

# Great things are happening in **Downtown Atlanta.**

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It's an energy you can see and, more importantly, feel. Much of the unique, authentic energy that exists in the central city would not be possible without Central Atlanta Progress. In short, CAP makes Atlanta better. Since its inception, CAP has been viewed among its peers as a convener of ideas and initiatives that spark innovation and positive change for the city and the region. The central business district's distinct character cannot be replicated, and our work revolves around maintaining the strong sense of community in Atlanta.

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.

## A Brief History

Since 1941, CAP has stood at the ready to seize opportunities that offer catalytic and innovative programs that have profoundly impacted the city and the region. Without CAP, these things would likely not have been possible:

- Creation and management of the Atlanta Downtown Improvement District, which has leveraged \$12 million of infrastructure investment into \$149 million (12x multiplier) of projects
- Creation of Trees Atlanta
- Creation of the Center for Civil and Human Rights
- Feasibility study for College Football Hall of Fame
- The Atlanta Streetcar Project
- Creation of Eastside and Westside Tax Allocation Districts
- New Market Tax Credit Program
- Creation of Centennial Olympic Park Area Inc. (COPA)
- Envisioned and supported creation of MARTA
- Creation of the Downtown Transportation Management Association (TMA)
- Launch of Atlanta Better Buildings Challenge
- Establishment of COMNET (Security Communications Network) in cooperation with APD
- Founding of the Ambassador Force
- Woodruff Park

## CAP is a Convener

CAP brings influencers together to explore issues, confront challenges, identify common agendas and pursue mutual goals;

### **CAP is a Partner and Incubator**

CAP participates in strategic alliances among economic sectors and the community's most well-known assets;

### **CAP is a Steward and Custodian**

CAP provides long-term persistence and continuity in taking on the community's challenges and opportunities; but more than any of these,

### **CAP is a Champion of Downtown Atlanta**

CAP provides vision and leadership, using its influence to catalyze a collective action toward a vital and sustainable Atlanta.



## Join Us

Our Members fuel the success of Downtown. In appreciation for their investments in our work, CAP offers exceptional benefits:

### Community Impact

- Active role as a stakeholder in the vibrancy and prosperity of Atlanta's urban core
- Part of a 78-year tradition of critical investment
- The opportunity to guide the work we do and shape policies to improve the business climate and quality of life in Atlanta

### Exposure

- Website exposure on [AtlantaDowntown.com](http://AtlantaDowntown.com): featured members section with links to your website
- Receipt of our President's Inside Downtown monthly e-newsletter
- Featured listing in CAP/ADID Annual Report
- Company news communicated through official CAP social media outlets, website, and newsletters ("Inside Downtown" and "Be Downtown")
- Preferred vendor status - CAP members are considered first as potential vendors on a variety of projects
- Reduced-rate, and first-priority sponsorship opportunities to broaden exposure through public events and publications targeted at a variety of audiences
- Speaking opportunities at Downtown Marketing Roundtables (monthly meeting of marketing professionals and event planners from hotels, restaurants, attractions, sport teams, etc.)

### Presence and Influence

- Membership Council participation
- Exclusive events, behind the scenes tours, briefings and networking opportunities with major business and civic leaders

### Assistance and Information

- Staff-assigned CAP liaison who will maintain regular contact with Member designee to ensure maximum benefit from CAP membership investment
- Staff assistance with zoning and growth incentives offered through various governmental agencies
- Exclusive access to data and reports compiled by CAP and its partners
- Access to contact information for fellow Members

**Central Atlanta Progress (CAP)** works 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.

CAP is a private, not-for-profit corporation created in 1941 under section 501(c)(4) of the Internal Revenue Code. A 100-member board of directors of Downtown's most engaged and influential business leaders govern the organization. CAP has a long and distinguished history of civic planning and development activities, characterized by public-private partnerships tackling difficult problems over the long term with a very high rate of success.

To discuss membership opportunities, contact our Vice President of Marketing, **Wilma Sothern, at (404) 658-5910 or [wsothern@atlantadowntown.com](mailto:wsothern@atlantadowntown.com).**

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Central Atlanta Progress

## 2019 Membership Overview

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