



ATLANTA
DOWNTOWN

2018 ANNUAL REPORT

ATLDTN

DOWNTOWN
REDEFINED



ATLANTA
DOWNTOWN



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CELEBRATING ATLANTA'S CORE A Foundation for Community

Experience Downtown, a community of people committed to progress and opportunity. Brick and mortar, steel and concrete—these raw materials create a foundation upon which our city is built, but the people are its soul, its essence, its defining core.

Since its origins in 1941, Central Atlanta Progress has also placed a priority on cultivating relationships as a means to building a robust and evolving Downtown. We work closely with community and business leaders to shape the city in ways that honor our diversity and ingenuity, redefining Downtown for future generations.

Atlanta is a city of shared prosperity, and a reflection of the power of working together to achieve common interests. Downtown Atlanta has made remarkable advancements in recent years, and with continued engagement between civic leaders and the broader community, the city is poised for exciting new growth and opportunity going forward.



BUILDING LONG-TERM PROSPERITY in the Core of the City

You likely started to notice changes in both Downtown Atlanta and Central Atlanta Progress in 2018. As we continued to witness the incremental progress of catalytic developments throughout our community, CAP took stock of its own identity and underwent a bold organizational rebrand that included an exciting website redesign.



While change fills some with trepidation, our organization is well-known for embracing what will ultimately strengthen Downtown Atlanta. This year, we continued to work on advancing big ideas like the Stitch and Arts & Entertainment Atlanta, as well as hosting major events like Super Bowl LIII.

Of course, the most noteworthy event of 2018 was the redevelopment agreement for the Gulch. Every community needs its champions, and our membership, led by A.J. individually, rose to the occasion, rallying around a cause that will ultimately better the city at large, not just the core. The participation and investment of our membership is what truly makes the difference in our work.

It has been a pleasure to serve as board chair for the past two years, and amidst the changes that the next few years will surely bring, I rest assured that one thing will stay the same: CAP's commitment to its community.

Rich McKay, 2017-2018 Chairman, CAP Board of Directors



At ADID, we often think of Woodruff Park as Downtown Atlanta writ small. The work we do in that central greenspace is emblematic of what we work to achieve within the Improvement District as a whole.



Woodruff Park witnessed great successes in 2018, thanks to the support of Southwest Airlines and community partners like the Atlanta-Fulton Public Library System. The park hosted a robust calendar of free community programs, from concerts to history tours, and was able to hire a dedicated social worker and engage local youth in a co-design workshop, thanks to the *Heart of the Community* grant program.

Additionally, the Arts & Entertainment Atlanta program reached its first milestone, with an initial cohort of applicants refining their proposals for signs set to enliven Downtown in 2019. Our Ambassador Force and Clean Team continue to diligently maintain a clean, safe, and hospitable Downtown for our property owners, community members, and visitors. Organizationally, we work to enhance the Downtown environment through programs like the Atlanta Better Buildings Challenge and through social impact efforts that support our most vulnerable community members.

From the 1996 Centennial Olympic Games to 2019's Super Bowl LIII, we're proud that ADID remains a trustworthy resource for Atlanta in spaces large and small.

Craig Jones, Chairman, ADID Board of Directors



THE NUMBERS TELL THE TALE

Downtown is the Place to Be

Downtown is the epicenter of Atlanta's cultural, business and residential communities. Ongoing commitments to investments in education, transportation, healthcare, greenspace and sustainability will ensure the long-term health and continued growth and success of Downtown. Here's a snapshot of where we are to date.

DOWNTOWN AT-A-GLANCE



9

MARTA
STATIONS



26,850

RESIDENTS



100+

ACRES OF
GREENSPACE



7.4

BIKE LANE
MILES



154,000

JOB



895

SHOPS +
RESTAURANTS



25

REGIONAL
BUS ROUTES



18.5MM

SQ. FT. OF
COMMERCIAL
SPACE



3MM

HOTEL NIGHTS
DEMANDED



33

MUSEUMS +
GALLERIES



34,000

GSU STUDENTS



15MM

ANNUAL VISITS



\$1.3
Billion

under construction
across 25
projects.

\$2.2
Billion

in investment
over 42
projects

\$7.5
Billion

invested across 32
planned/pipeline
projects.



UNIFIED BRANDING

Representing a Shared Vision

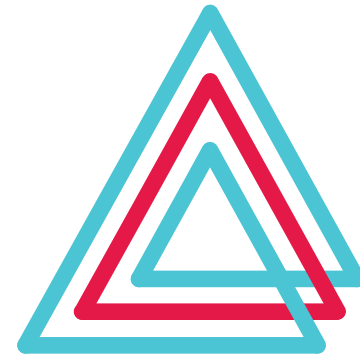
Central Atlanta Progress and the Atlanta Downtown Improvement District create people-centered progress for the core of Atlanta, supported by a diverse business community. To redefine and clarify the work our organizations are doing, we worked with local agency, My Friend's Nephew, to create a unifying master brand, Atlanta Downtown.

The new Atlanta Downtown brand provides clarity for how CAP and ADID work together and increases recognition of the essential roles they play in building a vibrant Downtown community.

The master brand mark is a letter A shape created using a series of clean, solid lines, which converge to represent the unified nature of Atlanta – a thriving, welcoming environment where businesses come together to invest in the heart of the city.

“For an organization that has existed for 77 years, it was important for us to be intentional about how we presented ourselves when we made the decision to refresh our brand,” remarks CAP/ADID President, A.J. Robinson, of the new visual identity system. “Unifying CAP and ADID under the master Atlanta Downtown brand helps us represent the unity of our two organizations and the unity of the Downtown community itself.”

The modern yet retro-inspired shape positions Atlanta Downtown as a sage and nurturer brand. It is timeless and proven, harkening back to the city's rich history, while still remaining vibrant and forward-thinking.



ATLANTA DOWNTOWN



Atlanta's Downtown is the anchor of the south's greatest city. In an effort to simplify the CAP and ADID organization, their relationship to outside viewers and re-establish downtown as a key geographical landmark, MFN recommended combining the consumer facing name into a single brand. Atlanta Downtown. Now, with the combined short-hand mark, ATL DTN, Atlanta Downtown has reclaimed its position as the launchpad for the future of our amazing city.



// My Friend's Nephew



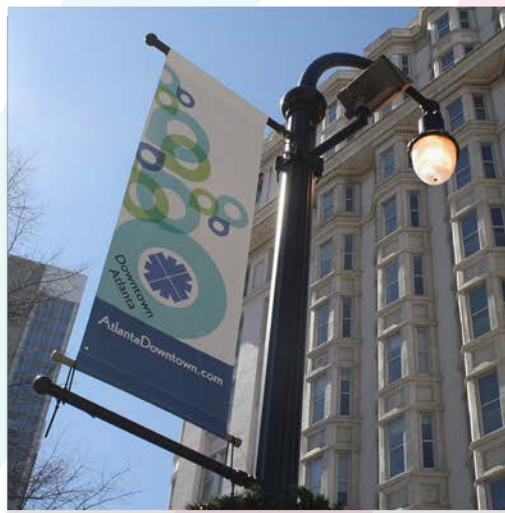
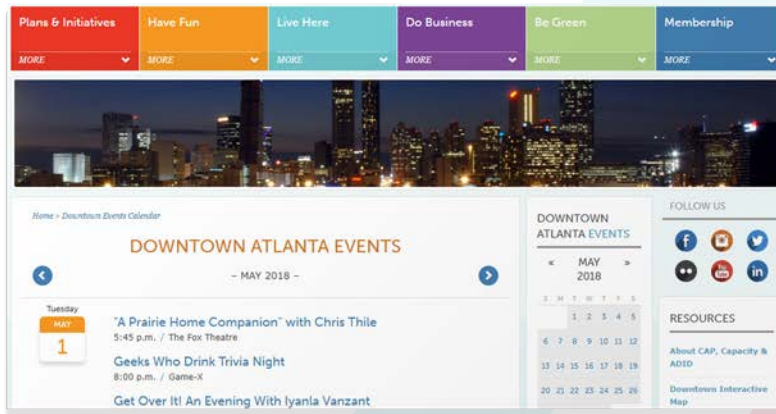
< Few places
have better come
to represent Downtown's
"people-centered" nature
than Broad Street,
located in the Fairlie-
Poplar neighborhood,
pictured here.

Evolving a Shared Identity

Previous CAP/ADID Branding

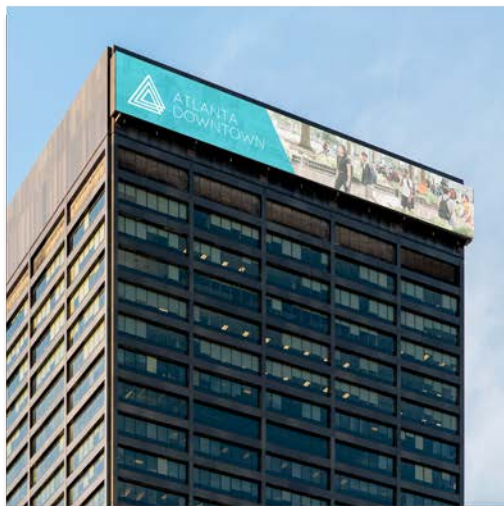


Central Atlanta Progress
Atlanta Downtown Improvement District



*Pictured:
Website and collateral from
previous CAP/ADID brand
identities, including the
"Be Downtown" campaign.*

Our New Look



*Pictured:
Current and aspirational
uses of the new Atlanta
Downtown visual identity,
launched in 2018.*



CREATIVE EXPRESSIONS: ATL DTN through Artists' Eyes

The development of the new brand identity and an ongoing effort to create interesting and visually compelling messaging in the core of Downtown presented a unique opportunity to engage with local artists. By incorporating our new themed brand elements into personalized, one-of-a-kind art installations, we were able to spread awareness of the brand while also giving these extraordinarily talented individuals an opportunity to showcase their creative explorations in an impactful and meaningful way.



Sarah Lawrence

My piece was inspired by the hustle and bustle of Downtown; I love that so many different modes of transit overlap each other (in real life and in the illustration). From seeing big murals to playing on the Woodruff Park playground, there are so many things to see and do Downtown!



Mike Lowery

For my design, I sat down and made a big list of all of my favorite parts of downtown Atlanta. For me, downtown means awesome food, dragon con, great music and tons of other stuff. I was also able to work in some zombies. I love this city.



Killamari

When creating my piece, I put in bits and pieces that remind me of Atlanta, blended with my visual language, which is the use of wacky characters. I really liked the branding colors provided, and had a lot of fun picking where they should go in my illustration. I've had a lot of positive feedback from the community since my piece has been installed downtown. I even got hit up by a film studio about featuring it in the background of some of their shoots. It's been an overall positive experience being part of this project, and I am very thankful for that. Mahalo Atlanta Downtown.



Ben Wallis/Beardy Glasses

Atlanta Downtown has a lot going for it. It's a space where many cultures and businesses collide. I believe that it's this mix of diversity that makes Atlanta Downtown a very special place. I chase to represent this collision of culture as a very busy but fun illustration that fits together to form the new ATL DTN logo. Much like how the diversity of Downtown comes together to form Atlanta. I wanted to include everything from sports, to the restaurants and bars, the film industry, and our beautiful parks. All of these things converge to create a special, magical place called Atlanta Downtown.



Artwork
by Ben Wallis/Beardy Glasses



Artwork by Killamari



Artwork by Mike Lowery



"Crossroads"
by Sarah Lawrence

IMPACT + ACHIEVEMENTS

Moving Forward with Key Initiatives

In 2018, we emboldened our leadership to support major projects, illustrated to our members the ways in which our community is evolving, and breathed life into Downtown through creative events and programs.

Advocacy

CAP served as a core member of **HouseATL**, a “big tent” taskforce that encompassed representatives from all sectors to build the political will for a comprehensive, coordinated housing action plan. The taskforce leveraged the collective expertise of its participants, and CAP helped to guide the direction and deliverables of the group at large, which were finalized and shared in fall 2018, with plans to advance implementation in 2019.

Additionally, CAP spearheaded education and outreach in support of the redevelopment of **the Gulch** (pictured right), summarizing and disseminating the facts and

our organization’s perspective, ultimately informing and helping our audiences identify their stance on this important project. Following intense public discussion, Atlanta City Council voted on Nov. 5 to support the financing package that allowed the project to advance.

Stakeholder Engagement

In keeping with our desire to more directly engage our membership in the energy and activity of the community, we led a series of members-only **Downtown Development Tours**, highlighting and previewing the remarkable changes ahead, with stops at the Healey Building, Underground Atlanta, Newport US RE assets in South Downtown, and the former Norfolk-Southern Buildings that are currently under renovation and slated for residential development.

Further, our **Downtown Connects** service provided transportation solutions, including discounted

transit passes, to 80 employers (many of them CAP members) and over 19,000 employees.

Vibrancy

CAP/ADID employed varied tactics to support and add vibrancy to Downtown. In public spaces like **Woodruff Park** and the **Broad Street Boardwalk**, we worked with community partners to craft a fun, free lineup of community programs predominantly aimed at enticing our office worker population to stick around after 5:00 p.m. to enjoy the center city, from a live concert series to block parties with free beer to yoga classes and movie nights on the lawn.

Key marketing campaigns also highlighted what makes Downtown a great place to be. The **Downtown Daffodil Project**, a socially-conscious beautification effort, planted an additional 30,000 bulbs this year, as well as hosted a 5K race through Downtown that attracted one hundred runners, walkers, and



Pictured above, left to right: Daffodils in bloom in Woodruff Park, runners in the Downtown Daffodil Dash 5K, CAP members on a Downtown Development Tour, and office workers enjoying Food Truck Fridays lunch on the Broad Street Boardwalk.

trotting dogs. The **Centennial Park District** neighborhood branding effort leveraged a multi-faceted marketing program to raise awareness and build affinity for Downtown's premiere entertainment district.

Of course, the foundation of making Downtown vibrant always ties back to CAP/ADID's clean and safe efforts. Our **Ambassador Force and Clean Team** work around the clock to maintain Downtown and assist our community with safety and hospitality concerns, from helping visitors find their vehicles to providing emergency response support to those in need.

The **Downtown Daffodil Project** grew in the 2017-2018 season by **30,000** bulbs for a total of **275,000 bulbs** planted since the project's inception.

The **Ambassador Force** greeted and assisted over **1.4 million** people in **Downtown** in 2018.

Downtown Connects served **80 employers** and **19,000+** employees in the discounted transit pass program.

A GROWING ENERGY In the Heart of the Community

Honing in on activity, perception, and social assistance, Woodruff Park, “Downtown’s front lawn,” underwent an incredible transformation in 2018.

Activity

After hiring a Project Manager in 2017, the park’s activity program benefitted from a wholesale expansion, growing into a lively lineup of classes, concerts, history tours, movie nights, and more.

Food Truck Fridays and Live from Woodruff Park concerts quickly became beloved and eagerly anticipated community events. We’ve begun to seek out ways to “surprise and delight” those who enter or pass by the park. We dyed the Water Wall purple to welcome Dragon Con, and we paraded a high school marching band through the streets of Downtown to the park before screening *Drumline* on the lawn. Thanks to 100 Peachtree and Georgia’s Own Credit Union, patrons can now enjoy our free WiFi service throughout the park.

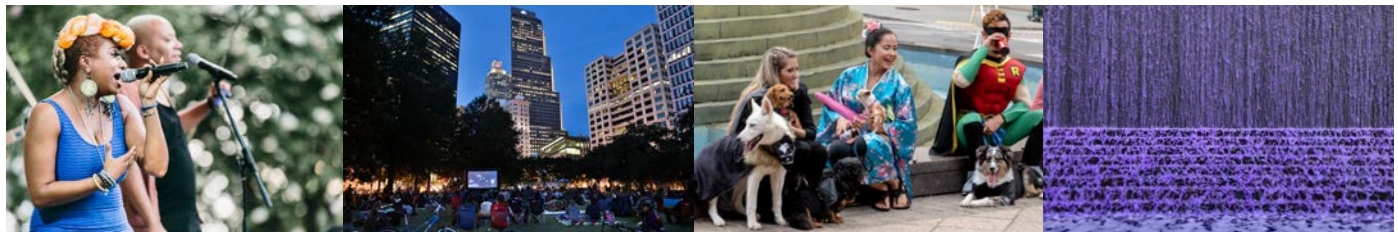
Perception

Programming, media relations, and social media all tie back to our overall goal to inspire positive sentiments about Woodruff Park and ultimately redirect the conversation about what the park was, is, and can be.

By consistently promoting our free community programs and showcasing social media content that celebrates the park’s beauty and history, we soften the edges of the park’s reputation and prove that it is, in fact, a fun and safe place to spend time. After all, what’s not to love about a pet parade and costume contest, or a holiday caroling event with a guest appearance by Miss Georgia 2018?

Social Assistance

CAP/ADID realizes the importance of protecting the park as a public space for all, no matter a person’s circumstance. Thanks to the support of the ADID Board of Directors and grants from Southwest Airline’s *Heart of the Community* program, the park is now served by a Hope Atlanta social worker who has, to date, interacted with 389 patrons, securing housing for 22 of them. Additionally, a partnership with the Atlanta-Fulton Public Library System provides free laptop access to park patrons while the nearby Central Library branch is closed for renovations.



Pictured above, left to right: Butta B-Rocka performing at Live from Woodruff Park, an autumn movie night on the park lawn, Doggy Con contestants preparing for competition, and the park fountain dyed purple in celebration of Dragon Con.



874

participants
in the
**“Library
on the Lawn”**
partnership
program.

Average
of

900

attendees
each week for
**Food Truck
Fridays.**

A **tweet** about
Woodruff Park’s purple,
Dragon Con-inspired
fountain reached

26,000

Twitter users.

*Pictured: Hundreds of
community members
came to the Woodruff
Park lawn in the summer
to enjoy the Live from
Woodruff Park concert
and movie series.*

SETTING THE STAGE for the “Next Big Things”

Downtown’s continued evolution centers around bold initiatives that promise to reshape the city. These innovative, long-term projects accommodate future growth and development—charting a new course for Downtown.

The Stitch

The pre-development work to refine the feasibility of the Stitch, the Interstate 75/85 Connector cap, continues to progress toward an implementation strategy. As the current phase of analysis culminates, work will be focused on stakeholder engagement, refining a governance approach, advancing a funding strategy, and the creation of a marketing and communications strategy.

AE Atlanta

CAP/ADID’s work to launch Arts & Entertainment Atlanta reached an important milestone as the first cohort of high-scoring applications moved toward the permitting process. Concurrent with the sign permitting process, attention is also being paid to how the district will launch the public art and programming benefits anticipated by the initiative.

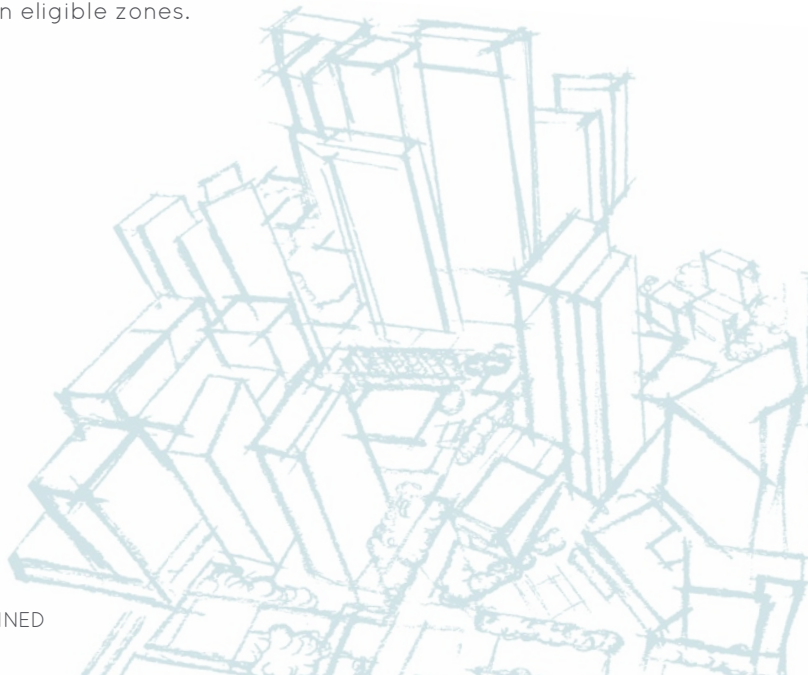
Downtown Atlanta Master Plan

Following the Downtown Atlanta Master Plan’s adoption in late 2017, CAP/ADID has since shifted to implementing the recommendations. A handful of projects from the Master Plan are already underway, ranging from public space improvements and advocating for good policy to programs that make Downtown a better place to be after 5:00 p.m. A Master Plan Task Force of community members and stakeholders was formed, and public Task Force Roundtable meetings were convened, each focusing on the topics of the plan’s key recommendations: affordable housing, homelessness, transportation, sustainability, historic revitalization, and art and culture.

Opportunity Zones

Seeking to leverage Downtown’s federal Opportunity Zones designation, CAP, in partnership with the Arthur M. Blank Family Foundation, hosted a two-day summit on how Atlanta can maximize the value of this new community and economic development program.

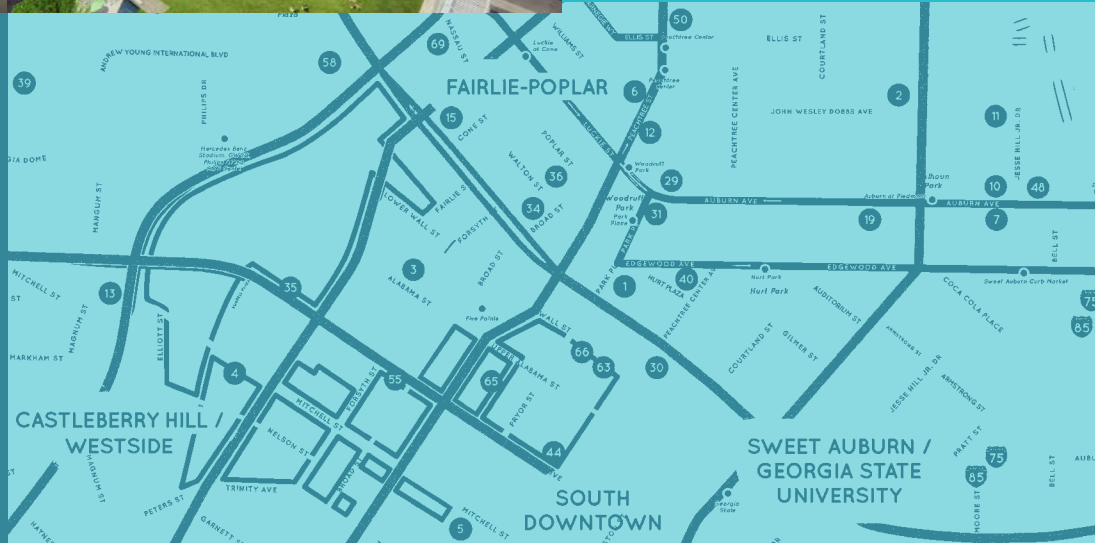
Featuring Bruce Katz and other national experts, the program highlighted the location of Qualified Opportunity Zones in Atlanta as well as innovative ideas to ensure these investments contribute to equitable economic growth in the city and across the Metro area. In 2019, CAP/ADID will seek to continue its leadership on the subject matter, collaborating with economic development partners on the creation of the prospectus to attract investors to opportunities in eligible zones.





< Pictured left are concept renderings of The Stitch, a project that has caught the attention of national media outlets, including the Wall Street Journal and The Times of London.

The Master Plan echoes the priorities of the community and offers a 10-15 year road map for translating our vision of Downtown into reality.



< Pictured left are renderings of signage and public art concepts that are expected to come to life in 2019.

THE DIFFERENCE-MAKERS of Downtown Atlanta

Our efforts to bring about meaningful and lasting change to Downtown would not be possible without the engagement of the businesses and individuals who support Central Atlanta Progress. To learn more about becoming a CAP member, please contact us at: membership@atlantadowntown.com

2018 CAP MEMBERS

CAP Board of Directors are **bolded**. CAP Executive Committee Members are notated with an asterisk*, and ex-officio board members are italicized. This list is current as of 12/31/2018.

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Schulten Ward Turner
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Denise Quarles

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Erwin Schinnerl

The Tabernacle
Brandon Berry

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Pictured: Ambassador Force members collaborate in Woodruff Park.

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Carl Powell
Integral

Ron Tarson
*The Westin
Peachtree Plaza Atlanta*

ATLANTA DOWNTOWN STAFF



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Vice President,
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Director, Human
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Coordinator



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Memorial Drive
Corridor Executive



David Wardell
Vice President,
Operations and
Public Safety



Ansley Whipple
Woodruff Park
Project Manager



George Chidi
Social Impact
Director

ELEVATING OUR PURPOSE While We Strengthen Our City

From the Desk of A.J. Robinson

As you can see from this year's Annual Report, 2018 was filled with many milestones for CAP and ADID.

As an organization – we prefer to stay humble and in the background on the many subjects we tend to be involved in, but when we're leading the charge on large-scale, eye-catching projects that make local and national headlines, like the Stitch, the Gulch, and Arts & Entertainment Atlanta, it's an opportunity for us to reinforce our purpose.

Namely, that we're here to shepherd big ideas that will better Atlanta. When people turn to us for assistance, information, and leadership, we're here to serve as a resource, subject-matter expert, or the catalyst for forming a new relationship.

I often remind my team that the work of our organization is divided between the past, the present, and most importantly, the future.

While we can quickly organize and complete a project in a matter of weeks or months, others are ones we understand will happen over the course of a generation.

That pacing is, in fact, emblematic of the enduring mission of our organization—decade after decade, we uplift Atlanta and seek ways to strengthen our city's core. Thanks for sticking with us on this aspirational and worthwhile journey.

A.J. Robinson, CAP/ADID President



OUR COMMUNITY of Followers

2018 STATS



67,400
FACEBOOK FOLLOWERS



48,600
TWITTER FOLLOWERS



45,000
INSTAGRAM FOLLOWERS



1,000
LINKEDIN FOLLOWERS

CONNECT WITH US.

Stay connected with Downtown Atlanta on Facebook, Twitter, Instagram, and LinkedIn, and share your stories using the #ATLDTN tag. For more information about who we are and what we do, visit AtlantaDowntown.com.

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Atlanta United FC, and Georgia State University.*



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