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Land Acknowledgment

Beginning with the forced removal of Indigenous Peoples and continuing through the implementation of anti-Black public policies and redevelopment practices, Atlanta is no stranger to the displacement of indigenous people and the destruction of African American communities. It is woven into the very origin story of our city.

We are on the traditional homelands of the Muscogee Creek and Cherokee Peoples. These Indigenous people were displaced through violence and governmental policies in the 1830s to make room for European settlers. Atlanta was built on top of thriving trade routes that connected Appalachia to the Sea and was home to ceremonial grounds and vibrant communities.

Our acknowledgement comes with responsibility. As we steward the land of the largest infrastructure project this city has ever seen, we recognize the historical trauma and continued displacement along with the great responsibility we have for ensuring equitable access to all the benefits the Atlanta Beltline has, can, and will bring to our communities.

To learn whose land you are on, visit: www.native-land.ca



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Fourth Quarterly Briefing of 2025

The Beltline's “Play” for World Cup™: Empowering Creatives and the Local Economy

December 11, 2025





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Data Collection

In order to meet our promise of a Beltline for all, we are working to collect demographic and geographic information from our participants. This information is strictly for internal reference and research purposes only to guide us in outreach and public engagement efforts and will not be distributed to other organizations.





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Tonight's Briefing

- Welcome
- Beltline Updates
- Q&A
- Feature Presentation: FIFA World Cup™
Beltline Activation Strategy
- Panel Discussion
- Q&A
- Meeting Wrap Up

*Register for
Parking*





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Thank You to Our Partners Here Tonight

- Atlanta Beltline Partnership
- Discover Atlanta
- Invest Atlanta
- MARTA
- The Mayor's Office of Film, Entertainment & Nightlife
- Soccer in the Streets
- West End Community Improvement District (WECID)
- West End Merchants Coalition (WEMC)





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2030 and Beyond

- The Neighborhood Reinvestment Initiative identified \$5.1B worth of investment through the Tax Allocation Districts (TAD).
- The extension will allow us to continue to make a positive impact on the city by:
 - Creating car-free options for moving around Atlanta
 - Long-term affordable housing
 - Economic development
 - Additional trails and parks
- Scan the QR code to learn about this initiative.



billy





Our Vision

To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable life.

22

MILES

of pedestrian-
friendly rail transit

1,100

ACRES

of environmental
cleanup

33

MILES

of multi-use
urban trails

1,300

ACRES

of new
greenspace

\$10B

in economic
development

50K

PERMANENT
JOBS

5,600

UNITS

of affordable
workforce housing

48K

CONSTRUCTION
JOBS



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Arts and Culture



Where the Weird Things Are



ATL StyleWriters Jam



The Light We Carry by Chloe Alexander



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Arts and Culture Opportunities



Calls for Art

- Pre-Qualified Artist Registry

Opportunities for Community Members

- Beltline Public Art Advisory Committee Membership
- Beltline Residents: Arts & Culture Review Panel

2025 MSK & Dr. DAX Mural at Ralph McGill Underpass



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Community Engagement

What we have been up to:

- Community planning
- Hosting hybrid and virtual public meetings
- Beltline in Action

Historic and
Cultural Resources
Study Virtual
Open House

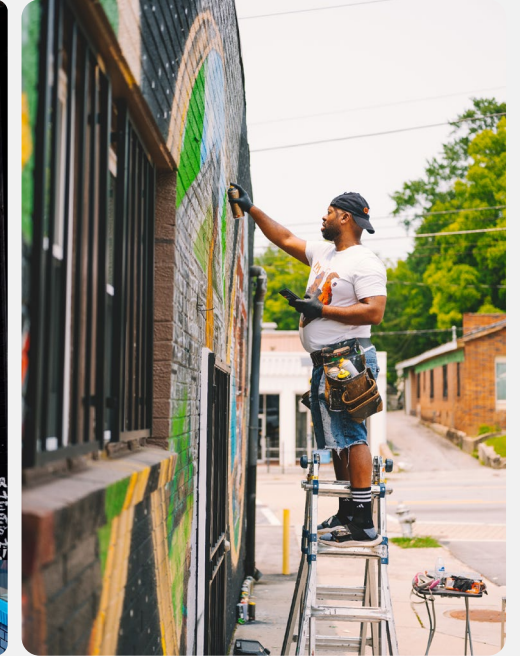




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Economic Development Accomplishments

- Atlanta Beltline Marketplace expansion to four locations
- Piloted a \$2M Local Developer Incentive Fund
- \$276K in façade improvements for five businesses
- 58 Beltline Business Ventures graduates





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Looking Ahead to 2026

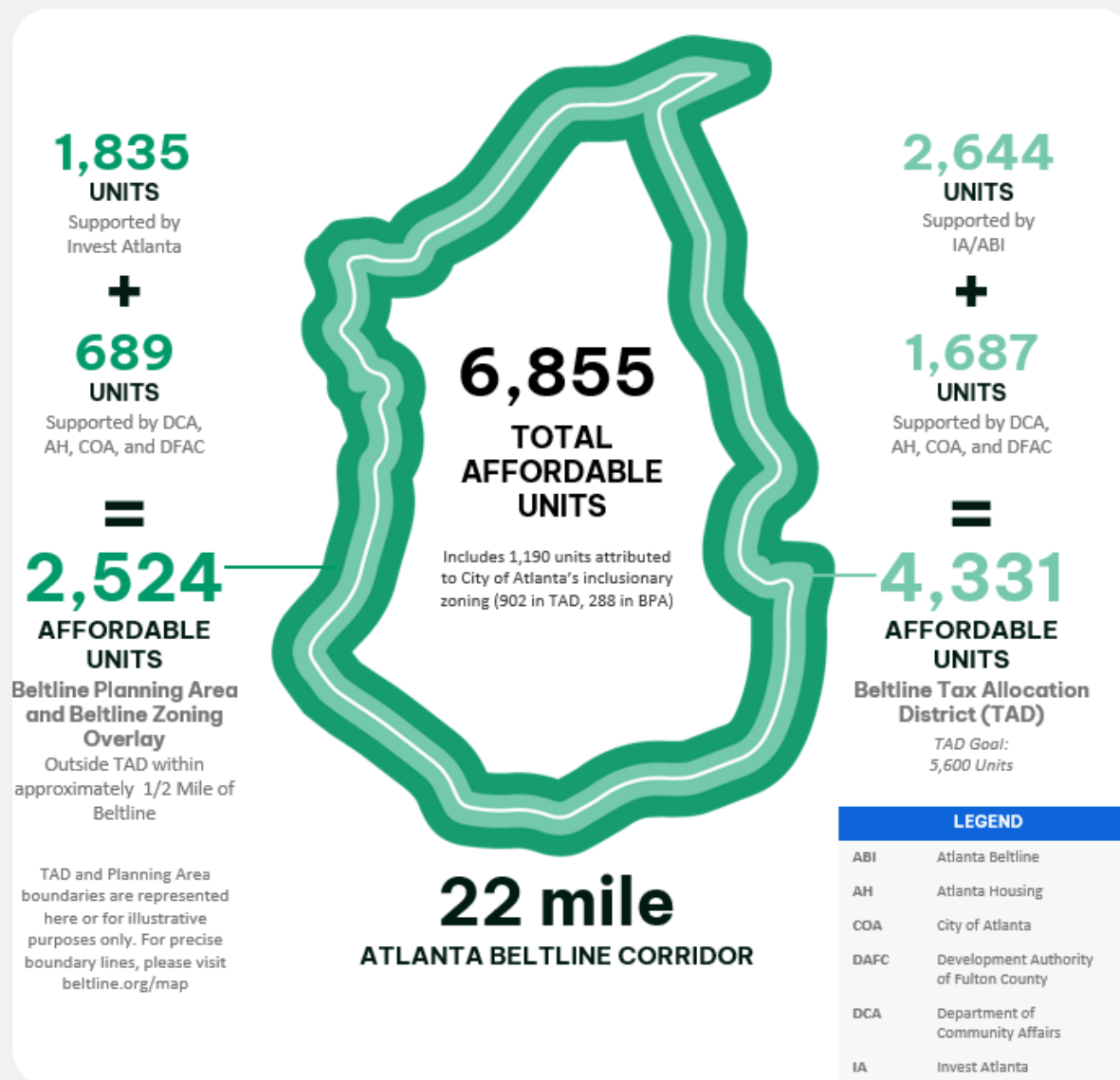
- Launching the Beltline Commercial Affordability Consortium
 - ~25 stakeholders will guide & support Beltline's commercial affordability efforts in 2026
- Beltline Business Façade pARTnership Grant
 - Aim to complete 8 new façade projects





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Affordable Units Created/Preserved





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Atlanta Beltline Housing Developments

579 Garson Drive and 350 Chappell Road

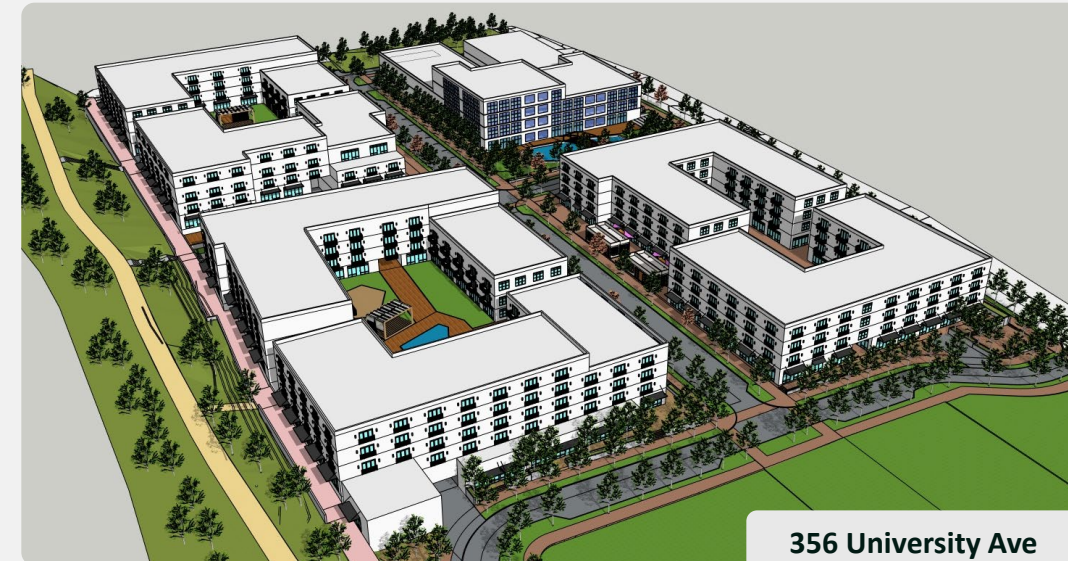
- Both 4% LIHTC projects in Buckhead/Lindberg and Grove Park/Historic Westin Heights
- Combined 348 affordable units (30%-80% AMI) + ~8,000 SF affordable commercial space
- Closing anticipated in Q1 2026

Open Procurements

- 425 Chappell Phase 1: ~150 for-sale single family units + 5,000 SF commercial
 - Proctor Creek stream restoration preparation underway
- 356 University Avenue: ~518 units, about 35% affordable
 - Rezoned to I-MIX
 - RFP response evaluations underway

Murphy Crossing

- Development of Regional Impact (DRI) and rezoning process in progress; slated to be complete in Q1 2026
- Community meeting details to be posted at beltline.org/meetings/

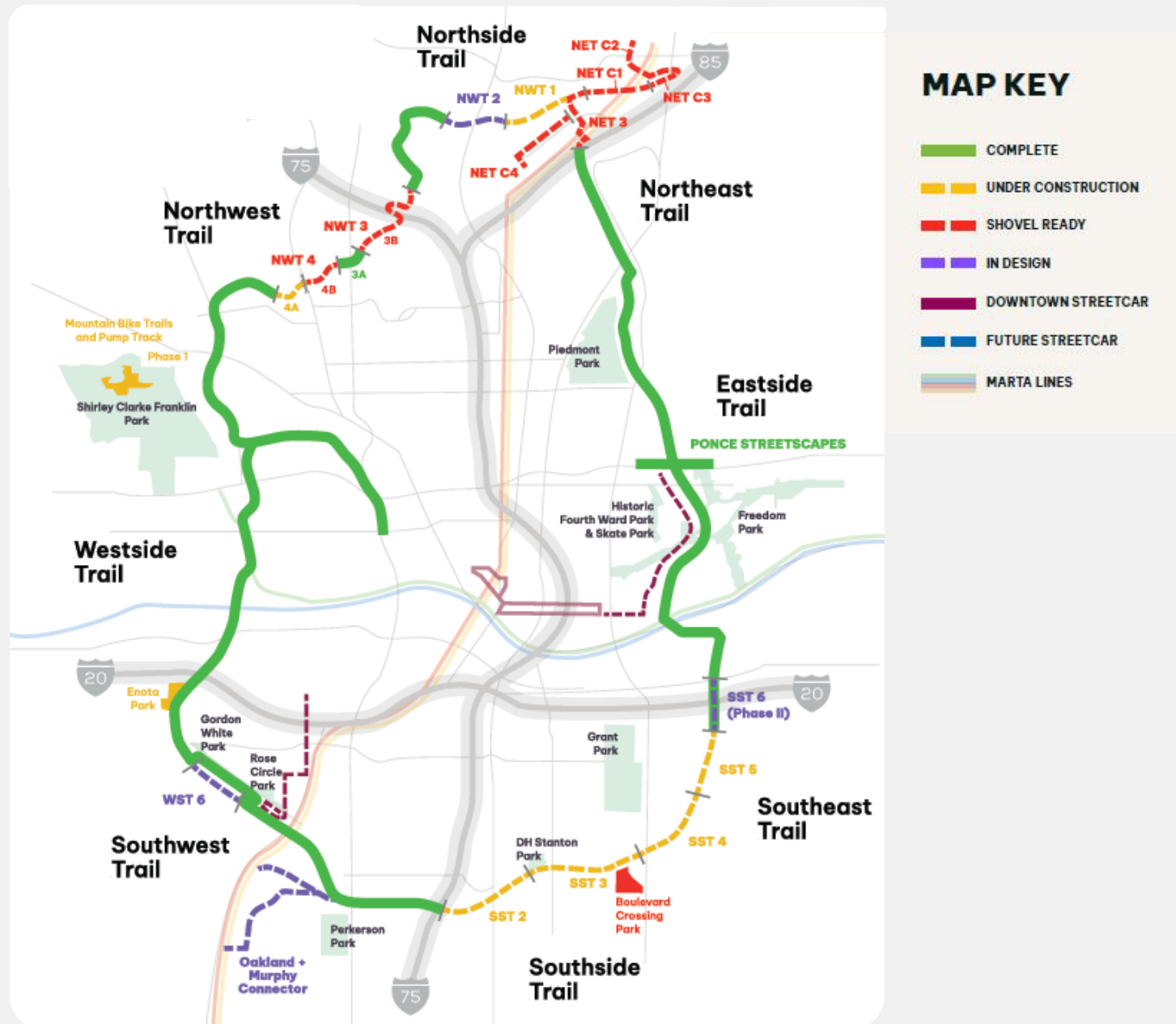




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Projects in Motion

- The 22-mile mainline trail is 65% complete with 13.6 miles of trail now open.
- Another 4.4 miles of trail are under construction. 85% of the mainline trail is now complete or under construction.
- Design is now complete for the Northern Arc, and real estate acquisition is in the final stages of work.
- For the first time, since the Historic Fourth Ward Park was completed, the Beltline has two parks under construction.





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Construction



Northwest Trail – Segment 5

- 0.8 Miles of trail
- Marietta Boulevard to Huff Rd to Elaine Ave
- Complete!



Ponce Streetscape

- Streetscape project that extends from Boulevard to Freedom Parkway and includes an access ramp at Ponce de Leon Ave from the Eastside Trail
- Complete!



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Construction



Southside Trail – Segments 4+5

- 1.2 miles of trail under construction
- Glenwood to Boulevard
- Target Completion: Q1 2026



Southside Trail – Segments 2+3

- 1.9 miles of trail under construction
- Boulevard to the I-75/85 Overpass
- Target Completion: Q2 2026



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Construction



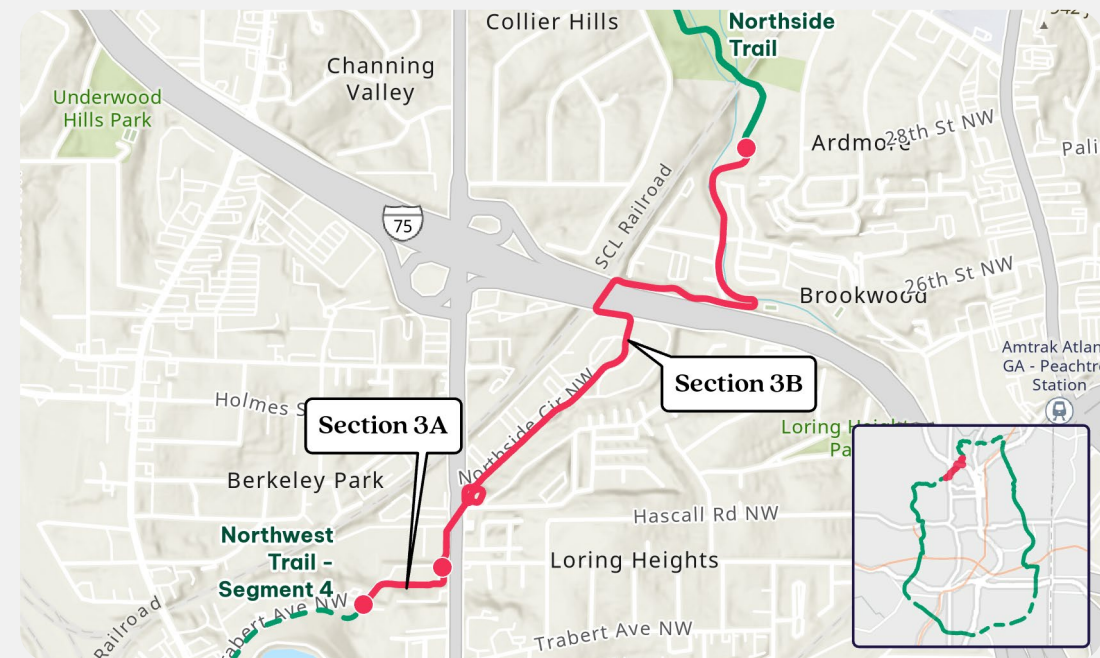
Northwest Trail – Segment 1

- 0.8 miles of trail under construction
- Peachtree Park Apartments to Kinsey Court
- Target Completion: TBD



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Construction



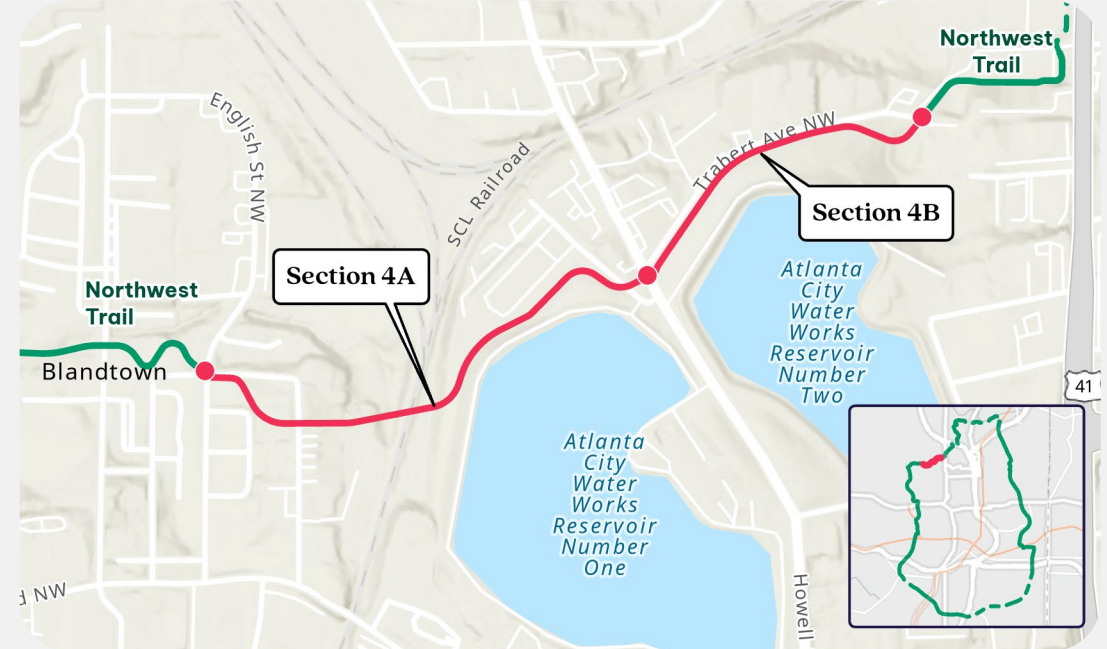
Northwest Trail – Segment 3B

- Segment 3A – Open!
- Segment 3B – Construction Bid Q1 2026
- 1 Mile: Northside Drive to Tanyard Creek Park



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Construction



Northwest Trail – Segment 4A

- 0.5 miles of trail under construction
- English and Culpepper to Howell Mill
- Target Completion: Q3 2027



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Construction



Westside – Enota Park

- 8-acre park is shovel ready, start pending permits
- Bound by Enota Place, I-20, and the Westside Trail
- Under Construction: Target Completion Q3 2026



Bike Park and Trails at Shirley Clarke Franklin Park

- Walking trails, mountain bike trails, and pump track
- Shirley Clarke Franklin Park expansion from master plan
- Phase 1 has moved into construction



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FIFA World Cup™ Beltline Activation Strategy

Quarterly Briefing
December 2025





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Big Picture Opportunity

FIFA World Cup™ = Economic Catalyst

June – July 2026

Atlanta will host 8 games

Estimated Visitors: 300,000



Schedule



GROUP STAGE

SPAIN  V  CABO VERDE

JUNE 15 - 12:00 PM ET

DEN/MKD/CZE/IRL  V  SOUTH AFRICA

JUNE 18 - 12:00 PM ET

SPAIN  V  SAUDI ARABIA

JUNE 21 - 12:00 PM ET

MOROCCO  V  HAITI

JUNE 24 - 6:00 PM ET

COD/JAM/NCL  V  UZBEKISTAN

JUNE 27 - 7:30 PM ET



ROUND OF 32

1L  V  3EHIJK

JULY 1 - 12:00 PM ET

ROUND OF 16

W86  V  W88

JULY 7 - 12:00 PM ET

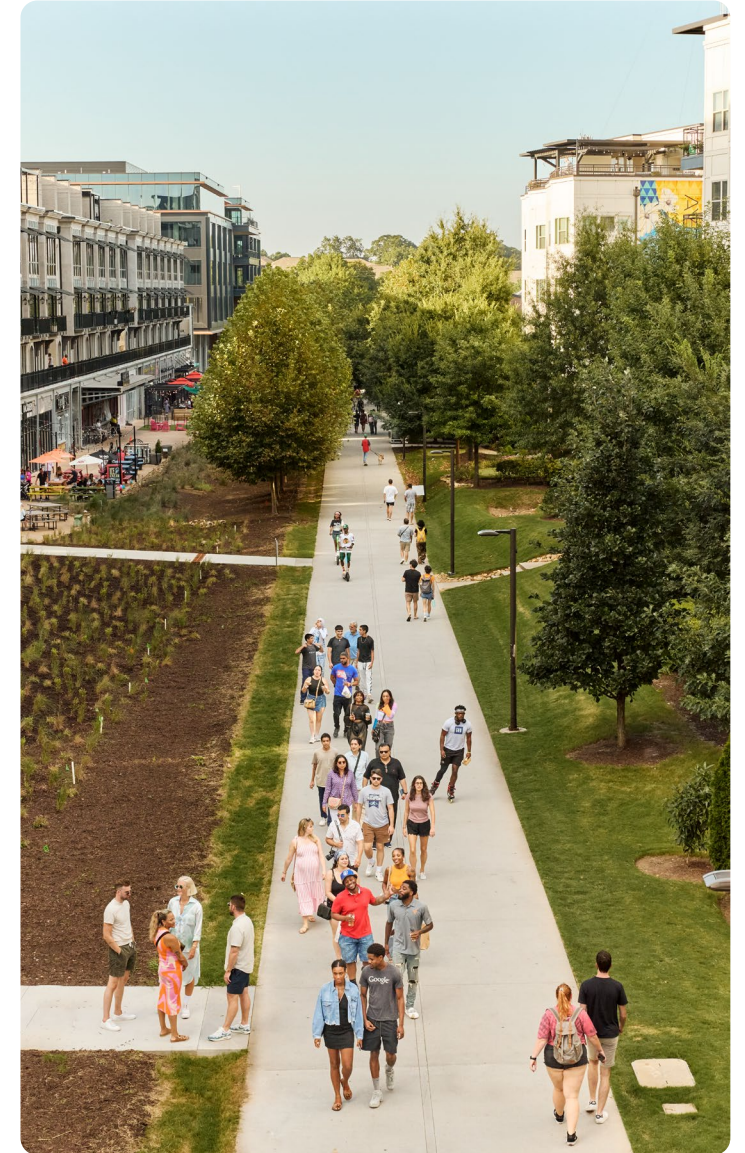
SEMIFINAL

W99  V  W100

JULY 15 - 3:00 PM ET

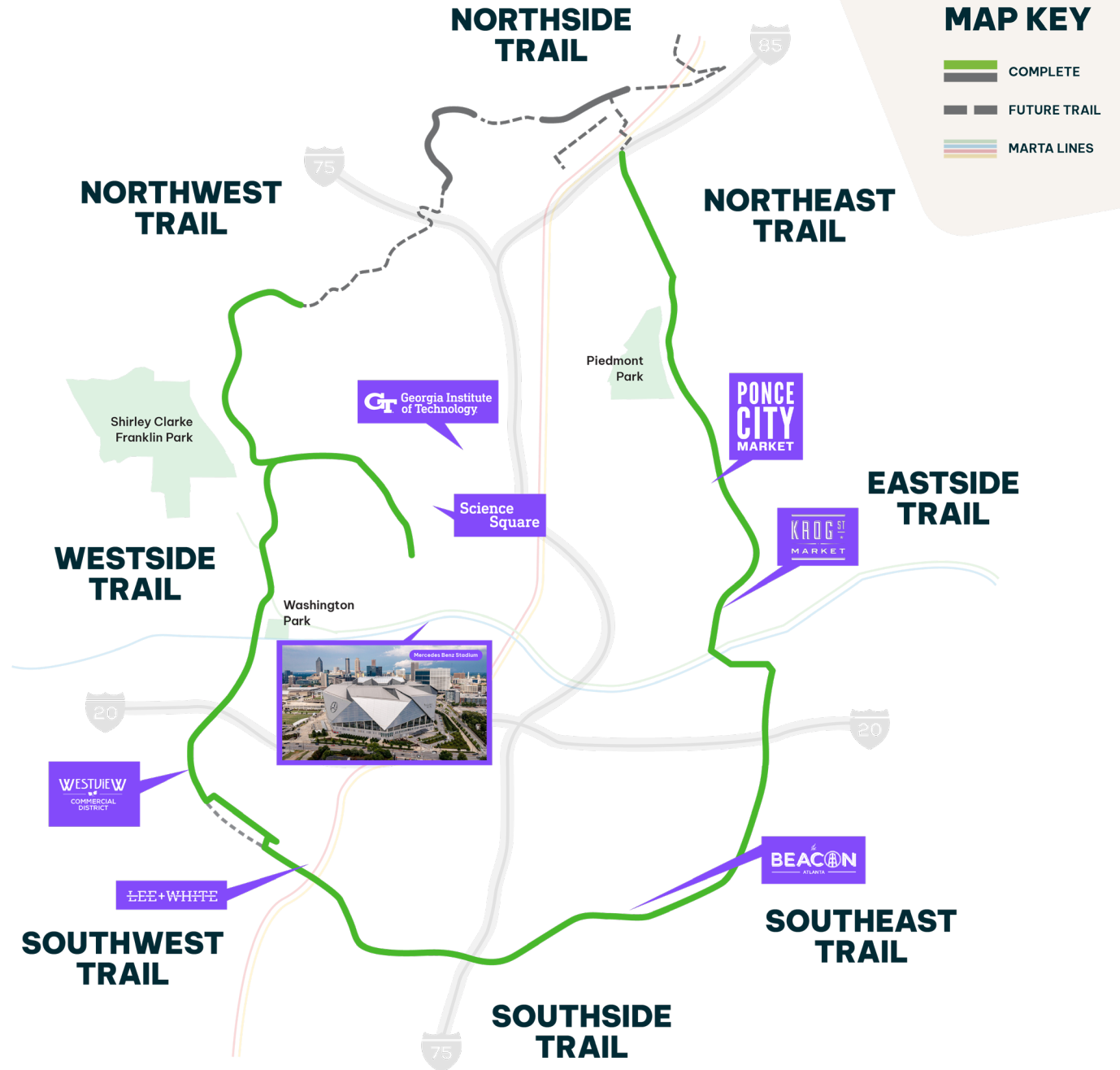
Beltline Priorities

- Deliver a Safe & Secure Beltline Experience
- Create Access for Community & Small Businesses
- Stimulate Economic Growth
- Elevate the Beltline's Brand





Nearly 17 miles
of continuous, paved
Beltline trail
by FIFA 2026

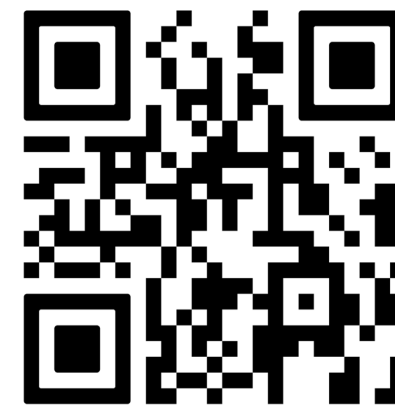




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Beltline Information Hub

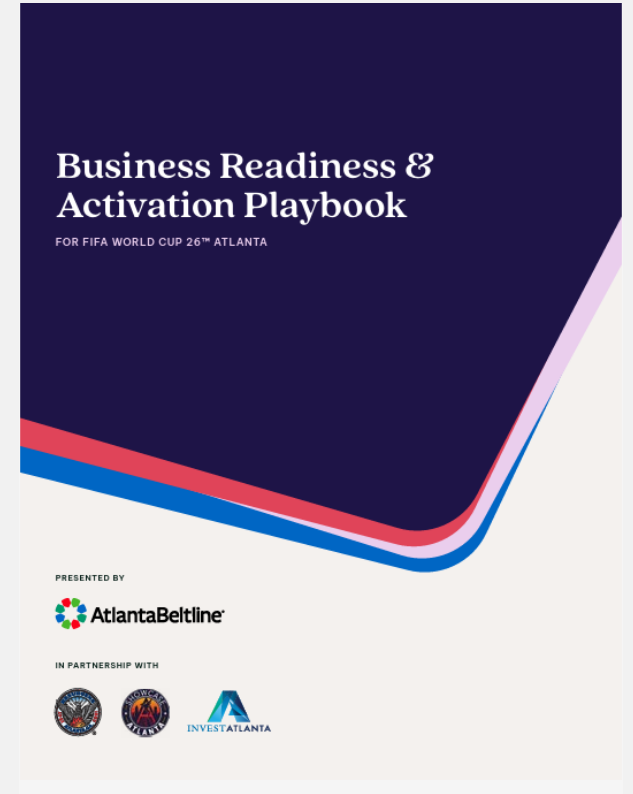
- Digital Gateway to the Beltline World Cup Experience.
- One-stop platform for residents, small businesses, and visitors to explore, connect, and participate.
- Discover where to go, what to do, and how to get involved across nearly 17 miles of activation.
 - Features live event listings – including Beltline-hosted events and other happenings within the planning area
 - Includes recommendations for dining, art, recreation, and things to do between matches
- Offers resources for small businesses – from visibility opportunities to activation guidance.
- Visit beltline.org/fifa-world-cup or scan the QR code.





Business Readiness Toolkit & Activation Playbook

- Business Readiness Toolkit helps you stay compliant, understand World Cup opportunities, and prepare to capitalize on them. We've pulled together essential information from the City of Atlanta, Invest Atlanta, Showcase Atlanta, ACVB, and the FIFA Host Committee.
- The Activation Playbook shows you how to host events and get creative within FIFA and City of Atlanta guidelines—and we help bring those ideas to life by providing marketing assistance in and around the Beltline.

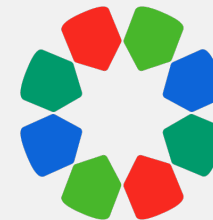
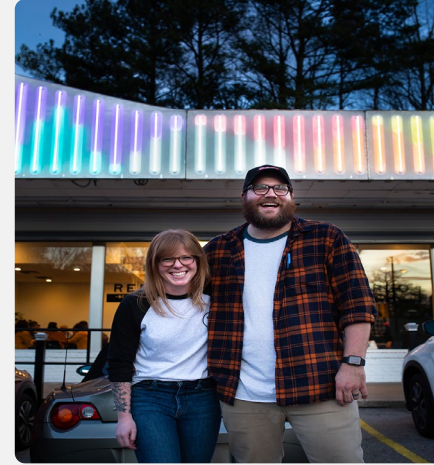




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Small Business Readiness Program

- Beltline Business Ventures – Prepares small businesses to scale and access growth opportunities such as large-scale events.
 - Business accelerator that includes:
 - Business Readiness Assessment
 - Business coaching
 - Guidance on funding resources
 - Next cohort application opens on Jan. 12



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**Business Solutions
Office**



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Commercial Corridors Activations

- 15 Adjacent commercial districts
- Dedicated technical assistance for business associations along commercial nodes adjacent to Beltline trails.
- Activation support including marketing, event coordination, etc. for commercial corridor partners





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Atlanta Beltline Marketplace



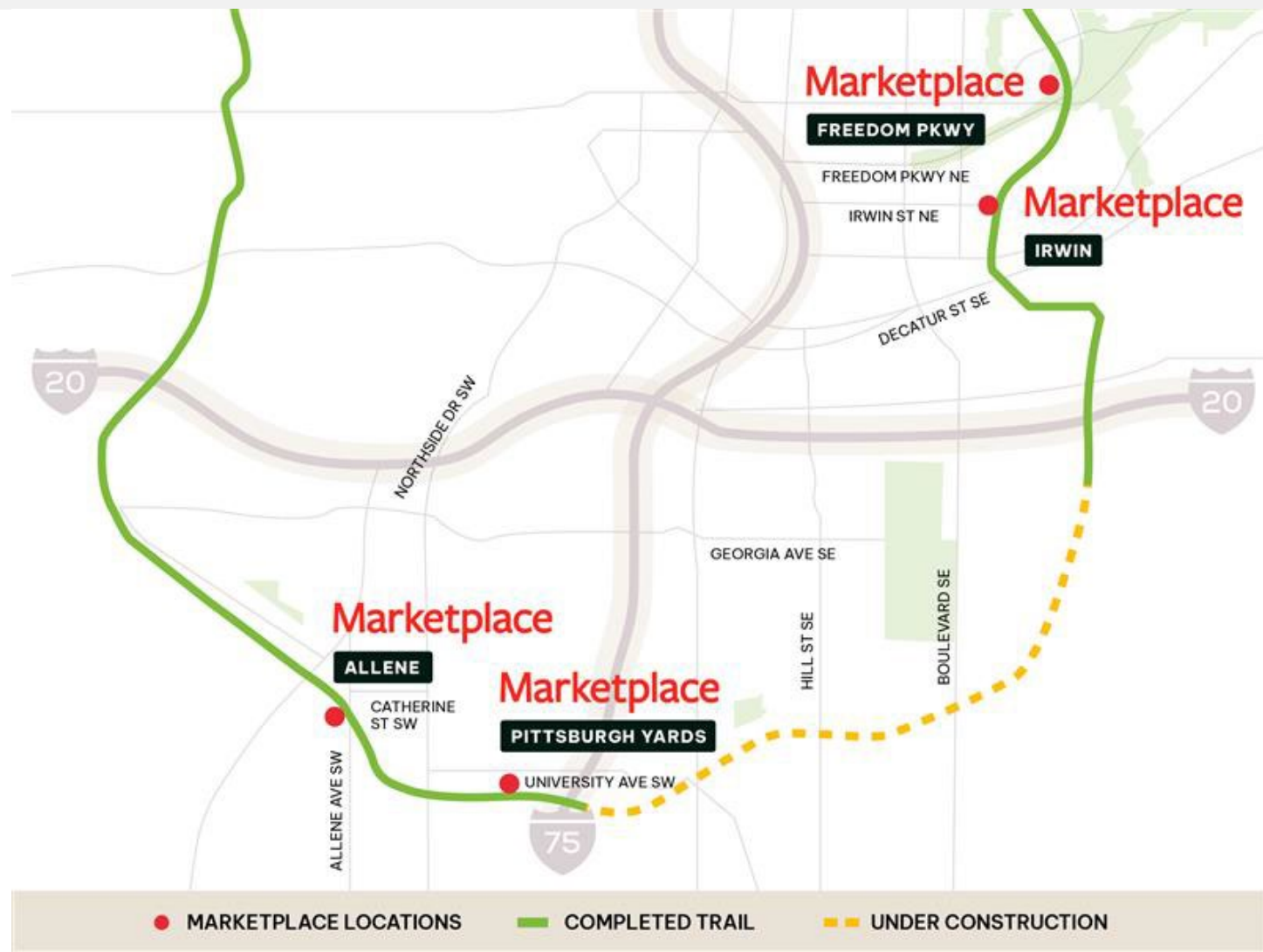
A small business incubator that offers affordable commercial spaces to local entrepreneurs

- Architecturally designed shipping containers intentionally supported and placed to maximize community and economic impact.
- 14 small businesses along the trail will benefit from World Cup activations and increased foot traffic.

AtlantaBeltline[®]
Marketplace



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Atlanta Beltline Fest: Celebrating the Cup, Culture & Community

- A trail-wide, multi-day celebration taking place over multiple weekends during the FIFA World Cup. *Dates coming soon.*
- Connecting the Eastside, Southside, and Westside Trails, the festival will span 17 miles of open trail for a one-of-a-kind Atlanta experience.
- This event will be the Beltline's signature World Cup activation .
- Anchored at Pittsburgh Yards with activations throughout the corridor.
- Live music & performances.
- Atlanta arts, culture, and community on full display.
- Food trucks, local vendors & small business pop-ups throughout.



Atlanta Beltline Fest: Community Opportunities

- Opportunities for local vendors, artists, and performers to take part in activations along the 17-mile festival route.
- Upcoming calls for food, art, and retail vendors – details and applications coming soon.
- Local artists and creatives will be invited to help bring the trail to life through performances and pop-ups.
- Community partners and organizations can get involved in bringing Atlanta's culture and energy to the trail.
- Businesses and organizations can become sponsors and help make the celebration possible while connecting with the community.
- Stay connected – sign up for the Beltline newsletter to receive updates and be first to know when opportunities open.

**ATLANTA
BELTLINE
FEST**



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It's a Win-Win

For Communities

For Small Businesses

For Visitors

For Atlanta's Legacy



What's Next

- Explore our Information Hub, Business Readiness Toolkit, and Activation Playbook
- Stay Informed & Engaged
- Boost Your Business





Sponsorship & Partnership Contacts

Kelvin Collins

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Vice President of Economic Development

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Larry Stewart

E-StreetTeam

Managing Director

larry@e-streetteam.com



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Panelist:
Clyde Higgs

Atlanta Beltline, Inc.
President & CEO



Panelist:
Dallas Austin

GRAMMY Award-
winning Songwriter
& Producer



Panelist:
Lamar Stewart

City of Atlanta
Director of
Initiatives & External
Relations +
Showcase Atlanta
Interim Executive
Director



Panelist:
Kaseem Ladipo

Soccer in the Streets
Executive Director



Moderator:
Cam Kirk

Photographer and
Entrepreneur



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Thank You!

Please reach out to engage@atlbeline.org with any additional questions or comments.

A recording of this meeting, the presentation and all other supporting materials will be made available online at www.beltline.org/meetings.

