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Live Affordably in Downtown Atlanta

Are you interested in affordable intown living? The Atlanta Development Authority is offering a bus tour of affordable housing options in downtown Atlanta's Eastside tax allocation district, where you can purchase a condo for as low as \$139,000. The tour runs from 10 a.m. to 2:30 p.m. on Saturday, March 28, and will feature the following developments:

Twelve Centennial Park
www.twelvecentennialpark.com



The Reynolds
www.reynoldsonpeachtree.com



Tribute Lofts
www.tributelofts.com



Oakland Park
www.oaklandparkatlanta.com



Renaissance Walk at Sweet Auburn
www.liveatsweetauburn.com



The tour will meet at the ADA office at 86 Pryor St. Please RSVP to Cathy Brackett at cbrackett@atlantada.com or (404) 614-8295. Capacity is limited.

Changes for Brand Atlanta



After three years in operation, Brand Atlanta is downsizing, and scaled-back operations will continue until long-term funding is identified. Spending on marketing has been suspended, and the organization will operate without staff for the foreseeable future. The Brand Atlanta board of directors has been restructured, and will now include the president of the Atlanta Development Authority, a representative from Hartsfield-Jackson Atlanta International Airport, and two mayoral appointees.

Some marketing activities will continue under loaned staff from the Atlanta Development Authority.

The Brand Atlanta "ATL" trademark has been licensed to retailers at the airport who will sell Atlanta-branded merchandise, providing a small revenue stream to Brand Atlanta while maintaining brand visibility in the marketplace. The Atlanta Convention and Visitors Bureau will continue to use the brand and marks in all of its initiatives, providing hundreds of millions of brand impressions yearly in all segments of the Atlanta travel market. Many city stakeholders continue to endorse and utilize Brand Atlanta's trademarked logos and marketing platform wherever possible.

"Place branding is a long-term endeavor," says Dr. Jonathon Day, president of Placebrands.com and past president of the Travel and Tourism Marketing Association. "It requires years of consistent and persistent investment and actions for the brand to take shape. Atlanta needs to continue its focus on branding and telling its story in a way that makes people want to visit our great city."

Brand Atlanta's 2009 campaign began on February 19 with marketing in four cities: Birmingham, Ala.; Chattanooga, Tenn.; Greenville, S.C.; and Savannah, Ga. Early indicators show a strong response. "The current ad campaign, called Treasures Fit for Kings, promotes Atlanta as the only destination in the U.S. with simultaneous exhibits of both King Tut, at the Atlanta Civic Center, and China's Terracotta Army, at the High Museum," says Melinda Ennis-Roughton, former executive director for Brand Atlanta. "Combo ticket sales through Atlanta.net for the exhibits have increased by over 50 percent, primarily from out-of-state visitors."

Brand Atlanta was created in 2005 to develop an integrated marketing campaign so that all of Atlanta's business and civic leaders would be telling Atlanta's story with a unified and amplified voice. The objective was to lead the way in establishing Atlanta as a preferred destination city, thereby delivering economic growth by distinguishing and communicating what makes Atlanta special and desirable for leisure tourists and convention meeting planners. Before the current economic downturn began, the campaign's economic goals were seeing positive progress, despite the fact that the initiative was funded below projected budget and outspent by similar campaigns in peer cities.

Brand Atlanta's original budget of \$28 million over three years fell short by 32 percent. Brand Atlanta's seed capital contributors included the city of Atlanta, the Atlanta Convention and Visitors Bureau, the Woodruff Foundation and a number of corporate sponsors who donated cash or made in-kind contributions. It was envisioned that a permanent funding stream of \$15 to \$20 million each year would be identified for 2009 and beyond. Due in part to the current economic climate, this has not happened.

Atlanta Mayor Shirley Franklin says she will continue to support Brand Atlanta. "Brand Atlanta as a marketing program is as needed today as it was five years ago. This is the next phase, given current market conditions and challenges," Franklin says. "Investing in marketing the city of Atlanta is critical to the economic vitality of our city. The city should partner with the business community so that Atlanta is a destination place for visitors. A new, permanent funding source needs to be developed as we move forward."



Experience Atlanta's Past and Present at the Phoenix Flies Celebration



Throughout the month of March, the Atlanta Preservation Center is presenting the sixth annual Phoenix Flies: A Citywide Celebration of Living Landmarks. In collaboration with more than 40 Preservation Partners, this celebration gives a fun and informative insider's experience to the city of Atlanta through more than 100 free events, including guided walking and bike tours, lectures and storytelling, open houses and much more. The festival kicked off on March 7 and continues until March 22.

Dozens of tours are being offered, exploring places ranging from historic neighborhoods and private homes, to cemeteries and parks, to educational institutions and houses of worship. Be one of the first to see the restoration of Piedmont Park's 1926 Bathhouse, enjoy storytelling at the Wren's Nest, former home of Joel Chandler Harris, or explore forgotten spaces in downtown Atlanta beneath the network of viaducts that span the junction of railroads. A complete schedule with a description of each event can be found online at www.phoenixflies.org.

The 2009 Phoenix Flies festival is presented in honor of Karen Huebner, former executive director of the Atlanta Urban Design Commission. In her 20-year tenure with the city, Ms. Huebner helped craft Atlanta's preservation ordinance and was directly responsible for the preservation of more than 7,200 historic buildings, neighborhoods and sites within the city. Ms. Huebner enjoys a national reputation of excellence and her performance with Atlanta's government placed the city in a position of leadership in the area of preservation. Through her ability to foster cooperation among preservationists, developers, property owners and the city, Ms. Huebner ensured that all would make contributions to a richer environment for Atlanta.

The Atlanta Preservation Center is a nonprofit membership organization that serves as the agency for coordination, knowledge, research and advocacy for preservation in the city. Founded in 1980, the Center has worked to preserve thousands of endangered residential and commercial structures, neighborhoods and landscapes. The Center's walking tours of historic neighborhoods and sites, school programs, workshops and The Phoenix Flies educate thousands of students, residents and visitors about the value of protecting and reusing Atlanta's landmark buildings. For more information, visit www.preserveatlanta.com or call (404) 688-3353.

City of Atlanta Performance Measures Online

Since early in Mayor Shirley Franklin's first term, the city of Atlanta has relied on its ATLStat performance measurement system to gauge the efficiency and effectiveness of city services. For the first time, these scorecards are being made accessible to the public through the recently introduced ATLStat public website. The city of Atlanta is a national leader in introducing performance management of municipal operations.



ATLStat provides Mayor Shirley Franklin and her senior management team with real-time information regarding the performance and of city services. The team, which typically meets weekly to review operations, uses ATLStat to identify and solve service delivery issues. Across a wide array of services, service delivery has improved and significant operating savings have been identified as a result of this in-depth focus on day-to-day performance.

The ATLStat process has three primary purposes:

- Information: to provide periodic operating statistics to the Mayor and Chief Operating Officer that convey the quality of service delivery
- Management: to provide a management tool that increases accountability in senior management by setting performance targets and tracking progress against those targets.
- Transparency: to create a public window into the performance of city services

Launching this website for public use is another step in the city's efforts to make city government more open and transparent. Visitors to the site will find operating highlights of recent ATLStat sessions, information on eight key performance measures, and links to departmental scorecards. The link to the ATLStat website can be found on the city's website, www.atlantaga.gov.

Upcoming Economic Development Events

March 7-22, **The Sixth Annual Phoenix Flies: A Citywide Celebration of Living Landmarks.** The Atlanta Preservation Center presents more than 100 events, from guided tours to lectures to open houses, at dozens of Atlanta's historic sites. All events are free. See <http://www.phoenixflies.org/> for more details.

March 17, **The Greening of Urban Design.** 7:30-10:30 a.m. at Atlantic Station in the Nelson Mullins Office, 201 17th St, 17th floor. Doug Farr, founding chair of LEED for Neighborhood Development, will speak on the greening of urban design from 8-9 a.m. Following his presentation, there will be a panel of local experts discussing Sustainable Urbanism concepts and their applications in Atlanta. \$25 pre-paid, \$35 at the door. Register online at <http://parkpride.kintera.org/dougfarr-mar17> .

March 25, **Small Business Monthly Information Session.** 5 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an e-mail to cbrackett@atlantada.com or call (404) 614-8295.

March 26, **Central Atlanta Progress 67th Annual Meeting.** Georgia World Congress Center. 7-7:45 a.m., coffee and registration; 8-9:30 a.m., breakfast meeting. CAP member tickets: \$75 each; \$750 for corporate table of ten. Non-member tickets: \$85 each; \$850 for corporate table of ten. For more information and to purchase tickets online visit www.atlantadowntown.com.

March 26, BeltLine Advisory Boards Annual Briefing. 6-8 p.m. at Zoo Atlanta, ARC Building, Ford Conference Room. Learn about the Boards that represent YOU in shaping the BeltLine. This is your opportunity to learn the roles & responsibilities of the Tax Allocation District Advisory Committee (TADAC) and the BeltLine Affordable Housing Advisory Board (BAHAB); meet and greet the appointees that serve on these boards; and participate in a Q&A with the advisory board members.

March 28, **Eastside TAD Affordable Housing Bus Tour.** 10 a.m.-2:30 p.m. Departs from the office of the Atlanta Development Authority at Underground Atlanta, 86 Pryor St. Come and learn about affordable housing in downtown Atlanta. Capacity is limited. RSVP to cbrackett@atlantada.com.

April 1, **International & Domestic Business Expo.** Gwinnett Center. The Georgia Hispanic Chamber of Commerce's International and Domestic Business Expo focuses on providing procurement, networking and matchmaking opportunities for domestic and international businesses. Representatives from local, national and international companies will be present as well as bi-national chambers of commerce. For more information visit www.ghcc.org.

April 17-19, **73rd Annual Atlanta Dogwood Festival.** Piedmont Park. An Atlanta staple for more than 70 years, there is something for everyone at the Atlanta Dogwood Festival. Virtually every kind of art imaginable is represented at the festival, with a nationally renowned, juried artists market that includes sculpture, paintings, pottery, jewelry, photography and much more. For more information visit www.dogwood.org.

April 21, **Fort McPherson Restoration Advisory Board.** 7-9 p.m., "The Commons" at Fort McPherson, 1760 W. Miller Dr. SW. Atlanta, GA 30330. The board will review environmental issues prior to redevelopment at its quarterly meeting, open to the public. The Board is also soliciting a new Board Member to fill a vacancy seat. For more information, contact board co-chair Paul Brightbill at (404) 755-6541 or paulbrightbill@gmail.com.

April 29, **Small Business Monthly Information Session.** 5 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an e-mail to cbrackett@atlantada.com or call (404) 614-8295.

May 18-21, **2009 BIO International Convention.** Georgia World Congress Center. The 2009 BIO International Convention will deliver the partnering tools, licensing tips and other industry resources you need to meet current economic challenges and to strengthen your biotech business for the future. For more information visit convention.bio.org.

June 8-12, **2nd Atlanta International Environmental Trade Mission.** The Trade Mission is presented by the Atlanta Development Authority and the Metro Atlanta Chamber of Commerce along with the Quebec Government Office, Consulate General of Canada, and other members of Atlanta's Consular Corps. The event will bring together Atlanta's economic development stakeholders and international market representatives to exchange information, facilitate collaboration and identify potential economic development opportunities in "green" business development. For fees and more information, call (678) 878-1823, e-mail info@greeneratlanta.net, or visit www.greeneratlanta.net.

This Newsletter published by the Atlanta Development Authority

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