



**MIDTOWN** Alliance

# Membership Program

Get involved. Make connections. Support the transformation happening on the ground. Shape our city's future. Here's how. →

# Midtown is a decision to participate.

You've chosen to plant your flag in Midtown.

We're the allied partner that is protecting your investment, working every day to keep 120 blocks in the heart of Atlanta clean, safe, easy to navigate, and bustling with activity.

**We have a 50-year reputation for getting important things done in the public realm.**

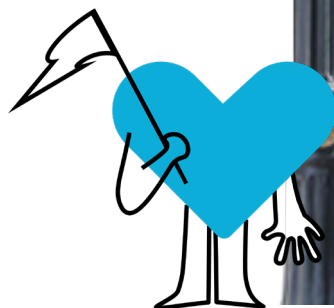
From skyline to street-level, our mission is to make sure your urban experience gets even better as Midtown grows.

We are known for developing ambitious plans ... and getting them accomplished with a sense of urgency.

**Be part of the organization working on the ground every day to ensure Midtown's success.**

Membership in Midtown Alliance strengthens your connection to the district by linking people to place and to each other.

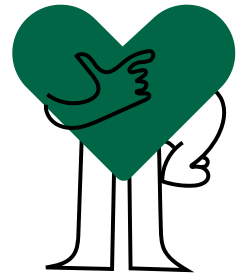
Through educational events, opportunities to guide our work, social activities + more, your involvement helps make district-defining improvements happen.





## ESSENTIAL INGREDIENTS

# Three Keys to Midtown's Success:



From new buildings to new people moving in, there are few places in America navigating the pace of transformative change we see today in Midtown Atlanta.

But this thriving place doesn't just happen organically. It requires three big things:

### ① Enlightened Leadership

Since the first organizing meetings that brought business and civic leaders together in 1978, Midtown Alliance has worked with City officials to advance quality of life in Midtown, from transportation and public safety to beautification projects. These public-private partnerships are foundational to the work we do.



### ② Big Ideas

Blueprint Midtown illuminated a path toward growth, informed by community desires for a walkable, mixed-use neighborhood that blends commerce, culture, and living. Midtown Alliance has fulfilled a series of bold moves and timely investments to create the exceptional urban experience you see today. And we're not done.



### ③ Community Involvement

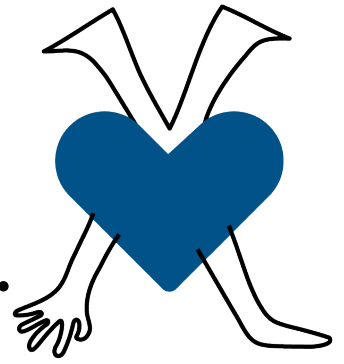
When Midtown Alliance asks the district's workers, residents and visitors to get involved in our mission, validate the direction we're heading, and advocate for change, the community responds enthusiastically. And membership has always been our best vehicle for collective action.



Midtown Atlanta is recognized as one of the American Planning Association's "Great Places in America," acknowledging the impact of bold design and decisive action that have resulted in a national model for urban excellence.

## OUR WORK

# Your support as a member translates into results you can see.



### PUBLIC IMPROVEMENT PROJECTS

Enhancing the public realm by investing in new sidewalks, street trees, lighting, parks and plazas, and more.



### TRANSPORTATION NETWORK

Increasing accessibility and performance with street improvements, safety enhancements, and commuter services



### COMMUNITY ENGAGEMENT

Shaping decisions together about future priorities and investment through public meetings, workshops + other projects



### QUALITY OF LIFE

Delivering unique experiences that strengthen human connection, from community programming to public art



### PUBLIC SAFETY

Ensuring a safe + welcoming district in coordination with APD via supplemental patrolling and monitoring network



### CLEAN AND GREEN

Keeping Midtown's parks and sidewalks clean and green with maintenance and landscaping operations





## ABOUT OUR MEMBERS

# Midtown Alliance membership puts your organization in good company.

**375+**

member  
organizations

Midtown Alliance membership represents a broad cross-section of interests, from corporations and small businesses to arts and cultural organizations, faith institutions, retailers, real estate developers, academic institutions, and others.

**93%**

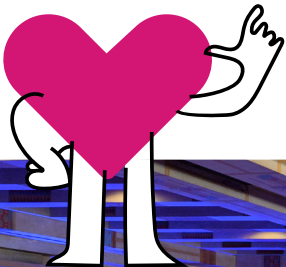
retention rate  
among members

Among the reasons cited are high satisfaction with our customer service, responsiveness to questions, proactive communications, and positive ROI with member benefits.

**84%**

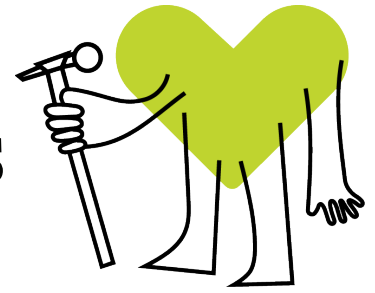
feel a strong sense  
of community

Benchmarking surveys show that the majority of workers and residents who spend time in Midtown feel a strong sense of community affiliation and civic pride here, which is reflected in their strong participation in Midtown Alliance initiatives.



## MEMBER TESTIMONIALS

# Midtown business + civic leaders share their perspective:



"Midtown Alliance has the best personnel in the business. Their commitment to a greater Midtown experience inspires stakeholders to actively participate in making Midtown a better place to work, live + play. The leadership team is inspiring, and brings strong governance, accountability, and transparency in everything they do."

**Pete Shelton, Senior Vice President / Principal, Colliers Atlanta**



"Midtown Alliance keeps me plugged into transportation and public safety updates, community events, and more. Being a member helps me stay ahead and make better decisions. I've also built relationships with business leaders and fellow property managers who share a commitment to shaping Midtown's future."

**Heather O'Toole, Senior Property Manager, CODA**



"We opened our restaurant during the pandemic. Without support from community organizations like Midtown Alliance, our journey would have been twice as difficult. Midtown Alliance provides valuable neighborhood connections, including residents and business leaders, which have helped us continue to grow."

**Robert Kaster, Owner, El Viñedo Local**



"Our Midtown Alliance membership is invaluable for Epicurean Atlanta because it provides essential connections and timely resources that bolster our operations. We value the collaborative environment their team creates, market insights, promotional coverage, and other benefits that help us and our community thrive."

**Lauren (Kuzminsky) Garcia, Marketing Manager, Epicurean Atlanta**



"Midtown Alliance helps us stay connected to the broader community. They provide valuable resources and support that benefit our team and our residents. We also appreciate the opportunities for collaboration with other organizations, and we love the discounts available at local businesses in Midtown!"

**Kat Young, Association Property Manager, Peachtree Walk Condos**



## MEMBER BENEFITS

# Choose your own adventure!

Membership helps you and your team get the most out of your Midtown experience. Two important things:

- 1 Participating in the mission of improving Midtown can be tailored to your organization's interests.
- 2 Plus, our member benefits are extended to all employees/residents of a member organization.

Here is a summary of what we offer:

### GET INVOLVED



- Educational and hands-on member events
- Custom onsite presentations for your team
- Commuter support + Young Professionals

### GET INFORMED



- Hyperlocal news + advisories
- Reports, maps + local market data
- Support to help you navigate City issues

### GET REWARDED



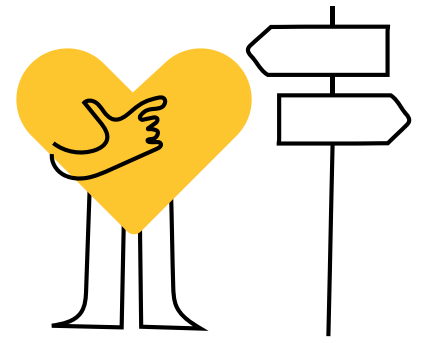
- Discounts + special offers at local businesses
- Invitations to our community events
- Young Professionals program discounted dues

### GET VISIBILITY



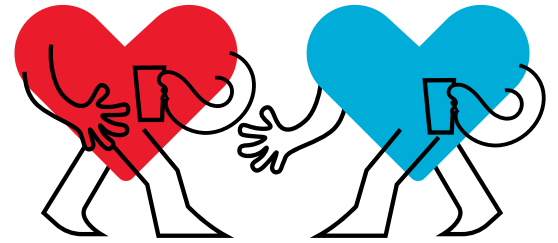
- Member plaque + digital badge
- Online directory listing
- Amplification for your major news

Which of these opportunities sound right for your organization?



## MEMBER BENEFITS: GET INVOLVED

# Learn. Connect. Have fun!



We bring our members unique opportunities throughout the year to learn about district-defining issues, help guide our work, create things together that make Midtown a better place, connect with each other, and have fun.

Here's a sampling of some of the member events we produce:



Custom presentations delivered at your workplace help your employees get their bearings



Focused updates for property managers, hospitality industry, employers + more



Midtown Alliance's annual meeting examines the future of our city + your role in it



District updates in a town hall format, plus time for socializing and interactive exhibits



Small group coffee meetings with staff and industry experts offer an intimate setting to discuss issues



Mixer events are where you can meet other Midtown Alliance members + make connections



Walking tours explore Midtown's history, public art, architecture, + more



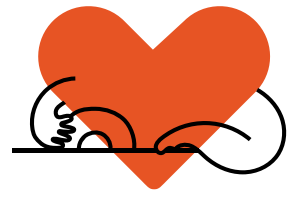
Community open houses + input sessions invite you to share ideas + feedback that inform our work



We also host other community-focused events in partnership with the City of Atlanta

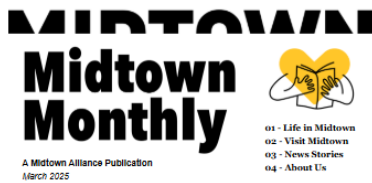


## MEMBER BENEFITS: GET INFORMED



# Our platform makes it easy for members to stay in the loop.

On-the-ground information and big-picture insight is our stock-in-trade. We help Midtown Alliance members put it all together to make informed decisions about their operations and communicate out to their stakeholders.



### Midtown Improvement District Marks 25 Years of Transformation

One of the most important catalysts to Midtown Atlanta's incredible transformation has reached a major milestone. The Midtown Improvement District (MID), the self-taxing entity representing commercial property owners that invests in public improvements, celebrates its 25th anniversary today.

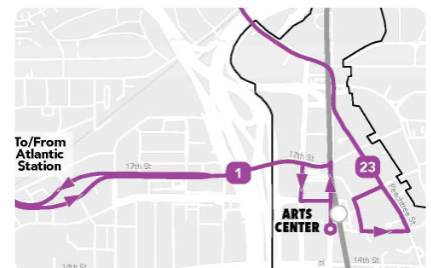
[Read More](#)

## Keep up with the latest hyperlocal news + info.

Midtown Alliance produces a monthly e-newsletter covering the projects, partnerships and people leading the district forward. We can also provide custom messaging for you to distribute internally in your organization.

## Advisories help you plan ahead.

Quick need-to-know updates about street closures, traffic advisories and public safety alerts help members stay ahead of changes.



## Find insightful reports, maps + more in Our Resource Center.

Get access to our knowledge base of Midtown Atlanta maps, resources, and research reports – perfect for new hire orientations, sales or investment pitches, or information packets.

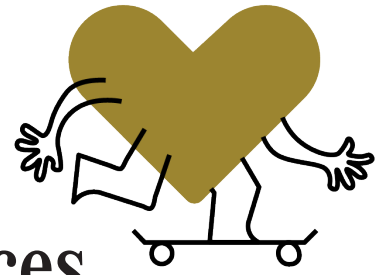
## Get help navigating and troubleshooting City questions.

Our full-time professional staff and subject matter experts are available to help you get your questions answered and make informed decisions.

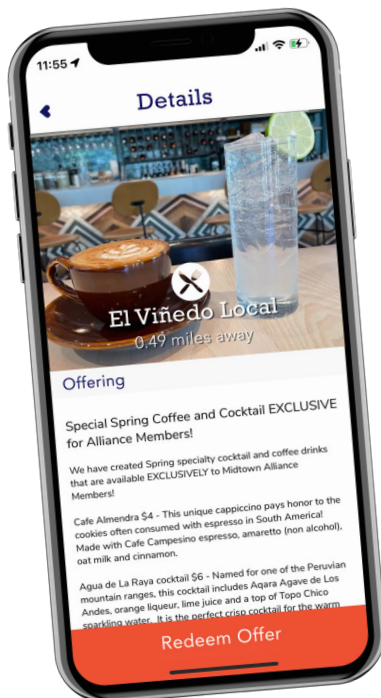


## MEMBER BENEFITS: GET REWARDED

# Explore the district to find savings and fun experiences.



Membership is your ticket to unlock special deals from local businesses. Plus, members get access to Midtown Alliance's schedule of seasonal community events. No other neighborhood in the city offers rewards as complete as these.



### Tap into discounts and exclusive offers.

Members enjoy local discounts and special offers from Midtown restaurants, retailers, and venues via our custom smartphone app.



### Enjoy free outdoor community events and programming.

Bringing people together to enjoy the best of their city and create human connection is central to our mission.

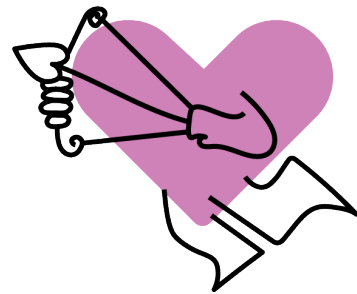
Midtown Alliance's lineup of free programming includes everything from outdoor movie nights under the stars to fitness instruction and live music after the workday.

Members get priority access to invitations.



## MEMBER BENEFITS: GET VISIBILITY

# Show off your Midtown pride and share your news.



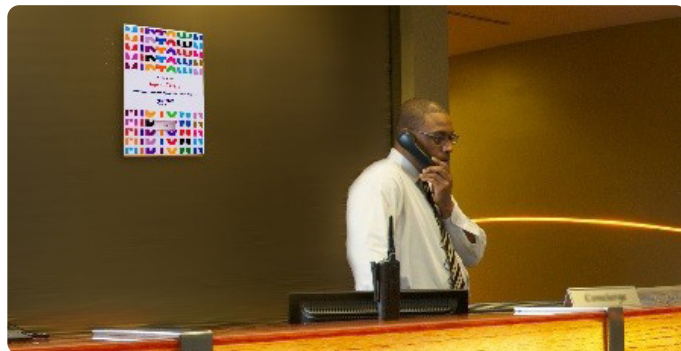
When your organization becomes a member, you're part of the incredible community we're growing here. And we love to see community spirit! Midtown Alliance helps you express your enthusiasm with recognition and exposure.

### Show your Midtown pride.

Members receive a special Midtown Alliance plaque to display on the wall, as well as a digital badge for your communications.

♥ Proud  
Member

MIDTOWN<sup>®</sup>  
Alliance



### Boost your major news.

Members can also work with Midtown Alliance's communications team to request visibility for your big initiatives on Midtown Alliance's digital channels, which reach tens of thousands of people who spend time in the district.



## OTHER MEMBER BENEFITS

### Get expert assistance to help change your commute.



Our team works with member employers and commuters to find commute options that work for them, from transit to carpools and more.



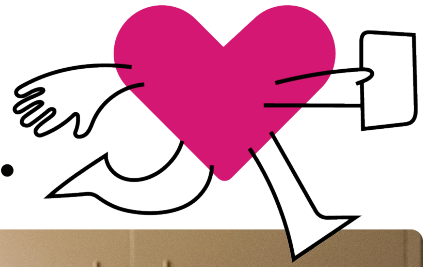
Young Professionals of  
MIDTOWN

YPM exists to support professional growth and positively impact our city's future. Open to residents + workers in the district ages 22-40.



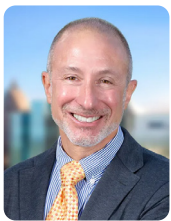
**JOIN TODAY**

**You get the city you build.**



**APPLY NOW** →

Take the next step today to become a Midtown Alliance member.



Contact Philip Rafshoon,  
Director of Member Engagement

**Philip@MidtownATL.com**  
**(404) 443-6246**

Philip is a longtime Midtown resident and former owner of the Outwrite Bookstore and Coffee House at 10th and Piedmont. He works with our membership to advance programs that help strengthen Midtown Atlanta for everyone who spends time here. Philip has long been active in the community, and served on the original Midtown Development Review Committee.

**MIDTOWN**® Alliance

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Midtown Alliance is a 501(c)3 non-profit organization.