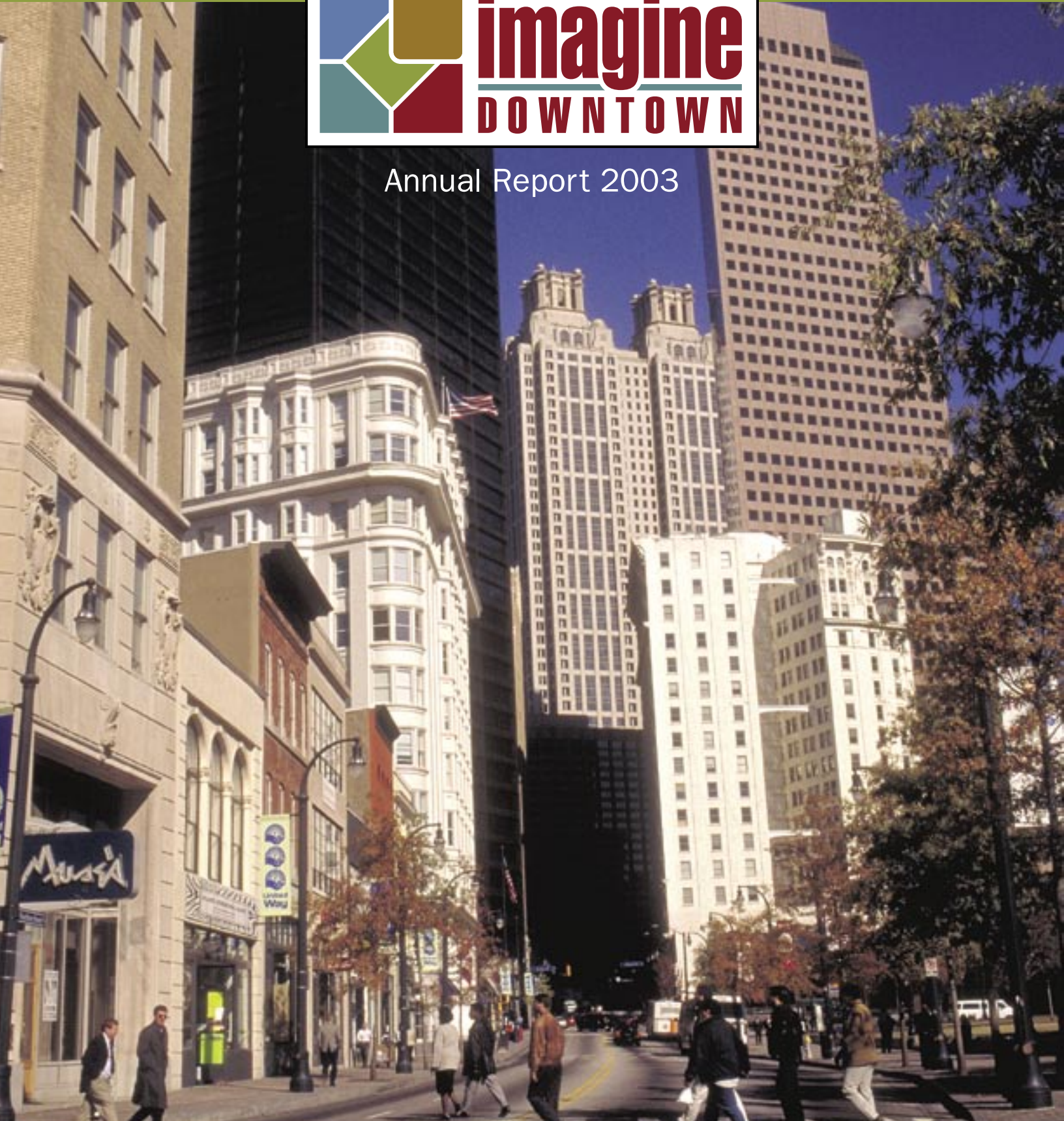




Annual Report 2003



Central Atlanta Progress
Atlanta Downtown Improvement District

A Message from the President and Chairmen

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District's (ADID) efforts in 2003 have focused on setting the groundwork for some very dramatic changes in Downtown Atlanta.

In short, our work is about giving people what they want and need in Downtown.

- Places to work, shop, live and enjoy.
- Getting more people into the central city and making sure their experience is pleasant.

Our two organizations, when viewed from outside, aim to produce a seamless picture of how we address the critical needs of Downtown by jointly concentrating on strategic planning, public safety, cleaning, transportation, marketing and economic development.

CAP strives to set far-reaching goals for the organization and the community. You will find us investing our time in the areas of advocacy, strategic planning, partnerships and economic development. CAP is the voice of and for Downtown's business community.

ADID focuses on tangible and visible areas of importance to businesses, employees, residents, visitors and conventioners. You will find ADID caring about how our sidewalks look and feel, the ease at which you can move from point to point, how pleasant your surroundings are, and how quickly you can find a friendly Ambassador. ADID also provides critical funding for a variety of infrastructure projects.

In this 2003 report you will see examples of what we've been doing, and are planning to do in 2004 and beyond.

Our massive Imagine Downtown planning process, across five of our Downtown neighborhoods, has involved thousands of people to date. It is all about creating more desirable places to live and work and pleasant, attractive locations to visit.

Imagine Downtown will chart our present and future actions over the next 10 years.

In everything we have done, we sought inclusion as to how our community continues to change. If you aren't a CAP member or property owner, and have not been part of our collaborative efforts, perhaps you'll join us soon.

Let's review 2003's milestones for our organizations:

- Restructured the CAP leadership and governance, and broadened the Board of Directors to better reflect the community we serve.
- We were the critical driver in the creation of the Tax Allocation District, thus jump starting commercial and housing development on Downtown's eastside .
- Launched the Imagine Downtown planning process to guide Downtown's future growth.
- Committed almost \$2 million in property owner funding which is leveraging \$12 million in State funding for transportation improvements.
- Completed the first phase of a new wayfinding signage program for Downtown and Midtown.



L to R - Craig Jones, A. J. Robinson, Scott Wilfong

- Crafted, with the City, a new Downtown Livability Code to update current zoning regulations.
- Initiated the design phase of a new roadway in the Jones/Simpson/Alexander corridor
- Became the largest private vendor of MARTA, Gwinnett and Cobb monthly transit passes (83,000) and tokens (73,000)
- Installed and maintained 200 colorful flower baskets on major Downtown streets.
- Made 500+ unsightly publication vending boxes disappear from our sidewalks.
- Committed critical resources to the 24/7 Homeless Gateway Center slated to open in the summer of 2004.

That is enough to make our point! Suffice it to say that there is momentum building in Downtown and CAP/ADID are squarely at its forefront.

And there is much more to come.

The Georgia Aquarium and the World of Coca-Cola projects hold great promise for our future and present a unique opportunity, perhaps the greatest in at least a decade.

We urge you to take a close look at Downtown for yourself.

Every day Downtown is giving more people more of what they want and people are responding.

Are they satisfied? Not yet.

And neither are we.

In closing, we offer our thanks to the CAP and ADID Boards, CAP members, ADID property owners and especially our hard-working staff for your support, guidance and efforts.

Scott Wilfong, CAP Chair

Craig Jones, ADID Chair

A.J. Robinson, CAP/ADID President

Our Mission

To build a 21st century Downtown that is the heart of the Atlanta Region - a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean, hospitable, and entertaining.



Central Atlanta Progress, founded in 1941, is a private, not-for-profit corporation that strives to create a robust economic climate for Downtown Atlanta. With a Board of Directors of 56 of Downtown's top business leaders, CAP is funded through the investment of businesses and institutions.

The Atlanta Downtown Improvement District, created in 1995 by Downtown property owners, the City of Atlanta and CAP, is a public-private partnership that strives to create 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 a special assessment.

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.



In short, 2003 saw substantial progress in moving ideas to reality. The Imagine Downtown process hit its stride and involved thousands of Downtown stakeholders. Based on the Imagine Downtown recommendations, ADID developed a public improvements program aimed at making Downtown streets more walkable and accessible. We succeeded in securing over \$12 million in state transportation bond funds matched by \$2 million of ADID funds to begin design and construction work on the initial priority projects. Significant progress was made during 2003 on two of these projects – the Jones-Simpson-Alexander Corridor and the Wayfinding Signage Program. Finally, the Downtown Livability Code process neared completion.



Imagine Downtown

At its core, Imagine Downtown is a visioning process that will lead to a master plan focused on prime development opportunity areas for public and private investment. Two tools were used to engage the Downtown community and solicit their input on the future of Downtown – an online survey and focus area workshops.

The Imagine Downtown survey, which included multimedia imagery, a visual character survey and a short-answer questionnaire, was tailored to the issues and opportunities facing Downtown. Over 1,600 participants from a variety of audiences including Downtown stakeholders, residents of the City of Atlanta and interested parties from throughout the region have completed the survey. Because the region's health is tied to the health of Downtown and Downtown is "everybody's neighborhood," the survey was intended for all regional citizens to participate in creating a blueprint for future enhancement of the region's core. The entire Imagine Downtown initiative was kicked off by Mayor Shirley Franklin, who took the survey and encouraged the public to participate as well.

Four focus area workshops saw hundreds of community members share their vision. Through hands-on, interactive exercises that utilized three-dimensional and graphic visioning tools, the workshops solicited input on specific land use, circulation, open space and identity issues for each of the five Downtown neighborhoods.

The best is yet to come – a final graphic master plan illustrating planned development character, major projects and transportation/open space improvements will be created. The development plan will identify public and private investments that should be supported and encouraged to implement the vision for the future of Downtown.



The legacy of Imagine Downtown will be the recommendations and ideas that are ultimately implemented. From influencing public policy changes, to building bricks and mortar public improvements, the strength of the vision lies in bringing it to life.

Jones-Simpson-Alexander Corridor Improvements

The Jones-Simpson-Alexander (JSA) Corridor Project is an arterial improvement to redesign, reconstruct and connect three currently discontinuous streets – Jones Street, Simpson Street and Alexander Street – into one seamless transportation corridor to improve east-west traffic through north Downtown. Plans involve converting the one-way sections of Alexander Street to a continuous two-way corridor, and reconstructing and improving the entire transportation corridor between Northside Drive and West Peachtree Street with wider sidewalks, improved pedestrian access, enhanced transit mobility and bike lanes. Intersections will be redesigned for better pedestrian crossing and signal efficiency, medians will be installed where needed, pedestrian and street lighting will be improved, and enhanced transit stops and linkages to rail and bus will be added. Conceptual design elements include:

- Four 11' travel lanes continuously from Northside Drive to West Peachtree Street
- A raised median of varying width to protect dedicated left turn lanes at key intersections in some locations.
- A 5' bike lane on both sides of the street
- A 5' landscape strip on both sides of the street
- 10' sidewalks continuously along both sides of the street

Downtown and Midtown Wayfinding Signage Program

CAP/ADID and the Midtown Alliance (in conjunction with the Midtown Improvement District) and in partnership with the City of Atlanta, are sponsoring the Wayfinding Signage Program for Downtown and Midtown Atlanta. The purpose of the project is to create a seamless signage system with enhanced pedestrian-scale signage, trailblazer signs, signage to and from MARTA transit stations, and signs directing automobile traffic to and from major venues, parking and the freeway system.



Emphasis will be placed on well-designed, graphic wayfinding elements that can serve all modes of transportation to, from and around the area. Those aided by the wayfinding signage project will include not only local, regional and international visitors to Atlanta, but also area residents, workers and students. The project area includes virtually all of Downtown and Midtown and several adjacent areas, including the Auburn Avenue corridor and the Government Walk area in the south central business district.

The Phase One Planning and Conceptual Design Study was completed in 2003. A team of consultants including Corbin Design, Jones Worley Design and URS was hired to complete the work in conjunction with a Steering Committee that met to discuss preliminary issues and to help provide recommendations.



Fairlie-Poplar Streetscape

Since this grass-roots effort started in 1998, over \$4 million has been spent on sidewalk improvements within the 28-block historic district in Downtown. Wider sidewalks, more street trees, colorful banners, public art and more streetlights have brightened the street environment for residents, businesses and visitors.

Completed in 2003, Phase II of the improvements included work on Luckie and Walton streets and was designed by Robert & Company, a Downtown architecture and engineering firm. The \$1 million Phase II construction budget was supported by an \$800,000 Federal grant and a \$200,000 cash match by the Community Foundation for Greater Atlanta and Central Atlanta Progress.

Downtown Livability Code

Central Atlanta Progress has partnered with the City of Atlanta on an initiative to review and update the current zoning regulations that govern the physical growth and development of Downtown. This collaborative process, involving numerous and varied Downtown stakeholders, is nearing completion. During 2003, a series of stakeholder committee meetings were conducted to receive valuable input and discuss fundamental issues impacting the updated regulations. The purpose of the process is to update Downtown zoning to achieve the following goals:

- Create a vibrant Downtown environment where people can live, work, meet, and play
- Promote a mix of uses that support pedestrian activity and human interaction
- Provide development standards for the street environment to enhance the public realm and encourage pedestrian activity throughout Downtown
- Streamline the permitting process for projects located Downtown with a clear, easy-to-understand code that reduces the need for variances and rezonings
- Expand and combine current Downtown zoning districts into one Special Public Interest district (SPI-1) that applies to the entire Downtown area and add subareas to address specific issues.
- Expand the statement of intent to focus on promoting an active, lively and safe sidewalk environment and improving the aesthetic quality of the street and built environment.
- Adjust building and site use regulations to restrict uses determined incompatible with the future vision of Downtown. Examples are congregate care homes, hiring halls, adult businesses and independent parking decks and lots.
- Provide property owners additional development permission for residential uses. Even more residential development permission would be permitted if the developer provides affordable workforce housing.
- Eliminate parking requirements for residential developments and provide a maximum parking total for commercial developments.
- Expand current parking lot regulations to apply to all parking facilities Downtown.
- Require parking structures to be designed so that they are architecturally cohesive with their surroundings and building uses.
- Support transportation demand management activities, such as required shower facilities in office buildings, electric vehicle charging stations, and bike and moped parking.
- Require active ground floor uses in all structures, encourage quality materials and windows at the ground floor, and limit blank walls along sidewalks.
- Increase sidewalk width requirements and prescribe street furniture elements that are found on the sidewalk. Examples are sidewalk materials, street trees, tree grates and pedestrian lighting. Provide for informal outdoor dining on sidewalks.
- Govern curb cuts and site access to balance the comfort and needs of pedestrians with those of automobiles.
- Detail regulations for areas of historic significance, including Fairlie-Poplar and the Terminus/Hotel Row area.

Economic Development - Building On Our Vision

Downtown Atlanta is a thriving place with a growing residential population, office workers, students, visitors and conventioners. With more and more people opting for urban living, the residential population of Downtown is increasing annually. 25,000 people live in Downtown, making it a densely populated area with concentrated buying power. With over 135,000 people working Downtown, it is also the region's densest concentration of employment in any one area. Over 3.5 million people visit Downtown annually for conventions, trade shows, sporting events or tourist attractions. Downtown is also one of the most diverse and exciting places to be. There is never a dull moment in Downtown - something is always happening.

It is no wonder that in 2003 alone, twenty-five new restaurants, bars, eateries, cafés and retail stores opened or announced plans to open in Downtown Atlanta.

Eastside TAD

Did you know that virtually all of Downtown Atlanta is located within two tax allocation districts (TADs)?

The Westside TAD was established in 1992 and then expanded in 1998. This area is generally west of Peachtree Street.

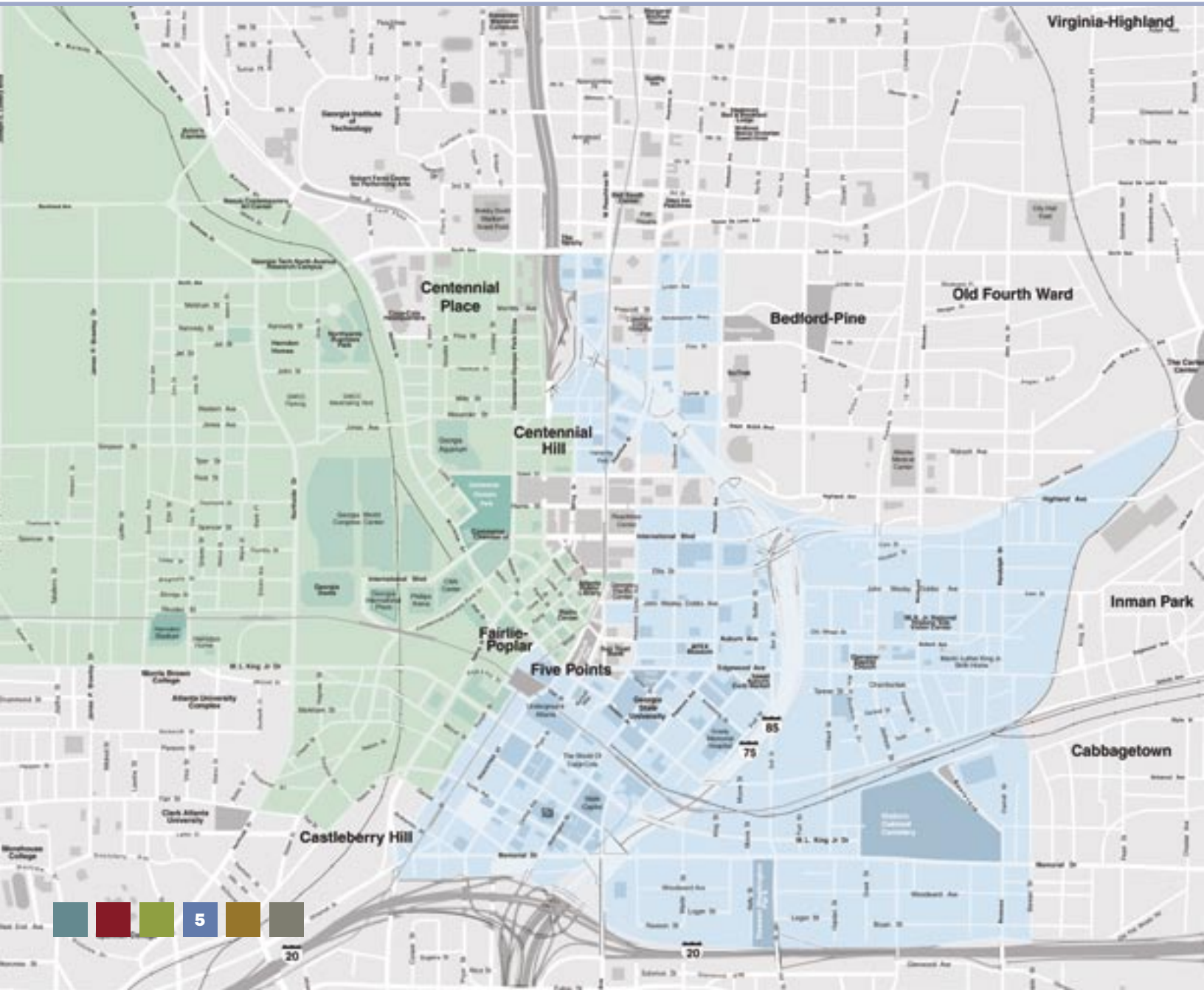
In December 2003 the Atlanta City Council, Fulton County Board of Commissioners, and the Atlanta Board of Education approved the creation of an Eastside Tax Allocation District for much of Downtown east of Peachtree Street, adjacent to the Westside TAD, in an effort to unify the Downtown area.

A TAD, called tax increment financing in most of the country, is a local financial tool used to redevelop urban areas. It gives cities and counties additional powers to form partnerships with private enterprise without having to put in place new or increased taxes for the community.

Tax-exempt bonds are issued to pay front-end infrastructure and eligible development costs in partnership with a private developer. As redevelopment occurs in the district, the "tax increment" resulting from redevelopment projects is used to retire the debt issued to fund the eligible redevelopment costs. The public portion of the redevelopment project funds itself using the additional taxes generated by the project.

TADs provide incentives to stimulate new investment in the established district and encourage new infill office, residential and retail development.

Green represents Westside TAD and Blue represents Eastside TAD



Housing

Downtown Atlanta's residential population continues to grow rapidly. Proximity to a variety of employment choices, unique housing features, diverse population and lifestyles, and the energy from an urban environment has brought this market to life.

Downtown housing ownership increased by 56% in the last decade while vacancies decreased dramatically. Between 1990 and 1997, nearly 3,400 housing units were built or converted from non-residential uses in Downtown. By 2003, there were approximately 11,500 housing units in Downtown, reflecting very significant growth. (Source: 1990 and 2000 U.S. Census, CAP research, and housing study conducted by Haddow & Company for COPA, Inc. in May 1998)

The City of Atlanta has committed to bringing more housing Downtown with a number of tax incentives and other assistance. Downtown residential investment is also spurring improvements in the urban environment. Streetscapes, parks and green spaces are expanding, offering more pleasant surroundings.

Looking ahead, over 5,000 new residential units will be built in Downtown in the next few years:

- Georgia State University has purchased the 6.9-acre Beaudry Ford parcel at the intersection of Ellis Street and Piedmont Avenue, to build housing for 1,500 to 2,000 more students. Construction will start in spring 2004.
- Residential development company Integral Group has started Centennial Place Phase V, a 100-unit townhome project.
- Through the Atlanta Development Authority's URFA program, there are two projects under construction - Toby Saxton and Northside Village, with a total of 500 units.
- The Atlanta Housing Authority is redeveloping Capitol and Grady Homes, which will result in a total of 1,500 mixed-income (mix of affordable and market rate) units.
- The Novare Group will be starting their 1,000-unit mixed-use/residential project at the Peachtree Portal site in 2004.
- HDDC is delivering a 270-unit apartment building called Auburn Glenn on Boulevard and Edgewood by the end of 2004.
- M-Street Apartments will complete construction of a 300-unit apartment complex by 2004 at the corner of Marietta and Northside Parkway.
- The Waterford on Piedmont completed construction of their 153-unit apartment complex and will deliver the units for lease this year.

According to a recent market potential study done by Zimmerman/Volk Associates for CAP's Imagine Downtown project, we can expect 7,800 new households in Downtown Atlanta by 2010, which is almost 30% of the total annual market potential for the City of Atlanta (27,900 households). Currently a little over 4% of the population in the City of Atlanta resides in Downtown.

Downtown-Midtown-Buckhead Workforce Housing Study

New housing in the core of Downtown Atlanta is routinely identified as the key component in strengthening the 24-hour vitality of the heart of the city. CAP believes that

enhancing the quality of life in Downtown Atlanta begins with creating a diversity of housing choice for people of all incomes and ages.

To that end, we worked with the Midtown Alliance and Buckhead Action Committee in 2003 on a report titled *Creating Workforce Housing in Midtown, Downtown and Buckhead: A Plan of Action*. It addressed the need for, and the barriers to providing, workforce housing along the Peachtree Corridor from Downtown Atlanta to Buckhead.

The study identified the benefits and importance of locating a range of housing options close to employment opportunities and alternative transportation choices including transit. The work also identified policy recommendations that if implemented could spark construction of new housing units.

This research has proven invaluable to our partner organizations including the City of Atlanta, Metro Atlanta Chamber of Commerce and the Atlanta Regional Commission, who have joined the effort to encourage additional intown housing options.

Commercial Development

Commercial development is beginning to pick up steam in Downtown. During the past year a new boutique hotel, two new residential developments, the new Southern Company corporate headquarters, 25 new retail establishments and 32 office leases have been announced.

Prominent site selection consultants picked this year's top 50 cities for business expansion and Atlanta topped the list. (*Expansion Management* magazine, published January 2004)

Investment in Downtown is climbing. The 2004 Downtown Atlanta Development Map boasts 62 new projects that are under construction or plan to begin construction in the next few years. These new projects represent \$2.5 billion in capital investment in Downtown. In addition, there are 42 renovation and expansion projects reported on the map. They amount to a total capital investment of \$0.9 billion.

The 104 total development projects* and \$3.4 billion investment in Downtown represent development in four categories:

Project Type	Investment (M)	Number
Commercial	\$1,094.1	35
Renovation/Expansion	\$223.4	21
New	\$870.7	14
Government	\$1,070.2	21
Renovation/Expansion	\$600.1	8
New	\$470.1	13
Residential	\$1,172.5	36
Renovation/Expansion	\$67.5	8
New	\$1,105.0	28
Street Scaping	\$39.8	12
Renovation/Expansion	\$9.1	5
New	\$30.7	7
Total for all Projects	\$3,376.6	104

*All projects included in the chart represent projects announced since 2001

Commercial leasing rates are very attractive. With a leasing rate of \$20 - \$23 per square foot, Downtown is competitive with both Midtown and Buckhead.

Total investment in Downtown made by these retail businesses amounts to over \$12 million and total occupied space is more than 100,000 square feet.

Baan Rao
Blue Cloud Coffee
Brite Creations
Bruster's
Chin Chin
Gold's Gym
Exodus
Hunky Dory Sandwich Shop
Jake's Ice Cream and Sorbets
Landmark Diner
Lunatique
Luxe
The Mark
Office Depot
Quizno's
Urban Grounds Coffee
Mocha Delites
Mittie's Cafe Tea Room
Moe's Southwestern Grill
Paulaner Brauhaus
Ray's in the City
Smoothie King
Sidebar
Subway
Ted's Montana Grill

Contact our Economic Development Department if you're ready to test the waters in Downtown Atlanta - we're here to help!

Transportation - Moving Ahead In Downtown

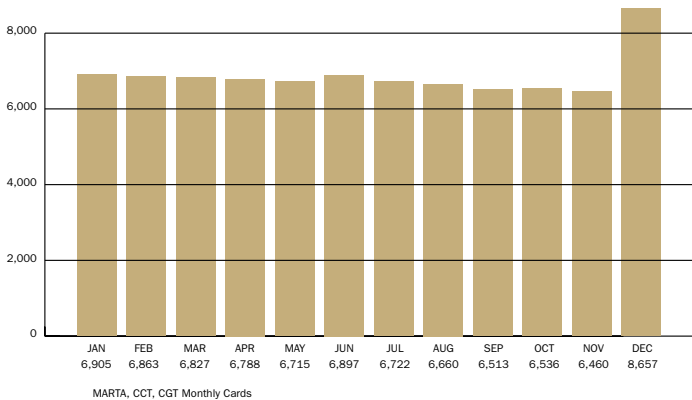
The Downtown Transportation Management Association (TMA), a program of Central Atlanta Progress and the Atlanta Downtown Improvement District, provides services to Downtown employees and employers to encourage and support the use of alternative commuter options. We are advocates for Downtown on transportation issues and strive to reduce traffic congestion and help improve regional air quality

Providing Commute Alternatives for Downtown Employers and Employees

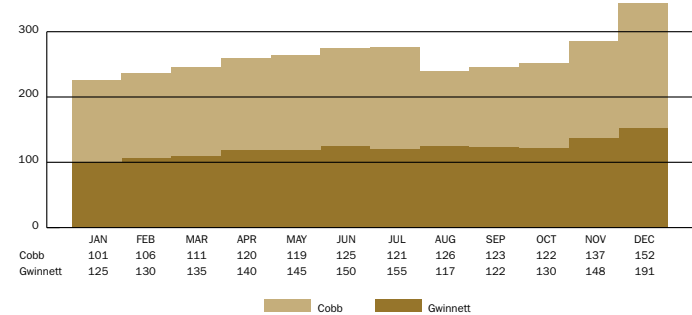
Commute Options

Discount Transit Pass Program: We provide passes from all transit providers connecting to Downtown. In 2003 the Downtown TMA sold 83,000 MARTA, Gwinnett and Cobb monthly passes and 73,000 MARTA tokens.

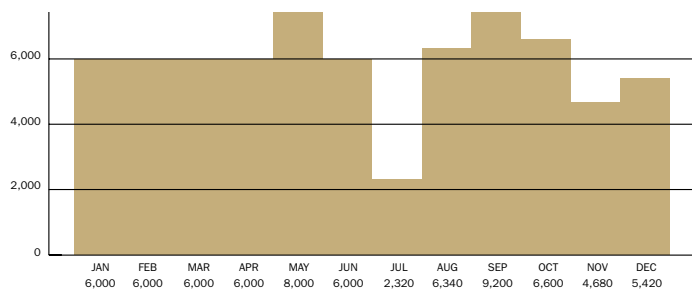
2003 Total Discounted Transit Passes Sold



2003 Cobb/Gwinnett Discounted Transit Passes Sold

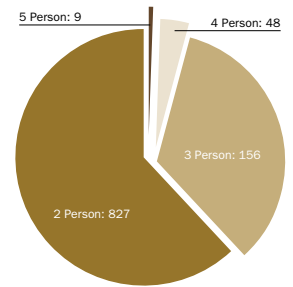


2003 Discounted MARTA Tokens Sold



Number of Supersize Carpools - May-Dec 2003

Carpooling: In May of 2003 we kicked off the Super\$ize Carpool Rewards Program, awarding carpoolers with a \$25 BP gas card for carpooling. From May through December the TMA rewarded over 1,100 carpools!



Vanpooling: A vanpool consists of 7-15 people who live and work in the same area, have similar work hours, and share their commute in a leased van. We track and coordinate over 50 vanpools coming Downtown daily. TMA subsidies were able to initiate a vanpool from Rockdale and Clayton Counties.

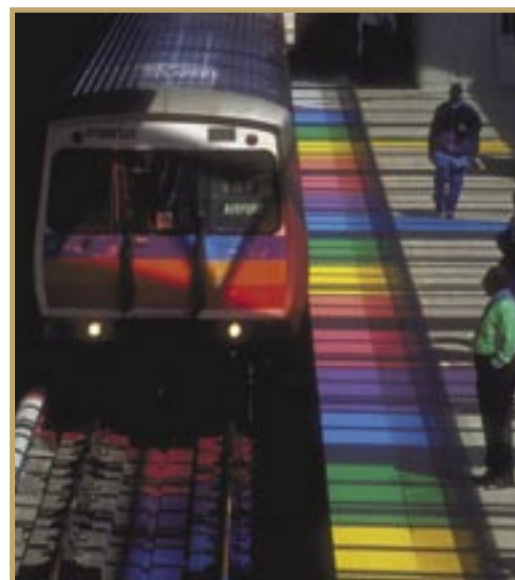
Bike/Walk: We offer Effective Cycling classes and pedestrian seminars plus reward Bike/Ped activities throughout the year via our monthly raffle.

Employer Benefits

- Boost Employee Retention and Recruitment
- Attract Qualified Employees
- Improve Employee Attendance
- Encourage Employee Performance
- Improve Morale and Productivity
- Promote Positive Public Relations
- Reduce Parking Demand = More Parking for Customers
- Tax Incentives (Payroll)
- Save \$\$\$
- Increased Customer Access

Employee Benefits

- Less Stress, Save Time
- Less Wear and Tear on Automobile
- Discounted Transit Purchases
- Carpool Assistance and Vanpool Subsidies
- Emergency Guaranteed Ride Home
- More Commuting Options
- Save \$\$\$



Community Outreach

- The TMA held 75 employer/property manager consultations and 44 outreach and promotional events.

- The last week in August the Downtown TMA held the "5 Ways in 5 Days" event in Woodruff Park, highlighting a different form of alternative transportation each day.

Financial Overview

Your ADID dollars at work! For every dollar ADID committed, the TMA leveraged \$6.67 of federal dollars.

	Received
Federal	\$397,643
ADID	\$59,614
Ratio	1 to 6.67

Advocacy

As your advocate for transportation mobility and access, CAP/ADID is the voice for Downtown property owners and stakeholders on transportation issues facing Downtown. 2003 saw a myriad of proposals and projects to improve connections for Downtowners. These included the Atlanta Streetcar Initiative, MARTA's Inner Core Transit Feasibility study, the Georgia Department of Transportation's Downtown Connector Study and the Georgia Regional Transportation Authority's Express Bus Program. CAP/ADID actively participated in all these via bi-monthly roundtable meetings, web updates and stakeholder outreach and coordination.

Walkable Community Workshop

The primary focus for the Peachtree Street walkability workshop was to generate local, hands-on solutions to walkability problems along the Peachtree Street corridor. The workshop gave Downtown stakeholders a "new set of eyes" with which to view walkability issues in Downtown and to envision solutions. Not only is walkability good for pedestrians and bicyclists, it is good for the community. Pedestrian access and safe, attractive streets enhance the character and identity of the community to create a sense of place. Creating a walkable community also promotes active living and improved health.

The workshop included a walking audit of the corridor to identify the barriers to walkability and to potential solutions. After the walking audit, participants were charged with putting pen to paper to draw their ideas demonstrating how to make Peachtree Street more walkable. A great turnout from a variety of concerned parties made the workshop a success.



Downtown Transportation Partnership Program (DTPP)

"Thanks for taking such good care of our account. It's great working with you."
- Jane Holloway, Portman Holdings

"Thank you for providing this service."
- Carol Valentine, Savell & Williams

Vanpooling

"The biggest benefit for me, personally, is the reduction in mileage on my vehicle. An added benefit is that our vanpool group has almost become a little family."
- Karen Clackum, Georgia-Pacific

"I love it! It's great to spend that 30 - 45 minutes reading or visiting with my fellow vanpoolers. We have a great group!"
- Sandra Skypek, Georgia-Pacific

Carpooling

"Carpooling is so easy and a faster way to/from work because of the HOV lane!"
- Trunicia Rainwater, King and Spalding

Facts

In the Atlanta region, 2.7 million cars drive 110 million miles on 16,543 miles of road every day

Atlanta has the nation's 3rd longest average commute: 31 minutes, 12 seconds one way

Congestion is estimated to annually cost commuters: \$1.9 billion in time and fuel or \$1,350 per motorist

The TMA's carpool and transit efforts eliminated 86 tons of pollutants from the air.

Companies Whose Employees Are Impacted By Our Programs

Accenture
ACMR
ACS State Healthcare
Action Capital Group
Adam M. Goodman Standing Chapter 13 Trustee
AMC Inc.
American Friends Service Committee
Archer Management
AT&T
Atlanta Housing Authority
Atlanta Journal-Constitution
Atlanta Magazine
Atlanta Regional Commission
BellSouth
BellSouth - Inforum
Big Brothers Big Sisters of Atlanta
Bonner Group
Capmark Services - Peachtree Center
Centennial Park West
Centennial Tower

Central Atlanta Progress
Chamberlain & Hrdlika
Chick-fil-A at CNN Center
CIGNA Healthcare
Citizens Trust Bank
City Court of Atlanta
City of Atlanta Finance Department
CNN
The Coca-Cola Company
Colonnade Properties
Constangy Brooks & Smith LLC
Consulting Associates
Counsel on Call
Cousins Properties Inforum
Cousins Properties
Coxe, Curry & Associates
Emory Crawford Long Hospital
Danny Gibson Insurance Agency, Inc.
Georgia Department of Administrative Services
Deloitte & Touche

Deloitte Consulting - Peachtree Center
Georgia Department of Corrections
Dow Jones
EDS Technologies
U.S. General Services Administration
Focal Communications
Fulton County Government
Georgia Technology Authority
Gatrell Court Apartments
Georgia Department of Transportation
Georgia General Assembly
Georgia Department of Labor
Georgia Department of Natural Resources
Georgia Legal Services
Georgia Lottery
Georgia-Pacific Corporation
Georgia Power Company
Georgia State University

Governor's Office of Consumer Affairs
Grady Hospital
Grady Parking
Great Hospitality
Grizzard Communication
Georgia Regional Transportation Authority
Atlanta Hilton
Howard Johnson
Hyatt Regency Atlanta
U.S. Immigration and Naturalization Service
Inforum Building
Interactive Communications/US South
Interland
Internap Network Services
Jones, Day, Reavis & Pogue
Khafra Engineering
Kilpatrick Stockton LLP
King & Spalding, LLP
KPMG, LLP
Kroger
Kutack Rock LLP

Lockwood Greene
MALDEF
Market Street Services
Atlanta Marriott Marquis
McKenna, Long & Aldridge LLP
McKinsey & Company
McKinsey & Company - Shared Services
Neighbors, Lett & Johnson LLC
Nelson, Mullins, Riley & Scarborough, LLP
Norfolk Southern
Omnexus
Omni Hotel
Oxford Industries
PAIX
Parmenter Company
PEDS
Peter Drey & Company
Plum Creek Timber Company
Portman Holdings
Powell, Goldstein, Frazer & Murphy LLP

Ritz-Carlton Atlanta
Sapient Corporation
Sapphire Technologies
Savell & Williams
Sheraton Atlanta Hotel
Skanska USA Building Inc.
Smith, Currie & Hancock LLP
Southern Center for Human Rights
Southern Company
Georgia Department of Human Resources
Stevens & Wilkinson
SunTrust, 250 Piedmont
SunTrust, Park Place
SunTrust, Plaza 303
Tabernacle Baptist Church, Inc.

Thomson-West
Troutman Sanders LLP
Turner Broadcasting System, Inc.
U.S. District Court
Unisource
Uptown Comedy
Urban Collage
U.S. Fish and Wildlife Service
United States Postal Service
US South
Wachovia Bank
Westin Peachtree Plaza
William Restoration
Williford Property Group
Wyndham Downtown

Delivering Improvement

Atlanta Downtown Improvement District operations has enjoyed a busy and successful 2003 in the areas of public safety, hospitality, cleanliness and infrastructure.

The Ambassador Force program was realigned to provide a separate Public Works Team focusing on cleanliness and infrastructure on a daily and special projects basis. The Clean Team also coordinates with the City of Atlanta and the Georgia Department of Transportation.

Many special projects were completed during the year, most of which were as a direct result of an involved community:

- Downtown Atlanta's In Bloom Project, in conjunction with Trees Atlanta and the Keneda Foundation, erected 200 hanging flower baskets along the main corridors of Downtown.
- 115 permanent home banners are displayed on major road networks Downtown.
- The Andrew Young International Boulevard Olympic welcome arch was upgraded, replacing all Olympic host country flags with an updated version. This was a collaborative project, involving the Atlanta Convention and Visitors Bureau, Atlanta Hotel Council, the Georgia World Congress Center and the City of Atlanta as partners.
- Over 500 illegal newspaper vending boxes were eradicated from Downtown.
- Approximately 30 bicycle racks were installed throughout the District to date, with more coming.
- The Atlanta Police Memorial in Woodruff Park was repaired, upgraded and rededicated in a collaborative effort by Central Atlanta Progress/ADID, the Atlanta Bar Association and Foundation, Georgia-Pacific, Colonnade Properties and the Atlanta Police Department.

We will continue to be innovative in 2004. The Ambassador Force will increase its mobility and visibility with the addition of a new electric vehicle and four TRAC all terrain public safety type bicycles. The Ambassador Force, at full strength, along with extended police support, will be providing increased attention to quality-of-life issues and special events support in addition to its daily public safety and hospitality function. The Clean Team is upgrading its equipment to continue providing a clean Downtown Improvement District. ADID is working with the City in a coordinated effort to ensure the highest quality of responsive service to meet the needs of the District and our constituents.



Expanding The Downtown Message

Positioning Downtown as a compelling place to visit, work and live is the primary objective of CAP/ADID's marketing program. To achieve our goal of getting more people into Downtown, we've implemented the following tactics.

- Compelling internet presence at www.atlantadowntown.com
- Interactive Marketing
- Public Events
- Community Relations



Having Fun - Whether you're looking for world-class musical artists, avant-garde art galleries, or your favorite professional sports team, look for them here. Information on all Downtown events, restaurants, and shopping destinations are included.

Living Here - What kind of person lives Downtown? Downtown Atlanta is attracting people from a host of different walks of life, different areas of the city, and different income levels. Here you will find housing maps, residential facts and links to neighborhood associations and residential realtors.

Doing Business - Downtown Atlanta is growing faster than ever. With over \$3 billion of development planned for the next few years, including the Georgia Aquarium, new World of Coca-Cola and new hotels and restaurants, Downtown is positioned to capture many new businesses and residents. Visit these pages and find out why Downtown is THE place to conduct business in Atlanta region.

Electronic Newsletters

“Downtownlive This Month”

An extensive monthly e-mail calendar of events is produced and disseminated to Downtown employers, employees, residents and metro Atlantans. Current distribution is 6,800.

“Inside Downtown”

A President’s Newsletter that is distributed to opinion leaders every other week.

Produce and Promote Public Events

Downtown Atlanta Restaurant Week was launched two years ago and continues to be extremely successful in drawing thousands of people to Downtown restaurants after 5 p.m.



Held every Friday at lunchtime from early spring through early fall, SunTrust Lunch on Broad attracts approximately 1,500 people each week to the Fairlie-Poplar Historic District for live entertainment.



On the first Thursday of every month, Downtown’s galleries open their doors to welcome participants who walk and eat as they visit.



Held in early Summer, this annual event brings 2,500+ attendees to tour our Downtown Neighborhoods and Lofts.



In June of 2003, CAP rolled out a comprehensive 100-day Downtown Initiative that focused on the collective interests of the City of Atlanta, the office of Mayor Shirley Franklin, Central Atlanta Progress, and the Atlanta Downtown Improvement District on key issues that changed Downtown in many positive ways.

Designed to re-energize Downtown, and initiate a comprehensive approach to public safety, cleanliness, economic development,

beautification and entertainment, “Let’s Do Downtown” proved to be an important first step towards creating a truly vibrant city center. Results included:

Weekday Entertainment - Produced more than 70 daily lunchtime concerts in Woodruff Park with an estimated 10,000 in total attendance.

Public Safety - Joint jurisdiction Quality-of-Life Task Force created through Atlanta Police Department with other Downtown law enforcement agencies deployed 59 APD police officers in Downtown, and resulted in a total of 1,797 panhandling and other “quality-of-life” arrests and citations by APD, Georgia State University Police and MARTA Police.

Cleaning - Daily cleaning of Woodruff Park, Broad Street Plaza, streets and sidewalks by City and ADID Clean Team removed 53 tons of garbage and 190 illegal signs plus cleaned 660 curb miles of roadway.

Infrastructure - \$150,000 invested to install 200 hanging flower baskets and 120 bike racks on major streets; \$40,000 invested in street banners, 500+ illegal vending boxes removed and \$19,000 invested in new vending station equipment. Additionally, a new ADID infrastructure team was started to identify and report problems.

Homeless services - New food intake/distribution system started to channel food to the homeless through the assistance of homeless service providers and a regional partnership was announced with “Faith and the City” to channel assistance to the homeless.

Based on the success of “Let’s Do Downtown,” several collaborative events have evolved. The 1st Annual “Let’s do the Holidays Downtown,” featured hotel packages, dining and attraction discounts. More than 1,600 hotel packages were sold during the promotion. Other collaborations include “Let’s do Flowers Downtown,” a celebration of the Southeastern Flower Show in February of 2004 and “Let’s do Film Downtown,” in conjunction with the Atlanta Film Festival in June 2004.



Community Relations

“Town Hall” Meetings - Quarterly presentations that provide updates on our progress. Approximately 100-200 people attend each meeting.

Downtown Marketing Roundtable - Monthly gatherings designed to engage and inform Downtown’s marketing professionals about Downtown developments. The distribution

list includes representatives from Downtown attractions, hotels, restaurants and corporations.

Concierge Guide to Downtown Atlanta - A comprehensive listing of Downtown’s offerings. Two-hundred copies were produced and distributed to hotel and corporate concierges throughout Metro Atlanta.

Membership Benefits of CAP

- Opportunities to be involved in the exciting process of changing Downtown through committees and task forces of CAP and the Atlanta Downtown Improvement District.
- Quarterly update meetings to stay informed on programs and projects in Downtown.
- Bi-monthly e-newsletters to update behind-the-scenes perspectives, including useful information for your organization and employees.
- Frequent E-alerts with useful information that could affect your customers and employees such as street closings, large events, news items and other public works-type issues.
- Access to stacks of facts and figures about Downtown, plus a variety of maps that pinpoint key developments such as housing and commercial projects that are driving Downtown's growth.
- Staff assistance with zoning and growth incentives offered through various governmental agencies.
- Special VIP opportunities to attend exclusive events and programs.
- Informative newsletters that offer an inside perspective of issues in Downtown.
- Sponsorship opportunities to broaden your company's exposure through events and publications targeted at a variety of audiences.
- Exposure on the CAP/ADID web site including links to your company's web site.
- Year-long exposure in the CAP/ADID Annual Report.



Membership Investments

Dues for Central Atlanta Progress range across ten different levels.

Several factors are taken into consideration in determining the level of dues applicable to a potential member. These factors include business type, size, physical location, level of dependency on the economic climate of Downtown, as well as the corporate conscience of the potential member's belief that Downtown must be vital and economically strong.

Membership is normally held by a senior-level company official, although other executives in the firm or organization will be listed in CAP's database and receive periodic notices, mailings and invitations to special CAP functions as well as be eligible to participate in CAP/ADID committees and task forces.

CAP's membership consists of corporations, professional firms, civic organizations, foundations, quasi-government agencies and commercial property owners ... a broad range of stakeholders who have an active interest in making Downtown Atlanta a city center that is attractive and inviting to businesses, residents, visitors and conventioners.

Your membership in CAP opens the door for your business and employees to become both active participants and change agents for Downtown.

For more information on membership contact Richard Orr at (404) 658-1883 or email richorr@centralatlantaprogress.org

Membership Listing

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Defining Our Vision

CAP and ADID are focused on a relatively short list of tasks in 2004. While we expect other issues and imperatives to emerge during the year, these are our 2004 priorities:

- New Woodruff Park plan implemented
- 2006 shuttle system plan developed
- 2,500 new housing units initiated
- Wayfinding signage system under construction
- Expand/Engage CAP membership
- More retail attracted to Downtown
- JSA/McGill under construction
- Ambassador Force, Clean Team and Public Works Team upgraded
- Increase use of website



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Ellen Mendelsohn - Intern

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Tanya Lamb - Program Coordinator
Chrissy Poleski - Outreach Coordinator

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Tahmida Shamsuddin - Project Manager
Amanda Rhein - Intern

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