

Early in the pandemic, Midtown residents cheered nightly from their balconies and yards for healthcare workers and first responders, attracting international media coverage.

MIDTOWN
MIDTOWN Alliance

PROGRESS REPORT



While pedestrian activity dropped as residents sheltered in place and daytime workers stayed home, Midtown's wide sidewalks provided ample room for social distancing.

INTRODUCTION

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2020 was a year for the history books as we weathered colossal disruption and an unprecedented social, public health and economic crisis. It was also a year of discovery as we learned how dependent we are on each other and found new ways to support one another.

While there seem to be no end to prognostications on a “new normal,” the overriding premise of our work has not changed. Walkable, mixed-use urban places like Midtown will continue to thrive as choice locations because these areas provide the dynamic lifestyle and quality choices that attracts people and talent. These fundamentals are proven and solid. While we owe everything to our fearless first responders and frontline workers, we believe that organizations like ours have an obligation to be “second responders,” to help our community stay resilient and emerge stronger.

As you can read in this 2020 Progress Report, our work continues unabated and we’re busier than we’ve ever been. Midtown’s momentum persists. But times like this invite a fresh look. Midtown is a dynamic community with a mix of residents, businesses, academic and arts and cultural powerhouses that make significant contributions to our City. This is a unique and powerful combination of assets and amenities fueled by creative and passionate people. How do we work together to tap this talent and passion and channel it towards more positive outcomes? How do we leap forward and get important things done quicker? These are among our shared challenges as we look to the year of recovery ahead.

Thank you for your continued and steadfast support.



Kevin Green
President and CEO, Midtown Alliance





All kinds of people and partners across the Midtown district rose to myriad challenges in 2020 to lift each other up, restore our faith in community and have fun doing it.

COMMUNITY HIGHLIGHTS



COMMUNITY HIGHLIGHTS

More than a dozen properties in Midtown, along with the lighting maintained by Midtown Alliance on the 14th Street bridge, joined hundreds of cities that participated in the global “Light it Blue” campaign honoring first responders.



28K meals' worth of grocery kits were provided to unemployed food service industry workers via Café Intermezzo's food distribution events in Midtown in partnership with US Foods.



Delivering on an urgent need to flatten the curve, Midtown Alliance created a multi-pronged public health campaign for Midtown. Featured on street banners and sidewalks, in digital media, through partnerships with arts venues, and via storefront window signage, the “Keep Midtown Open” message, encourages mask wearing, frequent hand washing and social distancing.

COMMUNITY HIGHLIGHTS



The campaign also involved a special collaboration with artists whose work is shown on Midtown murals in the district to create neighborhood-branded face coverings distributed through giveaways and at local retailers.

From Alliance Theatre retooling its costume shop to make facemasks to Georgia Tech producing PPE face shields for medical workers, there are countless other examples of how the community stepped up in 2020. Find these stories and more on our News Center.

COMMUNITY HIGHLIGHTS





Many Atlanta institutions, including the High Museum of Art, reflected on the passing of Atlanta civil rights leader Rep. John Lewis (1940-2020).

DISTRICT BENCHMARKS





DISTRICT BENCHMARKS

Against the backdrop of a global public health crisis that halted sectors of the local economy, long-term confidence in Midtown's future remains strong. These are some indicators that describe Midtown's strength and capacity as a viable area post-pandemic:

6

Projects delivered in 2020 including 488K SF office, 444 residential units, 186 hotel keys, 13K of retail

15

Active construction sites in Midtown with 3.45M SF office, 2,221 residential units, 820 hotel rooms and 137K SF of retail

10

Projects reviewed by Midtown's Development Review Committee despite the economic slowdown in 2020, including 1.29M SF office, 1,905 residential units, 375 hotel keys and 99K SF of retail

6

Pre-construction quality control meetings conducted between staff and development teams

523K SQFT

Lease brokered during the pandemic by real estate firm T. Dallas Smith & Co. representing Microsoft for its lease in the Hines' Atlantic Yards project at Atlantic Station



DISTRICT BENCHMARKS

Two of the biggest land deals signed in Midtown this year made headlines for record prices, including Rockefeller Group's \$25M purchase of a 1.1 acre site at 12th and West Peachtree Streets and a \$17M land deal signed by Trammell Crow for a 0.89 acre site near the Margaret Mitchell House.

~3,000

New jobs announced for greater Midtown in 2020, including Facebook, Google and Microsoft

\$19B

Combined total economic impact by Midtown businesses on the City of Atlanta (\$30B overall impact for the State of Georgia)

\$647M

Combined total of annual public revenues generated in Midtown (sum total includes property tax, retail sales, liquor, tobacco, hospitality, business license, personal and corporate taxes and fees)

+\$2.9B

Overall combined growth in appraised value of commercial and residential properties in the Midtown core over the past decade (\$9.5B overall appraised property value)



On 3rd Street, a construction crew applies the finishing touches to a new bike lane that is part of the street's conversion to two-way operation.

IMPROVING PUBLIC RIGHT OF WAY



IMPROVING PUBLIC RIGHT OF WAY

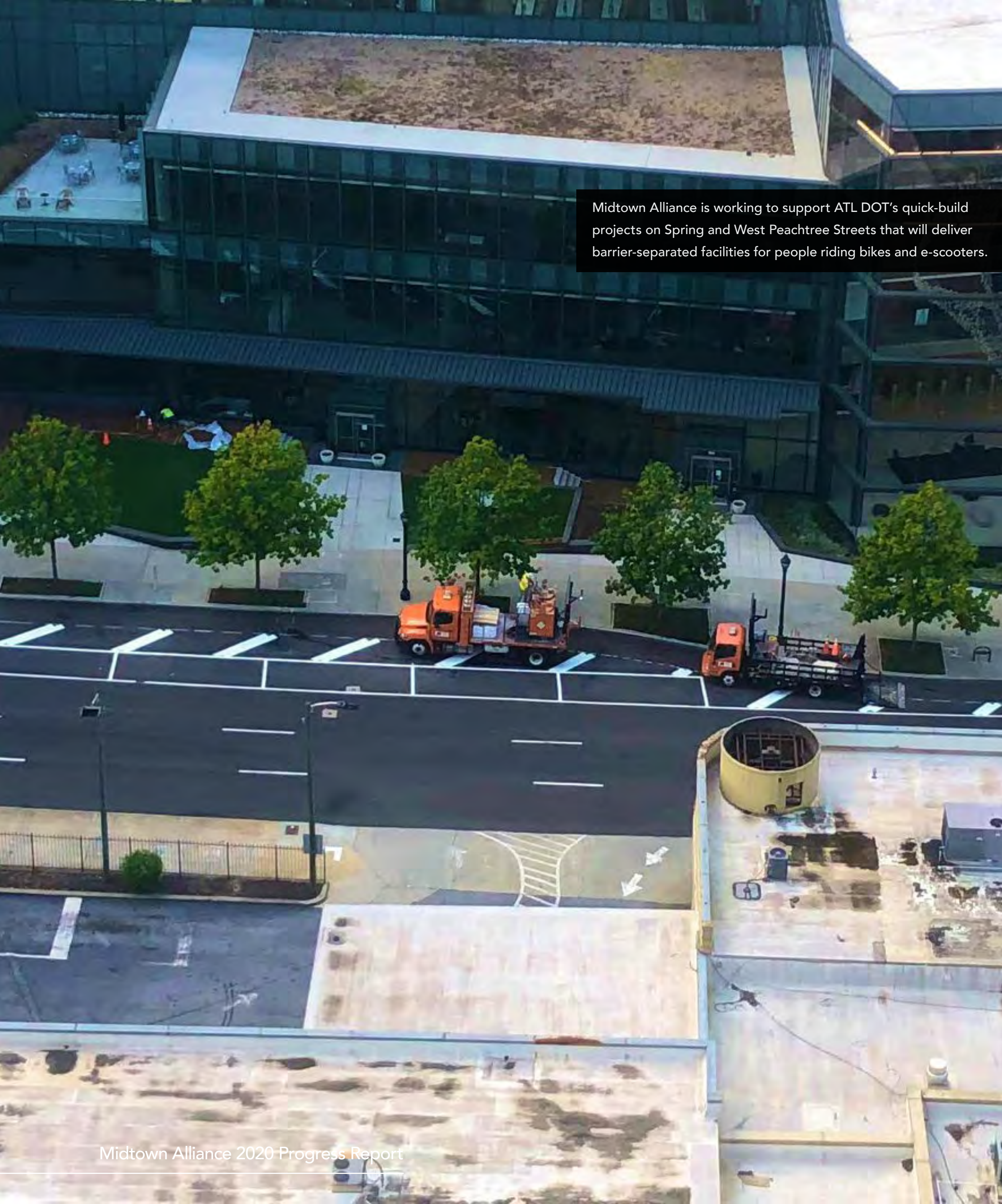
With fewer vehicles on the road and less activity in the district overall, Midtown Alliance and its agency partners have been working to make the most of the downtime, delivering improvements throughout the year and moving several projects into construction in the coming months.

\$47M Total estimated value of public improvement projects currently in the pipeline:

4 Projects delivered in 2020, including conversions of one-way streets to two-way operation, sidewalk improvements, intersection improvements, and park/plaza enhancements, totaling \$3.6M of investment

7 Projects under construction or pre-construction including protected bike lanes, new sidewalks and other pedestrian amenities, park and plaza enhancements, and public art, totaling \$21.1M of investment

7 Projects in design/engineering including bridge enhancements, new roadway connections, protected bike lanes, new sidewalks and other pedestrian amenities, new traffic signals, and park and plaza enhancements, totaling \$21.8M of investment



Midtown Alliance is working to support ATL DOT's quick-build projects on Spring and West Peachtree Streets that will deliver barrier-separated facilities for people riding bikes and e-scooters.

IMPROVING PUBLIC RIGHT OF WAY

Midtown Alliance continues to meet and interact with City of Atlanta staff every week to keep improvement projects moving through the pipeline, from design review to public outreach, permitting, procurement and more.

1.7

Miles of roadway resurfaced in 2020 along Spring Street as part of the ATL DOT quick-build project, as well as two-way conversions on 3rd, 4th and 13th Streets.

\$3.35M

New project funds secured from Federal, State or City grants/awards in 2020 to deliver improvements to Midtown's transportation network

\$410K

Curbside management study kicked off in Midtown and Downtown, with the primary goal to identify tools and strategies for effectively managing vehicles stopping to pick up food and passengers, deliver packages and park on the street. Findings and recommendations anticipated in Q4 2021



IMPROVING PUBLIC RIGHT OF WAY

Additional Transportation and Mobility Highlights:

At the start of the pandemic, the Midtown Transportation consulting team focused on providing resources and guidance to Midtown employers as they made the pivot to remote work. The team has also been meeting each month with workplace contacts to determine needs and get updated timetables for workers returning to offices.

100+ :: Workplaces and property managers partnering with Midtown Alliance on commute options programs, representing more than 40K daytime workers

3.6M :: Total number of pedestrians counted at 11 Midtown locations through November 2020, despite the reduced number of daytime office workers while many are sheltered in place

627K :: Total number of bike trips counted at 4 locations through November 2020





2020 enhancements at the Arts Center MARTA Station include custom designed seating platforms and a 400 SF mural by local artist Stacie U. Rose.



IMPROVING QUALITY OF LIFE

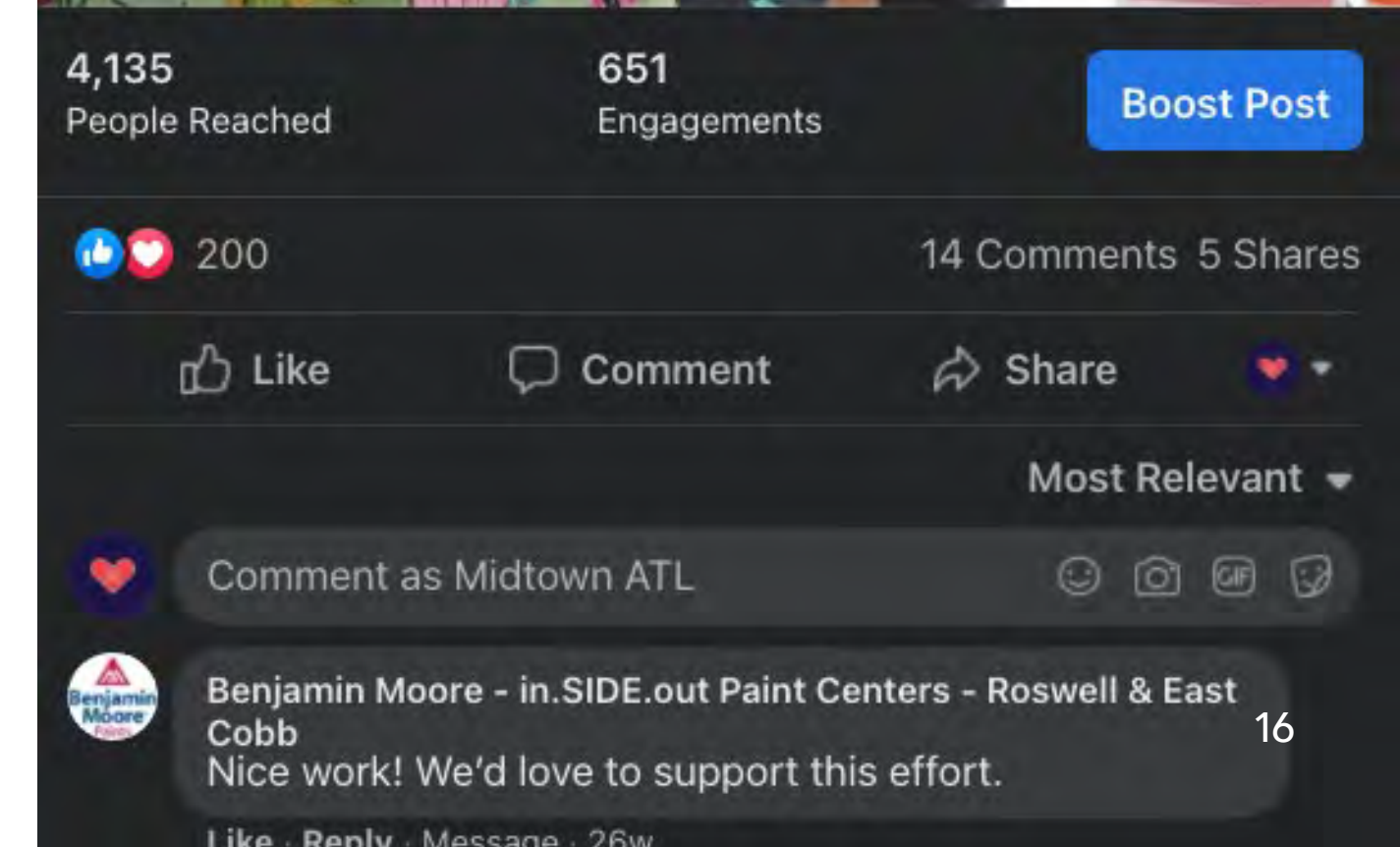
IMPROVING QUALITY OF LIFE

While many have been away or have stayed inside, Midtown Alliance and its partners have executed a number of enhancements, adding more vibrancy and safety for when more people return to the district.

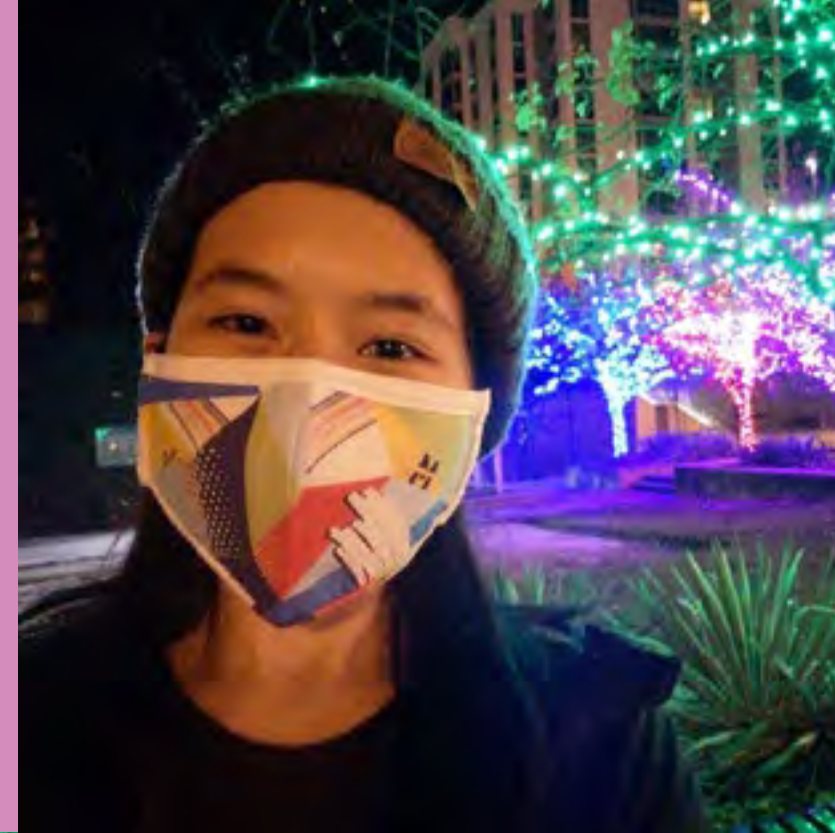


The renovated plaza space fronting the office building at 1200 Peachtree will be the new home for the Sabine Woman by artist Dorothy Berge. This 30-foot tall steel sculpture, donated to Midtown Alliance by North American Properties, will provide a bold focal point for the Arts District by anchoring the southwest corner of Peachtree and 15th Street.

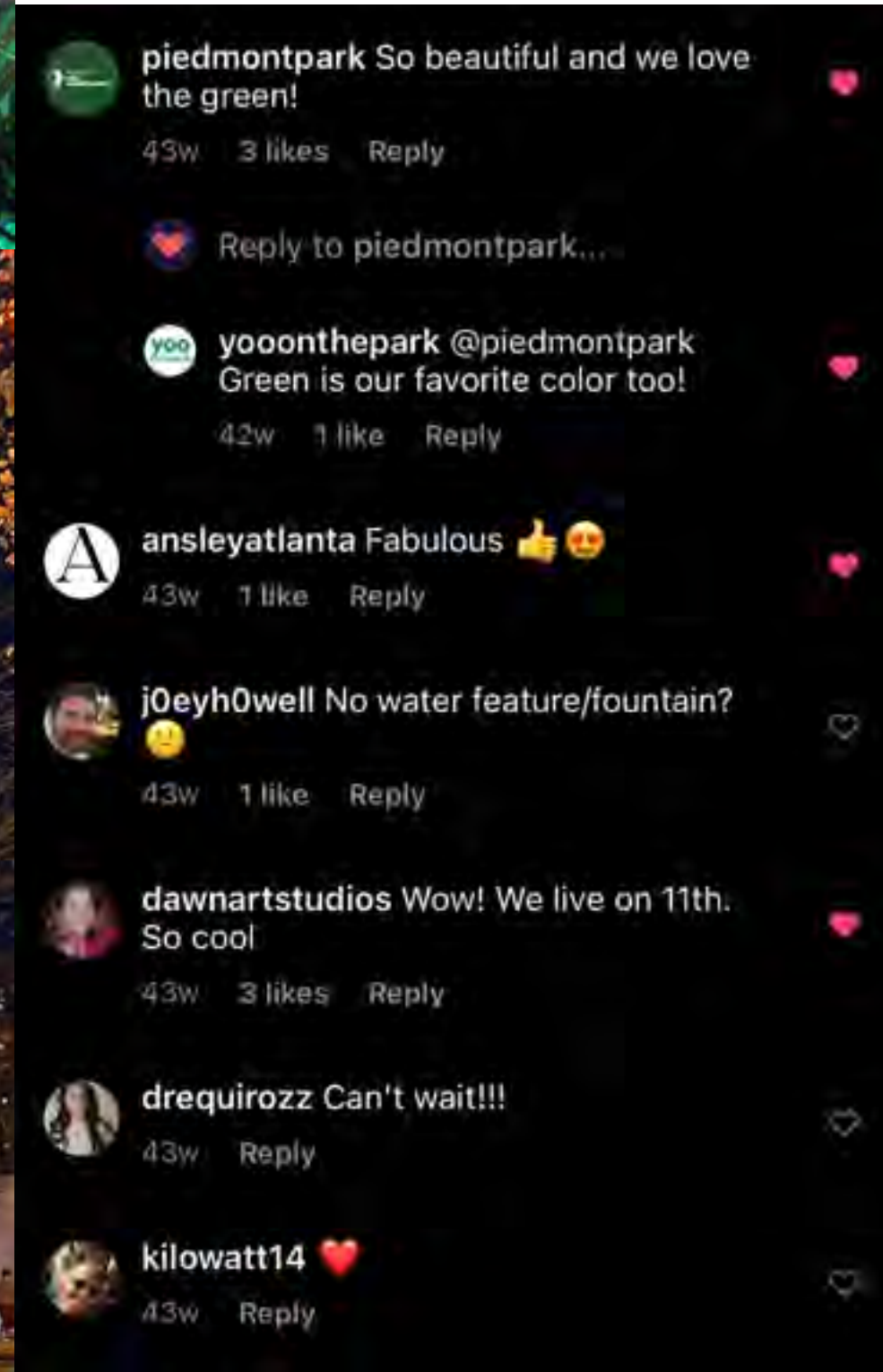
We commissioned artist Andrew Catanese to paint two structures across from his existing murals at Midtown MARTA Station, creating a gateway experience on both sides of Peachtree Place.



More than 250K LED lights illuminated street trees along Peachtree Street between Ponce Triangle and Pershing Point Park, the result of partnerships with 13 property owners in addition to installations on public right of way.



IMPROVING QUALITY OF LIFE



In late-December, Midtown Alliance launched a new initiative to activate empty storefronts in partnership with property owners by commissioning seven artists to create original work. The artwork will be on view through the early part of 2021.

IMPROVING QUALITY OF LIFE



Our collaboration with a surface parking lot owner at 6th and Peachtree to upgrade a knee wall and add landscaping resulted in a safer and greener facility where the lot meets the sidewalk.



Midtown Alliance is working with private property owners to deliver upgrades to 10th Street Park in 2021 on land owned by Dewberry Capital.

The organization worked with adjacent property owners to successfully prevent a 5,000 SF billboard from being converted to LED on The Peach building. The Fulton County Superior Court, Georgia Court of Appeals and Georgia Supreme Court all found the billboard to be illegally permitted, and next steps are with the City to have the defendant take the structure down.

Staff developed concepts to transform 19 on-street parking spaces into four linear parklets alongside the West Peachtree and Spring Street quick-build bike lanes, with construction set to begin in 2021.

IMPROVING QUALITY OF LIFE





The Midtown Blue supplemental public safety program celebrated a milestone in 2020, marking 20 years of service to the community.



KEEPING THE DISTRICT SAFE



KEEPING THE DISTRICT SAFE

Thousands of demonstrators came through Midtown in 2020. Importantly, no property was damaged, with only a small handful of businesses putting up plywood over windows that remained only for a few days. This speaks to the type of relationship and trust our supplemental public safety program seeks to foster with people who spend time in Midtown.

39,000

Total combined hours of supplemental public safety patrolling in Midtown for 2020

750

Weekly hours of supplemental patrolling above and beyond that of regular APD service

2

New full-time public safety staff positions added in 2020 to increase coverage



MIDTOWN
Blue

A program of Midtown Alliance

Credit: Atlanta Journal-Constitution



Midtown ATL
Published by Ellie Hensley · November 11 ·

Today we'd like to thank all of the people who have served our country, including the U.S. military veterans we're honored to call our coworkers at Midtown Alliance.

Kristian McClendon, U.S. Army
Chris Tiernan, U.S. Air Force
Reginald Woodall, U.S. Army... See More

1,168 People Reached 71 Engagements [Boost Post](#)

46 Reactions 4 Comments

Like Comment Share

Most Relevant

Comment as Midtown ATL

Kim Martin
Thank you for your service and for your service in our Midtown community.
Like Reply Message 5w

Keith Knows
We value and appreciate your service
Like Reply Message 5w

Sed Bogan
Thank you all for your service!
Like Reply Message 5w

Gene Phillips
Thank you all so much for your service!

Midtown Blue made 1,149 assists during 2020, from helping motorists with flat tires to providing directions.

KEEPING THE DISTRICT SAFE

94%

Percentage of overall crime in the district that is categorized as nonviolent property crime, consistent with prior years

4,524

Business contacts made by Midtown Blue, involving daily visits with business owners, property managers and building security

25

Staffers executed a special Midtown point-in-time census in the early hours of October 9 to identify people experiencing homelessness, offer services and distribute hygiene kits





KEEPING THE DISTRICT SAFE

Midtown Atlanta Public Safety Numbers Year Over Year

	2016	2017	2018	2019	2020
HOMICIDE	1	1	1	1	3
RAPE/SEXUAL ASSAULT	8	5	3	7	5
ROBBERY COMMERCIAL	5	5	3	10	1
ROBBERY PEDESTRIAN	17	15	18	26	17
AGGRAVATED ASSAULT	27	14	19	35	47
BURGLARY NON-RESIDENTIAL	39	23	16	15	35
BURGLARY RESIDENTIAL	29	14	18	36	11
THEFT FROM NON-VEHICLE PETTY THEFT	224	247	216	285	221
THEFT FROM VEHICLE ENTERING AUTO	325	312	401	618	651
AUTO THEFT	55	92	97	130	194

Source: Atlanta Police Department Zone 5 crime data analysis for Midtown Improvement District geographic area

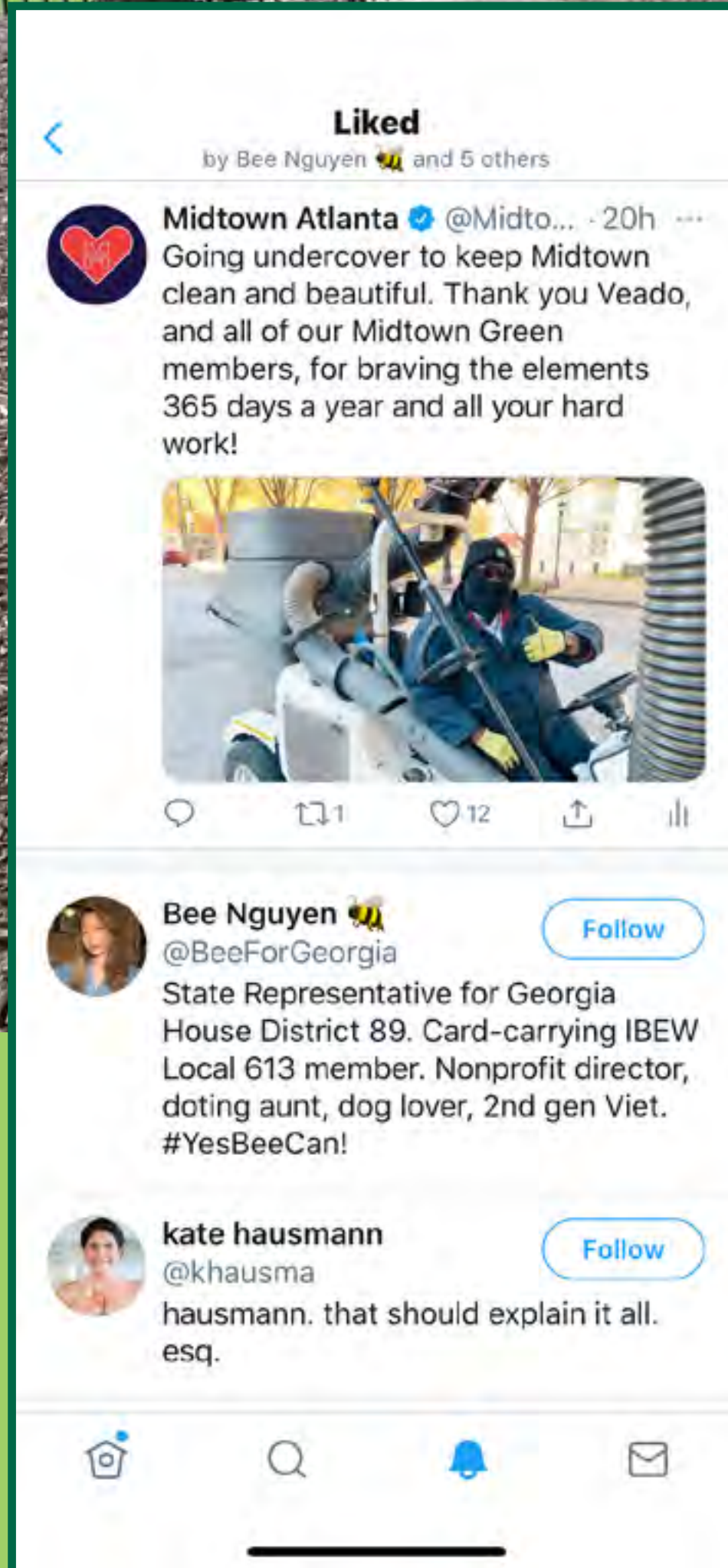


Midtown Green's 14 crew members have career backgrounds ranging from military service to Hollywood film production and operating heavy equipment.

KEEPING MIDTOWN CLEAN AND GREEN

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Midtown Alliance functions - and especially our Midtown Green maintenance crew - were deemed by the State as essential services at the outset of the pandemic, and we have been on duty every day, working hard to keep pace with operations and maintenance needs.



Since the onset of the pandemic, crews have been regularly spraying disinfectant on benches, trash cans and other fixtures to protect public health.

7

Days per week that Midtown Green crews are working shifts in the district – emptying trash, landscaping and performing ongoing maintenance

2,700

Total trees now maintained on Midtown streets, including planting, pruning, and nutrition (up from 2,500 trees in 2019)

177K
POUNDS

Combined total weight of debris picked up by Midtown Green crews district-wide in 2020, as amount of trash to pick up has increased



KEEPING MIDTOWN CLEAN AND GREEN

30K

Total square feet of plazas and medians maintained and planted with seasonal plantings, as well as several acres of park space and greenways maintained throughout MID closure

270

Issues reported to the City of Atlanta affecting right-of-way access and operations issues (such as street light outages and water/sewer issues), with 70% rate of closure



**MIDTOWN
MIDTOWN
Green**

A program of Midtown Alliance



ENGAGING THE COMMUNITY



ENGAGING THE COMMUNITY

Midtown Alliance partnered with local arts and cultural institutions to support public health messages during the pandemic.



Communication, problem-solving and keeping people connected to Midtown has looked different in 2020. Our staff conducted weekly outreach to 150+ restaurants, shops, and hotels, checking in on how we could help and to share updates about their continued operations with our network. We also performed monthly outreach to contacts at office buildings to identify ways the organization could help and to keep up to date info on occupancy.

90% Member retention rate

30 New Midtown Alliance member organizations signed on in 2020

5 Virtual member events executed in 2020 including Let's Talk Midtown virtual district updates and Midtown Masterclass miniseries featuring do-at-home activities led by artists, mixologists and fitness experts

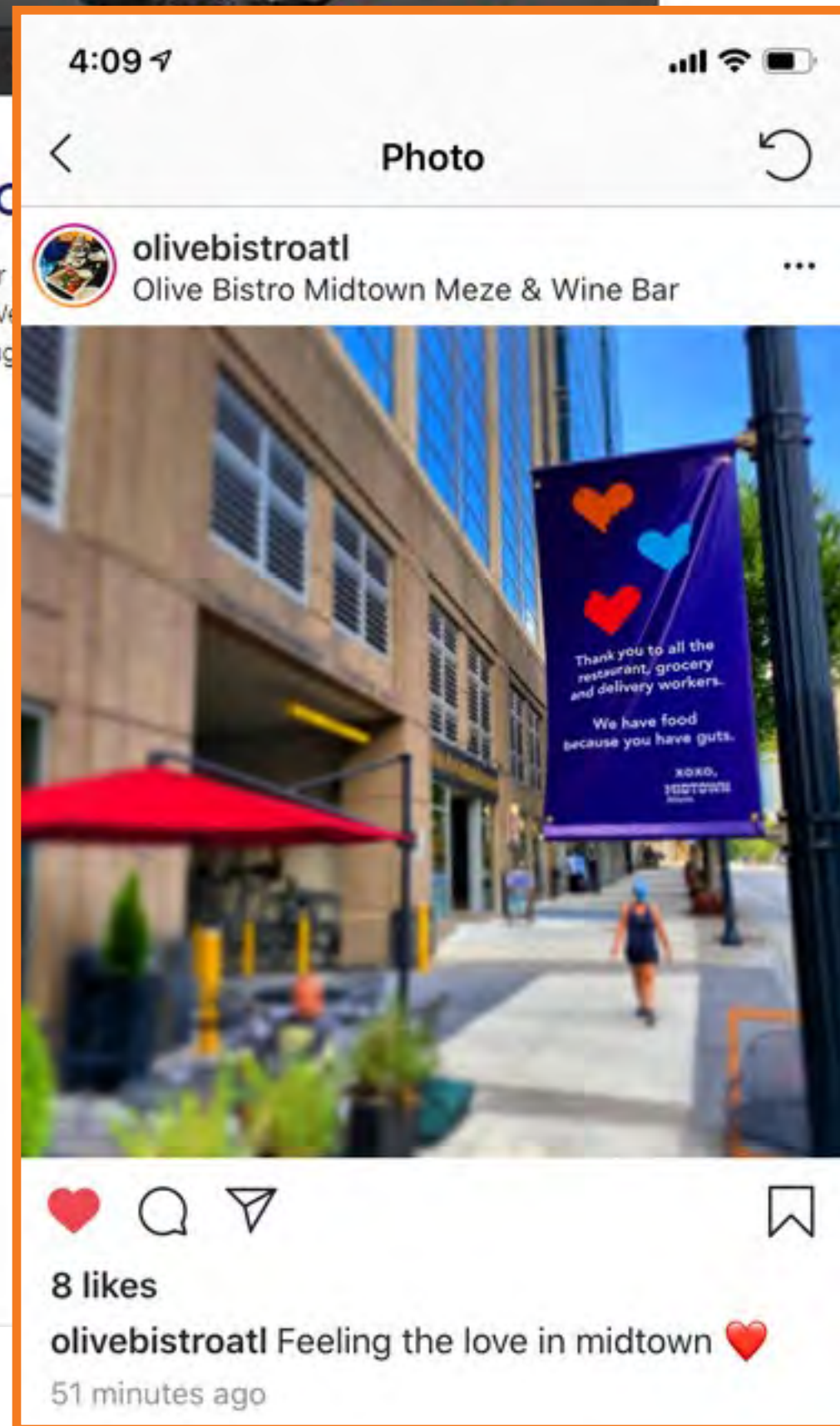
1300+ Attendees at the 2020 Midtown Alliance Annual Meeting in February, featuring a keynote on the present and future role of cities as local problem solvers



Local Restaurant Options

Midtown's street-level businesses are vital to our community. They need your support right now and are doing it in a responsible way that keeps everybody safe. We have info on restaurants in the [Midtown Improvement District](#). You can share suggestions with us by emailing us at info@MidtownATL.com.

<p>10th & Piedmont <i>Contemporary American</i></p> <p>Midtown Alliance Member</p> <p>991 Piedmont Ave NE 404-602-5510 visit website</p> <p>Takeout Available Delivery Available Modified Dine-In</p> <p>Delivery available through GrubHub, Postmates, & UberEats.</p>	<p>26 Thai Kitchen & Bar <i>Asian Cuisine</i></p> <p>Midtown Alliance Member</p> <p>824 Juniper St NE 678-974-2093 visit website</p> <p>Takeout Available Delivery Available Modified Dine-In</p> <p>Free delivery within 3 miles. Patio dining available.</p>
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ENGAGING THE COMMUNITY

16,500

Combined pageviews on our website for updated info on Midtown retail business operations, online ordering and curbside pickup details, making this one of the most frequently visited online destinations in 2020

15M

Combined impressions generated on our social media channels in 2020, including:

23%

Year-over-year increase in Instagram followers (22K)

16%

Year-over-year increase in Facebook followers (17K), with 2020 overall engagement rate

96K

Total screenviews of IN*MidtownATL smartphone app content in 2020 that helped users to get to know more about what's in their district



We are a non-profit membership organization and a coalition of leading business and community leaders – united in our commitment to Midtown as a premier destination for commerce, culture, education and living.

LEADERSHIP



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 guidance to make Midtown a place of distinction that gets even better as the district continues to grow.

LEADERSHIP

2020 Midtown Alliance Board of Directors

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Chairman of the Board
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First Vice President & COO
Federal Reserve Bank of Atlanta

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Portman Holdings

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Professor of the Practice & Former Chair,
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Georgia Institute of Technology

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Market Assurance Leader
PwC

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Raphael Bostic*

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Federal Reserve Bank of Atlanta

Alison Bradway, Treasurer*

CAO
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Invesco

Phillip Trey Briscoe

SVP - Global Real Estate
Equifax

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Lord Aeck Sargent

Laura Brown

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PNC Financial Group

Benjamin Brunt

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Noble Investment Group

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Regions Bank

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VP of Institute Relations
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Ansley Park Civic Association

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AECOM

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Museum of Design Atlanta (MODA)

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Georgia Institute of Technology

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Midtown Alliance

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Regional President, Atlanta
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Co-Chair, Atlanta Metropolitan Public Art
Coalition

Bobby Turner

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Whole Foods Market, South Region

Allan Vella

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The Fox Theatre

Becky Ward

Senior Vice President, Practice
tvsdesign



LEADERSHIP

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Vice Chairman & Vice President
Fernbank Museum of Natural History

Sallie A. Daniel
Chief Development Officer
Troutman Sanders

Larry Gellerstedt
Executive Chairman
Cousins Properties Incorporated

Jack Guynn
Past President & CEO
Federal Reserve Bank of Atlanta

John R. Holder
Chairman & CEO
Holder Properties

Ben F. Johnson, III
Retired Partner
Alston & Bird LLP

Dennis Lockhart
Past President & CEO
Federal Reserve Bank of Atlanta

Steve Nygren
Founder
Serenbe

Catherine L. Ross
Director, Center for Quality Growth & Regional Development
Georgia Institute of Technology

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Senior Managing Director
Hines Interests

Michèle Taylor, Treasurer
Mayoral Appointee

Andre Anderson
First Vice President & COO
Federal Reserve Bank of Atlanta

Josh Gately
Development Manager
Portman Holdings, LLC

The Hon. Amir Farokhi
Council Member District 2, Atlanta City Council

Lisa Harris
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Turner Properties Inc.

John McColl
Executive Vice President
Cousins Properties

Malloy Peterson
Senior Vice President
Selig Enterprises

Scott A. Specht
Partner
Jones Day



FINANCIALS



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Midtown Alliance is funded through member dues, public and private grants, 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 pay a voluntary contribution to fund certain programs and projects 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.



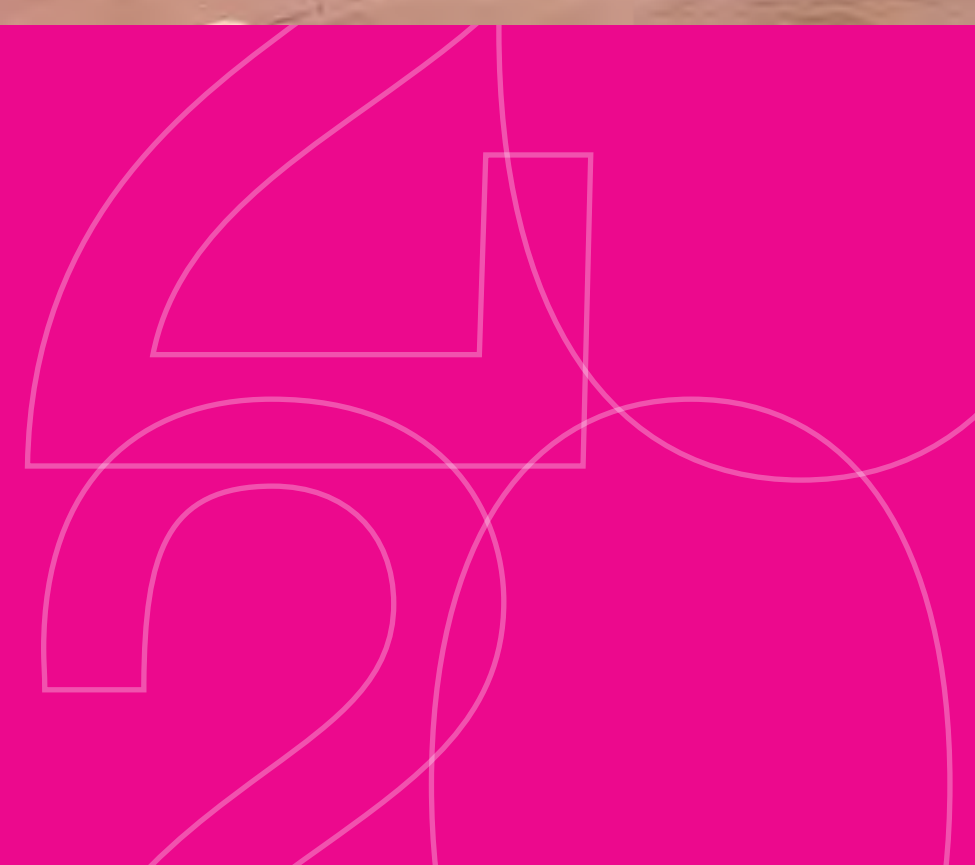
\$15,555,000 FISCAL YEAR 2021

- OPERATIONS & G+A \$778,000
- MEMBER OUTREACH \$749,000
- PLANNING & URBAN DESIGN \$812,000
- TRANSPORTATION \$3,013,000
- PARKS & PLAZAS \$2,545,000
- PUBLIC SAFETY \$2,186,000
- STREETScape IMPROVEMENTS \$3,435,000
- INTERSECTIONS & SIDEWALKS \$1,008,000
- MAINTENANCE & LANDSCAPING \$1,029,000



Credit: Fox Theatre

EMERGING STRONGER





EMERGING STRONGER

What will Midtown and our city look like on the other side of this challenging era?

Our leadership and staff are focused on seizing the opportunities to emerge stronger from crisis, to create a resilient, thriving post-pandemic urban place that is welcome to all. How do we get there? Watch for more information on our 2021 series examining the topics that will define Midtown's future, featuring insight from industry leaders and the latest on our work.