

# REOPENING ATLANTA

## #STRONGERGEORGIA

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Atlanta's phased reopening and current traffic patterns.

### PHASE 1 REOPENING

- April 24th: Gyms/Fitness Centers, Bowling Alleys, Body and Art Studios, Barbers, Cosmetologists, Hair Designers, Nail Care Artists, Estheticians, and Message Therapists have reopened with certain capacity restrictions.
- April 27th: Theatres, Private Social Clubs, and Dine-In Restaurants have reopened with certain capacity restrictions.

### TRAFFIC PATTERNS

- Atlanta is seeing a 15% increase in traffic over the past two weeks without regression.
- We are currently delivering 81% of impressions, a significant increase since the National Emergency was declared on March 15.

