ENVISION the kind of environment where you'd like to live and work: A place that is beautiful, clean and safe. Streets that are easy and walkable – with lots of good transportation options. Boundless choices for enjoyment – from diverse dining to the finest in arts and culture. Accessible parks and greenspace. Successful businesses and convenient retail. A place that is alive with the pulse of the community. This is Midtown Atlanta.

MIDTOWN Alliance

Since its creation in 1978, Midtown Alliance has been the driving force behind the revitalization of Midtown.

We are a non-profit membership organization and a coalition of leading business and community leaders – united in our commitment to Midtown as a premiere destination for commerce, culture, education and living. Guided by a visionary master plan – Blueprint Midtown – and in partnership with the Midtown Improvement District, Midtown has become a national model for urban excellence.

Creating and maintaining such a vibrant district doesn't happen on its own. It's a full-time job, requiring the right mix of programs and capital projects to generate results today – while attracting continued investment to bring our community's long-term vision to life.

Join the Midtown Alliance as we continue to improve and sustain the quality of life for those who live, work and play in Midtown Atlanta.

Walkable

A pedestrian-oriented network of well lit, tree-lined sidewalks make it easy to walk everywhere.

- The Midtown Improvement District's $21M investment has leveraged more than $400M to date in public and private funds to transform Midtown's major corridors with new sidewalks, streetlights, trees and pedestrian plazas.

Midtown Alliance is working .

Clean and Green

Constant attention by Midtown Alliance's full-time landscaping and maintenance operation keeps the Midtown community clean and inviting.

- Our maintenance team paints, repairs, replaces and installs hundreds of streetlights, trash and recycling cans and benches along our streets and sidewalks.

Two hundred acres of adjacent green space create a virtual forest within the City. Home to Piedmont Park and the Atlanta Botanical Garden, Midtown's green assets are unparalleled.

- The Midtown EcoDistrict, the South's first urban eco-district, is a strategic initiative to "green-up" our own programs and services, and support and enhance the sustainability efforts of Midtown's businesses, institutions and residents.
- Our creation of new plazas, pocket parks and the planting of more than 700 shade trees continue to enhance Midtown's beauty and livability.

Accessible

Midtown has an enviable transportation network providing easy access with abundant travel choices, including four MARTA rail stations, local and regional express bus service and local circulators.

- Our work includes coordinating transportation improvements for Midtown, better traffic flow through signal management, intersection improvements, wayfinding signage and Midtown's gateways and bridge enhancements.
- We also provide customized commute options to Midtown employers and property managers, including discount transit pass sales and programs to facilitate ridematching, carpools and vanpools.

... to make Midtown's strengths

Innovative

With world class colleges and universities, cutting-edge research, an engaged business community and a strong network of incubators, accelerators and support services for entrepreneurs, Midtown is a defining innovation hub in the Southeast, where new ideas and enterprises take root.

- Through our Midtown Innovation Council, Midtown Alliance and its partners are working to further support and expand Midtown's thriving innovation district. This includes strategies such as expanded broadband and internet connectivity, more flexible workspaces, and quality programs that spur learning and collaborations.
- In partnership with Georgia Tech, Midtown Alliance is also creating a Living Lab in Midtown, where new applications, ideas and products are developed, tested and refined through local community input.

Safe

Today, Midtown is safer than ever thanks to Midtown Blue – our 24/7/365 public safety program.

- High definition video cameras cover almost 90% of Midtown's public right-of-ways and are monitored by our team around the clock.
- Midtown Blue is on the streets day and night in marked vehicles, coordinating with our partners and supplementing Atlanta Police Department's regular patrols.
- We also conduct more than 80 public safety seminars for members annually.

All photography: Flip Chalfant

Vibrant

The excitement and energy taking place on the streets of Midtown is palpable, with arts, culture, retail and dining scenes creating rich and unique experiences.

- Midtown Alliance is an active partner with our members. We sponsor, support and promote Midtown events and promotions.
- Through our communications and social channels, we tell the story of Midtown and provide up-to-date information on what's happening in the district.

… even better.

Visionary

In 1997, the community rallied in support of our comprehensive master plan, Blueprint Midtown. Since that time, Midtown has attracted an unprecedented wave of growth and development.

- We continue to welcome new development that is consistent with this vision, resulting in a balanced urban center with a mix of uses that creates a true live-work-play community.

"With more than 1,200 employees who work at 10th and Peachtree Street, I have a big interest in Midtown. I am excited to Chair the Midtown Alliance – an organization with a strong bias towards action. The results to date are exceptional. With your continued support and partnership, Midtown Alliance will continue to play a pivotal role."

– Dennis Lockhart, President and CEO of the Federal Reserve Bank of Atlanta and Board Chair of the Midtown Alliance

Midtown Alliance leadership: Shannon Powell, Executive Vice President and COO; Kevin Green, President and CEO; Dennis Lockhart, Chair *(pictured at the Peachtree Club)*

Become a member of Midtown Alliance

Support the programs and initiatives that make Midtown your "location of choice."

- Our members provide leadership and support for our continued efforts to create a superior experience for people as they live, work and play in the district.

Strengthen your business relationships in Midtown

- Engage with fellow Midtown business and civic leaders
- Participate in members-only councils and events
- Provide input into Midtown Alliance programs and initiatives
- Gain visibility for your organization on MidtownATL.com
- Expand your reach via Midtown Alliance's multiple social media outlets

Midtown resources customized specifically for your business and employees

- Get the inside scoop with up-to-date news and local promotions
- Walking maps for your location
- Personalized transportation options to ease employee commutes
- Public safety sessions to keep your staff confident and comfortable

To become a member or for more information, contact Laura Moody, Director of Member Engagement & Partnerships at 404.809.2112 or Laura@MidtownATL.com.

Connect with us

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MIDTOWN Alliance

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