

**DOWN
TOWN
ATL**

**I'm
DOWN
TOWN**

CAP & ADID's 2025 Impact Report



Downtown ATL uses a four-pillar strategy to shape Downtown into a thriving and welcoming heart of the region, blending civic leadership, economic vitality, and community vibrancy.

Each of our programs supports our mission to create a beloved public realm, build safe and smarter infrastructure, foster a vibrant neighborhood, and cultivate champions for Downtown's future.

2025 was a year full of highlights, accolades, and excitement.

This Annual Report will highlight some of these milestones from the past year as we look toward an even more successful and prosperous year in 2026!



My first year at CAP has certainly been an active one, beginning with my installation at last year's Annual Meeting, which ended in a soccer ball brawl as we kicked off the one-year countdown to the FIFA World Cup. Now, with FIFA nearly here, we are ready because of you.

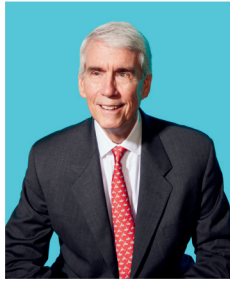
Our members are the difference makers for Downtown Atlanta.

Your support allows CAP to strengthen our advocacy at City Hall and the State Capitol. It fuels our work with property owners and investors to align opportunities with resources. It helps us champion safer sidewalks and streets, paving improvements, and public art that create a more welcoming public realm. It supports pop-up retail, storefront activation, and the small businesses that bring energy to our blocks.

Every idea you share, every resource you provide, and every partnership you help build moves us closer to a Downtown where businesses, students, workers, and visitors thrive.

If you are not yet a CAP member, this is the year to join.

-David Cummings, Chair, Central Atlanta Progress Board



For 30 years, ADID has helped shape the story of Downtown Atlanta.

As we celebrate this milestone anniversary, we recognize the critical role ADID has played in strengthening Downtown's success and elevating the everyday experience through hospitality, safety, transportation, beautification, and sustainability initiatives.

Our Clean, Safe, and Outreach Ambassadors are often the first friendly face people see and the steady presence our district relies on. They provide meaningful, dependable service to property owners, community members, students, workers, residents, and visitors alike, helping create a Downtown that feels welcoming, cared for, and connected.

Congratulations on 30 years, ADID!

-Craig Jones, Chair, Atlanta Downtown Improvement District



A VIBRANT NEIGHBORHOOD

Economic Development

A vibrant neighborhood is one where opportunity is visible, and momentum is shared. It is not just busy streets or new buildings. It is a local economy that works for the people who live, work, study, and invest there. This year, we celebrated that momentum with our first Downtown Day in partnership with the City of Atlanta, where we had so many places to visit that the day began at 8am at the Commerce Club to launch our *State of Downtown* report and ended at 3am with a dance party at MJQ.

Morning, noon and night Downtown Atlanta drives economic development, powering businesses, creating jobs and attracting investment.



337

Brand new housing units were made available to the public between The Mitchell and The Sweet Auburn Front Porch.

Downtown was named **1 of 7** neighborhoods in the Neighborhood Reinvestment Initiative by Mayor Andre Dickens

\$5.2B

In new investments in our city center



A VIBRANT NEIGHBORHOOD

New Businesses & Developments

We helped to welcome 10+ new businesses to Downtown Atlanta in 2025 with ribbon-cuttings, promotions, and individualized assistance.

- Atlanta Tech Village – Sylvan
- Azalea Market
- BE on Edgewood
- Brown Toy Box
- Cafe Momentum
- Crates
- Dope Coffee
- MJQ Nightclub
- Peppers Hot Dogs
- SKOL Brewery
- Smorgasburg Atlanta
- The Vick at the Healey
- Utopia Restaurant and Lounge
- Village Books



SAFER, SMARTER INFRASTRUCTURE

Planning & Capital Projects

Prioritizing a safer, smarter infrastructure in Downtown Atlanta is key to supporting growth, mobility, and public confidence. Through strategic planning, partnerships, and capital projects, we are modernizing streets, lighting, transit, and public spaces to improve safety, accessibility, and resilience. These investments ensure Downtown works reliably for residents, workers, students, and visitors, both on the global stage and in everyday life.

7

Major pedestrian enhancement projects underway

\$750K

invested in engineering for upcoming safer streets construction

1

Epic view from the Jackson Street Bridge was upgraded with safety enhancements

Nearly one mile of improvements, including

450 delineators and bollards and

150 concrete wheel stops on Forsyth Street





SAFER, SMARTER INFRASTRUCTURE

The Stitch Development

In 2025, The Stitch gained momentum and continued to receive strong support from the community, business, civic, and political leadership for this once-in-a-generation project.



1

Master Plan
developed
and adopted

A new **501(c)3**
established to advance
the vision

9

Board members
were sworn in to
lead Stitch Inc.

\$9B

In estimated
economic value
for Atlanta

CULTIVATING CHAMPIONS

Downtown Advocacy & Promotion

Central Atlanta Progress cultivates champions of Downtown by convening business leaders, property owners, and community partners around a shared vision for the city center.

Through advocacy, engagement, and strategic partnerships, CAP empowers its members to influence policy, support investment, and advance a stronger, safer, and more vibrant Downtown Atlanta.

22

Networking
events

18K

Newsletter
subscribers

152K

Social media
followers

1.4M

Impressions

30

Annual forums including the Downtown Security Forum, Interagency Law Enforcement Forum and the Interagency Social Services Forum (with over **1,400** attendees at the forums annually)



A BELOVED PUBLIC REALM

Art & Activation

In 2025, our Arts and Activation team infused Downtown with creative energy, bringing the extraordinary work of international and local artists to its walls, streets, and sidewalks.

Through music, performance, and public art, residents and visitors were invited to connect and share an experience. When sidewalks become stages and blank walls become canvases, Downtown shifts from a pass-through corridor to a shared gathering space. Creative expression adds warmth, identity, and vibrancy, turning everyday blocks into destinations and making Downtown feel welcoming and distinctly ours.

37

Hours of free yoga was taught in Woodruff Park

25

Delta Air Lines employees volunteered on Earth Day for our Downtown Native Plants and Wellness Initiative and helped us plant thousands of seeds

128

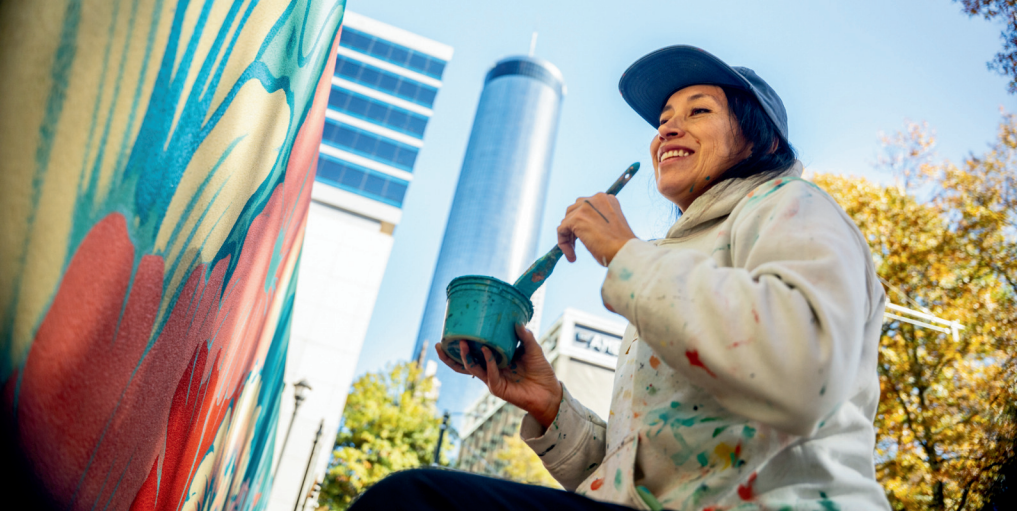
Hours of live music were performed on the Broad Street Boardwalk

4,328 sq ft

Of new murals were painted, with more coming in 2026

We saw the debut of the **ONE AND ONLY** MAP Rover, a high-lumen projector and workstation that illuminates city buildings and unexpected places with digital artwork, film, and photography





A BELOVED PUBLIC REALM

Clean, Safe, and Served

220

City blocks were kept clean, safe and served

320K

Gallons of water used to pressure wash and keep the streets sparkling

3,024,000

Pounds of garbage removed from city streets

137

Trees planted by Trees Atlanta and Gibbs Landscaping Co.

1,000,000th

Daffodil bulb planted downtown through our partnership with The Daffodil Project

The Street To Home Initiative **\$30,000** grant secured permanent housing for up to **15** families thanks to our partnership with United Way of Greater Atlanta

301

Individuals reunited with their families (Up 150% from 2024)

46%

Decline in theft from automobiles compared to the previous year, thanks to our LOCK HIDE KEEP campaign and Ambassador parking lot patrols





This is the year to be part of Downtown Atlanta.

At 85 years strong, Central Atlanta Progress (CAP) stands among Atlanta's most enduring civic institutions. Alongside the Atlanta Downtown Improvement District (ADID), now marking 30 years of service, our organizations have helped shape Downtown through decades of growth, challenge, and transformation.

Atlanta welcomed the world in 1996 for the Olympic Games. Soon, we will do so again as the FIFA World Cup comes to Downtown Atlanta.

As we prepare for this next global moment, we are proud to introduce a refreshed, unified brand, one dynamic identity that reflects the full scope of our work. From major infrastructure investments to the everyday efforts that keep Downtown safe, clean, and welcoming, everything we do is focused on creating a vibrant Downtown that works for everyone.

This is a pivotal moment for our city—and an opportunity to be part of something meaningful: come Downtown and get excited for: Downtown ATL.

-AJ Robinson, President, Central Atlanta Progress & Atlanta Downtown Improvement District



TALENT

Executive Leadership

A.J. Robinson – President
Jennifer Ball – Chief Operating Officer
Marcus Mister – Vice President of Operations
Alena Green – Chief of Staff

Communications & Marketing

Nancy Zintak – Vice President,
Communications & Engagement
Lynne Tanzer – Marketing Manager
Alex Bauer – Senior Manager of
Membership & Communications

Operations & Administration

Maria Liatis – Executive Assistant to the President
Bianca Colbert – Assistant to VP and
Administrative Coordinator
Taylor Hudley – Administrative Coordinator
Brittany Leslie – Human Resources Manager

Finance

T'Shura Johnson – Controller
Beatriz Morman – Staff Accountant

Public Safety

Daryl Johnson – Director, Public Safety and
Captain, Ambassador Force
James Goggins – Deputy Director, Public Safety

Public Space & Operations

Steve Ware – Director, Public Space Operations

Art & Activation

Alex Frankcombe – Director, Art & Activation
Nina Dolgin – Program Manager, Art & Activation
Parker Thornton – Creative Placemaking &
Activation Coordinator
Noa Hect – Creative Placemaking Lead

Planning & Projects

Stacy Grolimund – Senior Project Manager,
Transportation & Capital Projects
Brianna Davison – Senior Project Manager,
Research and Impact
Jeremy McNeil – Project Manager, Planning

Supportive Services

Nakasha Shoyinka – Director, Supportive Services

DOWNTOWN ATLANTA







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