

WHEN YOU'RE IN BIRMINGHAM, ALABAMA, *You Feel A Special Vibe!*

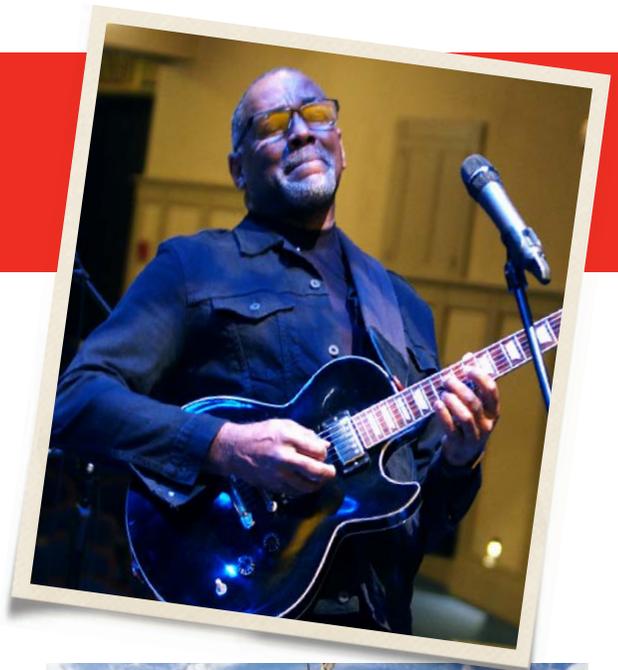
People who visit Birmingham say they sense a vibe to this city that they don't find elsewhere in their travels. Could be the famous Southern hospitality. Could be the setting in the foothills of the Appalachian Mountains. Or it could be our world-class public golf.

With moderate weather almost year round, Birmingham is a popular city for visitors from around the world. An inventory of top-notch attractions entertains, educates and inspires people who visit this Southern city. From its historic role in the American Civil Rights Movement to its Deep South hospitality, Birmingham is widely recognized as a must-see city of the Southeastern U.S.

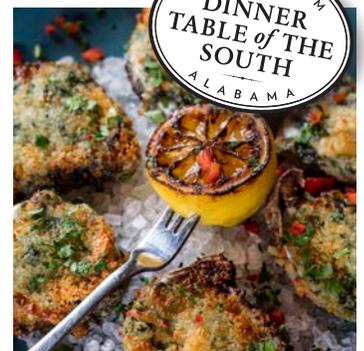
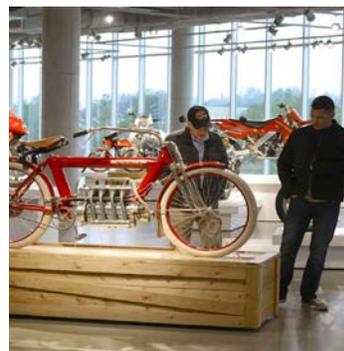
Birmingham regularly attracts national attention for its dining vibe. James Beard award winners create some of the finest cuisine in the country. Chef-owned restaurants throughout the area attract visitors to spend a weekend simply dining at the dinner table of the South. Birmingham also serves up some of the world's best barbecue at dozens of open-pit BBQ joints around the city.

***The New York Times* calls the
Robert Trent Jones Golf Trail
"some of the best public golf on earth."**

Spend some time exploring attractions in the area. Trace the movement that changed the world in the Birmingham Civil Rights District. Spend an afternoon at the Birmingham Museum of Art. Get a panoramic view of the city from Vulcan. See the world's largest collection of antique and contemporary motorcycles at Barber Vintage Motorsports Museum. Learn about Birmingham's industrial heritage at Sloss Furnaces National Historic Landmark.



**Zagat says Alabama Barbecue is
"America's Best Kept Secret."**



For all its small town charm, Birmingham is a sophisticated, well-heeled international community. The influences are all around us and beautifully melded into the diversity of our Southern culture.

The city also offers great variety in evening entertainment. Live music is underway every night at clubs around the city, showcasing national performers as well as talented local musicians. Visitors discover new and interesting craft beers at local breweries with welcoming tap rooms.

This is also a city of festivals. A full schedule of special events is underway celebrating everything from art and music to independent film. Birmingham's festivals are authentic events that draw visitors into the heart and soul of the city.

Destination Overview

- 5 major airlines | Amtrak
- Performing arts organizations and theatres including Birmingham Broadway Series
- 15 Public golf courses including Robert Trent Jones Golf Trail - Oxmoor Valley & Ross Bridge
- Boutiques, antiques and Alabama's largest shopping mall, The Riverchase Galleria
- Robust dining scene includes Highlands Bar & Grill, selected 2018 "Best Restaurant in America"
- Historic attractions
- 100 parks including Oak Mountain State Park and Tannehill State Park

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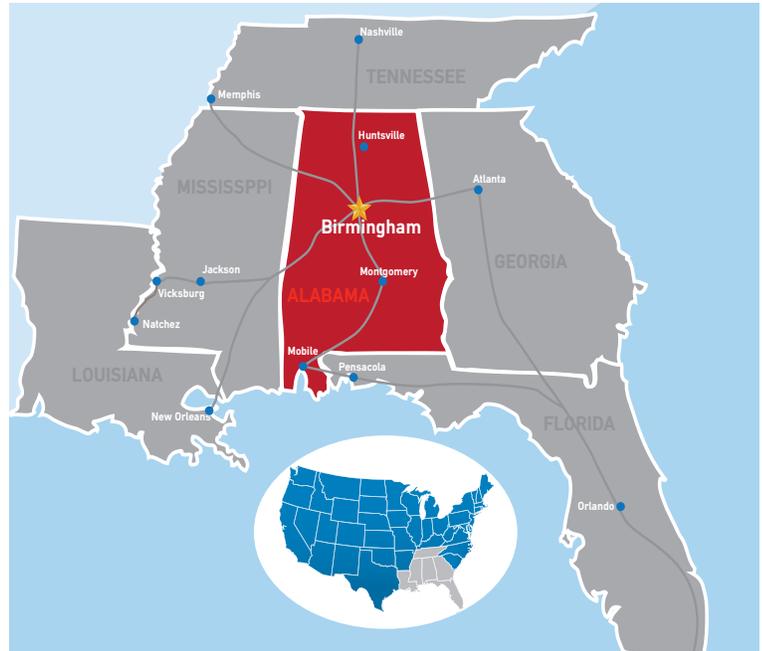


What's New in Birmingham:

- World Games July 2022
- The Fennec
- Birmingham Eat Drink Ride Food Tour
- Back Forty Beer Company
- Dread River Distillery
- Freedom Line Tours
- Sidewalk Cinema
- City Walk BHAM (Opening 2021)

HOTELS

- Valley Hotel Homewood, Curio Collection by Hilton
- The Kelly Hotel (Opening 2021)



We look forward to having you in Birmingham, Alabama. Enjoy the vibe.



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Birmingham AREA Development

BIRMINGHAM

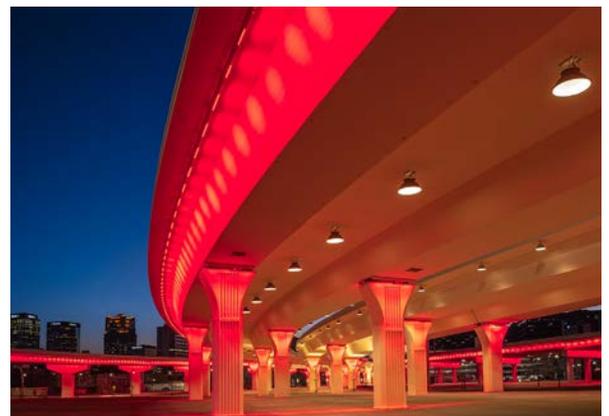
New interstates, entertainment districts, and the new Protective Stadium are highlights of the many developments underway in Birmingham

Birmingham does not sit still long. It is our nature to be progressive and to build toward a future that enhances quality of life for both residents and visitors. Here are just a few of the many projects in the works in a city that is on the move:



The I-20/59 Bridge Demolition and replacement of the aging interstate bridges through downtown is complete, giving a vibrant new entryway into the city. It is almost impossible to drive through downtown at night without noticing the aesthetic lighting added to the new bridge work. LED ribbon lighting along the edges of the bridge adds dramatic effect to the structure and has been an instant hit with drivers on that route.

CityWalk BHM Planned in tandem with the bridge reconstruction, a massive 31-acre park beneath I-59-20 is well underway. The linear park will serve as a gathering space for visitors and for the community, with a quarter-mile walking trail and fields for sports activities. A large central water feature will be the backdrop for activities such as public art displays. Stages are planned for outdoor concerts, and spaces for marketplaces are part of the project as is a beer and wine garden. A visitors center just across from CityWalk will welcome tourists with maps, brochures, information, and other helpful materials. All these plans are expected to be in place by the time the city hosts The World Games 2022 in July of next year.



Entertainment Districts Cool new entertainment districts are sprouting up throughout the greater Birmingham area, allowing guests to mingle with drinks within district boundaries. On the campus of the Birmingham-Jefferson Convention Complex, the Uptown district was among the first to receive the designation. Other popular entertainment districts are in Five Points South, the Avondale neighborhood, and Pepper Place. A number of such districts in surrounding communities such as Mountain Brook also have been approved.





Legacy Arena Renovation of the 18,000-seat Legacy Arena on the Birmingham-Jefferson Convention Center (BJCC) campus is nearing completion. Upgrades include a new suite level, an upper-level club area, enhanced food and beverage options, new seating, a 360-degree ribbon board in the seating bowl, and refurbished lobbies. A new glass and steel façade is the entranceway to the arena. The BJCC has earned the GBAC STAR accreditation, the gold standard for prepared facilities.

Protective Stadium Just a block down the street is the newly built Protective Stadium, a \$180 million open-air athletic field. With 45,000 seats, the stadium will serve as the home field for the University of Alabama at Birmingham Blazers football team. It also will host the grand opening and closing ceremonies for The World Games 2022.

The Valley Hotel, Curio Collection by Hilton Across town in the Birmingham suburb of Homewood, the new Valley Hotel has opened to rave reviews. **The five-story, 129-room property has a ground level restaurant and bar, as well as a second-level outdoor terrace bar.** The hotel has 4,000 square feet of ballroom and meeting space.



The Fenec Birmingham's burgeoning Parkside District surprises with something new almost daily. Next up is the much-anticipated entertainment concept, The Fenec. The live music venue with a restaurant and bar also has event space, The Social, for receptions, business meetings, and larger concerts. The new venue will be a vibrant addition to the growing condo and apartment construction in Parkside.



Urban Supply Also in the Parkside District, Urban Supply is bringing 100,000 square feet of retail and office space to the area, along with more bars and restaurants. Good People Brewing, a favorite brewpub, and Tortugas Pizza are already well established in this area that is also home to Birmingham Barons baseball at Regions Field. Joining these will be warehouse chic eateries, nightspots, and retail in converted warehouses to be called The Aisle. The idea is to adapt historic structures to become modern environments of today's young, urban lifestyle.



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