



Midtown Alliance Membership

A great urban experience is more than just buildings and sidewalks. It's about people—united by a shared vision—working together to make Midtown exceptional.

MIDTOWN
Alliance



Why become a Midtown Alliance member?

From new construction to population growth, there are very few places in North America that are experiencing change at the pace we are seeing today in Midtown Atlanta. Our organization provides a unique platform to help you stay informed, make connections and make your voice heard.

♥ Events

Get district news and engage with other Midtown Alliance members at events we host throughout the year. Members get either complimentary or special pricing for tickets.



Let's Talk Midtown: meeting series with updates and conversations about issues relevant to Midtown, from new development to transportation projects happening on the ground



Mix-It-Up Midtown Networking Events: meet with others who live and work in Midtown in a casual environment at Midtown venues



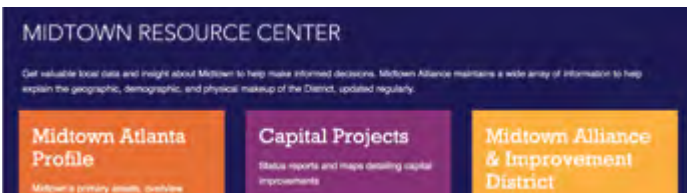
Annual Meeting: connect with the diverse cross-section of Midtown Alliance membership in our largest event of the year, where thought leaders share their insight on the future of cities



Special Events: themed tours, restaurant crawls and more

♥ Information Resources

Get valuable local data and insight about Midtown, including maps, design guidelines, community survey findings, and details on Blueprint Midtown, our innovative community master plan.



♥ Latest News

Get timely communications with insight into what is happening in our district, plus up-to-the-minute alerts that may affect you and your building, including street closings, traffic and events.



♥ Commuter Program Support

Receive free services that help workplaces use alternatives to driving alone. Our team sells 70K discounted monthly transit passes to Midtown workplaces each year and helps commuters with 1:1 personalized route planning and other services.



These events, programs, benefits, and resources are extended to all employees/residents of a member organization.

Your support as a Midtown Alliance member translates into actionable results you can see.



Enhancing the public realm by investing in new sidewalks, street trees, lighting, bike lanes, parks and plazas



Ensuring a safe environment in coordination with APD through 24-7 patrolling and an extensive video camera network



Keeping Midtown parks and sidewalks clean and green with 7-day a week landscaping and maintenance operations



Advocating for quality design consistent with our Midtown zoning code and our community-based master plan



Increasing accessibility and performance with intersection and street improvements, traffic signal management, discount transit pass sales and more



Premium Access to IN*MidtownATL, Midtown Alliance's Mobile App

Members have access to our custom app for iOS and Android, serving up exclusive offers and experiences at nearby restaurants, retailers, and cultural institutions.



Loyalty Card Member Discount Program

Members earn 10% off at over 75 of their favorite and newly discovered hotspots through our discount program.



Guided by a visionary master plan, Midtown has become a national model for urban excellence.

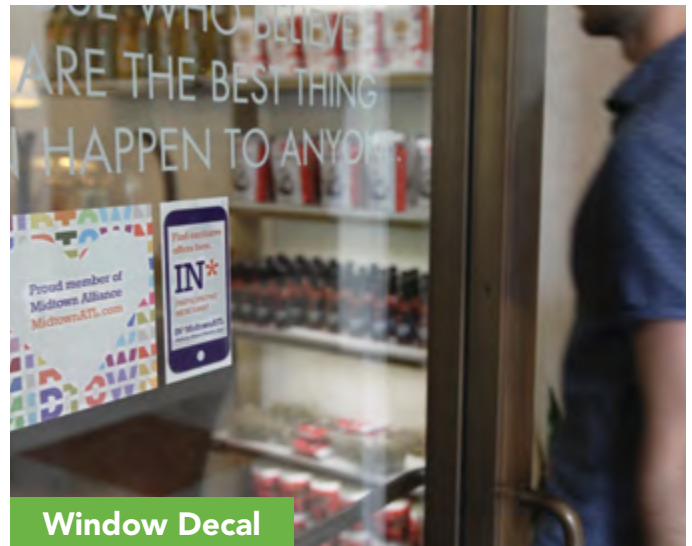
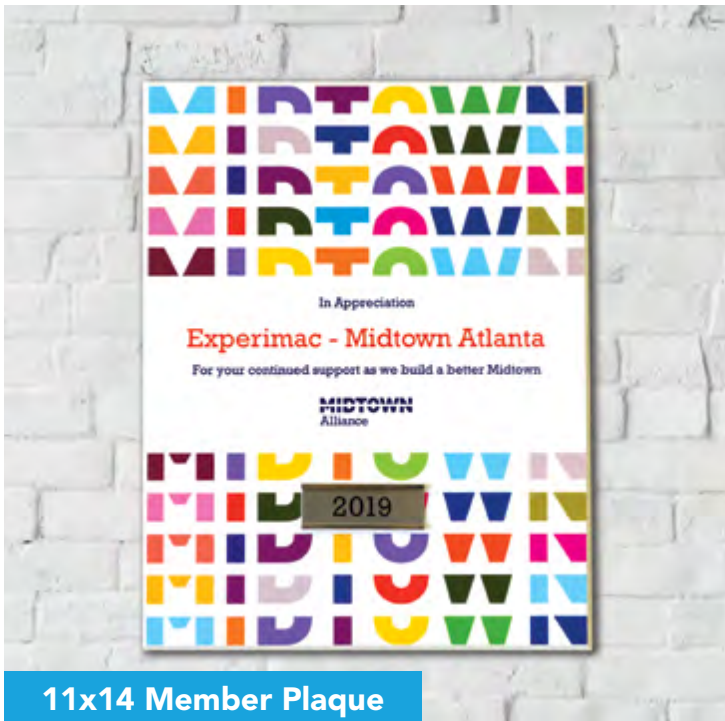


Midtown Atlanta was recognized as one of the American Planning Association's "Great Places in America" in 2016. The designation acknowledges the impact of bold design and decisive action that have defined Midtown's success.

Learn more about our work at MidtownATL.com.

♥ Show Your Support

Membership demonstrates your involvement in the community and your commitment.



Midtown Alliance boasts a 95% rate of retention among its members.

View our directory of more than 400 member organizations representing all facets of the Midtown community at:

MidtownATL.com/Members

Attract potential customers with an enhanced listing in our online member directory.

We can create custom literature to help you introduce new arrivals to Midtown.

These events, programs, benefits, and resources are extended to all employees/residents of a member organization.



Be part of the organization that is on the ground every day working to ensure Midtown's success.

You made a conscious decision to plant your flag in Midtown. We are the organization that is protecting your investment, working every day to keep 120 blocks in the heart of Atlanta clean, safe, easy to navigate and bustling with activity.

From skyline to street-level, our mission is to make sure the urban experience gets even better as Midtown grows.

Midtown Alliance has a 40-year reputation for getting things done. We are known for developing ambitious plans and getting them accomplished with a sense of urgency. Midtown's transformation into a dynamic urban district and a location of choice could not happen without active participation from the community. And our work is not complete.

Membership is our vehicle for collective action.

We are the united voice of our members, which include major employers, small businesses, arts and cultural attractions, educational institutions, non-profits, residential communities, restaurants and retailers. Working together, we create the conditions for Midtown Atlanta's continued success.



Midtown business leaders share their perspective on membership:



Midtown Alliance's work is vital to the City of Atlanta's long-term economic competitiveness. As employers, residents and visitors increasingly prefer an authentic urban experience, we are creating the community that makes Midtown a location of choice.

- Mark Toro

*Midtown Alliance Board Chair and
Managing Partner, North American Properties*



Our workplace's connection to the Midtown community is stronger because of our affiliation with Midtown Alliance. The organization is highly effective at channeling a shared vision into collective action.

- Andre Anderson

*First Vice President and Chief Operating Officer,
Federal Reserve Bank of Atlanta*



Midtown Alliance plays a crucial role in advancing quality of life for everyone who spends time here, from residents to workers to visitors. The impact of their programs and projects is both visible and critical.

- Yvette Thomas-Henry

*Regional Vice President and General Manager,
Four Seasons Hotel Atlanta*



Take your next steps toward membership.



Contact Philip Rafshoon, Director of Member Engagement
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Philip is a longtime Midtown resident and former owner of the Outwrite Bookstore and Coffee House at 10th and Piedmont. He now leads Midtown Alliance's member engagement initiatives. Philip has been long active in the community, and served on the original Development Review Committee for Midtown. Philip works with our membership to advance programs that help strengthen the Midtown Atlanta community.