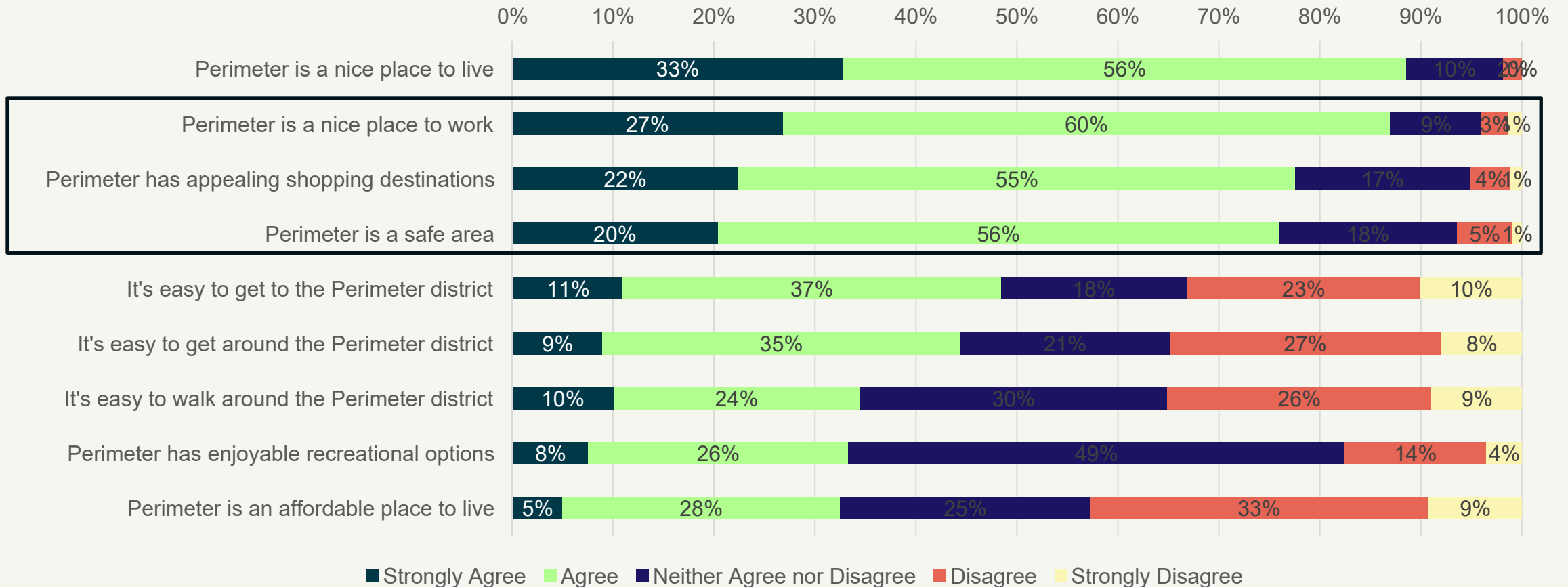


Perimeter



Perceptions of Perimeter

How much do you agree or disagree with the following statements about Perimeter as a district?



Perceptions of Perimeter

What three words would you use to describe Perimeter?



District Identity

We're
**a corporate
playground**



We're
**an inviting
experiential
destination**



We're
**a homeseeker's
haven**




All with
**easy access to
the best of ATL**



Perimeter



A photograph of three business professionals in a modern office setting. A man in a red polo shirt is laughing heartily, holding a tablet. A woman in a green shirt is on the left, and a man in a blue shirt is on the right, both looking towards the man in red. The background features a large green plant and modern lighting.

Where Business Meets Opportunity

Our Audience

**Potential
Tenants**

**Real Estate
Brokers**

**Everyone
In-Between**

**Current Occupiers
& Residents**

**Local Community &
Street Level Messaging**

P

P

P

P

P

P





Perimeter

**Farmers
Market.**

**This
Saturday.**



**Get on your
dancing shoes.**

**Live music
this evening.**



Perimeter



Discover more here

**Very exciting things are
happeneing behind this
street banner. Trust us:
It's gonna be good.**



Communications

2024 Objectives

01

Objective 1: Get everyone in Metro Atlanta to know and use 'Perimeter' as the go-to name for our district - no confusion, no old names.

02

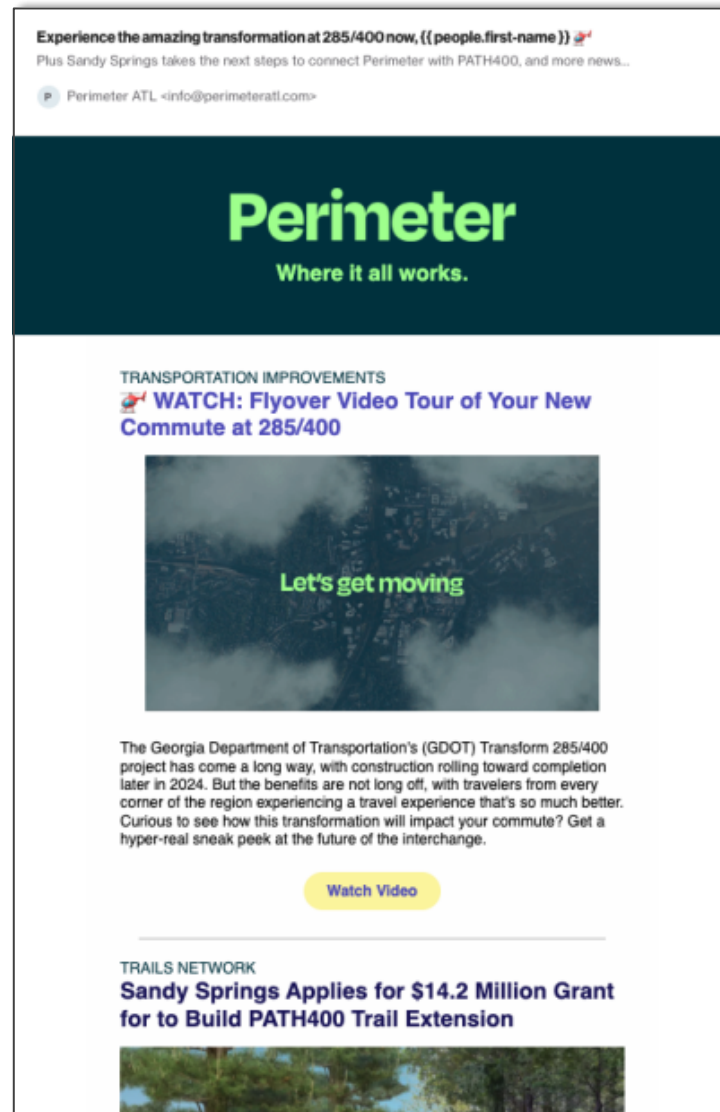
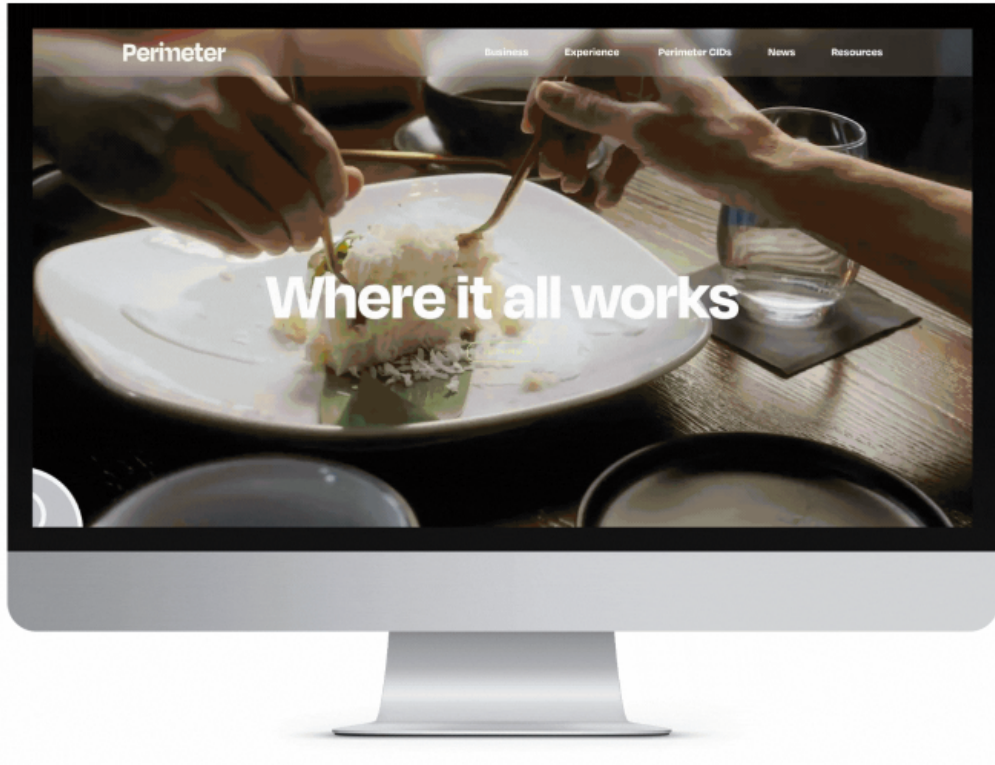
Objective 2: Get everyone in Metro Atlanta to know that Perimeter is the **safest, most accessible** place in metro Atlanta.

03

Objective 3: Transition the story of 285 / 400 Interchange from a negative to a positive.

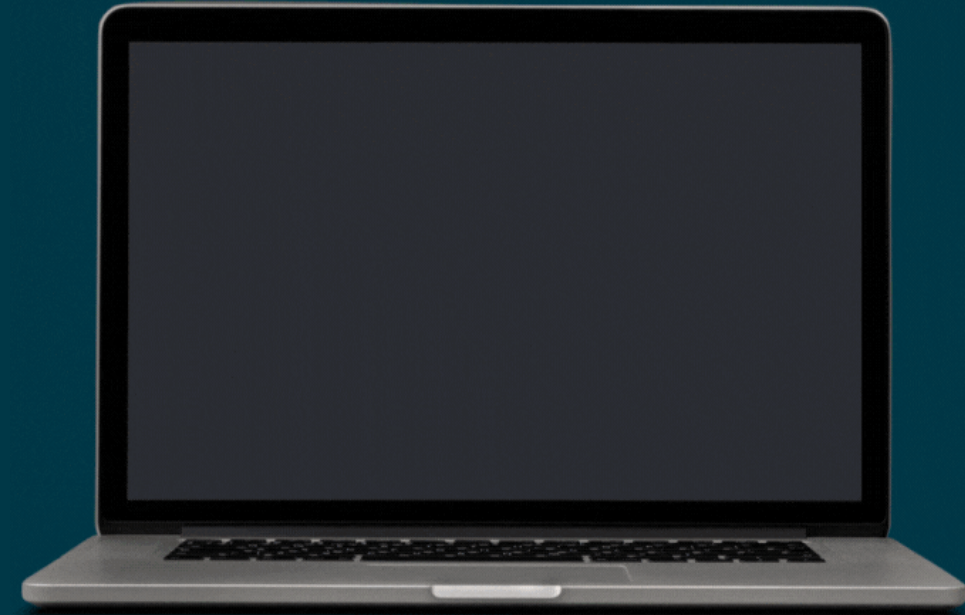
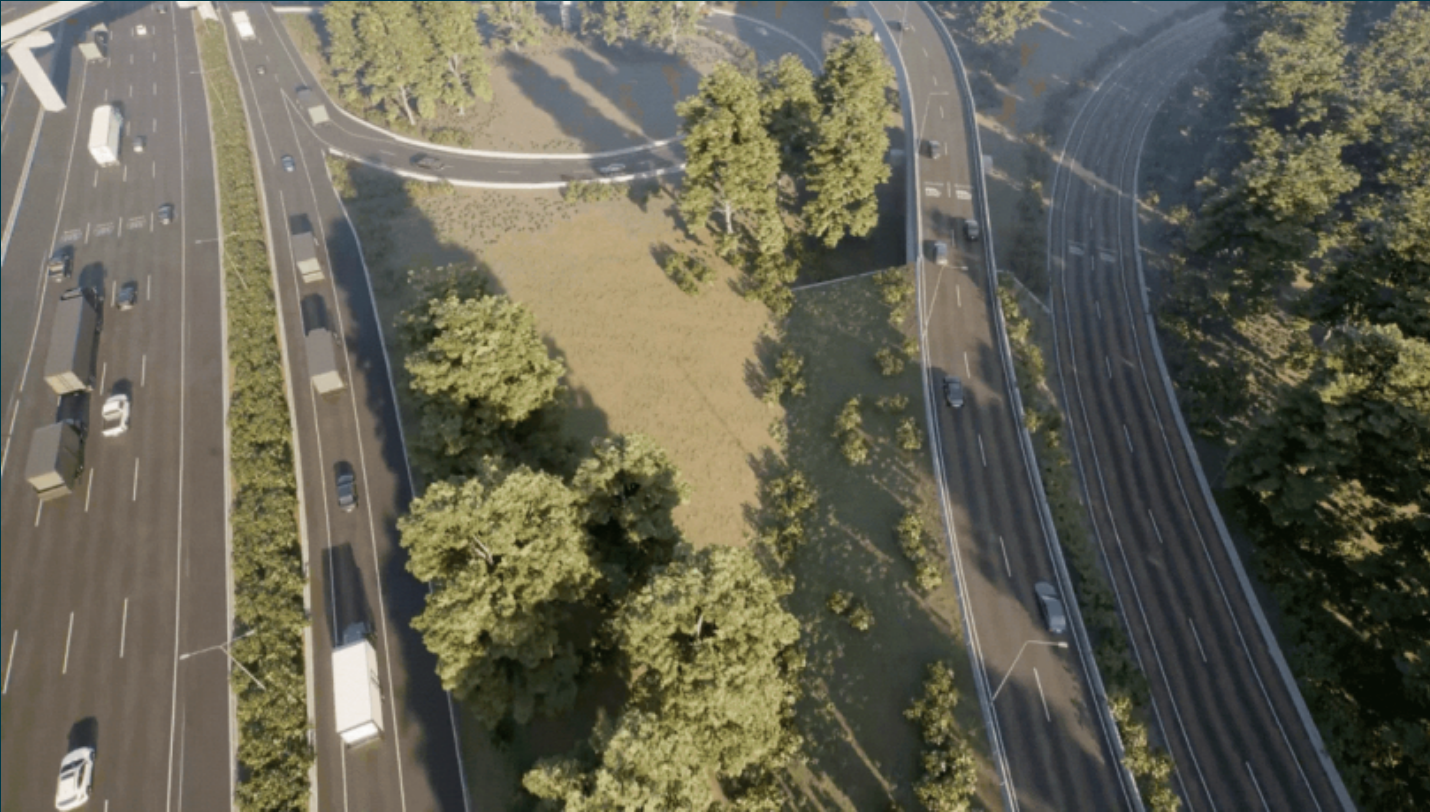
04

Objective 4: Equip CRE professionals—specifically those who own or represent buildings in Perimeter or represent tenants across metro Atlanta — with Perimeter's 2024 talking points.



Objective 2: Transition the story of '285/400' from a negative into a positive

#PerimeterPretzel



PerimeterATL.com/Pretzel

Objective 4: Equip CRE professionals with
Perimeter's 2024 talking points

'All in On Perimeter' Bisnow Submarket Event

June 2024

- Perimeter CIDs is a Presenting Sponsor
- Save the dates: June 4/6 (TBD)
- Panel Topics
 1. Mega Infrastructure Investments & Their Impact
 2. Projects Modernizing Perimeter's Asset Mix
 3. Municipal Outlook on Real Estate Activity

