

Midtown Alliance, created in 1978, is a network of business and community leaders dedicated to building a vibrant successful city center in the heart of Atlanta that is a premier destination for commerce, culture, living, education and leisure activities. This work is guided by a long-range community based master plan, Blueprint Midtown and a strong action bias around impactful programs and projects.

Results Driven Initiatives

- ▶ **Capital Improvements** – Since 2000, more than **\$400M in public and private funds** has been invested to build streetscapes, bridges, roads, plazas and other improvements ensuring that Midtown is accessible for pedestrians, cyclists, transit riders and motorists alike.
- ▶ **Midtown Blue** – Employs off-duty Atlanta Police Department (APD) officers and civilians to provide an additional layer of attention in coordination with on-duty APD personnel, property owners, businesses and other public safety and security partners.
- ▶ **Clean & Green** - Supplements the City of Atlanta's services and the obligations of Midtown property owners. Services include landscaping, litter removal, maintenance of over 3000 trees, graffiti removal and much more and are conducted on the public right-of-way in Midtown.
- ▶ **Midtown EcoDistrict** – A district-wide initiative led by Midtown Alliance to reduce Midtown's environmental impact while enhancing its economic attractiveness through programs like the Atlanta Better Buildings Challenge, Tree Well Adoption Program and EcoDistrict Luminary Recognition Program.
- ▶ **Midtown Innovation Hub** – Led by corporate, academic institutions and entrepreneurial stakeholders to develop and execute an innovation strategy to catalyze growth in high-tech and creative industries and to attract even more investment and business growth in the district.
- ▶ **Midtown Transportation** – Supports a balanced and robust transportation system through improvements to our signals, sidewalks, streets and bicycle network. Midtown Transportation also implements custom commuter programs for more than 300 Midtown employers.
- ▶ **Resources** – Provides consultation to development teams to ensure projects support the Blueprint Midtown vision and area zoning. MidtownATL.com provides access to current development data, maps, demographics and guidelines.
- ▶ **PR and Marketing** – Positions Midtown as a premier location to live, work and play through branding, social media, events and public relations.

Join today and be a part of the organization that is actively shaping Midtown's future and protecting your investment.

Other Member Benefits

- ▶ Be the first to receive information about Midtown happenings through stakeholder updates and our monthly e-newsletters.
- ▶ Join in our presentations, seminars and workshops on topics of special interest to Midtown stakeholders through invitations to events like the Midtown Dialogue Series, Let's Talk Midtown, social and networking opportunities.
- ▶ Participate in quarterly membership councils and committees with other Midtown leaders and experts.
- ▶ Receive "A-list" invitations to all Midtown Alliance events, including our annual meeting.
- ▶ Promote your business through our member listing on our website.
- ▶ Free public safety training workshops tailored for your employees or residents.
- ▶ Access to experts on sustainability and clean commuting options.
- ▶ Membership cards for all residents or employees provide discounts at Midtown restaurants, retailers and service providers.

Join Today

Our membership dues are tax deductible as we are a 501 (c) (3) nonprofit organization. For additional information:

MidtownATL.com/Join