



Susan McNeill Mendheim
President & CEO
Midtown Alliance

Described as a “principal catalyst in Midtown’s metamorphosis” by the Atlanta Business Chronicle, Susan McNeill Mendheim has successfully led the efforts of Midtown Alliance for the past 21 years. During that time, she has shepherded wide-sweeping changes and helped transform Midtown from a blighted, crime-ridden area into a vibrant and vital community, which enjoys a growing reputation as a model for new urbanism and economic growth.

As President and CEO, Susan guides the Alliance in its mission to improve and sustain the quality of life in Midtown. With an impressive membership list of business and civic leaders, the non-profit organization employs a comprehensive approach toward planning and economic development by improving the built environment, enhancing public safety and maximizing urban amenities.

Under Susan’s direction, the Alliance launched a community-wide planning effort in 1997 called Blueprint Midtown. This award-winning blueprint has been heralded as a catalyst for Midtown’s renaissance and credited with providing an overall vision for the development of a truly urban community. Since its inception, over \$1.5 billion in private investment has occurred in Midtown.

In 2000, Susan and the Alliance helped create a Midtown Improvement District (MID), whereby commercial property owners agreed to tax themselves to pay for specific improvements. The MID currently funds Midtown Blue, a 24-hour private police force, Midtown Green, an area maintenance program, and Midtown Transportation Solutions, a transportation management association. In addition, the MID is using its resources to leverage federal funding for transportation projects and new streetscapes for all of Midtown’s major corridors, potentially resulting in \$43 million in public improvements. Susan serves as Executive Director and Secretary of the MID.

On a personal note, Susan is a native of Atlanta and grew up in Midtown. She graduated from Emory University with a BA degree in English. Prior to joining Midtown Alliance, she was a small business owner. Volunteer board participation has included ULI/Atlanta, the Atlanta Visitors and Convention Bureau, and the Metropolitan YMCA, as well as other organizations with a Midtown focus, including the Piedmont Park Conservancy, the Midtown Assistance Center, Centennial Place YMCA, Margaret Mitchell House, and First Presbyterian Church. In 2002 she received the Civic Leadership Award from BOMA (Building Owners and Managers Association) and in 2001, the Dan Sweat Community Leadership Award from the ULI/Atlanta (Urban Land Institute). Susan is the mother of two grown daughters, Kristin and Elizabeth.