

**FOR IMMEDIATE RELEASE:  
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## **MEDIA ADVISORY**

### **MAYOR FRANKLIN LEADS SUCCESSFUL BUSINESS DEVELOPMENT TRIP TO LAS VEGAS**

#### ***Atlanta Delegation Attends International Council of Shopping Centers Spring Convention for Second Time***

ATLANTA --- This week Mayor Shirley Franklin and the leaders of Atlanta's in-town community improvement districts traveled to the 2007 International Council of Shopping Centers (ICSC) Spring Convention in Las Vegas. This is the second year in a row in which Mayor Franklin and a delegation from Atlanta have attended the convention to promote retail and mixed-use development opportunities in the City.

Mayor Franklin attended the convention to participate in the kickoff panel discussion entitled *Mixed-Use Development: Transforming America's Cities*. The panel included the mayors of Denver and Trenton, NJ and the CEOs of General Growth Properties, Forest City Enterprises and Canyon-Johnson Realty Investors. "The CEOs on our panel are focused on the substantial growth opportunities in urban markets like Atlanta. When they think of Atlanta, what comes to mind is our growth potential especially with young urban professionals between 25 to 34 years old," said Mayor Franklin.

"Attending the ICSC convention lets us tell developers and retailers, first hand, of the incredible things happening right now in the City of Atlanta," said A.J. Robinson, President of Central Atlanta Progress. "While Atlanta is the premier shopping destination in the Southeast, we are still under-retailed. I'm confident, however, that the new contacts we made at this year's convention and the relationships we continue to build from last year's trip will result in new retail development in the City."

Leaders from Downtown, Midtown, Buckhead and the Atlanta Development Authority returned to Las Vegas with the Mayor to invite more investment to Atlanta. "This convention is the place to connect with developer and retailers," said Peggy McCormick, President of the Atlanta Development Authority. "Mayors and economic development leaders from cities, counties and states now make up 10 percent of the 45,000 attendees. We are very pleased with the warm reception our Mayor receives."

For the leaders of Atlanta's business districts, the ICSC Spring Convention is also an opportunity to keep retailers and developers updated on the changes occurring across Atlanta. "It's an exciting time for retail in the City of Atlanta," said Susan Mendheim, President & CEO of Midtown Alliance. "The industry has taken notice of the City's population explosion and is exploring ways to meet the new demand for urban retail. We are especially excited about the interest in the Midtown Mile. Flagship retailers understand and want to be a part of this unique opportunity to create a one-of-a-kind shopping destination on Peachtree Street, the City's signature street. "

"We went to the convention to deliver a message - Atlanta's high-end condo and hotel growth explosion along Peachtree is the newest international and national retail destination and we can

help you be a part of it," said Scotty Greene, Executive Director of the Buckhead Community Improvement District.

Mayor Franklin and the Atlanta delegation met with national and regional developers about opportunities in the City including General Growth Properties, Simon Property Group, Ben Carter Properties, Novare Group, Tishman Speyer Properties, Jamestown, Selig Enterprises, Cousins Properties, The Sembler Company, Edens & Avant Realty and Forest City Enterprises.

Mayor Franklin also left a subtle reminder of Atlanta's newest celebrity resident with the people she met with in Las Vegas. "The stuffed panda bears generously provided by Zoo Atlanta were a huge hit," said Ms. McCormick. "We can't wait until these retailers and developers visit Atlanta to see the real Mei Lan and see all that the City of Atlanta has to offer."

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