



INCREASING ECONOMIC PROSPERITY AND EQUITY FOR ALL OF ATLANTA

Presented to Atlanta LAI Chapter: June 4, 2019



WHERE WE'VE BEEN
Great Recession
December 2007 – June 2009



1974 - 2012







OUR VISION

OUR VISION IS TO MAKE ATLANTA THE MOST ECONOMICALLY DYNAMIC AND COMPETITIVE CITY IN THE WORLD.

OUR MISSION

TO ADVANCE ATLANTA'S **GLOBAL COMPETITIVENESS** BY GROWING A **STRONG ECONOMY**, BUILDING VIBRANT COMMUNITIES AND INCREASING ECONOMIC PROSPERITY FOR ALL ATLANTANS.





Workforce Training

- WorkSource Atlanta
- Georgia Quickstart



Site Selection Support

- Real Estate Consultation
- Site and Building Search Assistance
- Permitting Assistance
- Zoning Advocacy



Financial Incentives

- Economic Opportunity Fund
- Tax Allocation Districts
- New Markets Tax Credits
- EB5 Regional Center
- Social Impact Fund
- EOF BRE
- Atlanta BeltLine Affordable Housing Trust Fund



Bonds

- Housing Opportunity Bonds
- Lease Purchase Bonds
- 501c3 Bonds
- Industrial Revenue Bonds
- Housing Revenue Bonds



Homeownership

- Down Payment Assistance
- Lease Purchase Financing (TRIO)
- Owner-Occupied Rehab
- iMAP Down Payment Assistance Program



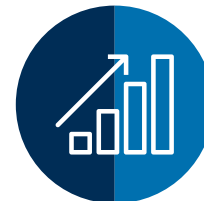
Business Support Services

- Advocacy Assistance
- Client Service Assessment



Loans

- Small Business Loans
- Homebuyer Loans
- Developer Loans
- Atlanta Leverage Loan Fund
- Transit-Focused Fund



Tax Incentives

- Opportunity Zones
- Job Tax Credit
- State Quality Job Tax Credit



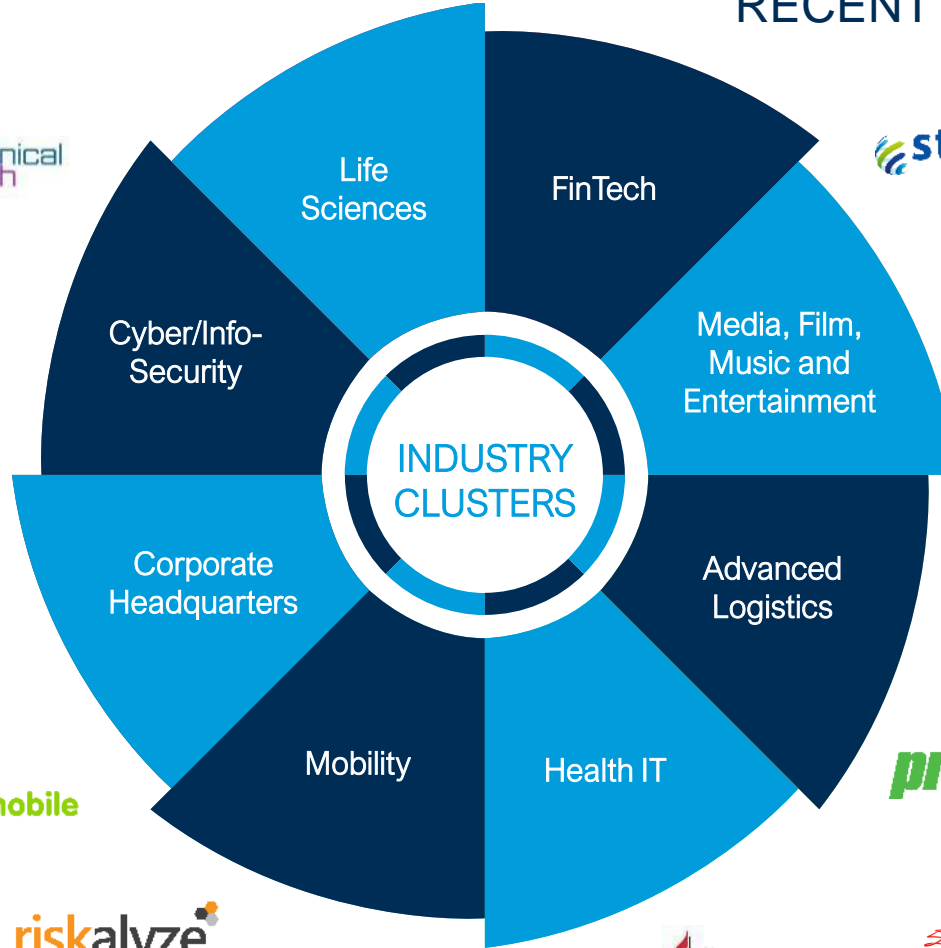
International Trade Development Services

- Trade Missions
- Export Trade Counseling and Support
- International Trade Representation



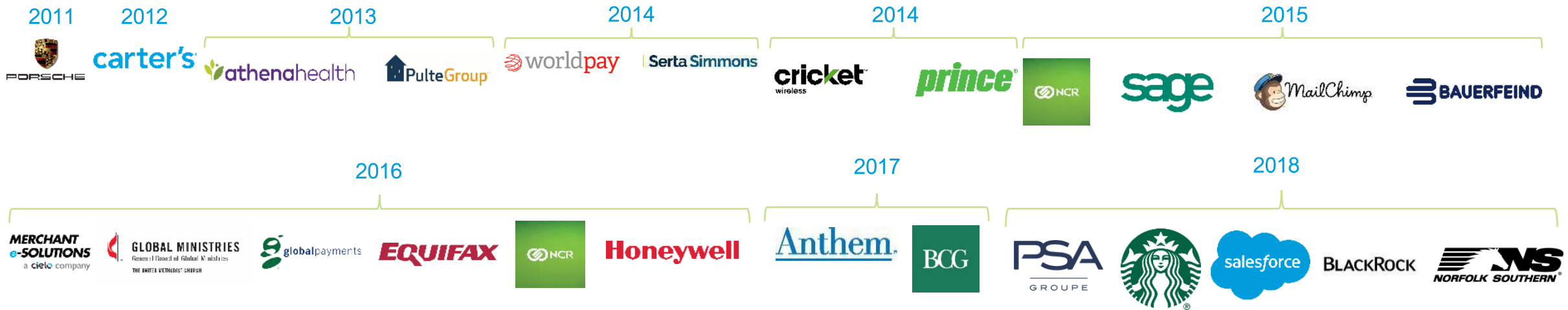
ECONOMIC DEVELOPMENT

RECENT NEW BUSINESS ATTRACTIONS



ECONOMIC DEVELOPMENT

HEADQUARTERS RELOCATIONS & MAJOR EXPANSIONS



CREATING **16,241 NEW JOBS** WITH A
TOTAL INVESTMENT OF **\$1.3B**

PROGRAMS FOR BUSINESS RETENTION & EXPANSION



ECONOMIC DEVELOPMENT

BUSINESS RETENTION & EXPANSION

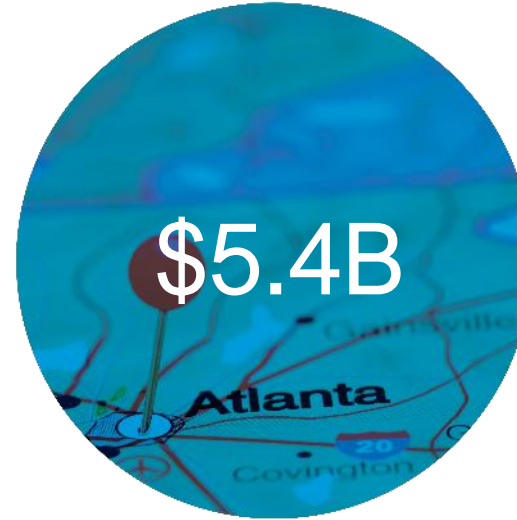
2010 - 2018



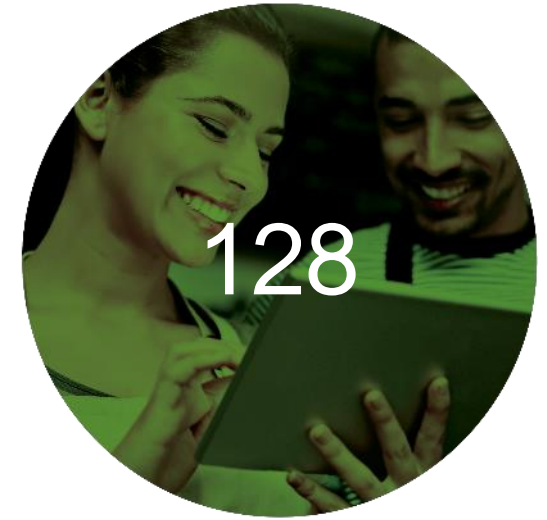
WINS



NEW JOBS



**TOTAL ECONOMIC
OUTPUT**



RETAINED JOBS

Company Expansion Opportunities, Company Business Needs,
Companies at Risk, Real-Time Market Intelligence

CONVENING AND ADVOCATING FOR THE ENTREPRENEURIAL COMMUNITY

PROVIDING A TOOLKIT FOR STARTUPS TO *START, GROW AND SCALE* IN ATLANTA



ATLANTA
START UP
EXCHANGE

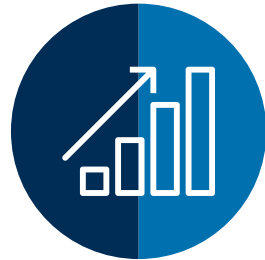


Talent Pipeline	Testing + Piloting	Westside Innovation
University Roundtable	Smart Cities Pilots	MLK i-Village Corridor
With MACC and AUC, convening discussion on how universities support entrepreneurial career paths + grow local tech talent, especially among women + minorities.	Working with Smart ATL and Renew ATL, Invest Atlanta supported \$85,000 towards testing a handful of smart cities innovations on North Avenue Smart Corridor and around Atlanta.	With \$500,000 , Invest Atlanta is helping to create a business hub at the H.E. Holmes Marta Station for local growing companies. IA also supported Ignite Grants from SmBs along the corridor.



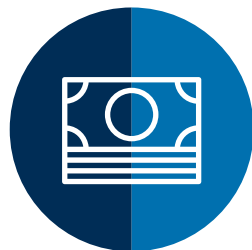
7,783

SMALL BUSINESS
CONSULTATIONS



\$34M

TOTAL
INVESTMENT

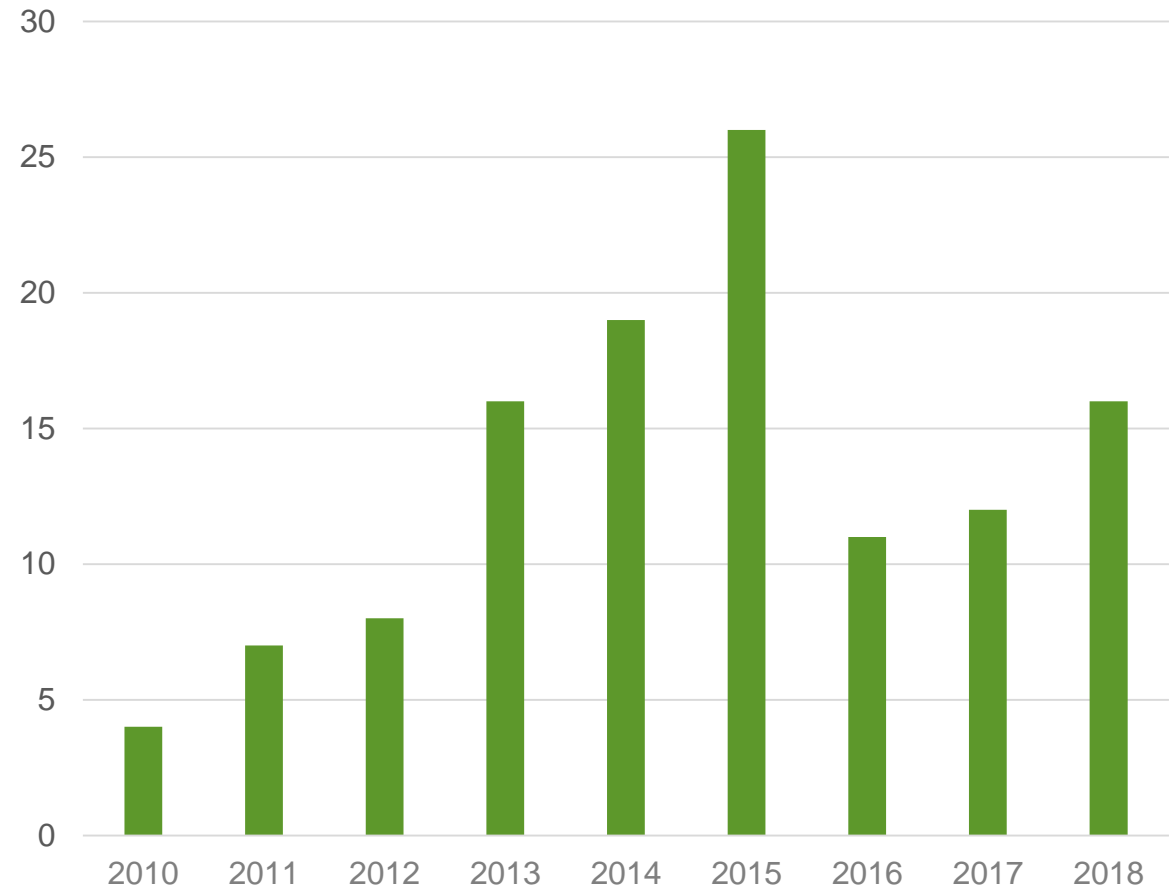


9

LOAN PROGRAMS

ECONOMIC DEVELOPMENT

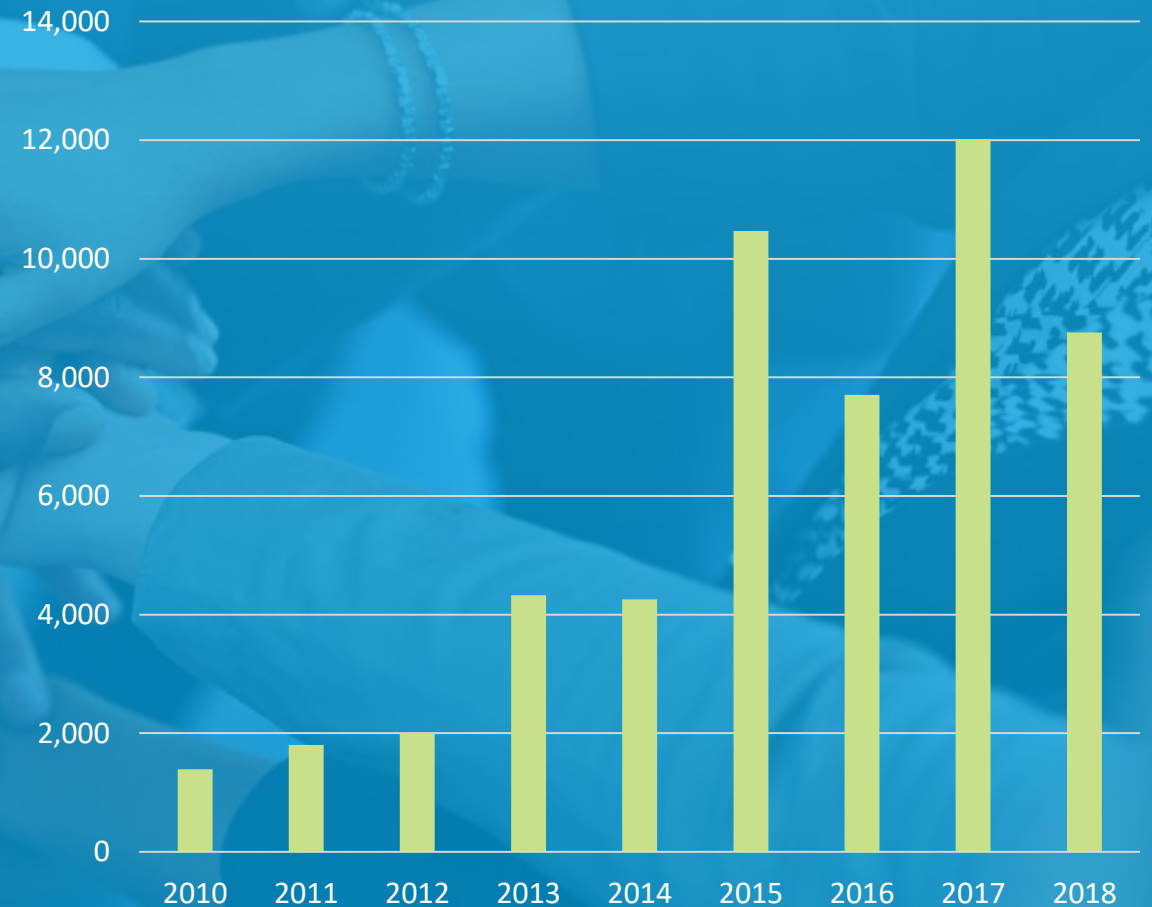
SMALL BUSINESS LOAN PROGRAM 2010 - 2018



LOANS APPROVED

51,854 NEW FULLTIME JOBS

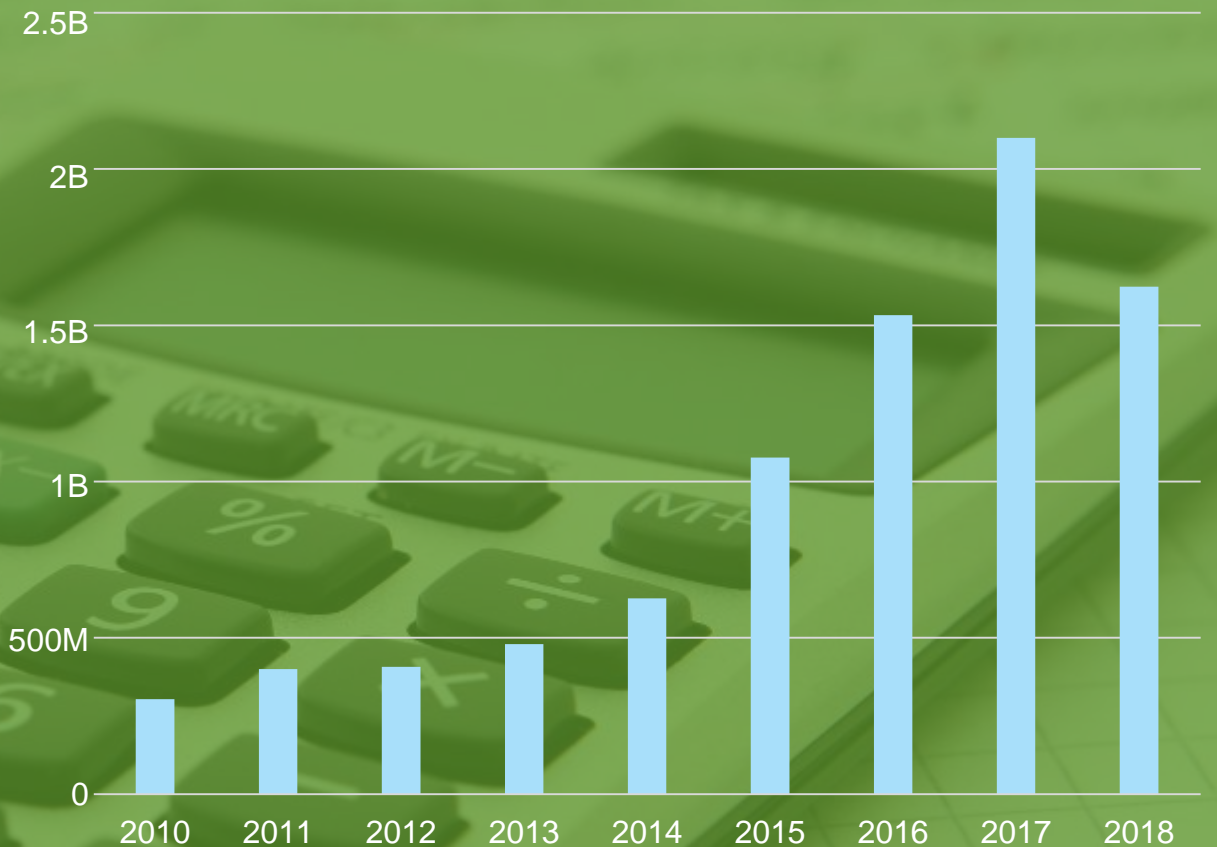
WERE FACILITATED
THROUGH INVEST ATLANTA
ECONOMIC DEVELOPMENT
PROGRAMS



TOTAL CAPITAL INVESTMENT

FROM 2010 - 2018

INVEST ATLANTA
PROGRAMS GENERATED
**\$8.6 BILLION IN TOTAL
CAPITAL INVESTMENT**



TOTAL ECONOMIC OUTPUT

FROM 2010 - 2018



POSITIVE

- Project pipeline
- Net migration to the state
- Georgia outpacing U.S. growth
- Strong industry clusters:
Headquarters, Cyber security, Film
and TV
- Strong US Dollar

OPPORTUNITIES/THREATS

- Labor: Skills and training
- Trade wars
- Interest rates
- National impact
- State legislation
- Disparity of growth

COMMUNITY DEVELOPMENT

REBUILDING OUR COMMUNITIES THROUGH AFFORDABLE HOUSING



City Lights
Phase 1

Total Project Cost
\$15.4M



The
Remington

Total Project Cost
\$22M



694 & 700 Dalvingney
Affordable Multifamily
Redevelopment

Total Project Cost
\$1M



Reynoldstown
Seniors Development

Total Project Cost
\$17.2M

Atlanta BeltLine



Stanton Oaks
(Former Boynton Village)

Total Project Cost
\$7.8M

Atlanta BeltLine



161
Peachtree

Total Project Cost
\$90M



20,601

HOMEBUYERS REACHED
THROUGH MARKETING

1,148

HOMEBUYERS

\$20.2M

DOWN PAYMENT
ASSISTANCE EXPENDED

\$131.7M

IN 1ST MORTGAGE
FINANCING

COMMUNITY DEVELOPMENT

HOMEOWNERSHIP PROGRAMS

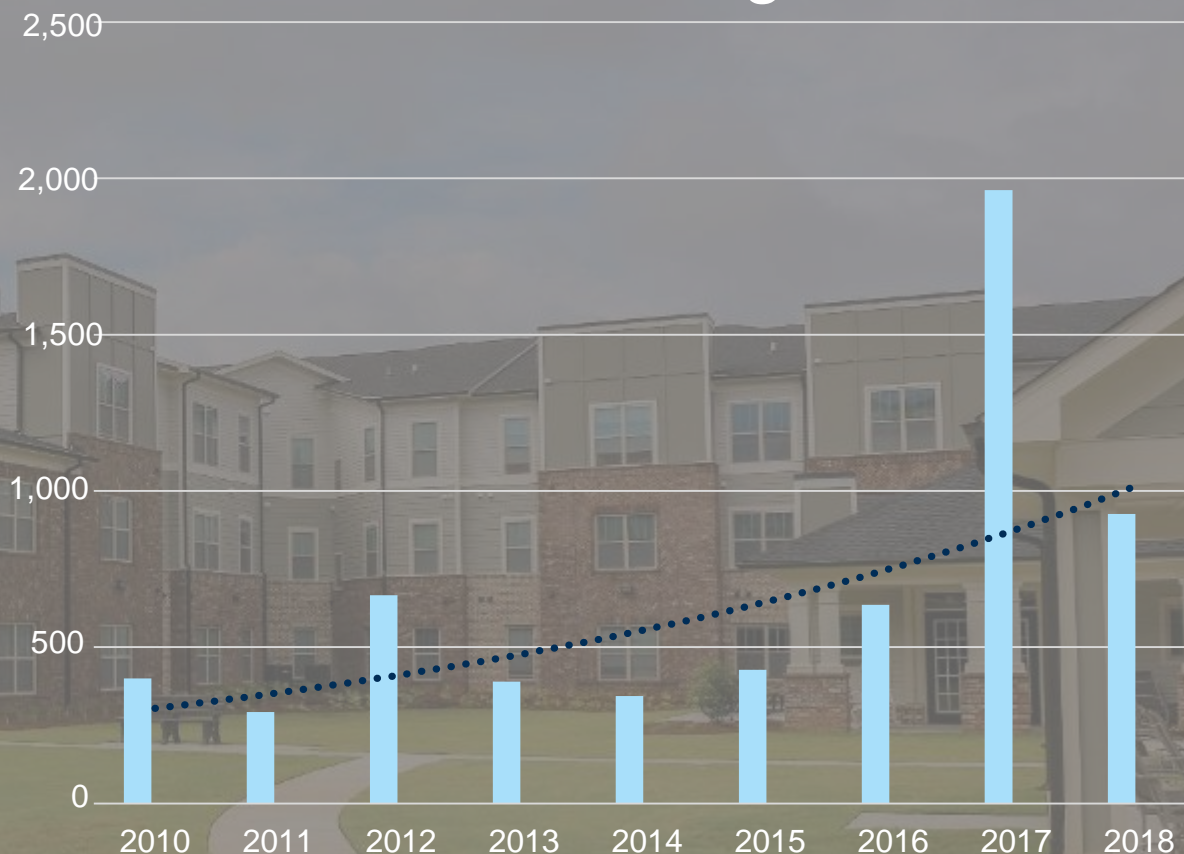


FROM 2010 – 2018

INVEST ATLANTA
PROGRAMS HAVE CREATED
9,469 MULTIFAMILY UNITS,
INCLUDING **5,840**
AFFORDABLE UNITS

62% Affordable and 38% Market Rate

Affordable Housing Created



COMMUNITY DEVELOPMENT

INVESTING IN OUR COMMUNITIES



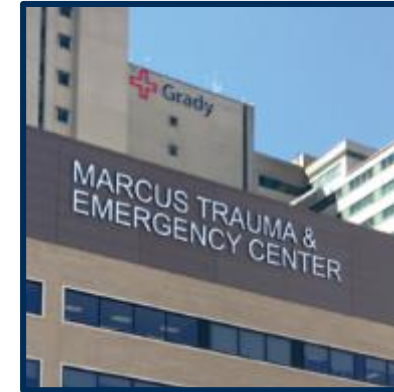
YMCA Regional Headquarters

Total Project Cost
\$9M



Sheltering Arms

Total Project Cost
\$9.3M



Grady Health Marcus Center

Total Project Cost
\$76M



Westside Works

Total Project Cost
\$6M



Atlanta Streetcar Crosstown Purple Line

Total Project Cost
\$1M

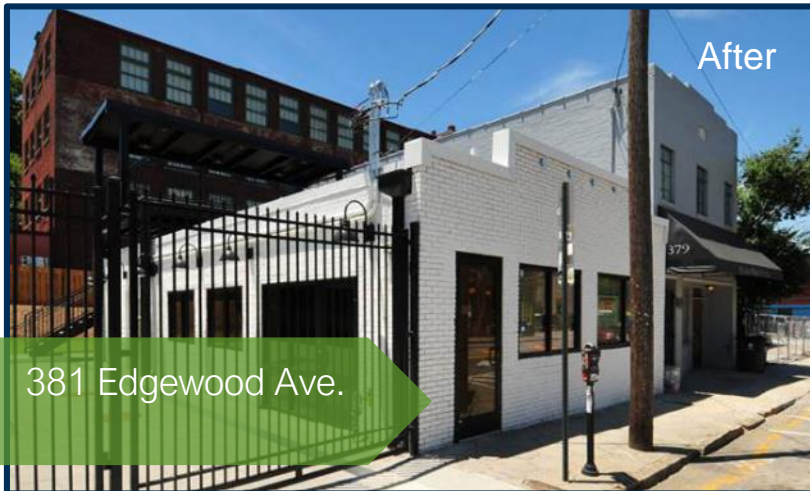
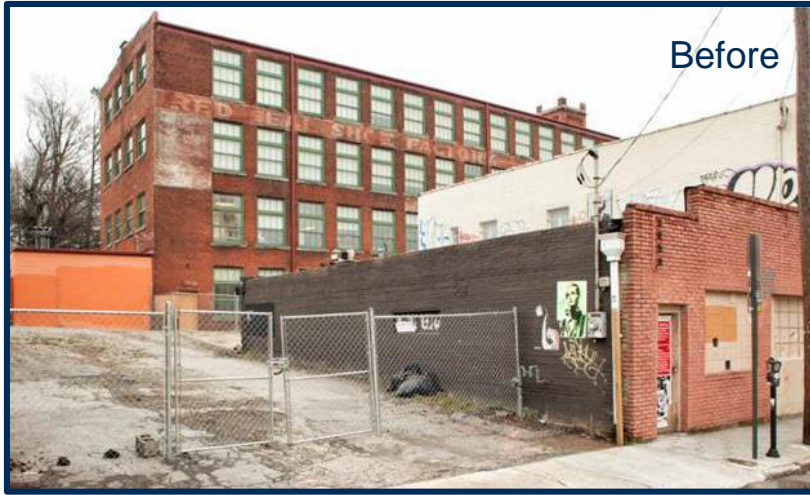


Families First

Total Project Cost
\$8.5M

COMMUNITY DEVELOPMENT

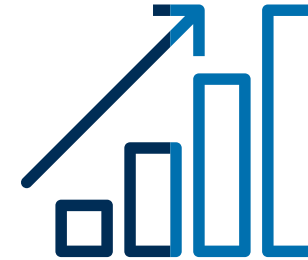
DOWNTOWN FAÇADE PROGRAM – LEGACY BUSINESSES



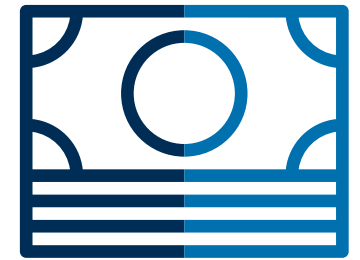
381 Edgewood Ave.



19
BUSINESSES
IMPACTED



\$1.89M
TOTAL
GRANTS



\$6.90M
LEVERAGED

CITY OF ATLANTA REAL ESTATE



UNDERGROUND
ATLANTA



ATLANTA CIVIC CENTER



TROLLEY BARN

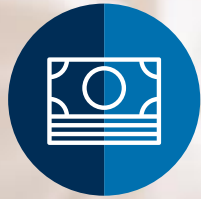


THE GULCH

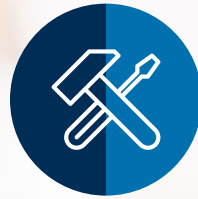


NEW INITIATIVES

ECONOMIC DEVELOPMENT



**PROPERTY ASSESSED
CLEAN ENERGY (PACE)
PROGRAM**



**SOUTHSIDE
REDEVELOPMENT**



**PROCTOR CREEK
REDEVELOPMENT**



**BUSINESS
RESOURCES**



**NEW MARKETS
TAX CREDIT APPLICATION**



iVILLAGE

A GLOBAL CITY

Redevelop
Neighborhoods to
Spur Economic
Growth

Economic Growth:
Expand Attractiveness
as a Center for
Business

Lead Economic
Equity to Address
Income Inequality

MISSION AND VISION

HIGH PERFORMING TEAM AND CULTURE

BUSINESS EXCELLENCE

ECONOMIC & COMMUNITY DEVELOPMENT RESULTS

51,854

FULLTIME JOBS CREATED

\$8.8B

TOTAL CAPITAL INVESTMENT

110

SMALL BUSINESS
LOANS APPROVED

5,840

AFFORDABLE UNITS

1,148

HOMEBUYERS RECEIVING
DOWNPAYMENT ASSISTANCE

\$21.1B IN NEW ECONOMIC OUTPUT



THANK YOU

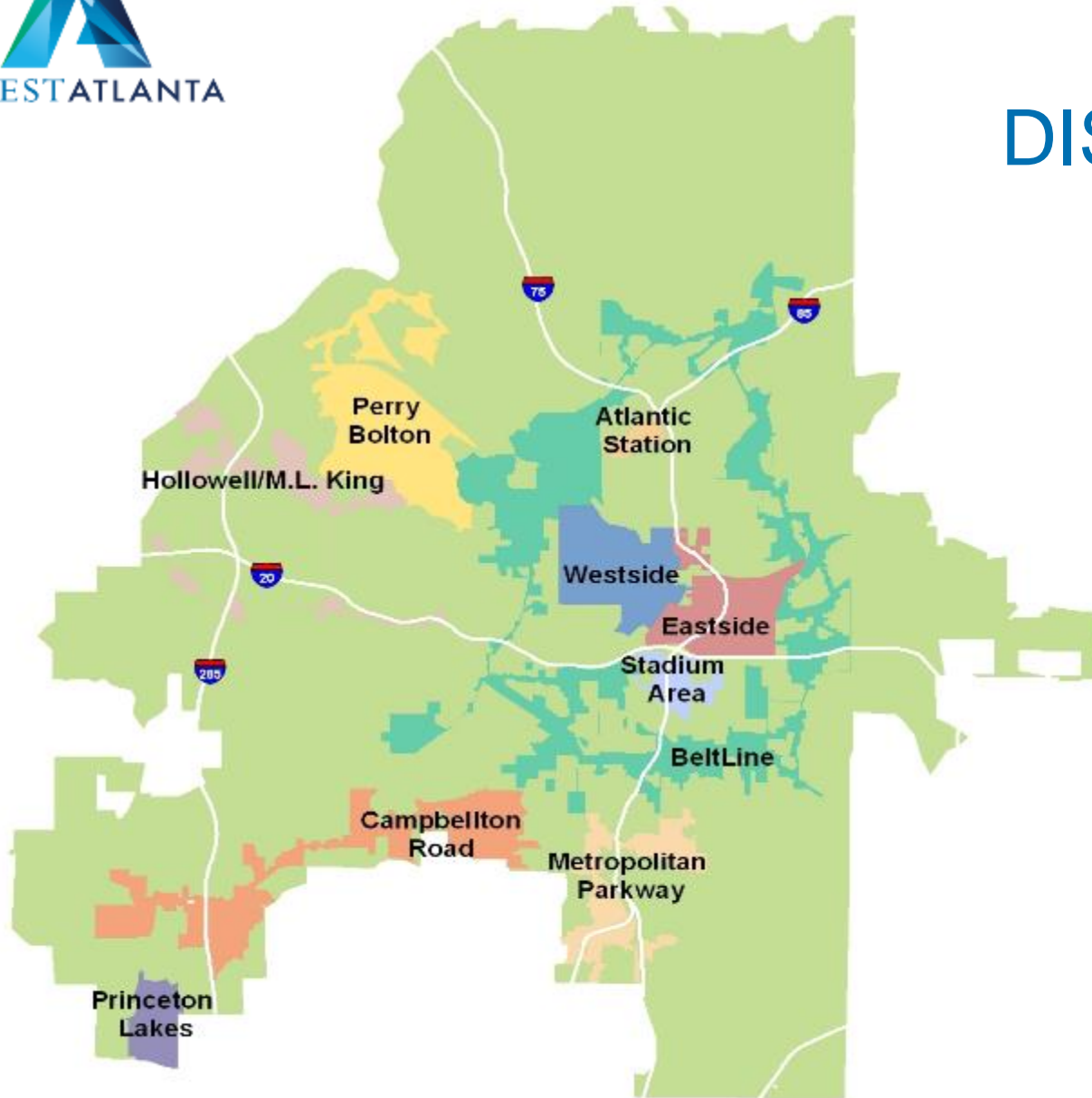




APPENDIX



TAX ALLOCATION DISTRICTS AND CORRIDORS



Atlanta's tax allocation districts

- Westside (1992/1998 expanded)
- Atlantic Station (1999)
- Princeton Lakes (2002)
- Perry Bolton (2002)
- Eastside (2003)
- Atlanta BeltLine (2005)
- Campbellton Road (2006)
- Hollowell/ML King (2006)
- Metropolitan Parkway (2006)
- Stadium Area (2006)

BOARD OF DIRECTORS



**Honorable
Keisha Lance Bottoms
Board Chair**



**Honorable
Emma Darnell**



**Honorable
Natalyn Archibong**



**Honorable
Michelle Olympiadis**



Todd Greene



Fred Smith



Bill Bozarth



Randy Hazelton



Chris Ahrenkiel



BLUEPRINT FOR NEIGHBORHOOD TRANSFORMATION

HOUSING	EMPLOYMENT	BUSINESS	NEIGHBORHOOD	SECURITY	EDUCATION	COMMUNITY
Owner Occupied Rehab	Worksource ATI	Small Business Formation	Judicial InRem	Strategic Camera Placement	Technology Parks	Artist Village
Renter to owner	Training Sites	Retail Corridor Development	Beautification-Graffiti Removal	Officer Cadet Housing	Safe Routes	Blighted Property Acquisition
Affordability Preservation		Catalytic Projects	Infrastructure	Cop on the Block	Historic Preservation	Green Space & Recreation
Down Payment Assistance		Facade Improvement Funding	Retention Strategy-Property Tax		Early Childhood Learning	Local Agriculture Options
Single Family Development		Mixed Use Projects			Community Builders	Establish Financial Inst.
Rental Housing Development		Innovation Corridors				

FY 2019 BUDGETED REVENUE = \$11M

