



Central Atlanta Progress
Atlanta Downtown Improvement District

*2011 Annual Report
& 2012 Calendar*

NEXT



OUR MISSION

CAP aims to build a 21st-century Downtown as 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.



Find out more by scanning this code with your smart phone.

> Marietta Street

APRIL



what's NEXT?



Egbert Perry
CAP Chair

Central Atlanta Progress's work makes Downtown the city's premier destination for living, working and having fun. The central business district has it all—a wide range of dining and entertainment, a strong economic development climate and plenty of residential options, all of which are quintessential to today's active urban lifestyle that is being sought by young people, professionals and seniors alike. Downtown is fertile with opportunity, and with our investments, it continues to flourish.



A.J. Robinson
CAP President

Every year, our city is becoming stronger and smarter, and CAP/ADID is proud to help develop Downtown into a 21st-century community. Our past work paves the way for initiatives whose impact will last far into the future, such as the forthcoming Atlanta Streetcar, Multimodal Passenger Terminal and I-75/85 Connector Transformation Project, which address our region's broader issues. Our legacy to Downtown Atlanta is a proud one, and we remain steadfast in our commitment to improving our city, state and region.



Craig Jones
ADID Chair &
CAP Vice-Chair

The work of the Atlanta Downtown Improvement District is evident in projects large and small throughout Downtown Atlanta. From improving thoroughfares for our drivers and making the streets more beautiful for pedestrians, to maintaining a safe environment with the Downtown Ambassador Force, we are behind many capital improvements. In the coming year, ADID will continue its work in maintaining our community as the clean, vibrant and safe center of our city, through ongoing partnerships with our city and business leaders.

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April 4

Wednesday WindDown

Atlanta's longest-running free concert series kicks off its 2012 season at Centennial Olympic Park's Southern Company Amphitheater and continues every Wednesday through September.

April 13

Atlanta Braves Opening Night

Major League Baseball returns to town as the Atlanta Braves welcome the Milwaukee Brewers to Turner Field for their first home game of the season.

April 22

Earth Day

Be a part of this day dedicated to inspiring awareness and appreciation for Earth's natural environment at events throughout Downtown Atlanta.

NEXT

In 2012, CAP looks forward to further establishing itself as a community partner with the launch of the Downtown Community Roundtable. These quarterly meetings engage residents and small business alliance leaders in conversation and help to identify beneficial partnership opportunities. Town Hall meetings facilitated by CAP and ADID and held at various Downtown venues will continue to keep the community abreast of Downtown's progress.



Find out more by scanning this code with your smart phone.

> I-75/85 Atlanta Connector



MAY

EXCLAIM

We at Central Atlanta Progress (CAP) are dedicated to maintaining Downtown Atlanta as a safe, fun, clean and enjoyable place to live, work and play, and our continuing work to **improve the perception of Downtown** is paying off. A 2011 study commissioned by CAP and the Atlanta Downtown Improvement District (ADID) found that 69 percent of respondents viewed Downtown as either "very" or "somewhat" safe, an 8-point increase since 2000.

The **ADID Ambassadors**, a public safety squad unique to Downtown, has played an important role in this improvement. Polls indicate that the Ambassador Force, which celebrated its 15th anniversary last March, has made Downtown feel safer. In just the last five years, 14 million residents, office workers and visitors have been greeted by an Ambassador, and more than 6 million people have been provided with directions or information. Ambassadors have also assisted in the arrest

of more than 300 offenders and have provided more than 250 people with medical aid.

The fruits of our labor are also evidenced in **explosive residential growth**. Since 2000, neighborhoods within three miles of Downtown have experienced a 61 percent surge in residents aged 25 to 35 with four-year degrees, according to U.S. Census figures and reported in an April 2011 article in the *Atlanta Journal-Constitution*. That's almost 10,000 new patrons for Downtown businesses. And while similar growth has occurred in dozens of other cities, the movement was twice as robust in Atlanta as it was nationwide.

Every day we are committed to improving life in Downtown Atlanta, and people are taking notice. Read on to learn more about advances and achievements made in 2011 on numerous Downtown projects and initiatives, and discover what's next for CAP and Downtown Atlanta.

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May 6

Fiesta Atlanta

Experience Latino culture at Atlanta's Cinco de Mayo celebration at Centennial Olympic Park with live musical performances by international, national and local recording artists.

May 23

GPB Premiere Broadcast of John Portman: A Life of Building

See the acclaimed documentary on one of the world's most innovative architects, who redefined cityscapes and skylines globally and helped create today's Downtown.

May 25

Atlanta Dream Opening Night

Get in on the Women's National Basketball Association action, as Atlanta Dream welcome New York Liberty to Philips Arena in their home opener.

NEXT

This year, installation of the Woodruff Park playground, which incorporates the letters "ATL" in its design and includes climbing walls, monkey bars and two slides, will be completed. The project is funded by Bank of America, the City and ADID and was designed by Landscape Structures, which believes that an inclusive playground is an important part of a healthy, thriving community. The year will also see the reopening of the park's green space, and many activities and programs are being planned as Georgia State University moves into the SunTrust Tower building, making Woodruff Park its front yard.



Find out more by scanning this code with your smart phone.

> Woodruff Park



JUNE

EXHILARATE

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Special Projects

Woodruff Park is one of Downtown Atlanta's most significant green spaces and the site of programs, events and activities throughout the year. Located in the heart of the city's financial, entertainment and academic districts, the park's six acres encompass expansive lawn and plaza areas, a bandstand, sculpture and fountains. In 2011, ADID completed a number of capital improvements, including the installation of 129 flower planters along the park's walkways. After four years of inactivity as a result of the droughts, the Central Fountain was repaired and reactivated, with a significant amount of its water coming from a newly completed well. Another sustainability project, the BigBelly Solar Compactor and Recycling Unit, was installed in August by the City of Atlanta. In November, Landscape Structures unveiled the winning design for the playground, and a Woodruff Park Task Force was formed to

provide support.

Understanding that the continued success of Downtown Atlanta is tied to Georgia's future, CAP launched **GeorgiaForward** in 2010. The non-partisan initiative seeks to engage the state's stakeholders and thought leaders in crafting a common vision for Georgia and exploring innovative solutions to statewide policy challenges, from transportation and economic development to education and public health. The 2011 GeorgiaForward Forum, "Creating an Innovation Agenda for Georgia," brought together more than 200 Georgians of various backgrounds and from all corners of the state. Participants focused on determining what the state needs to remain globally competitive and how we can do more with fewer resources, while ensuring that Georgia remains a great place to live, learn and work.

June 1

As You Like It Opening Night

The New American Shakespeare Tavern invites you to come along on a journey into Shakespeare's enchanted wood, complete with live music and handcrafted period costumes.

June 23

Rock-N-Ride

Get revved up at the Downtown music festival capping the motorcycle ride honoring our state's first responders and benefiting the Grady Health Foundation and the Gold Shield Foundation.

June 27

National Center for Civil and Human Rights Groundbreaking

Join us at Pemberton Place for this significant next step in the creation of the much-anticipated center.

NEXT

Downtown Atlanta Restaurant Week 2012 will take place from July 21 through 29. Featuring the best that Downtown restaurants have to offer, Restaurant Week is one of the most anticipated and highly attended culinary events in the city. Every year thousands of attendees pour into Downtown to try new dishes and take advantage of specially priced signature three-course menus at many of the city's finest restaurants.



Find out more by scanning this code with your smart phone.

> Glenn Hotel



JULY

EXCITE

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Marketing

In May 2011, CAP kicked off the annual **Downtown Atlanta Restaurant Week** with more than 25 restaurants offering special promotions. The launch of two new happy-hour programs in support of Downtown restaurants, **Sips in the City** and **Five After Five**, were also met with overwhelmingly positive response.

In June, CAP joined with the Atlanta Bicycle Coalition to produce the ciclovía event **Streets Alive!** Between July and November, **Eat Street! Food Truck Wednesdays** at Underground Atlanta, presented with the Atlanta Street Food Coalition, welcomed the city's most acclaimed food trucks to Downtown. **Elevate/Art Above Underground**, launched in partnership with the City's Office of Cultural Affairs, showcased innovative public art projects from August through November. The **Walk for Lunch** fitness program

held events at Peachtree Center in October, and **Christmas on Peachtree** offered a month of family-friendly festivities, food and shopping.

Every month, CAP's **Downtown Marketing Roundtable** brings together marketing professionals representing the full spectrum of Downtown stakeholders from the business, education, arts, media and hospitality sectors. CAP also continues to spread the word about Downtown via social media. The Downtown Atlanta Facebook page attracted 1,527 new fans in 2011, an increase of 29 percent over 2010. The Downtown Atlanta Twitter account welcomed 1,277 new followers in 2011, an increase of 44 percent over the previous year, and was named one of three must-follow profiles by *Creative Loafing*. And the CAP website saw a 16 percent increase in traffic over 2010, with a total of 1,257,351 unique visitors.

July 21–29

Downtown Atlanta Restaurant Week

Indulge in the city's best dining as Downtown Atlanta restaurants offer special three-course dinners for \$25 and \$35 (per person, plus tip, plus tax).

July 26

CAP/ADID Town Hall Meeting

Stay connected with CAP and ADID at our semi-annual Town Hall meeting.

July 31

Regional Transportation Referendum Vote

Residents across the 10-county Atlanta region vote on a referendum that would fund more than \$8.5 billion in transportation improvements through a regional 1 percent sales tax.

NEXT

This year, the Downtown Green Source program aims to expand its breadth of services with an emphasis on efforts addressing waste management, land use planning and sustainable economic development, as well as a continued focus on sustainable transportation and the conservation of energy and water. Initiatives include partnership with the City of Atlanta and Atlanta Bicycle Coalition on a bicycle facilities feasibility study, promotion of parking management best practices and the continued addition of participants to the Atlanta Better Buildings Challenge.



Find out more by scanning this code with your smart phone.

> Centennial Tower

AUGUST

EXCEL

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Sustainability

In November 2011, CAP/ADID launched the **Downtown Green Source** program to provide the connections, resources and education necessary to enhance the environmental sustainability and economic vitality of Downtown Atlanta. In its first year, the Downtown Green Source program focused on sustainable transportation solutions (previously provided by the Downtown Transportation Management Association), as well as energy and water efficiency in Downtown real estate through the launch of the **Atlanta Better Buildings Challenge**.

The Better Buildings Challenge aims to reduce energy and water consumption 20 percent by 2020 across participating buildings. The nation-leading public-private initiative was announced locally at CAP's Downtown Development Day on November 3, 2011, by Michelle Moore, from the White House Council for Environmental Quality,

and Mayor Kasim Reed.

As part of the U.S. Department of Energy's Better Buildings Challenge, Atlanta will compete with six other cities—Denver, Seattle, Los Angeles, Sacramento, Washington, D.C., and Houston—to become a top-tier sustainable city in the nation. The program's primary focus is the 400-block area of the Atlanta Downtown Improvement District. Its mission is to catalyze economic growth and job creation and to facilitate energy-efficiency project implementation by providing building energy assessments, education programs and access to financing opportunities.

The list of public and private Founding Partners continues to grow, along with the numerous building participants across a variety of industry sectors. As of year-end 2011, more than 21 million square feet of building space was committed to the Atlanta Better Buildings Challenge.

August 2

First Thursday ArtWalk

Take in outstanding exhibitions and discover the historic districts of Downtown each month on self-guided tours of the thriving gallery scene.

August 25

German Bierfest

Celebrate German beer at Woodruff Park with the German American Chamber of Commerce in a family-friendly environment featuring authentic fare, music and fun.

August 31–September 3

Dragon*Con

For out-of-this-world fun, make plans to spend Labor Day weekend at the largest fantasy/sci-fi convention on Earth—and don't miss the parade on Saturday!

NEXT

Atlanta, particularly Downtown, is rapidly achieving one of the highest standards of public-private surveillance systems in public areas. In 2012, with the support of ADID, Downtown will continue to expand the surveillance portion of Operation Shield in partnership with the Atlanta Police Foundation and the City. The anticipated further decrease in crime levels will continue to benefit the convention and special event industries, and attract economic development and the sustainability of residential and commercial communities.



Find out more by scanning this code with your smart phone.

> Ambassador Force

SEPTEMBER



EXCEED

Public Safety

Downtown continues to be one of the safest places in the city. While representing almost half of the city's daily population, Downtown represents only 7 percent of the city's overall crime. The perception of safety Downtown increased by 9 points in a 2011 survey of metro suburban homes.

CAP/ADID partnered with the Atlanta Police Department (APD) on the **Clean Car Campaign** to encourage motorists to remove viewable valuables from vehicles after parking, reducing the odds of break-in by nearly 95 percent. CAP/ADID called on parking lot operators and the public to aid in increasing awareness of the campaign and distributed supporting signage to area businesses and parking lots.

Operation Shield focuses on maximizing public and private resources to reduce crime and make the city one of the safest in the country, in terms of both actual crime reduction and improved perception of safety. In 2011, the City and the Atlanta Police Foundation (APF) activated the Video Integration

Center, which integrates all participating public- and private-sector cameras in the city to allow monitoring at a consolidated point around the clock with the application of analytics to maximize surveillance capabilities in crime fighting. ADID continues to partner in the surveillance program by providing the Zone 5 Precinct monitoring station, focusing on Downtown activities, with a dedicated response. In November 2011, ADID and APF made a generous donation of a SkyWatch mobile observation tower to the APD. The tower, which is linked with the Video Integration Center, affords officers a view of selected Downtown areas and allows for improved monitoring of major events.

APF launched the **Relocation Bonus Incentive** to entice officers to move into the city. In February 2011, ADID pledged to match the APF bonus to any officer moving into Downtown, and Downtown attracted the most participants.

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September 13
Kaiser Permanente Corporate 5K Run/Walk and Company Picnic
Designed to promote health and fitness among metro Atlanta companies and their employees, this unique workplace fitness program culminates in a 5K at Turner Field.

September 22
Georgia State University Football
The Panthers welcome Richmond to the Georgia Dome for a conference game.

Any date
City Segway Tour
Cruise through parks and along sidewalks, learn about Downtown Atlanta and take advantage of fantastic photo ops aboard a Segway i2, the newest and coolest personal transportation device.

NEXT

This year will see the installation of new LED signal heads at 38 additional intersections Downtown. This will bring the number of intersections that have been fully upgraded to 124 by year's end, thanks to a partnership between ADID, the City, Georgia Department of Transportation and State Road and Tollway Authority. In 2012, the Downtown traffic signal network will also receive an updated timing plan to optimize traffic flow. The approval of the streetcar design-build contract in March ensured that 2012 would be a year filled with implementation and outreach activities necessary to meet a targeted revenue service date of mid-2013.



Find out more by scanning this code with your smart phone.

> 55 Allen Plaza



OCTOBER

EXAMINE

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Transportation Improvements

The year saw marked progress on **Downtown's 2.7-mile modern streetcar system**, including the finalizing of a selection process for the design-build team and the awarding of contracts for the purchase of four modern streetcar vehicles, rail and substations to power the system, and the development of the system's logo and brand. A \$4 million grant from the Atlanta Regional Commission will help fund transit enhancements alongside the streetcar's construction.

The second phase of **upgrades to the network of Downtown traffic signals** resulted in the installation of new, energy-efficient LED signal heads and safer "count-down" pedestrian signals at 54 intersections in 2011. The project also evaluated wireless radio technologies for communication between intersections and with City Hall.

Summer 2011 saw the completion of the **conversion of West Peachtree Place** to a two-way

street between West Peachtree Street and Centennial Olympic Park Drive. The \$1 million **Fairlie-Poplar Historic District Streetscape Project** made the busy corridor safer and more attractive. In addition to upgrades to the sidewalks, improvements included new bike racks, trashcans and landscaping. ADID's Marietta Street sidewalk improvements were awarded the "Best Civic Upgrade" award from Atlanta neighborhood and real estate blog Curbed.

The **I-75/85 Connector Transformation** effort completed in fall 2011 yielded a strategic plan identifying enhancement opportunities along the interstate, including urban forests, public art, vertical greening and lighting. Developed in collaboration with Midtown Alliance, the project envisions an engaging connector that will present a new face of the city to motorists and create a positive economic impact.

October 1

Opening of *Once Upon a Time . . . Exploring the World of Fairy Tales*

This engaging exhibit at Imagine It! The Children's Museum of Atlanta takes visitors into the larger-than-life pages of fairy tales from around the world.

October 13

Fall Fit Fest

This fun-filled event with Dr. Mehmet Oz at the Georgia World Congress Center promotes high-energy activities to get the heart pumping and the body moving.

October 31

The Big Boo

Have a wickedly good time masquerading around town with the kids and festival-hopping from Historic Oakland Cemetery to other Downtown haunts.

NEXT

This year, work will begin on the Auburn Avenue Historic & Cultural Information project, a \$400,000 capital investment in the historic way-side signs along Auburn Avenue. Multimodal Passenger Terminal activities include stakeholder and public outreach events to support the environmental and master planning for the terminal and 120-acre "railroad gulch" area.



Find out more by scanning this code with your smart phone.

> 201 Peachtree Street



EXPLORE

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Economic Development

CAP's commitment to the 2008 Green Line plan and support of the redevelopment of the Downtown "railroad gulch" area paid off in 2011 with the approval of a master developer contract for the advancement of the **Downtown Multimodal Passenger Terminal** (MMPT) project. The MMPT will serve as the hub for transportation networks serving metro Atlanta, including MARTA rail and bus systems, regional express bus systems and the Georgia railroad network, as well as future systems, from high-speed and light rail to streetcar services. The MMPT will also serve as a catalyst for one of the largest Transit Oriented Development (TOD) projects in the U.S.

Each November, CAP presents **Downtown Development Day** to educate Atlanta's real estate community and Downtown stakeholders on its progress and share plans for Downtown's continuing revitalization. The 2011 event included

the launch of the Atlanta Better Buildings Challenge and the presentation of the 2011 Atlanta Downtown Design Excellence Award (ADDEA) to four Downtown spaces: AT&T Dolphin Tales Exhibit at the Georgia Aquarium, Hyatt Regency Atlanta, MLK Jr. Federal Building and Sister Louisa's Church.

In 2011, CAP supported the 85-year-old **Sweet Auburn Curb Market** in its launch of a **renovation project** aimed at critical capital improvements to increase the energy efficiency of the building, as well as cosmetic upgrades to aid vendors in attracting customers.

CAP's efforts to encourage **reinvestment in the streetcar corridor** were supported in 2011 with the awarding of two grants: an Atlanta Regional Commission Livable Communities Initiative grant and a ULI Urban Innovation grant.

November 17

Madonna 2012 World Tour

The pop icon, who kicked off the year with a jaw-dropping Super Bowl halftime show and the release of her album MDNA, brings her world tour to Philips Arena.

November 17

Centennial Olympic Park Ice-Skating Rink Opens

Downtown Atlanta's only outdoor ice-skating rink is a favorite holiday destination, featuring covered observation seating, theatrical lighting on the real ice and holiday music.

November 22

Thanksgiving

Central Atlanta Progress wishes you a happy Thanksgiving.

NEXT

At year's end, we look forward to your continued support of Central Atlanta Progress and the Atlanta Downtown Improvement District and our wide range of projects and initiatives aimed at sustaining Downtown Atlanta as a safe, fun, clean and enjoyable place to live, work and play. The next step is yours. For information on renewing your annual membership, simply scan the QR code below and continue your commitment to our vibrant community.



Find out more by scanning this code with your smart phone.

> Henry W. Grady Statue



DECEMBER

EXTEND

Membership

Central Atlanta Progress reached its membership goal in 2011 and added 27 new members. If your company is not a Member, we invite you to become a part of one of Atlanta's most influential civic groups. By joining and renewing your Membership each year, you'll be stepping up as an active stakeholder in our efforts to keep Downtown vibrant, safe and smart. The support of Members enables us to:

- Advance exciting new projects like the Atlanta Streetcar and Multimodal Passenger Terminal
- Oversee critical improvements to Downtown infrastructure, such as roadways and public spaces
- Promote redevelopment and economic growth through marketing, strategic planning, coalition building and securing new public and private investments in our community
- Continue efforts, like the Ambassador Force, that preserve cleanliness, hospitality and safety.

Being a Member of Central Atlanta Progress also affords you more opportunities to benefit as an active and informed citizen. CAP Members enjoy a long list of personalized benefits that include unique networking opportunities, preferred-vendor status and economical sponsorship opportunities, as well as one-on-one assistance from a CAP liaison.

You're also invited to participate in CAP Membership Councils that support our efforts and advise our staff on matters such as transportation and infrastructure, economic development, marketing and public safety. Additionally, you'll receive monthly e-newsletters and invitations to Town Hall meetings that will keep you informed and engaged around the events and issues that matter most to Downtown's stakeholders.

Become part of our diverse community of investors committed to the growth and prosperity of Downtown and the entire Atlanta region.

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December 14

Castleberry Hill Art Stroll

Have a great dinner, buy some outstanding art and maybe even find your new loft or condo as Atlanta's historic arts district rolls out the welcome mat.

December 31

Chick-fil-A Bowl

Join tens of thousands of college football fans at the Georgia Dome for the nation's oldest ACC vs. SEC rivalry bowl game, which boasts more sellouts than any bowl, save the Rose Bowl.

December 31

Peach Drop

As 2013 nears, Underground Atlanta will light up with live performances, and with the approach of midnight, the 800-pound peach will begin its descent.

2011 CAP Members

2011 OFFICERS

CHAIR
Egbert Perry
The Integral Group

VICE-CHAIR
Craig Jones
Cousins Properties Incorporated

TREASURER
Brad Benton
KPMG Peat Marwick LLP

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ARCADIS US Inc.

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Ackerman & Co.

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John Ahmann
Ahmann

★ **George Andrews**
Capitol City Bank

Lars Bader
ABM Janitorial Services

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Atlanta Business Chronicle

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Jorge Bazan
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Kathy Betty
Atlanta Dream

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Michael Elting
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Omni Hotel at CNN Center

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Jim Meyer
Fishman Speyer

David Miller
Holder Construction Company

Russell Miller
Central Parking System

Moe Modjeski CPA
Northwestern Mutual Financial Network

Anderson Moore
PARKatlanta

David Moore
Historic Oakland Foundation

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Atlanta Neighborhood Development Partnership Inc.

Daniel O'Leary CCIM
Underground Atlanta

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Alston & Bird LLP

Richard Palmieri
Siemens

★ **Charles Parker**
Cox Enterprises Inc.

Gloria Parker
Parmenter Realty Partners

★ **William Pate**
Atlanta Convention & Visitors Bureau

R.C. Patel
Diplomat Hotel Corporation

Chip Patterson
AmeriPark

★ **Robert Patterson**
200 Peachtree

★ **Mary Jo Peed**
AT&T

Janis Perkins
The Odd Fellows Buildings

★ **Dane Peterson**
Emory University Hospital Midtown

★ **Alicia Philipp**
The Community Foundation for Greater Atlanta

Mike Plant
Atlanta Braves

Frank Poe
Georgia World Congress Center Authority

★ **Jeff Portman**
AMC Inc.

Clayton Powell
Development Authority of Fulton County

★ **Diane Prucino**
Kilpatrick Townsend LLP

★ **Erica Qualls**
Atlanta Marriott Marquis

Trey Ragsdale
Kaiser Permanente (Georgia)

Brent Reid
Winter Companies

Seth Remaley
Muzak

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April



May



June



July



August



September



October



November



December



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