



PROGRESS REPORT



**MIDTOWN
MIDTOWN**
Alliance



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The projects, partnerships, events and success stories that defined the past year in Midtown Atlanta.

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► Introduction

As we begin 2024, we reflect on the current momentum in Midtown and what's next.

On an average day, 114,000 daytime workers, residents and visitors spend time in Midtown Atlanta. Throughout this dynamic 1.2 square mile district, culture and commerce blend in exciting new ways. Midtown Alliance's work continues to be a catalyst for more of the quality experiences on the ground that draw people in.



Key



DELIVERED SINCE 2018



UNDER CONSTRUCTION



PROPOSED



Record new development in the 1.2 square mile Midtown Improvement District.

During 2023, six new development projects were delivered, including new office and residential buildings totaling \$2.7B of investment. Looking back five years, nearly 50 new buildings have been delivered with an estimated value of almost \$9B.

Few places in North America, if any, have experienced as much concentrated development as Midtown Atlanta over the last five years. As an organization, we remain focused on creating the conditions where people want to be. It's a combination of the big things and a lot of smaller daily things that add up. When we get this right, investment follows, and the image above is visual confirmation.



Exciting new street-level upgrades broke ground in 2023, with more on the way.

It's been estimated that about 60 new people move into the Midtown district every week. This creates a growing imperative to evolve Midtown's transportation network and allow the streets to do more, with added safety, and for more people. Our strategy in four words: happy people on foot.

We were excited to break ground this year on the long-awaited **Juniper Street Complete Street** project that will create new options for people on foot, bikes, scooters and in cars. Work is

now substantially complete on the first phase of the **Midtown Art Walk** on Peachtree Walk between 10th and 11th Streets. And 12 new traffic signals are arriving soon with **intersection upgrades** throughout the district that will improve both pedestrian safety and traffic flow.

Many more enhancements are on the way in 2024, with \$20M of spending on capital projects slated for 2024 alone.

Our biggest year ever for community events and programming.

Early in 2023, we launched an ambitious Public Life Action Plan to create more opportunities for human connection and delight at the street level. While this plan involves many complementary strategies, one imperative was for more opportunities for people to come together in new ways. To this end, Midtown Alliance staff executed **80+ community events** over the past year that drew crowds into Midtown's outdoor spaces, from dog-themed parties and yoga instruction and movies in the 10th Street Park to live music in the 15th Street Arts District Plaza and Commercial Row Commons. See our pictorial recap of these and other memorable events on the pages of this report.



Major progress on maintaining a safe environment with a 23% reduction in crime in 2023, on top of a record low 2022.

Midtown Atlanta is among the safest places in the Atlanta region. Although many may be unaware, incidents of crime in Midtown have fallen to their **lowest levels in at least 25 years.**

This success is built on partnerships and coordination between our Midtown Blue public safety team, the Atlanta Police Department, county and state law enforcement agency partners, private security, property managers, and Midtown residents. Backed by sound strategy, a great team, cutting-edge technology, and solid communication, we'll work to keep this positive momentum going to maintain a safe and welcoming district.

Read our year end 2023 Public Safety Report [here](#).



Market vitality data shows Midtown continues to thrive.

The many indicators we follow – from foot traffic and new development to bike trips and hotel occupancy – all point to a thriving mixed-use district with a strong appeal for both leisure, learning and livelihood. Thanks to our hard-working team and committed partners for putting in the work to make Midtown a success story. Read more on these metrics in the District Highlights section of the report.

And know that beyond the data and the numbers, Midtown is an exceptional urban place because you're part of it.



Mary Pat Matheson

Anna & Hays Mershon President & CEO,
Atlanta Botanical Garden
Midtown Alliance Board Chair



Kurt Hartman

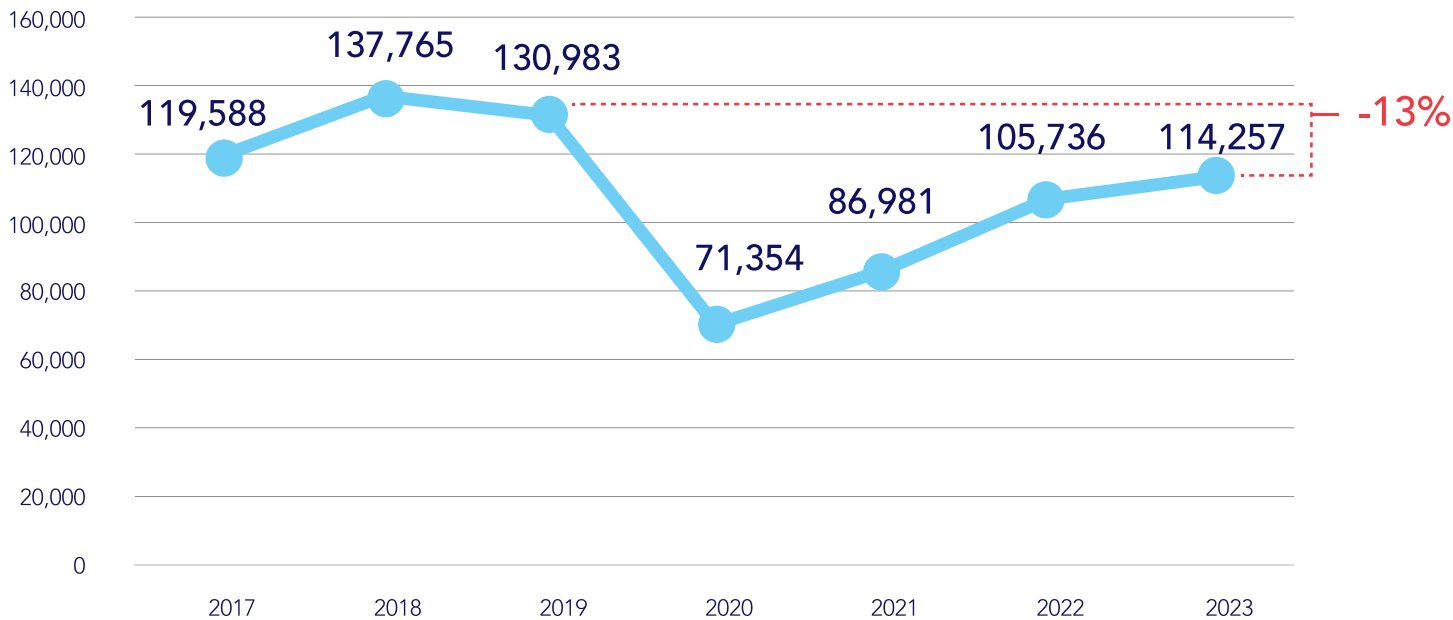
Senior Managing Director,
Hines
Midtown Improvement District Board Chair

► District Highlights and Benchmarks

Tracking Market Vitality

The number of people who spend time in Midtown during an average day continues to climb from 2020 lows. The district is only pacing -13% behind 2019 daily counts.

Average Daily Population

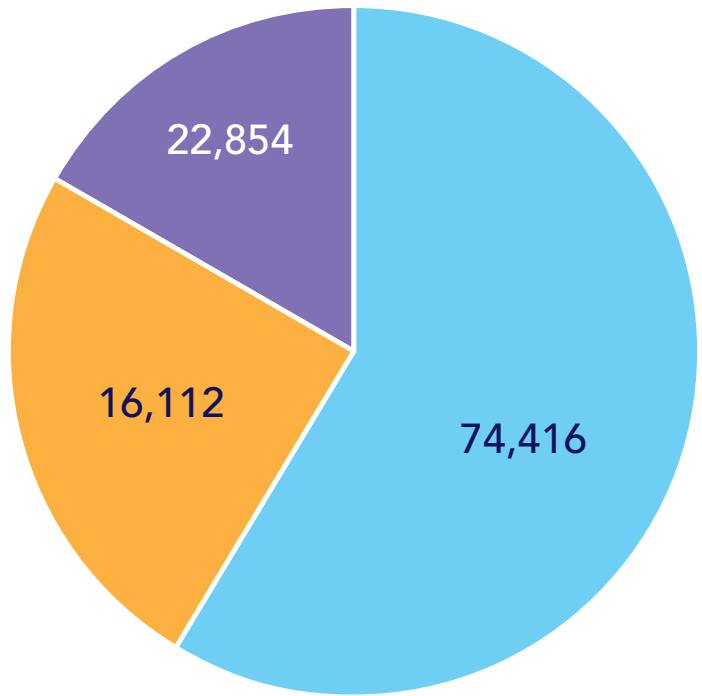


Source: Placer.ai



Overall, 114K people spend time in the 1.2 square mile Midtown Improvement District on a typical day.

Average Day (Jan. – Nov. 2023)

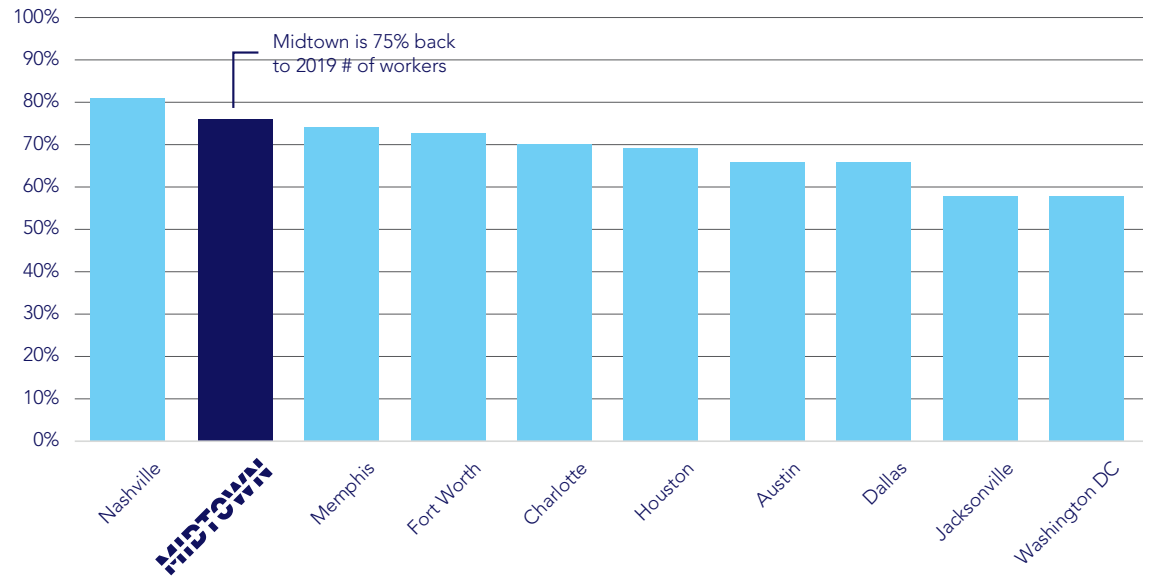


Visitors – spending at least 45 min. Workers Residents

Source: Placer.ai

Midtown stands near the top of Southeastern commercial districts with the most workers present.

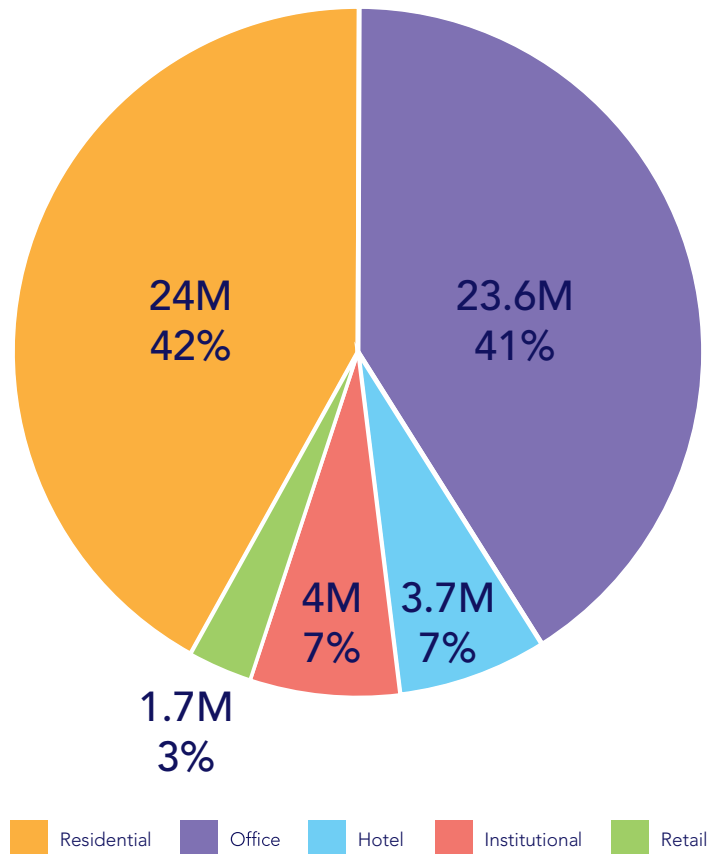
Comparison of All Workers in Central Business Districts (Q2 2023 vs. Q2 2019)



Source: Placer.ai (Geographic areas of study roughly equivalent at 800 – 1,200 acres)

Real estate uses by square footage: 83% of space in buildings in Midtown is dedicated to either residential or office use.

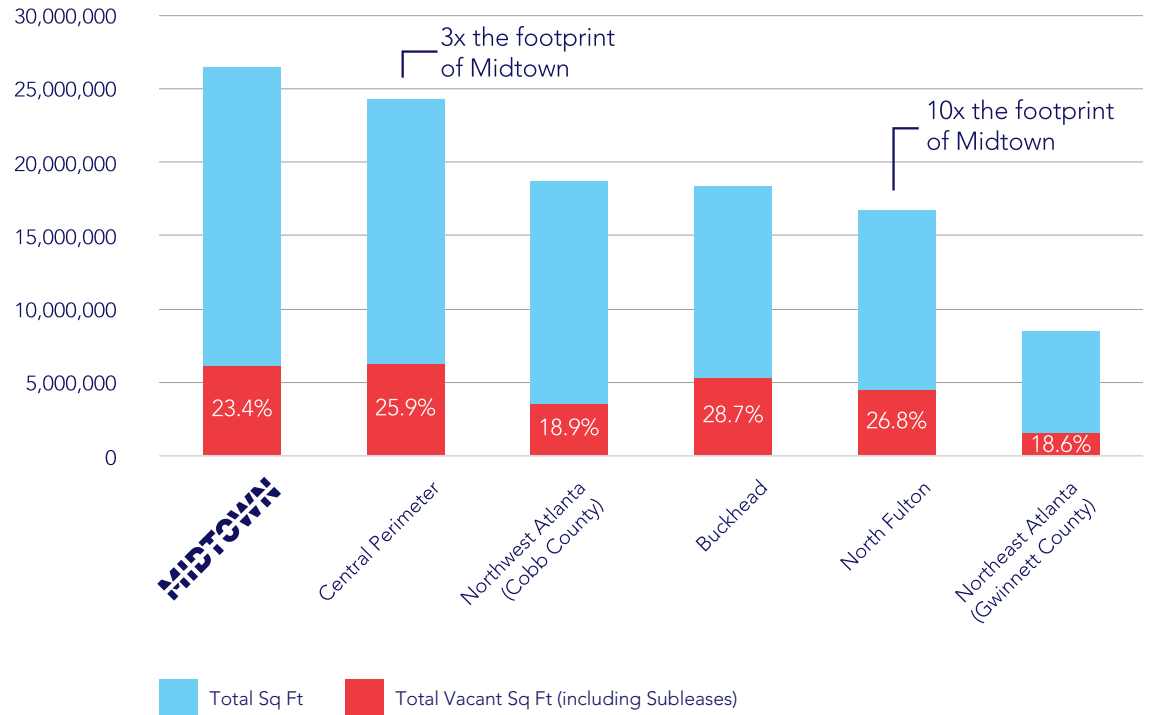
As of Q1 2024



Source: Midtown Alliance 2024

Midtown's Class A office vacancy is on par with other submarkets, but Midtown's land area is much smaller.

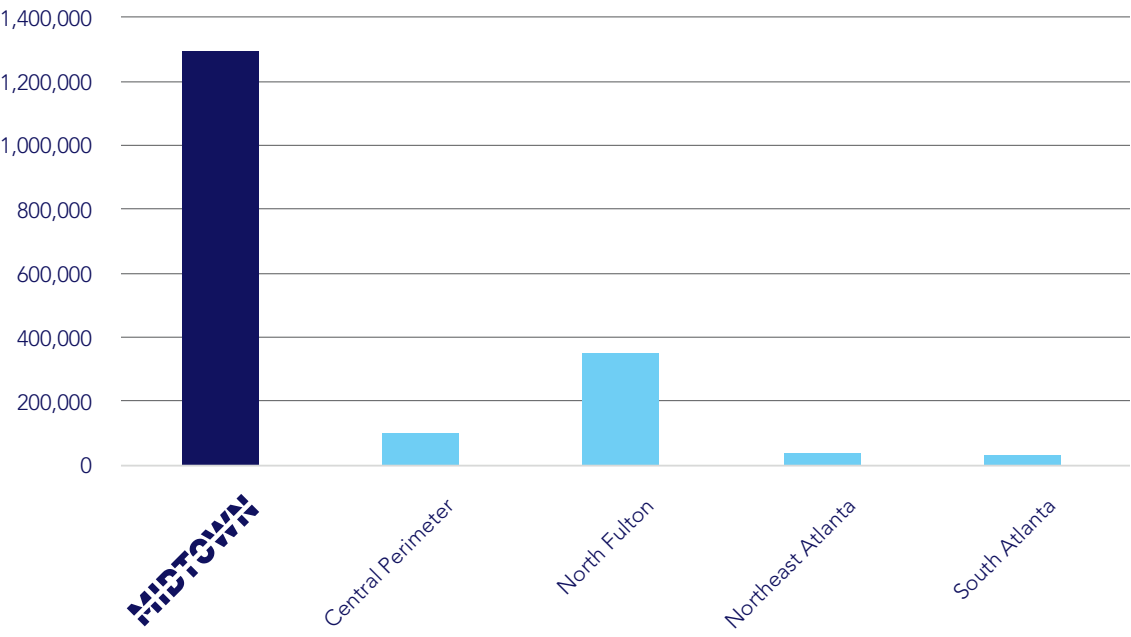
Class A Office Total SF vs. Vacant SF (Q3 2023)



Source: Colliers Q4 2023 Atlanta Office Report, CoStar, Midtown Alliance

Midtown's office rental rates per square foot are \$41.91. Midtown has more Class A office under construction than any other submarket by far.

Q3 2023 (figures in SF)



Source: Colliers Q3 2023 Atlanta Office Report



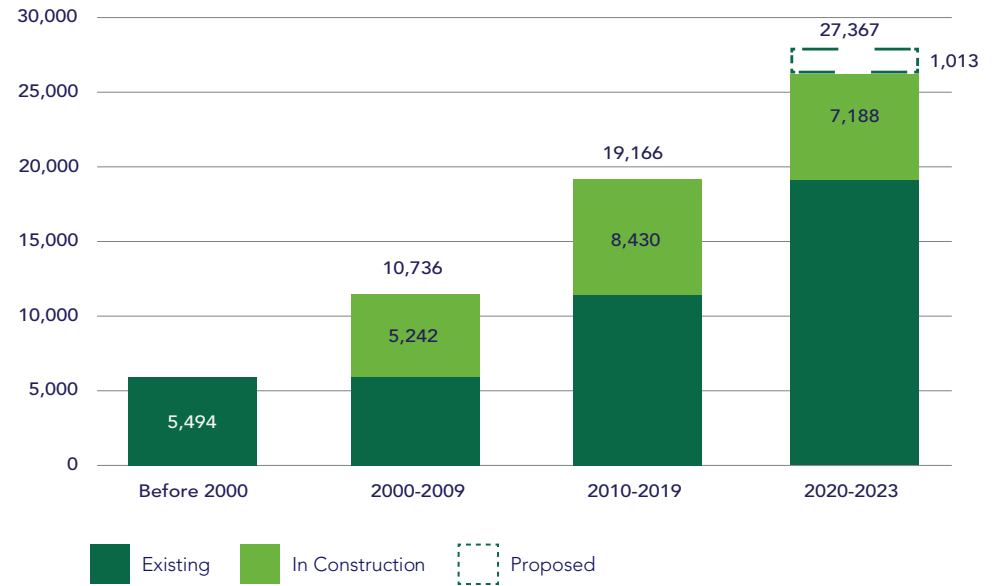
Overall, \$8.4B in new development has been delivered in Midtown since 2018.

	Office Institutional (SF)	Residential Units	Hotel Rooms	Retail (SF)	Valuation
DELIVERED SINCE 2018	6,005,600	7,774	1,460	443,500	\$8.4B
IN CONSTRUCTION	1,095,000	4,055	120	144,000	\$2.7B
PROPOSED	1,633,000	1,227	0	59,600	\$1.7B
TOTALS	8,733,600	13,056	1,580	647,100	\$12.8B

Source: Midtown Alliance

Since 2000, Midtown residential units have grown 5X and are poised for continued growth.

Residential Units (Midtown Improvement District)



Source: Midtown Alliance



New Development Continues to Surge

Overall, 6 new development projects delivered in '23, including the \$400M Emory Winship Cancer Treatment Center and several new residential towers that added nearly 1,400 new units combined to the district's living options. The \$200M third phase of Tech Square is also under construction, comprising 404K SF of office and academic space.

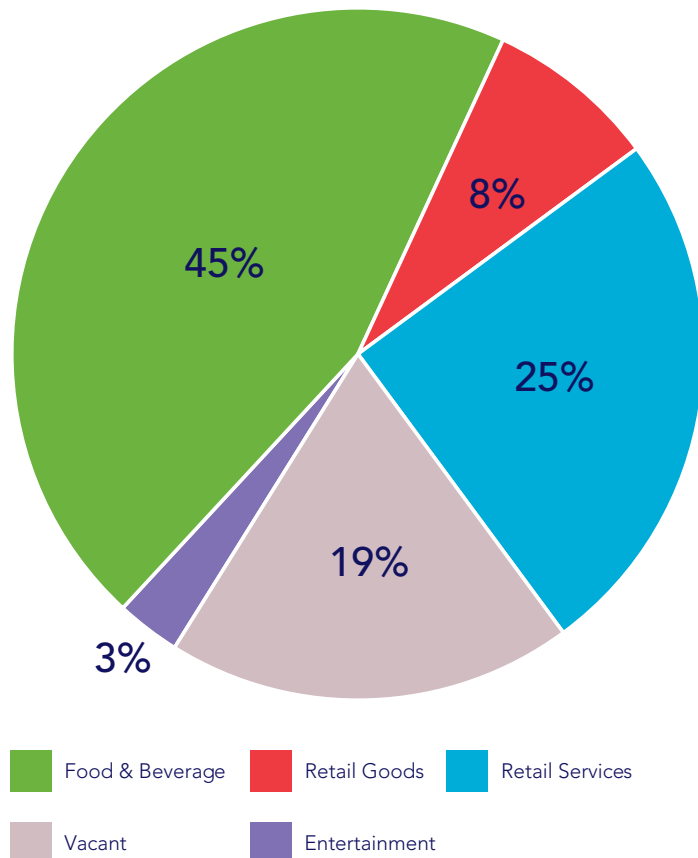


The staff and volunteer members of the Midtown Development Review Committee reviewed 10 new projects during 2023.

Retail and Hospitality Momentum

80 new retail stores have opened in the district since 2020 against 60 closures. Overall, 81% of street-level retail space in the district is occupied.

Midtown's Retail Mix



The MICHELIN Dining Guide lauded Atlanta restaurants including two in Midtown: Lyla Lila (recommended) and Lazy Betty (one star).



Midtown hotels maintained the highest occupancy and strongest demand level relative to 2019 per Atlanta Convention and Visitors Bureau data:

Month	% Change Difference in Demand from 2019
January 2023	+13%
February	+10%
March	+8%
April	+5%
May	+16%
June	+12%
July	+9%
August	+8%
September	+10%
October	+18%
November	+11%
December	+7%

Other Quality of Life Wins

Atlanta City Council designated Pershing Point Park and its WWI memorial as a city landmark.

The City of Atlanta brought Atlanta Streets Alive back this fall to Peachtree Street.








► Improving the Public Right of Way

The Midtown Alliance Capital Improvements Program exists to physically improve the way people experience Midtown at street-level. \$65 million of capital projects are currently advancing through design/engineering, and construction phases, with completion by 2027.

Read more about our capital projects [here](#). 



Construction Begins on Juniper Street Complete Street Project

After years of delay, the Juniper Street Complete Street project began construction in early-May. The project will bring major improvements to the mile-long corridor between 14th Street and Ponce de Leon Avenue, including a protected bikeway, new wider sidewalks, safer pedestrian crossings, new street trees, pedestrian-scaled LED lighting, upgraded traffic signals, resurfacing, and more. Thanks to our local, state and federal agency partners for their help to move this important project forward.



New Midtown Art Walk Segment Adds to Wow Factor

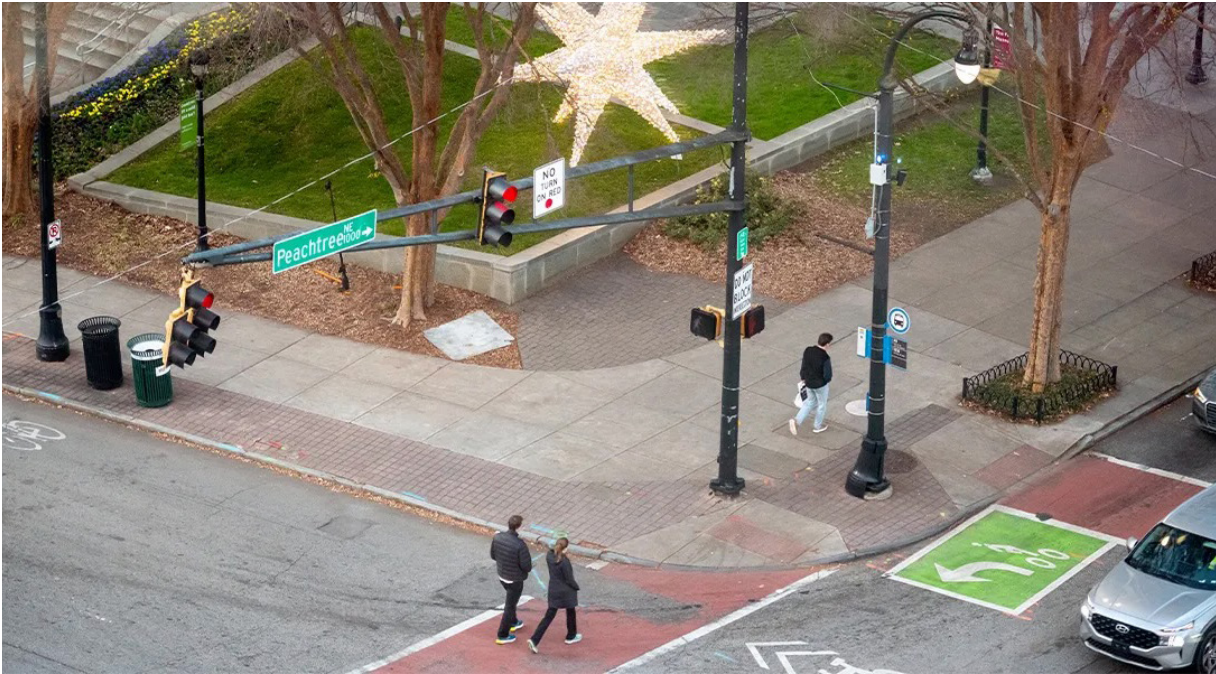
Phase I of the Midtown Art Walk was completed in late-2023. This new pedestrian promenade and gathering space will serve as a canvas for unique art installations of varying scales and features distinctive overhead lighting and lush landscaping.

After these art installations are added in early 2024, the Art Walk will create a unique experience for people exploring the district on foot.




Designing Safer Streets that Benefit Everyone

In 2023, Midtown Alliance, in partnership with the Atlanta DOT, improved safety measures in the bike lanes on 10th Street and 14th Street by installing flex posts to deter motor vehicles from entering the lanes. The improvements also incorporate green pavement markings at conflict points.



New Traffic Signals Being Installed

Important work to bring new traffic signals to the district also began in 2023, with crews working to install conduit and footings for the signals. And now this spring via a partnership between Midtown Alliance, ATLDOT, and the Federal Transit Administration (FTA), eight new traffic signals and two pedestrian actuated signals will go live in the district to create safer conditions for people on foot, in cars, and on bikes.

View a map and details in our **News Center**. 




Coming Soon: Construction of A New 15th Street and 5th Street Improvements

In late 2023 Midtown Alliance awarded contracts to extend 15th Street from West Peachtree to Williams Street, and to implement Complete Street enhancements on 5th Street between Williams and Myrtle Streets.

Construction is scheduled to begin in Q1 2024.

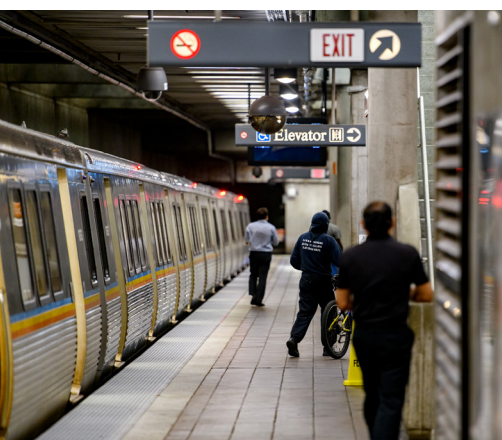


Catch Up on Public Improvement Projects Under Construction in 2024

We keep a space online with details about all the current and future enhancement projects slated for Midtown's streets, sidewalks, parks and plazas. Read about upcoming bike facilities, complete streets, new traffic signals and more at MidtownATL.com/Projects. 

Creating Opportunities for Minority Contractors

Midtown Alliance has awarded over \$25M in construction contracts since 2021. Of that, over 31% is allocated to minority contractors, nearly double the Georgia Department of Transportation's (GDOT) Disadvantaged Business Enterprise (DBE) goal of 16.3% (2019-2021).



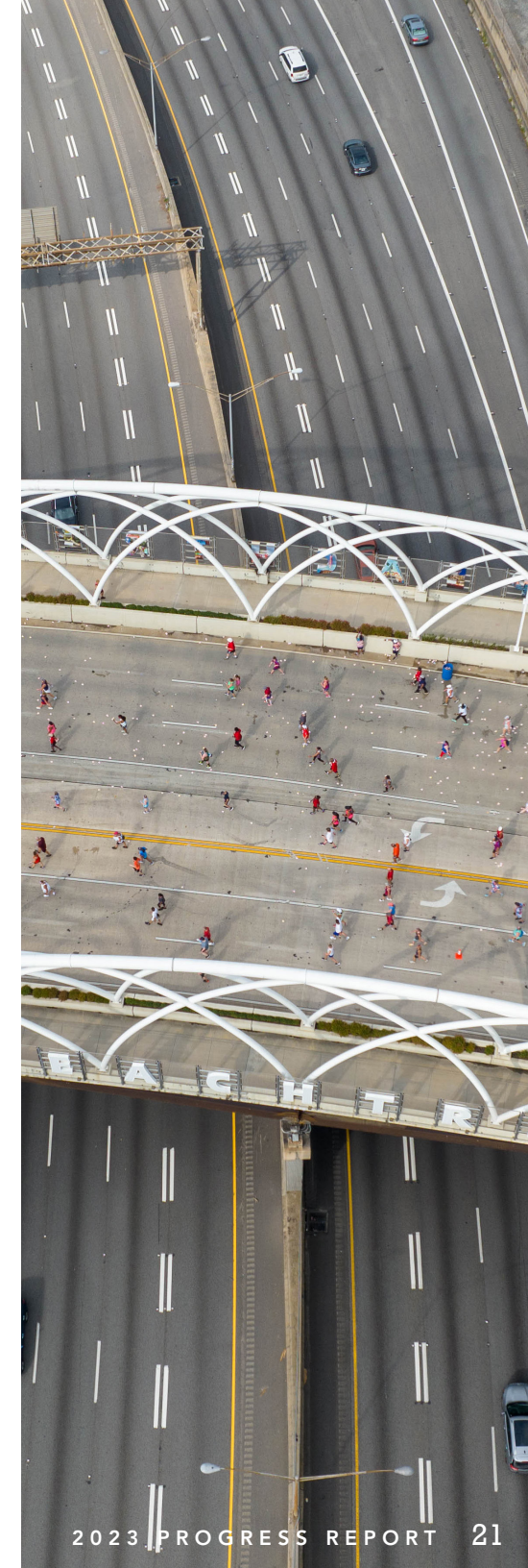
► Looking Ahead to Midtown's Next Wave of Corridor Improvements

Backed by strong community engagement, planning efforts continue to advance on the next improvement projects that will help Midtown's streets and corridors do more for more people. Improvements can be realized both through larger corridor projects and small pilot projects.



Proposed 15th Street Corridor enhancements are nearing the end of the design phase. This project will introduce new bike lanes on 15th Street, spanning from West Peachtree Street to Piedmont Avenue, addressing a crucial gap in Atlanta's east-west bike lane network.

Construction is expected to start in 2024.





Visioning for future improvements to the 17th Street Corridor has wrapped up.

The conceptual plan incorporates a two-way cycle track on the north side of 17th Street, well-defined bus-only lanes that lead to Atlantic Station, and enhanced pedestrian crossings for increased safety.

You can view the conceptual plan report on our website. No implementation funding has been identified and we'll continue to vet this project.



The Central Midtown Connection Plan will establish a protected bike facility through the center of the district, linking the current cycle track on 10th Street from Myrtle Street to Williams Street. This will create a contiguous bike route between the Atlanta BeltLine Eastside Trail and leading to West Midtown.

The design phase is anticipated to conclude in 2024.



Peachtree at 6th St. (c. 1940s)



Work continues in 2024 on creating a forward-looking, comprehensive vision for what Atlanta’s signature street can become.

Building from the Public Life Action Plan, Midtown Alliance is leading an effort to create a new design for Peachtree Street in Midtown that is exciting, memorable, and desirable by improving and activating the public spaces and areas of strength along the corridor. The goal is to create a thriving public realm where neighbors, office workers, classmates, and visitors come together to connect to each other, to arts and culture, to street-level business, and to history.



► Helping Commuters Find Options to Dodge Traffic

Commuter Events in 2023 Built a Bridge to the Atlanta Cycling Community

Midtown Transportation's team of dedicated commuting experts led a slate of events in 2023 that helped introduce more people to commute options. The team reached deep within Atlanta's cycling community, hosting bike maintenance classes and a Bike Commuter Breakfast during Bike to Work Week in May.



Other fun activities included co-hosting a bike tour of Midtown with Bike Tours of Atlanta and conducting a bike "Fix-It Clinic" at Big Peach Ride+Run on Peachtree Street, as well as a meet-up for cyclists at Midtown's Larakin coffee house.



Biketober, an annual tradition in the region, garnered participation from nearly 50 Midtown workplaces. Across the region, over 350 workplaces joined in, collectively riding more than 340,000 miles throughout October 2023.

The staff at Georgia Tech hoisted the trophy for top-performing large employer in the monthlong competition. A big congrats to other winners in Midtown. Servidyne and Square - Atlanta each placed 2nd in their respective employer categories.

Midtown Transportation also took part in **PARK(ing) day**, hosted by the Georgia Tech Student Planning Association, to help reimagine what an on-street parking space can do.



Expertise and Know-How Helped More Midtown Workplaces with Commute Options

In addition to hosting community events, the team provided transportation consulting services to 65+ employers and property managers in Midtown this year, collaborating on data and commute mapping and explaining the nuts and bolts of commute options to help more commuters get started with alternatives to driving alone.



What they're saying...



Midtown Atlanta @MidtownATL · Sep 15, 2023

Weekday frequency for MARTA rail service has increased to every 12 minutes from every 15 minutes during peak periods, giving Midtown commuters more options. The changes went into effect in late August. Read more here:



From midtownatl.com

1



10

1.1K



Parker Cook
@Parker8770

This is even better than it sounds, bc in midtown headways are 6 minutes!

L - R: Ryan Splitlog, Philip Rafshoon, Rob Kelly with Midtown Alliance at a commuter expo.



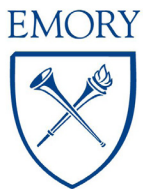
► Delivering a More Artful Street-Level Experience

Midtown Alliance welcomed the program's second cohort of artists in 2023, marking the next chapter in the exciting Heart of the Arts program that connects property owners with local talent to provide studio space that directly benefits Atlanta's arts economy.

From digital projection and mixed media to painting, each of these resident artists brings to the program their distinctive talents and meaningful narratives ready to be shared in Midtown. Their ideas come to life within a combined 6,600 square feet of otherwise underutilized space throughout Midtown, repurposed as dedicated ground-level studio space.


Through special community programming and events in 2023, the artists in residence invited the public in to meet them and learn about their work. Events included a bus tour during Atlanta Art Week, produced in collaboration with MODA and Dewberry Foundation, open studio sessions, and enlightening artist talks in partnership with the Museum of Design Atlanta.

Thank you to our partners:



PERKINS+WILL



Learn more about the Heart of the Arts **program.** 





From Art Studio to Public Realm

Alumni resident artists Patricia Hernandez and Jamaal Barber each completed public art installations that add vibrancy to the district for everyone to enjoy. Patricia's mural work, in partnership with Emory, can be viewed at 495 Peachtree Street across from Emory University Hospital Midtown. Jamaal's work, in partnership with 1010 Midtown, is located in the window bays along

12th Street. These projects underscore the benefits of having artistic talent in the neighborhood with the capacity to produce work that is visible to everyone and activates spaces that would remain otherwise empty. Keep an eye out for more projects coming to life in 2024.

What they're saying...



drrondotcom 🥰 Thanks for spreading the love to this side of Midtown, too!

49w Reply



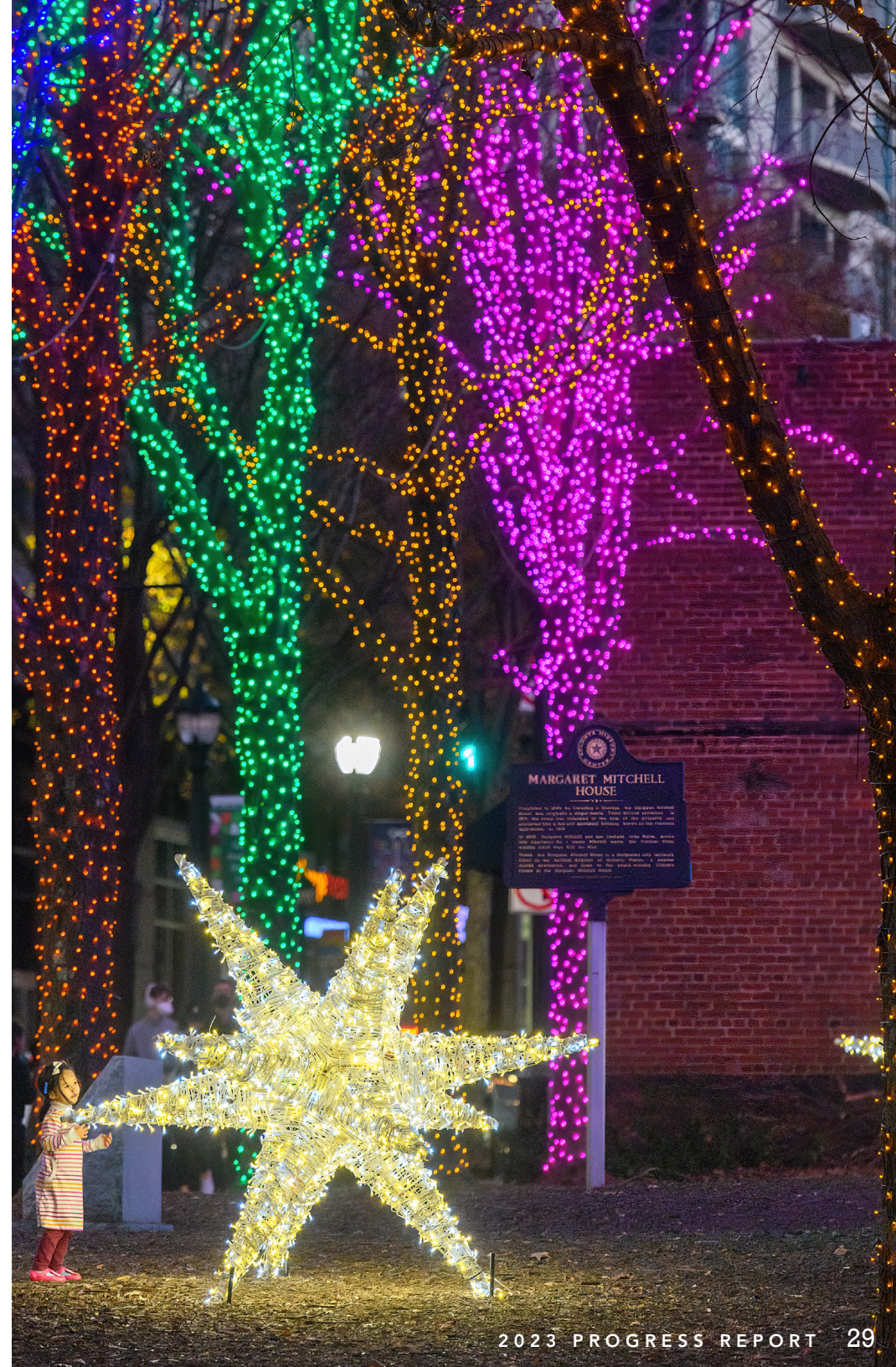
mitchellsmuse Seen it in person while biking past! Great job, thank you!

49w 1 like Reply

Cheerful Seasonal Lighting Brightens the District

In late-2023, two newly installed holiday light sites via the annual “Midtown Bright” program brought seasonal joy to a couple of Midtown’s newest public spaces, including Commercial Row Commons and the first phase of the Midtown Art Walk adjacent to the Midtown MARTA station.

The program involves year-round work to install and maintain festive, colorful LED lighting. In addition, several property owners partner with us to host installations that bring the holiday magic to Midtown. The entire program includes 21 sites along a two-mile stretch of Peachtree Street, encompassing over 120 trees, over 20 giant stars, and two canopy installations.





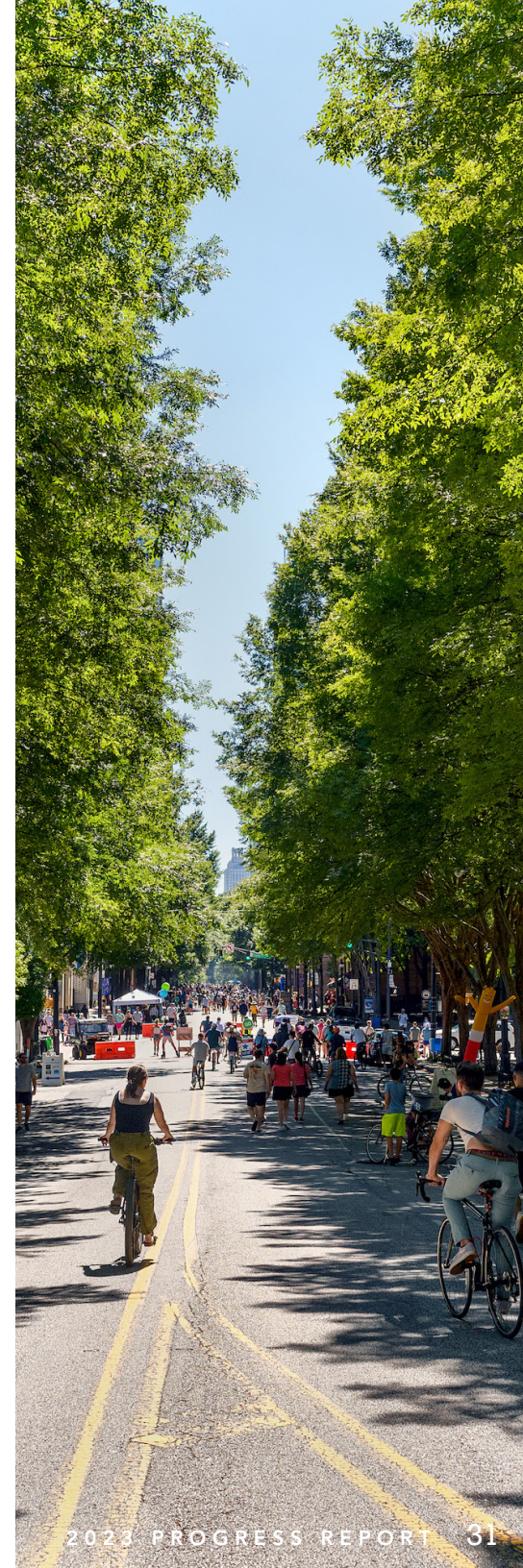
► Community Events Crank Up the “Wow” in Midtown

One of the best indicators of a thriving place is seeing many people enjoying city life together on the street, in the spaces between buildings.

Midtown Alliance and its stakeholders worked for more than a year to develop a Public Life Action Plan to bring more public spaces to life. Beyond pushing for better design where buildings meet the street, the action plan calls for more programming and events. Midtown Alliance and its partners answered the call in a big way, producing an ambitious schedule of more than 80 events in 2023 that brought people together.

From live music to outdoor movie nights and yoga instruction in the 10th Street Park, Midtown Alliance’s community events are meeting a fundamental need for human connection and creating a place where people want to be. And even more events are planned for 2024.

Enjoy these pictorial highlights from the past year.





Clockwise from top-left: Jazz on the Plaza, Sunday Funday, Midtown Movie Night, PAWty in the Park, Mutt Gala, Acoustic Wednesdays



Clockwise from top-left: Parliament of Owls, Parklet Palooza, Let's Talk Midtown at Elevance Health, Yoga Flow, Heart of the Arts studio bus tour, 2023 Midtown Alliance Annual Meeting, Let's Talk Midtown at Loews Atlanta Hotel

Local Volunteers Answered Call for More Public Life with Their Own Block Party

Motivated by Midtown Alliance’s appeal for other groups to contribute on community events, a cadre of volunteers with Lutheran Church of the Redeemer organized a community block party in August that captured the very best of the community spirit in the heart of our city.

Midtown Alliance’s (Ad)venture Capital program was set up to become a catalyst to assist others in the community to take up the mantle of bringing more activities and events to bear, and to create a multiplier effect to complement Midtown Alliance’s public events and programming. Redeemer’s pitch to host a community block party was chosen for seed money and support and was among the first to roll forward via the (Ad)venture Capital program. Way to go, Redeemer!

Read the story in our **News Center.** 



The Return of Atlanta Streets Alive

Led by the City of Atlanta, the much-anticipated return of Atlanta Streets Alive in 2023 drew tens of thousands of people to our city center to experience a car-free Peachtree Street in a different way. The open-streets event – where participants can bike, walk, skate or push a stroller – brought the city together, and collectively demonstrated the transformative potential of public spaces.





Midtown: Parade Central in 2023

Streets are for motorists, bus riders, cyclists, scooter riders ... and even people marching in parades.

And Peachtree Street in Midtown Atlanta was the location of choice for several in 2023, including the Atlanta St. Patrick's Day Parade, Parliament of Owls lantern parade, Atlanta Pride parade, and Georgia Veteran's Day Parade. And who could forget about the World's Largest 10K, the Peachtree Road Race?

Thanks to everyone who attended, and thanks to our city and public safety partners for making them run smoothly.



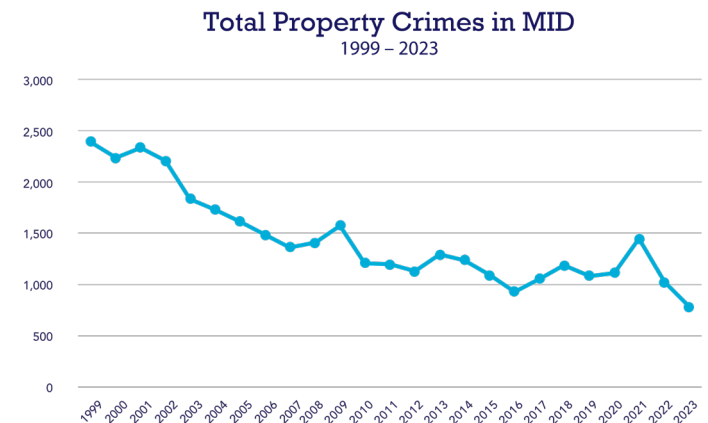
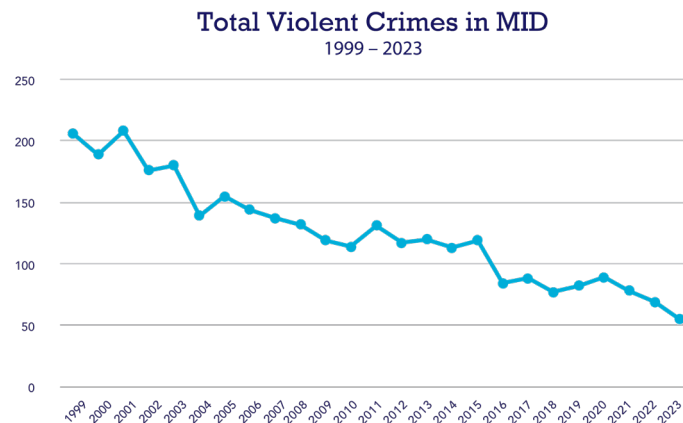


▶ Working with APD to Keep the District Safe

Crime in Midtown is at its lowest level in 25+ years thanks to the coordinated efforts between Midtown Blue, the Atlanta Police Department, and all our public safety partners.

The 1.2 square mile Midtown Improvement District hosts 114K people each day. And monthly crime incidents are down significantly in 2023, set against an already-low base of crime.

Historical Crime Trends in the Midtown Improvement District (1999-2023):



Violent crime: Down **-73%**

Property crime: Down **-67%**

Pictured: Desmar Burton,
Midtown Blue Public Safety
Officer



Atlanta's Midtown Improvement District remains one of the safest areas in the City.

114K

people spend time in Midtown on an average day

12

stranger-on-stranger crimes in all of 2023

85%

of car break-ins involved valuables left in plain sight, with car break-ins accounting for nearly half of all the crime experienced in Midtown in 2023

Citywide totals for the year also showed decreases in crime. APD reported a -17% decrease in violent crime in 2023, reversing a three-year trend.

What's working?

Excellent coordination between APD Zone 5 and the 30+ combined personnel that work on supplemental public safety in the district, from off-duty APD officers to Midtown Blue's team of Public Safety Officers.

Together, these teams add a combined 650 hours of additional patrols each week in the MID.

Pictured: Kelly McClendon,
Midtown Blue Dispatcher

Through increased patrolling, theft from auto incidents – the most prevalent type of crime in Midtown – are down -35% year over year. And pedestrian robbery incidents were down -53% in 2023 versus 2022.

Overall, 93% of the crime experienced in Midtown is nonviolent property crime. Here is a look at crime trends over the past three years:

Part I Crimes: Midtown Improvement District 2021 thru 2023

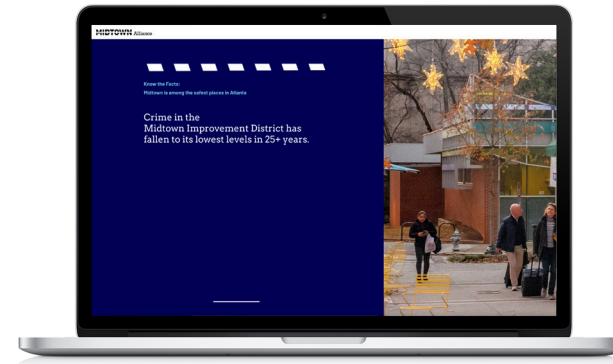
	Year End 2021	2022	2023	
VIOLENT CRIME	Homicide	2	6	4
	Rape/Sexual Assault	3	2	4
	Robbery - Commercial	1	1	1
	Robbery - Residential	0	0	2
	Robbery - Pedestrian	28	17	8
	Aggravated Assault	44	43	36
TOTAL	78	69	55	

PROPERTY CRIME	Burglary - Commercial	17	25	16
	Burglary - Residential	18	13	18
	Larceny - Non-Vehicle	192	190	219
	SUBTOTAL	227	228	253

Larceny from Vehicle	871	577	375
Auto Theft	347	217	152
SUBTOTAL	1,218	794	527

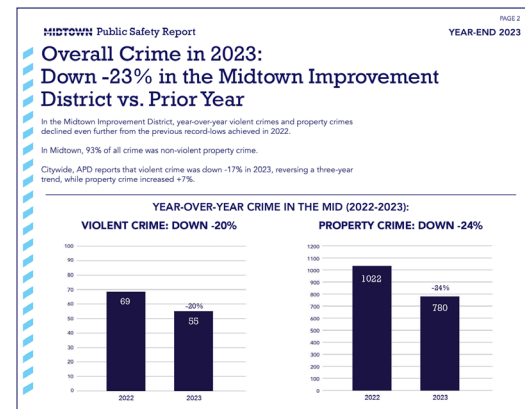
*Crime data in the table is sourced from APD Part I Crime reports through the end of the year 2023 and covers the 1.2 square mile Midtown Improvement District (MID).

Read more about crime trends in Midtown on our microsite: MidtownATL.com/CrimeFacts



Want to stay in the know? Get our quarterly Midtown Public Safety Report delivered to your inbox.

Midtown Alliance publishes a quarterly report with facts and about crime, trends, tips and insights into how our Midtown Blue public safety program is working with APD, property owners, residents, businesses and other partners to ensure that Midtown is safe and welcoming. **Subscribe**



Thank you to the Atlanta Police Department and all the agency and private partners collaborating with Midtown Alliance's Midtown Blue public safety program for their exceptional work to maintain a safe and welcoming place.

More:

Head to our News Center to read about the good works of three individuals on our Midtown Blue and Green teams who demonstrate excellence in action for their work to keep Midtown safe and clean **here.**



Pictured: Dan Istok,
Midtown Public Safety
Supervisor





► Keeping Midtown Clean and Green

Rain or shine, in extreme heat and cold, the Midtown Green crew works hard to ensure the district looks its very best. Team members are on duty seven days a week emptying trash, vacuuming debris out of the street, landscaping and performing maintenance tasks.

In 2023 alone, the team was responsible for:

- 200K+** lbs. of trash disposed of in the 1.2 sq mile Midtown Improvement District
- 40K** total square feet of parks, plazas and medians maintained daily
- 4K+** instances of graffiti and stickers/posters removed





Midtown Atlanta @MidtownATL · Aug 6, 2023

Happy #NationalTreeDay! 🌿 We have several beautiful species of trees that help make #MidtownATL so beautiful. Do you have a favorite? Tell us in the comments! 📌

DO YOU KNOW YOUR

MIDTOWN TREES? 🌳

🗨️ 🔄 ❤️ 6 📊 1.4K 📌 📤

Maintaining Midtown’s Street Trees

Midtown’s lush canopy of tree-lined streets is at the heart of what makes the district so beautiful. Midtown Alliance cares for the 2,750 trees that line the public right-of-way, working with the City Arborist to assess their health and even relocate the ones that need more room to thrive. The overall number of street trees in Midtown has increased 25% from 2,200 trees a decade ago to 2,750 today.



Success with Fixing Streetlight Outages

Midtown Green coordinates with the City of Atlanta and Georgia Power on issues affecting right-of-way access and operations issues. Regular monthly audits of streetlights have significantly decreased the number of nonfunctioning streetlights over the past few years:

2020 = 300 outages
and earlier

2022 = 150

2023 = 20



L - R: Kamal Harchaoui, Anthony Laurie and Jonathan Hurst with Midtown Green

See something that needs attention in the MID?

Downed branches, potholes, damaged street/sidewalk:

Call 311 or log the issue on **ATL311.com**



Downed light poles, power outage:

Call Georgia Power at

1-888-891-0938

Watch

View this Atlanta News First story about how Midtown Green crews shifted their work strategy to beat the brutal summer heat in 2023 [here](#).



Pictured: Midtown Green team member Andre Turner

► Connecting and Informing the Community

Membership helps organizations and individuals get the most out of their Midtown experience, strengthening connections in the district by linking people to place and to each other.

We bring our members unique opportunities throughout the year to stay informed, learn about district-defining issues, help guide our organization's work, create things together that make Midtown a better place, and have fun.

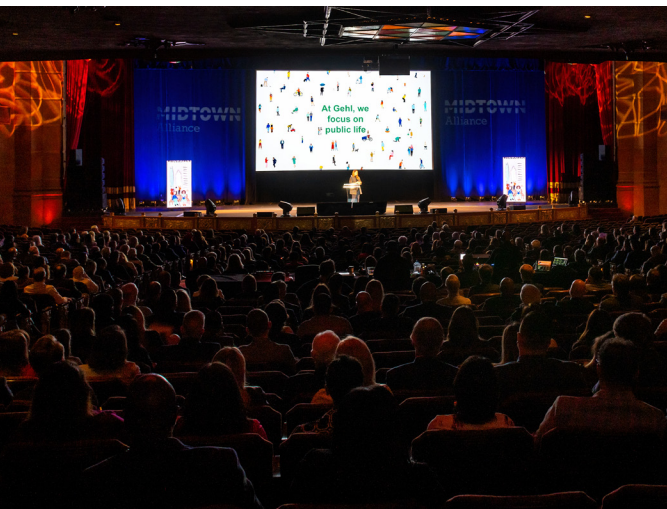
Our members are diverse and range from small businesses to Midtown's largest employers, most office and residential buildings and major community institutions. In all, 30 new member organizations joined Midtown Alliance this year. The membership program boasts a 95% member renewal rate.





Member Events Foster Learning and Connection

Throughout 2023, Midtown Alliance hosted member events that provided opportunities for people to meet their neighbors and co-workers and hear timely updates about projects from Midtown Alliance staff. These town halls, mixers and vertical industry roundtable meetings fostered learning, social connections and more. Plus, 100% of ticket sales at Midtown Alliance's 2023 events went to investment in programs and amenities that support public life in Midtown's publicly accessible parks and plazas.



2023 Annual Meeting Examines Public Life as Catalyst for Resiliency

More than 800 people attended the 2023 Midtown Alliance Annual Meeting, which focused on the importance of fostering a robust public life at street-level via ground floor design, retail, programming and activation of outdoor spaces, and mobility. The meeting featured a sneak peek of Midtown's new public life action plan with specific invitations and strategies to address these fundamentals.



Getting the Word Out

Midtown Alliance's communications channels picked up even more steam in 2023. Subscriber counts for our Midtown Monthly e-newsletter subscriber jumped 13%. Page views on MidtownATL.com exceeded 744K overall, a new high-water mark, with our event calendar and News Center garnering the most views. We achieved a combined 2.3 million social media impressions over the year to keep people informed. And we even went back to our old-school analog roots, piloting new outdoor signage to keep people informed about upcoming events.

Midtown Monthly

June 2023 | [Business in Midtown](#) | [Life in Midtown](#) | [Visit Midtown](#) | [About Us](#) | [News Center](#)



ATL Tops List of Best Places to Start a Career

4-MIN. READ

For young professionals entering the workforce, ATL is the land of opportunity as we move further away from the turbulent job market conditions that wreaked havoc at the onset of the pandemic. Atlanta was just ranked #1 for the best places to start a career. [Read more](#) about WalletHub's findings.



May 2023 Events in Pictures

3-MIN. READ

Midtown Alliance has hosted 15 community events in the past 30 days. While we catch our breath, enjoy this [recap in pictures](#) of what we've been doing lately to bring people together and build community.



Report: Latest Data Point to -26% Violent Crime Decrease thru May 6

Every other month, Midtown Alliance publishes a public safety report analyzing APD crime data for incidents in the 1.2-square-mile Midtown Improvement District and what our Midtown Blue team is working on. View the latest report [here](#).



West Peachtree and Spring Corridors Reopened Following Crane Removal

Heads up, Midtown: ATLDOT reopened the West Peachtree and Spring Street corridors yesterday where they were closed between 10th and 12th Streets following the safe removal of the disabled construction crane. Motorists, cyclists and people on foot can again travel on these corridors. Per ATLDOT, there may be an occasional lane closure reintroduced on West Peachtree as necessary to remove materials. Thanks to the first responders at APD and AFD who worked to secure the area when the collapse happened. Affected businesses in the area are now trying to catch up on lost sales as they have now reopened. Please consider getting out to support them in the coming days.






► Leadership

Midtown Alliance's 70-person Board of Directors and Executive Committee represent a broad range of Midtown stakeholders including businesses, colleges and universities, arts and cultural attractions, residents, public sector partners, elected officials, hospitality and non-profits.

The Midtown Improvement District is governed by a nine-person board of directors elected by property owners, with three members appointed by the Mayor and President of the Atlanta City Council.

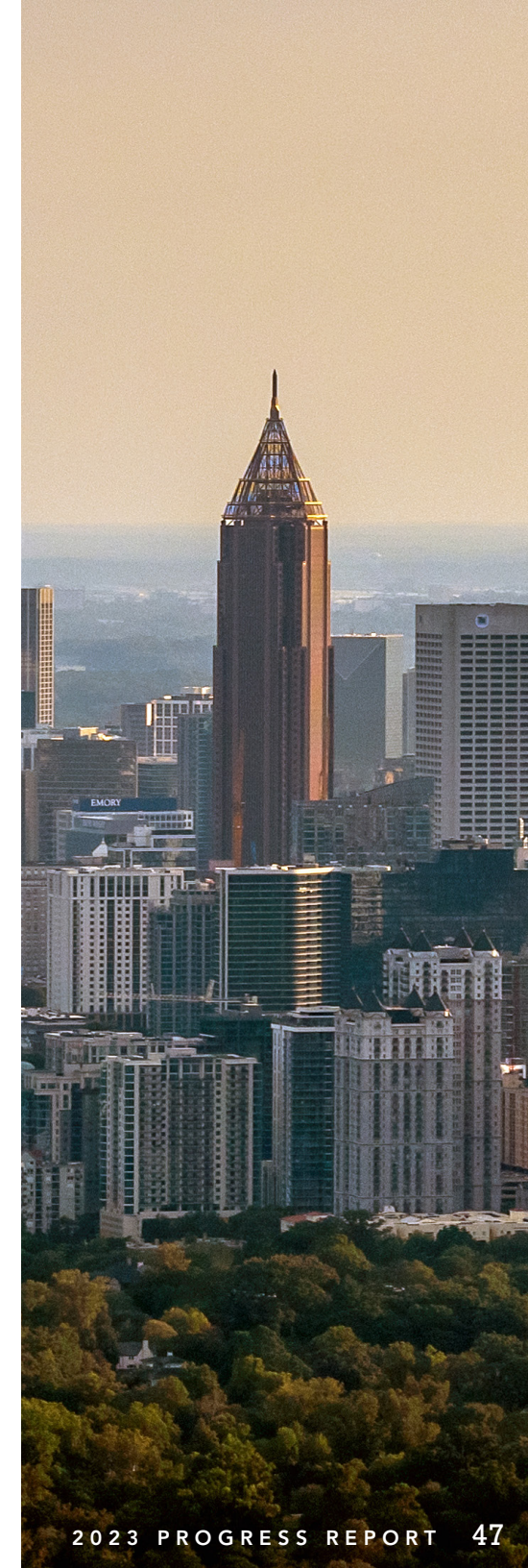
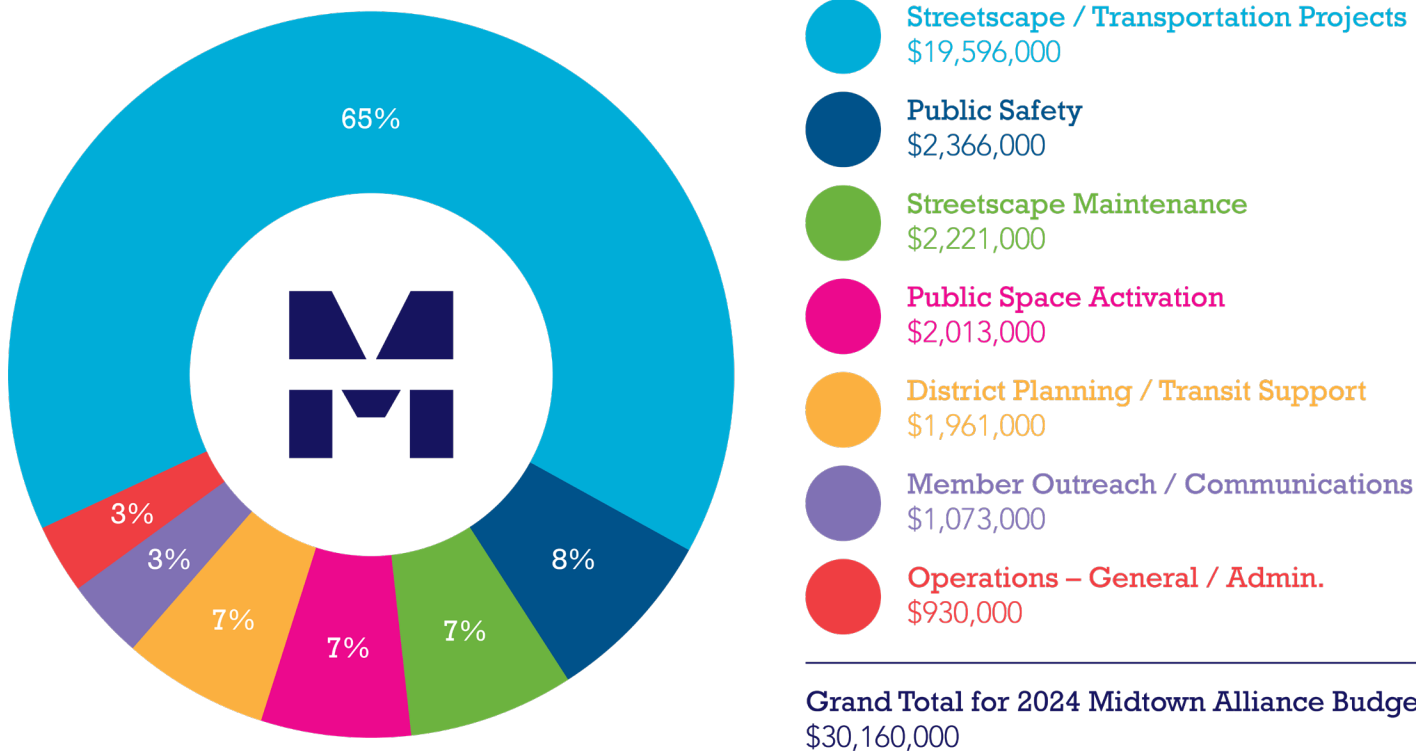
Thank you to all of these leaders who lend their time and their expertise to make Midtown a place that gets even better as it continues to grow.

View the Board roster at MidtownATL.com 

► Financials

Midtown Alliance is funded through member dues, public and private grants, sponsorships and through the Midtown Improvement District for designated programs and projects.

The Midtown Improvement District (MID) was created as a Community Improvement District (CID) in 2000 when Midtown commercial property owners agreed to contribute additional property taxes to fund certain programs and projects (on public property in the Midtown Improvement District) above and beyond the basic level of city-provided services. In the time since this structure was created, the commercial property tax digest in Midtown has more than tripled in value.





► Looking Ahead to 2024

Cities enable us to live, work and play together. And their success depends on the demand for physical connection, creating an environment where people want to be. Midtown Alliance's staff of nearly 50 people and our allied partners are on the job every day to make Midtown an exceptional urban place - clean, safe, navigable and brimming with activity - with an eye toward continuous improvement.

And there's no shortage of exciting work that you can look forward to experiencing on the ground in 2024. Here are a few highlights from our 2024 work plan, and your role in it:

More Events to Experience

120 fun community events coming your way this year in outdoor publicly accessible spaces, building upon the 2023 calendar that brought you yoga instruction, movie nights, music performances and more.

Stay plugged into our event calendar, make it a priority to come out and enjoy these happenings all year, and help us get the word out.

EVENT CALENDAR





More Public Places to Gather and Enjoy the City

New public spaces are coming online in 2024, where you can gather and experience city life at its very best. The first phase of the Midtown Art Walk will start hosting programming in the spring, as well as a revamped North Avenue MARTA station plaza featuring a performance stage. Watch for more details soon about these spaces.

New Enhancements to Midtown's Street Grid

More than \$20M of public improvement projects will be active in 2024, from new traffic signals to a new street connection on 15th Street, bike lanes, plaza enhancements and more. Keep up with the status of all these and other ongoing projects at MidtownATL.com/Projects.





New Buildings in the Skyline

Looking ahead to 2024, we anticipate the delivery of 8 additional major development projects, set to contribute 600K square feet of office and 2,000 new residential units plus 71K sf of additional retail space to the area.

View our latest development summary:

DEVELOPMENT SUMMARY



New Ways to Discover a Brighter Commute

More fun and participatory ways to discover the benefits of a new commute are coming in 2024 with tech, incentives, know-how and activities from the experts on our Midtown Transportation team.

Get involved in challenges to reduce your carbon footprint, try a new commute option and reimagine what a parking space can become.

Follow us on our social media channels for more details.



Pictured: Manzur at the 2023 Mutt Gala event in the 10th Street Park

♥ Thank for your continued support and passion for Midtown and our City. Onward!

MIDTOWN
Alliance

[MidtownATL.com](https://www.MidtownATL.com)

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