

Spring 2022

Dear Midtown Community Member:

Thank you for being part of our 2022 Annual Meeting, examining Midtown Alliance's role as a membership organization with a 40-plus-year reputation for connecting people to place. Our nearly 400 members represent businesses, residential communities, nonprofits, and civic and cultural institutions.

As Atlanta returns to full strength, the takeaway from this year's event is that there has never been a better time to get informed and participate in our work. We are asked often by enthusiastic event attendees, *"The meeting was great. How can I get more involved with Midtown Alliance's initiatives?"* Here are some of the ways you can participate in shaping Midtown's future with us in 2022 and beyond:

**EVENTS**

Attend our lineup of town halls and networking events in 2022. You'll receive need-to-know information about district imperatives, build relationships with other members, and get your questions answered.

**ENGAGEMENT**

Our team connects you with Midtown and civic resources, as well as other members, and creates opportunities for your organization to participate in working groups and special projects.

**ONSITE PRESENTATIONS**

Bring Midtown Alliance staff to your building for informational presentations that help you and your associates learn more about the district, with room for dialog on how we can help customize your organization's involvement.

**MEMBER RECOGNITION + UPDATES**

Read about the good works of other member organizations and individuals, get the latest info on Midtown Alliance projects and find opportunities to participate in work that moves the district forward in our new members-only e-newsletter.

**LOYALTY DISCOUNTS + SPECIAL OFFERS**

Get premium access to our IN\*MidtownATL mobile app, offering your employees or residents discounts and exclusive offers at restaurants, retailers, and cultural institutions all over Midtown.

I invite you to learn more about how Midtown Alliance can help you make the most of your membership or help your organization become a member. As we continue on the path to re-entering public life in the heart of our city, let's make 2022 the year of more participation and collaboration to advance the promise of Atlanta and Midtown. Onward!



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