



 **imagine**  
DOWNTOWN

# 2004 CAP/ADID Annual Report



Central Atlanta Progress  
Atlanta Downtown Improvement District



Central Atlanta Progress  
Atlanta Downtown Improvement District



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# As We See It.

***To merely classify this past year as successful would be understating the facts.***

The truth is that 2004 was one of the most incredibly active and productive years that CAP and ADID have had in recent history. And while our organizations stretched their limits and capabilities, the real winners were the Downtown Atlanta community and all those who believe in and support it.

We pushed the envelope virtually everywhere we could, given our staff and financial resources, and our efforts began to bear fruit almost immediately.

Today, financially and programmatically, we are stronger, with strategies that will help us accomplish more and take on ever larger challenges.

In just one year, Central Atlanta Progress broadened its membership and increased revenues by more than 25 percent, capturing new support throughout Downtown and the metro area.

Early in 2004, we decided that we would attack the public perception of crime with hard and relevant facts released every six months. In a partnership with the Atlanta Police Department, we developed a reporting format to present the real picture of Downtown crime. Today, the facts show that Downtown, with the city's largest daily population base, accounts for only eight percent of the city's overall crime – with a decrease of 19 percent in just one year. Perceptions distort the picture. Facts don't.

Throughout 2004, ADID guided all the preliminary capital project planning, and provided and secured matching funding from business, city, state and federal sources. Almost \$30 million in infrastructure projects are under way, including the new Ivan Allen, Jr. Boulevard, the gateway to the Georgia Aquarium and the new World of Coca-Cola.

The year brought the final touches to our Imagine Downtown plan and moved it toward becoming part of the city's comprehensive development plan. Never before had a community - based growth plan involving business, government, residents, students and employees been as effective as Imagine Downtown.

Feeling the buzz that a great deal was happening, last year more people attended more CAP/ADID public meetings than ever before, including more than 1,000 Annual Meeting



*“...the real winners were the  
Downtown Atlanta community  
and all those who believe in  
and support it.”*

# m e s s a g e f r o m t h e C H A I R M E N



attendees who saw the rollout of Downtown's new plan for the future – Imagine Downtown.

Throughout the year, more consumers said “Let’s Do Downtown,” visiting with friends and family during our flower and holidays promotions done in conjunction

with the Atlanta Hotel Council and the Atlanta Convention and Visitors Bureau.

Good things grew throughout the seasons, such as our ability to invest more than \$150,000 in flower baskets throughout Downtown's major corridors. Additional funding was also invested in and redirected toward cleaning our sidewalks with the addition of six new pieces of cleaning equipment.

We moved a number of new ideas down the road, including planning for a Downtown connector shuttle between major current and future venues. Serious discussions were started for the creation of a multi-day/venue attraction pass seeking to extend tourist stays in the neighborhood.

Our transportation management efforts placed us as metro Atlanta's largest reseller of mass transit passes. We also created vanpools and ridesharing programs – all geared toward removing even more single occupancy cars off of our roadways. Major efforts to promote walking in Downtown were started through many corporate and government entities.

Within our governance structure, each organization re-engineered its Board to ensure it more closely reflected its constituency base, not only for today but also tomorrow.

This past year, Downtown Atlanta became the only neighborhood in the metro area to offer investors and developers the incentive of two tax allocation districts, one on the east and one on the west. Proven drivers of growth, the districts ensure that Downtown remains one of the most attractive investment areas in metro Atlanta.

In today's urban centers, little can be accomplished without strong and willing partners across the public and private sectors. CAP/ADID sought and received the support and



financial backing of Mayor Shirley Franklin and Governor Sonny Perdue. Without their unwavering support of Downtown, many plans would be gathering dust.

However, instead of dust, our plans are moving dirt, erecting new residential buildings, greening sidewalks, renovating parks, increasing economic incentives and enhancing the pedestrian experience... all in line with our Imagine Downtown plan and focused to make the area more attractive and more inviting to everyone. We are working the plan.

We invite you to join us, whether that be philosophically, financially or any other way you see fit. Help us make Downtown Atlanta everything we all would like it to be.

On behalf of our CAP members and our ADID commercial property owners, we invite your organization or firm to become part of a growing, vibrant and focused constituency called Downtown Atlanta.

Sincerely,

J. Scott Wilfong  
CAP Chair

Craig Jones  
ADID Chair



## *Picture a vibrant community*

with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean, hospitable and entertaining.

This is our vision for Downtown Atlanta: A 21<sup>st</sup> century center, the heart and soul of the Southeast. A hub of commerce, culture, ideas, vision and activism that connects with and energizes those who live, work and play here.



## Who we are

We are Central Atlanta Progress (CAP), a private, not-for-profit corporation, 64 years old, that strives to create a robust economic climate for Downtown Atlanta. We're guided by a board of directors consisting of 56 of Downtown's top business leaders, and funded through the investment of businesses and institutions.

In 1995, we formed the Atlanta Downtown Improvement District (ADID) as a public-private partnership focused on creating a livable environment for Downtown Atlanta. With a board of directors of nine private-and public-sector leaders, ADID is funded through a community improvement district within which commercial property owners pay special assessments to support capital projects and programs.

Together, Central Atlanta Progress and the Atlanta Downtown Improvement District are committed to a Downtown that is a central place for the diverse Atlanta community and all of Downtown's property owners, employees, residents, students and visitors.

Look beyond the skyline. Downtown Atlanta is more than what you might expect.

# Look beyond the skyline.

## Downtown Atlanta is more than what you might expect.



# message from the PRESIDENT

## *Where you came from... and where we're going.*

The first foot path traversed another.  
Wagon tracks from every direction created our first intersections.  
Railroad lines moved people and products, launching us into a new era.  
Downtown's streetcars reached out to expand our boundaries and horizons.

Such was and is the evolution of the metro Atlanta area, now a 20-county juggernaut that's home to millions and the economic envy of many urban centers throughout the country and the world.

As complex as this dynamic region has become with the "growing pains" of explosive growth in the last two decades, its hundreds of years of development and growth can be traced to a single source of DNA – Downtown Atlanta.

Yes, Atlanta's "Big Bang" occurred right here around Five Points and we all have evolved out of that event, whether you chose to claim it or not.

Alpharetta, Buckhead, Cobb, Gwinnett, Midtown, Peachtree City and all the other counties, municipalities and communities that now ring Downtown Atlanta have a unique connection to us. They developed and evolved from what grew here first. Because of that you will find us hard at work protecting and nurturing the quality of Downtown's DNA.

The importance of Downtown Atlanta to every submarket, neighborhood and fringe city is immeasurable. There is no "suburban" without first an "urban". Try as we might, we cannot aspire to be a great region if our "heart" is not vibrant and healthy.

Downtown Atlanta is where business started.  
Downtown is the heart of our philanthropic foundation.  
Downtown is the seat of our city, county and state government.

From here, we grew the transportation and communications networks. The arts, the parks, the neighborhoods that now encircle us evolved from here first. Downtown Atlanta is an incredibly unique and complex mixture of lives and livelihoods.

We are old and young, gay and straight, black and white, "haves" and "have nots" and virtually everything in between. More national flags fly here than anywhere in the region, as do the number of cultures and ideologies.

I've been at CAP and ADID now for over a year and a half. Before that, I spent over 22 years in Downtown with the Portman organization. In that time I've seen many sides of Downtown and other cities around the world – the ups, the downs and periods where it seemed nothing was happening at all.



So it is with some experience that I can say that the Downtown Atlanta I see today is poised for a new rebirth, yet again. Call it an aligning of the stars or a rare confluence of history: Downtown Atlanta is on a rapid course to a very exciting and unique future.

You can read all about in the pages that follow. Every day that goes by, we are working hard attending to the business of Downtown Atlanta.

Protecting its past, enhancing its present, and promoting its future.

Whether you live here, work here, visit here, or simply benefit from the proximity of a rich urban core. Inextricably, our DNA is linked to you.

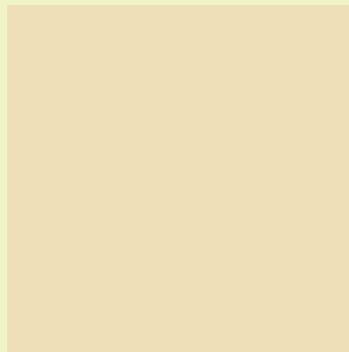
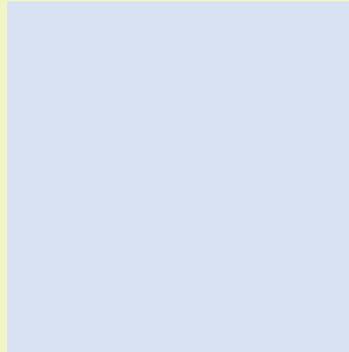
Downtown Atlanta is on its way – a work in progress as they say. We invite you to come and join us on the journey.

Who knows, you might just find more of yourself in Downtown Atlanta than you ever imagined!

Sincerely,

A handwritten signature in black ink, appearing to read "A.J. Robinson". The signature is fluid and cursive, written over a light blue background.

A.J. Robinson  
President



# Stories of Progress.



Over the course of a year, weeks pass, the skyline changes, and Downtown Atlanta becomes more and more like the entity we imagined it could be.

To call it a “place” seems dismissive – as if it were merely infrastructure. Downtown Atlanta is alive. Over time we’ve seen a new personality emerge, and its charm is infectious. It resembles the people we love and those we aspire to be, all at once. It makes us proud, and gives us pleasure. There are traits we can’t get enough of, and some we want to change – and this is what drives progress.

The following pages are evidence of this progress over the past year, and stories of the people touched by a rebirth in Downtown.



*“Downtown Atlanta has some incredible attributes that you won’t find anywhere else in the metro area, including terrific sports and convention/exhibition facilities. It’s fun to live in the middle of it all and be able to walk to a Falcon’s game or the Atlanta Boat Show. I think Downtown is finally achieving critical mass in terms of restaurants, culture and attractions. And as for safety, well, my 78-year-old mother moved to Centennial Park West from the Boston suburbs and walks around the Park without hesitation.”*

David Marvin  
Founder and President  
Legacy Property Group

## Construction isn’t noise. It’s a heartbeat.

To say that developer David Marvin lives and breathes Downtown Atlanta isn’t cliché or hyperbole.

It is genuine testimony. Marvin lives smack-dab in the middle of the urban confluence he’s helping to rejuvenate. His vision isn’t just in his mind; it’s in his daily routine. Ideas strike him as he strolls down the street to dinner or a show. A sense of “this-is-what-it’s-all-about” pride fuels him when he passes by Centennial Olympic Park and sees it bustling with activity. And the distant buzz of enthusiastic sports fans making their way into the arena is enough to boost his energy and mood – no ticket needed.

As a Northeasterner he understands the draw – the magic – of urban centers like New York and Boston. And as a developer, he knows Downtown Atlanta has the “genetics” to become one of the premier city centers on the planet. Easy access, an improving transportation infrastructure, clean surroundings and comparatively low crime make the area an easy sell to buyers, renters and tenants. But the creation of Tax Allocation Districts (TADs) have made Downtown a developer’s dream: tax-exempt bonds are issued to pay front-end infrastructure and certain development costs. As redevelopment occurs, the resulting “tax increment” is used to retire the debt.

2004 was the first full year that developers had the benefits of TADs on both sides of Peachtree Street – Eastside and Westside. Seven ventures initiated in the newly created Eastside TAD represent almost \$400 million in capital infusion over the next few years – an amount not seen since before the 1996 Olympic Games.

Get used to the construction cranes, and pardon the dust; **CAP/ADID's 2004 Growth & Development Map** showed 71 projects under construction or planned for groundbreaking in Downtown in the next two years – totaling \$2.2 billion in total capital investment. These include:

- Twelve Centennial, a mixed-use complex of 517 condos (Phase I), 102 hotel rooms and 33,500 square feet of retail and office space
- Legacy at Castleberry Hill (completed in 2004), a \$100 million project that adds 141 rental loft units, 27,700 square feet of retail and commercial space and a 170-room hotel
- Centennial Place East, a mixed-used complex of 200 housing units and 31,200 square feet of retail
- Legacy Property Group's 50,000 square feet of restaurant and retail at Marietta Place and 120-room Glenn Building boutique hotel (see photo on right)
- The Reynolds, a 130-unit residential condominium project in the revitalized "SoNo" (South-of-North Avenue) district at Peachtree and Linden
- Allen Plaza, a \$300 million office and hotel development on the former Boomer-shine property on the Williams Street ramp near Centennial Olympic Park. Accounting firm Ernst & Young will be a prominent anchor.

In total, Downtown development initiated in 2004 will add **more than 2,500 new housing units**, exceeding CAP/ADID's goal for the year. Other achievements of note:

- The **Imagine Downtown Development Tour** in October attracted over 200 real estate professionals who walked approximately 6,000 steps apiece to view Downtown's newest projects underway.
- CAP/ADID partnered with other economic development agencies in the region and worked on several major headquarter recruitment efforts. In addition, we formed the **Downtown Office Coalition**, which raised \$55,000 to market office space. The result: an average of two lease transactions closed per week in 2004.
- David Marvin's Legacy Property Group developed Centennial Park West Condominiums, which has realized multiple, million-dollar home sales – evidence that the sky's the limit for Downtown Atlanta.





*“Most people who enjoy Downtown don’t live Downtown, so we run the risk of not having people actively engaged. More people need to be involved – not just to come in for an evening and forget about the area until the next weekend. How can people help? Attend public meetings. Volunteer at the Children’s Museum. Plant trees. Donate to St. Jude’s Recovery Center or the new Gateway homeless center. We have a good thing going Downtown but we need the full support of the entire community to sustain it, because what happens here affects the entire region.”*

*Belinda Grant-Anderson*

*Vice President of Organization Effectiveness, BellSouth  
Board Member of the Children’s Museum of Atlanta and the St. Jude’s Recovery Center*

## A Downtown for a new generation.

There’s a school next to Centennial Olympic Park that believes in the power of osmosis.

At Atlanta New Century School, students are often taken out of the classroom and into neighboring libraries, museums, theaters, parks, and businesses such as CNN to explore concepts in the “real world.”

Belinda Grant-Anderson’s children go there. She (and they) eagerly anticipate the opening of the Georgia Aquarium later this year – one more important resource for the school, and another valuable asset for Downtown. Grant-Anderson is on the board of directors of Imagine It! The Children’s Museum of Atlanta and knows first-hand the importance of having youth-focused venues like these in the Downtown area. In 2004, its first full year of operation, the museum drew 110,000 visitors, most of them children.

“With the exception of sports and special events, entertainment in the city center used to be geared to grown ups. You had to stay in the outlying neighborhoods if you wanted to do anything as a family,” says Grant-Anderson. “Today it’s totally different. I see families all the time just relaxing in Centennial Olympic Park – it’s actually crowded in the summer. We had a picnic there last Mother’s Day and it was lovely.”

Indeed, Downtown Atlanta has become more family-friendly – and not just because of entertainment venues and other commercial development. CAP/ADID has worked hard to make Downtown easier to navigate, safer and more aesthetically appealing for people of all ages. And the area really is as safe as it feels; crime statistics for Downtown are low compared to other areas of the city. While Downtown hosts the largest portion of the metro area's daily population, it accounts for only eight percent of the crime.

Over the past year we:

- Initiated a plan to create safer pedestrian crossings at three intersections on Peachtree Street.
- Helped finance a feasibility study with hopes of establishing an eight-mile streetcar line along Peachtree Street. Atlanta Streetcar Inc., hopes to raise \$200 million for the project.
- Completed design of color-coded “wayfinding” signage throughout Downtown. More than 250 signs will be installed in 2005.
- Expanded the hours of operation of the Ambassador Force, and increased off-duty police support. We also upgraded all ADID equipment for the Ambassador Force with new vehicles, public safety bikes, a new electric vehicle, and upgraded our Segway fleet.
- The Clean Team operation was enhanced with the new Madvac cleaning/vacuuming vehicles, a new Gator vehicle, a new truck, and upgraded individual use equipment. Additionally, Clean Team operations were extended to daily coverage, including most holidays, with increased hours of support and staffing – yet overall contract operating costs were reduced.
- Developed and commenced implementation of the Woodruff Park Partnership Plan to include complete electrical infrastructure refitting, overgrown shrubbery removal, and drainage repair. WiFi is also being installed to enable wireless connectivity. Also, last spring Downtown Atlanta gained a new public sculpture garden, thanks to Georgia State University's Ernest G. Welch School of Art and Design, at the intersection of Gilmer Street and Peachtree Center Avenue.





*“Not too long ago, you had to go to the suburbs to find nice, safe housing, abundant shopping, good schools and a variety of cultural and entertainment options. Today that’s no longer true. It’s remarkable to witness the renaissance taking place Downtown. By rehabilitating long-forgotten buildings and neighborhoods and making a variety of housing options available, community leaders, developers and philanthropists are giving people reasons not just to come Downtown, but to stay.”*

*Egbert Perry  
Chairman and CEO  
The Integral Group*

## Downtown reclaims its soul.

The statement “it takes a village” aptly describes the renaissance of an Eastside Downtown neighborhood steeped in history.

Congregants of historic Big Bethel AME Church shared a common dream: to bring their community, Sweet Auburn, back to its former glory. The area had once been a bustling cultural, spiritual and business center and a locus of the civil rights movement. But, by the end of the 1900s, urban decay had set in, people left, and the area deteriorated.

Big Bethel members knew that Sweet Auburn was too special to evaporate into history. So in 2002, they began buying up parcels of land in the area in hopes of revitalizing the community and restoring its soul. They knew Egbert Perry and his Integral Group could get it done. And so began a unique partnership to reestablish Sweet Auburn’s prominence, but in a new way that fit the 21<sup>st</sup> century.

Sweet Auburn Village, an enclave of residential condominiums, stores, restaurants and entertainment venues, will break ground in 2005 and welcome its first homeowners in 2006. The \$45 million development will give Atlantans an overdue sense of pride on this important avenue. And like other Integral projects, Sweet Auburn Village promises to spark new rounds of investment, creating value and economic viability in an area that has suffered from a lack of investment.

Sweet Auburn's revitalization is a story of collaboration, pride and nostalgia – characteristics common to many Downtown improvement projects over the past year:

- After sitting shuttered for nearly two decades, Herren's Restaurant, known fifty years ago as "Atlanta's Place To Meet" and the city's first restaurant to voluntarily desegregate, was reborn as a playhouse. The Woodruff Foundation ignited a capital campaign that enabled Theatrical Outfit to raise \$5 million to construct its new home, renamed Balzer Theater at Herren's.
- Meanwhile, across town, an enterprising group of public and private entities worked to combat issues plaguing Atlanta's homeless. Public funding and donations of time, money and materials made the 24/7 Gateway Center a reality. The facility, opening in 2005, will offer safe accommodations, medical care and other services to approximately 500 homeless people each day.
- Downtown residents who participated in the Livable Centers Initiative (LCI) two years ago saw their ideas begin to take shape in 2004, as earth was moved to make way for improvements along the Jones-Simpson-Alexander-McGill Corridor (JSA-McGill). The LCI study solicited feedback from hundreds of community residents and continues to explore best-practice approaches for integrating housing, retail and other development into a corridor previously characterized by an endless string of parking lots.
- When word spread a few years ago of plans to raze the 80-year-old, vacant Glenn Building, a group of concerned citizens took action to block the project. In late 2003, Legacy Property Group bought the early century "skyscraper," and is returning the building to its original splendor, this time as an upscale, boutique hotel.
- Later this year, people heading to the Georgia Dome, the new Georgia Aquarium and nearby venues will be reminded of legendary Atlanta Mayor Ivan Allen, Jr., who guided the city through the turbulent 1960s. The new Ivan Allen, Jr. Boulevard will run from the corner of Ralph McGill Boulevard and Peachtree Street, across the Centennial Olympic Park area, to Northside Drive. Soulless asphalt is out of the question; users will find bike lanes, landscape strips and 10-foot sidewalks along the route.
- At the same time, work is under way to establish a tribute to former Atlanta Mayor Andrew Young. The project kicked off in September with an international design competition to conceptualize a monument and redesign for Walton-Spring Park. Charlie Loudermill, founder and chief executive of Aaron's, is underwriting the project.





## Downtown's on the move.

Kalpana Kuttaiah says things that make a native Atlantan enormously proud – if not pleasantly surprised.

She's an architect – the type of bright, motivated individual who can go anywhere and do anything she chooses. And she chose Atlanta.

Kuttaiah used to live in San Francisco, then took a sabbatical to travel the world and figure out her next move. She had options: London. DC. Chicago. She even considered returning to California, or even India, her homeland. But after visiting Atlanta, she liked the city enough to stay.

“The people are friendly, it's affordable...and there's always a lot going on,” she explains.

Kuttaiah isn't yet a Downtown resident – but she might as well be, given the amount of free time she spends in the area. Her Centennial Tower office provides the perfect launch point for exploring Downtown after hours.

“Most evenings I hang out down here after work so I don't have to fight rush hour,” she explains. “I usually go for a long walk around [Centennial Olympic] Park, and then meet friends for dinner or drinks somewhere in the neighborhood.

“Or, I might catch an exhibit at the Museum of Design Atlanta or the High [Museum] at Georgia-Pacific Center. I also really enjoy the Turner First Thursdays gallery tours. There's always plenty to do, and it's nice that it's all within walking distance.”

*If Kalpana Kuttaiah tires of being an architect, she'd make a great spokesperson for Dr. Scholl's®. She and her colleagues at Gensler, an architecture, design and planning firm participated in the month-long “Walk There!” challenge, designed to promote walking Downtown. “We were given pedometers, and every Monday we entered our total steps into a Web page,” she explained. 678,561 paces later, she had jumped ahead of the pack and won two round-trip business class tickets on AirTran. Gensler outpaced other companies that participated, earning chair massages for the entire firm.*

*Kalpana Kuttaiah  
Gensler Architecture, Design & Planning Worldwide*

This last comment gets the adrenaline flowing at CAP's Downtown Transportation Management Association (DTMA). One of the hallmarks of a preeminent urban core is that it's easy to get around, on foot or otherwise – and accessibility is one of DTMA's main missions. In 2004 they made some terrific strides:

- Ongoing efforts to promote walking to work, from transit points and for daily errands earned DTMA national recognition. The group won the 2004 Pedestrian Project Award for Partnership from the Institute of Transportation Engineers for creating the Walk There! challenge to encourage people to walk instead of drive. Twenty-seven companies and 700 individuals participated in the October challenge. DTMA was also awarded a PEDS 2004 Golden Shoe Award, which honors pedestrian-friendly projects.
- DTMA continued to support bicycling through monthly raffle rewards and Shower Bucks for employees who don't have access to a shower at work.
- Through DTMA's Discount Transit Pass Program, more than 102,000 MARTA, Gwinnett and Cobb transit system passes and 86,000 MARTA tokens were sold to commuters – an encouraging 23 percent increase over the previous year.
- Working to minimize traffic and pollution, DTMA helps employees connect with other riders to form vanpools, and provides each vanpool financial incentives to get started. Four new vanpools formed in 2004 from Newnan and Clayton and Rockdale counties.
- DTMA continued the highly popular Super\$ize Carpool Rewards Program in 2004, awarding carpoolers with \$25 BP gas cards for carpooling. 5,500 commuters got rewards – but the real reward was a couple thousand fewer cars on the streets.
- Fear of being stranded is no longer a reason to avoid alternative transportation. With DTMA's Guaranteed Ride Home program, employees in most cases are eligible for a free taxi ride home in the case of an emergency or unexpected overtime.

Getting back to Kalpana, we have a mission: To keep her entertained. We're constantly dreaming up more ways to get people who work Downtown to enjoy Downtown a little more. Some examples:

- The SunTrust Lunch on Broad series is extremely popular – in fact it was named the winner of the 2004 Georgia Downtown Association Award for Best Retail Event. Friends and coworkers gather in the Historic Fairlie-Poplar District for a Friday lunch break with live music.
- Turner First Thursdays provides an excellent way to unwind with a leisurely, self-guided gallery tour. In 2004, 6000 attendees strolled through magnificent buildings and viewed the vast range of art housed in Downtown's 11 galleries – 11 gems that you may not have even known existed. Come explore!



*“Atlanta has become a better place to live, work, play and visit. The improvements made to streets and sidewalks, and the beautification of old ugly institutional street lights with flower baskets, and the increased community involvement have all made a huge difference.”*

Karen Bremer  
Owner  
Dailey’s and City Grill



## Downtown is where memories are made.

Karen Bremer still remembers what it felt like to take the train from suburban Montreal into the city center for a day of shopping or a meal.

“I always felt it was such a big treat to go downtown – it was special,” she says. “There was a sense of excitement and energy that you didn’t quite get in the suburbs.”

It’s not surprising that Bremer grew up to own two of Downtown Atlanta’s most prominent restaurants – Dailey’s and City Grill – and helped conceive one of the city’s most popular events of the year. Downtown Atlanta Restaurant Week was created to showcase the wide range of dining options in Downtown by giving patrons the opportunity to eat a three-course meal at a fixed “value” price.

“Restaurant Week does a good job of drawing people to Downtown who otherwise wouldn’t think of coming in on a Tuesday or Wednesday evening. Once they realize how easy and accessible the Downtown area is, and that parking isn’t such a big deal, they are more apt to come Downtown more regularly.”

More and more, Atlanta is generating the kind of excitement and energy that Bremer so fondly remembers of Montreal, with new events and venues opening all the time:

- In the last year, 15 new restaurants, bars, eateries, cafés and retail stores opened or announced plans to open in Downtown Atlanta, including six new and two renovated nightclubs in Underground Atlanta (which may now pour until 4:00 a.m.).
- The Downtown Tour of Lofts and Lifestyles has grown to comprise not only a tour of the best in Downtown living, but also an artists market, chef demonstrations and a live music festival.
- Downtown’s Castleberry Hill neighborhood welcomed the opening of six galleries concentrated in one area – replicating the feel of art districts in New Orleans or New York’s Chelsea.
- CAP/ADID’s “Let’s Do Flowers Downtown” enables patrons of the Southeastern Flower Show to make an evening or weekend of it by enjoying special hotel rates and even a special “flower show cocktail” offered by area restaurants and bars. Similar event-oriented promotions were coordinated, including “Let’s Do Film Downtown,” which ties in with the Atlanta Film Festival, and “Let’s Do The Holidays Downtown,” to foster the spirit of the holiday season.

# 2004 Accomplishments

## Planning

- Completed the Imagine Downtown visioning process through four workshops and an online survey.
- Construction started - \$13.3 million Ivan Allen, Jr. Boulevard improvements.
- Started Imagine Downtown capital improvement program.
- Imagine Downtown won the 2004 Georgia Planning Association award for most outstanding innovative and effective planning process.

## Membership & Communications

- Increased membership revenue by 25%.
- Held four quarterly town hall meetings averaging 100 attendees each.
- Produced Downtown crime reporting template and statistical analysis for regular reporting.
- Re-engineered CAP Board governance structure.
- Regularly worked with media/columnists/reporters on advocacy related issues.
- Prepared and distributed "Downtown Alerts" to business constituency.
- Produced and distributed 24 "Inside Downtown" President's e-newsletters for members.

## Downtown Transportation Management Association

- Held over 90 employer/property manager consultations and outreach events.
- Began monthly commuter e-newsletter.
- Increased TMA website activity by 4,500 visitors/month.
- Completed Beta testing for the region's Commute Trak software.
- Sold 102,000 MARTA, Gwinnett and Cobb passes and 86,000 MARTA tokens, - 23% increase in sales.
- Awarded 5000 carpoolers with a \$25 BP gas card for carpooling.
- Tracked and coordinated over 50 Downtown vanpools.
- Provided vanpool financial incentives to start 4 new vanpools in Newnan and Rockdale and Clayton counties.
- Offered customized ride-matching services to Downtown employees.
- Offered defensive-bicycling classes.
- Promoted bicycle riding through monthly raffle rewards and Shower Bucks for employees who do not have access to a shower at work.
- Won 2004 Pedestrian Project Award for Partnership from the Institute of Transportation Engineers for Walk There! Challenge. Twenty-seven companies and 700 individuals participated.
- Won PEDS 2004 Golden Shoe Award for pedestrian-friendly projects.
- Leveraged more than \$309,000 in federal dollars for \$49,000 local dollars invested (6.44 to 1).
- Successfully applied for \$175,000 to conduct a Downtown Parking Management Action Plan to begin 3rd quarter of 2005.

## Marketing

- Increased annual website visitation by 29.5% with 780,546 unique visitors.
- Designed electronic newsletters for five CAP/ADID departments.
- Expanded contact database to 7,700.
- Confirmed program and partners for 2006 launch of Downtown Attractions Pass.
- Planned and began implementation of the 2005 Downtown Beach Volleyball Tournament to be held in Woodruff Park.
- Held monthly Marketing Roundtable meetings averaging 30 attendees each.
- Produced, promoted and secured funding for a series of special events:
  - *Recognized as the best retail event by the Georgia Downtown Association, SunTrust Lunch on Broad was attended by more than 40,000 people during its 27-week run.*
  - *The monthly Downtown arts walk, Turner First Thursdays, averaged 500 visitors each month.*
  - *The third annual Downtown Atlanta Restaurant Week provided discount dining for thousands of Atlanta's residents*
  - *More than 1800 people toured Downtown's finest homes during the Downtown Festival and Tour of Lofts*
  - *Three promotional efforts designed to support Downtown events provided more for patrons to do; Let's do Flowers Downtown, Let's do Film Downtown and Let's do the Holidays Downtown created a major buzz.*

## Economic Development

- Imagine Downtown Development Tour drew 200 real estate professionals.
- Formed the Downtown Office Coalition and raised \$55,000 to market Downtown office space.
- Produced Downtown Growth & Development map.
- Responded to more than 200 requests for market information.
- Represented Downtown in three local trade shows.
- Partnered with other development agencies on several major headquarter recruitment efforts.
- Partnered with major stakeholders on a potential Bioscience District and raised \$36,000 to conduct a feasibility study.
- Coordinated with the City of Atlanta for a fact-finding trip with the Chicago Park District on a vending and concessions program.
- Assisted in Request for Proposal for a Public-Private Partnership to Manage the City's On-Street Vending program.
- Initiated the creation of the Eastside Tax Allocation District (TAD).

## Safety/Hospitality/Infrastructure/Cleaning

- Implemented Woodruff Park Partnership Plan - completed electrical infrastructure refitting, overgrown shrubbery removal, drainage repair, and WiFi service.
- Upgraded all ADID equipment for the Ambassador Force, with new vehicles, public safety bikes, a new electric vehicle, and upgraded the Segway fleet.
- Expanded Ambassador Force hours of operation and off-duty police support.
- The Clean Team operation upgraded cleaning and support vehicles.
- Extended Clean Team operations to seven days per week and most holidays.
- Maintained and expanded flower baskets, banners, trash container installation and bike racks.



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# Get to know the new Downtown.

It still has distinctly Southern charm and offers gracious hospitality. But Downtown Atlanta now stands on the threshold of a new age – one of heightened activity and greater prosperity. It's a rebirth, being shaped by a diverse community with a new vision called Imagine Downtown.

Imagine Downtown is a partnership of the City of Atlanta, Central Atlanta Progress, the Atlanta Downtown Improvement District... and the community.

Be a part of the progress. Whether you want to live here, work here, or play here take part in the action. There's an exciting future on the horizon. For all of us.



ATLANTA DOWNTOWN  
FESTIVAL  
& TOUR OF LOFTS





## The Ambassador Force® of Downtown Atlanta

Need a helping hand to figure out where to go and what to do in Downtown Atlanta? Or maybe you're looking for a business or service? Or you're a Downtown student or employee who would like an escort to your parking garage?

You won't have to look hard to find one of the 60 members of our friendly and helpful Ambassador Force. They're the ones in the pith helmets and sometimes, riding Segways or all-terrain bikes.

Ambassadors are trained to provide residents, tourists, conventioners, employees and business owners with a variety of information and assistance.

### Who We Are & Where We Are

Created by Central Atlanta Progress in 1995, the Ambassador Force of Downtown Atlanta is a full-time private hospitality and public safety force that patrols a 200-block area from North Avenue south to Martin Luther King, Jr. Drive, and from the Georgia World Congress Center to the Downtown Connector.

Ambassadors patrol the sidewalks looking for people who need assistance – giving directions, medical assistance, and contact with the Atlanta Police Department via direct radio contact. The Ambassadors assist with emergency response for building evacuations and fire drills, assisting with crowd control, information and communication.



## The Clean Team and Public Works Team

Along with the Ambassadors keeping an eye out for people who need assistance, the Atlanta Downtown Improvement District (ADID) provides a Public Works Team that reports and tracks street lighting; traffic signal and pedestrian signal control outages, as well as sidewalk, surface and street disruptions due to damage or construction. Through the ADID Clean Team, our sidewalks and plazas are kept clean and fresh with daily vacuuming and pressure washing, as well as graffiti removal and light trash clean up throughout the Downtown area.



*Top row, L-R:* Rita Harmeyer, Administrative Assistant; Paul Kelman, Executive Vice President; Wilma Sothern, Vice President, Marketing; Angie Laurie, Program Coordinator, Transportation Management Association; Charles Strawser, Vice President, Finance; Meg Gibson, Executive Assistant; A.J. Robinson, President; Tahmida Shamsuddin, Senior Project Manager, Economic Development; Cooper Holland, Special Projects

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