different directions for America. And yes, it's a choice about the character of the man you want to lead our nation.

They say this election is about change -- and they're right. But let's not forget: The things that must guide change are the things that never change: our belief in a strong defense, in strong families, in leaving the world a better place for our children.

Think for a minute about the world of change we've already

*Birmingham Chamber of Commerce: 205-323-5461  
ASK for DON NEWTON*

seen these last four years. The Berlin wall came tumbling down. Millions of people took their first breath of freedom. And America -- her strength and ideals -- won the Cold War.

Now these changes didn't come about by accident -- the world changed because America remained true to her unchanging principles. My opponents say I spent too much time on foreign policy these past four years. Well, let me tell you: When I took office, I saw the chance to help finish off imperial Communism - and I did.

I saw the chance to help rid our children's dreams of the nuclear nightmare, to help them live in a safer world -- and I did.

So let my opponents understand this: I will never apologize for one single minute I've spent making this world a place of peace for all our children.

For forty years, this was the change Americans fought for and died for -- and now it offers us the defining challenge of the 90s: to take advantage of our victory around the world, to build a more secure and prosperous nation here at home.

And so these next 73 days, I'm going to ask the American people: Who do you trust to bring it all home -- foreign policy, security policy, and economic policy -- so that it can make a difference to you here in your own neighborhoods, right here in central Alabama.

Told to me by (Jim Spahn, G.M. Galleria) My experience, my character, my ideas -- I am that man.

And we start right here, right now. I believe our

*ANDY F. this is in reference to the Cold War; early 50s*

*205-985-7020*

*Confirmed by*

*Down Newton  
Birmingham  
Chamber of  
Commerce  
- 205-323-5466*

government is too big and it spends too much of your money -- and I believe the deficit is a dark cloud on our children's future. You know it -- and I know it.

But the liberal Democrats don't. They think the deficit is a big game of Wheel of Fortune. And they only want to buy three vowels: I // O // U.

Well, I'm the man to solve the puzzle.

Here's how. In Houston two nights ago, I announced a freeze on government spending. <sup>IN acceptance speech</sup> If Congress sends me a bill spending one penny more than I requested -- I will veto it faster than they can say "Tax and Spend".

And if Congress needs more help curing its pork addiction, I say let's give the people the power to dedicate 10 percent of their tax dollars directly to the deficit. If Congress won't cut spending, then the people will.

And we will do more: I say let's jumpstart this economy.

Let's give small business a shot in the arm. Small businesses create two-thirds of the new jobs in America. Think about some of the businesses right here in the mall -- McMillan's, or Norton's Florists. If we're going to get this economy moving, small business needs relief -- from taxation, litigation, and regulation. And we're going to give it to them.

Small Business Administration  
5-12-92  
Speech

Now, Governor Clinton wants a different kind of change. He wants to raise government spending by \$220 billion. And raise taxes -- the biggest tax hike in history -- \$150 billion dollars.

the actual figure is 219 billion; ANDY F said ok to round it off  
Background B/P issue office  
8-16-92

Well, that's change all right. By the time he gets through

change is about all you'll have left in your pocket.

You see, when you get down to it, it's a question of trust. Look at every big issue we face. You'll see a choice -- a choice between people who put their faith in everyday Americans, and those who put their faith in government.

I trust you -- families and parents -- to make the decisions that matter in life.

I trust parents -- not the government -- to choose their children's schools -- public, private, or religious.

I trust parents -- not the government -- to choose their children's child care.

And I trust you -- not the government -- to decide how you want to spend and save the money you earn.

These are my ideas -- and I think these are the American people's ideas. Do you believe that the federal government is already big enough -- and taxes too much?

Do you want fewer lawsuits, fewer regulations, and more opportunity for small businesses?

Do you think that competition can help cure the ills that plague our schools, and bring the cost of health care down?

If you believe in these ideas -- then you believe in my ideas.

I wonder about Governor Clinton sometimes -- I wonder why it is that whenever he's faced with any problem, his solution is always to put government first.

But it's not really so surprising, I guess. When you've

spent your life in government like he has, government is pretty much all you see.

I got my belief in trust -- in limited government -- from working out in the oil fields of west Texas, building a business, meeting a payroll.

I'd say that's a pretty good credential for being President.

That's where I learned how jobs are created. That's where I learned that in this country the government works for the people, not the other way around.

Governor Clinton isn't the only one who's forgotten that lesson -- if he ever knew it. There's a whole party full of his colleagues up there on Capitol Hill who've spent their lives on the government payroll. And somehow I don't think Governor Clinton is the guy to stand up to them.

The last thing this country needs is a rubber-check Congress and a rubber-stamp President.

I know about those guys. At my first inauguration, I extended my hand to the Democratic leaders on Capitol Hill -- and they bit it off.

Now I know Americans are tired of the blame game, sick of all the excuses, tired of your national leaders acting like they are the candidates for the next episode of American Gladiators.

I'm tired of it, too. Every American knows the truth: Congress has become corrupt, conceited, confused -- a body of PACs, perks, privilege, ~~partisanship~~ and ~~paralysis~~.

And no wonder: Congress's leadership has not changed in 38

years -- since Bill Clinton was eight years old, ((right about  
the time he was campaigning for hall monitor)). Congress has a  
lower rate of turnover than the old Soviet Politburo.

It's time to say enough is enough. If you really want to  
get rid of the deadlock in Washington -- let's get rid of the  
deadwood in Congress.

We have our work cut out for us. But Americans will never  
settle for second best in anything. Not in our schools, not in  
our workers, not in our values.

And not in this election.

I know this race is long, and we are behind. And yet I also  
believe, deep in my heart, that we will win.

We will win because we trust the American people. We will  
win because our ideas are stronger. We will win because we  
understand the American way.

So tell the Democrats: If you can't run with the big dogs,  
stay under the porch.

Thank you and God bless you.

# #

THE WHITE HOUSE  
WASHINGTON

August 20, 1992

MEMORANDUM FOR THE PRESIDENT

THROUGH: STEVE PROVOST *SP*  
FROM: ANDY FERGUSON *af*  
SUBJECT: PROPOSED REMARKS FOR BUSH/QUAYLE RALLY IN  
WOODSTOCK, GEORGIA

I. SUMMARY

On Saturday, August 22, 1992 you will deliver remarks at a Bush-Quayle rally, to 2,000 community members of Woodstock, Georgia in Cherokee County.

II. DISCUSSION

Your remarks (approximately 10 minutes / cards) are derived from your RNC acceptance speech. *They are almost to those you will deliver earlier in the day in W, Ga.*

Please note: Dean's Store is a Woodstock landmark where local old-timers meet daily to discuss current events. "Faster than a Bass after a Hulapopper" refers to a lure used in Bass fishing -- a popular Woodstock past-time.

*15/22*

*Don Newton  
205-250-7666  
Birmingham  
CC*

202 456-6218 FAX



OFFICE OF  
PRESIDENTIAL ADVANCE  
**COVER PAGE**

TO: GARY GERSKOWITZ - SPEECH WRITER

FROM: NELDA ROWAN - BIRMINGHAM, AL

TOTAL NUMBER OF PAGES: 3  
(including cover page)

DATE: 8-19-92

TIME: \_\_\_\_\_

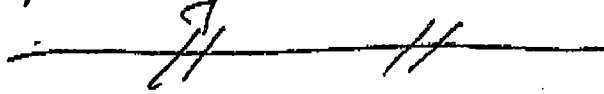
MESSAGE:

\_\_\_\_\_  
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\_\_\_\_\_

IF YOU HAVE ANY QUESTIONS OR PROBLEMS WITH THE TRANSMISSION PLEASE CALL.

TELEPHONE NUMBER: (205) 987-2071

Dr. Larry Deducas, astronaut from U. A. B., was the Payload Specialist on Columbia Flight USML-1 from June 25 - July 9, 1992 the longest shuttle mission in history. USML stands for United States Microgravity Laboratory. His special assignment was growing protein crystals - they grow faster & larger in space. The implication of these experiments is to help design better drugs. Larry holds 5 degrees from U. A. B. - B.S. in Chemistry, M.S. in Chemistry, B.S. in Physiological Optics, P.H.D. in Biological Chemistry and a Doctor of Optometry.



The Allison racing family who lives here recently had another tragedy. Clifford Allison 27 yrs. old was killed Aug. 13 in an accident during a practice session at Michigan International Speedway. Father Bobby was severely injured 2 years ago and retired from NASCAR driving. Brother Davey, an active NASCAR driver, suffered several broken bones in a race at Pocono 3 weeks ago.

**Clifford Lawrence Allison**, 27, Hueytown, died Thursday. Funeral 10 a.m. today, St. Aloysius Catholic Church, burial Highland Memorial Gardens, Brown Service West Chapel Funeral Home. Member St. Aloysius Catholic Church, race car driver ARCA and Busch Grand National Racing Car Series. Survivors: wife, Mrs. Elisa Allison, son, Brandon Allison, two daughters, Misses Leslie and Tanya Allison, parents, Mr. and Mrs. Bobby Allison, brother, Davey Allison, all Hueytown; two sisters, Mrs. Carrie Smith, Abernant, Miss Bonnie Allison, Hueytown; grandmother, Mrs. Katherine Allison, Hueytown.

AUG-19-1992 11:28 FROM BIRMINGHAM STAFF OFFICE TO 12024566218 P.03

FROM: UAB UNIVERSITY REL TO: 1 205 987 7403 AUG 16, 1992 4:29PM #180 P.02

# FYI...

**UAB** is ranked among the nation's top 35 universities in the amount of federal funds supporting its research and service programs. Annual extramural support to UAB exceeds \$110 million.

**The Best in Medicine**, 1990 edition, ranked University Hospital third among the best 25 hospitals in the nation. Cited were treatments for cancer, plastic surgery, ophthalmology, diabetes and arthritis, as well as UAB's heart surgery program and Critical Care Transport Service.

**U**niversity Hospital is Alabama's major tertiary-care facility, treating more than 300,000 outpatients and 32,000 inpatients each year from almost every county in Alabama, 13 states and several countries.

**W**ith more than 14,000 employees, UAB is Alabama's largest employer. The multiplier effect of the more than \$350 million paid to employees annually and other university expenditures results in at least 32,000 off-campus jobs. The overall economic impact of UAB's \$750 million budget is \$1 billion annually.

**UAB's** Kerner-Quarterback Sports Medicine Institute of Alabama is the only orthopedic clinic in the state that specializes in the treatment of high school athletes.

**UAB** serves the people of Alabama and the nation in their own communities through an original toll-free system of consultation between health professionals throughout the state and medical center specialists. MIST (Medical Information Service via Telephone) was developed at the UAB Medical Center and serves as a model for other states.

**UAB** has one of the nation's pre-eminent organ transplantation programs and organ banks. Surgeons perform transplants of the heart, liver, pancreas, lungs, bone marrow and kidney at the University. The kidney program is the largest in the United States. Bones, tendons and other tissue also are "banked" for use in surgical procedures.

**UAB's** Critical Care Transport Service has the only dedicated jet aircraft in the Southeast permanently modified and equipped to transport intensive-care patients. The jet's permanently installed liquid oxygen system is the only such system approved by the Federal Aviation Administration for patient use in general aviation in the United States. The service also includes three similarly equipped mobile ground units.

**UAB** hosts many international conferences, attracting scholars from around the world to Birmingham. On such conference on differential equations, sponsored by the UAB Department of Mathematics, was attracted to the University primarily because of the outstanding international reputation of former department chairman Roger T. Lewis and three of his colleagues.

**A**n international center for the diagnosis and treatment of heart disease, UAB has a number of cardiovascular programs, many of which focus on new treatment modalities. Hospital physicians also use lasers and angioplasty techniques in non-surgical treatment of heart disease, as well as drugs that lessen the severity of damage to the heart if administered immediately following a heart attack.

**The** World Health Organization has charged UAB's Department of Medicine's Division of Clinical Immunology and Rheumatology with the development and standardization of bio-chemical immunological methods for classifying and diagnosing rheumatoid arthritis and allied diseases.

**T**o learn more about the origins of the earth and life as we know it, physical scientists at UAB have built a device to simulate conditions believed to have existed in space when the solar system was formed. It's one of only three known to exist.

**Biochemists** in UAB's Center for Macromolecular Crystallography are directing the development of procedures and equipment to grow protein crystals on NASA's space shuttle flights. Using X-ray crystallography techniques to study the high-quality crystals that can grow in space may ultimately lead to the development of

new drugs to fight cancer, diabetes, birth defects and other medical problems.

**UAB's** Comprehensive Cancer Center -- one of eight original of the current 28 "comprehensive" centers in the nation -- is working to combat cancer by providing the most effective care available while researching cause and possible cures of the disease.

**UAB's** Spinal Cord Injury System was designated by National Institute of Handicapped Research as the collection coordination and analysis point for the nation. Such data is invaluable to health-care professionals working with spinal cord injured patients.

**The** UAB School of Optometry has been acclaimed by *Change* magazine as "the number one school of optometry in the world."

**The** Department of Materials and Science Engineering houses research programs in welding metallurgy, ceramics. A major topic of study has been composite engineering with applications ranging from boiler condenser tubes to surgical implant materials in the human body.

**UAB** has the only programs in dentistry, optometry and public health in Alabama and also trains most of the physicians and nurses in the state. Through its School of Health Related Professions, UAB provides training in allied health and serves the state through its unique junior college linkage program.

**UAB** has one of only seven federally designated centers for AIDS research funded by the National Institute of Allergy and Infectious Disease. The center is responsible for investigating the virus and conducting clinical trials of promising therapies.

**UAB's** Office for the Advancement of Developmental Industries is a business incubation facility where more than 25 entrepreneurs have rented office or laboratory space while receiving assistance in developing and marketing their products. Intellectual property developed at UAB is made available to the private sector through UAB Research Foundation.

FAX-TO: GARY GERSHOWITZ, SPEECH WRITER

FROM: NELDA ROWAN, BIRMINGHAM, AL.

INFORMATION REQUESTED 8-14-92

RESTURANT IN MALL - Nice place for couples dinner

Winston's at Wyndfrey Hotel

TOY STORE IN GALLERIA - Kay Bee Toys

LARGEST HIGH SCHOOL - <sup>my</sup>Belly H.S. <sup>Hoover, AL</sup> - Buccaneers

no great teams - football practice going on now.

BIG H.S. ~~had not largest~~ - Vestavia Hills H.S. - Rebels

won state championship this year in Baseball & Basketball

STATUE OF VULCAN on top of Red Mountain is the largest cast iron figure in the world. Vulcan, the mythical god of the forge, commemorates the steel industry in Birmingham.

SENIOR <sup>over 50</sup> PGA Tournament 205-980-5207 GREYSTONE GOLF COURSE was held Aug 14-16 at

Greystone Golf Course in Birmingham. Bob Hope and famed blind golfer Charlie Boswell opened the tournament. Top golfers George Archer <sup>WON GOLF TOURNAMENT</sup> Gene Little, Chichi Rodriguez, Miles Barber, Gary Player, Don January, Orville Moody, Lee Trevino, Doug Ford, Larry Laoretti, Jerry Barber, Billy Casper and Bruce Devlin competed. Doug Gamble: 310-546-6409

~~BAT~~ BRUNO Food store chain - Proceeds go to

LOCAL CHARITIES  
985-3020

"Galleria" - SUPANNA Cary - SPECIAL EVENTS COORDINATOR  
SPOKE TO: <sup>618</sup>ANNA

MEMORANDUM  
OF CALL

4076

Previous editions usable

TO:

YOU WERE CALLED BY-  YOU WERE VISITED BY-

OF (Organization)

PLEASE PHONE ►  FTS  AUTOVON

WILL CALL AGAIN  IS WAITING TO SEE YOU

RETURNED YOUR CALL  WISHES AN APPOINTMENT

MESSAGE

Birmingham -  
Bob Atney - Advance,  
B/Q Rally

RECEIVED BY	DATE	TIME

TEL:

August 10, 1992

MEMORANDUM TO: GARY FOSTER

FROM: DOUG DUVALL

RE: THE PRESIDENT'S VISIT TO BIRMINGHAM, ALABAMA  
SATURDAY, AUGUST 22, 1992

*RM 1203 LADVAMP  
1/205 OFFICE at Winfrey Hotel*

*205-663-4542 - skelly CO  
205-323-5461 Chamber of COMM.*

**EVENT SCENARIO:**

The President will travel from Atlanta, Georgia to Birmingham Municipal Airport and motorcade (20-25 minutes) to an outdoor campaign rally in the suburbs of Birmingham, Alabama. Prior to his announcement on stage he could attend a Victory '92 fundraiser at a nearby hotel. After the rally the President will motorcade to the airport and fly to Dallas, Texas for an overnight.

**PROPOSED EVENT SITE:**

For the rally site I propose a field at the Galleria Riverchase, a large shopping mall. The Galleria is actually located in Hoover, a suburb of Birmingham. It is also conducive to crowd raising because of its proximity to the highway. This would make access to out-of-towners quite easy. Hoover is located in Shelby County, the fastest growing county in the state and 50-60% Republican. *JEFFERSON*

Since the event will be on a Saturday afternoon it is best to keep it in the suburbs where the people reside. The Galleria is not only familiar to locals, but it offers a built-in crowd, especially on a Saturday. The owner of the Galleria is a supporter of the President and will cooperate with us to reserve parking and provide storefront advertising for the event.

The field itself is quite large and could hold a crowd of almost any size. The site could be "collapsed" or expanded by using the existing trees, portable bleachers, refreshment trucks, bands and tents as the crowd estimate becomes more accurate.

I recommend the dais be placed on the south end of the field near the entrance to the Galleria off Hwy. 150. Due to the time of the event and position of the sun, the press platform should probably be placed at a 45 degree angle to the west. This also puts the media closer to the filing center. On the east side of the field there is a gap in the trees that line Hwy. 150. A large banner hanging above a band on bleachers would be a nice cut away shot as well as block the view from highway traffic.

The motorcade could arrive backstage to an enclosed tented area. A plywood backdrop would probably have to be constructed behind the dais. It may also need to be angled on the sides to block the open view behind stage. There are high ground concerns which I feel could be diminished with creative placement of banners, bleachers, etc. With proper placement of the stage, the view of the nearby hotel and office building can be virtually eliminated by the existing trees.

This site was also used in 1990 when former President Reagan attended a campaign rally for Guy Hunt.

The press filing center could be located at the Winfry Hotel or possibly in a car dealer showroom just inside the closest entrance to the mall.

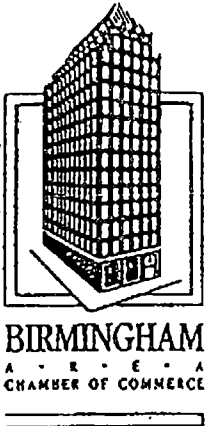
The fundraiser would be held prior to the rally speech inside the Winfry Hotel. There are a number of ballrooms and meeting rooms which would be suitable and would provide secure access.

**CONTACT LIST:**

Emery Folmar, Mayor of Montgomery, Alabama (event chairman)  
(205) 241-2000 - office (205) 262-4635 - home

Larry Hollingsworth, General Manager, the Winfry Hotel  
(205) 987-1600 → KEVEN HART, Pres Advance, RM 1203 + 1205

Steve French, Bush-Quayle E.D.  
(205) 871-2844 - office (205) 871-3882 - home



BIRMINGHAM AREA CHAMBER OF COMMERCE  
2027 First Avenue North • Birmingham, AL • 35203  
(205) 323-5461 • FAX (205) 250-7669

DATE: 8/11/92

TIME: A.M. P.M.

#of Pages including front sheet: 35

If you did not receive all pages, please telephone (205) 323-5461.

TO: The White House, Presidential Speech Writing Office

FAX #: (202) 456-6218

ATTN: Gary Gershowitz

FROM: Helen Drake

MESSAGE: Don Newton, President, Birmingham Area Chamber of Commerce, was advised about your recent request for information on the Birmingham area. He suggested that we provide you with the "Projected Fiscal 1992 City Revenues", "An Economic Overview of the Birmingham, Alabama, Metropolitan Area", several sections from our newcomer section, "Guide to Birmingham" and the "Calendar of Events" section from our BIRMINGHAM Magazine. Should you have any questions, or need additional information, please direct your inquiries to Don Newton, or Patricia Tucker Fox Vice President, Business Development & Research Division, 323-5461.

Thank you.

Helen Drake

→ HOME 205-879-9088

## PROJECTED FISCAL 1992 CITY REVENUES

TAXES

Property	\$11,563,000.00
Sales & Use	70,300,000.00
Occupational	<u>39,975,000.00</u>
<u>Total Taxes</u>	\$121,838,000.00

LICENSES, PERMITS & FINES

Business Licenses & Permits	\$35,510,000.00
Non-Business Permits	1,824,700.00
Fines	<u>4,205,000.00</u>
<u>Total Licenses, Permits &amp; Fines</u>	\$41,539,700.00

INTERGOVERNMENTAL REVENUE

Federal	\$ 480,000.00
State	2,618,000.00
County	<u>6,655,000.00</u>
<u>Total Intergovernmental Revenues</u>	\$ 9,753,000.00

CHARGES FOR SERVICE

\$12,197,625.00

MISCELLANEOUS

\$ 6,322,700.00

TOTAL PROJECTED REVENUE

\$191,651,025.00

8-12-92

## An Economic Overview of the Birmingham, Alabama, Metropolitan Area

### INTRODUCTION

The five-county Birmingham Metropolitan Statistical Area (MSA) anchors the business and cultural life of the State of Alabama. At the heart of the area is Alabama's most populous city, Birmingham, and county, Jefferson. With a 1990 census population of 907,810, the Birmingham MSA ranks as the 46th largest metropolitan area in the nation. The City of Birmingham has 265,968 people (60th in size nationally).

#### *Snapshot:*

#### *MSA Counties and 1990 Populations*

Blount County	39,248
Jefferson County	651,525
Saint Clair County	50,009
Shelby County	99,358
Walker County	67,670

The area population is 72.2% white, 27.1% black, 0.7% all other races, and 0.0035% Hispanic. Children under the age of 18 make up 25.4% of the population. The population enjoys a cost of living that is at or below the national average, with the costs of health care and housing substantially below average.

#### *Snapshot:*

#### *Birmingham MSA vs Alabama*

23% of Alabama population  
23% of the state households  
25% of the business establishments  
26% of retail sales  
25% of total effective buying income  
32% of the payroll dollars

### ECONOMIC DIVERSIFICATION

The Birmingham area is a leading retail and wholesale trade center as well as one of the

Southeast's major centers for finance, education, manufacturing, health care, research, engineering, transportation and distribution.

The hard-hitting recession of 1980-82 caused the net loss of 15,700 jobs, most of which were in manufacturing. The recovery from 1982 to 1990 saw a rebound of 78,000 new jobs in non-manufacturing and 7,400 jobs in manufacturing. This recovery was slowed in the recession of 1991, in which 2,400 manufacturing jobs were idled and non-manufacturing gained only 2,100 jobs.

#### *Snapshot:*

#### *Wage and Salary Employment*

	1980	1991
Total	357,000	420,000
Manufacturing	66,200	55,400
Non-manufacturing	290,800	364,600

Non-manufacturing employs 86.8% of the work force and 8.8% of all Birmingham workers are employed in healthcare. Trade and Services represents more than 50% of non-manufacturing employment, while manufacturing employment is concentrated in Durable Goods, especially Primary Metals Industries.

#### *Snapshot:*

#### *Birmingham Employment, 1981 to 1991*

Total Wage and Salary Employment up 70,900,  
20% increase

Manufacturing employment down 6,500,  
11% decrease

Printing & publishing up 84.6%

Non-manufacturing employment up 77,400,  
27% increase

Services up 52.8%

Finance, insurance and real estate up 26.9%

Government up 22.7%

Construction up 21.8%

Retail and wholesale trade up 21.6%

Transportation and utilities up 9.1%

## Economic Overview of Metropolitan Birmingham, Alabama

### MAJOR EMPLOYERS

Birmingham's major employers confirm the economic diversification of the area. The University of Alabama at Birmingham, a world-renowned leader in medical research, became the top employer in the five-county area during the 1980s. UAB now employs more than 14,400 and its payroll pumps more than \$350 million annually into the area's economy. UAB is also the largest employer in the state.

Various government entities are the next largest area employers. The City of Birmingham and Birmingham Board of Education employ 7,738, Jefferson County and Jefferson County School Board employ 7,742, the State of Alabama employs 6,558, and the United States government with its Post Office, Department of Health and Human Services and Veterans Administration Hospital facilities employs 9,500.

#### *Snapshot:*

#### *Largest private employers*

South Central Bell (7,570 employees)  
Alabama Power Company (4,613)  
Baptist Medical Centers (4,362)  
Bruno's (2,663)  
ACIPCO (2,600)  
AmSouth Bank (2,295)

### ADVANCED TECHNOLOGY

Birmingham is Alabama's center for advanced technology. The area's major advanced technology industries are health care, telecommunications, engineering, aerospace design, computer services, electronics, chemicals, medical and dental labs, and research and development laboratories.

Southern Research Institute (SRI) is the largest nonprofit independent research laboratory in the Southeast, employing 700 -- 350 of whom are scientists -- in medical research, metallurgy and electronics. SRI has received national recognition for its cancer research programs and virus studies. Of the 40 anticancer drugs used in the world today, four were developed at SRI, more than any other institution in the world, and five more are in clinical

trials. Outgrowing its current 372,000 sq. ft. of space, SRI is building a 31,000 sq. ft., \$3 million facility to house its new for-profit subsidiary, Southern Research Technologies, Inc., and is building the SRI Engineering Research Center (72,000 sq. ft., \$14 million), both in Oxmoor.

Catering to Birmingham's growing biotechnology base, the University of Alabama at Birmingham built a \$3 million incubator facility to house the University's Office for the Advancement of Developing Industries (OADI). Opened in late 1986, OADI has housed 29 advanced technology firms, providing office space, research assistance and administrative services. Eight tenants have graduated and only four have failed. OADI companies have created more than 200 jobs and attracted more than \$15 million in capital investments. A new facility in the Oxmoor area is planned.

### SERVICES

The service sector is the area's fastest growing employment category, increasing more than 53% since 1981. This broad grouping includes health care, medical research, engineering, data processing and telecommunications.

### Health Care

Nearly 9% of Birmingham's work force is now employed in health care, exceeding not only the 8% national average but also the health services concentrations of other large Southeastern metro areas, including Atlanta, Miami, Jacksonville and Orlando.

The area's 22 hospitals, with more than 6,400 hospital beds, and other highly specialized health care facilities reflect Birmingham's new status as a major international medical center. A study of physicians published in 1986 ranked the UAB medical center as the third-best in the nation. UAB's Comprehensive Cancer Center --- one of only 24 in the U.S. --- is ranked tenth nationally as a treatment center and is one of the top National Cancer Institute-designated centers in terms of research funding. UAB's organ transplant program is one of the most extensive in the Southeast and consistently ranks among the top three in the

## Economic Overview of Metropolitan Birmingham, Alabama

country in the number of kidney transplants. UAB also ranks in the top three for arthritis/lupus treatment and its dental school is one of the six best places in the United States for the treatment of gum disease. In 1991, *U.S. News and World Report* chose UAB as the top up-and-coming medical school in the nation for the second year in a row. Other health care programs are also world-class. The American Sports Medicine Institute, a part of HealthSouth Medical Center, attracts sports celebrities and royalty to Birmingham for highly specialized treatment. HealthSouth Rehabilitation Corporation has 113 rehabilitation centers in 25 states. Baxter Healthcare is one of the country's leading manufacturers, distributors and marketers of health care products, systems and services and built a 110,000 sq. ft. office/distribution facility in Birmingham.

Opened in 1992 is The Medical Forum, the world's first mart for medical products and services. This one-of-a-kind project hosts all types of medical continuing education to provide medical product and service companies with a steady influx of potential customers. The state-of-the-art facility includes a 3,000-seat auditorium, wet-lab with 30 workstations and audio-visual support, including teleconferencing. The Medical Forum is a 364,000 sq. ft. adjunct to the \$140 million expansion of the Birmingham-Jefferson Civic Center.

### Other Services

An estimated 10,000 engineers are employed in the MSA -- more than any other Southeastern city -- working for major companies such as Rust International Corporation, Harbert International, BE&K, Southern Company Services, Alabama Power Company, and BellSouth Services, as well as for a number of smaller companies. Many Birmingham firms are active worldwide in design and construction.

The growing telecommunications industry is anchored here by the five-state South Central Bell Telephone Company corporate headquarters and the headquarters of BellSouth Services Company, which provides engineering, data processing, marketing and human resources support for telephone operations throughout a nine-state area. In addition, Contel Telephone brought its division headquarters from Atlanta to a new, \$4 million building in Pell City. Southern Company Services,

the engineering and technical services support company for the Southern Company (Alabama Power, Georgia Power, Gulf Power and Mississippi Power) is also headquartered here, as are Alabama Power Company and Alabama Gas Corporation, along with its parent company, ENERGEN. Birmingham is also the headquarters of SONAT and its Southern Natural Gas subsidiary.

Birmingham is the South's publishing center for commercial books and magazines. The largest publishing company headquartered here, Southern Progress Corporation, is owned by Time Inc. It publishes *Southern Living*, *Travel South*, *Progressive Farmer*, *Cooking Light*, and *Southern Accents* magazines and Oxmoor House books and moved into a new 149,000 sq. ft. headquarters building in 1989. The up-and-coming Vulcan Publishing offers more than 11 magazines, including *Computer Monthly*.

## TRANSPORTATION AND DISTRIBUTION

Birmingham was founded at the crossing of two railroads and has been an important transportation hub ever since. Centrally located in the Southeast, the area is currently served by four major railroads, more than 100 truck lines, five air cargo companies, and a dozen barge lines. The excellent highway system includes Interstates 20, 59, 65 and 459 and U.S. Highways 11, 31, 78 and 280.

Nine airlines offer direct service to and from approximately 60 cities on 140 daily flights. The diversity of airline service has also paid off in lower fares than are available at larger Southern airports. The independent airport authority has initiated plans for more than \$125 million in airport improvements --- \$47 million of which is in the first stage now more than halfway complete. The increased parking facilities and two-level access roadway are complete, the terminal modernization is two-thirds complete, and plans include land acquisition and the extension and instrumentation of the north-south alternate runway. Two million passengers flew in and out of Birmingham during 1990 and 1991, an increase of 45% over 1985. With air cargo tonnage increasing by 105% since 1985, a \$5.4 million air cargo transient development will be

## Economic Overview of Metropolitan Birmingham, Alabama

completed in 1993 and another \$7 million is estimated for a new air cargo facility.

According to The Graham Report, published by Graham & Company, during the last ten years Birmingham has emerged as a major distribution center, with the potential to be a principal distribution hub in the 1990s. There are nearly 8 million square feet of multi-tenant warehouse, distribution and service center space in the area, and 77.9 million square feet of freestanding industrial buildings. In 1991, 474,000 sq. ft. of industrial space was absorbed, but the multi-tenant warehouse market saw a net gain of 92,000 sq. ft. of space. Service centers, formerly in over supply, had 35,000 sq. ft. of space absorbed. While the Birmingham industrial market has weathered the 1991 recession well, speculative construction has ceased. Rental rates range from \$2.36/sq. ft. for existing bulk warehouse space to \$9.00/sq. ft. for new service center space.

Birmingham is a major shipper of general commodities on the Warrior-Tombigbee River System, which is linked with the Tennessee-Tombigbee Waterway, providing access north to mid-America through nearly 16,000 miles of inland waterways --- and south to the rest of the world through the Port of Mobile.

## MANUFACTURING AND INDUSTRIAL PARKS

The Birmingham area, with more than 55,000 manufacturing jobs, continues to be one of the Sunbelt's major manufacturing centers. In 1991, the five-county MSA enjoyed 150 new and expanding industries providing 1,916 new jobs and a capital investment of \$191.8 million. In fact, the area gained 18% of all new and expanding industries in Alabama during 1990 as well as 11% of new jobs in the state. Last year the area absorbed 474,000 sq. ft. of industrial building space and its 77.8 million sq. ft. of free standing industrial buildings were 96% occupied.

The single largest industrial investment in the area during the 1980s has come from USX Corporation's \$750 million seamless pipe mill --- a "world class" example of state-of-the-art technology -- and new

\$200 million continuous slab caster, which opened in 1989. The strong commitment of USX Corporation to the area is evidenced in its total capital investment of well more than \$1 billion in Birmingham since 1980. USX has razed its outdated facilities and is actively marketing the site as an industrial park for industries using its products.

Cast iron pipe and other foundry operations continue to flourish in the area, led by American Cast Iron Pipe Company, the largest plant of its type under one roof in the world, and U.S. Pipe (Jim Walter Corporation). According to the Federal Reserve Bank of Atlanta, 55% of the cast iron pipe manufactured in the U.S. is produced in Birmingham. Other items manufactured in Birmingham include fabricated metal products, paint, apparel, electronics, chemicals, office furniture, containers, paper products, truck bodies, plastics, processed food products, aircraft components, machinery, aerial lift equipment, pet food, building products and fire extinguishers.

## Oxmoor

The Birmingham five-county area is home to 30 industrial parks, including one designated as a Foreign Trade Zone. The completion of a new I-65 interchange at Lakeshore Drive has opened up Oxmoor, a new 7,600-acre park.

Oxmoor has become the focus for a number of projects, including the new campus for Southern Research Technologies and the Southern Research Institute Engineering Research Center. At the interchange is the Wildwood development, which includes a major shopping center as well as State Farm's new regional headquarters and SouthTrust Bank's new Operations Center. In Oxmoor proper, John Carroll High School has a new campus and UAB and the City of Birmingham have plans for Oxmoor Educational Development Center, an experimental school for grades K-4. Opening in 1992 are two of the three courses of the Robert Trent Jones-designed, 54-hole public golf course, Sunbelt Golf at Oxmoor.

Current construction includes a three-mile extension of Lakeshore Parkway through Oxmoor and a 36,000 sq. ft. industrial medicine clinic by Carraway Hospitals. Plans call for future residential, retail, light industrial, and distribution development.

## Economic Overview of Metropolitan Birmingham, Alabama

### INTERNATIONAL TRADE

Exporting is an important contributor to the Birmingham economy. More than 300 companies are involved in international trade in the Birmingham MSA, while international investment in the Birmingham area has grown dramatically, stimulated by the state's new tort reform package. International firms operating in the five-county metropolitan area are based in the U.K., Sweden, Germany, Australia, France, Japan, Canada, Finland, Switzerland, Austria, Italy, Brazil, and Venezuela. Products manufactured by these firms range from office furniture and magnetic tape machines to concrete and waste treatment equipment.

The Chamber processed more than 300 certificates of origin covering more than \$20 million in Birmingham-manufactured products exported in 1991; however, this represents only a fraction of the value of goods and services exported by Birmingham area firms. Also, The Chamber sponsored trade missions to Australia in 1990, Great Britain in 1991 and is cosponsoring a mission to Latin America in 1992.

The Birmingham Airport Industrial Park is a designated Foreign-Trade Zone (FTZ), which creates a major attraction for foreign investment in the Birmingham marketplace. The FTZ has been expanded into a warehouse complex in the Central Business District and will be expanded to Port Birmingham on the Warrior River when required. Birmingham is also a Port of Entry and has its own U.S. Customs Office and a regional office of the International Trade Administration's U.S. Foreign and Commercial Service.

### RETAIL AND WHOLESALE

Retailing is a major economic force in the area. Birmingham's Central Business District is surrounded by more than 48 shopping centers of 100,000 square feet or larger, totaling more than 11 million sq. ft. of space. Nine major centers have opened since 1986, including those opened in 1990: Inverness Corners Shopping Center (230,000 sq. ft.), Flintridge Centre (435,000 sq. ft.) and the Wildwood development at the entrance to Oxmoor. The 377-acre Wildwood development is projected to

have two enclosed malls, a motel and three super sized stores, and has a 14-screen movie theater, one of the largest in the South.

Birmingham's 16-county trading area, the largest in the State, was expanded with the opening of the Riverchase Galleria, a \$300 million, 3.3 million sq. ft., mixed-use retail, hotel and office project. The largest enclosed shopping mall in the South -- approaching 2 million sq. ft. of retail space --- the Riverchase Galleria will incorporate seven anchor stores. Five of the anchor stores are open, including Alabama's first Macy's department store as well as McRae's, Parisian, J.C. Penney, and Rich's. Close to 200 specialty stores, a large number of which are exclusive to the Galleria in Alabama, round out the retail space.

A "world-class" 330-room hotel and 240,000 sq. ft. office tower complete the Galleria complex presently. Three free-standing restaurants and a 10-plex theater have opened and additional buildings are planned. Eight stores in the mall lead their organizations in sales. Average square foot sales exceed \$300, making the Galleria one of the most successful retail complexes in the Southeast. It averages 300,000 shoppers per week drawing from throughout Alabama, Eastern Mississippi, Western Georgia, Southern Tennessee and the Florida panhandle.

#### *Snapshot:*

#### *December Year-to-Date Sales Over Previous Year MSA Store Composite*

1985....7.2% increase  
1986....18.7% increase  
1987....19.2% increase  
1988....1.3% decrease  
1989....8.7% increase  
1990....19.1% increase  
1991....3.5% increase

As a percentage of total employment, Birmingham's concentration of jobs in wholesale trade is third only to Atlanta and Miami among major Southeastern metro areas. Birmingham serves as the wholesale trade center for retailers throughout Alabama and parts of Florida, Georgia, Tennessee and Mississippi. Special trade shows held at the Birmingham-Jefferson Civic Center bring in thousands of visitors. The Civic Center completed a 1 million sq. ft. expansion in 1992.

## Economic Overview of Metropolitan Birmingham, Alabama

### OFFICE DEVELOPMENT

Between 1985 and 1988 four million square feet of space was added to the MSA's office space inventory, which currently totals more than 13 million square feet. With first quarter 1992 occupancy rates at 76% downtown and 82% in the suburbs (80.3% overall), construction of new office buildings has slowed. First-class downtown office space tends to be occupied fairly rapidly. This holds true even for older buildings that are renovated to first-class standards. Rental rates range from \$5.50 to \$18.00/sq.ft. area wide, with first class downtown office space renting for \$14.00 to \$18.00/sq. ft.

A booming area is midtown, where the first phase of the \$104 million Kirklin Clinic has just been completed, along with an 1,450-car parking deck above 18,000 sq. ft. of retail space. Central Bank has purchased the nearby 20-story Daniel Building for its new headquarters, having sold its old building to UAB for use as administrative offices.

In the suburbs, a small amount of just-completed construction includes the Urban Center at Liberty Park, RiverPoint Corporate Center, a second building for the Concourse at Riverchase, and the first building for Grandview Office Park.

The Birmingham area is the home of the "office park" concept. Mountain Brook Office Park began this nation-wide trend in the late 1950's. Today more than ten office parks are located here, and the original park still enjoys near-full occupancy.

### HOSPITALITY INDUSTRY

The Greater Birmingham Convention and Visitors Bureau reports 9,813 hotel rooms in the metro area, with a 63% average occupancy rate and average double room rate of \$51.36. Tourism employs 21,712 people, up 2.3% from 1990, and tourists spend an estimated \$710.75 million, up 6.6% from 1990.

Hotel construction in the 1980s saw the revival of the elegant, intimate downtown hotel with the openings of the 150-room Tutwiler Hotel, renovated for \$15 million, and 63-room Pickwick Place, \$5 million; both opened in December 1986. All-suite

hotels came to Birmingham with the Rime Garden Inn in mid-1985, followed by the Residence Inn and the Sterling Suites. The Wynfrey Hotel, flagship hotel of the new Wynfrey hotel chain, opened in January 1986 as part of the \$300 million Riverchase Galleria office-mall-hotel complex. Both the Wynfrey and the Tutwiler are Mobil Travel Guide Four-Star and AAA Four-Diamond Award winners.

The just-completed \$140 million expansion of the Birmingham-Jefferson Civic Center complex now includes a 771 room Sheraton Hotel, by far the largest in the state, which will serve as the cornerstone for attracting larger conventions and meetings. The expansion of the complex also includes the world's first Medical Forum, a new Alabama Sports Hall of Fame, new meeting rooms and 364,000 sq. ft. of space in the Exhibition Hall. A new parking deck holds 1,150 cars. This construction is in addition to the existing 19,000-seat coliseum, 3,000-seat concert hall and 1,000-seat theater.

The construction of a 54-hole public golf course designed by Robert Trent Jones in the Oxmoor Valley should prove a magnet for golfing enthusiasts, as well as an additional amenity for retirees. Scheduled to open in 1992, Sunbelt Golf at Oxmoor is just off I-65 on Lakeshore Parkway.

### RESIDENTIAL DEVELOPMENT

An increase in multi-family housing --- especially rental apartments --- started in 1986. Most of the large multi-family rental development were concentrated south of Birmingham along the U.S. Highway 280 and U.S. Highway 31 corridors. Major hirings by employers headquartered in these areas have helped speed absorption of the units. Rental rates for a two-bedroom, two-bath apartment range from \$450 to \$550 a month.

#### *Snapshot:*

#### *Multi-Family Unit Construction by Year*

1986...	1,522
1987...	1,754
1988...	2,282
1989...	1,109
1990...	1,036
1991.....	562

## Economic Overview of Metropolitan Birmingham, Alabama

The single-family housing market has remained very healthy, ignoring the problems plaguing other regions. At \$110,436, the average sales price of a home for December 1991 was 14% above December 1990. The April 6, 1992, edition of *U.S. News and World Report* ranked Birmingham as one of the top 25 cities where homeowners will fare best, projecting a 5.2% increase in the value of an existing home during 1992. The article also ranked Birmingham as the fifteenth most affordable real estate market.

In addition, an active program to recruit retirees has begun to capitalize on Birmingham's attractiveness as an alternative to retirement in Florida. A number of retirement communities have been built in the last decade, including the newest, Galleria Woods, which open in 1992.

### EDUCATIONAL DEVELOPMENT

The five-county Birmingham area contains 18 public school systems incorporating 307 public schools along with 54 private and denominational schools with a combined enrollment of more than 150,000. Additionally there are six universities and colleges, seven junior colleges and eight degree granting technical schools. Two law schools and the UAB medical, dental, nursing and other specialized training schools round out the area's educational opportunities. The Birmingham Public Library System is the largest in the Southeast, with more than 3 million volumes and 38 branches.

Located in downtown Birmingham is the Alabama School of Fine Arts, the nation's only state-supported secondary school for students with special artistic gifts. The School supplies more ballet dancers to the American Ballet Theatre than any other school in the world. Construction of a new, \$17 million, downtown campus is underway. The school has expanded to include a math and science component for the state's outstanding high school students. The Shades Valley Learning Center high school began offering the International Baccalaureate Diploma in the 1991-92 school year.

With a total annual budget of \$750 million and 16,784 students, the University of Alabama at Birmingham (UAB) offers 167 undergraduate and graduate degree programs. It ranks consistently in

the top 35 public institutions of higher education in the nation for the amount of federal research funds it receives, topping \$110 million annually in current grants and contracts for 1991. UAB is one of seven federally designated Centers for AIDS Research. More than \$120 million in new construction -- not including the next phase of the Kirklin Clinic -- is underway or planned on UAB's 70-block campus.

Birmingham-Southern College, a small liberal arts institution, has been cited by numerous publications (*U.S. News and World Report*, *Changing Times* and *The New York Times* among them) as the best among southern liberal arts colleges and as one of the "best buys" in higher education. Samford University, Alabama's largest independent college, was named by *U.S. News & World Report* as one of 32 "rising stars of American higher education." *USA Today* tapped Samford as one of 182 most selective universities in America.

### CONSTRUCTION

Construction is concentrated in several pockets: downtown, UAB, US Highway 280 corridor, US Highway 31 corridor and I-459. Construction has included massive interstate widening projects, multiple mixed-use developments, both downtown and in the suburbs, and health care projects.

#### *Snapshot:*

#### *Completed Construction by Year*

1984....	\$374.5 million
1985....	\$304.9 million
1986....	\$657.1 million
1987....	\$475.1 million
1988....	\$521.0 million
1989....	\$919.8 million
1990....	\$787.8 million
1991....	\$699.7 million

Currently underway is the \$125 million expansion of the Birmingham Airport. Just completed is the \$140 million expansion of the Birmingham-Jefferson Civic Center and the \$50 million first phase of the planned \$104 million Kirklin Clinic, which was designed by I. M. Pei. UAB has \$120 million in current construction projects.

## Economic Overview of Metropolitan Birmingham, Alabama

### QUALITY OF LIFE

The Robert Trent Jones 54-hole public golf course nearing completion is but one of many elements making the Birmingham metropolitan area an outstanding place to call home. Contributing to both the economy and area's lifestyle are the pari-mutual wagering at the Birmingham Race Course, the Birmingham Barons AA Southern League baseball club, the WLAFF Birmingham Fire, and outstanding collegiate sports --- including the Southeastern Conference's championship football game.

A 1992 study revealed that the arts contribute \$30.2 million to the economy and provide 1,060 jobs. This study did not include Birmingham's latest hit event, City Stages, which brings more than 100,000 people downtown to enjoy three days of nonstop music each June.

Excellent museums, live theater, the Alabama Symphony and Ballet, and numerous lakes for water sports further enhance entertainment opportunities. The largest state park, Oak Mountain, contains a public golf course, beach and elevated nature trail

and is just minutes from downtown. A morning's drive reaches sugar-white Gulf beaches or mountain skiing.

### SUMMARY

Since 1970, Birmingham's economic base has broadly diversified to embrace health care, research, engineering, construction, distribution, data processing, finance, retail and wholesale trade, and communications companies which have greatly strengthened the economy. At the same time, the area continues to be one of the Sunbelt's leading manufacturing centers. Airport improvements and increasing airline service make the area more easily accessible, resulting in much lower air fares than found at many major cities. The Birmingham area has enjoyed consistent growth since 1984 and fared much better than most of the nation during the 1991 recession. With the completion of the \$125 million airport expansion, the \$140 million Civic Center expansion, and the \$104 million Kirklín Clinic, metropolitan Birmingham will move to the nation's forefront in health care, medical education and as an affordable and desirable place to live.

June 1992

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# AN INTRODUCTION TO THE MAGIC CITY

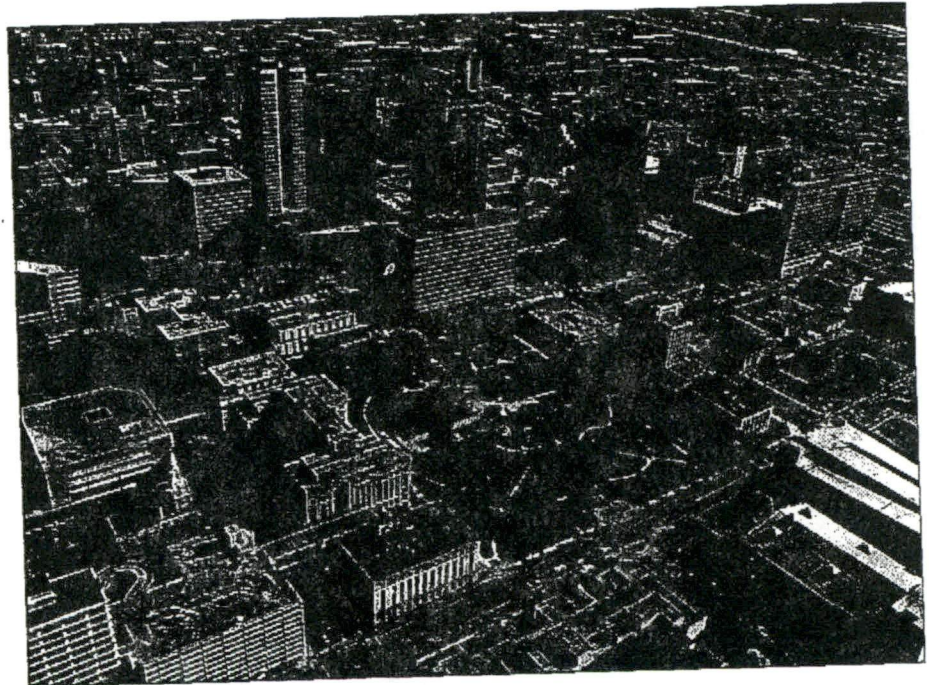
*The magic of Metropolitan Birmingham. It's a sunset that turns our glass skyscrapers burnt orange. It's taking a winding car ride up the slope of Red Mountain and watching the city lights twinkle like stars fallen to earth.*

**T**he magic of Metropolitan Birmingham. It's a sunset that turns our glass skyscrapers burnt orange. It's taking a winding car ride up the slope of Red Mountain and watching the city lights twinkle like stars fallen to earth. It's our downtown office workers, sneaker-shod on their lunch hour and walking past the government buildings, magnolia trees, and fountain in Linn Park. It's a bicycle resting on a green, suburban lawn or a child's chalk drawing washed from the pavement by one of the late-afternoon thundershowers that bring relief from summer heat and a jewel-like sheen to our city streets.

Birmingham is full of such magical moments.

Birmingham and magic — to those who have come to know our metropolitan area, the two words go hand in hand. This word association dates from the city's earliest days, when Birmingham became known as the Magic City — because it grew overnight, like magic.

We've gained plenty of other proud nicknames over the years. Again in 1991 the U.S. Conference of Mayors named Birmingham one of the finalists in its



▲ Birmingham's diversified, progressive business environment is evident in the city's booming skyline.

Most Livable City Award program for the city's promotion of minority business growth. In the past six years, Birmingham has been recognized four times for city programs. In 1989, the city was voted the Most Livable based on its commitment to

culture and the arts.

The arts are indeed vibrant here. Theatre. Ballet. The Alabama Symphony. Concerts of all descriptions. Art galleries. A first-class art museum undergoing a \$17 million expansion. Architecture, including

a new health care clinic designed by the world-renowned I.M. Pei. A yearly festival, City Stages, brings 150,000 people downtown for a three-day celebration of music, heritage, and culture. And that just scratches the surface. This belief that the good life includes making time and space for arts and culture is a big part of what makes Birmingham a wonderful place to live and work.

Our diversified, progressive business environment makes the magic possible. In Birmingham you'll find technologically-advanced manufacturing (USX operates its only fully-integrated steel mill at Fairfield Works); some of the nation's finest health care facilities (employing 11 percent of the area's total workers); a profitable home for high tech (a public/private initiative is developing the Oxmoor Valley

Research and Development Park); a transportation hub (a \$125 million expansion is underway at the Birmingham Airport); retail that is upscale, downscale, and all around the scale; a hospitality industry that is the epitome of Southern graciousness and modern business convenience (the newly-expanded Birmingham-Jefferson Civic Center includes the 10-story Medical Forum, a medical product mart, and a 771-room convention hotel); and a banking/financial sector that is home to Alabama's largest financial institutions and several nationally-known insurance companies.

Easily as exciting is the roar of the crowd at one of our many top-flight athletic contests. Birmingham is a sports-mad town: college athletics, professional sports — we follow our

teams with an almost-religious fervor.

That's the sort of roster of economic strength you might expect in a major metropolitan area, the 46th largest MSA in the nation. But the Birmingham area has more than numbers going for it. There is a can-do spirit of entrepreneurship alive in the green hills and valleys we call home. And it's infectious.

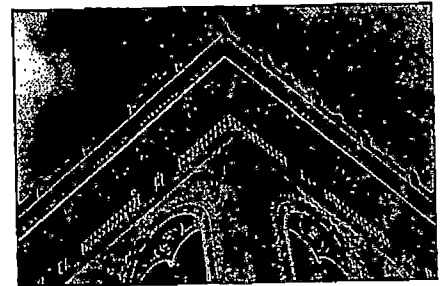
It's easy to catch the spirit. Even before the nation's policy makers and business leaders began focusing their attention on the state of the U.S. education system, Birmingham's leaders were developing programs to make the business community a partner in progress with area teachers and students. There are exciting things happening: Adopt-A-School programs, Business/Education Partnerships, parents who care, teachers who care, and students

who are going to grow into productive members of our work force of the future.

Because of such initiative, the future is full of promise in the Birmingham metropolitan area. And the present is particularly pleasing.

Come with us as we tour metro Birmingham in the following pages; as we view a city with exciting nightlife and great restaurants, wonderful neighborhoods for raising children, and an easy pace of life that lets you know the joys of family. There are places to picnic in a green city park or cheer on college or professional sports teams in a stadium full of people. There are places to fish in a blue lake or see the sun rise over a mountain top. There's a place for you.

▲ Birmingham offers its residents surprising diversity, from the urban bustle of downtown to peaceful, wooded suburbs. ▼ The city's architecture is equally diverse, including carefully preserved historic facades with ornate detail.



**H**ere, in Birmingham, are all the ingredients necessary to produce steel: iron ore (the "red" in Red Mountain), coal, limestone, and water, all in abundance. When crews discovered the profusion of these elements at the intersection of two rail lines just after the Civil War, the formation of the city of Birmingham was inevitable. A happy accident of nature and commerce.

Named for Great Britain's steel making center, Birmingham was officially incorporated on December 19, 1871.

Despite some rocky early years — due to both disease and economics — work proceeded on the foundries, houses, and businesses of early Birmingham.

Steel was first produced in 1895, leading the way for Birmingham to become the manufacturing center of the South. Within a decade and a half, the population soared (like magic) from about 30,000 to more than 120,000, with steelmaking forming the backbone of the city's economy.

Birmingham's prosperity continued unabated until the Great Depression, which sent the manufacturing economy into a dramatic tailspin. Despite a strong recovery during the Second World War, city leaders realized that placing the city's fortunes on a single industry was a dangerous practice. They instituted a campaign to diversify the Birmingham economy. An energetic drive was launched to recruit varied businesses and industries. This strategy has been a tremendous success. Although steel continues to be an important part of Birmingham's economic mix, today the city is a

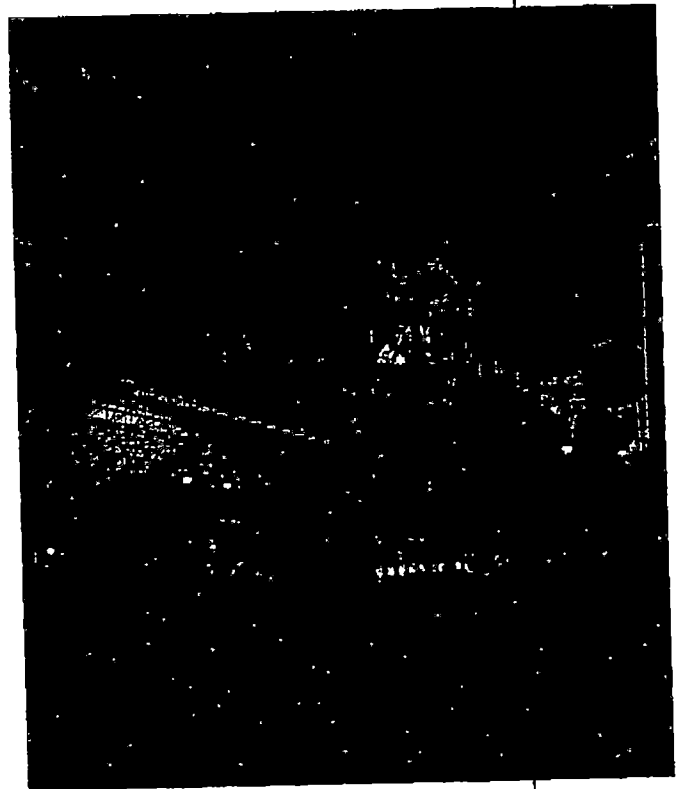
leader in finance, medicine, biomedical research, insurance, engineering, and transportation. Birmingham is also a leading wholesale and retail trade center, attracting customers from a multi-state area.

Just as Birmingham has had to slowly shake off its image as a one-industry town, so has it had to outgrow its image as a racially divided city. Once the scene of major conflicts during the civil rights movement, the city is now

seen as a model of racial cooperation. A Civil Rights Museum, to be located near the city's downtown statue of Dr. Martin Luther King, Jr.,

will help future generations learn from the turmoil of the past.

## The HISTORY Of Birmingham



▲ Once a thriving mill at the edge of downtown, Sloss Furnaces has been transformed into a lively Birmingham landmark which hosts a variety of special events.

# BUSINESS

**L**et's dispense with the steeltown stereotypes right off the bat. In Birmingham you'll find a New Economy for the New South — manufacturing, high-tech, health care, and service industries — that makes the Birmingham metropolitan area a profitable place to do business.

Birmingham is:

- one of the country's leading medical treatment and research centers;
- home to more high tech companies than any other Alabama city, and more engineers than any other Southeastern city;
- Alabama's largest retail trade center;

- one of the South's leading publishing centers;
- a national and international distribution center;
- a major destination for conventions and meetings.

If that's not enough diversity for you, consider this: Birmingham has assumed a role as a major cultural center, with the arts pouring some \$9.2 million annually into the area economy. Tourism also is big business in Birmingham.

Just as the blending of minerals produces tempered steel, so does the blending of Birmingham's assortment of businesses produce a community stronger than its many elements, an alloy for success.

## BIRMINGHAM METROPOLITAN AREA LARGEST EMPLOYERS

1. University of Alabama at Birmingham
2. U.S. Government
3. City of Birmingham
4. State of Alabama
5. Alabama Power Company
6. Baptist Medical Centers
7. South Central Bell
8. BellSouth Services
9. Jefferson County Board of Education
10. Jefferson County Government
11. AmSouth Bank
12. American Cast Iron Pipe Company
13. USX
14. Blue Cross/Blue Shield of Alabama
15. SouthTrust Bank
16. Drummond Company
17. Carraway Methodist Medical Center
18. Bruno's
19. Rust International
20. Stockham Valves & Fittings
21. Pemco Aeroplex
22. St. Vincent's Hospital
23. Southern Company Services
24. AMI Brookwood Medical Center
25. Wal-Mart

## MANUFACTURING AND INDUSTRY

**A**lthough Birmingham is quickly gaining a reputation as a major service-sector city, manufacturing remains a vital component in the city's overall success formula. Today in Birmingham more than 1,700 manufacturing firms provide jobs for 57,000 people. With nearly half of the Fortune 500's leading industrial corporations having area operations, Birmingham continues its role as the primary industrial center of the Southeast — now and in the future.

Here are a few reasons why:

**Diversity:** items manufactured in the area include steel, iron, finished metal products, paint, apparel, electronics, chemicals, office furniture, containers, paper products, truck bodies, plastics, processed food, aircraft components, machinery, aerial lift equipment, building

## LEADING MANUFACTURING EMPLOYERS IN THE BIRMINGHAM AREA

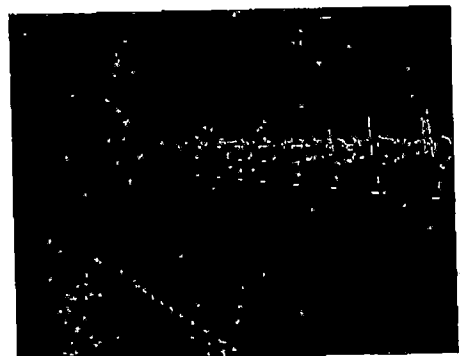
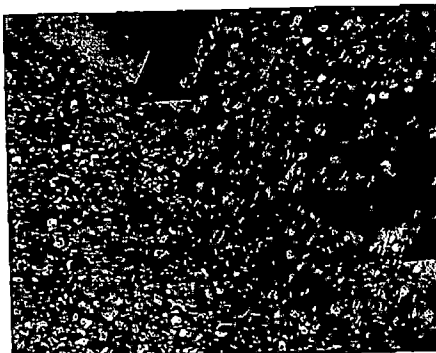
**USX** (formerly U. S. Steel), operates a \$750 million seamless pipe mill, and has just completed a \$200 million continuous slab caster. The company employs 2,200 people here. Its Fairfield Works is the only fully integrated steel mill that USX operates in the nation.

**The American Cast Iron Pipe Company, U.S. Pipe and Foundry Company** (a division of the Jim Walter Corporation), and **McWane Cast Iron Pipe Company** produce about 55 percent of the cast iron pipe manufactured in the United States each year.

**Vulcan Materials Company** is one of the world's largest chemical and aggregate producers, with net earnings in excess of \$130 million per year.

**Pemco Aeroplex** is the largest independently owned aircraft maintenance and modification center in the U.S.

**Amerex** is the world's largest manufacturer of fire extinguishers.



products, and fire extinguishers;

**Labor Availability:** the Birmingham MSA contains 23 percent of the state's population;

**Raw Materials:** from metals to fabrics to foods, the necessary bulk goods and commodities are readily available;

**Training and Educational Development:** the area's schools, colleges, and universities provide complete training programs — vocational/technical to professional;

**Transportation and Distribution:** located in the heart of the Southeast, Birmingham features a complete transportation and distribution network utilizing air, rail, highway, and water to create a hub;

**International Trade:** more than 300 companies are currently involved in international trade. The area offers a Foreign-Trade Zone, a U.S. Customs Office and Port of Entry, and a regional U.S. Foreign and Commercial Service office.

▲ *USX contributes to Birmingham's role as the primary industrial center of the Southeast.*

► *The University of Alabama at Birmingham provides a comprehensive liberal arts, sciences, and pre-professional curriculum for its 15,500 students.*

## HEALTH CARE AND MEDICAL TECHNOLOGY

**H**ealth care, medicine, and medical research play a major role in Birmingham's economy. No matter where you are in the Greater Birmingham area, you are just minutes away from a quality hospital or clinic.

Home to 21 hospitals with a combined total of 6,726 beds — to say nothing of research and development firms — Birmingham has become an internationally renowned medical center, providing both comprehensive treatment and innovative research in everything from cardiac surgery to kidney transplants, from cancer care to pediatric burn trauma treatment. Some 11.6 percent of Birmingham workers have jobs related to medicine and health care.

Throughout Birmingham the commitment to excellence in medical treatment and research has brought physicians and scientists from around the world to study and to teach, making Birmingham a "world class" medical city.

### THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

As the area's largest employer, UAB provides jobs for some 13,765 faculty and staff members, and has a total budget of \$633 million. UAB, located on 64 blocks of the city's Southside, is one of the country's leading medical schools. It is, also, one of America's foremost biomedical research centers. In 1989, UAB ranked 34th in the nation in federal grants and contracts awarded (the dollar amount topped \$105 million) for advanced research on everything from cancer to nutrition to vision sciences. UAB's Comprehensive Cancer Center has been ranked first in the nation in research and education by the National Institutes of Health. Currently under construction is the \$103.5 million Kirklin Clinic, designed by the world-renowned architect I.M. Pei. The building will house UAB doctors in a superclinic that will be a stunning addition to the cityscape.

## RESEARCH

**C**omplementing the efforts of Birmingham's health care institutions is Southern Research Institute, the largest nonprofit independent research laboratory in the Southeast. With 605 total employees, SRI's research staff has received national recognition for AIDS and cancer research. In fact, four of the 30 most common cancer-fighting drugs used today were developed at SRI, more than at any other research facility in the world.

Birmingham is also strong in other high tech fields. The Office for the Advancement of Developing Industries (OADI) at UAB is a high-tech business incubator facility. To help foster the creation of even more such firms, Birmingham is currently developing the 7,500-acre Oxmoor research park. A new Southern Research Institute Engineering Research Center at the park is expected to serve as the anchor in this R&D corridor.

Finally, the Magic City has gained an international reputation in ground breaking medical research. Among the 25 designated research centers at UAB are the Center for Geographic Medicine, Lister Hill Center for Health Policy, and the Center for AIDS Research. Aside from UAB, other area hospitals also are active in medical research.

## OTHER SERVICE INDUSTRIES

**D**uring the past decade, employment in fields such as engineering, data processing, publishing, and telecommunications has grown by nearly 50 percent, making the service-sector the fastest growing of any in the area.

An estimated 10,000 engineers work in the Birmingham MSA, — more than in any city this side of Houston — at such major firms as **Rust International Corporation**, **Harbert International**, **BE&K**, **Southern Company Services**, and **Alabama Power**.

Birmingham is home to **South Central Bell's** corporate headquarters, as well as **BellSouth Services**, which provides engineering, data processing, marketing, human resources, and engineering support in BellSouth Corporation's nine-state service area.

Other major insurers, service companies, and utilities in the Birmingham area include **Energen**, **Alagasco**, **Sonat**, **Torchmark**, and **Protective Life**.

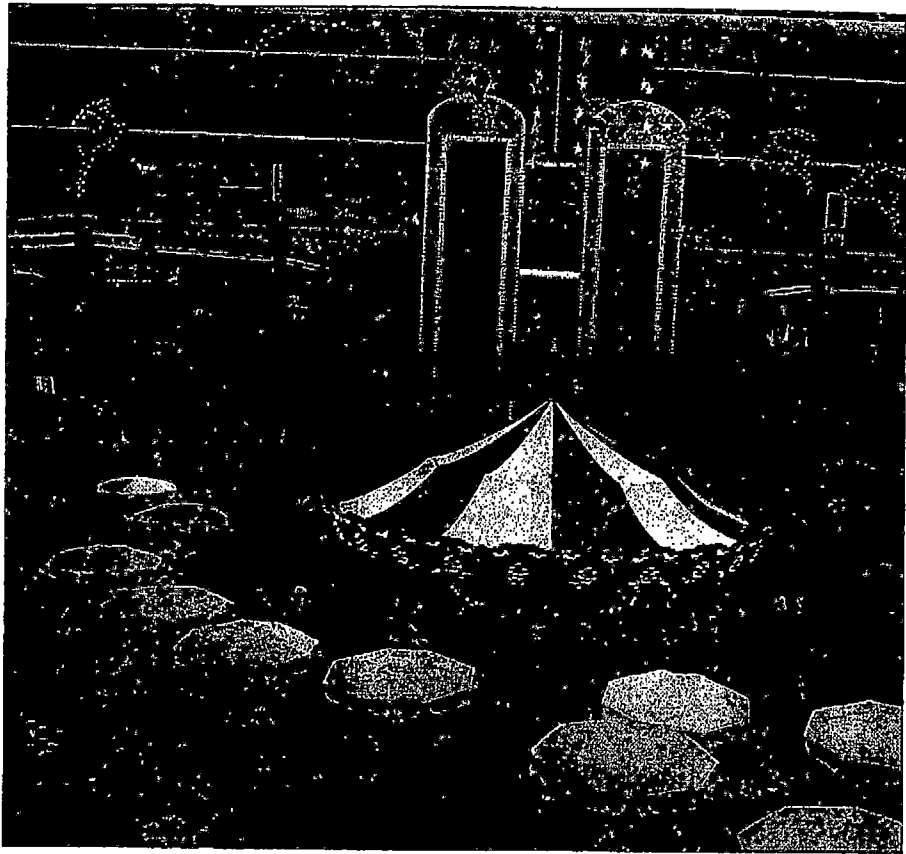
Some 34 magazines, as well as company and trade publications, are produced in Birmingham. **Southern Progress Corporation** is the largest of the area's publishing companies, (*Southern Living*, *Cooking Light*, Oxmoor House books), and is a subsidiary of Time-Warner Inc. **Vulcan Publications** is a major trade publisher, and one aspect of the diversified **Ebsco Industries** is a large subscription fulfillment operation. **Stevens Graphics/Oxmoor**, a subsidiary of BellSouth Corporation, is the second largest publisher of Yellow Pages in the U.S. And the afternoon daily newspaper, *The Birmingham News*, won a Pulitzer Prize last year for editorial writing.

### TOP DISCOVERIES AT SRI

- The development of nine clinically evaluated cancer fighting drugs, including four commercial drugs.
- The identification of carbovir, developed by Dr. Robert Vance at the University of Minnesota, that is active against the AIDS virus.
- An Intraoral Fluoride Releasing Device (IFRD), a pea-sized device implanted in the mouth which releases cavity-fighting fluoride on a continuous basis.
- A corn-based pesticide that is proving effective in combating fire ants.
- A fiber optic guided missile (FOG-M) system.

## RETAIL

**I**n and around Birmingham are 48 malls and shopping centers of 100,000 square feet or more, totalling 11.5 million square feet of retail space and registering 25 percent of Alabama's retail sales. The crown jewel is the **Riverchase Galleria**, a 140-acre retail/hotel/office complex featuring 3.3 million square feet of total space. The Galleria, which attracts some 300,000 shoppers per week, is the largest enclosed mall in the South and boasts the longest skylight in the Western Hemisphere. Other malls in the Birmingham area have been renovated, including **Eastwood**, **Western Hills**, **Brookwood Village**, and **Century Plaza**. In addition, strip shopping centers have enjoyed a resurgence in popularity in the area.



▲ *The Riverchase Galleria is the largest enclosed mall in the South and boasts the longest skylight in the Western Hemisphere.*

# HOUSING

**T**he Birmingham metropolitan area combines the luxuries and advantages of a major urban setting with the values and pleasures of small town life. From new homes to renovated bungalows, from apartments to condominiums, Birmingham offers a wide range of options when choosing a place to call home.

## HOUSING COSTS — PERCENT OF THE NATIONAL AVERAGE

Birmingham . . . . .	97.7
Charlotte . . . . .	101
Atlanta . . . . .	101.4
Orlando . . . . .	107.5
Richmond . . . . .	117
Miami . . . . .	120.7

## CONSTRUCTION

### Completed Construction

1984.....	\$374.5 million
1985.....	\$304.9 million
1986.....	\$675.1 million
1987.....	\$475.1 million
1988.....	\$521.0 million
1989.....	\$919.8 million
1990.....	\$273.1 million

## TRANSPORTATION

**F**ounded at the intersection of two rail lines, Birmingham has, since its earliest days, served as an important national and international distribution center.

### Air

The Birmingham Airport is Alabama's primary airport, accounting for approximately 52 percent — more than two million passengers per year — of the state's total air passenger service. Commercial service is provided by 10 airlines (American, Comair, Delta, L'Express, Northwest, Southwest, TW Express, United Express, United, USAir), and direct service is available to more than 50 cities with 70 daily departures. Daily air freight service is offered to most major American cities. The \$125 million expansion underway at the airport includes additional gates, parking, a new two-level access road, a 32-acre site for an air cargo facility featuring a 67,500-square-foot building, and runway additions, among other improvements.

### Water

Located on the Warrior-Tombigbee River System — which feeds into the Tennessee-Tombigbee Waterway linking the Gulf of Mexico with the nation's mid-section — Metropolitan Birmingham has access to more than 16,000 miles of inland waterways. Birmingham is linked with the International Port of Mobile, through which international markets can easily be reached.

### Road

Birmingham lies at the intersection of Interstates 65, 20, 59, and 459, and a number of major U.S. highways, offering easy access to major cities throughout the South and the nation. Some 100 trucking

companies operate terminals here.

### Rail

Three major railroads serve the Birmingham metropolitan area: CSX, Norfolk Southern, and Burlington Northern. The area is also served by one of the largest local rail lines in the nation — the Birmingham Southern Railroad — which has led to the creation of a "rail district" in which any industrial site can be served by any or all major rail lines without extra charge to the shipper. In addition, daily passenger service to New Orleans and New York is provided by Amtrak, with new daily service to Mobile.

### Bus

The Birmingham area is served by Greyhound, a national carrier. Local bus

## BIRMINGHAM AS A HAVEN FOR RETIREES

With its many lifestyle advantages and amenities, Birmingham has recently come to be recognized as an outstanding senior's and retiree's community.

— The city is home to more than 20 retirement communities.

— More than 200,000 Birmingham residents are age 55 and over.

— Birmingham is home to 65 agencies providing special services to seniors.

— The year-round climate is more moderate than Florida and Arizona.

— The surrounding countryside is not only beautiful, but offers a host of recreational opportunities, including parks, lakes, museums, golf courses, gardens, and historic sites.

— Health care is superb at the area's 21 hospitals. What's more, the cost of health care is 6.2 percent below the national average.

— The cost of living is low, housing costs are well below the national average, the crime rate is low, and the pace of life is relaxed.

— Shopping is convenient and abundant.

— Area churches serve all denominations.

— The area's outstanding schools and colleges provide a number of educational opportunities for seniors.

service is provided by the Birmingham-Jefferson Transit Authority's Metro Area Express (MAX). Downtown shuttle service is provided by a minibus system (DART), which operates trolley-like vehicles between the Civic Center and Southside.

▲ *Birmingham has, since its very inception, served as an important regional transportation hub.*

# EDUCATION

**F**rom kindergarten through post-graduate and professional school, educational opportunities abound in the Birmingham area. Along with 307 public schools, institutions of higher education provide a wide range of educational opportunities for residents of the Birmingham MSA.

The five-county metropolitan area contains 17 major school systems (K-12) with a combined enrollment in excess of 150,000 students. The Alabama School of Fine Arts, the nation's only state-supported secondary school for students with special artistic talents, is also located here.

For those parents desiring a private, parochial, or denominational school, Birmingham offers a number of excellent options. More than 54 private and denominational schools operate in the Birmingham area.

#### Colleges and Universities:

The Birmingham Metropolitan Area is home to a number of institutions of higher education. They include:

**Birmingham School of Law**, now in its 76th year, holds night classes leading to the Juris Doctor degree. Classes meet in the Jefferson County courthouse. Enrollment is about 300. (322-6122)

**Birmingham-Southern College**, a Methodist liberal arts college with an enrollment of 1,900, offers degrees in the

arts and sciences, nursing, and music, and has recently been included on lists of the nation's top liberal arts colleges compiled by *The New York Times*, *Changing Times*, *U.S. News and World Report*, and the *National Review College Guide*. The Carnegie Foundation for the Advancement of Education ranked the school as a liberal arts college of the highest caliber. (226-4600)

**Miles College** is a C.M.E. liberal arts college with approximately 500 students, offering many courses of study including business administration, communications, and the Black Living Artist Series. (923-2771)

**Samford University**, Alabama's largest private university with an

29

▲ It's no surprise that Birmingham is known by many as "The Football Capital of the South."



▲ Birmingham residents reveal a true spirit of competition.

# SPORTS

**B**irmingham's nickname, "The Football Capital of the South," doesn't go far enough. For even though football is widely loved in Birmingham, so are baseball, basketball, and other sports in this athletics-mad city. Headquarters for the Southeastern Conference, as well as the Gulf South Conference, Birmingham will host the SEC's new football championship game at Legion Field beginning this year.

Legion Field, an 84,000-seat stadium, is also home to the World League of American Football's Birmingham Fire. The Fire meets teams from cities such as Montreal, Barcelona, and London each spring in this international league. Legion

Field also hosts the collegiate gridiron action of the University of Alabama's Crimson Tide and the Magic City Classic, the annual clash between Alabama State and Alabama A&M. Samford University hosts Division I AA football at Siebert Stadium, while UAB plays Division III collegiate football at Legion Field.

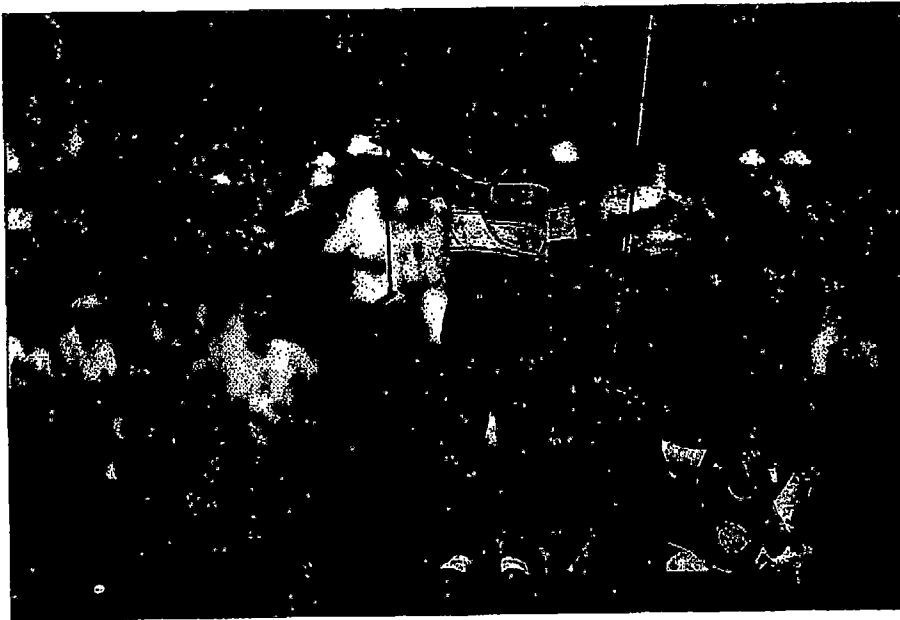
Professional baseball is played at Hoover Metropolitan Stadium, home of the Birmingham Barons, the AA Southern League affiliate of the Chicago White Sox. Through 79 seasons of play, the Barons have provided a wealth of talent — including Willie Mays — to the big leagues, and are seeking AAA status.

In Birmingham, basketball has become one of the more popular spectator sports. The city has a pro team — the Bandits of the Continental Basketball Association,

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▼ Whether its WIAF football or PGA golf action (above), Birmingham's sports-mad citizens have plenty of events to keep them occupied — as spectators or players — all year long.

the official developmental league for the NBA, playing their games in Bill Harris Arena. The University of Alabama at Birmingham Blazers, led by Coach Gene Bartow, play at UAB Arena and the BJCC. Other college basketball teams in the area include Samford University, Birmingham-Southern College (1989 NAIA champs), Walker State Junior College, The University of Montevallo, Jefferson State Junior College, and Miles College. These schools also feature several of the best collegiate baseball teams in the region.

And finally, the Diehard 500 and Winston 500 are held at the nearby Talladega Motor Speedway.

# POINTS OF INTEREST

## PLACES TO SEE

### Alabama Sports Hall of Fame Museum

**W**ith a new home in the expanded Civic Center, the Alabama Sports Hall of Fame is a great place to stand in awe of the state's sports heroes, from Bear Bryant and Willie Mays to Joe Lewis. (323-6665)

### The Birmingham Zoo

The Birmingham Zoo is home to nearly 1,000 mammals, birds, and reptiles occupying 100 shady acres. The Predator House shelters the big cats.

Monkey Island features a collection of Spider Monkeys. The newly-opened Social Animals Building is the latest example of a leading-edge zoo concept that groups animals in exhibits according to lifestyle characteristics rather than species.

There's even a miniature train — the "Magic City Express." The Birmingham Zoo is open daily. (879-0408)

### Birmingham Botanical Gardens

Flowers and foliage from around the world fill the 67 acres of the Birmingham Botanical Gardens. The grounds include 22 garden areas, the Camellia House, Desert House, and the climate-controlled glass "clear-span" conservatory, the largest of its kind in the Southeast, which houses rare and delicate plants from every climate. The Garden Center features a restaurant and pedestrian bridge from which to view the splendors of the gardens.

Tranquil Japanese Gardens, modeled after Old World Japan, cover 7-1/2 acres of the site. The Gardens' Bonsai tree collection is of national repute.

The Botanical Gardens are open every day of the year, from dawn until dusk. (879-1227)

## Birmingham Museum of Art

From its inauspicious beginnings 38 years ago as a small gallery in City Hall, the Birmingham Museum of Art has grown into the largest municipally supported museum in the South, with the most comprehensive permanent collection in the region. The BMA is undergoing a \$17 million, 50,000-square-foot addition/renovation.

Included in the permanent collections are examples of Italian Renaissance art from the Kress Collection. The European collection is especially strong in 17th century Dutch and Flemish, 18th century British, and 19th century French paintings, and the American collection is particularly impressive. A new wing will house the \$50 million Eugenia Woodward Hitt collection of 18th-century French art.

The Museum's collection of decorative arts has its special strength in English ceramics. The Beeson Collection of Wedgwood porcelain contains more than 1,400 objects and is considered to be the world's finest.

The Birmingham Museum of Art also boasts the largest and most comprehensive Oriental Art collection in the Southeast, and its most recently formed collection is of ritual masks and sculptures from West and Central Africa. (254-2565)

## The Discovery Place

The Discovery Place, a one-of-a-kind museum for children, is dedicated to the proposition that learning doesn't have to be dull.

Exhibits combine science and technology with the arts and humanities, allowing visitors to explore such subjects as: anatomy (by watching a skeleton ride a bicycle); the mechanics of building a city (by climbing beneath street level); occupations (by "trying on" the career of a fireman, doctor, or policeman); and communications (by transmitting information with computers or operating a television studio). The Discovery Place is a unique hands-on learning experience for children, teachers, parents — everyone. Best of all, it's also a lot of fun. (939-1176)

## Red Mountain Museum

There are many good places to take a hike, but there aren't many where you can take a hike that's 150 million years long.

The Geologic Walkway — or, "The Cut" — at Red Mountain Museum is a walk back in time, and is one of the largest such museum exhibits in the world. A half-mile path along the elevated walkway lets visitors view 150 million years of Earth history.

The exhibit building is the home of one of the largest fossil collections in the Southeast, and live pictures of the sun can be seen daily (weather permitting, of course) via the museum's solar telescope, the only such public telescope in the country. (933-4124)

## Sloss Furnaces National Historic Landmark

More than a century old, Sloss Furnaces once produced millions of tons of pig iron during its 89 years of operation. Although the blast furnaces were closed down in 1971, the city continues to celebrate its iron-making heritage at Sloss Furnaces National Historic Landmark, both a museum of industry and labor, and Birmingham's most unique community center.

Since Sloss reopened its gates in 1983, the enormous smokestacks and furnaces have become the heart of a nationally-acclaimed community gathering place. Tours, blacksmithing, and art are playing a major role in Sloss' transformation, causing people

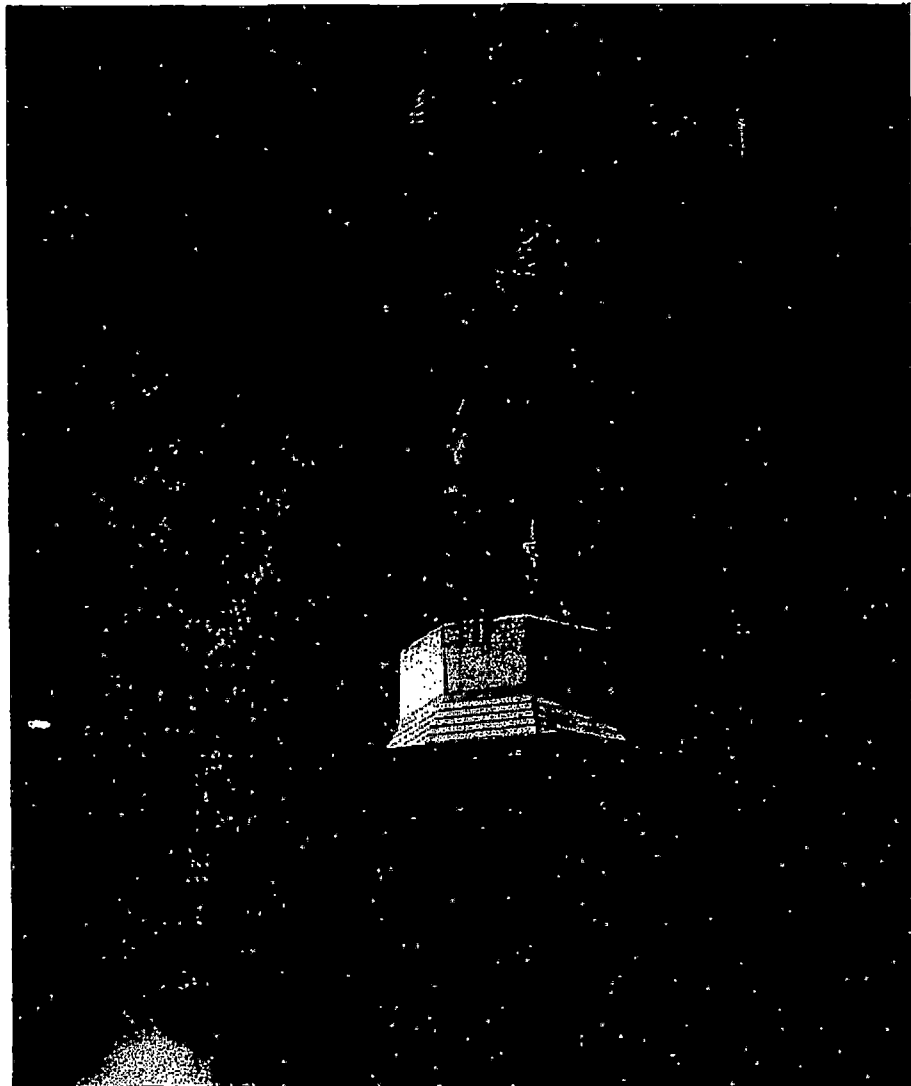
to regard Sloss as another place to enjoy Birmingham's performing arts.

Sloss is alive — not making iron anymore, but still making magic. (324-1911)

## Vulcan

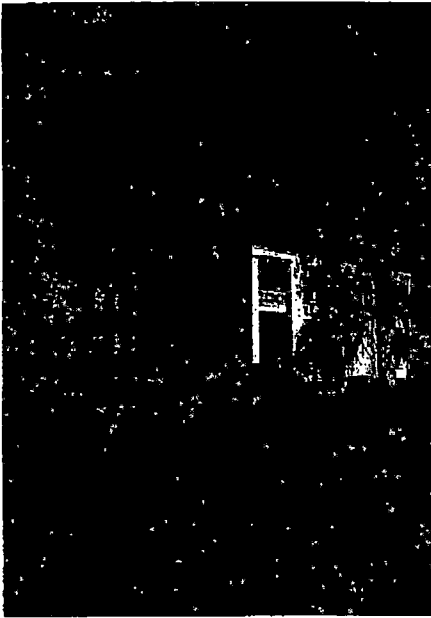
Overlooking the city of Birmingham from his pedestal atop ore-laden Red Mountain, Vulcan — mythological god of metal-working — is the tallest iron statue ever cast. Designed by the famed Italian sculptor Guiseppe Moretti as the city's exhibit at the St. Louis 1904 World's Fair,

▼ *Overlooking the city from his pedestal atop Red Mountain; Vulcan — mythological god of metal-working — is the tallest iron statue ever cast. The Greater Vulcan Society, a citizens' support group, pursues a number of projects on behalf of the statue and the park in which it is located.*



CRIMSON TIGER

Auburn Tiger



Vulcan was cast entirely from Birmingham iron ore. Total weight: 60 tons.

At 55 feet, Vulcan is the second tallest statue in the United States, surpassed only by the Statue of Liberty. An observation deck offers a spectacular view of Birmingham's skyline, and the hills and valleys surrounding the city.

The torch in Vulcan's outstretched hand burns green unless an automobile fatality has occurred in the city that day, in which case the torchlight burns red. In this way, the god who made thunderbolts for Zeus also serves as the world's largest traffic safety reminder. (328-2863)

**ALABAMA INTERNATIONAL MOTOR SPEEDWAY** — Located 40 miles east of Birmingham, the speedway is the annual home of two of NASCAR's premier stock car racing events: the Winston 500 and the Diehard 500. Also nearby is the International Motor Sports Hall of Fame and Museum, with racing vehicles from 1912 to the present. (1-362-2261.)

**ALABAMA STATE FAIRGROUNDS** — The site of the annual State Fair held each October, the Fairgrounds remain in use throughout the year. The State Fair Arena seats about 5,500 for sports events and concerts, while Kiddieland features rides for the young and the old. (787-2641.)

**ALABAMA THEATRE** — A restored movie palace of the roaring '20s, its mighty Wurlitzer organ once again provides the musical accompaniment to nights spent enjoying vintage movies, concerts, plays, and recitals in this glittering palace. (252-2262.)

**ARLINGTON ANTEBELLUM HOME AND GARDENS** — Located a few minutes from downtown, this 1850 mansion contains antique furniture and period memorabilia, and is surrounded by acres of fastidiously-preserved period gardens. The annual Arlington Country Fair in September attracts arts and crafts and antique dealers as well as thousands of visitors, while Christmas at Arlington brings the color and joy of the holiday season to life. (780-5656.)

**DE SOTO CAVERNS** — Located in nearby Childersburg, this is the first officially recorded cave in the United States. (378-7252.)

**FIVE POINTS SOUTH** — A restored dining, shopping, and entertainment area on Birmingham's south side, Five Points South offers unique restaurants, bars, a hotel, and specialty shops. In addition, the popular entertainment district is the site of exciting festivals, as well as a number of other special events.

**LEGION FIELD** — With more than 84,000 seats, Legion Field is the scene of the state's most ferocious football action. The field is the home of University of Alabama football games, the annual SEC Championship Game, and the

Magic City Classic, and is the home field for the Birmingham Fire of the World League of American Football. (251-0537.)

**HOOVER METROPOLITAN STADIUM** — This new multipurpose stadium is home to the Birmingham Barons, the Southern League Champion Class AA farm club of the Chicago White Sox. With a total permanent seating capacity of 10,000 (expandable to 16,000), the stadium is also used for concerts, as well as sporting and civic events. (988-3200.)

**MEYER PLANETARIUM** — Located on the Birmingham-Southern College campus, Meyer Planetarium is a great place to view the heavens. (226-4770.)

**OAK MOUNTAIN STATE PARK** — Fifteen miles south of Birmingham lies Oak Mountain State Park, the largest park in the Alabama park system. With 9,940 acres, Oak Mountain offers golf, tennis, skating, swimming, boating, fishing, and hiking. A demonstration farm is a special attraction. (663-6771.)

**OAK MOUNTAIN AMPHITHEATRE** — Located at Oak Mountain State Park, the Amphitheatre is a privately operated 5,000-seat venue for performances by both local and national performers. (985- 9797.0)

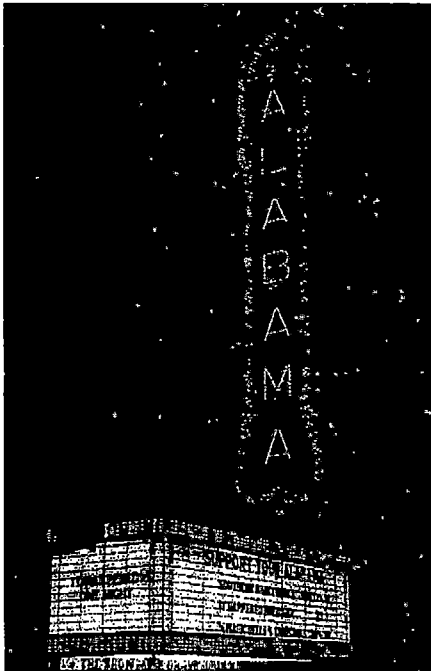
**RICKWOOD CAVERNS STATE PARK** — Just north of Birmingham, explore the depths of the earth in one of the area's largest caverns. (647-9692.)

**RUFFNER MOUNTAIN NATURE CENTER** — Nature trails abound in this urban natural area, which covers 538 acres, making it the nation's largest "urban wilderness." (833- 8112.)

**SOUTHERN MUSEUM OF FLIGHT** — East of the Birmingham Airport is a museum dedicated to preserving the history of flight, complete with artifacts, full-scale airplanes, World War II memorabilia, and Delta Airlines' first plane. (833-8226.)

**TANNEHILL HISTORICAL STATE PARK** — Southwest of Birmingham lies a park dedicated to the old Tannehill Iron Works, birthplace of Birmingham's steel industry. Boasting America's largest collection of 19th century cabins, Tannehill Historical State Park offers a reflection of life in Alabama during the mid-1800s. Open year-round. (477-5711.)

*TOP TO BOTTOM: The beauty of the Old South lives on at Arlington Antebellum Home and Gardens. The glamour of the roaring '20s survives in the restored Alabama Theatre. Five Points South offers entertainment and shopping for a variety of tastes.*



# CULTURE:

## *Making Life Worthwhile*



**A**rt, music, sports, recreation — no matter what else the city may have to offer, without these, life would be pretty dull. In Birmingham, the arts are alive with an energy that inspires spectacular exhibits and great performances in theater, dance, and music.

### FESTIVALS

**E**ach spring, the annual Festival of Arts, the world's oldest continuing cultural event of its kind, salutes a different country — Spain in 1992 — with a complete program of arts and educational events. During the year-long tribute, the honored country's culture is explored through a wide variety of concerts, plays, art exhibits, lectures, and, for added fun, a three-day extravagant expo.

Also in the spring, the Birmingham International Educational Film Festival highlights outstanding academic and educational films. The event is considered analogous to the Academy Awards for the educational film industry.

International attention turns to Birmingham every two years during Gala, an event which honors legendary women in a number of fields and benefits Birmingham-Southern College's arts programs.

City Stages, a three-day musical and folklife festival in downtown's Linn Park, features big name stars and draws 150,000 people from throughout Alabama and neighboring states.

Oktoberfest, the Greek Food Festival,

Preservation Week, and numerous other cultural and neighborhood celebrations round out the calendar, making Birmingham an ideal place to enjoy diverse cultural, educational, and artistic experiences.

### FINE ARTS

**T**he focal point for the fine arts in Birmingham is the outstanding Birmingham Museum of Art, home to many important permanent collections and traveling exhibitions. There are also numerous art galleries in the city and many vibrant traditional and avant garde groups of artists.



▲ Whether it's exploring the treasures of a local museum, listening to the blues, or just hanging out in the summer sun, Birmingham residents know how to enjoy their leisure time.

### DANCE

**H**eading up Birmingham's impressive dance repertoire is the State of Alabama Ballet, which schedules performances throughout the year.

The Alabama Dance Theatre, part of the Alabama School of Fine Arts, is the school Mikhail Baryshnikov often turns to for new talent.

The Birmingham Creative Dance Company is home to two separate troupes — The Community Dancers and the Southern Danceworks — and provides dance education and community entertainment. There are also dance companies at major schools in the area.

▲ *The Alabama Symphony draws enthusiastic crowds to its Pops in the Park programs on summer evenings.*

## MUSIC

**M**usic is an important part of the Birmingham community, and everything from modern jazz to rock to country to classical to grand opera is available to music lovers.

The Alabama Symphony Orchestra reaches an estimated 100,000 listeners annually through both classical and pops performances. The symphony boasts a world-class conductor in Paul Polivnick, and a sterling reputation as a top-flight regional orchestra.

The Birmingham Chamber Music Society features small ensembles, while the Birmingham Music Club brings the world's best musicians and cultural groups to the city. Opera aficionados will find much to like in the Birmingham Opera Theatre, and there are many other local, community, and collegiate music groups.

Contemporary music lovers can enjoy a full slate of concerts at the Civic Center, which hosts jazz, rock, country, and folk concerts. The Oak Mountain State Park Amphitheater features 5,000 permanent seats and an additional 3,000 "lawn seats" for a variety of musical presentations

during the summer months. The Birmingham Heritage Band, an all-time favorite, keeps the city's jazz tradition alive, as does the Jazz Hall of Fame, which is building a permanent downtown home in the art deco Carver Theatre. In a

number of restaurants, clubs, and auditoriums around town, contemporary musicians are regularly featured.

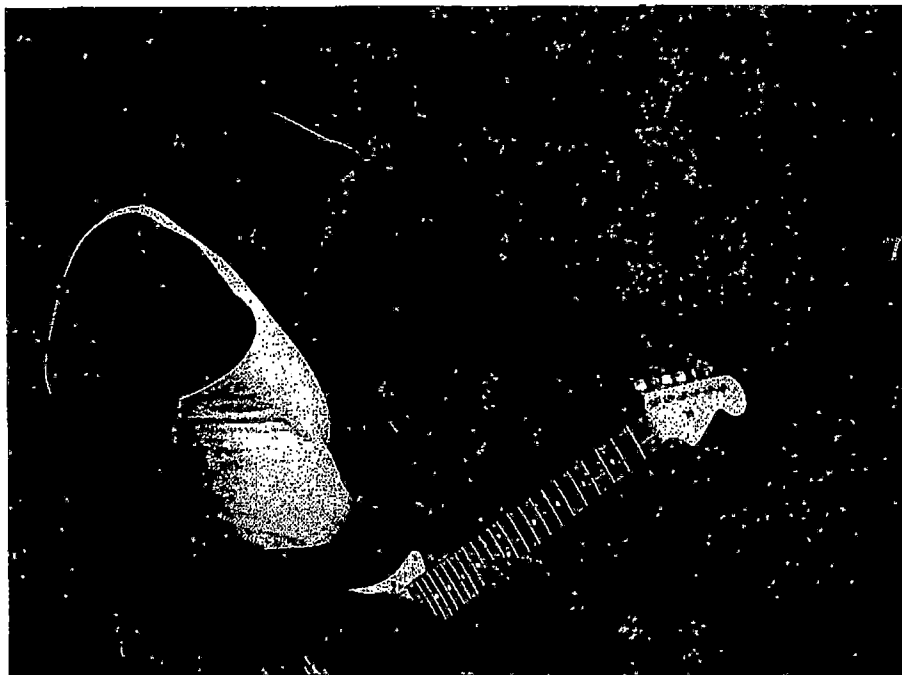
Every other year, home-bred stars are inducted into the Alabama Music Hall of Fame.

## THEATRE

**W**hen the sun goes down, Birmingham's stages come alive. Performances of every variety — from serious drama to light fare — are represented.

UAB's Town & Gown Theatre has been entertaining local audiences for decades with the finest drama. The Birmingham Children's Theatre has gained a national reputation for its plays geared to a juvenile audience. Birmingham Repertory Theatre is a new professional troupe in town, while Birmingham Festival Theatre and Terrific New Theatre (TNT) stage exciting dramatic offerings. Touring productions of major Broadway shows and respected theatre groups at area college round out the city's live theatre scene.

◀ *Contemporary music lovers can enjoy a full slate of concerts at the Civic Center, the Oak Mountain State Park Amphitheater, and scores of local clubs and bars.*



# Facts of Interest/ Numbers To Know

## LIBRARIES

**B**irmingham's Central Library, with 19 branch libraries throughout the Metro Area, is the hub of the largest library system in the Southeast.

Across the street from the new Central Library is the Linn-Henley Research Library, built in 1927. Thoroughly renovated, this magnificent building now serves as a depository for archives, rare books, stamp and map collections, and government documents.

## PARKS

**W**ith more than 70 parks and 15 recreation centers, the great outdoors is close to home. Offering a wide range of recreational opportunities to Birmingham residents — including tennis, golf, picnic grounds, playgrounds, and baseball and softball complexes — the Birmingham park system is one of the best maintained in the country. Among the favorites: Linn Park; Lane Park, which includes Birmingham's outstanding zoo and botanical gardens; East Lake Park; Magnolia Park; Wald Park; Ensley Park; and George Ward Park, a popular site for summer softball.

Metropolitan Statistical Area —  
Jefferson, St. Clair, Walker, Shelby, and  
Blount Counties

Land Area — 4,034 square miles (MSA)

Altitudes — Average: 620 feet  
Range: 538 to 1,200 feet

Latitude — 33 degrees, 28' N.  
Longitude — 86 degrees, 50' W.

Population — MSA — 907,810  
Population — Birmingham — 265,968

Climate —

Average Annual High Temperature:  
72.7

Average Annual Low Temperature:  
51.1

Highest Temperature on Record: 107

Lowest Temperature on Record:  
Minus 10

Average Rainfall: 52.16 inches

Average Snowfall: 2.1 inches

(SOURCE: National Weather Service)

Median Household Income: MSA —  
\$29,700

Median Household Effective Buying  
Income: MSA — \$20,245

Government: Birmingham is the County Seat of Jefferson County. The city is governed by a mayor/council form of government, while Jefferson County is governed by five commissioners. The city of Birmingham is surrounded by 33 separately incorporated municipalities in Jefferson County. There are 80 separate units of local government within the five-county Metro Area.

Emergencies: In Birmingham, dial 911.

Pelham, Alabaster, Forestdale, Gardenvale/Fultondale, Hueytown, Pleasant Grove, Leeds, and Trussville. (Maps for these tours are available at local city halls, banks, and supermarkets).

The area's newest homes are displayed annually on the Birmingham Home Builders Association's Tours. The Alabama Symphony sponsors a "show house" tour each year of a beautifully decorated home. Three pioneer homes, managed by the West Jefferson Historical Society, are open year-round for tours. A number of other local organizations provide city tours.

## MEDIA

**Newspapers:** Birmingham has two major daily newspapers: the *Birmingham News* (afternoon and Sunday) and the *Birmingham Post-Herald* (morning). Other daily area newspapers include the *Birmingham Times*, *Daily Home* (published in Talladega County), and the *Daily Mountain Eagle* (published in Jasper). Weekly newspapers include the *Birmingham World*, the *Bessemer Advertiser*, the *Shades Valley Sun*, the *Western Star*, *North Jefferson News*, *Jefferson Advertiser*, *Shelby County Reporter*, the *Community News*, *Leeds News*, *St. Clair News Aegis*, and *Southern Democrat*. Monthly newspapers include the *Birmingham Business Journal*, *Business First*, and *Alabama Health News*.

**Magazines:** *Birmingham* magazine is published monthly by the Birmingham Area Chamber of Commerce. It covers the city and the people who give Birmingham its special character.

In all, some 38 magazines are published in the Birmingham area, making the Magic City a regional publishing center. Southern Progress is the most successful regional publisher of books (Oxmoor House) and magazines (*Southern Living*, *Cooking Light*, *Southern Accents*, *Travel South*, *Progressive Farmer*) in the nation, and is now a part of Time-Warner Inc.

**Television:** There are six commercial television stations in the Birmingham area, three of which provide local feeds from the major national networks. The network affiliates are WBRC-TV, Channel 6 (ABC); WVTM-TV, Channel 13 (NBC); and WBMG-TV, Channel 42 (CBS). In addition, WBIQ, Channel 10, is part of Alabama Public Television. Other, independent commercial stations are

WTTO, Channel 21; WDBB, Channel 17; and WCAJ, Channel 68.

The area is also served by several cable television systems: Bessemer Cable Communications, Birmingham Cable Communications, Cable South Cablevision, Eternal Word Television Network, Insight Cablevision, Mountain Brook Cablevision, Inc., Primary Cable Services, Inc., and TCI Cablevision.

**Radio:** Birmingham is served by 19 AM and 16 FM radio stations, presenting a wide variety of programming and formats to listeners throughout the metropolitan area.

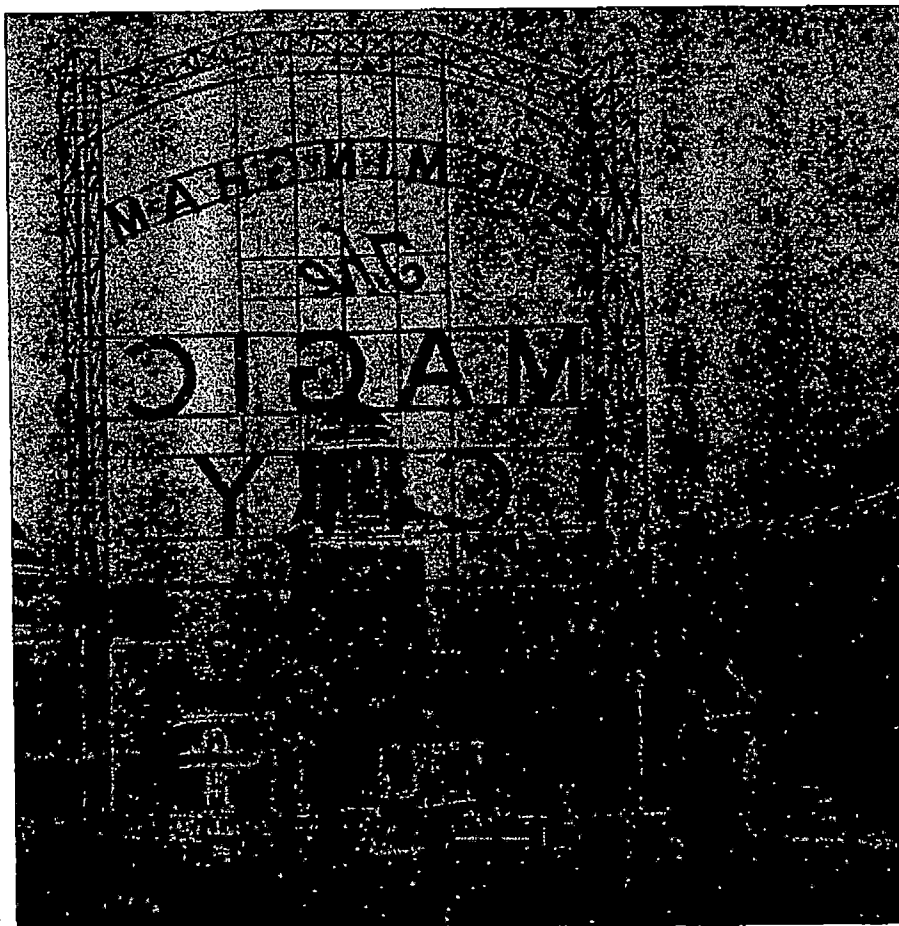
### AM Stations:

WAGG, 1320 (Contemporary Gospel)  
WAPI, 1070 (Easy Listening)  
WARF, 1240 (Country)  
WATV, 900 (Contemporary Black)  
WAYE, 1220 (Contemporary Gospel)  
WBYE, 1370 (Country)  
WCRT, 1260 (Oldies)  
WERC, 960 (News/Talk/Sports)  
WGTT, 1500 (Oldies)  
WHMA, 1390 (Adult Contemporary)  
WJLD, 1400 (R&B)  
WLPH, 1480 (Gospel)  
WRSM, 1540 (Country)

WSMQ, 1450 (Classic Country)  
WURL, 760 (Country)  
WVOK, 690 (Modern Country)  
WYDE, 850 (Christian)  
WXXR, 1340 (Country)  
WZZK, 610 (Contemporary Country)  
**FM Stations:**

WAPI, 94.5 (Rock)  
WBFR, 89.5 (Family)  
WBHM, 90.3 (Classical/Public)  
WBQM, 98.5 (Bible Broadcasting Network)  
WDJC, 93.7 (Contemporary Christian)  
WENN, 107.7 (Urban Contemporary)  
WFFN, 92.9 (Country)  
WGIB, 91.9 (Educational-Religious)  
WHMA, 100.5 (Country)  
WJSR, 91.1 (Album-Oriented Rock)  
WKXX, 106.9 (Country)  
WMJJ, 96.5 (Adult Contemporary)  
WRSR, 96.9 (Contemporary)  
WVSU, 91.1 (Jazz)  
WZRR, 99.5 (Classic Rock)  
WZZK, 104.7 (Country)

▼ A metal sign that stood in front of the now-demolished Terminal station welcomed visitors to Birmingham. LEFT: In the Magic City, a little girl's chalk drawing can bring pavement to life.



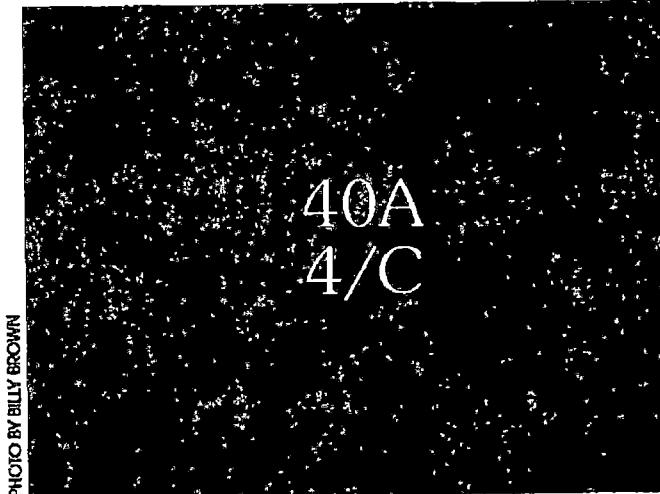
# TIME

## SPECIALS

The classic fairy tale, **Snow White**, is brought to the stage by the Alabama Ballet on the 18th through 20th at the BJCC. Performances will be at 7:30 p.m. on Friday and Saturday with a 2:30 p.m. matinee on Sunday. Tickets are \$20 and \$15 for adults, \$10 for children and \$7.50 for seniors. Also featured on the program are the Spanish-flavored Paquita and George Balanchine's Allegro Brillante.

Why not eat lunch and watch live entertainment while raising scholarship money for Alabama women in Alabama colleges. You can do that at the **Lily-Heflin Fashion Show and Luncheon** at Boutwell on the 24th at noon. Tickets are \$20 and \$15.

Hunt down some great buys at the **Flea Market** being held at the Alabama State Fairgrounds on the 5th from 7 a.m. to 6 p.m. For more info call 786-3532.



*Snow White premieres at the opening of the Alabama Ballet's season; see specials. The Birmingham Music Club's season opens with the first U.S. appearance of the incomparable Red Stars, Russian dancers, musicians and soloists; see music.*

**Deaf Awareness Week** starts the 13th with Open Houses at the Alabama Relay Center, Independent Living Center, AIDS and Vocational Rehab Services through the 16th.

If you plan to spend this **Labor Day** shopping, there will be strolling entertainment in the Riverchase Galleria from 2-4 p.m. in the Grande Atrium. There will be students laughing in spite of the tuition bills they receive this month because the **UAB Comedy Series** begins this month. The series will feature Don Reese on the 22nd at Hill Auditorium, Carrot Top on the 29th at the UAB Arena and Harry Basil on October 15 at the Hill Auditorium. All shows are free to the public and begin at 8 p.m.

Find just what you were looking for at the **Fall Home Show** on the 25th through 27th from 11 a.m. to 10 p.m. in the BJCC. It's worth going just for all the free samples alone, but you do have to pay to get in. Tickets are \$6 for adults, \$5 for seniors and \$3 for children ages 7-12.

## ATTRACTIONS

Who says there is nothing to do on Sunday afternoons? Try a Sunday stroll on either the 13th, 20th or 27th from 3-4 p.m. at the **Botanical Gardens**. There will be a different theme each Sunday.

The old-time country comes to the city on the 19th during the **Arlington Country Fair** at the historic antebellum house in West End.

If you enjoy learning more about the earth and its inhabitants, visit **Ruffner Mountain Nature Center**. Activities include: Critters Alive on the 5th, Ruffner's Roamers and Moonrise Journey on the

12th, and the Quarry Series on the 19th. Ruffner will also be having a Fall Festival on the 26th from 11 a.m. to 8:30 p.m. Call 833-8112 for reservations and information.

Eat and dance at the **Zoobilee** while helping the Birmingham Zoo raise the money to fund the acquisition and housing of four to six endangered cheetahs. "**Gator Gavotte**," the fourth annual black-tie fund raiser, is Sept. 19 from 7 p.m. until midnight. Zoobilee tickets are \$100 per person or \$1,500 for ten corporate sponsorship tickets. For more information call, 870-0458.

Discover "Columbus and the Stars" at **BSC's Meyer Planetarium** from Sept. 19-Oct. 18 at 2 p.m.

## FILM

Marilyn Monroe and Humphrey Bogart fans will be pleased to know that **Gentlemen Prefer Blondes**, 12th-13th, and **Key Largo**, 26th-27th, will be the features at the **Alabama Theatre** this month. Call 251-0418 for more info.

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## MUSIC

The beautiful sounds of Beethoven's sonatas can be heard on the 27th at 2:30 in BSC's Hill Recital Hall. The sonatas will be performed by William DeVan as part of his prodigious effort to perform the entire cycle of Beethoven's sonatas. For more information call, 226-4950.

Hot Pop Gospel singer **Kathy Troccoli** will perform in concert at the Wright Center at Samford on the 26th at 8 p.m. All proceeds benefit Safe House, a sheltered for battered women. Tickets are \$15, \$10. Call Fastix, 979-FAST.

**The alligator crawling off the page is going to the Gator Gavotte, the Birmingham Zoo's fundraiser on the 19th.**

# T A B L E S

## Bonjorno

*Nowadays*, it is possible to have a distinctive meal in Crestline Village, where a cluster of good restaurants have found a home. One of the best is Bonjorno, a small Italian bistro that

offers everything from great pizza to fresh Norwegian salmon seasoned with exotic spices and topped with caviar.

The mom-pop-kids eatery is hosted by the Magonia family, and Francesca is the queen who stands guard. The Magonias have fashioned an excellent selection of dishes, including fish, scallops, shrimp, veal, steak, mussels and a variety of Italian favorites.

While the rather pedestrian Italian menu is offered initially, the real goodies are the "specials," listed separately. Energetic waiters perform a recitation of the day's attractions and substitutions are cheerfully allowed. Our choice is usually the fresh fish which can be ordered cooked almost any way you like, perhaps dropping an ingredient or two, or adding another. Each method of preparation is indeed good.

Start the meal with something like an order of mussels provenzano, featuring a mouth watering sauce of olive oil, garlic, anchovy paste, fresh tomatoes, white wine and parsley. Mussels cooked in a garlic and wine sauce, are also good.

An interesting thing about Bonjorno is that recipes may be inconsistent; today's ingredients may not be tomorrow's. It pays to discuss the sauces with the waiter to determine just what you are ordering. What's comforting to know is that it's all tasty.

One of our favorite dishes is a fresh salmon cooked in parchment paper with a sauce of fresh mushrooms, tomatoes, bell peppers and onion, all put together with a dill mustard cream sauce.

The red snapper "Sicilian" was a disappointment, the fish a little bland for the heavy sauce, but the same fish "Alforno," made with calamata olives, sun dried tomatoes, capers, mushrooms, goat cheese and white wine was excellent.

Another staple of the varied menu is a wonderfully hardy osso bucco, "simmered for hours" with carrots, celery, mushrooms, onions, garlic, port wine, rosemary and thyme. Served with a rich red wine, the veal dish provides a satisfying meal.

Desserts are fancy and rich. Francesca recommends the Teramisu, a fancy concoction of marscarpone cheese, champagne cookies dipped in espresso coffee and liqueur, whipped cream and fresh berries. Other choices include cheese cakes, mint tortes, cannoli and a chocolate sinfulness or two.

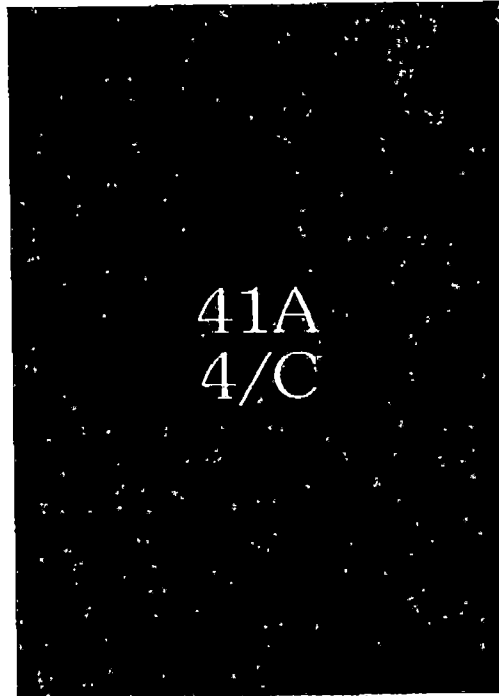
Dinner comes with pasta and a little salad

that sets you up for the gourmet goodness to follow.

If you are in the mood for something lighter, the pizzas are special. Bonjorno offers everything from a plain pie to a delicious combination of eggplant, goat cheese, sun dried tomatoes and the like.

Menu prices are fairly reasonable - \$11 or less for traditional Italian; pizzas go for \$5.95 for the smallest cheese-only, up to \$17.95 for a whopper. Dinners are \$14.95 to \$16.95.

The Magonias offer home catering as well as special parties on off nights. Bonjorno is located in the heart of Crestline Village on Church Street. It's worth a trip. — Gloria Goldstein Howton



A terrific lineup of more than 35 blues, jazz and gospel acts on three stages will be featured at the **Birmingham Jam '92** at Sloss Furnaces, 18th-20th. Performers signed up include John Mayall "The Godfather of British Blues", Dr. John, the Count Basie Orchestra, Clarence "Gatemouth" Brown, Anson Funderburgh and the Rockets with Sam Myers, John Scofield, the Zion Harmonizers, Lil' Ed and the Blues Imperials, Tinsley Ellis, and the Birmingham Heritage Band. The Jam kicks off on the 17th with the honorary posthumous induction of Duke Ellington into the Alabama Jazz Hall of Fame. Other activities include A Day in Old Birmingham (exhibits and a box city for kids), a jazz clinic, and childrens festival. Three day passes are \$11, one-day tickets are \$7 and \$1 for children 12 and under.

There's not a dull moment at **Oak Mountain** this month. Bonnie Raitt and Lyle Lovett will "Give Them Something To Talk About" on Sept. 5. Tickets are \$23. Relive the '60s with Bob Dylan on the 11th. Tickets are \$22.25, 20.75, and \$9.99. Go have fun in the sun at the Summer Music Meltdown featuring The Connells, Follow For Now, Webb Wilder, and Dash Rip Rock on the 12th for \$12.75. Get some of that "Good Stuff" with the B52's on Sept. 26 for \$24.25. All shows at 8 p.m.

The stars of the Red Army Band, Chorus and Dancers, along with three soloists from the Bolshoi Opera, will be coming to Samford's Wright Center on the 25th at 8 p.m. in a **Birmingham Music Club** event. Ticket prices for the opportunity to see The Incomparable Red Stars show, a compant of 125 soloists, singers, dancers, and musicians touring America for the first time, are \$25 for adults and \$10 for children and students. A hero of Soviet space exploration, General Gyorgy Shonin, is touring with the company. Call 252-7548.

A Mid-Day Musical of "**Chamber Music**" can be heard at the Cathedral Church of the Advent on the 25th at 12:30



p.m. The performance is free to the public.

Come support the **Alabama Symphony** by attending the Viennese Grand Opening at the BJCC on the 18th and 19th. Lionel Hampton comes to the the Alabama Pop Series on Sept. 25-26 at 8 p.m. in the BJCC. Tickets are \$10.50-\$30.50 for adults and \$5 for students. For more info call 521-9070.

## NIGHTLIFE

The laughs keep rolling along at the **Comedy Club**. John Henton performs on the 1st through the 6th; Steve McGrew on the 8th through 13th; Greg Ray, 15th through 20th; and Killer Beaz on the 22nd through 27th.

## THEATER

What do John Wilkes Booth, Squeaky Fromme, Oswald, Hinkley, Mary Jane Moore and John Byke have in common? They are all assassins or would be assassins included in the demented and hilarious Stephen Sonheim

play called, what else, **Assassins**. Festival Theatre features this play on the 17th-19th, 24th-27th and October 1-3. For ticket info call 322-5259.

Don't miss the Samford Opera Works presentation of **Dr. Bartolo** at the Harrison Theatre on the 11th and 12th at 8 p.m. Tickets are \$15.

**Ivy Rowe**, the one woman show starring Barbara Bates Smith, described as a five-foot-two bundle of artistic dynamite, will be at Bell Theatre on the 25th-26th at 8 p.m. and the 27th at 2 p.m. Smith portrays the life journey of an elderly, but spirited woman. Tickets are \$10.50 for students and \$5.25 for children.

## GALLERIES

The exhibitions continue at **Space One-Eleven** this month. The 1992 Young Artists Exhibition is featured in the Main Gallery and in the Board Gallery works by Armor Keller, Anne Arrasmith, Peter Prinz and Vickey Wheeler will be on display through the 17th. And of course, there is always something new in the windows of

Space One-Eleven, which face 2nd Avenue North.

One of Alabama's most respected artists, Ellen Weiland, will have her paintings on display at the **Maralyn Wilson Gallery** through October 2. The Maralyn Wilson Gallery will also have a "Stupendous September Show" on 25th at 5 p.m., featuring watercolors by Jackie Slayton, an artist from Athens, GA. Parents are encouraged to attend the show with their children because Slayton will have a hands on workshop for children before the show. For more info call 879-0582.

A number of culturally diverse artists are participating in "One Dome 92" being presented by the **Birmingham Art Association** through the 13th. Artists include Emily Gassenheimer, Michael Meads, Jim Burnett, Matt Silvie, Kim Neilson, Ricardo Assiz, Karen Graffeo and Marat Rikelman. For more info call, 328-9127. Beginning on the 18th and running through October 9 is a visual arts show by two University of Montevallo professors—the drawings and paintings of Ken Proctor and the ceramic/steel sculpture of Scott Meyer.

**UAB's Visual Arts Gallery** will host an Exhibition of Contemporary Photos from the Birmingham Museum of Art on the 27th. Regional, national and international artists will be featured in the show. This includes fifty large scale pictures of children by regional artist, Sally Mann. For more info call 254-2566.

The art of photography is on display this month at the BJCC, the temporary home of the **Birmingham Museum of Art**. A Decade Offscreen—Sid Avery's Hollywood 1951-1961 will be featured through December. Photos from the Permanent Collection of the Birmingham Museum of Art will be on view from the 27th through November 5. Both are free to the public.

Sculptures made of terra cotta and stone are given a life of their own by Barvo, a portrait sculptor with a classical style. His work will be on view at **Loretta Goodwin Galleries** beginning on the 17th from 5-8 p.m. For more info call 328-1761.

## COLONIAL BANK

## JEFFERSON CAPITAL FUND

JF DAY

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CORP.  
BENEFITS

Vivid color and decadent fun characterize the acrylic paintings of Ricia Neura. The "Hoi Polloi II" show will hang in **Joe Bar** from the 12th through the rest of the month.

Sculptor Ted Metz and printmaker Scott Stephens will have works on display at Birmingham Southern College's **Durbin Gallery in the Kennedy Art Center**. The exhibit will show from the 13th through October 2 from 9-4:30. For more info call 226-4928.

**Studio 2030** is having its 1st Anniversary Show this September and the content promises to be a surprise. Hours are 11-6 on Tuesday-Friday. For more info call 933-2030.

Watercolors by Jackie Slayton are on display at **Monty Stabler Galleries**. Opening reception is the 25th from 6 to 8 p.m.

Don't forget to attend the **Fine Arts and Crafts Show** at the Riverchase Galleria on the 16th-20th. Call 985-3020 for more info.

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May 91 pg. 31

*Crimson Tide football returns to Legion Field this month; see sports.*

## SPORTS

The **Crimson Tide** opens SEC play on the 12th at Legion Field versus Southern Mississippi and then takes on Louisiana Tech on the 26th.

**UAB's** football team takes to Legion Field on the 5th against Milsaps, the 12th versus Gallaudet (Lawson Field), the 19th against Lane,

**Samford University** football kicks off on the 5th at 6:30 against West Georgia at Samford.

The season will end soon so don't miss the **Barons** face the Orlando Sun Rays on the 2nd through the 5th at 7 p.m. at the Met. The **Phillie Phanatic** does his thing on the 4th. General admission is \$3 and for more info call 988-3200.

Live racing may be over but the **Birmingham Race Course** will have simulcasting throughout the month. Call 838-7500 for the schedule.

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## THE BIRMINGHAM JAM '92

The Birmingham Jam '92—jazz, blues, and gospel in the Magic City—unfolds over three days in mid-September, the 18th, 19th, and 20th, at Sloss Furnaces. The schedule is full of crowd pleasers and great sounds.

### FRIDAY, SEPTEMBER 18

#### Pepsi Stage

Microwave Dave & the Nukes, Lil' Ed & the Blues Imperials, John Mayall's Bluesbreakers.

#### Coors Light Stage

Birmingham Heritage Band, Roomful of Blues.

#### Jazz & Gospel Tent

Improvisational Arts Quintet with Kidd Jordan, John Scofield.

### SATURDAY, SEPTEMBER 19

#### Pepsi Stage

B.A. & the Heaters, Chicago Charlie & the Businessmen, Dabble Bond & the Kokomo Blues Band with Candy Shines, Mike Griffin and the Unknown Blues Band, The Bluerunners, Magic Slim & the Teardrops, Dr. John.

#### Coors Light Stage

New Orleans Jazz & Heritage School of Music conducted by Kidd Jordan, Bo Berry Quintet with Countess Felder, Proxy, Elliott & the Untouchables, Pinetop Perkins, Clarence "Gatemouth" Brown.

#### Jazz & Gospel Tent

Ladies Night Out, Birmingham Police Choir, New Hope Baptist Church Choir, Grundy's Trio, Gary Motley Quintet with Marlene Rice, Marcus Roberts, Terence Blanchard.

### SUNDAY, SEPTEMBER 20

#### Pepsi Stage

Lost in the Mail, Breakbone Blues Band, Sandra Wright & Soul Kitchen, Count Basie Orchestra conducted by Frank Foster.

#### Coors Light Stage

The Casual Three, Dick's Hat Band, Tinsley Ellis, Anson Funderburgh & the Rockets with Sam Myers.

#### Jazz & Gospel Tent

Sueda, Cleve Eaton & Company, The Four Eagles, The Zion Harmonizers.

The Jam experience becomes complete with great Southern food vendors, arts and crafts, metal arts exhibit, and childrens festival.



CAPITAL PROP. 4/C

AUGUST, 1992

# TIME

## ATTRACTIONS:

Exploring is what it's all about at the **Ruffner Mountain Nature Center** this month. Ruffner's Roamers will explore new parts of Ruffner Mountain on the 8th from 9 a.m. to noon. You can also journey to the bottom of an ancient ocean with Ruffner Mountain's Quarry Series on the 22nd from 9 a.m. to noon. The Night Hike on the 29th from 7-9 p.m. will be an opportunity for small children and their families to overcome their fears and search for spiders, salamanders, and birds during Critters Alive on Saturday, August 1 from 10-11 a.m.

August 2 from 1-4 p.m. will be another "Fun Sunday" at the **Discovery Place** and children will learn all they ever wanted to know about fish at the "Go Fish" program. Bring your 5-7 year olds to the Backyard Science Day Camp (4th through 7th) from 9-10:30 a.m. By simply playing in the backyard they can learn a lot about the environ-

ment. For more information about these activities call, 939-1177.

Kindergarten through third graders can learn more about the planet by exploring earth, physical and life science with a little math and art thrown in at **Discovery Place Teacher Workshops** this summer. Pre-registration and \$45 are required. The first workshop is the 4th and 5th, the second one is the 6th and 7th. For more information call, 933-4155.

If you can't get enough of the beauty of summer, you are not alone. The **Botanical Gardens** hosts Sunday Strolls from 3-4 p.m. every Sunday. For more info call: 879-1227.

Enjoy the **Birmingham Zoo** from the perspective of the night. The Zoo is open until 7 p.m. and buildings are open until 8 p.m., seven days a week. It's the perfect opportunity to see nocturnal animals in action. The week of the 9th through 16th is "Big Cat Week." All programs and activities will centered around these magnificent creatures. For more info call 879-0458. And move over Jane Fonda.



*Natalie Cole sings at the Wright Center on Samford's campus on the 21st.*

The Birmingham Zoo elephants, Mona and Lisa, will be doing their style of "aerobics" for the viewing public at 2:30 p.m. daily. For more info call 879-0458.

Don't miss Oliver at the **Alabama Theater** on the 1st. Classic film buffs can see Daughters of the Dust on the 7th through 9th, Mary Poppins on the 14th through 17th, and everybody's favorite, Casablanca, on the 21st through 24th. Adult tickets are \$4, seniors \$3 and children \$2.

Mel Brooks Weekend and Alfred Hitchcock Weekend will send you into hysteria with laughter and fear, respectively, at the **UAB Film Series** this month. Spaceballs (7 p.m.) and Blazing Saddles (9 p.m.) will be showing on the 1st and 2nd. The Birds 7 p.m. and Rear Window 9:30 p.m. will be featured on the 14th. The Birds (7 p.m.) and Psycho (9:30 p.m.) will show on the 15th and on the 16th, Rear Window (5:30 p.m.) and Psycho (8 p.m.) conclude the series. Movies are free to UAB students and \$3 for the general public. For more info call 934-3456.

## FILM:

WTTO FOX21 and Little Caesar's Pizza are presenting **Free Friday Flicks** in Caldwell Park this summer. Every Friday night at 8 p.m. favorite movie classics will be shown and the public is encouraged to bring family and friends to enjoy the free entertainment. Little Caesar's Pizza will be in Caldwell Park selling pizza and sodas. Viewers can enjoy Chitty Chitty Bang Bang on the 7th, Pee Wee's Big Adventure on the 14th, Who Framed Roger Rabbit on the 21st, and Beauty and the Beast will be the grand finale on the 28th.

*Pee Wee in Caldwell Park for a Friday Flick.*



## MUSIC:

The legendary **Crosby, Stills and Nash** are at the Oak Mountain Amphitheatre on the 22nd at 8 p.m. Reserved seats, \$23.95; lawn seats, \$16.95. Fastix.

If you liked City Stages, you're going to love the **Horde Festival** at Oak Mountain Amphitheatre on the 6th at 4 p.m. Acts participating are Blues Traveler, Widespread Panic, Col. Bruce Hampton and the Aquarium Rescue Unit, The Spin Doctors and Bella Fleck and the Flecktones. Tickets are \$18.75, reserved, \$9.50, lawn. Samford University will host a performance by **Natalie Cole** on the 21st at Wright Center Concert Hall. Tickets are \$38. Call 939-FAST.

## THEATER:

**Summerfest** closes out its season with the irrepressible **Annie** on the 3rd through the 9th at Boutwell Auditorium. Tickets range from \$7.75 to \$25.50. Call 934-9821 for times and tickets or Fastix.

**Birmingham Festival Theatre** presents the **Tales of the Lost Fomicans**, the 1st through the 8th. Call 322-5259 for performance times and prices.



## GALLERIES:

Brazilian Naive Art will be on view at **Bryant Galleries** of Birmingham through the 8th. The works reflect the vitality and diversity of Brazilian culture. The influences are European, African and Indian.

## THE FLORIDA GRILLE

The Florida Grille lives up to its billing as Birmingham's off-the-beach spot right on Oxmoor Road in Homewood. The atmosphere is certainly charged by that exuberantly youthful look. And the food is in line with what the front of the menu promises: "a blend of Cajun, Caribbean, and backyard cooking—chargrilled, steamed, or fried."

The exterior of the restaurant is as nondescript as a convenience store, but inside dwells a beachy ambiance with blond wood floors, flamingo door handles, and upturned rainbow-colored umbrellas serving as light fixtures. The central bar with the bustling grill behind dominates the room. An Apollo-era missile runs the length of the bar. The look is completed by the salmon and aqua color scheme.

The casual theme extends to the folding chairs set up at chunky tables. The youthful beachy fun gets a splash of sex appeal with waitresses in black singlets and torn-off T-shirts exposing tanned, toned midriffs. In a nod to equaling time, the waiters are dressed in tropical-colored T-shirts, black shorts, and sneakers. Along with Florida Grille T-shirts and caps, you can pick up a calendar full of Florida Grille girls.

What about the food? Appetizers are varied and interesting. Stuffed jalapenos, fried crab claws, buffalo wings, steamed oysters; all in the neighborhood of \$5 to \$7. The grilled shrimp salad (\$7.95) comes recommended. Sandwiches run the gamut from amberjack (\$5.75) and yellowfin tuna (\$6.95 when available) to chicken (\$4.50), ribeye steak (\$6.95), and a good chargrilled and seasoned cheeseburger (\$4.45). Sandwiches come with a choice of two side items: cole slaw, baked beans, potato salad, seasoned fries, or an interesting corn soufflé. A baked potato is 50 cents extra.

Entrees are served with a house salad and choice of potato. Seafood offerings include amberjack (\$10.45), chargrilled scallops (\$12.95), deviled crab (\$9.95), and Alaskan Snow Crab Clusters (\$9.95). There is also a chargrilled, marinated chicken (\$8.95) on the menu and a ribeye (\$11.95). Some entrees can be combined.

Dessert is a tropical Key lime pie (\$2.50) or another selection from the restaurant's pie-of-the-day rotation.



*The youthful, fun look at the Florida Grille fits the beachy theme.*

For more information contact Kelly Aland at 879-3770. Visit Space One-Eleven throughout the month of August and you'll get an eyeful of some great locally produced art. Students from **Space One-Eleven** will have a "1992 Young Artists Exhibition" during the month of August in the Main Gallery of Space One-Eleven. Also, throughout August, Peter Prinz, Anne Arrasmith, Armor Keller and Vicky Wheeler will have works on display in the Board Gallery of Space One-Eleven. For more info call 328-0553.

Troy Crisswell's one-man exhibition of Recent Watercolors will be at the **New Life Art Gallery** through the 14th. For more info call 979-2158. One of Alabama's most respected artists, Ellen Weiland, will have her paintings on exhibit at the **Maralyn Wilson Gallery** from the 27th through October 2. An opening reception will be held on the 27th at 5:30-8 p.m. and an artist's talk will take place on the same day at 6 p.m. For more info call 879-0582.

The opening of the visual arts presentation "One Dome" at the **Birmingham Art Association** will begin with a reception from 7-9 p.m. on the 14th. The BAA will also be hosting "An Evening of Dance" featuring "An Evening with Lee Jane Ho and Friends" on the 21st at 8 p.m. Donations of \$5 are requested. On the 4th through 8th at 9 p.m. BAA will be hosting nightly performers in Birmingham Improv 1992. Donations of \$5 are requested. For more info call 328-9127.

Celebrate the 500th anniversary of Columbus' first voyage across the Atlantic by viewing the "Art of the Americas" exhibit at the **Birmingham Museum of Art/Civic Center Gallery**. The show will be on display until Summer 1993 and contains examples of Native North American Indian and Precolumbian art, as well as, 19th and 20th century works that demonstrate the enormous European influence on North American art.

"**Art Which Adorns**" is a fitting name for the exhibit of African clothing and jewelry on display at the **AMI Brookwood Women's Medical Center** through the 29th. For more info call the Birmingham Museum of Art at 254-2389.

The world's largest collection of small and decorative cast iron objects and jewelry will be on display at **Bathhouse Gallery, Sloss Furnaces**. The **Lamprecht Collection of Cast Iron** from the Collection of the Birmingham Museum of Art, will be on display all month.

**Studio 2030** is hosting "Health" an exhibit of new work by Christopher Lawson beginning on the 7th. For more information call 933-2030.

**UAB's Visual Arts Gallery** will host "Unearth" on the 2nd through the 13th. Hours are Sunday 2-6 p.m. and Monday-Thursday 1-6 p.m. For more information call 934-0815.

## NIGHT LIFE:

"The Funniest Man in America," James Gregory will be appearing from July 31 through the 2nd at the **Comedy Club**. Tickets are \$12. Southern comedian, Ronnie Bullard, will explain toad licking, among other things, the 4th through the 9th. Brad Reader and Marge Tackes will also be on hand. Todd Yohn will bring his high energy act to the Comedy Club, the 11th through 16th, and his side-kick, Mike Brennan, opens the show. Comedy Club favorites Al April and Steve Calif will co-headline the 18th through 23rd. Prepare to laugh non-stop. For more info call 942-0008.

## SPECIALS:

Interested in winning a Caribbean Cruise for two? Attend the **World On a String Celebration** at the UAB Arena on Friday, August 14 at 7 p.m. Dancing, casino games and an auction are some the activities you can participate

# Thanks to Highland Bank, Robert Stewart is seeing that the show goes on.

Robert Stewart hit the road with the **Charlie Daniels Band** right after college graduation and, after gaining experience with artist management and promotion, he revolutionized entertainment events in Alabama through the computerized ticket service, **Fastix**. Thanks to Highland Bank, Robert is seeing that the show goes on, bringing Broadway hits like **Annie, Cats, A Chorus Line**, and **Driving Miss Daisy** to Birmingham through his new promotion company, **Bert Stewart, Inc.**

At Highland Bank, we know that success is achieved

one customer at a time. That's why you'll find a more personal, responsive banking approach in action at Highland Bank. We're open from 7 to 7 weekdays, and from 9 to noon on Saturday. You'll also find that our President's door is always open. And you can count on important decisions being made by people you know and trust, not big, bureaucratic committees. So, whatever your banking

needs, come to Highland Bank—the action bank.

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2211 Highland Ave.  
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(205) 933-8080 • FAX (205) 933-8167

The Colonnade  
Birmingham, Alabama 35249  
(205) 967-4691 • FAX (205) 967-4195

in and the attire is casual. Tickets are \$15 each and the more tickets you purchase, the better your odds for winning the Grand Prize. All money benefits the Joseph F. Volker Alumni Society Scholarship Endowment. To charge tickets call: 934-3555.

**The 1993 Ms. Wheelchair Alabama** will be selected at the 18th Annual Celebration of Achievement being held on the 1st at 7 p.m. in the BJCC. For ticket information call: 934-4185.

If you enjoy eating and dancing for a good cause, then you'll want to attend the annual fund-raiser dinner dance given by the **Women's Committee of the Spain Rehabilitation Center**. The event will be held at the home of Mr. and Mrs. William McDonald, 2801 Mt. Brook Parkway, on September 11, at 7 p.m. For more info call, Joan Lebow: 934-3340.

Show off your baseball card collection or admire someone else's at the **Baseball Card Show** in the South Meeting Room of the BJCC on the 22nd from 9 a.m. - 5

p.m. For more info call 328-8160.

Listen up trekies Lock on to coordinates at the **Star Trek Convention** in the South Meeting Room of the BJCC on the 23rd from 11 a.m.-6p.m. For more info call 328-8160.

**Jefferson County Junior Miss** Scholarship Program preliminaries will be held at Samford's Wright Fine Arts Center on the 6th and 7th at 7:30 p.m. Tickets are \$8. The winner will be chosen from 48 Jeffco high school senior girls on the 8th at 7:30 p.m. Tickets for the finals are \$10 each. For more ticket information call 868-8686.

Put on your running shoes for the **9th Annual Southern Kudzu Run** at Sloss Furnaces on the 29th. The 5k run begins at Vulcan at 6 a.m. and concludes at 8 a.m. The real fun begins at 9 a.m., with various games and activities being offered for families attending the event at Sloss. Also a Big Band concert. For more info call 324-1911.

There is still a chance to see and buy some interesting and unique stuff at the **Flea Market** on the Alabama State Fair Grounds July 31 through the 2nd. For more info call 787-8806.

The summer sky comes to life through the 28th at **Meyer Planetarium**. The first and third weekends at 2 p.m. The first Saturday is a special kids show. Call 226-4770.

Black culture on display and musical performers like Chaka Khan highlight the second annual **Black Heritage Festival** at the Alabama State Fairgrounds on the 7th through the 9th. Weekend pass is \$10 for adults, daily pass is \$5. Kids are \$6 and \$3. Call 324-3333.

The **Dog Daze Festival** comes to the mall on Parkway Drive in Trussville on the 1st. Arts and crafts. Cloggers. Singers. Magic shows. A parade at 10 a.m. Best dog show. Bama Flyers remote control airplane shows at 11 a.m. and 2 p.m. Benefits United Cerebral Palsy. Call 655-7535.

## SPORTS:

If you're a fan of **Barons Baseball**, you'll be in heaven this month. Things get underway with the Memphis Chicks on July 30 through the 2nd; the 1st is Cap Night at the Met. The Huntsville Stars come to town the 3rd through 5th. The 14th through 16th, the Barons face the Jacksonville Suns. The World Famous Chicken will be on hand the 14th and the first 1,500 kids, 14 and under, through the gates on the 15th receive a Coca-Cola backback. The Chattanooga Lookouts are here the 25th through 28th. Go cheer on the Pelham team as they compete against Little League teams from all over the southeast. The Pelham CityPark Board will host the **Southeastern Division World Series** for Dixie Youth Baseball on the 16th through 22nd.



**FACSIMILE  
COVER SHEET**

**TO:** Gary Gershowitz

**FROM:** Jim Spahn

**DATE:** August 20, 1992

**NUMBER:** 202-456-6218

**NUMBER OF PAGES TO FOLLOW:** 1

Should you not receive any part of this transmission, please call 205-985-3020.

Our fax number is 205-985-3040.

**MESSAGE:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

In business 95 years

21 employees

2 stores

Rosenbergs' Birmingham Truck

(-new)

(Mr. Rosenberg)

(late pay is not good)

Monies is not

**McMillan's Big & Tall**

2 stores in Birmingham  
10 employees  
17 years  
(Big & Tall Fashions)

**Autrey McMillan**

**Norton's Florist**

6 stores in Birmingham  
42 employees  
70 years  
(Florist)

**J. Philip Norton**

**Monie's**

1 store in Birmingham  
7 employees  
10 years  
(Women's Fashions)

**LaMonie McNamee**

## LEVEL 1 - 1 OF 2 DOCUMENTS

Public Papers of the President

Remarks at a Ceremony Honoring Small Business Administration  
Award Winners

28 Weekly Comp. Pres. Doc. 847

May 12, 1992

LENGTH: 1311 words

... spending all day untying redtape. So maybe this will help out.

Every business dollar that goes into complying with some Government mandate is a dollar that won't be spent hiring new workers. Two-thirds or more of the new jobs in this country, two-thirds, are created by small business. And you are the heart and soul of what makes this economy work and what makes the American dream possible for your employees and for their families.

I will do my level-best, working with the officials I've introduced here today and others, to ...

## LEVEL 1 - 2 OF 2 DOCUMENTS

Public Papers of the President

Message to the House of Representatives Returning Without  
Approval the Tax Fairness and Economic Growth Acceleration  
Act of 1992

28 Weekly Comp. Pres. Doc. 510

March 20, 1992

LENGTH: 369 words

... not contain a tax credit for first-time homebuyers, and it contains wholly inappropriate special interest provisions.

H.R. 4210 would increase taxes by more than \$ 100 billion. More than two-thirds of all taxpayers facing tax increases as a result of this bill would be owners of small businesses and entrepreneurs. Small businesses are the primary source of new job creation.

H.R. 4210 would raise income tax rates substantially for some individuals, in some cases increasing marginal rates by more than 30 percent.

LEVEL 1 - 1 OF 2 DOCUMENTS

Public Papers of the President

Remarks at a Ceremony Honoring Small Business Administration Award Winners

28 Weekly Comp. Pres. Doc. 847

MAY 12, 1992

LENGTH: 1311 words

... spending all day copying redtape. So maybe this will help out.

Every business dollar that goes into complying with some government mandate is a dollar that won't be spent hiring new workers. Two-thirds or more of the new jobs in this country, two-thirds are created by small business. And you are the heart and soul of what makes this economy work and what makes the American dream possible for your employees and for their families.

I will do my level-best, working with the officials I've introduced here today and others, to ...

LEVEL 1 - 2 OF 2 DOCUMENTS

Public Papers of the President

Message to the House of Representatives Returning Without Approval the Tax Fairness and Economic Growth Association Act of 1992

28 Weekly Comp. Pres. Doc. 210

MARCH 20, 1992

LENGTH: 369 words

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H.R. 4210 would raise income tax rates substantially for some individuals, in some cases increasing marginal rates by more than 30 percent.

MEMORANDUM TO CHRISTINA MARTIN

FROM: GARY GERSHOWITZ

SUBJECT: LOCAL COLOR: BIRMINGHAM B/Q RALLY

GENERAL INFORMATION ABOUT BIRMINGHAM, Alabama: Birmingham is the County Seat of Jefferson County. Birmingham population is: 265,968. Median Household Income, which comprise 4 other counties in the Greater Birmingham Metropolitan Area, \$29,700. The area population enjoys a cost of living that is at or below the national average, with the cost of health care and housing substantially below average.

(A) HERE ARE SOME GENERAL STATS ON WHERE THE PRESIDENT IS SPEAKING: His remarks will be in the parking lot at the Riverchase Galleria. "The Galleria" (as it is known) is a \$300 million square foot, mixed-use retail, hotel and office project: the largest enclosed shopping mall in the South. It has almost 2 million square feet of retail space. It averages 300,000 shoppers per week, drawing from throughout Alabama, Eastern Mississippi, Western Georgia, Southern Tennessee and the Florida panhandle. In 1991 shoppers spent over \$327 million -- almost \$900,000 every day. The Galleria employs over 6,000 people.

(B) ECONOMIC STATS: After the '80-82 recession, the Birmingham area '82-'90 saw a rebound of 78,000 new jobs in non-manufacturing and 7,400 jobs in manufacturing. Non-manufacturing employs 86.8% of the work force and 8.8% of all Birmingham workers are employed in healthcare. Trade and Services represents more than 50% of non-manufacturing employment, while manufacturing is concentrated in Durable Goods, especially Primary Metals Industries. The total wage and salary employment in manufacturing & non-manufacturing for 1991 was 420,000.

(C) INTERNATIONAL TRADE: Exporting is an important contributor to the Birmingham economy. More than 300 companies are involved in international trade in the Greater Metropolitan Birmingham area. International investment in the Birmingham area has grown dramatically, stimulated by the state's new tort reform package. The Chamber of Commerce processed more than 300 certificates of origin covering more than \$20 million in Birmingham-manufactured products exported in 1991; however this represents only a fraction of the value of goods and services exported by Birmingham firms. Also, The Chamber sponsored trade missions to Australia in 1990, Great Britain in 1991 and is cosponsoring a mission to Latin America in 1992. The Birmingham Airport Industrial Park is a designated Foreign-Trade Zone, which creates

a major attraction for foreign investment in the Birmingham marketplace. Birmingham is also a Port of Entry and has its own U.S. Customs Office and a regional office of the International Trade Administration's U.S. Foreign and Commercial Service.

(D) RETAIL & WHOLESALE INFORMATION: Retailing is a major economic force in the area. Birmingham's Central Business District is surrounded by more than 48 shopping centers of 100,000 square feet or larger, totaling more than 11 million square feet of space. Birmingham serves as the wholesale trade center for retailers throughout Alabama, parts of Florida, Georgia, Tennessee and Mississippi.

(E) Birmingham's nicknames are: "MAGIC CITY" & "FOOTBALL CAPITAL of the SOUTH"; historically a steel town formerly known as "PITTSBURGH of the SOUTH."

(F) Today, the area's major employer is the University of Alabama at Birmingham Medical Center with a faculty & staff of some 13,765.

(G) BIRMINGHAM, HOME OF:

MARGARET TUTWILER!

CHARLES BARKLEY--OLYMPIC MEDAL WINNER (GPer)

LARRY DeLUCAS -- UAB SCIENTIST -- ASTRONAUT  
ON MOST RECENT COLUMBIA FLIGHT  
ED ROGERS (FORMER DEPUTY CHIEF-OF-STAFF)  
LIONEL HAMPTON  
BOBBY ALLISON

ALABAMA, HOME OF:

BEAR BRYANT

JESSE OWENS

HELEN KELLER

BOOKER T. WASHINGTON

RAY SCOTT, FOUNDER OF BASSMASTER & PERSONAL  
FRIEND OF THE PRESIDENT, & HE WILL  
BE ATTENDING.

(H) INFORMATION ON SPORTS: The Birmingham Barons\* is the Minor League baseball team in Birmingham. They are the AA Southern League affiliate of the Chicago White Sox. Through 79 seasons of play, the Barons have provided a wealth of talent -- including Willie Mays -- to the big leagues, and are seeking AAA status.

On Sunday, August 23rd, the day after the President's speech in Birmingham, the Barons play the Jacksonville Suns in Jacksonville. When at home the Barons play at Hoover Metropolitan Stadium.

Berry High School is the local high school and the name of their team is the Buccaneers. They finished the regular season 7-3, and their overall record after they were bumped from the playoffs was 9-4. Football practice is going on now. If President Bush refers to the Buccaneers, it's important that he refers to them as the Berry High School Buccaneers, and not just the Buccaneers -- because the mall where the President will be speaking attracts so many people from all over the region that people in the audience might not know what he's talking about if he just says "Buccaneers." Also, let us not forget the age-old rivalry between the Auburn Tigers and UAB Crimson Tide.

(I) POINTS OF INTEREST: More than a century old, Sloss Furnaces once produced millions of tons of pig iron during its 89 years of operation. Although the blast furnaces were closed down in 1971, the city continues to celebrate its iron-making heritage at Sloss Furnaces National Historic Landmark, both a museum of industry and labor, and Birmingham's most unique community center. In 1983 Sloss reopened its gates and has become the heart of a nationally-acclaimed community gathering place.

Also, there is the Statue of Vulcan -- overlooking the city of Birmingham atop ore-laden Red Mountain. Vulcan -- mythological god of metal-working -- is the tallest iron statue ever cast. Designed by Guiseppe Moretti as the city's exhibit at the St. Louis 1904 World's Fair, Vulcan was cast entirely from Birmingham iron ore. Total weight: 60 tons. At 55 feet, Vulcan is the second tallest statue in the United States, surpassed only by the Statue of Liberty. The torch in Vulcan's outstretched hand burns green unless an automobile fatality has occurred in the city that day, in which case the torchlight burns red. In this way, the god who made thunderbolts for Zeus also serves as the world's largest traffic safety reminder.

\*THE BIRMINGHAM BARONS ARE OWNED BY "SUNTOY" A JAPANESE COMPANY.

FAX COVER SHEET

TO: GARS HOUTZ

FAX NUMBER: (702) 456-6218

FROM: V. HART

FAX NUMBER: 205-987-0454

NUMBER OF PAGES: 2 INCLUSIVE

DATE: 14 AUGUST 1992

MESSAGE: ENCLOSED REQUESTED INFO (I CLEANED IT UP)

REGARDS, John

IF ALL PAGES WERE NOT RECEIVED, PLEASE CALL (205)987-1600, EXT. 1707.



**THE WYNFREY**

H O T E L

*at Riverchase Galleria*

# "ALABAMA PRIDE" MUM

"Magic City" aka "Football Capital of South";

Historically a steel town; formerly known as "Pittsburgh of the South";

Today, major employer(industry) University of Alabama at Birmingham Medical Center;

Premier heart, lung, and cancer research center; also home of noted sports medicine surgeon Jim Andrews;

Birmingham, home of:

- Bo Jackson
- Charles Barkley - Olympic medal winner (GOPer)
- UAB scientist Larry DeLucas - astronaut on most recent flight
- Margaret Tutwiler
- Ed Rogers
- Lionel Hampton
- Bobby Allison

Alabama, home of:

- BEAR BRYANT**
- Jesse Owens
- Helen Keller
- Booker T. Washington
- Ray Scott, founder of BassMaster and personal friend to President;
- ALABAMA - country music group

known for its outdoor splendor, Huntsville space center, sandy white beaches, and for University of Alabama's and Auburn University's prowess in athletics, notably football.

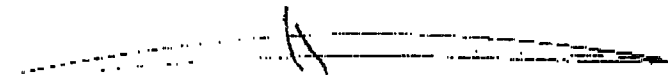
FYI-

STATUES → VULCAN <sup>VISIBLE THROUGHOUT CITY</sup>  
 DOWNTOWN BIRMINGHAM  
 "LARGEST IRON-ORE STATUE IN WORLD"

SPECIAL INTEREST

GREEN LIGHT - NOBODY KILLED IN CAR ACCIDENT  
 RED LIGHT - PEOPLE KILLED IN CAR ACCIDENT

MORE INFO FORTHCOMING.





## FACSIMILE COVER SHEET

TO: Gary Garshowitz

FROM: Tim Spahr

DATE: 8-17-92

NUMBER: 202-456-6218

NUMBER OF PAGES TO FOLLOW: 7

Should you not receive any part of this transmission, please call 205-985-3020.

Our fax number is 205-985-3040.

MESSAGE: I've pulled recent articles --  
I hope the articles help -- call if this  
does not assist your efforts -- The Galleria  
being the largest mixed use center in the  
southeast brought quite a bit of speculation  
during construction and it has been (it being the Galleria)  
has over-performed



### Information Sheet

- Riverchase Galleria features a spectacular skylight, spanning over 186,000 square feet and reaching nine stories high. At night, three miles of red, white and blue neon criss-cross the glass atrium, offering shoppers a dazzling canopy of light.
- The Wynfrey Hotel at Riverchase Galleria is Alabama's only four star, four diamond Preferred Hotel.
- ✓-Galleria shoppers spent in excess of \$327 million in 1991. That's almost \$900,000 every day.
- Over 200 fine stores highlight Riverchase Galleria, including Alabama's only Macy's.
- Riverchase Galleria is also one of the nation's premier office environments. The Class A Office Tower flanks the Grande Atrium with 17 glass-enclosed stories.
- Riverchase Galleria offers a choice of 14 restaurants in a spectacular food court circling the Grande Atrium Fountain. There are also numerous fine restaurants located throughout the mall, guaranteed to suit any taste.
- The Grande Atrium Fountain sprays arc 40 feet in the air, recycling 1,500 gallons of water each hour.
- Each holiday season, Riverchase Galleria replaces the Grande Atrium Fountain with an 18th Century-styled Carousel. Youngsters and adults alike thrill at the brightly colored zebras and horses in their magical spin through the atrium.
- Parking is never a problem for Galleria shoppers. The complex boasts more than 7,700 parking spaces with two parking decks and many spacious lots.
- ✓-Riverchase Galleria employs over 6,000 people.
- Construction of the 70 acre complex began in 1983 and was completed in the spring of 1988, costing \$300 million.
- Riverchase Galleria is easily accessible. It is located at the hub of three major highways: US 31, I-65, and I-459. The doors open from 10 a.m. to 9 p.m. Monday through Saturday and from 1 p.m. to 6 p.m. Sunday.

# The Birmingham News

TUESDAY, OCTOBER 29, 1991

OUR 104th YEAR

4 SECTIONS

## Looking a lot like Christmas

### Galleria getting ready for holidays

By Veronica Pike Kennedy  
News staff writer

Halloween may be this week, but it's already beginning to look a lot like Christmas at the Riverchase Galleria.

Employees have been spending nights at the mall lately since the annual holiday decorating project started a week ago.

Jim Spahn, the Galleria's director of marketing, said it just takes a lot of hours — about 2,000 spent around-the-clock — to get the 1.5-million-square-foot retail area ready for the lighting ceremony planned for 7:30 p.m. on Friday, Nov. 8.

"When we have our lighting ceremony, thousands turn out for it because of the decorations and because of the production itself," Spahn said.

This year, bell choirs will ring out carols, children will receive magic wands, a brass ensemble will play and children will dance.

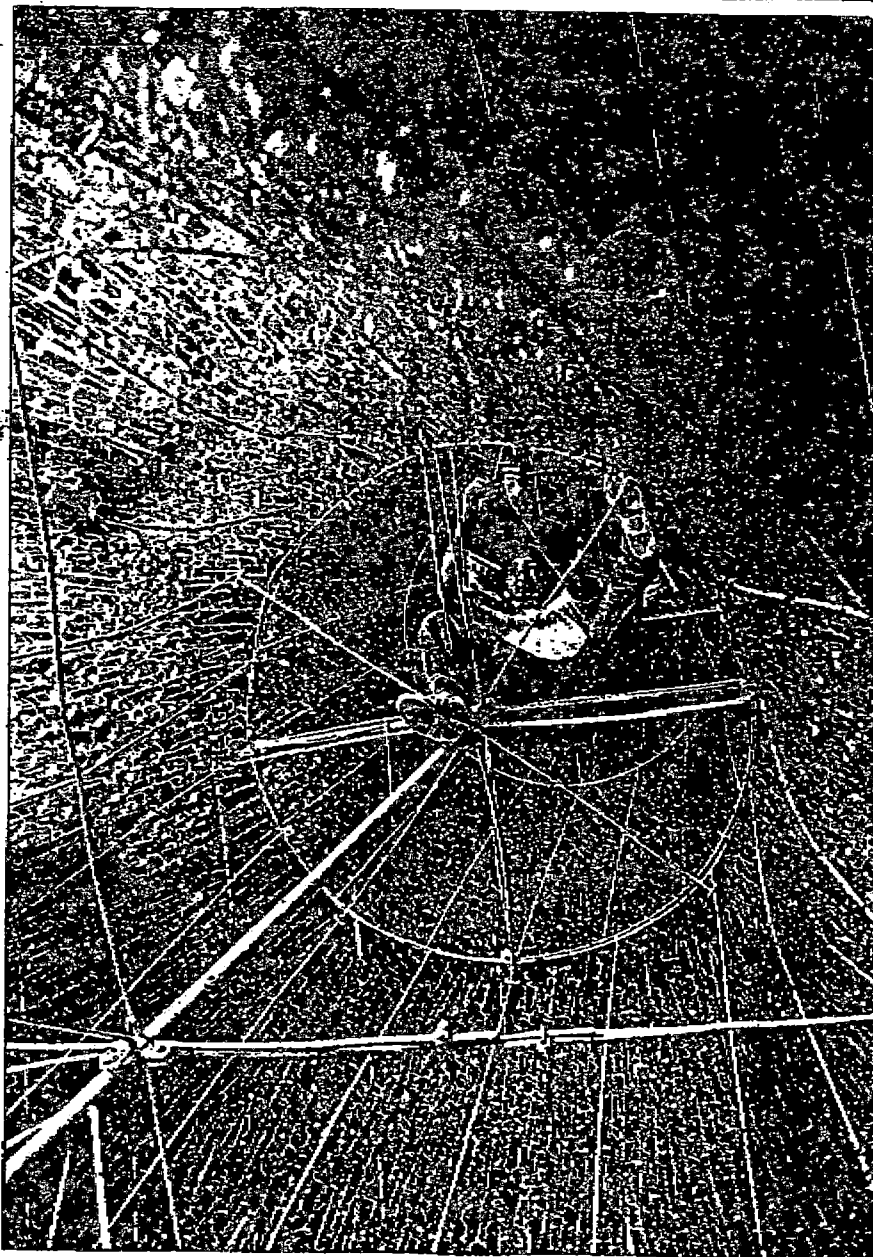
Oh, yes, and the lights will be turned on.

On Sunday evening Spahn dressed in jeans and a knit shirt, was on the floor of the food court testing strands of lights to make sure they all worked. From a platform atop an industrial lift, workers hoisted glittery reindeer, sparkling stars and strings of twinkling lights from beams at the top of the 150-foot Grande Atrium.

For about three weeks every year, Spahn swaps his suit for jeans and his daylight shift for the graveyard shift. On Saturday night, for example, he was at the mall from 9 p.m., when the stores closed, to 9 a.m. Sunday. He was back at 6 p.m. for another night.

But Spahn wasn't alone. Nighttime decorating crews range from five to 17, depending on the size and location of the project.

"We're still perfecting our method of putting



Jimmy Boyd helps assemble a 30-foot glass Christmas tree from the inside.

## Galleria

From Page 1A

up the decor," Spahn said. "Every year it gets a little easier, but it will always take this long simply because of the sheer size of this place."

Christmastime is expensive for most malls and shopping centers, but for what probably still is the largest mixed-use center in the Southeast, the cost has grown to more than \$500,000, he said.

"Our initial purchase was a quarter of a million dollars, not including the carousel," Spahn said. "And each year, we spend \$20,000 to \$30,000 in repairs and replacements."

"We spent another \$225,000 in 1983 with the purchase of the glass trees and the main mall displays."

Each glass tree is 30 feet tall and decorated with red satin bows and 35,000 handblown glass globes.

"We change things somewhat as often as we can," Spahn said. "The latest addition was the glass trees two years ago that replace the poin-

settia trees. Next year, we hope to restyle the program."

The antique carousel will continue to be the center of attention, however.

Every year employees put new strings of lights in the Grand Atrium, while about half of the lights in other areas of the mall are replaced, Spahn said.

"We cannot get back up there until the end of the season," Spahn said, looking up five stories to where workers were installing the lights and reindeer. "It's just worth putting entirely new lights in that area for aesthetic reasons."

There was a feeling of Christmas in the air as the crew members worked. Spahn said that although the project is a long, tedious one, employees don't seem to mind. He credited that attitude with the appreciation shoppers express.

"I think people recognize the effort and appreciate the decor during the holiday season," he said.

See Galleria, Page BA

NEWS STAFF PHOTO/FRANK COUCH

\*Wednesday, February 13, 1991

B 3

## Galleria's sales defy national recession

By Andrew Kilpatrick  
Post-Herald Reporter

The Riverchase Galleria apparently is not participating in the national recession.

The mall set another sales record last year. Also, occupancy at the Wynfrey Hotel rose by 9 percent to 69.1 percent, and the occupancy rate at the Wynfrey Tower office complex stayed steady at 92 percent, Riverchase officials said.

Jim Spahn, marketing director for the Galleria, said although an official tally is not in, preliminary figures for the entire complex show that sales for 1990 were about \$325 million, up from \$309 million in 1989.

Also, sales per square foot — an important retailing measurement — rose to \$327 a square foot, up from \$305 the year before, Spahn said.

Spahn said the new year began on a strong note for the first two weeks, went soft for much of the week the war in the Middle East started (Jan. 17), then picked up again.

Spahn said although retailing is sluggish nationally, Birmingham is faring somewhat better, and the Galleria is faring very well for several reasons.

"It's because of our tenant mix. We have a lot of stores that are exclusive to Alabama, and we have a shopping atmosphere that includes a food court and skylight and decor. Also, the Galleria is a main tourist attraction in Alabama. It's the largest mixed-use facility in the Southeast."

Galleria general manager Bill Siebenaler said that as the Galleria prepares for its fifth anniversary this weekend, the mall is beginning renovation of the public restrooms; repainting and recarpeting is planned for later in the year.

The 329-room Wynfrey Hotel, part of the Galleria complex, reported a higher occupancy rate, said hotel spokeswoman Stephanie Bauer. Ms. Bauer said that occupancy rose to 69.1 percent in 1990 from 59.9 percent in 1989.

Ms. Bauer said much of that increase was due to a 54 percent increase in shopper packages, packages that give weekend occupants of the hotel discounts when shopping at the Galleria.

The Galleria Tower, the 17-story Class A office building, is 92 percent leased and occupied, the same rate as a year ago, Spahn said.

The multi-use Galleria has room to add two more department stores, a second office tower, several more restaurants and a convenience center to the site.

There are now about 200 stores at the Galleria.

The Galleria will celebrate its fifth anniversary starting Friday and continuing through Monday.

On Friday at 7:30 p.m. there will be a performance of The Grand Galleria Circus, and at 9 p.m. there will be a fireworks display.

The Birmingham News / SATURDAY / Birmingham Post-Herald Nov. 10, 1990

## METRO/STATE/OBITUARIES



NEWS STAFF PHOTO/JAMIE OILW

**OSTRICH RIDE:** Ashley Mixson of Vestavia Hills takes a wild ride Friday on an ostrich at the Carousel in the food court of the Riverchase Galleria. Later, in the evening, Santa Claus arrived to officially open the Christmas shop-

ping season in metropolitan Birmingham. Most other malls will hold Christmas parades and see Santa's arrival on Nov. 17, but the Galleria, the state's largest shopping mall, got an early start.

# MEIRO/STATE

SATURDAY, NOVEMBER 24, 1990



NEWS STAFF PHOTO/JERRY AYRES

Using remote control box, Officer Jordan directs traffic at I-49 and Highway 31.

## Auto-indigestion

In Hoover, it's 50,000 drivers hunting for Galleria's 7,500 parking places

By Carol Robinson  
News staff writer

While many Birminghamians spent a lazy Friday watching afternoon football, Hoover police eyed another game of sorts — the line of cars creeping along U.S. 31 toward the Riverchase Galleria.

"If someone could figure out a way to make this easier, they'd be a hero," said Hoover police Sgt. Kenneth York.

The day after Thanksgiving traditionally is the busiest shopping day of the year. Making sure those shoppers safely find their way to the sales is a methodical tradition for Hoover police.

"Sure, I could be home watching football, but money is more important," mused Officer Bill Jordan.

"Besides, I got to see a lot of people I know this way. They all drive by and wave."

Jordan was one of 23 Hoover police officers who worked about 14 hours overtime Friday, monitoring the maze of shoppers. To be, police officials won't confirm how much money is paid to the officers for overtime, but it's estimated to be nearly \$30,000 for the group during the three-day weekend.

"It may be expensive but whatever it cost, it's a spit in the bucket versus the money that will be taken in at the mall," York said.

He said, "We pushed more people through there today than any other day except for the opening day (of the Galleria)."

See Traffic control, Page 7A

## Traffic control

From Page 8A

The officers, most of whom volunteered for the detail, lined the road beginning just beyond the Vestavia Hills city limits and stretching to the intersection past the Galleria.

"We're getting used to it now," said one officer.

"We don't get all jumpy the way we used to because we know what to do."

Hoover police began planning for Friday's traffic crowd about four months ago, scheduling officers to work the long shifts and troubleshooting the rough spots.

In past years, the officers often had to step into the vicious traffic and direct it by hand when the lanes began to jam.

This year, however, new remote controls manipulating the traffic signals kept officers at a safe distance.

"We had one officer get his toes run over last year," said Sgt. J.B. Thrasher.

"The controls make it easier ... and safer."

Police estimate that 50,000 cars will travel daily to the Galleria during the three-day weekend.

With only 7,500 parking spaces, the cars back up and spill over on to the highways.

Bottlenecks occurred at the Hoover exit off of I-459 and at the first entrance to the Galleria.

"Every year we try to warn people to use U.S. 150 and the other exits to the Galleria but they don't listen," York said.

"Humans are creatures of habit."

Officers working the dreaded holiday shift said the day is long but said they accept it as a job that has to be done.

"We're excited that people want to shop in our city so we don't have to pull teeth to get officers to work this," said Sgt. J.B. Thrasher.

"We just do what it takes to get them in there."

# MONEY

4B

FRIDAY, FEBRUARY 9, 1990

## Year of successes for the Galleria Complex will celebrate its fourth anniversary on a high note

Grid Kindred  
staff writer

may not be "crowing" but officials at the Riverchase Galleria in Hoover are most assuredly "clucking" this week as the complex celebrates its fourth anniversary.

Marketing director Jim Spahn said 1989 success stories for the million-square-foot regional shopping, hotel and office complex are being highlighted during the anniversary celebration which begins next Friday and continues through Feb. 19. The anniversary celebration will include daily performances by the American International Circus and the Galleria Clown

Among the successes cited by Spahn are several Galleria tenants that ranked number one in 1989 sales in their organizations, including:  
• Dick-Fil-A, first out of 435 locations nationwide.  
• Christian Riverchase, top producer of all 20 Parisian

**Businesses at the Riverchase Galleria generated more than \$300 million in sales in 1989, and averaged per square foot sales of more than \$300.**

- Kirkland's, first of 43 Kirkland stores nationwide.
- Silver Spoon Cafe, a division of Morrison Inc., expects to be first or second in 1989 sales when final figures are available.
- Lynn's Hallmark, number one in a chain of 22 stores, and placed in top 10 percent of Hallmark card stores nationwide.
- Mitchell's Formal Wear, first in the chain of 14 stores in its annual percent of increase.
- Cutlery World, highest yearly total sales since opening and fourth in sales of 200 U.S. stores.
- The Sunglass Company, in the top 20 of 102 stores for sales increase and gross sales.

In addition, December produced many record breaking sale volumes for Galleria stores, including Musicland and Flor sheim Shoe.

Bill Siebenaler, general manager, said businesses at the Riverchase Galleria generated more than \$300 million in sales in 1989, and averaged per square foot sales of more than \$300.

The complex, with some 200 stores, includes a hotel and office tower which also had successful years in 1989, Siebenaler said. Employment at the complex reached a peak of 5,500 during the December holiday sales period.

The Wynfrey Hotel saw its occupancy grow 13 percent last year. Part of the growth was attributed to the nearly 45 percent increase in shopper packages and other markets, said Ralph Marconi, hotel general manager.

The Galleria Tower, a 17-story office building, is 94 percent leased, including such major tenants as South Central Bell, Aetna, Birmingham Steel and the Southeastern Conference athletic offices.

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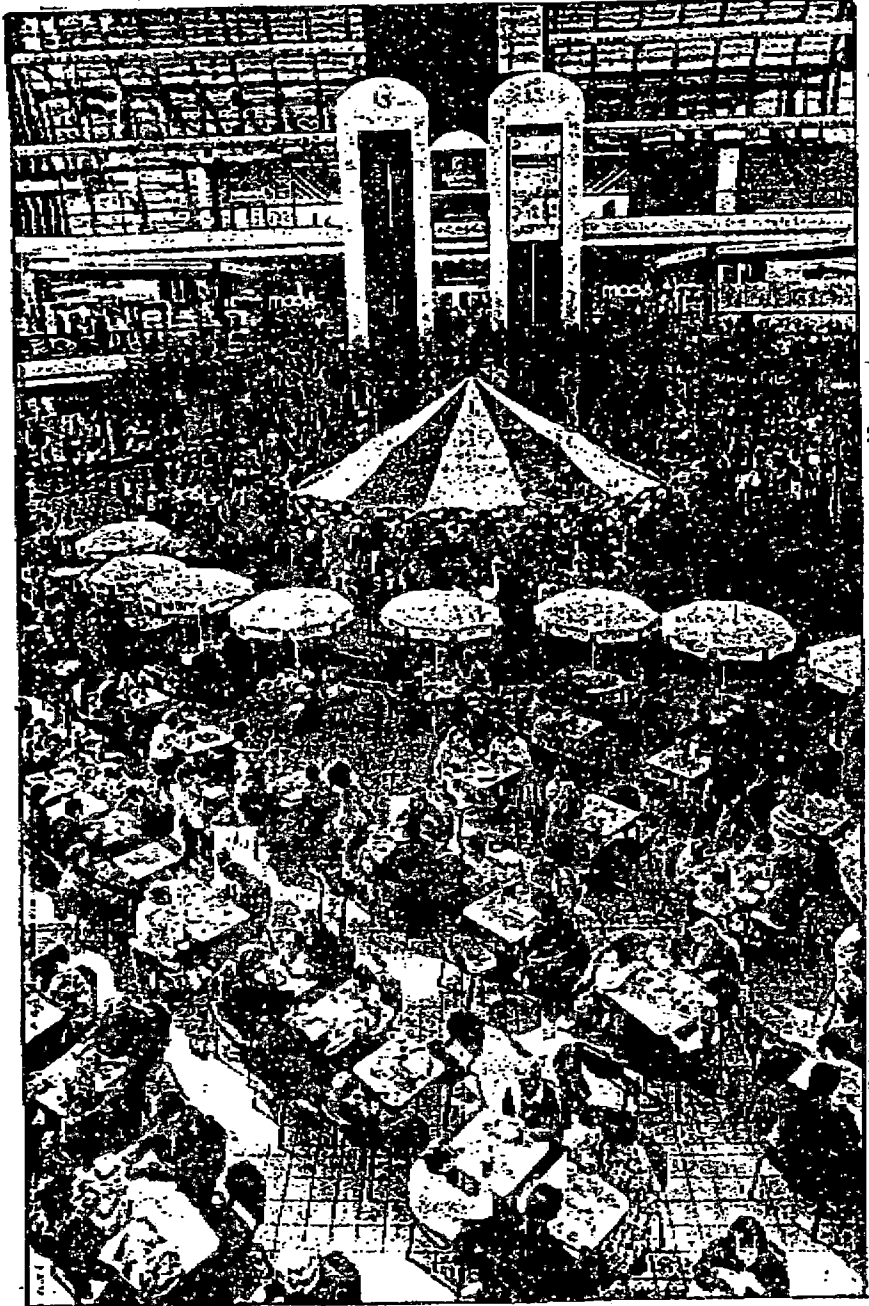
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Shoppers crowd Galleria's Food Court on a recent Saturday

## After two years, Galleria 'far exceeds' original expectations

By Ingrid Kindred  
News business writer

With its second birthday celebration beginning on Thursday, the Riverchase Galleria still is drawing visitors from throughout the Southeast, and getting rave reviews from its developer and major anchor stores.

"It's far exceeded our expectations," developer Jim Wilson Jr. of Montgomery-based Jim Wilson & Associates said at the Galleria complex last week.

The massive Galleria hotel, shopping and office complex at Interstate 459, U.S. 31 and Alabama 150 in Hoover continues to draw large numbers of regional shoppers — an accomplishment for which Wilson is well pleased.

What pleases him "more than anything, it's the acceptance of the Galleria by the trade area and the expansion of the trade area," he said. "We are drawing people from a much broader large scale, on a much more consistent basis than we ever anticipated. We're Alabama's number one tourist attraction."

Wilson, who before Macy's opened last year, estimated Galleria sales at between \$200 million and \$225 million annually, said the complex has exceeded its original sales and traffic volume predictions. Current employment at the Galleria is about 3,500, including the hotel and office building.

The Galleria's regional draw of hotel guests and shoppers from throughout Alabama and adjoining states has made an economic impact not only on its retail tenants, but has raked in millions of dollars for the City of Hoover, as well as having made a significant economic impact on the entire Birmingham area.

"The Galleria has had a tremendous impact on the metropolitan area ... no question about it," said Don Newton Sr., executive vice president of the Birmingham Area Chamber of Commerce.

"As an attraction, it pulls people from all over ... Atlanta, Nashville, the Florida Panhandle, eastern Mississippi, and throughout the state of Alabama," he said.

"The Galleria has caused some fluctuations in the retail trade. Some places may have lost business to the Galleria, but for the most part it has pulled in business from outside Birmingham," Newton said.

Officials of McRae's, J.C. Penney, Rich's, Parisian and Macy's all said their Galleria anchor stores have done well and have attracted shoppers from throughout the Southeast.

McRae's President Richard McRae Jr. recently said the Galleria store produced the largest sales volume in the Birmingham area among stores in that retail chain.

"The Galleria store is the best, in terms of sales," he said. Parisian spokesman Howard Koch said that retail chain has been pleased with its Galleria store, its flagship.

"We are very pleased with our Riverchase Galleria store. It has

consistently performed beyond our expectations," he said.

"We are very pleased that we came to the Galleria," said Nancy H. DiPietro, Rich's store manager at the Galleria.

"We feel the Riverchase Galleria is an excellent addition to Birmingham for Rich's. It's an exciting place to shop and it's an exciting place to do business."

She said sales at Rich's Galleria store have exceeded corporate goals.

James C. Davis, Galleria store manager for J.C. Penney, said that store has also "far exceeded" Penney's sales goal projections for the store's first two years.

"We don't see anything but good things happening," he said. "Macy's has helped, in terms of drawing more people. It's added another dimension to the mall."

Alabama's first and only Macy's department store opened at the Galleria complex last March. Store officials said the store has been "well received."

"Macy's is very pleased with our business in the Riverchase Galleria," said Kathleen Waugh, vice president for public relations and special events for Macy's Atlanta division, which includes the Galleria store.

"Our customer base is continuing to grow because the Galleria has drawing power across the state of Alabama and adjoining states," she said.

"We will be celebrating our one-year (Galleria) anniversary in mid-March with a two-week series of special events under the theme, 'Thank you, Birmingham.' We want to show the Birmingham community that we are thankful for the support shown us in the Galleria," she said.

Market research indicates that the Galleria's typical shopper is 36 years old and a white female, Galleria General Manager Bill Siebenaler said. Sixty-eight percent are either college graduates or have had some college training.

Of all visitors to the complex, the average person spends a little more than \$45. Of all those who enter a store — some people just come to walk — about \$55 is spent per trip, he said.

Though Galleria retail space is about 94 percent occupied, Siebenaler said efforts are on-going to "fine-tune" the mix of retail tenants in the complex. The complex has nearly 200 stores and restaurants.

There are no on-going negotiations for a new major tenant, Wilson said, but the complex was designed so an additional one could be added.

"We have room for one more (major) store," he said. "We've talked to Sears, Saks Fifth Avenue, Neiman-Marcus and Lord & Taylor, but so far, there are no deals," he said.

Wilson said the Galleria complex still is expanding, with additional development plans still on the back-burner.

**'We're Alabama's number one tourist attraction.'**  
— Developer Jim Wilson Jr.