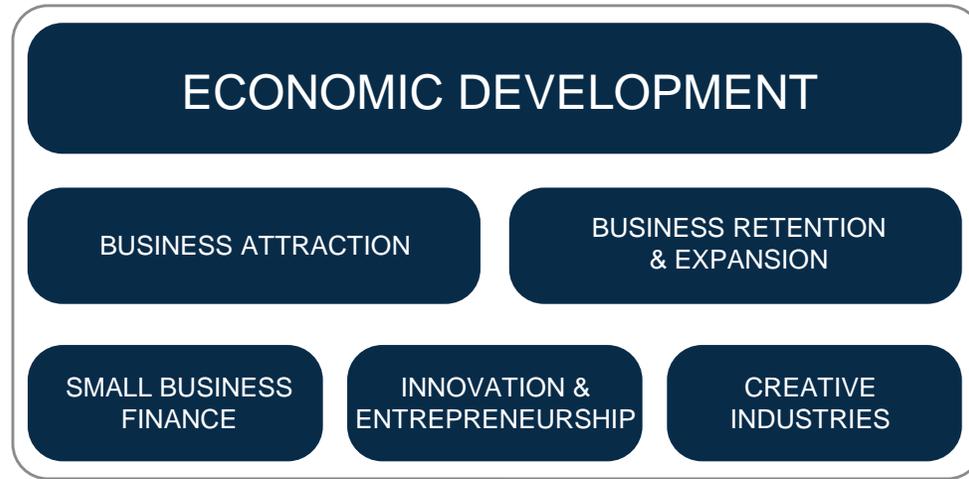
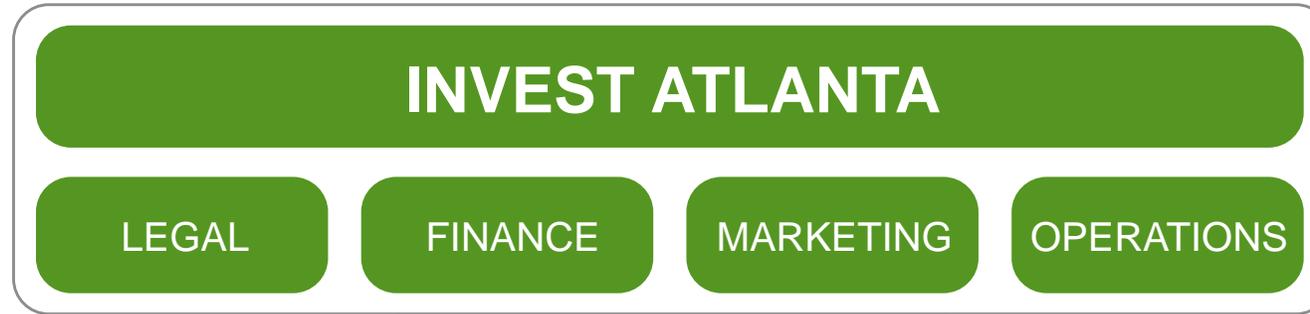




DRIVING AN ECONOMY OF THE FUTURE FOR ALL ATLANTANS
Proposal for Economic Development Services | FY 2018-19

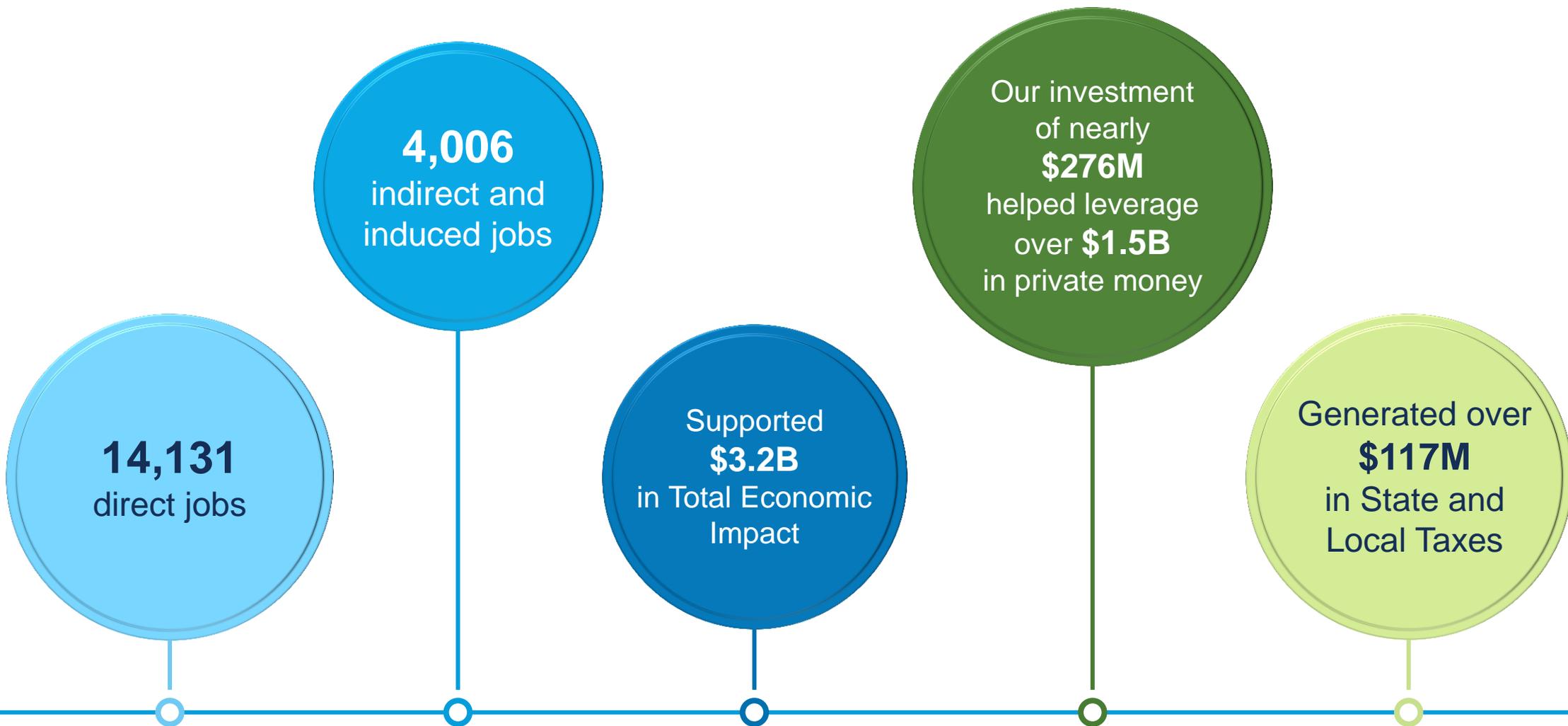




**ALL OF US WORKING TOWARDS
ECONOMIC PROSPERITY**

2017 INVEST ATLANTA TOTAL IMPACT

Community and Economic Development



WHY ECONOMIC DEVELOPMENT?

**JOB CREATION/
RETENTION**



**INCREASED
INVESTMENT**



**INCREASED
QUALITY OF LIFE**

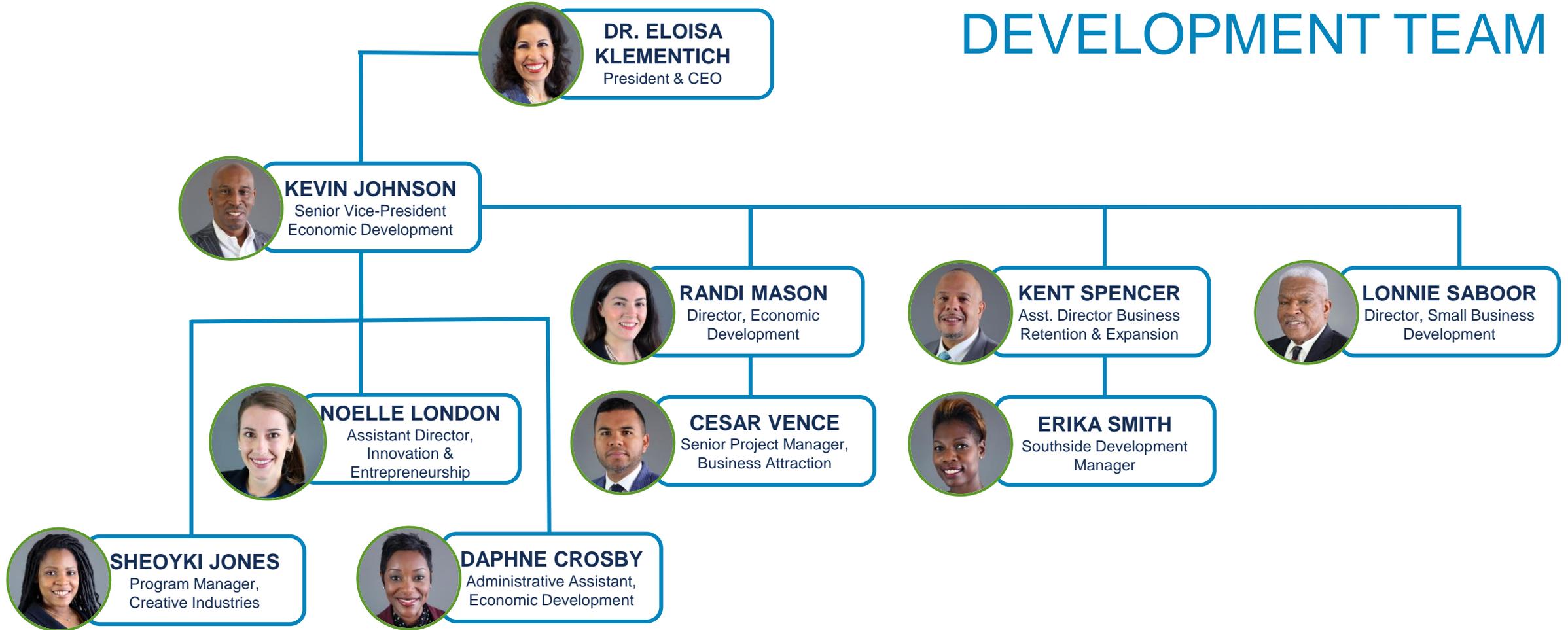


**BROADEN THE
TAX-BASE**



*To Drive an
Economically
Dynamic and
Competitive City
in the 21st
Century*

THE ECONOMIC DEVELOPMENT TEAM



2017 TOTAL ECONOMIC DEVELOPMENT



***DRIVEN BY
INVEST ATLANTA***

2017 ECONOMIC DEVELOPMENT HIGHLIGHTS



Launched
Southwest Atlanta
BeltLine Existing
Business Initiative



Launched Creative
Industries Loan
Fund



Expanded the
Atlanta
International
Startup Exchange



Launched
Students2Startups



I-85 Alive

2017 OUTREACH & ENGAGEMENT

LAUNCH OF BUSINESS OUTREACH & ENGAGEMENT STRATEGY

- Designed to deepen Invest Atlanta's relationship with small and mid-size businesses
- Goal is to increase business development and growth opportunities by introducing them to Invest Atlanta's products and services plus technical assistance, access to capital, and workforce development options offered by our partners

SOUTHWEST ATLANTA BELTLINE EXISTING BUSINESS EVENT

- Created in partnership with the Atlanta Beltline, Inc.
- Designed to provide businesses with direct access to resources
- Hosted by local business - D's Café & Catering
- Launched innovative social media campaign with takeover by local business ambassador
- Five partners and 52 businesses in attendance



“Invest Atlanta has given me the path to success and sustainability.”

- Kiyomi Rollins, Owner & Founder of The Good Hair Shop

- Estimated **525** businesses impacted
- Surveyed 15% of impacted businesses
- Surveyed 40% of businesses within a quarter mile of bridge collapse
- Outreach efforts:
 - IA staff walked and visited businesses within the affected area
 - Phone outreach, 400 businesses reached
 - 51 businesses attended the business resource fair on May 9th
 - Earned media and social media campaign launched to provide updates
 - Launched I-85 Alive to provide updates and receive feedback from impacted businesses



CREATIVE INDUSTRIES LOAN FUND

\$1.25M ALLOCATION FROM THE CITY OF ATLANTA

Assistance for independent content creators and creative entrepreneurs in Film, Music and Digital Entertainment, with the following:

- Production
- Post-Production
- Marketing Outreach
- Distribution
- Touring/ Festivals
- Prototype Development
- Product Development
- Sales and Attraction
- Loan Amounts: \$5,000 - \$50,000 (up to \$100,000 for touring)
- Eligible Uses: various stages of creative production and distribution
- Geographic Area: Anywhere within the city limits



INNOVATION & ENTREPRENEURSHIP

Continuing to build our **I+E Toolkit** to bridge gaps in access to early customers, tech talent, and funding.



Smart Cities

- **International Startup Exchange Expanded to the UK in 2017**
- Participating cities – Toulouse, France and London, UK
- **14** graduates of program.
- In 2017, all **6** companies visiting Atlanta have potential pilots, **50%** plan to open Atlanta-based office.

- Building a **diverse tech talent pipeline by subsidizing 18 students** to complete entrepreneurial-focused internships with Atlanta-based startups.
- 12-week program is paid for 1/3 by startup and 2/3 by WorkSource Atlanta

Making Atlanta a **testbed for innovative technology and providing the infrastructure** to ensure Atlanta remains a leader in implementing smart cities solutions.

- Held Airport Demo Day with 7 startups presenting to Hartsfield-Jackson Airport for pilot opportunities.
- Launch and continued support to pilots: Mobi, Metrotech, Emrgy

2017 BUSINESS RETENTION & EXPANSION



26 | Projects Closed



4,255 | New and Retained Jobs



\$204M | Total Capital Investment



\$696M | Total Economic Output

2017 BUSINESS ATTRACTION

FLEXPORT

Grō


COYOTE.

AIRBUS
AERIAL

BUNKER
LABS 


HARRY'S
CARAVACA
MARKET

20 | Projects Closed

2,265 | New Jobs

\$317M | Total Capital Investment

\$1.3B | Total Economic Output



2017 SMALL BUSINESS PROGRAMS



14 | Loans Closed

58 | New Full-Time Jobs

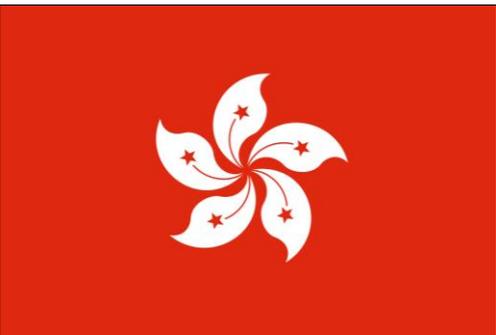
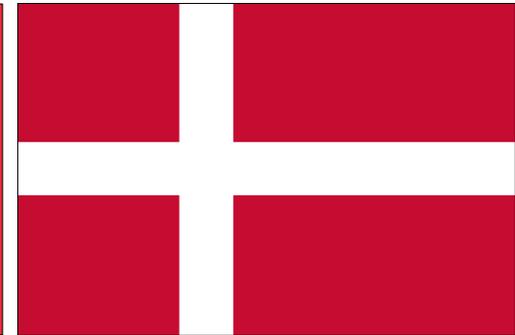
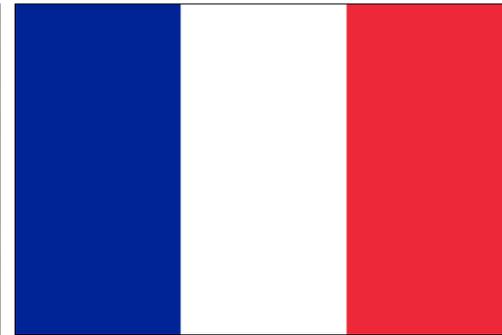
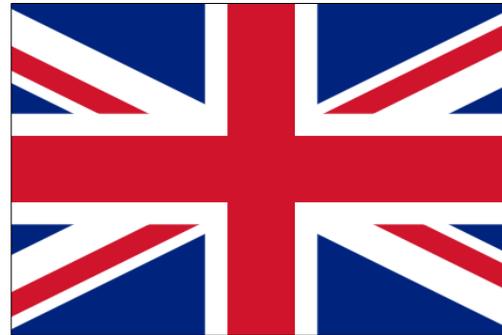
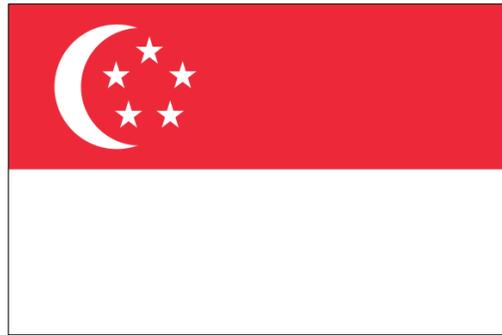
32 | Financial Sessions

\$2.5M | Total Capital Investment

\$11.3M | Total Economic Output

1,188 | Informational Workshop Attendees

2017 INTERNATIONAL TRADE EFFORTS



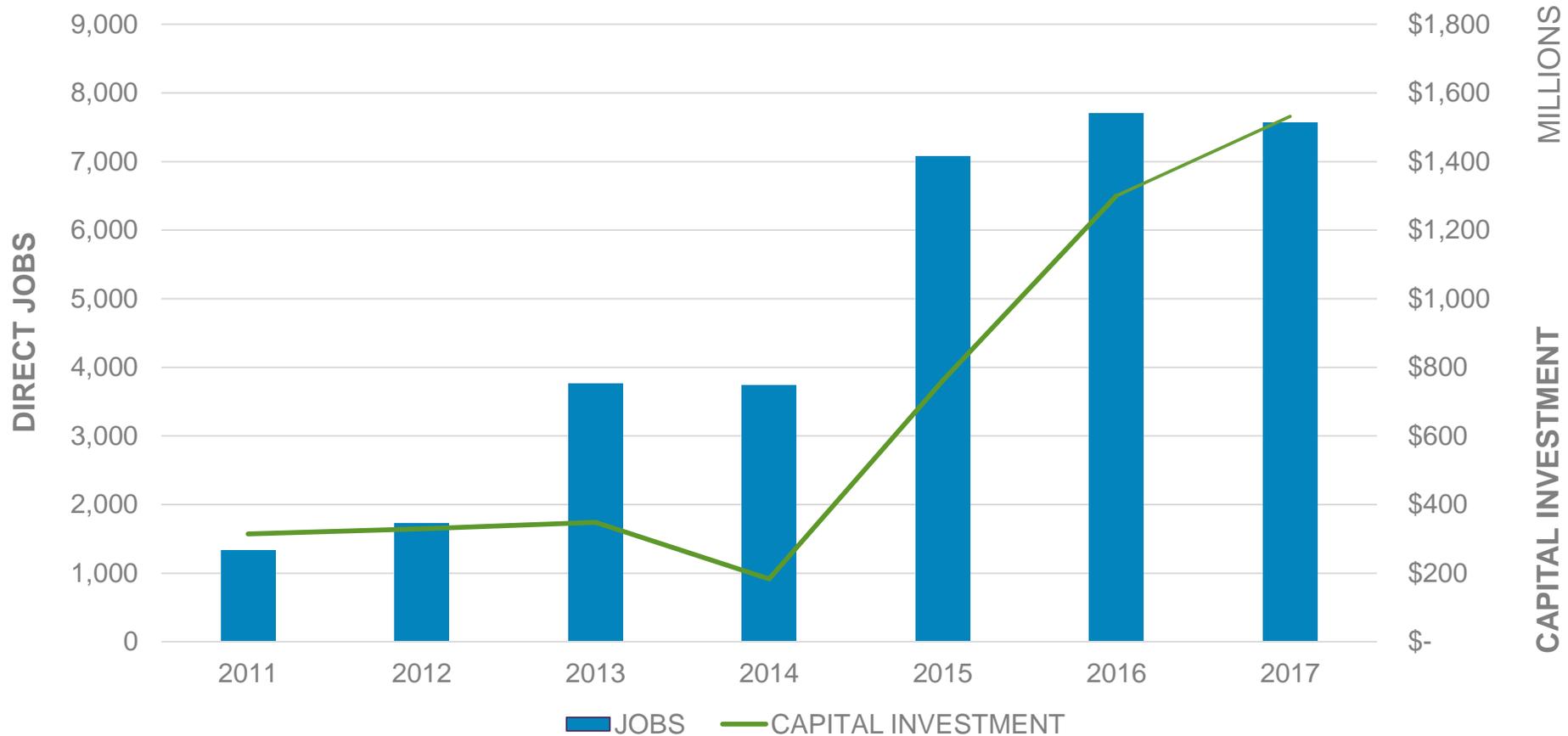


2018-19 ECONOMIC DEVELOPMENT SERVICES PRIORITY

1. Small business growth
- 2. *Increase business expansion and retention outreach***
3. Increase commercial property ownership & improvements in targeted corridors
4. Support entrepreneurship and innovation
5. Improve efficiency in response to business needs
- 6. *Support international trade programs to enhance Atlanta global positioning***
7. Attract and grow future talent
- 8. *Focus on South Atlanta business development***
9. Target cluster focus
10. Enhance focus on creative industries

ECONOMIC DEVELOPMENT

2010-2017 RESULTS





2017 RETURN ON INVESTMENT

\$24 TO \$1



2018-19 BUDGET FOR ECONOMIC DEVELOPMENT SERVICES

SUMMARY RECAP	\$
ECONOMIC DEVELOPMENT IMPLEMENTERS	\$1,214,000
ECONOMIC DEVELOPMENT PROGRAMS	\$798,000
SUPPORT SERVICES	\$783,000
RENT, UTILITIES, CAM	\$205,000
TOTAL	\$3,000,000



ECONOMIC DEVELOPMENT PROGRAMS

2018-19 GOALS

Building the Pipeline





INVEST ATLANTA

THANK YOU