



From vibrant events to thriving independent businesses,

Little 5 Points has it all. Experience Atlanta's oldest, most unique, and diverse district with over 100 independently owned businesses.

2022 Edition

LITTLE 5 POINTS BUSINESS ASSOCIATION

l5pbiz.com



State of L5P

\$7.5M 2022 Property Sales

19 Restaurants

44 Retail Shops

31 Service, wellness, and "other" stores

77 First Floor Storefronts

42% Black or Minority Owned

\$1.75M Improvements Permitted

Little 5 Points Business Association is on the up-and-up

Known as the "bohemian center of the south," Little 5 Points is a destination for locals and visitors who seek out counterculture, whether for people watching, unique shopping, dining, theater, live music, nightlife or the famous annual Halloween Festival and Parade. The fifty-year-old Little 5 Points Business Association is being revived and is heading up the Main Street initiative for the district.

Main Street Goals

- Attract **tourism** by promoting the unique and diverse array of businesses, events, and cultural offerings in the district.
- Create unique experiences for our customers through **arts and entertainment** events and attractions in Little 5 Points, to promote a vibrant and dynamic destination.
- Strengthen the **foundations** of the L5P community by fostering collaboration with local businesses and outside organizations.



hello@l5pbiz.com

@l5pbiz

The Business Association's Impact



Mayor comes to town

In April, Atlanta Mayor Andre Dickens visited L5P Pharmacy to talk with Ira Katz and representatives from the BA about the opioid crisis and small business' impact on communities.



Sharing our history

Began historic tours in partnership with the Atlanta Preservation Center, as well as continued the L5PBiz Ghost Tours, providing an in-depth look at the rich history and culture of Little 5 Points.



Markets

Hosted large artist markets on May Day and the Winter Solstice featuring all handmade goods from exclusively local artists. L5PBiz keeps L5P's artist heart pulsing yearround!

By the numbers

55.5k est. Halloween Festival attendance

470 tour tickets sold

8 new Business Association members

5,980+ volunteer hours

\$16k+ spent on neighborhood security

52k visitors to Halloween website in October

Joining L5PBiz



Head to l5pbiz.com/join and create an account or sign up with your Google account. BA meetings are every third Wednesday on Zoom, with quarterly in-person meetings at Elmyr.

Keeping the FIVE alive

In 2022 L5PBiz programmed a smattering of arts and events.

- Valentine's Mural
- Mardi Gras Parade
- Phoenix Flies Historical Tours
- May Day Market
- Make Music Day
- History Tours (with the Atlanta Preservation Center)
- Labor Day Mime Theater (with Gateway Productions)
- Halloween Photo Walk (with Atlanta Celebrates Photography)
- Ghost Tours
- Monster Ball
- 2022 Halloween Festival & Parade
- Day of the Dead Parade
- Holiday Decorations
- Santa Con
- Last Minute Holiday Market

L5P Halloween



Return of the parade

Following a long hiatus, the Halloween Parade returned in 2022! Our incredible team of volunteers and sponsors helped make the festival more successful than ever.



Monster Hunt

Who let the ghouls out?! Local artists let loose their monstrous creations on the streets of L5P on the first day of the festival, and those brave enough to find them all won a collectible magazine.

Keeping Pulse

In May, the Little 5 Points Business Association conducted a survey to gather insights and feedback from business owners and patrons in the Little 5 Points district. The results provided valuable data and insights on the health and vibrancy of Little 5 Points.

Customer Preference

- 75%** approve of business quality
- 80%** believe L5P is a friendly place
- 68%** disapprove of parking situation
- 70%** approve of business mix

Top Issues

Businesses

1. Crime
2. Homelessness
3. Parking

Customers

1. Parking
2. Homelessness
3. Cleanliness

Businesses on Parking

- 73%** said that parking profits should benefit the community
- 62%** want free parking on weekdays
- 43%** believe the parking situation negatively affects their employees
- 40%** believe their customers would spend more if parking was cheaper

Businesses on Crime

Most wanted solutions

1. Bring back the mini-precinct
2. APD Night Beat
3. More security cameras
4. More off-duty security hours

Businesses on Activations

Events most excited for

1. Halloween Festival & Parade
2. Cultural/International Festivals
3. L5PBiz Artist Markets
4. Community Art Projects

Want more ... in the plazas

1. Regularly scheduled entertainment
2. Public art
3. Tables and chairs for restaurants
4. Space for L5P Businesses to expand outside

WORD CLOUD



*based on word association question in customer survey

Social Connection

f 17.7k

@ 5.8k

Local Profile

4.4M Visits

1.2M Unique visitors

97 mins avg. visit time

11% only also frequent Ponce-City Mkt

14% only also frequent Edgewood Shopping Ctr

*between Jan - Jun 2022
** Data provided by Placer.ai

Drive Time Markets

	3 minutes	5 minutes	10 minutes
Population	13,054	41,904	194,787
Households	7,101	22,300	94,323
Median Income	\$87,097	\$93,941	\$84,698
Avg. spent on Entertainment	\$4,322	\$4,433	\$4,234
Avg. spent on Restaurants	\$5,743	\$5,884	\$5,449
Avg. spent on Apparel & Services	\$3,198	\$3,268	\$3,039