

MIDTOWN HAS MOMENTUM

Midtown Improvement District 2009-2010 Annual Report

MID
2009-2010
MIDTOWN
ATLANTA



Enter



First impressions are important. So are renewed connections. With that in mind, Midtown Alliance partnered with Georgia Department of Transportation (GDOT) to redesign the 14th Street Bridge. The result? An inviting green gateway into Midtown, and a user-friendly new link between parts of town long divided by the Interstate. Welcome in!

Widened and lengthened, the bridge now features dedicated turning lanes, landscaped medians and broad sidewalks shielded from the visual and aural noise of the highway by attractive screens. GDOT planted annuals on the three medians and this summer Midtown Improvement District assumed responsibility for maintaining the new landscaping. The rebuilt 14th Street Bridge is safer and more efficient for both drivers and pedestrians, and a major step toward realizing the Blueprint Midtown vision.

Flourish

Every day. Sweeping sidewalks. Emptying trash cans. Collecting litter. Maintaining plantings and pocket parks. Repainting street furniture. Every day, **Midtown Green** is at work to keep our community's public spaces spotless and appealing.

Details make the difference. The 15th Street Arts District Plaza, built in 2007 with the financial backing of the MID and the Robert W. Woodruff Foundation, is an oasis of urbanity because every day the Green team cleans the fountain and feeds the fish, pulls weeds and deadheads blossoms, wipes tables, tosses trash, and ensures that Wi-Fi is working.

We leverage resources to do the job. **Midtown Green** collaborates with the city's Department of Sanitation to keep 125 trash receptacles regularly emptied. In addition, MID is the top user in the entire state of the Georgia Department of Corrections' community service worker program; in 2009, 428 community service workers devoted 3,425 hours to helping **Midtown Green** make our community shine.



The 15th Street Arts District Plaza offers outdoor seating and free Wi-Fi



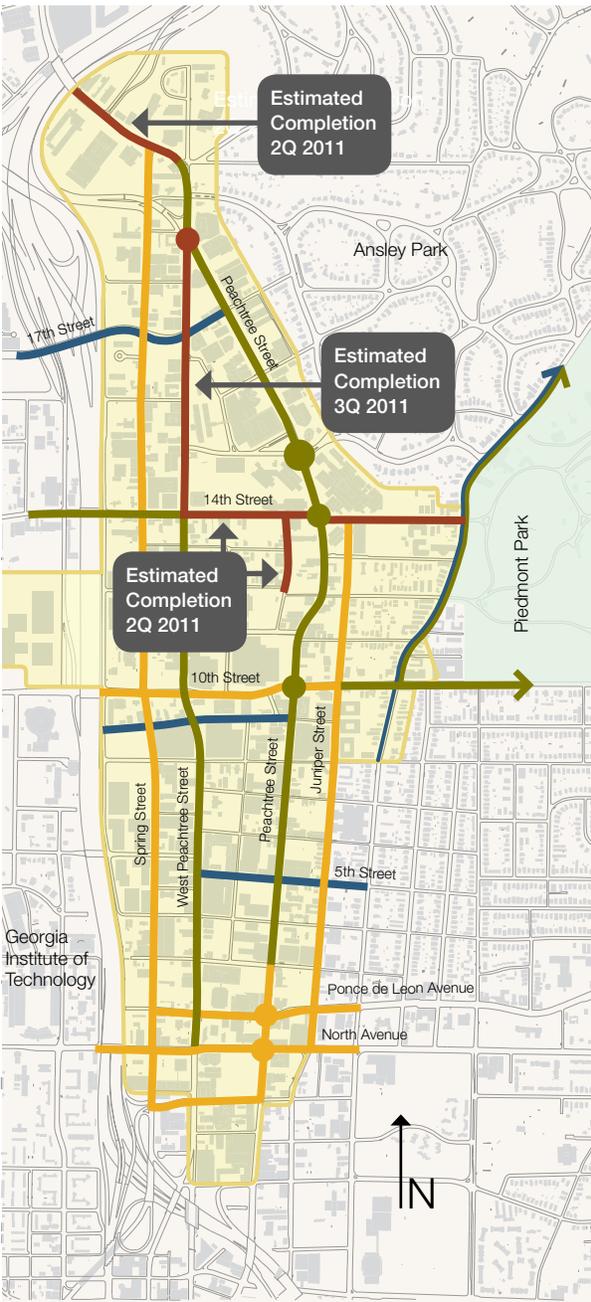
Midtown Green gives meticulous attention to Midtown's public spaces, both large and small.



Promenade

For the community, MID's ongoing program of streetscape improvements is creating an identity for Midtown as a walkable, alluring and lively district. And for individuals, Midtown's upgraded public environments make for a sophisticated and pleasurable urban experience. In large part they are the reason why Midtown is the place where people want to be.

Our new pocket parks and street plantings amplify the area's beauty. But studies prove that the benefits of such amenities reach far beyond aesthetics. The greenery helps reduce air pollution and mitigate heat gain. The parks, providing safe spaces for recreation and interaction, help build community and increase public safety. They make us healthier by giving us cleaner air to breathe, places for active recreation, and respite from the stresses of city life. They enrich us by increasing property values – and by swelling our pride of place. MID has spent the last twelve months preparing, obtaining permits and securing funds for new construction projects, including five additional streetscape plans to be undertaken in 2010.



Cityscape Construction Program

-  MID Boundary
-  Completed
-  Under Construction
-  Design/Engineering
-  Planning



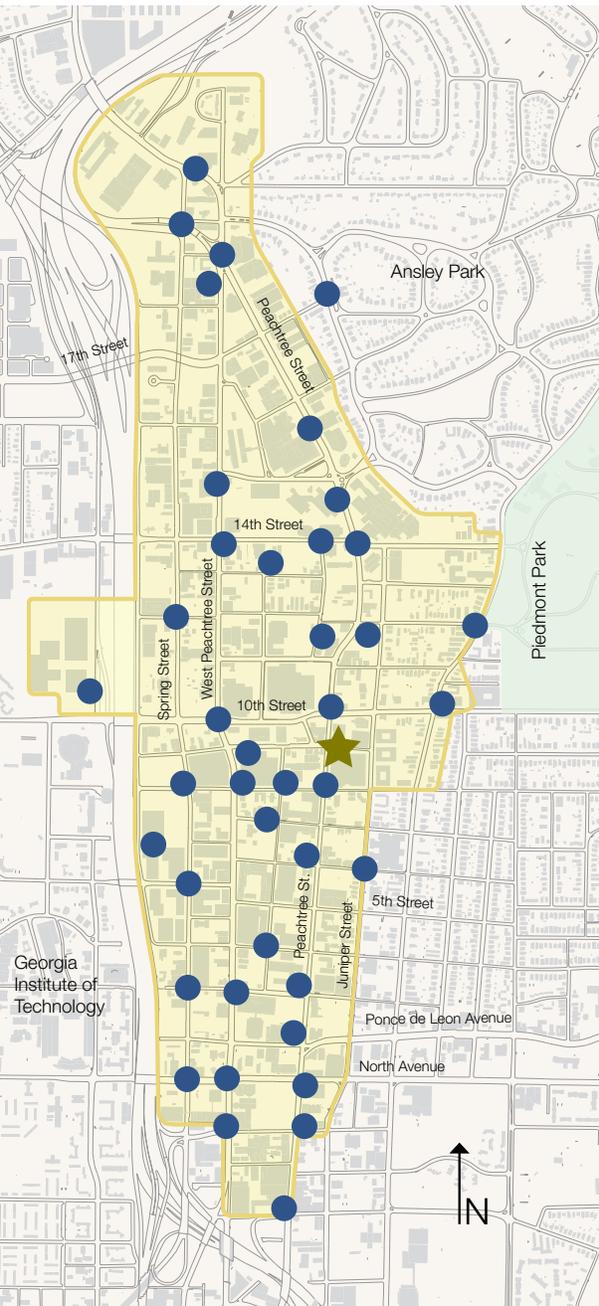


Streetscape construction on Crescent Avenue as shown on the adjacent schematic and on 14th Street is underway. Construction will take 12 months.



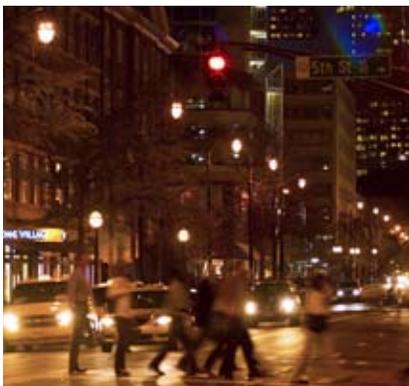
Protect

Midtown Blue works to make our streets safe providing a secure, more walkable community for our residents, commuters and visitors. Our public safety force shares its office with an Atlanta Police Department special operations unit and is staffed by off-duty APD officers. This tailor-made space is outfitted with everything Blue needs to effectively do its job. Thanks in part to around the clock monitoring of the 44 cameras trained on Midtown's streets, **Midtown Blue** responds within three minutes of spotting criminal activity. Crime in the area decreased 39% overall in 2009. In the first half of 2010, crime was down 31 % – the highest crime reduction in the city.



Midtown Blue Camera Locations

-  MID Boundary
-  Active Cam
-  Midtown Blue



Midtown Blue and Midtown Green are partnered in “Keeping the Lights On,” an important component of MID’s public safety efforts. More than 1,100 new street and pedestrian lights have been installed in the district since 1997. Inevitably these need maintenance, and the Midtown Alliance is making sure that lighting is repaired or replaced when needed.



New, safer, more efficient
LED countdown ped
heads and traffic signals
have been installed
throughout Midtown.



Circulate

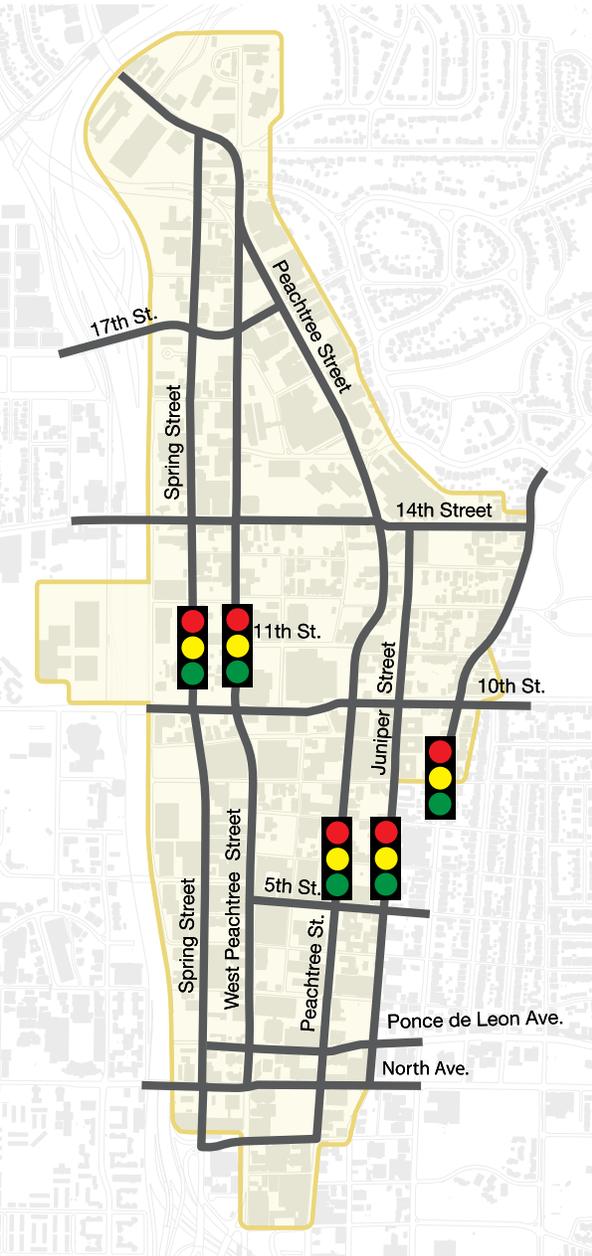
Clean commutes lower stress, improve morale and productivity, and save money; reducing the number of cars on the streets mitigates congestion and pollution. **Midtown Transportation Solutions** helps employers and workers adopt clean commuting practices through its Discounted Transit Pass Program and programs to encourage vanpooling and carpooling, and walking and biking.

Preparing for tomorrow's needs, MTS is helping to make shovel-ready a new streetcar line on Peachtree Street by working with MARTA, the City of Atlanta and Central Atlanta Progress. But Midtowners already have options for greener, cheaper, and more pleasant getting around.

- Bike Share: Program users can “check out” bikes, helmets and locks for free from stations at 999 Peachtree and the Woodruff Arts Center.
- Tech Trolley: Anyone can step aboard this free shuttle that runs a loop through Midtown and across the Interstate to the Georgia Tech campus.
- Atlantic Station Shuttle: Another frequent, free shuttle that loops from Arts Center MARTA through Atlantic Station.
- Four MARTA rail stations, making navigating the city from Midtown easy.

Users can stay current with **Midtown Transportation Solutions** via Facebook and Twitter, @MidtownATLTrans

MTS programs also educate citizens about how clean commutes can improve quality of life. April's “Midtown Walks,” for example, with its walking trivia challenge encouraged workers to get outside at lunchtime and join in the community's thriving street life. Once commuters have experienced the vibrancy of Midtown's streets, they tend to step out of their offices and enjoy them more.



Five new traffic signals are in the process of being installed to create safer mobility for Midtown pedestrians and drivers:

1. 6th and Peachtree
2. 6th and Juniper
3. 8th and Piedmont
4. 12th and West Peachtree
5. 12th and Spring





Providing clean commute options for employees can earn a building points toward LEED (Leadership in Energy and Environmental Design) status. MTS works with Midtown properties to help them achieve this goal.



Letter from the Chairman

Spend some time on the streets of Midtown and it's clear that the Blueprint Midtown vision is coming to life. Our community is being transformed into a vibrant, walkable neighborhood that will continue to evolve into a model urban experience.

From the eagerly anticipated opening of the 14th Street Bridge to ongoing streetscape improvements that shape the unique identity of this area, the fruits of the Midtown Improvement District's labor are becoming more of a reality each day. In addition, public safety, environmental responsibility and transportation initiatives continue to drive Midtown forward.

We are excited to be living, working and playing in this beautiful place as we enjoy the benefits of years of hard work, and we are inspired to further enhance our community going forward. As evidenced by the visible achievements in Midtown thus far, I hope you are as confident as I am that we are on track to fulfill our grand vision.



J. Donald Childress, Chairman
Midtown Improvement District

Midtown Improvement District 2009 Board Members and Officers



J. Donald Childress
Chairman
Managing Partner
Childress Klein Properties



Kurt Hartman
Senior Vice President
Hines Interests



Jack Guynn
Vice Chairman
Past Chairman
Midtown Alliance



Ivenue Love-Stanley
President
Stanley Love-Stanley, P.C.



Matt Bronfman
Managing Director and
Chief Operating Officer
Jamestown Properties



John McColl
Executive
Vice President
Development, Office
Leasing Asset
Management
Cousins Properties
Incorporated



Kwanza Hall
Council Member
Chair, Advisory
Committee on
International
Relations (ACIR)
Atlanta City Council



Susan Mendheim
Secretary
President & CEO
Midtown Alliance



Harald Hansen
Treasurer
Co-Chair
Blueprint Midtown II



J. Lynn Rainey, P.C.
Legal Counsel
Principal
Rainey & Phillips



Lisa Harris
Senior Vice President
Strategic Planning,
Real Estate and
Construction
Management
Turner Properties Inc.

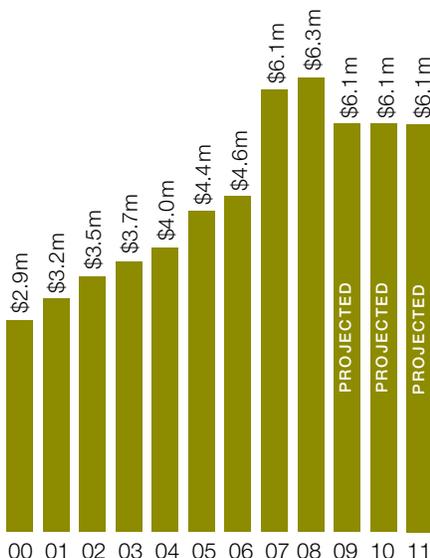
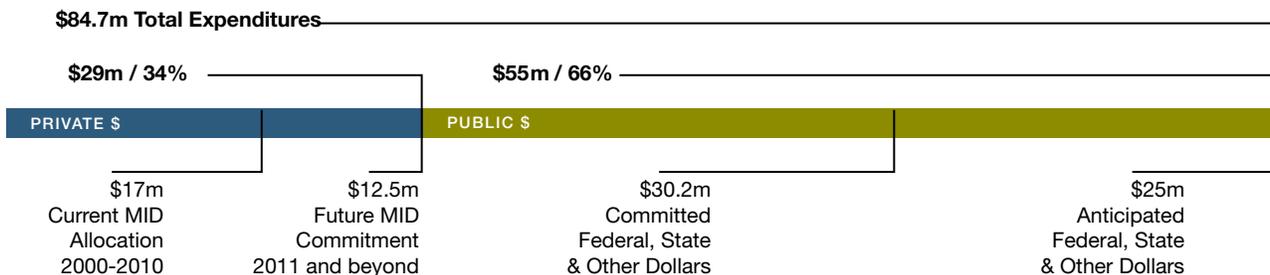


Scott Specht
Partner
Jones Day

“Our community is being transformed into a vibrant, walkable neighborhood that will continue to evolve into a model urban experience.”

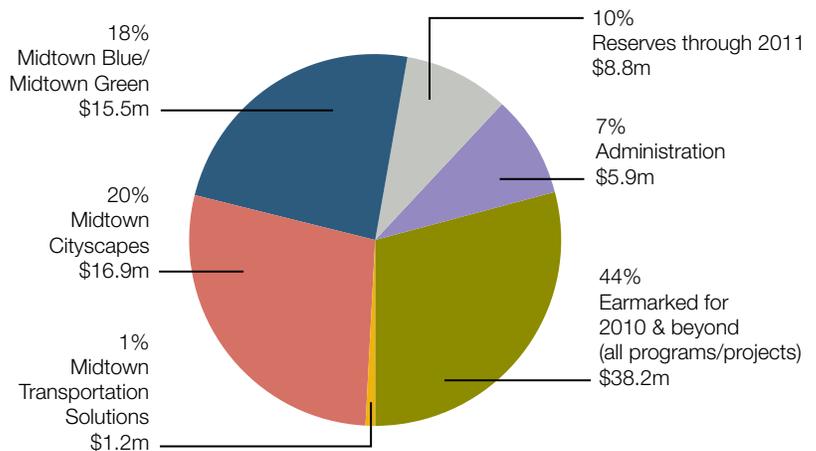
J. Donald Childress
Chairman Midtown Improvement District

2000-2011 Midtown Cityscapes Investment Leveraged for Public Funding

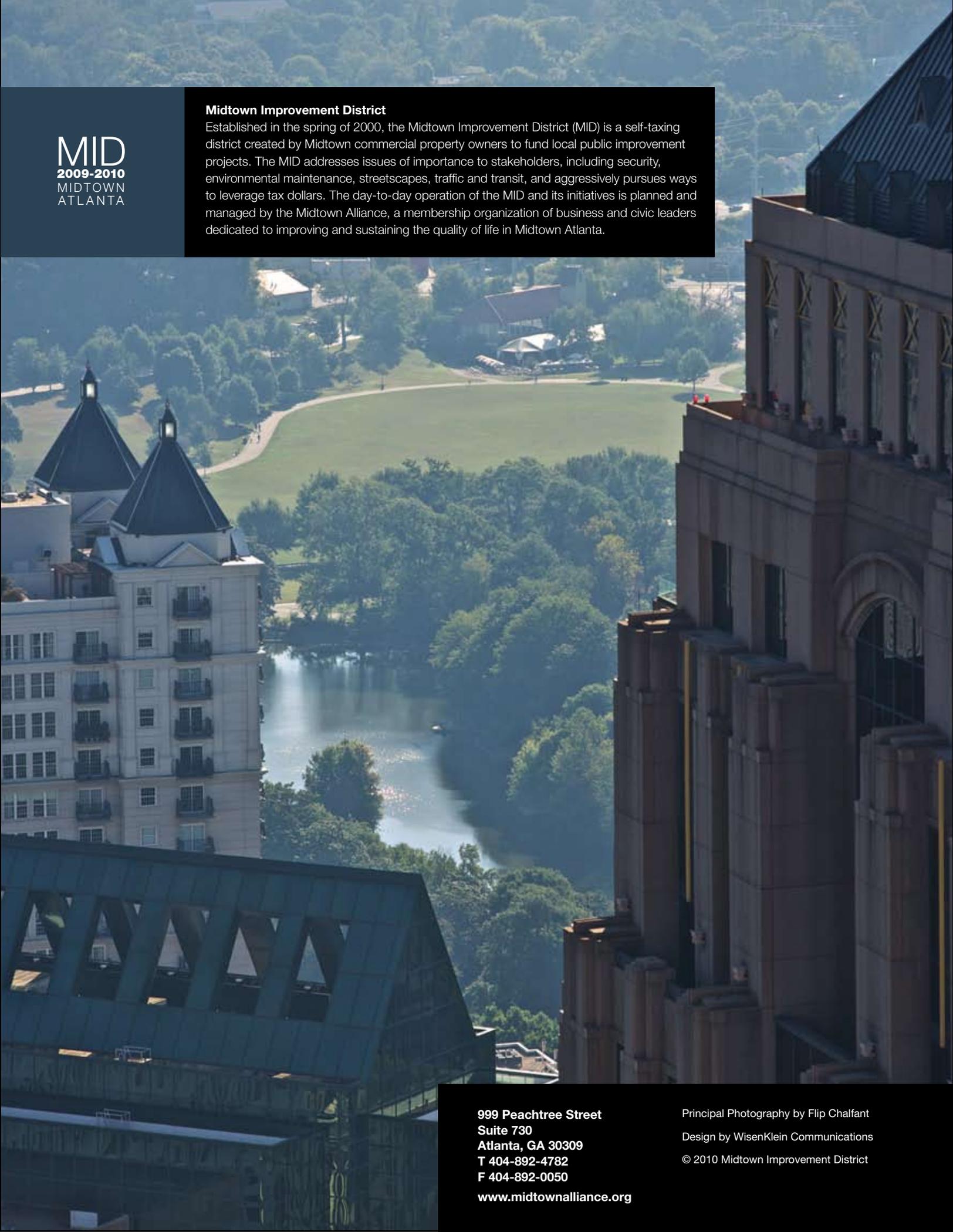


Midtown Improvement District Tax Revenue 2000-2011

Total Tax Revenue = \$54.5 million
 Miscellaneous Revenue 2000-2011 = \$3.5 million
 (Foundation Grants, Corporate Contributions)
 Total Revenue 2000-2011 = \$58 million



Midtown Improvement District Income 2000-2010 Expenditures & Commitments



MID
2009-2010
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Midtown Improvement District

Established in the spring of 2000, the Midtown Improvement District (MID) is a self-taxing district created by Midtown commercial property owners to fund local public improvement projects. The MID addresses issues of importance to stakeholders, including security, environmental maintenance, streetscapes, traffic and transit, and aggressively pursues ways to leverage tax dollars. The day-to-day operation of the MID and its initiatives is planned and managed by the Midtown Alliance, a membership organization of business and civic leaders dedicated to improving and sustaining the quality of life in Midtown Atlanta.

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