

Downtown Atlanta Community Improvement District Atlanta Downtown Improvement District, Inc.

2013 Leadership and Highlights

Thank you to the over 380 commercial property owners in the District for your support of and investment in 17 years of progress and improvement.

The Downtown Atlanta Community Improvement District comprises 220 blocks of Downtown Atlanta including all or part of the Central Business District, Fairlie-Poplar, Sweet Auburn, Centennial Olympic Park Area, Hotel District, Centennial Hill, Marietta Artery, Centennial Place, SoNo, Convention District, the railroad "gulch," Underground Atlanta, Georgia State University, South of Marietta, Government Walk and the Railroad District.

Atlanta Downtown Improvement District, Inc. is the corporation formed to conduct the work of the Downtown Atlanta Community Improvement District. Founded in 1995 by the leadership of Central Atlanta Progress, Inc. the District has been reauthorized in 2002 and 2008. ADID is currently funded by an annual tax levy (currently 5 mils) assessed on commercial properties within the District.

ADID is a 501(c)3 organization governed by a nine member Board of Directors. Six directors are elected by Downtown commercial property owners, two are appointed by the Mayor and Council President and one is the Councilmember whose council district encompasses the largest geographical area within the district.

Downtown Atlanta Community Improvement District and Atlanta Downtown Improvement District 2013 Board of Directors

Harry Anderson Senior VP, Global Business & Technology Services, The Coca-Cola Company

Lisa Borders VP of Global Community Connections and Chair of The Coca-Cola Foundation

Curley Dossman President, Georgia-Pacific Foundation

Kwanza Hall Councilmember, Council District 2, Atlanta City Council

Lisa Harris Senior VP, Real Estate and Project Management, Turner Broadcasting System, Inc.

Craig Jones representing Cousins Properties Inc. (*Chairman*)

John Portman IV Vice President Capital Markets, Portman Holdings

Carl Powell Executive Vice President, The Integral Group, LLC

Ron Tarson General Manager, Westin Peachtree Plaza

Officers

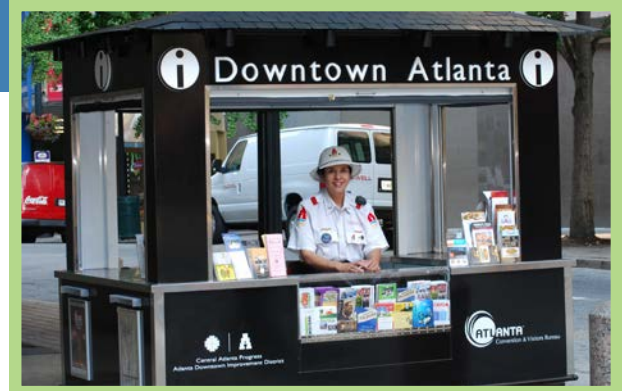
A.J. Robinson President

Charles Strawser Vice President Finance, Secretary-Treasurer



Public Safety, Cleanliness and Hospitality

- In 2013, ADID focused resources south of Marietta Street in support of **Operation Best Foot Forward**. Additional patrols, cleaning and code enforcement details in cooperation with the City of Atlanta are making a difference.
- The District provided financial support and Ambassador Force resources to support the **Operation Shield** surveillance camera system that blankets Downtown
- The **Ambassador Force** prioritized panhandling interventions to deter activity and enforce new City ordinances. Complaints are down significantly.
- Momentum grew in 2013 for the **Partners for Hope** program. In conjunction with the faith-based community, ADID monitors and redirects public feedings to indoor facilities and partner organizations.
- In partnership with the Atlanta Convention and Visitors Bureau the **Information Kiosk** at Peachtree and International was replaced in 2013.
- **Woodruff Park** saw a busy year of programming and the addition of new amenities including a bocce ball court, table tennis and playground and exercise station expansions.
- ADID partnered with the City of Atlanta Parks Department to activate and program **Hardy Ivy Park**
- The City of Atlanta's **Public Space Vending** program while dormant for most of the year was resurrected in December. ADID monitors and reports code violations to ensure lawful operations. Long-time permitted vending locations at the Five Points MARTA rail station were eliminated.



StreetsAlive

- 2013 saw a significant increase in the extent of the **Landscape Maintenance** that was supported by ADID. Spring sprung with seasonal plantings and tulip bulbs throughout Downtown. Planters were relocated to Five Points and continue to be cared for by ADID.
- In preparation for the NCAA Final Four tournament, **International Boulevard** was spruced up. Broken and missing sidewalk pavers were replaced and broken tree grates removed.
- The District's partnership continued with **Trees Atlanta** to care for trees and tree wells along Downtown streets.



Capital and Infrastructure

- Construction of the [Atlanta Streetcar](#) made significant progress in 2013. Beyond financial support, ADID has been active communicating road closures and detours, addressing property owner questions, encouraging patronage of streetcar adjacent businesses, hosting monthly Streetcar Socials and promoting the project. A mural was painted at the future Peachtree Center stop to raise awareness of the project.
- The ADID-lead [Traffic Signal Upgrades](#) saw the installation of new equipment at 72 Downtown intersections including the development of wireless mesh network to support system communication.
- Atlanta Regional Commission LCI funding was secured to support a [Parking Assessment](#) focused on implementing recommendations to improve communications and make Downtown parking easier.
- In 2013, two-way, separated cycletracks have been funded and designed for [Peachtree Center Avenue](#) and [John Portman Boulevard](#).
- Funding from the Georgia DOT and the Woodruff Foundation advanced the design of [Peachtree Street Bridge Enhancements](#) in support of the I-75/85 Connector Transformation effort.
- The [Auburn Avenue History & Culture](#) project progressed with the development of new historic wayside sign content and concept designs for the I-75/85 underpass.



GreenSource: Sustainability & Transportation

- The [Atlanta Better Buildings Challenge](#) had a banner year of program success and expansion. Following the ABBC's 2013 expansion beyond Downtown to the Midtown and Buckhead submarkets, the end of the year saw 127 facilities representing 67.5 million square feet participating in the program. Outreach, education and marketing efforts throughout the year are paying off. Atlanta is very competitive among our national competition.
- 2013 was a busy year for the [Transportation Demand Management](#) team including 151 outreach and employer educational events, programming resulting in the elimination of approximately 17.3 million vehicle miles traveled from our streets and highways, and strides in upgrades to internal organizational processes and efficiencies.
- The ADID [Downtown Green Source](#) program partnered with Atlanta Recycles and the Georgia Recycling Coalition for the development and rollout of the Atlanta Recycles Strategic Plan.



Economic Development

- ADID is also focused on the desired planning and policy support that ensure economic development success of the [Atlanta Streetcar](#). Updates to the Martin Luther King Jr. Landmark District zoning district are advancing. Sweet Auburn Works – a Main Street organization – is in formation to support grassroots, preservation-based commercial corridor revitalization. 2013 also saw the initiation of a formalized, third-party data set to track the progress of growth and investment in the streetcar neighborhoods.
- In collaboration with the Atlanta Convention and Visitors Bureau, ADID lead the [Andrew Young International Boulevard Hospitality Corridor Vision Plan](#). The stakeholder-driven effort established a strategy to transform the corridor into a safe, memorable, connected, well maintained, walkable thoroughfare that enhances the visitor experience
- ADID was a core participant in the [Downtown Development Technical Advisory Group](#) which developed recommendations to inform the City of Atlanta's efforts to transform Downtown south of Marietta by focusing on Quality of Life, Underground Atlanta and the MARTA Five Points rail station.
- 2013 saw the conclusion of the Georgia DOT's [Multimodal Passenger Terminal](#) feasibility study by the FIC Master Development team.

Marketing

- The 11th annual [Downtown Atlanta Restaurant Week](#) was held in 2013 between July 27 and August 4 and saw the largest number of participating restaurants ever – 42. Leading up to the event Atlanta City Councilman Kwanza Hall issued a formal proclamation recognizing the impact of the event.
- 2013 saw CAP/ADID's digital reach grow to new heights. With over 1.2 million unique [Website](#) visitors, 15,236 followers on [Facebook](#) and 11,054 followers on [Twitter](#); word about the District is reaching more and more audiences. Additional promotional tactics include an electronic newsletter program that reaches more than 12,000 subscribers monthly with targeted content ranging from Streetcar news to monthly event listings.
- To highlight ADID's accomplishments and contributions throughout the community, a new brand positioning campaign -- "[Brought to You by ADID](#)" -- was introduced to position ADID as the driving force behind many Downtown improvements and innovations.

