

# DOWNTOWN ATLANTA: ACHIEVING GREATNESS TOGETHER

2015 ANNUAL REPORT AND 2016 CALENDAR



Central Atlanta Progress  
Atlanta Downtown Improvement District



# WORKING TOWARD A GREATER ATLANTA



In 2015, much of CAP's focus was on our Be Downtown campaign, designed to boost private investment in support of core infrastructure improvements and enhancements to the business environment and overall quality of life Downtown. I'm pleased to report we're seeing great results, thanks to so many generous supporters. Our efforts to advance Downtown as the place to be are really paying off. Great things are happening in Downtown Atlanta. It's an energy you can see, and, more importantly, one you can feel. Now is the perfect time to join us and be a part of something special.

At CAP, we are fortunate to have a team of more than 200 individuals working together to achieve our goals for the good of the organization, and for the city. For projects large and small, we work closely with our membership, representing local start-ups to multinational Fortune 500 brands. CAP members are a diverse and engaged group of corporate citizens who contribute more than just money — they provide thoughtful leadership, ideas and commitment. It's through the encouragement and collaboration of these Downtown businesses, investors, visionaries and citizens that we've been able to achieve so much success. But our work is just beginning. Let's keep our eyes on the prize and continue to preserve and strengthen the economy of Downtown Atlanta.

- Dave Stockert, CAP Chair



Two decades ago, a group of committed Downtown property owners created one of the region's first community improvement districts — the Atlanta Downtown Improvement District, or as it has become more commonly known — ADID. With a mission to foster a livable, vibrant and economically robust Downtown community as the heart of the Atlanta region, ADID has played a significant role in shaping Downtown.

On the occasion of its 20th anniversary, ADID launched a new strategic impact plan to optimize the organization's effectiveness across key programmatic areas. Guided by the findings from an extensive research project conducted by McKinsey and Company, ADID's plan focuses on key areas: safety and quality of life; cleanliness and attractiveness; vibrancy; and convenience. It is undeniable that ADID has played a significant role in the transformation of Downtown into the vibrant, livable community that it is today. And thanks to the McKinsey study, we now have the framework to optimize our operations and continue to grow the city center for decades to come.

- Craig Jones, ADID Chair

## A FUTURE OF CONTINUED GREATNESS



2015 was a great year for us. After lots of meticulous planning and a tremendous amount of hard work, we saw many initiatives move forward, including development along the Streetcar Corridor, the migration of technology and innovation companies to Downtown, and the blooming of the Daffodil Project.

Now, as we look to the future, I encourage you to keep your eye on some exciting transformational projects. The plans for the re-envisioned Underground Atlanta are in progress, featuring art galleries, restaurants, entertainment venues and unique shops. Redevelopment plans for the Civic Center are underway and could include office space, retail, dining, a grocery store and residential homes. The Philips Arena remodeling plans are being discussed to improve the fan experience. And most recently, Turner Field and the adjacent 70 acres went under contract, with plans for a repurposing of the property for football, baseball, retail, residential communities and student housing. And let's not forget about the Mercedes-Benz Stadium that will debut next year.

It truly is a great time for Downtown Atlanta. And as we continue to work hard and collaborate, even greater things will be achieved.

- A.J. Robinson, CAP/ADID President



# WORKING TO MAKE A DIFFERENCE

You don't have to look very hard to see Downtown Atlanta is full of hidden gems. Trend-setting condominiums, apartments and lofts are nestled amid a range of unique neighborhoods. An impressive array of executive, creative, traditional and green-certified office spaces and a vast selection of world-renowned attractions, restaurants and entertainment venues abound. And let's not forget our greenspaces, lineup of professional sports teams, and our abundant transportation options — more than any other district in the city. Yes, Downtown is a place unlike any other. And we'd have it no other way.

**Alone, we're good.  
Together, we're great.**

Central Atlanta Progress (CAP) is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID) is a public-private partnership that strives to create a livable environment for Downtown Atlanta. Together, CAP and ADID are committed to creating a thriving Downtown Atlanta community for every property owner, employee, resident, student and visitor.

## Shining light on a great year

2015 was a great year full of highlights, accolades and excitement. This Annual Report will highlight some of these milestones from last year and call out notable calendar events throughout the coming months. We certainly hope it helps to inform and inspire you as we progress into an even more successful and prosperous year in 2016.

THE CENTENNIAL PARK DISTRICT  
SHINES BRIGHTLY IN DOWNTOWN.

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\*Denotes CAP Executive Committee

*Italics denotes Ex Officio Board Members*

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THE WESTIN PEACHTREE PLAZA ATLANTA

# DOWNTOWN ATLANTA: MOVING IN THE RIGHT DIRECTION

**Stepping up and  
stepping forward.**

We have historically taken a leadership role in some of Downtown's most notable transportation initiatives. And in 2015, we took on a few more.

The Atlanta Streetcar was created to improve east-west connectivity in Downtown Atlanta. As it moves people throughout the heart of the city, the Atlanta Streetcar also shapes further economic development. Currently, the streetcar connects and revitalizes Downtown Atlanta's key neighborhoods.

The Peachtree Center Avenue two-way protected bike lane was pursued in support of Mayor Reed's commitment to increase bicycle commuting. We worked with the City of Atlanta to make that goal a reality by creating a safe bicycle route through Downtown. The bike lane converted the westernmost northbound lane on Peachtree Center Avenue into an eight-foot-wide cycle route with a two-foot buffer lined with thermoplastic striping, flexible plastic posts, durable green pavement markings in conflict zones and bike traffic signals.

But, of course, we didn't stop there. The recommendations for the MARTA Makeover were released and enhancement plans are currently underway to improve real and perceived security issues, enhance wayfinding, activate public plazas and improve the appearance and maintenance of the stations. One such improvement is Five Points station's new mural celebrating the spirit and heritage of Atlanta by local artist Brandon Sadler.

Connect Downtown, a campaign aimed at promoting the use of alternative transportation options in and around Downtown, launched in October. The program was partially funded through a grant from the Atlanta Regional Commission and featured a number of activations.



HOP ON THE ATLANTA STREETCAR AT ANY OF THE 12 STOPS ALONG THE ROUTE.

## SAVE THE DATE

APRIL 3, 10, 17 & 24

**Eat a Georgia Rainbow – Children's Museum of Atlanta**

Join the Imaginators for this seasonal program that features fruits and vegetables that can be harvested in Georgia throughout the year.

APRIL 12 & 13

**Justin Bieber World Tour**

Global superstar Justin Bieber brings his chart-topping hits to fans in Philips Arena.

APRIL 22

**Earth Day**

Celebrate Mother Nature and plant a tree, make a meal with local vegetables or begin a recycling program in your office.

APRIL 22-24

**Sweetwater 420 Fest**

Celebrate the annual Sweetwater 420 Fest in Centennial Olympic Park and enjoy locally brewed beer, food, live music and entertainment.

The Atlanta Streetcar has brought us many new visitors in the past year. It's exciting to see people enjoying Sweet Auburn who may not have previously been able to get here. What's even more exciting is the fact that for the first time in our history, the Sweet Auburn Curb Market expanded our hours in 2015 to include Sundays to meet customer demand.

-Pamela P. Joiner, General Manager, Sweet Auburn Curb Market

# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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# DOWNTOWN ATLANTA: A SOUND INVESTMENT

## Solid plans for sustained progress.

Last year was about laying the groundwork for the future and feeding transformative programs and projects into the pipeline to spur revitalization and investment. We're reimagining Downtown by establishing a solid framework for responsible, sustainable development that will transform the Downtown experience.

## Progress through economic development.

While 2015 was a year of planning, it was also a year of action. A number of technology and innovation companies moved Downtown, including Switchyards Downtown Club, the Microsoft Innovation Center which now calls the historic, and recently renovated, Flatiron building home. We saw the opening of the new GSU College of Law and the groundbreaking of GSU's new student housing and dining hall complex. We also saw Turner Field and 70 acres of adjacent property go under contract in December 2015. The \$300 million development proposal includes repurposing the stadium and surrounding area for football, baseball, retail, residential communities and student housing. What's more, Big Bethel AME Church signed a MOU with BenRuss LLC, a joint-venture of The Benoit Group and H.J. Russell & Company, to expand its footprint in the historic Auburn Avenue corridor with additional housing, parking, retail and restaurants.

DOWNTOWN'S SIGNATURE  
PEACHTREE STREET.

## SAVE THE DATE

MAY 8

### Mother's Day

Treat mom to a delicious meal at one of over 300 wonderful Downtown restaurants.

MAY 13-15

### Shaky Knees Music Fest – Centennial Olympic Park

With five stages and more than 75 bands each year, Shaky Knees is a rock-lover's dream. Since its inception in 2013, Shaky Knees has featured a diverse lineup ranging from world-renowned acts to up-and-coming artists.

MAY 16-20

### National Bike to Work Week

This week, leave your car at home and try a new way to commute to work. Use the dedicated bike lanes located in and around Downtown.

MAY 20-22

### Shaky Beats Festival – Centennial Olympic Park

A brand new festival featuring a predominately electronic music lineup sprinkled with some indie and hip-hop flavor.

In 2015, we decided to acquire a building for Switchyards in Downtown Atlanta because of the bones and authenticity it had. There's not a place in the city that can match the combination of walkability, great, authentic buildings, MARTA access, walkable restaurants, people on the streets and activity. All of that is what Downtown has today. But it was the potential, the great bones, that made me most excited. Soon, Downtown will be the next great neighborhood in Atlanta once we begin to expose the city to it — just as many of the members of Switchyards were blown away by Downtown when they first toured our space. We're excited for our grand opening in early 2016, and look forward to becoming a staple of our community.

- Michael Tavani, Switchyards Downtown Club

# MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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# DOWNTOWN ATLANTA: SPECIAL. UNIQUE. OURS.

## Preserving our history for a prosperous future.

For 75 years, we have focused on enhancing Downtown's character and history to give us a competitive advantage. Under our numerous revitalization and improvement initiatives, we have enhanced the sense of authenticity and transitioned historic vibrancy into a thriving cityscape. You don't have to look very hard to see these exciting preservation initiatives. They're everywhere. The adaptive re-use at "The Office" apartments and the restoration of Atlanta Daily World are two great examples. But to really see the impact one of these initiatives can create, just look at Sweet Auburn Works.

We worked with Georgia Power and Sweet Auburn Works to conduct an Urban Land Institute (ULI) Atlanta Technical Assistance Panel focused on creating a retail strategy for the Sweet Auburn Historic District business owners to implement. Through a series of façade improvement grants, preservation victories, new business openings and real estate development pipeline growth, we have experienced tremendous progress. Twelve projects have received \$896,265 in Invest Atlanta grants. A mini Technical Assistance Panel has been engaged by the Atlanta Housing Authority to consider redevelopment opportunities of the Trio Landry building. Twelve new businesses have opened their doors. And Big Bethel AME Church is launching a \$130 million redevelopment project to include rehabilitation of Bethel Towers, a new parking deck, two residential towers and retail.

Perhaps our most visually impactful initiative is the Downtown Daffodil Project. This project creates a "ribbon of consciousness" between the King Center and the Center for Civil and Human Rights. During the month of March, the Downtown Daffodil Celebration featured daffodil-themed programs, tours and activities amid a glorious backdrop of over 175,000 yellow daffodils in full bloom. And we're pleased to announce our work for the Downtown Daffodil Project and Celebration was awarded the 2015 Pinnacle Award from the International Downtown Association.



THE DOWNTOWN DAFFODIL PROJECT  
GREW TO OVER 175,000 BLOOMS IN 2015.

## SAVE THE DATE

**JUNE 5, 10, 12, 17 & 22**

### Atlanta Dream – Philips Arena

Set up a Dream Date with your favorite WNBA fan.

**JUNE 9**

### Selena Gomez Tour

Superstar singer, actress and designer Selena Gomez brings her "Revival Tour" to Philips Arena.

**JUNE 12**

### Atlanta Streets Alive

In tandem with the Atlanta Cycling Festival, celebrating Atlanta's signature Peachtree Street from Downtown to Midtown.

**JUNE 19**

### Father's Day

Treat Dad to a visit to the College Football Hall of Fame.

The Downtown Daffodil Project is our largest site of daffodils in the world. To date, we have 175,000 daffodils planted in Downtown Atlanta. This has been a very special project — bringing beauty to Downtown Atlanta in a meaningful and significant way. The daffodils extend symbolically from the Center for Civil and Human Rights, along the tracks of the Atlanta Streetcar, to the King Center.

The daffodils symbolize the strength and resilience of the human spirit and make us face, head on, the importance of the obligation we each have to uphold justice and human rights.

-Andrea Videlefsky, Founder of the Worldwide Daffodil Project

# JUNE

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# DOWNTOWN ATLANTA: THE PLACE TO BE

## Restructuring today for a better tomorrow.

As we continue to serve Downtown Atlanta, it is important to ensure we stay on track. When McKinsey & Company agreed to conduct a comprehensive study of the Atlanta Downtown Improvement District's operations, surveys and interviews were conducted with nearly 400 Downtown property owners, employees and residents. The findings identified key focus areas to be implemented into a two-year strategy: safety and quality of life, cleanliness and attractiveness, vibrancy, and convenience.

With these findings in mind, we've developed an actionable plan to address areas for improvement and have already begun implementing some changes and enhancements. To start, our Ambassador Force, originally established to make visitors feel welcome and to supplement Atlanta Police Department safety efforts, is being realigned to better meet Downtown Atlanta's needs. They are donning new uniforms that inspire positive associations with the Ambassador Force. The optimization of staffing patterns is aligning with the highest safety concern hours. They are increasing visibility and coverage areas via bicycles and Segways. Deeper engagement with public nuisances like panhandling, homeless intervention and disorderly conduct are garnering results. And they are enhancing their effectiveness and efficiency through the increased use of off-duty APD officers — including a 20% increase in APD involvement, direct radio connection to APD, and placing one to three off-duty APD officers on duty 24 hours a day, every day.

Our Clean Team and landscape maintenance programs have also been restructured and rebranded with new uniforms and new signage.

Also, with our support, Partner for Hope launched a new website and outreach efforts aimed at highlighting the unintended consequences of street feedings of the homeless. We're also pleased to report we created a new Social Impact Director position focused on finding resources and guiding the organization in identifying solutions to homelessness.

THE DOWNTOWN SKYLINE IS A PHOTOGRAPHER'S DREAM.

## SAVE THE DATE

JULY 4

### Fourth of July Spectacular

Celebrate America's Independence Day with live entertainment and the city's largest fireworks display at Centennial Olympic Park.

JULY 23-31

### Downtown Atlanta Restaurant Week

Throughout the week, Downtown's premier restaurants offer diners \$15, \$25 or \$35 menu options.

JULY 28

### Town Hall Meeting

Stay connected with Central Atlanta Progress and the Atlanta Downtown Improvement District at our semi-annual town hall meetings. These informal, public meetings are designed to enlighten the community on Downtown's progress.

WEDNESDAYS

### Wednesday WindDown

Lounge in the grass and enjoy live music at Centennial Olympic Park. Performances take place on Wednesday evenings from 5:30 to 8:00 through September.

While we measure the impact of the Ambassador Force in the number of interventions, greetings and assists, it seems to me the real impact goes so much deeper than the numbers. On the beat over the past 20 years, through their friendly smiles, helpful directions and sheer presence, the Ambassador Force has been a beacon of Downtown's welcoming hospitality and safe well-being.

-Ron Tarson, General Manager, Westin Peachtree Plaza

# JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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24/31	25	26	27	28	29	30

DOWNTOWN ATLANTA:

# BUILDING A MORE SUSTAINABLE COMMUNITY TOGETHER

**Sustainability isn't just a trend. It's an obligation.**

Our dedication to making Downtown Atlanta greener has us working with Downtown's largest employers to create innovative initiatives, programs and events that promote sustainability. The Atlanta Better Buildings Challenge (ABBC) is committed to increasing energy and water efficiency by 20% by 2020. Even with the recent expansion to total over 400 buildings, the ABBC has already reached its goal of 20% water savings five years ahead of schedule. Due to this success, our team completed a robust implementation model in partnership with the Turner Foundation in the hopes that the success of Atlanta's program can be shared, and possibly replicated, in other similar markets around the country. What's more, with our support, the ABBC augmented its program in 2015 to include collaborations with Atlanta's multi-family housing energy efficiency initiative and the solar energy program, Solar Atlanta, to focus on providing resources to multi-family housing facilities to improve energy and water efficiency.

We have also been busy promoting sustainable transportation options. Through the Downtown Green Source program, our team seamlessly worked with a robust client base of 112 Downtown partner companies, organizations and property managers. The Discount Transit Pass program, which garnered participation from 54 companies, brokered the sale of thousands of monthly transit passes for Downtown commuters. Our team completed 122 outreach and employer educational events, resulting in the elimination of approximately 11.2 million vehicle miles traveled. This offset kept 2.7 million tons of CO<sup>2</sup> emissions out of the air and saved commuters \$3.2 million in diverted fuel and maintenance costs.

Our Green Source program hosted several events to raise awareness of Downtown Atlanta's accessibility and travel options. In addition to celebrating May's National Bike Month with multiple events catered to new cyclists, we also hosted Sneaker Week, a walk challenge and sneaker recycling

drive. We coordinated a large shredding/recycling event that leveraged the partnerships of nine commercial buildings and GSU to divert 6,800 lbs. of waste from the landfill. We also hosted a number of classes and workshops to support October's regional Atlanta Bike Challenge. We encouraged a more sustainable Downtown by hosting Atlanta Streets Alive, installing a solar panel-powered trash receptacle on Broad Street, and coordinating an organized Earth Day service project with local partners.

ATLANTA MADE **TRAVEL + LEISURE** MAGAZINE'S LIST OF TOP 20 GREENEST CITIES IN 2015.

## SAVE THE DATE

**ANY DAY**

**Beat the Heat at the World of Coca-Cola**

Cool off with Atlanta's favorite beverage and spend the day with a popular polar bear.

**ANY WEEKDAY**

**Sips in the City**

Every weekday from 5:00 to 7:00 p.m., many enticing Downtown restaurants offer drink and appetizer specials, giving you the perfect setting for an after-work gathering or head start on a night out.

**TUESDAYS AND THURSDAYS**

**Music at Noon**

Centennial Olympic Park features live music and offers a midday getaway.

**AUGUST 12**

**Second Friday Castleberry Hill Art Stroll**

On the second Friday of each month, visit the diverse range of neighborhood galleries, shops and restaurants in Atlanta's historic art district.

Southface recognizes the significant achievements of CAP programs, such as the nationally recognized Atlanta Better Building Challenge, that are improving the lives of Downtown workers and residents by creating the efficient, sustainable communities today's market demands.

-Dennis Creech, Executive Director, Southface

# AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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DOWNTOWN ATLANTA:

# MOVING PEOPLE TO ACTION

Staying active isn't just good for our bodies, it's good for our city.

In an effort to help residents, workers and visitors to Downtown stay active, we planned, organized and supported several events. We organized Yoga in Woodruff Park May-July and again September-October to the delight of over 100 yogis. We activated Downtown during Atlanta Bicycle Coalition's Atlanta Streets Alive. And we organized PARK(ing) Day, where for one day, metered parking spaces were transformed into public spaces for soccer, mini golf, an outdoor café and even a picnic on Peachtree Street.

We also worked on some more long-term projects aimed at keeping Downtown active. We provided support to Sons of Pitches and their partner Dragon Goal to bring 4v4 tournament-style turf soccer to the rooftops of Downtown Atlanta buildings. And in Woodruff Park, we brought the Soccer in the Streets program to the park in the spring, summer and fall, as well as maintaining a permanent fitness training station.

Another big initiative we tackled was cycling in Atlanta. Along with the Peachtree Center Avenue two-way protected bike lane that provides a safe and convenient north-south cycling route through the heart of Downtown, construction is underway for an east-west cycling route called the Portman PATH Cycle Track. The project will convert the northern-most curb lane of Portman Boulevard to a cycle lane from Piedmont Avenue to Centennial Olympic Park Drive. The proposed cycling facility will provide direct cycling access from Centennial Olympic Park to the Freedom Park Trail, which eventually leads out to Stone Mountain. With these new bike lanes in place, we're moving even closer to Mayor Reed's goal of making Atlanta a top-10 cycling city.

DOWNTOWN OFFERS MORE COMMUTER OPTIONS THAN ANY OTHER DISTRICT IN THE CITY.

## SAVE THE DATE

**SEPTEMBER 2-5**

**Dragon Con**

The nation's largest multimedia, popular culture convention takes place every year in the heart of Downtown. The weekend-long event focuses on science fiction and fantasy, gaming, comics, literature, art, music and film.

**SEPTEMBER 7-9**

**International Downtown Association**

62nd Annual Trade Show and Conference @ The Westin Peachtree Plaza

Atlanta is host for this year's conference, themed Progress through Partnership.

**SEPTEMBER 16**

**PARK(ing) Day**

PARK(ing) Day is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks.

The accessibility and vibrancy of Downtown made it a great venue for Sons of Pitches FC to host Atlanta's first Rooftop Soccer Tournaments. From a top-floor perspective, you can't get a better close-up view of the thriving urban landscape and city lights! Being Downtown offers our participants a variety of transit options, as well as convenience to active business and residential communities. Connecting with bars and restaurants less than two blocks away made it easy for us to provide a full soccer supporter experience.

-Court Sullivan, VP of Business Development for Sons of Pitches FC

# SEPTEMBER

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**DOWNTOWN ATLANTA:**

# A SENSORY EXPERIENCE

**It's about creating experiences. For everyone.**

Every day, people flock Downtown to work, to dine and to be entertained. From the mouthwatering restaurants to the thriving arts scene to the world-class events, Downtown Atlanta promises a unique, engaging experience for one and all. In order to create connections and drive engagements for businesses and people, we are actively working on a variety of promotions, forums and meetings, social media, and digital media campaigns.

In 2015, we saw scores of events, conventions, festivals and concerts. Over 500 hip-hop performances entertained fans at the five-day A3C Festival. Positive urban growth was promoted through free large-scale public art exhibits, performances, educational opportunities and cultural experiences at ELEVATE. Engaging performances were held at the Rialto Center for the Arts and Theatrical Outfit. FLUX Night 2015: Dream combined art and technology to transform Old Fourth Ward into Atlanta's largest outdoor public art gallery. DragonCon, the world's largest fantasy and sci-fi convention, captured the imaginations of thousands. And the *Creative Loafing Best of ATL* block party hosted in South Downtown on South Broad featured art installations, music, performances and more. 2015 truly was a year of experiences.

However, we're especially proud of one of our biggest annual initiatives: Downtown Atlanta Restaurant Week. In 2015, over 46,000 diners converged on Downtown to delight in culinary masterpieces from 38 participating restaurants. The event garnered 19,832,363 media impressions and over 290,000 website visits.

Downtown Atlanta Restaurant Week saw several promotional events. Restaurants offered samplings during Business Bites to hungry office workers and No Mas! delighted foodies and visitors alike with mouthwatering tequila tastings. Our streetcar tour, Eat. Tweet. & Repeat., invited influential social media members to enjoy light bites and cocktails from five restaurants, where they were encouraged to make Facebook posts, send tweets and Instagram their experiences to create buzz. And the YP

Spotlight Dinner featured a sweepstakes offering winners an exclusive invitation-only Downtown Atlanta Restaurant Week opportunity to meet the brewmaster over dinner at Max Lager's.

We were also able to advance the Atlanta Art and Entertainment District toward fruition by helping them gain permission to circumvent citywide signage restrictions in order to encourage nontraditional, innovative urban signs and street graphics that support public space programming and special events.

CONNECT WITH YOUR CITY

WOODRUFF PARK HOSTS EVENTS RANGING FROM OUTDOOR MOVIES TO BEER FESTIVALS.

## SAVE THE DATE

**ANY DAY**

**Inside CNN Studio Tour**

Take a guided behind-the-scenes tour of Atlanta's CNN studios with an exciting glimpse of news and broadcasting in action.

**OCTOBER 23**

**Atlanta Streets Alive**

Final Atlanta Streets Alive of the year on Peachtree Street from Downtown to Midtown.

**OCTOBER 21-29**

**Spirit of Oakland Tours**

Experience the stories of Atlanta's sons and daughters come to life.

**OCTOBER 28-29**

**Adele**

International superstar Adele takes over Philips Arena for two sold-out shows.

When we were planning ELEVATE 2015, it was important for us to highlight our extreme pride for Downtown Atlanta and what it can offer the nation, as well as the world. So when we came up with the theme Forever I Love Atlanta (F.I.L.A.), we knew we had uncovered an excellent vehicle in which to showcase what makes Downtown so great through visual art, performances and events. To experience such an event — to witness so many diverse people sharing, discussing and making deep human connections for nine straight days — was truly something special.

-Fahamu Pecou, Curator ELEVATE 2015

# OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

**DOWNTOWN ATLANTA:**

# AN INCUBATOR FOR INSPIRATION

**Taking advocacy of Downtown to a whole new level.**

It's one thing to take pride in Downtown Atlanta. It's another to take action. We have a storied history of turning dreams into reality. In fact, two Downtown initiatives were imagined right in our office: GeorgiaForward and the Center for Civil and Human Rights.

We're also supporting a key studies designed to ensure Downtown's growth and vitality initiatives are being properly implemented. Imagine Memorial, is a study of the Memorial Drive Corridor between Downtown and the Atlanta city limit. This semester-long study, conducted with the help of Georgia Tech, analyzed several factors, including development and market feasibility, housing strategy, roadway speed and traffic, roadway intersection design, and the connectivity of transit, bicycles and pedestrians. We are now incubating Memorial Drive Atlanta, a new organization working to make Memorial Drive a safer, more efficient and more inviting connection and destination for the communities of Southeast Atlanta.

DISCOVER STORIES OF COURAGE AND INSPIRATION AT THE CENTER FOR CIVIL AND HUMAN RIGHTS.

## SAVE THE DATE

**ANY DAY**

**Ice Skating and Holiday in Lights – Centennial Olympic Park**

Over the holiday season, enjoy ice skating with your loved ones in Centennial Olympic Park. After skating, take in the holiday lights in the park and throughout Downtown.

**ANY DAY**

**Visit the Sweet Auburn Curb Market**

Start your holiday meal preparations with fresh produce, meat, seafood and bakery items, and enjoy a delicious lunch from any of the popular eateries.

**ANY FRIDAY**

**Corporate Fridays at AmericasMart**

On Fridays throughout the year, take advantage of AmericasMart Apparel's wholesale shopping by showing your business card for special access.

**NOVEMBER 24**

**Thanksgiving Day Half Marathon and 5K**

Join in the Thanksgiving tradition by participating with your friends and family in this holiday race.

When we were conceiving a new role for planning and coordination on Memorial Drive, a longtime CAP member realized it would be much simpler to fund a position in an established organization rather than start from scratch. CAP/ADID has a strong reputation for creativity, flexibility, and helping new ideas grow. From day one, the attitude has always been: "We'll figure it out." I can't say enough about how much more effective my role is by having the great support, networks, and expertise of the CAP/ADID staff and boards. Downtown and all the Memorial Drive communities will benefit from stronger connections between them.

- Greg Giuffrida, Memorial Drive Corridor Executive

# NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# DOWNTOWN ATLANTA: LOOKING FORWARD

## The future is looking bright.

Since 1941, we have served the Atlanta community with an unrivaled commitment to make Downtown the dynamic, economically viable and sustainable heart of the region. From the early days of envisioning the MARTA system and the formation of the Atlanta Clean City Commission, to the creation of Centennial Olympic Park Area, Inc. to help redevelop the area around the new Centennial Olympic Park, to the construction of the Center for Civil and Human Rights and the new bike lanes, we have spent the past 75 years working to elevate the heart of the city.

And we're just getting started.

With the city's only streetcar, a vibrant urban environment, convenient access, walkable streets, attractive public spaces and Atlanta's most robust Internet infrastructure, it's no surprise that more and more businesses, young professionals, attractions and entertainment brands are choosing Downtown.

Our central city is entering a period of incredible growth and investment, and as we celebrate 75 years of working to champion an energetic, attractive, clean and safe Downtown, our efforts are more critical than ever.

Moving forward, we will catalyze ongoing investment and foster public-private partnerships to leverage the positive activity happening in Downtown.



CAST IN CHROME AND MOUNTED ON A GRANITE PEDESTAL, JOHN PORTMAN'S **BELLE** ADDRESSES PEACHTREE STREET WITH NATURAL GRACE AND CHARM.

## SAVE THE DATE

ANY DAY

### 'Tis the Season to Be Downtown

There is something for everyone in Downtown this holiday season. From dining out to premier events and attractions, entertaining is a breeze with CAP's online holiday calendar.

ANY DAY

### Center for Civil and Human Rights

Be moved this holiday season at the Center for Civil and Human Rights, an engaging cultural attraction that connects the American Civil Rights Movement to today's Global Human Rights Movements.

ANY DAY

### Take flight on Skyview Atlanta

See the city from a breathtaking new perspective during a spin on Downtown Atlanta's 20-story Ferris wheel.

ANY DAY

### Festival of the SEASON

The festival features a light and music show, tree-lighting ceremonies, Santa and SCUBA Claus, and live entertainment at Georgia Aquarium.

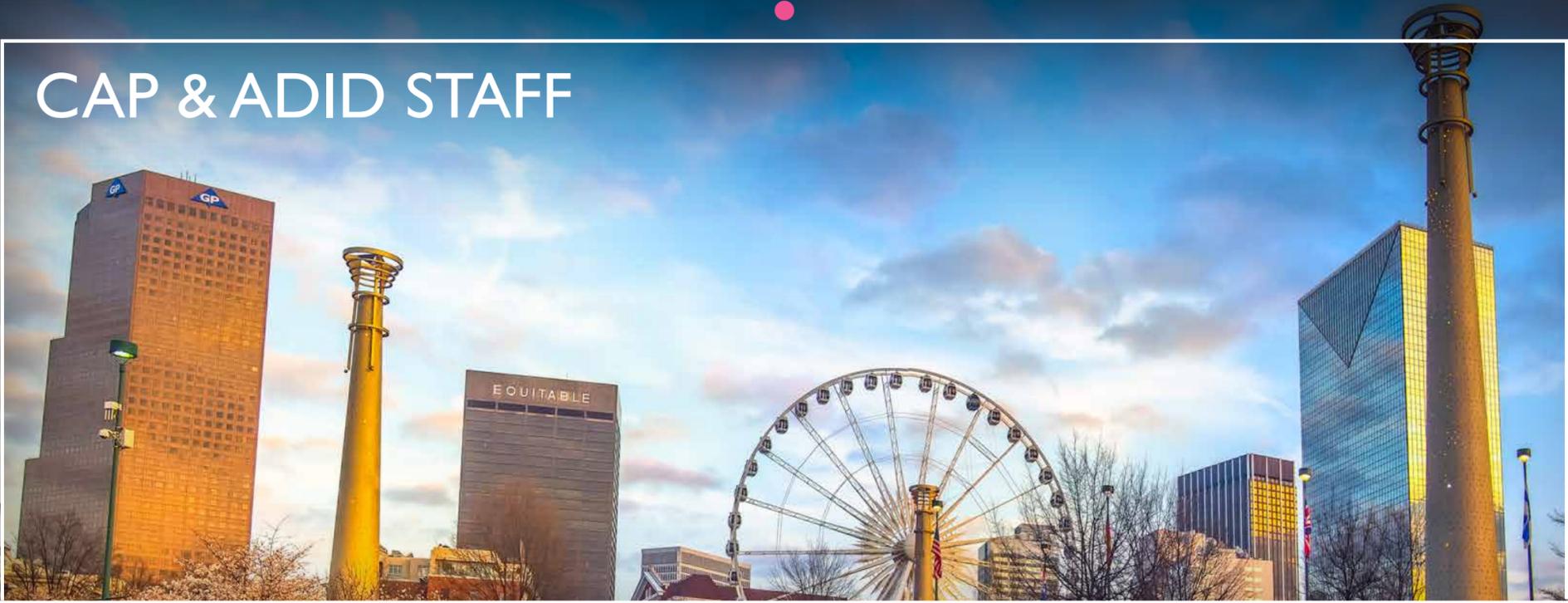
Central Atlanta Progress will always hold a special place in my heart. Just to be part of an organization that takes so much pride in Downtown Atlanta is quite humbling. And for 75 years, the mission has always remained true: ensure Downtown Atlanta's greatness. It's that simple, and that difficult. To organize and lead businesses, investors, developers, residents, employees, property owners and visitors. To keep passions high and expectations realized — and to do it time and time again. Now that's something special. That's achieving nothing short of greatness.

- Sam Williams, former CAP President

# DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# CAP & ADID STAFF



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Atlanta Downtown Improvement District



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PRESIDENT



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**Lynn Williamson**  
MARKETING & CREATIVE DIRECTOR



**Dan Williams**  
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**Emily Yerke**  
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**Shayna Pollock**  
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**Dana Williams**  
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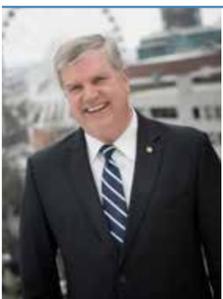
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DOWNTOWN ATLANTA:

# 2015 ANNUAL REPORT & 2016 CALENDAR

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APRIL



MAY



JUNE



JULY



AUGUST



SEPTEMBER



OCTOBER



NOVEMBER



DECEMBER



## LAUREN HOLLEY

### PHOTOGRAPHER

Lauren Holley is the founder of Graphiknation, an Atlanta-based creative studio specializing in interactive design, photography and branding. She holds a degree in visual communications from the Art Institute of Atlanta.

Her work for Central Atlanta Progress and Atlanta Streetcar has graced the big screen in Times Square. She's been shared by Madonna, and featured in the *Atlanta-Journal Constitution*, *Oz* and *Atlanta* magazines. Holley won three Reader's Pick categories in *Creative Loafing's* Best of 2015 Awards for Local Artist Instagram, Street Photographer and Best Fine Arts Photographer.

Lauren lives and works in Atlanta's historic MLK neighborhood with her partner and two fur kids. She is the founder of Atlanta Urban Photo Walkers — a meet-up group exploring and documenting Atlanta's changing cityscape.

