// 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
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
Opportunity for Significant Impact

- 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
- Twitter & Instagram: #beltlineart
before the Eastside Trail Dedication

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

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

• 50+ organizations

• 4,500+ volunteer hours
Atlanta BeltLine Night at the Braves

• 200 fans attended 4th 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)
• Speakers Bureau: Recruitment this fall
• Corporate/group clean-ups
• **Volunteer Training:** 2nd Tuesday @ 5:30 p.m. and 3rd Friday at noon