



# // Atlanta BeltLine Quarterly Briefing

*Third Quarter // September 24, 2012*

- Tour of Ponce City Market
- Update from the Chair of Atlanta BeltLine, Inc. Board of Directors
- Fourth Quarter Priorities
- Atlanta BeltLine Partnership Update
- Q & A





# // Update from ABI Board Chair

*John Somerhalder*

# // Where is the Atlanta BeltLine?



- In the heart of the Atlanta region
- Connects many of Atlanta's cultural destinations
- Utilizes historic freight rail rights of way around the center of town





- Connects 45 neighborhoods
- 22% of City of Atlanta population lives in the Atlanta BeltLine planning area
- 19% of the City's land mass is inside the Atlanta BeltLine planning area
- 40% increase in Atlanta's parkland
- 6,500 acre TAD



# // The Atlanta BeltLine: Key Elements



**Parks and Arboretum**



**Trails**



**Transit & Transportation Infrastructure**



**Jobs & Economic Development**



**Affordable Workforce Housing**



**Streetscapes & Public Art**



**Historic Preservation**



**Environmental Clean-up**



- 20 year strategic plan
- Five year increments
- Centered around:
  - Transit
  - Trails
  - Parks
  - Economic development
  - Affordable housing
  - Public Art
- 6-month process of community engagement



- Citywide Conversation presenting the findings regarding transit alternatives under consideration to connect the Acworth/Kennesaw State area to Midtown Atlanta
- **When:** Thursday, September 27, 2012 from 6 p.m. to 8 p.m.
- **Where:** Atlanta Community Food Bank, 732 Joseph E. Lowery Blvd., 30318



- Atlanta BeltLine, Inc. to replace bridge
- Construction will begin in early 2013 and run through spring 2014



- Sept – Nov 2012
- Along 9 miles of the Corridor
- 76 exhibiting performing and visual artists





# // Art on the Atlanta BeltLine



- Maps & schedule: [art.beltline.org](http://art.beltline.org)
- Twitter & instagram: [#beltlineart](https://twitter.com/beltlineart)

- October 15, 2012 at 10 a.m.
- First section of trail in the railroad corridor
- 2.25 miles in length



Before



After



## Running Series (Run.BeltLine.org):

- Southwest 5K: 700+ participants
- Next Run Club: Tuesday, Oct. 2 at 7 p.m.  
@ Whole Foods on Ponce
- Eastside 10K: Saturday, Dec. 1 at 10 a.m.  
@ Stoveworks
  - Tailgate Challenge
  - Neighborhood Challenge



## Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):

- 50+ organizations
- 4,500+ volunteer hours





## Atlanta BeltLine Night at the Braves

- 200 fans attended 4<sup>th</sup> annual event



## Atlanta BeltLine Tours (Tours.BeltLine.org):

- Grant funding from the Arthur M. Blank Family Foundation
- 1,800 participants in 2012; nearly 14,000 since 2007







- **BeltLine.org: 88,700+ visits this quarter**
  - 64% increase in traffic over Q3 2011
- **Facebook: 11,300+ fans**
  - a 47% over Q3 2011
  - 1,430+ fans for Art on the Atlanta BeltLine fan page, a
    - 44% increase over Q2 2012
  - 920+ fans for Atlanta BeltLine Running series page,
    - 23% increase over Q2 2012
- **Twitter: 6,640+ followers**
  - 11% increase over Q2 2012
- **eNews : 15,400+ recipients of email newsletters**
  - a 31 % increase over previous year: Q3 2011





## Addressing Social Impacts

- Atlanta Land Trust Collaborative continues to focus on creating permanently affordable housing around the Atlanta BeltLine
- Atlanta BeltLine Partnership is working with partners and pursuing funding to achieve health outcomes via the Atlanta BeltLine
- Atlanta BeltLine Partnership is pursuing funding with partners to create better employment pipelines to private sector jobs around the Atlanta BeltLine



## Atlanta BeltLine Partnership Capital Campaign

- \$38 million raised from 110+ donors
- \$35.1 million spent or committed to parks, trails, and Partnership programs







## Connecting People through Events:

- Art on the Atlanta BeltLine: Sept. 15 – Nov. 11
- BeltLine Beats: Friday, Oct. 5
- HOToberFest: Saturday, Oct. 6
- Atlanta Streets Alive: Sunday, Oct. 7
- Eastside Trail Dedication: Monday, Oct. 15
- Southwest Atlanta BeltLine Connector, Nov. TBD
- Atlanta BeltLine Eastside 10K: Saturday, Dec. 1

## Volunteer Opportunities

- Festivals: Ongoing opportunities
- Ambassadors: Recruiting lead volunteers and distribution officers ([Ambassadors.BeltLine.org](http://Ambassadors.BeltLine.org))
- Speakers Bureau: Recruitment this fall
- Corporate/group clean-ups
- **Volunteer Training:** 2<sup>nd</sup> Tuesday @ 5:30 p.m. and 3<sup>rd</sup> Friday at noon





// Question / Answer