



July 19, 2016

More than a decade ago, guided by my faith and a deep – perhaps idealistic – desire to make the world a better place, I chose to transition from a career in business to a career of service to the broader community. Coming out of business school at Emory University, I was blessed with the opportunity to have a meaningful impact on our city through the Atlanta BeltLine. I will always be deeply grateful to Ray Weeks, Valarie Wilson, and others who allowed me to play a critical role in establishing and shaping the Atlanta BeltLine Partnership from its earliest days.

Today, I am excited and humbled to make a new transition to leading the organization I have put my heart, soul and head into for the past ten years. I am excited for the opportunities that lie ahead, to demonstrate not only to Atlanta, but also to the rest of the country and the rest of the world that a bold project like the Atlanta BeltLine can be a model for economic and equitable development. Given the billions of public and private dollars that will be invested in the project, we have a moral imperative to deliver the Atlanta BeltLine in a way that creates mixed income neighborhoods, access to economic opportunity, and opportunities for better health for *all* of Atlanta's residents – and we have a responsibility to work *with* the community to deliver these benefits.

I am eager to deepen relationships with myriad partners – most importantly our donors and Atlanta BeltLine, Inc. – to fully realize the community's vision for the Atlanta BeltLine. I firmly believe the public-private nature of the Atlanta BeltLine is one of its greatest assets. In the words of Harry S. Truman, echoed locally by Robert W. Woodruff, "It is amazing what you can accomplish if you don't care who gets the credit." The Atlanta BeltLine vision is bigger than any one person or any one organization, yet it will take all of us – government, philanthropy, business, non-profit, community, and institutional partners – working together in a collaborative, coordinated, and often selfless manner if we are to attain the future for Atlanta embodied in the Atlanta BeltLine.

The Atlanta BeltLine Partnership – by focusing on *enabling* the project, *engaging* the public, and *empowering* residents in Atlanta BeltLine communities – cultivates the resources, political will, and relationships required to advance the Atlanta BeltLine vision in partnership with Atlanta BeltLine, Inc. and other key partners. To be clear, very hard work lies ahead. A decade into the largest redevelopment project in Atlanta's history, our collective accomplishments – as important and transformative as they have been – are far outweighed by what remains to complete the Atlanta BeltLine by 2030. As Executive Director, I embrace the opportunity to create a cohesive, focused approach to aligning donors, partners, and strategies in a way that will deliver the benefits of the Atlanta BeltLine to all communities and serve as a model for redevelopment projects around the world.

As a 15-year resident of an Atlanta BeltLine neighborhood, I have a deep personal commitment to the project and I experience its positive, transformative impact every day. I am excited to continue to play a role in delivering the connectivity, sustainability, and improved quality of life the Atlanta BeltLine promises to everyone in our great city, and I am deeply appreciative of the confidence our board and donors have placed in me to lead the Atlanta BeltLine Partnership through its next era. I look forward to working with you to bring the Atlanta BeltLine vision to life.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob".

Rob Brawner
Executive Director