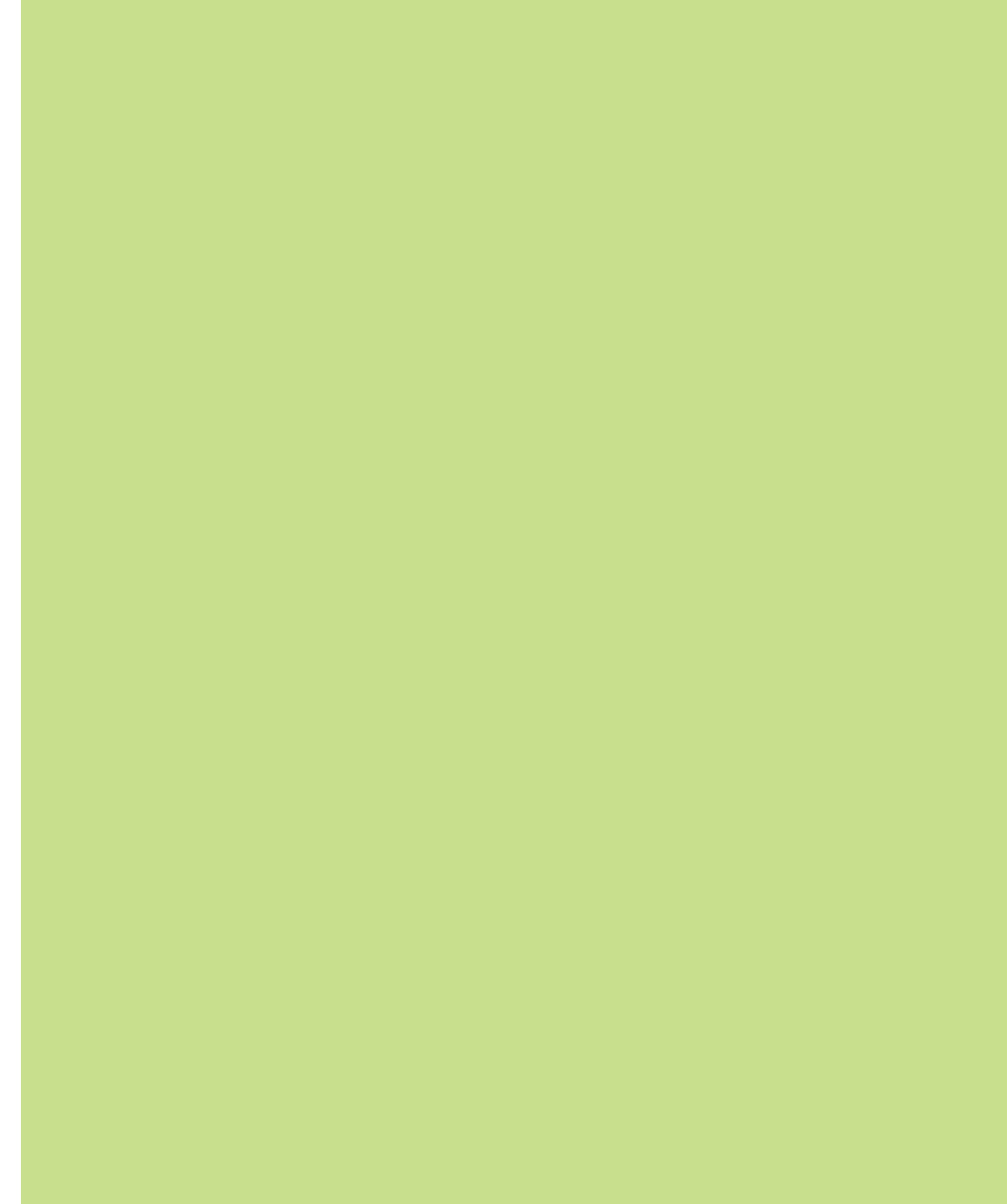


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CDHS Committee Update

May 28, 2024





2024 Results YTD


Key Performance Indicator Update: Jan - April 2024

Total Capital Investment



\$278 Million

Total Economic Impact



\$618 Million

Investment in Disinvested Neighborhoods

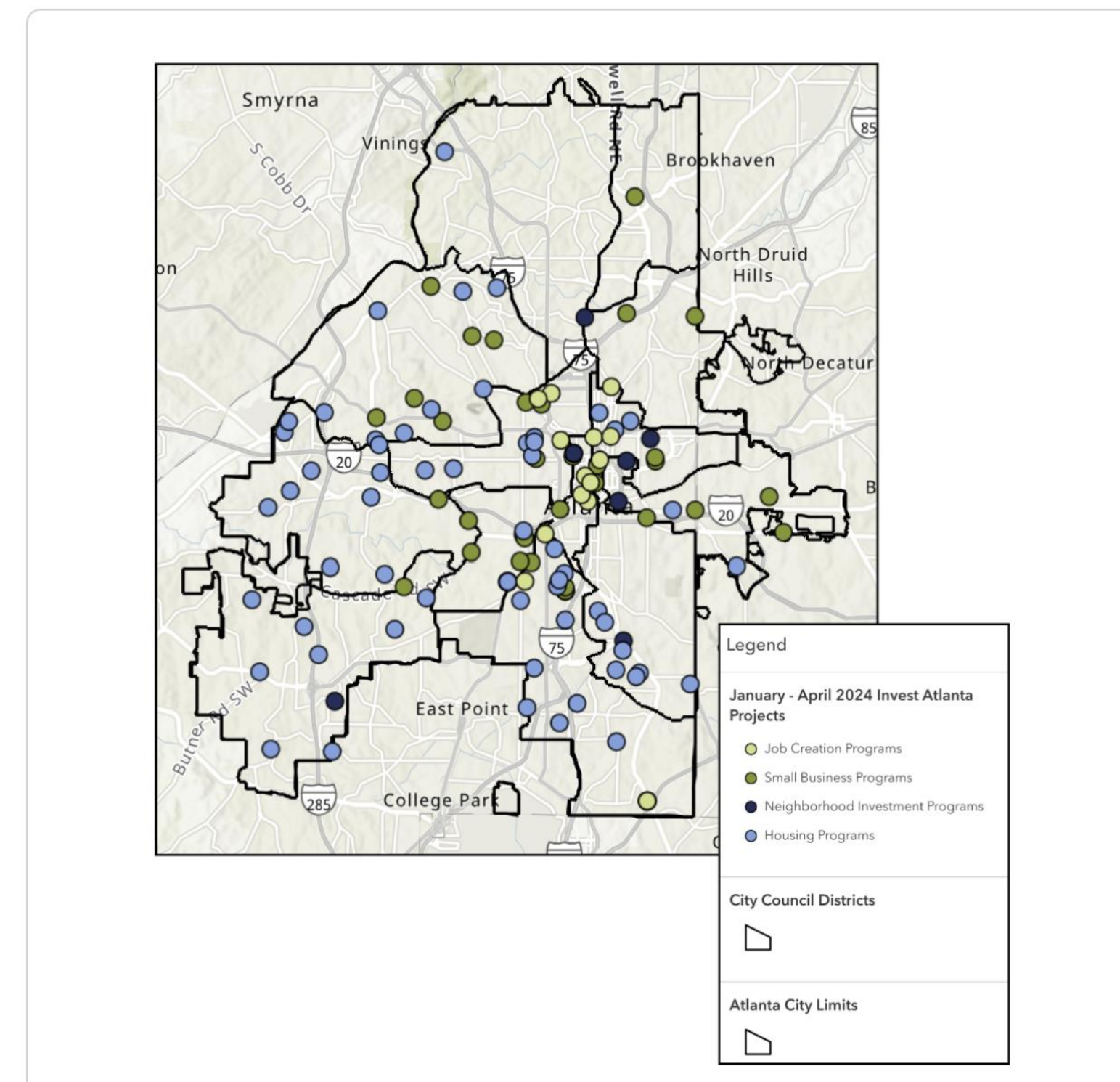
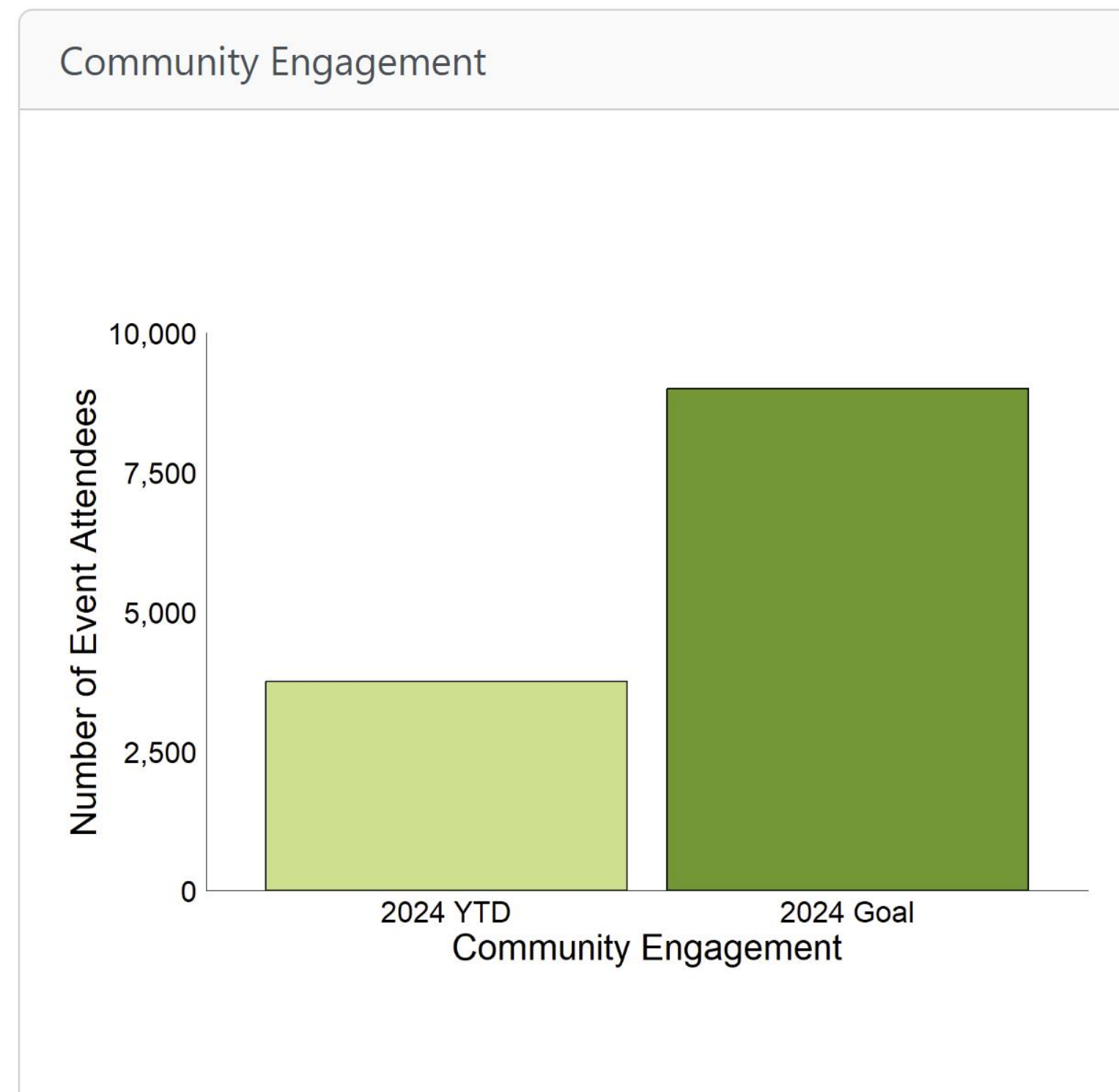
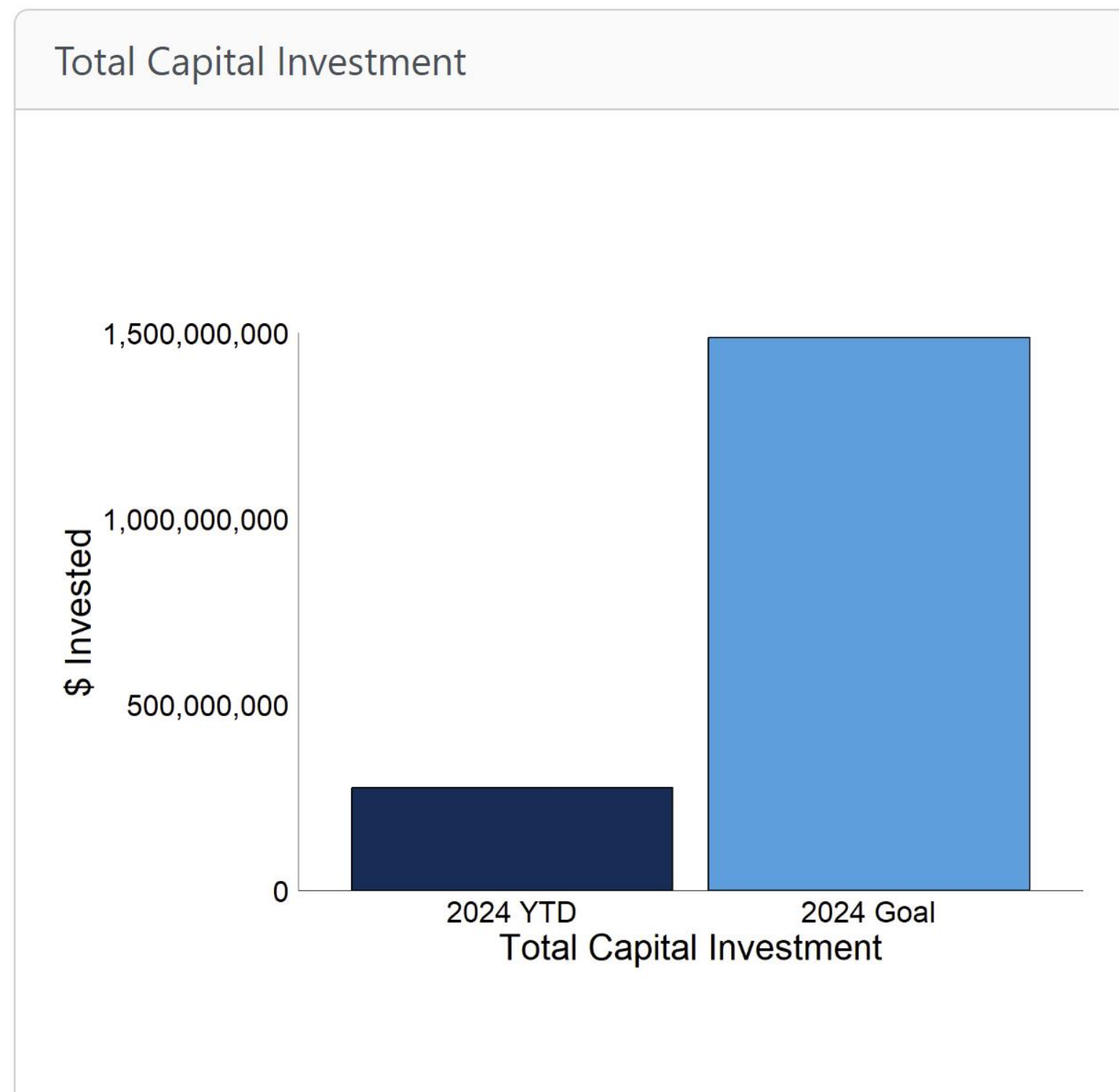


61.5%

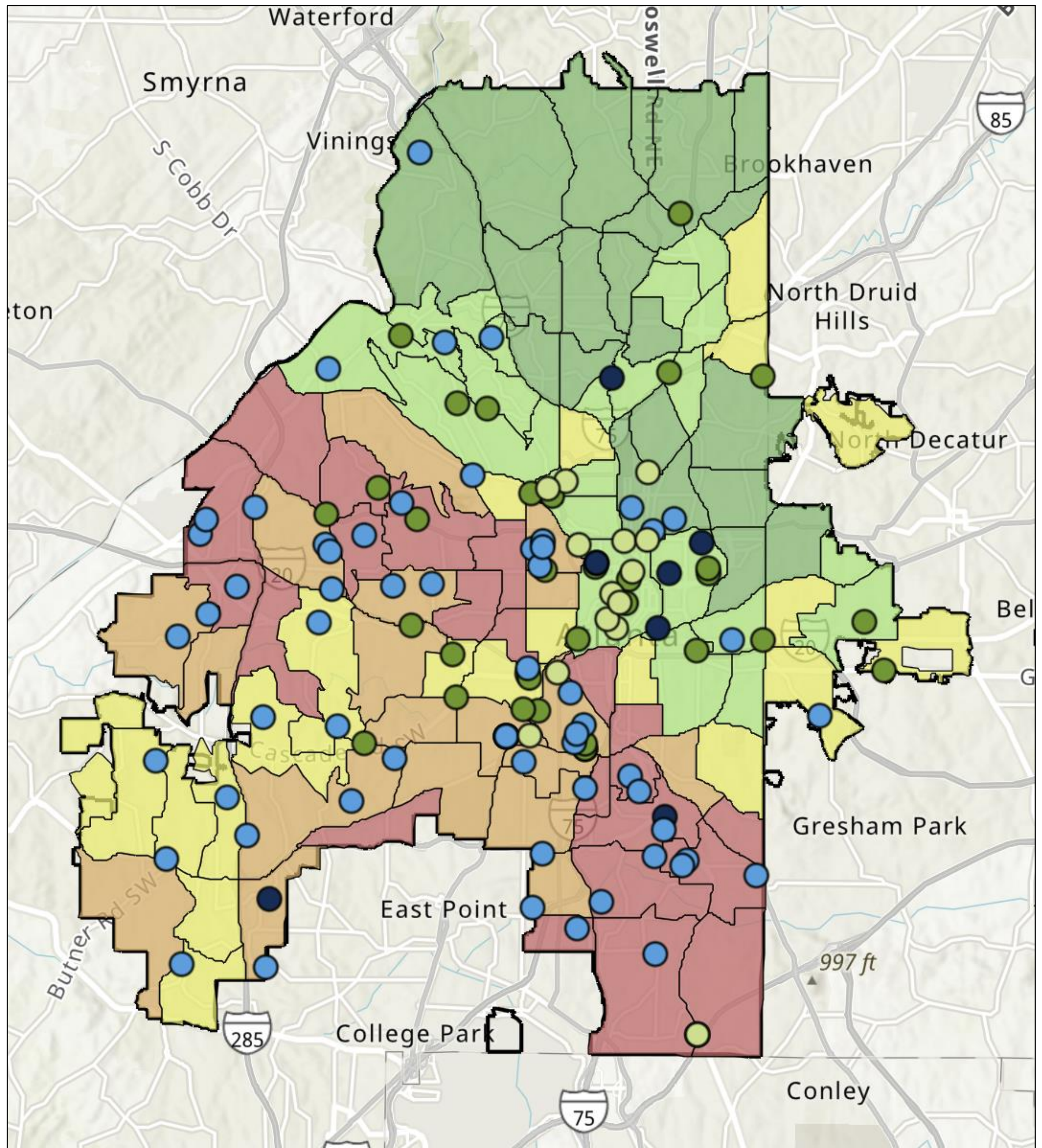
People Engaged via Community Events



3754



2024 Investment



Legend

January - April 2024 Invest Atlanta Projects

- Job Creation Programs
- Small Business Programs
- Neighborhood Investment Programs
- Housing Programs

ONE_ATL_Mobility_Scores

- 61.5 to 100
- 55.8 to 61.4
- 45.5 to 55.7
- 40.5 to 45.4
- 0 to 40.4

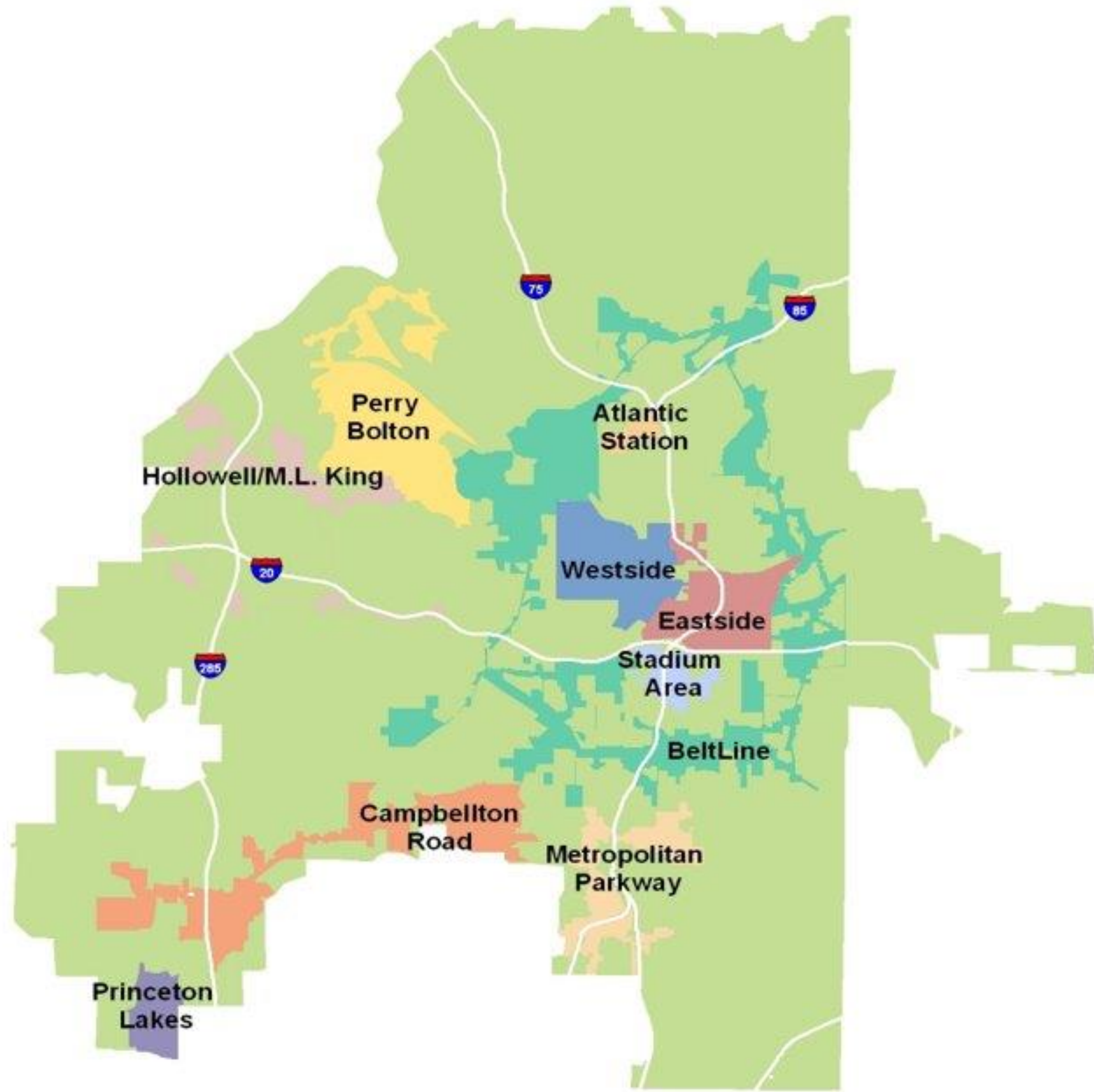


Tax Allocation District Project Update

Jennifer C. Fine, Vice President Planning & Strategic Initiatives



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Atlanta's Tax Allocation Districts Inception – ESTIMATED Closure

- Westside 1992/1998 expanded - 2038
- Atlantic Station 1999 – 2025
- Princeton Lakes 2002 – Dissolved 2023
- Perry Bolton 2002 - 2041
- Eastside 2003 - 2030
- Atlanta BeltLine 2005 - 2031
- Campbellton Road 2006 - 2031
- Hollowell/ML King 2006 - 2031
- Metropolitan Parkway 2006 - 2031
- Stadium Area 2006 - 2031

TAD funding helped to construct new affordable and workforce housing and community-oriented retail/commercial space (January-May)

- **Usage:** \$13.1M in TAD increment was awarded to **11** projects in **four** TADs leveraging over **\$157M** in private investment
- **Projects:** TAD increment will be used to construct:

555

*Total Housing
Units*

486

*Affordable
Units*

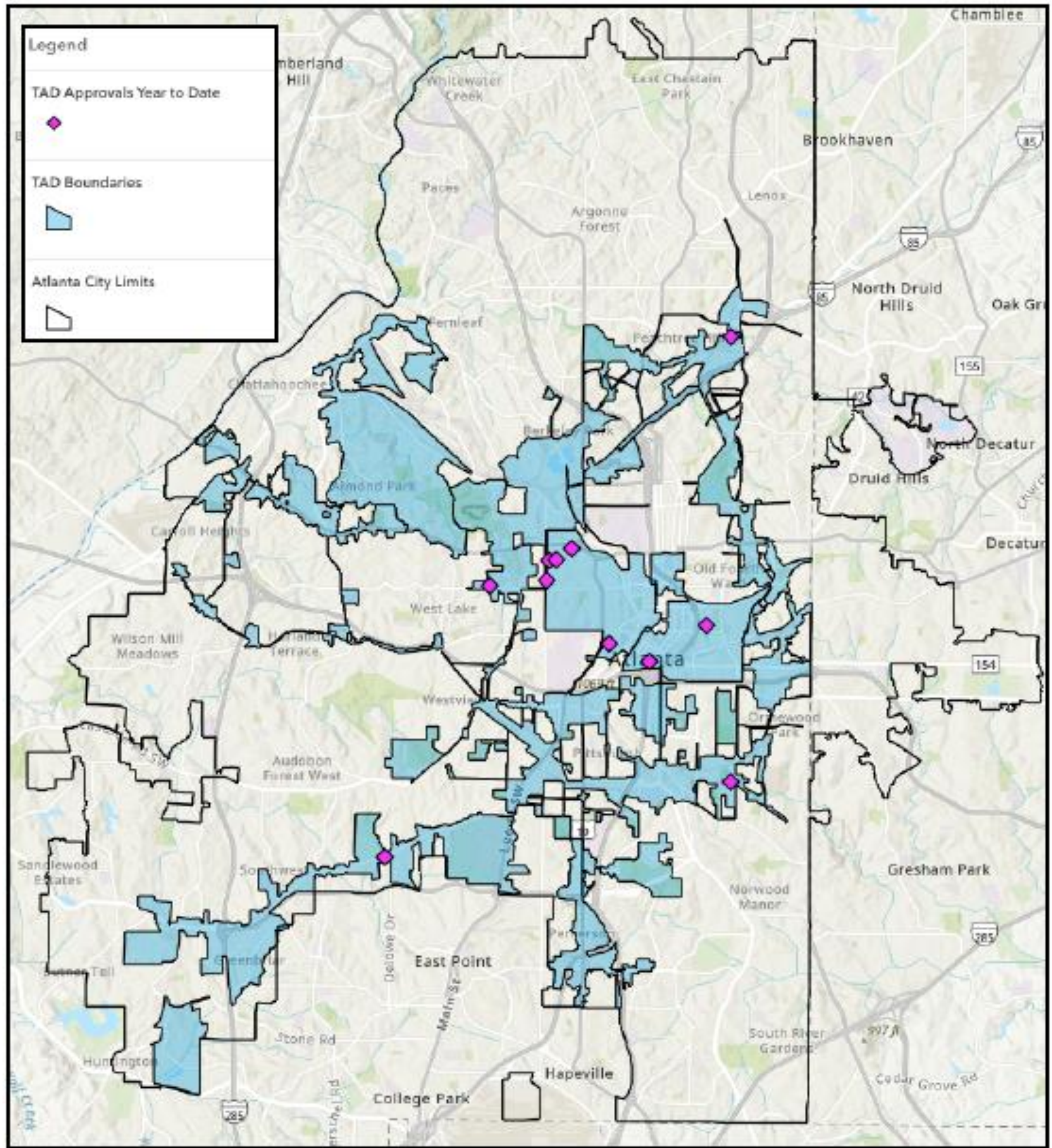
20+

*Years of Committed
Affordability*

55,140 ft²

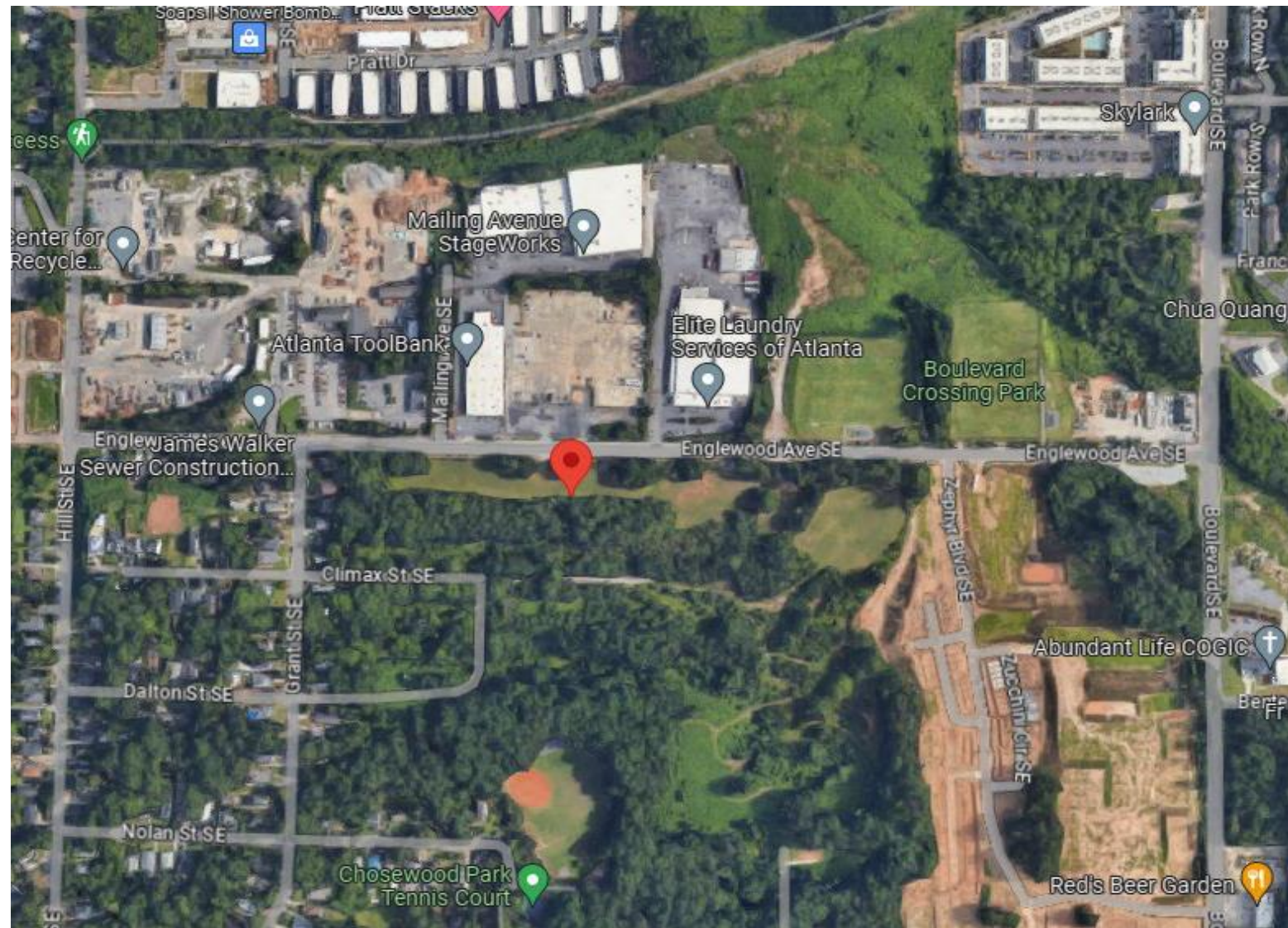
New Retail/Commercial Space.

2024 TAD Activity

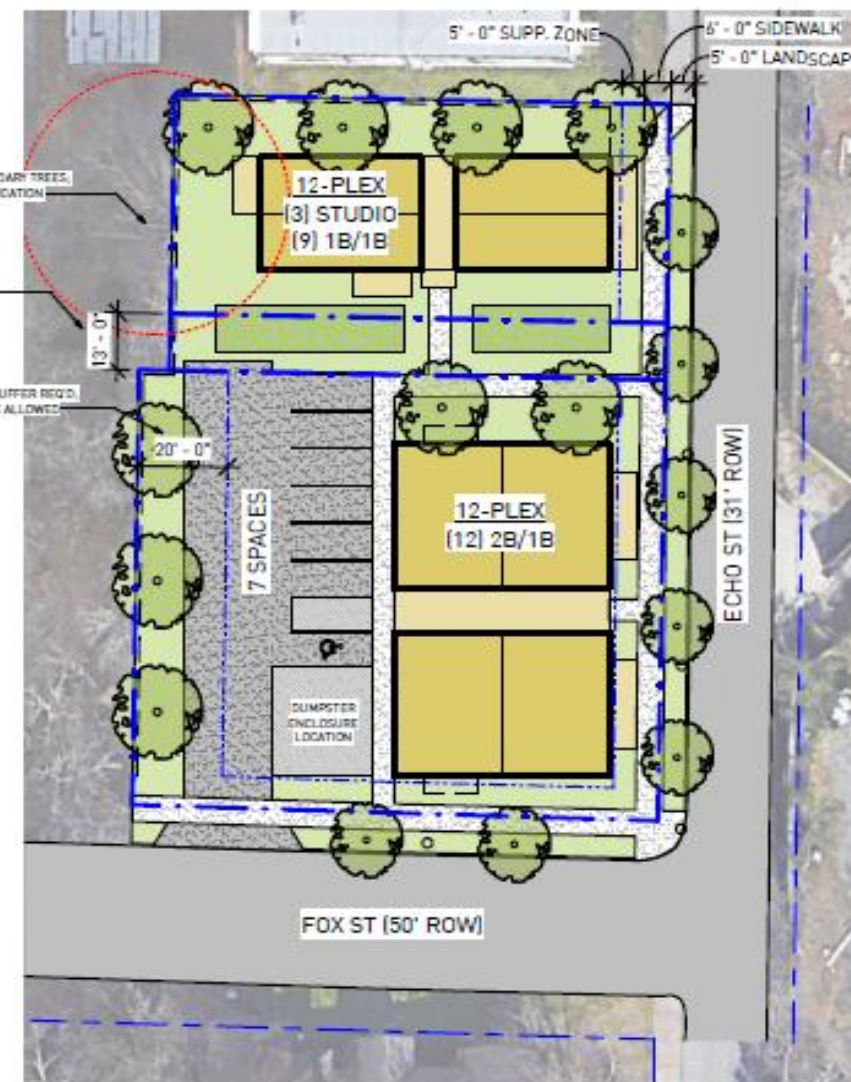


2024 TAD Activity

2024 TAD Approvals										Leveraged \$	TAD	TAD Program	Board Approved
646 Echo Street Multifamily	646 Echo Street	Westside Acquisitions I, LLC (WFF)		24			\$ 640,000.00	\$ 6,453,566.00	\$5,813,566.00	Westside	Resurgens Fund	Jan-24	
557 Lindsay Street Small Mixed-Use	557 Lindsay Street	oaksATL Community Development, LLC		6	1,500		\$ 66,000.00	\$ 2,670,780.00	\$2,604,780.00	Westside	Resurgens Fund	Feb-24	
Englewood Multifamily	535 Englewood Avenue	The Benoit Group Dev., LLC & AH	40	160	15,000		\$ 3,000,000.00	\$ 84,210,393.00	\$81,210,393.00	Beltline	Increment Fund	Feb-24	
385 Joseph E. Lowery Multifamily	385 Joseph E. Lowery Blvd	Joseph E. Lowery, LLC	14	18			\$ 1,000,000.00	\$ 4,667,480.00	\$3,667,480.00	Westside	Resurgens Fund	Mar-24	
Campbellton Rd Property Acquisition	2164/2170 Campbellton Rd	Invest Atlanta					\$ 2,000,000.00	\$ 2,000,000.00	\$0.00	Campbellton	General	Mar-24	
Lewis Crossing	420 Chapel St	Lewis Crossing, LP/Woda		50			\$ 1,000,000.00	\$ 22,084,409.00	\$21,084,409.00	Westside	Ascension	May-24	
Front Porch on Auburn Add'l Funding	348-372 Auburn Ave	HDDC	9	24	31,000		\$ 1,000,000.00	\$ 1,000,000.00	\$0.00	Eastside	Ascension	May-24	
554 Paines/Community Builders	554 Paines	HiRes Development, LLC		1			\$ 131,500.00	\$ 328,750.00	\$197,250.00	Westside	Community Improvement	May-24	
Trinity United Methodist	265 Washington St	Gorman & Company	6	48			\$ 2,000,000.00	\$ 29,418,054.00	\$27,418,054.00	Eastside	Ascension	May-24	
City of Refuge Transformation Center	1343 Joseph E. Boone	City of Refuge, Inc		25	7,640		\$ 2,000,000.00	\$ 15,750,390.00	\$13,750,390.00	Beltline	Ascension	May-24	
Garson Dr Multifamily Pre Development	579 Garson Dr	Garson Redevelopment, LLC		130			\$ 250,000.00	\$ 2,100,000.00	\$1,850,000.00	Beltline	PreDev Loan	May-24	
Total			69	486	55,140	-	\$13,087,500.00	\$ 170,683,822.00	\$ 157,596,322.00				



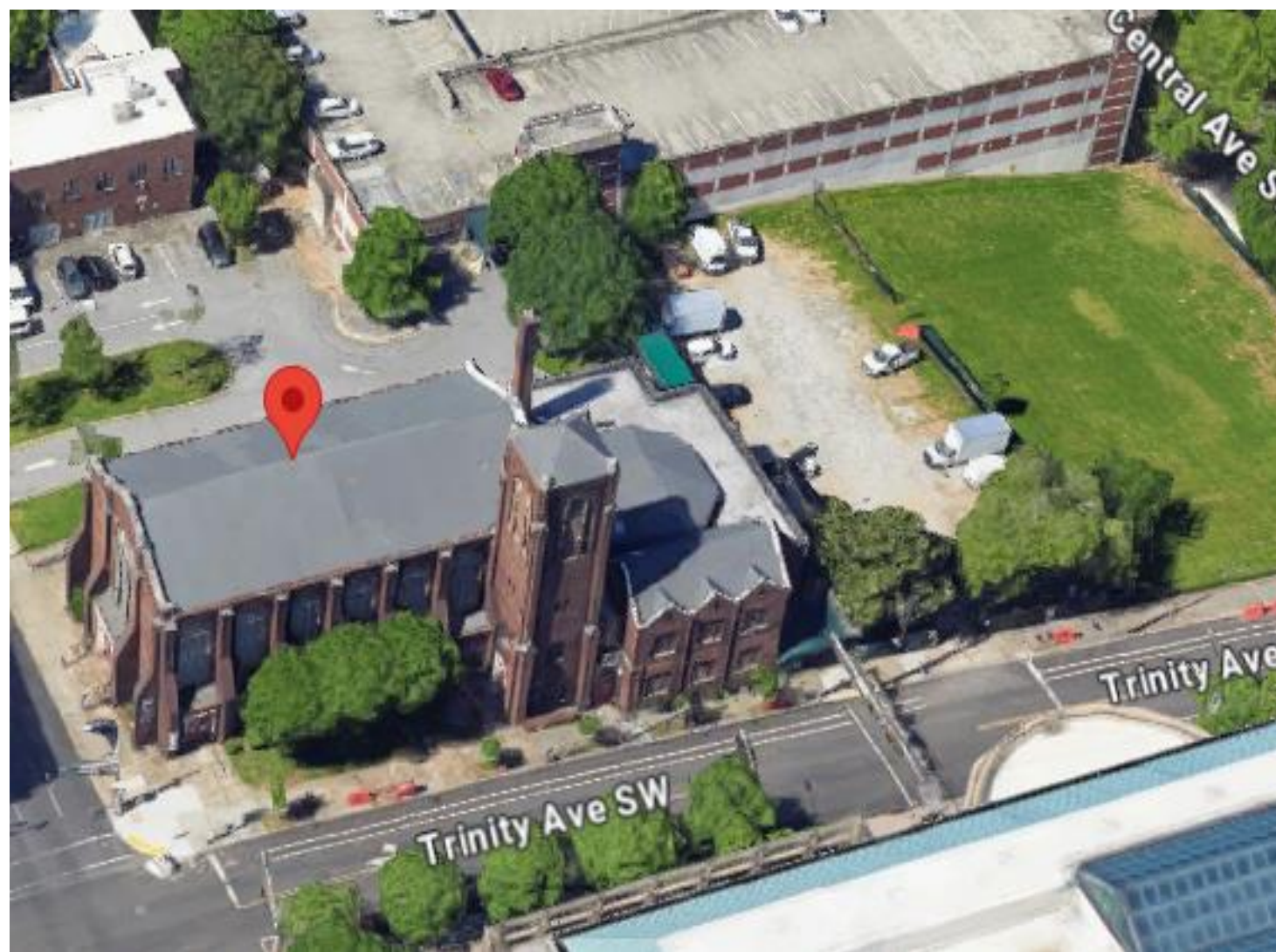
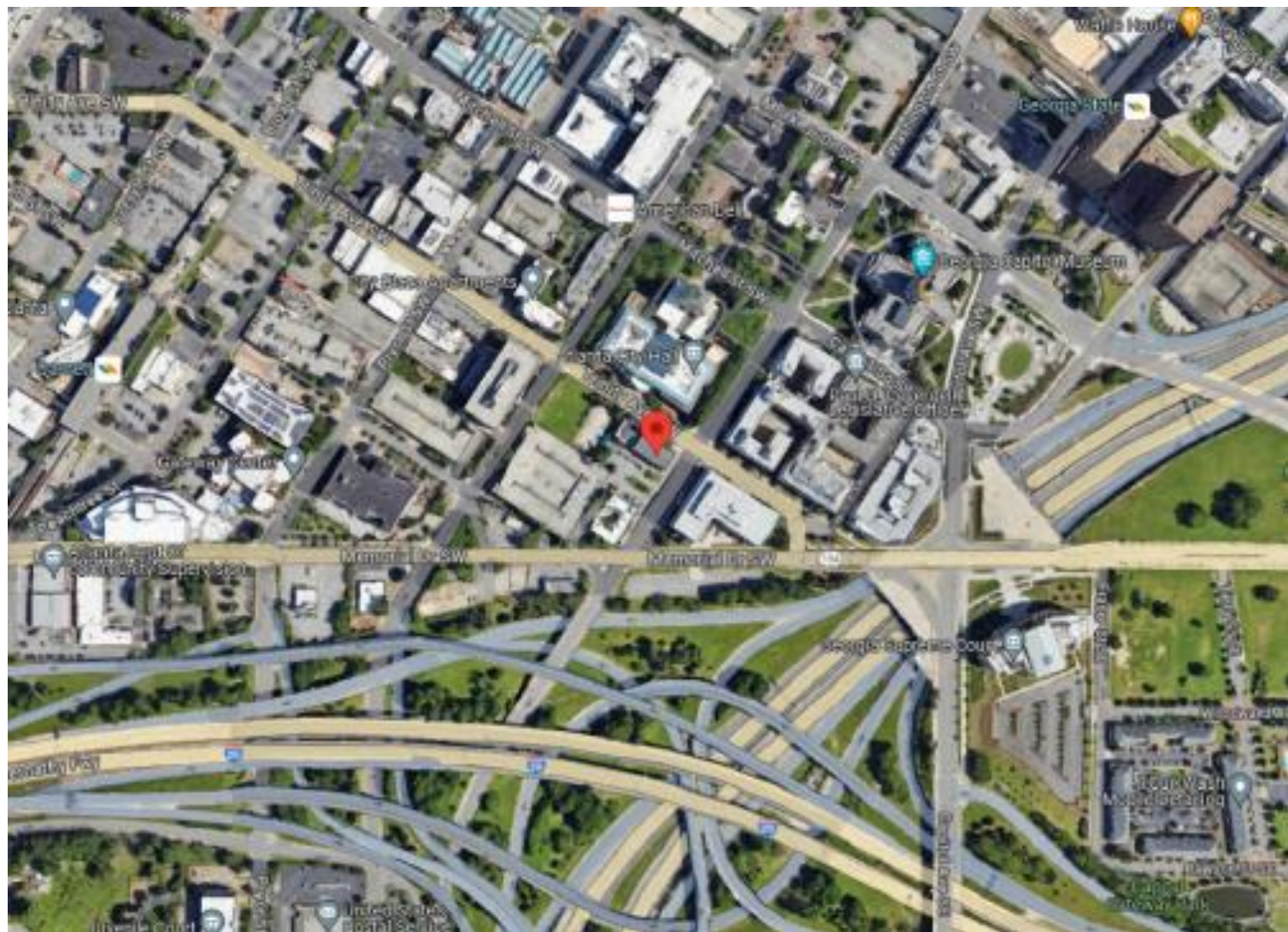
Englewood Multifamily– Multifamily Mixed-Use, Beltline



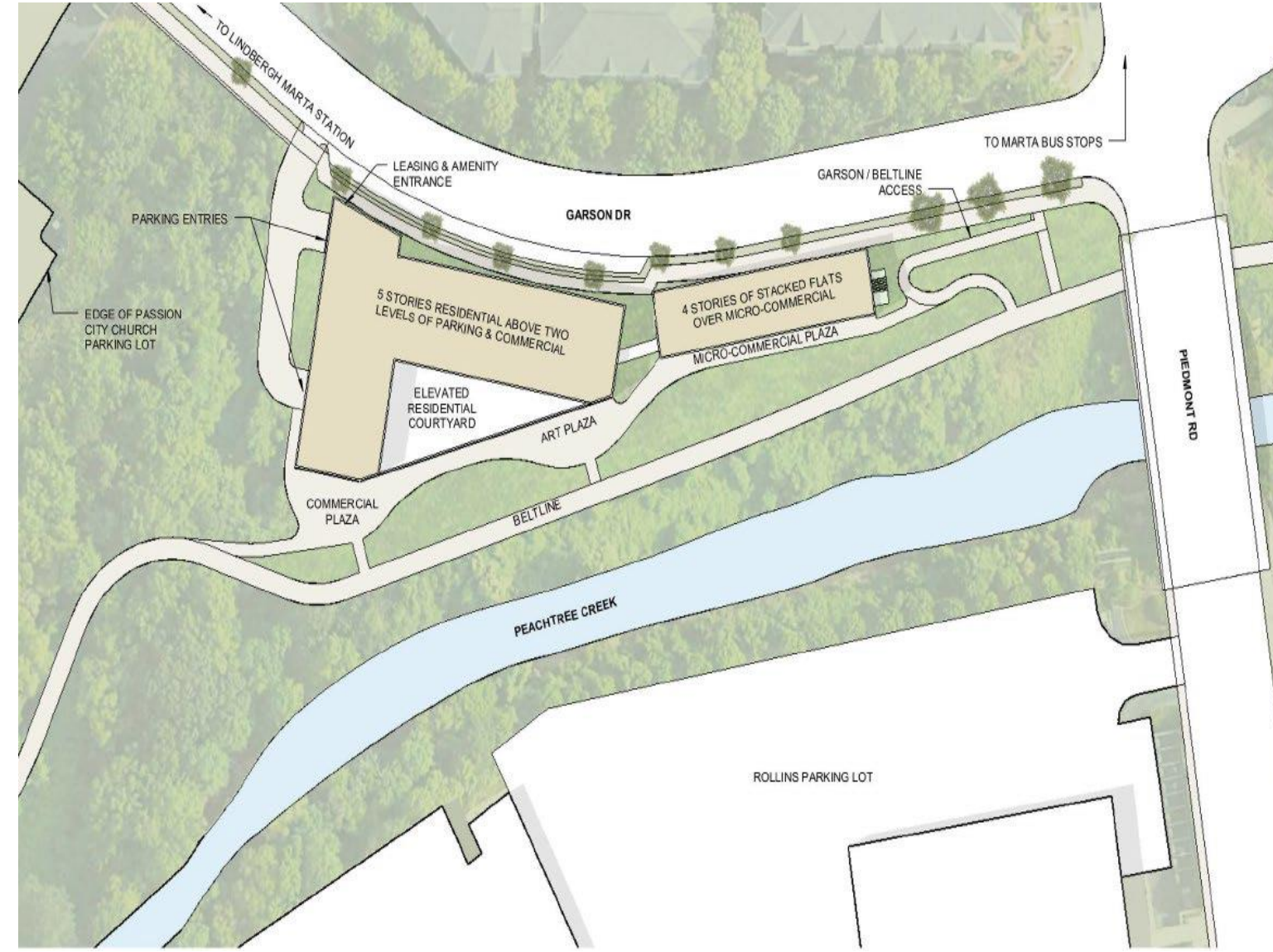
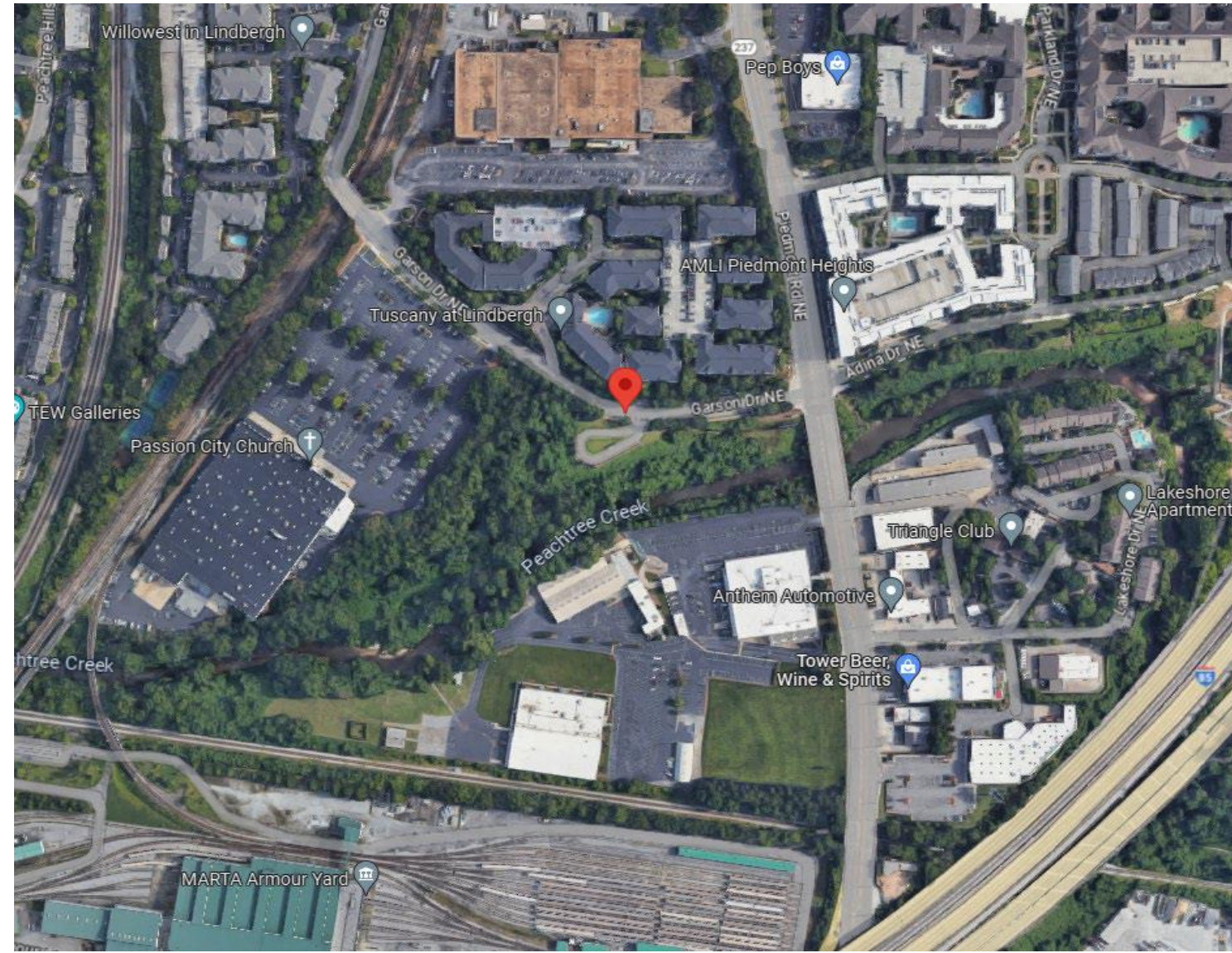
646 Echo Street– Multifamily, Westside



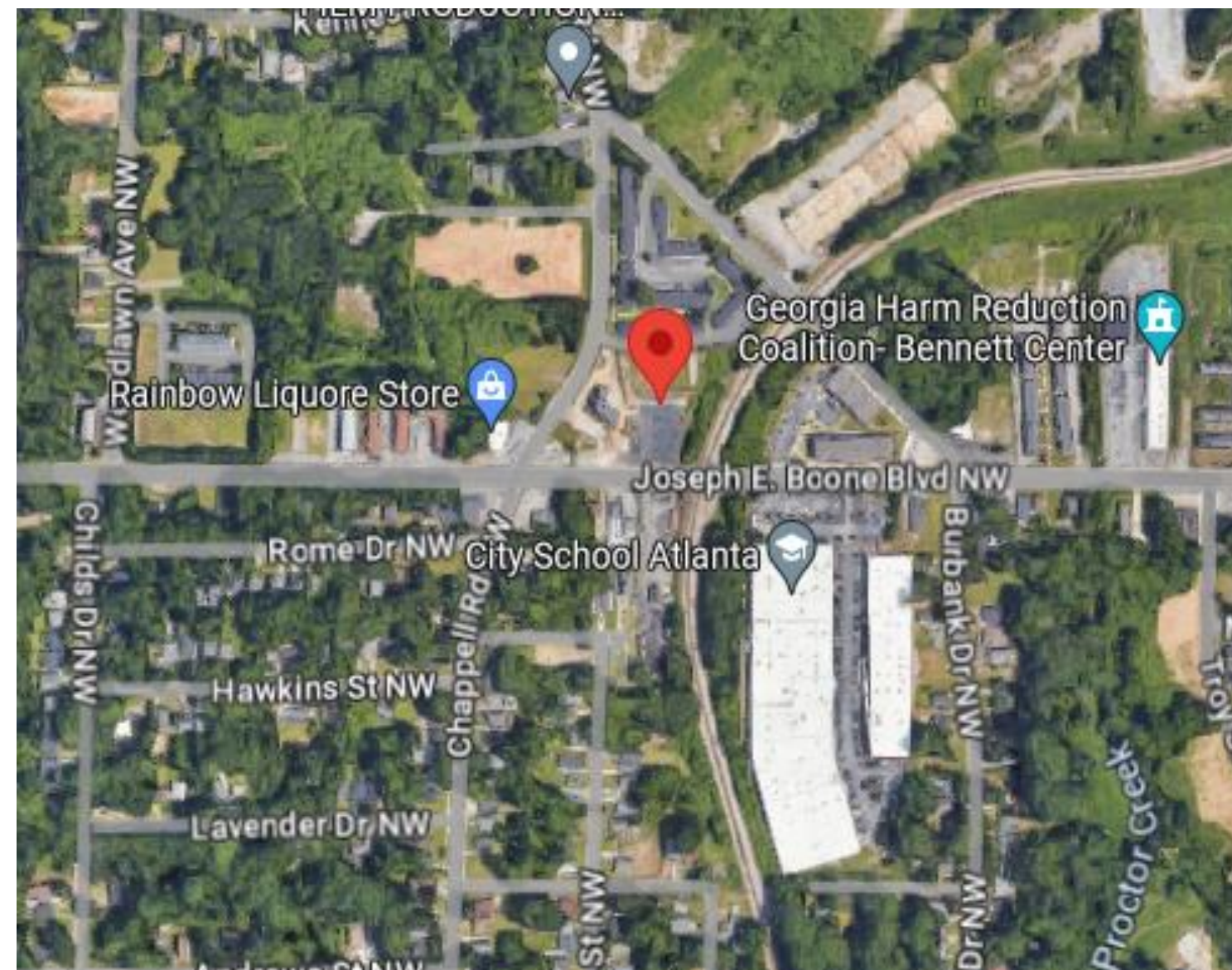
Lewis Crossing/420 Chapel St.– Multifamily, Westside



Trinity United Methodist– Multifamily, Eastside



Garson Drive– Multifamily Mixed-Use, Beltline



City of Refuge Transformation Center– Multifamily Mixed-Use, Beltline



Small Business Association Grant Program

Jeff Morris, Small Business Technical Assistance Program Manager



In 2022, City Council allocated \$160,000 to Invest Atlanta for the creation of the Small Business Association Grant Program. Councilmembers nominated associations based on the following categories:

- **Supporting an existing business association**
- **Helping an existing association achieve stability**
- **Seed funding for establishing new associations**

For an association to qualify:

- Good standings with the City of Atlanta
- Registered with the Secretary of State
- Current City of Atlanta Business License or applied status
- Signed Invest Atlanta agreement



**\$160,000
budget
allocation**

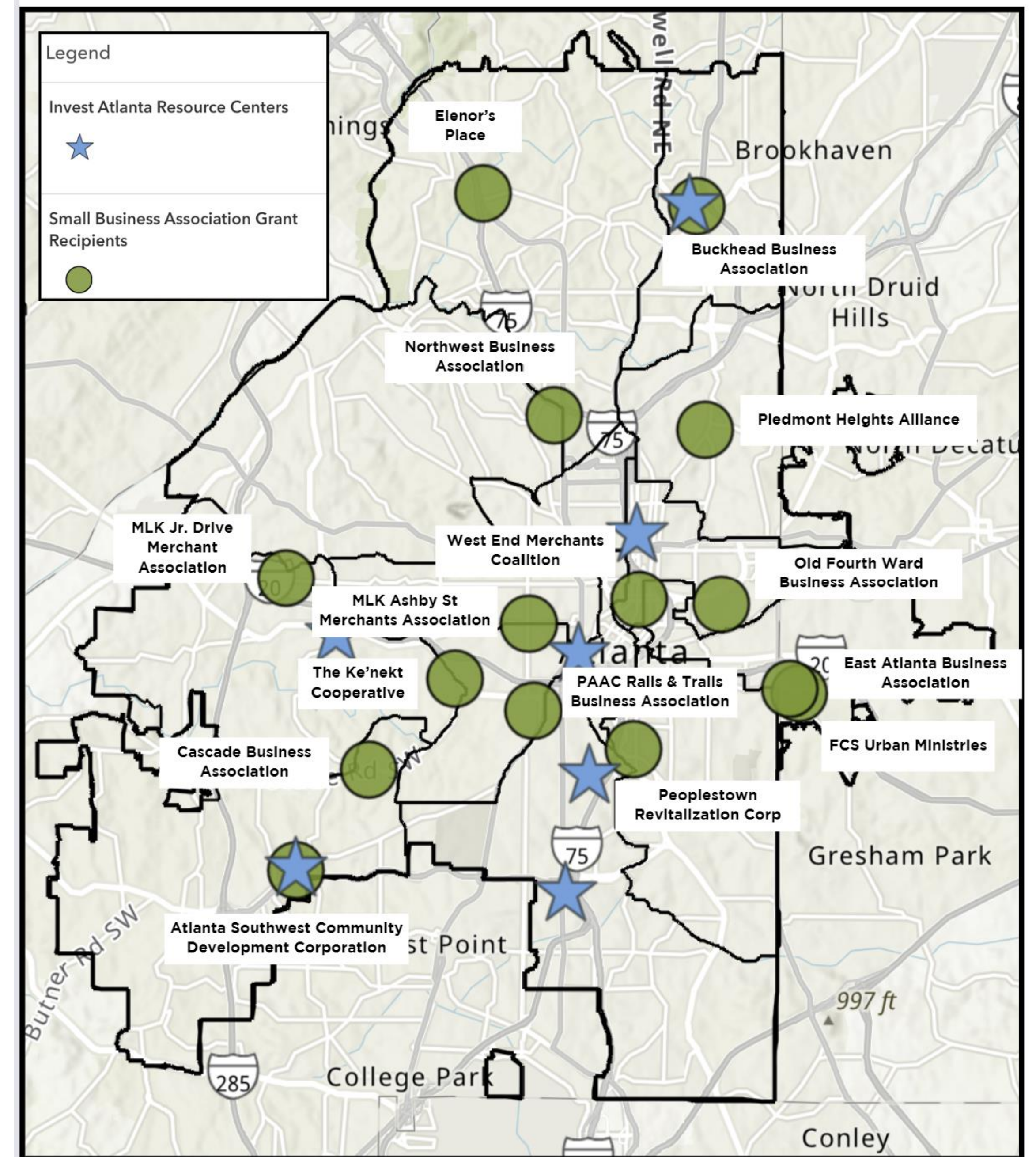
**Funding to
support each
council district**

**\$10,000 grants
to provide
services
through 2024**

**Encourage
business growth,
competitiveness,
and connections**

Roles of the Business Associations

- Create partnerships between businesses, government, and non-profits
- Act as a collective voice for policy advocacy
- Connect businesses with local customers
- Provide access to city resources



Reporting Requirements

- 4 semi-Annual Reports
- Electronic Intake Forms
- Ensure the Scope of Services
- Monthly Touch-Points

Deliverables

- Workshops
- Small Business Expos
- Networking Events
- Website Development
- Membership Drives



Business Revitalization & Fundraising Success

- **Cascade Business Association** revamped processes, drove membership, hosted training
- **Atlanta Women's Foundation** raised \$577K+, leveraged event software

Business Resources & Recovery Efforts

- **Northwest BA** launched website/portal, hosted a banker session event
- **Piedmont Heights BA** collaborated w/ IA on bridge fire recovery, hired a social media manager

Community Partnerships & Placemaking

- **MLK Merchants Assoc.** established merchant/gov't liaison, funded 4 scholarships
- **East Atlanta BA** installed branded banners, hosted history tour, launched gift card program

Trade Engagement & Community Business Development

- **Buckhead BA** met with Canadian trade delegation, networked with Sandy Springs Chamber
- **Peoplestown** surveyed businesses, held meetings, created a multi-touch business guide

Participating Associations

- West End Merchants Council, CM Doug Shipman
- Peoplestown Revitalization Corp., CM Jason Winston
- Old Fourth Ward Business Association, CM Amir Farokhi
- MLK-Ashby Merchants Association, CM Byron Amos
- The Kenekt, CM Jason Dozier
- East Atlanta Business Association, CM Liliana Bakhtiari
- Piedmont Heights Alliance, Inc., CM, Alex Wan
- Buckhead Business Association, CM Howard Shook
- Atlanta Women's Foundation, CM Mary Norwood
- Northwest Business Association, CM Dustin Hillis
- MLK Business Association, CM Andrea Boone
- Cascade Business Association, CM Marci Collier Overstreet
- PACC Rails and Trails Business Association, CM Antonio Lewis
- Atlanta Southwest Business Association, CM Keisha Sean Waites
- FCS Urban Ministries, Inc., CM Matt Westmoreland

Key Performance Impact Measures as of reporting cycle

Organization	Increased-Maintained Membership	Revenue Growth	Program Impact	Grant Funding Secured	Networking	Board
Old Fourth Ward	8	12000				
ATL Women's Found	31	577368	11 Training Sessions	10000		
Northwest Bus Assoc			Website Launch		Attendance Up 50%	
Piedmont Heigh Bus Alliance	48		Hired a social media manager		Increased Newsletter subscription by 60	One new board member
Peoplestown Revit Corp			Formed a business resilience team		Increased resident engagement by 30%	5% of business owners are part of board

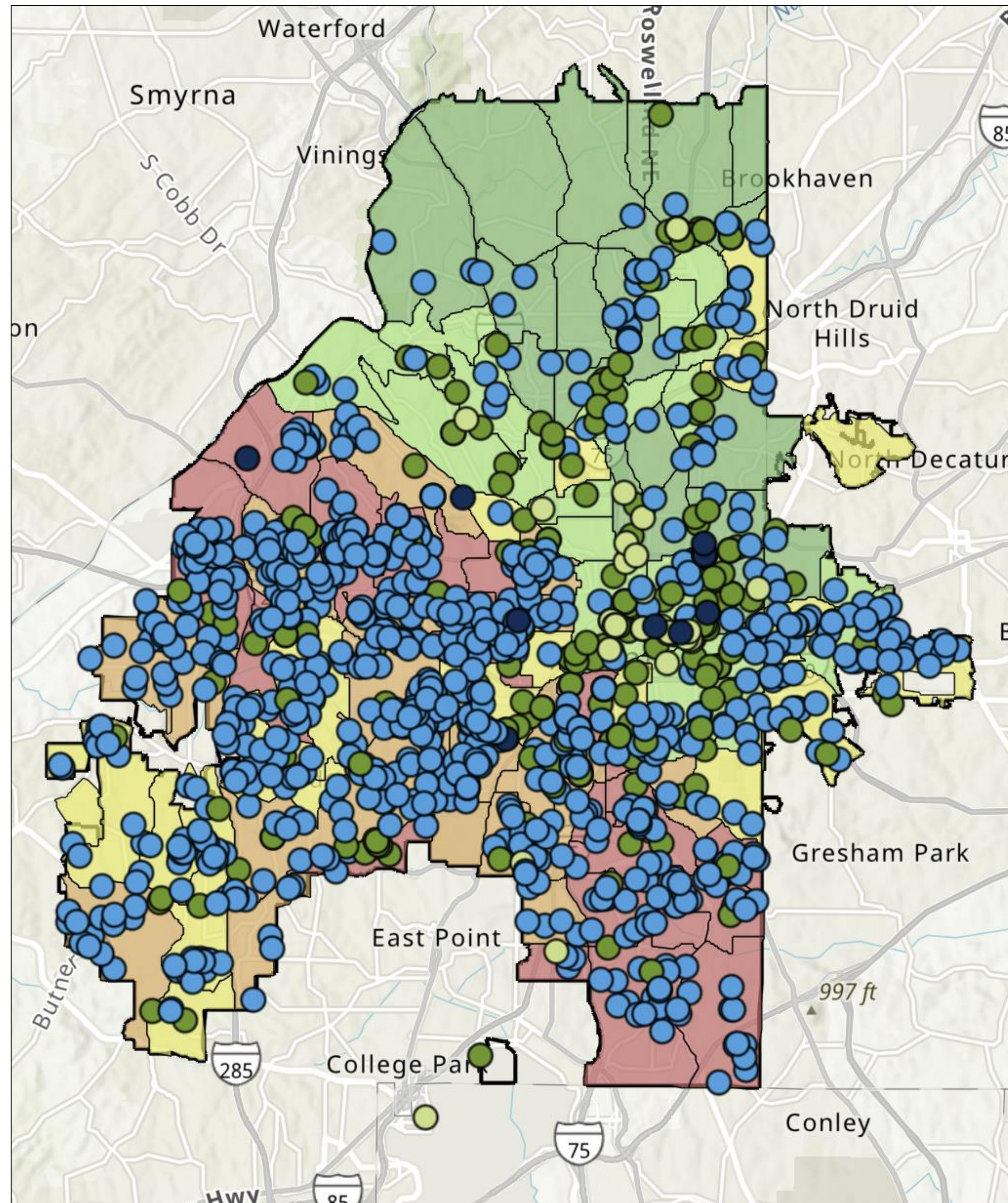


Thank you



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2023 Invest Atlanta



Legend

2023 Invest Atlanta Projects

- Job Creation Programs
- Small Business Programs
- Neighborhood Investment Programs
- Housing Programs

ONE ATL Mobility Scores

- 61.5 to 100
- 55.8 to 61.4
- 45.5 to 55.7
- 40.5 to 45.4
- 0 to 40.4

Key Performance Indicator Update: Jan - April 2024

Direct Investment




\$3.5 Million

Small Businesses Supported



571

Disinvested Neighborhoods

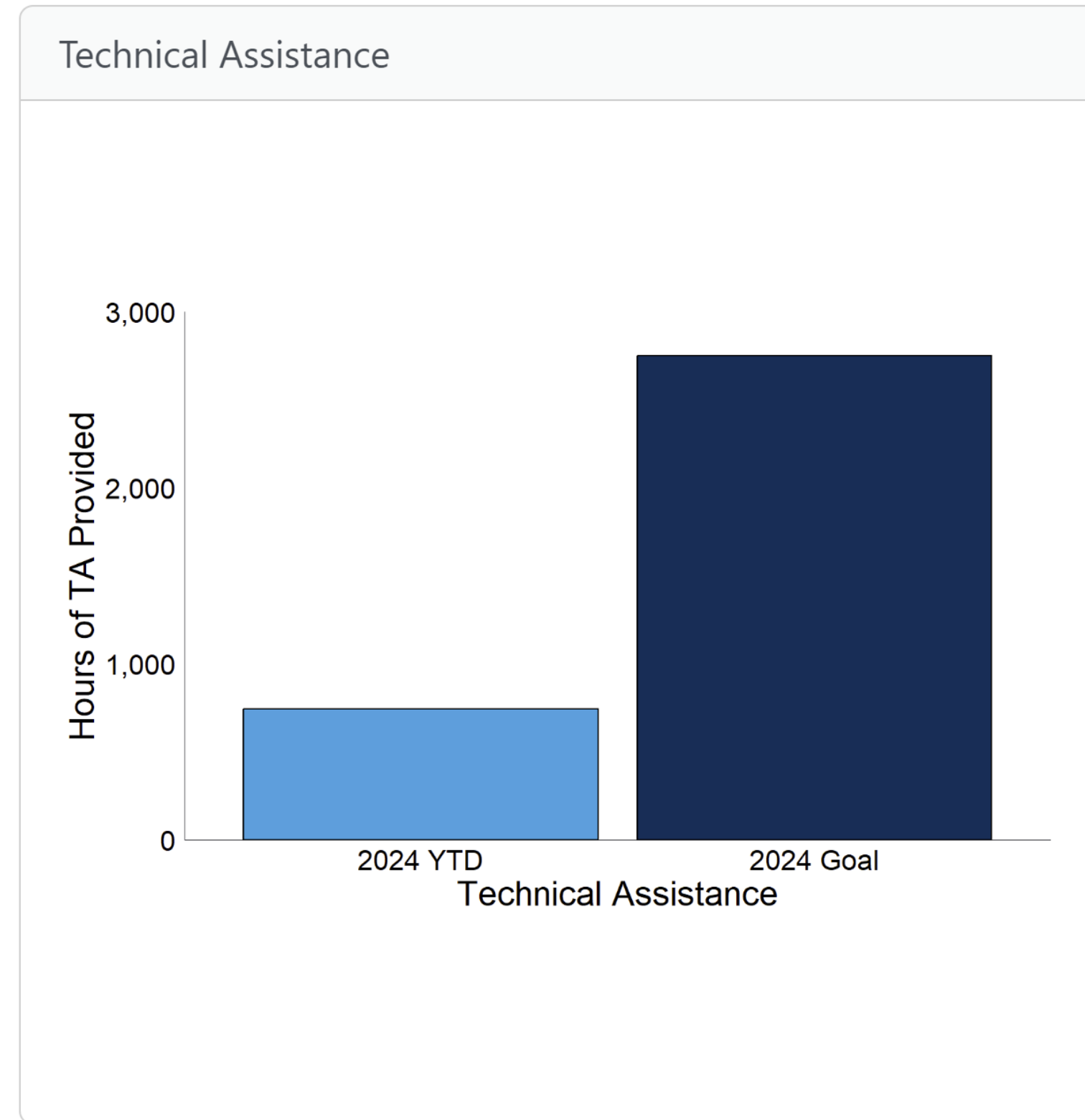
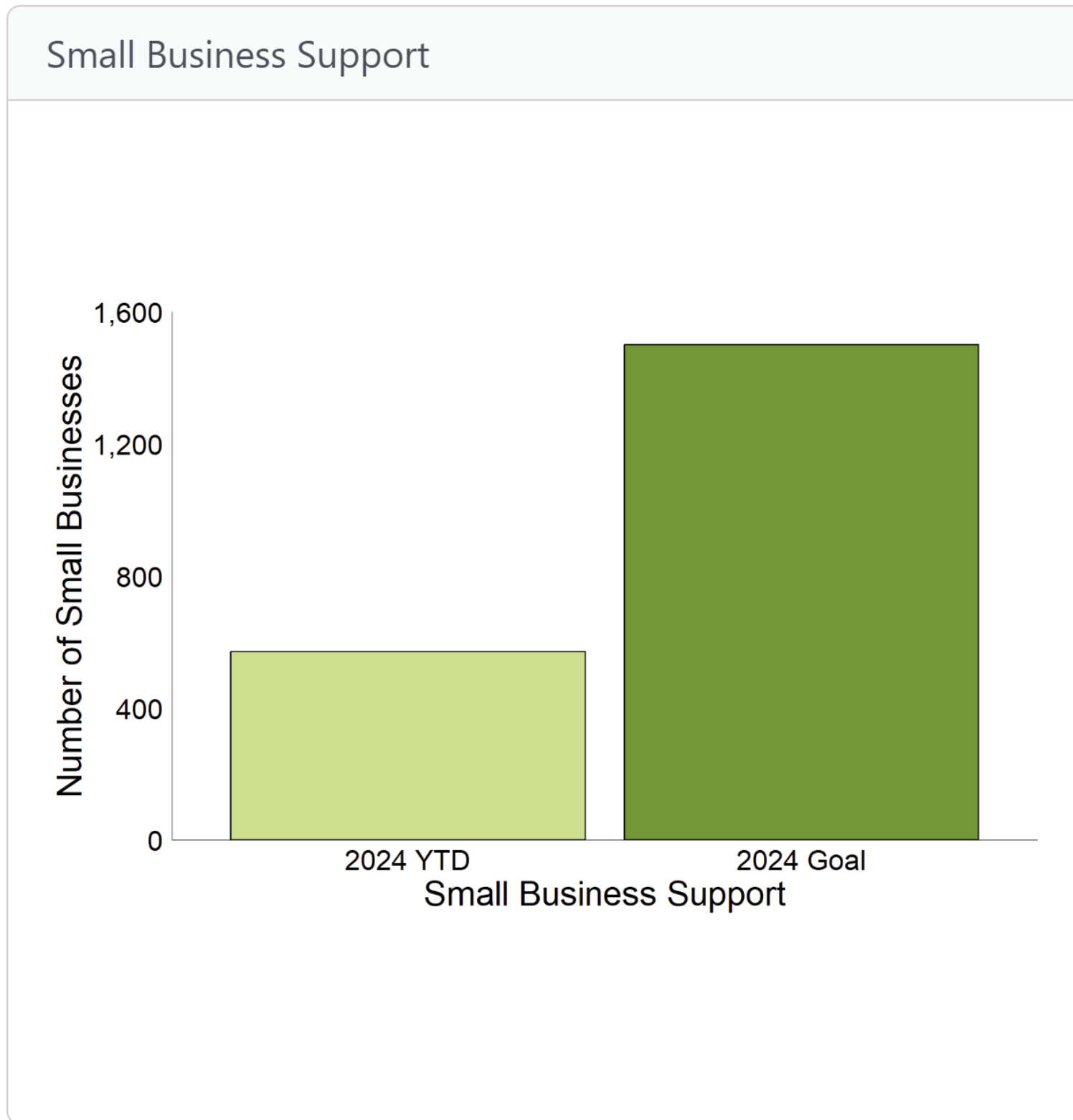
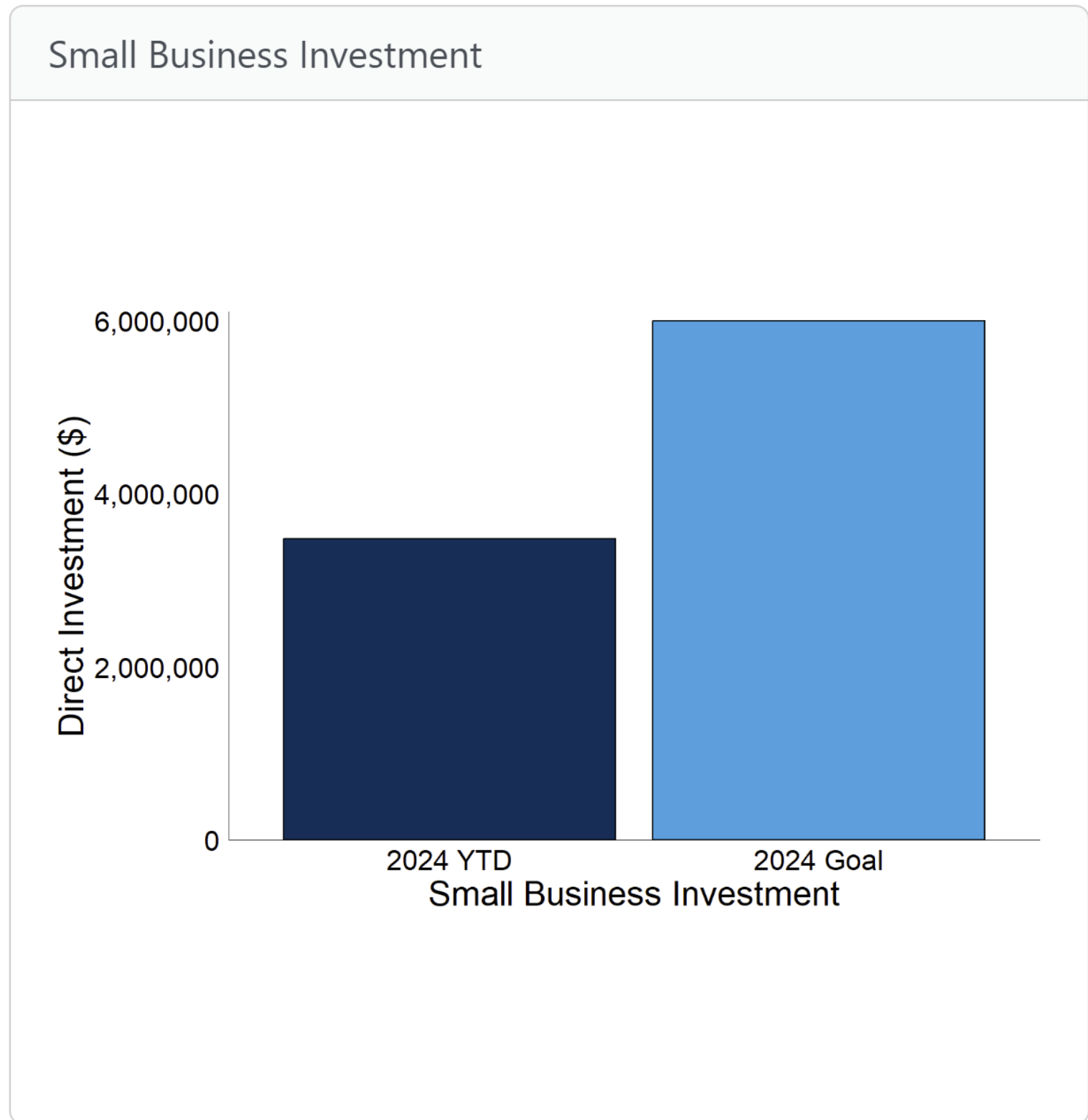


31%

Small Business Loans and Grants Awarded



39



Key Performance Indicator Update: Jan - April 2024

Neighborhood Development Investment



\$71.6 Million

NMTC Financing




\$26 Million

C-PACE Clean Energy Investment

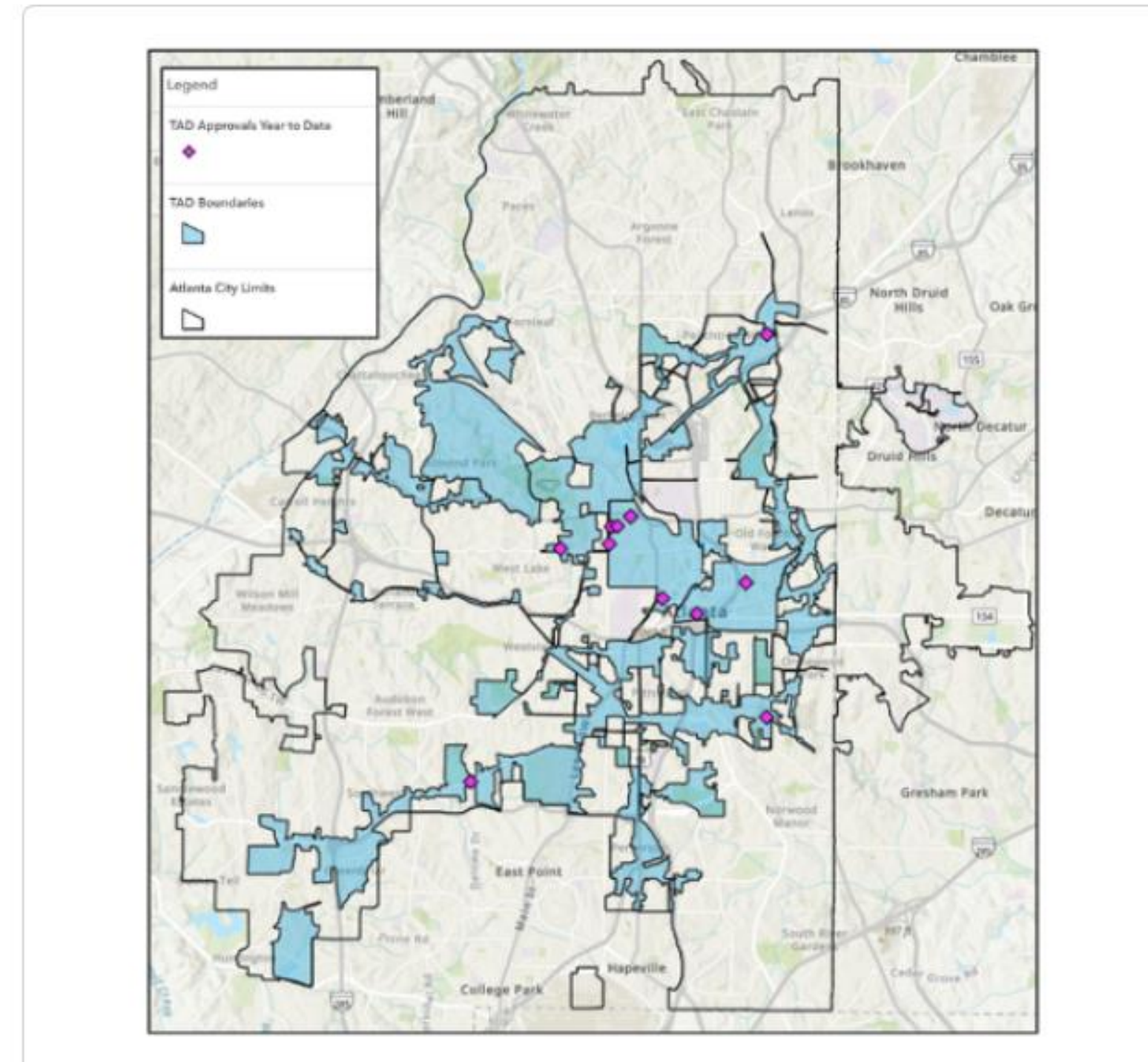
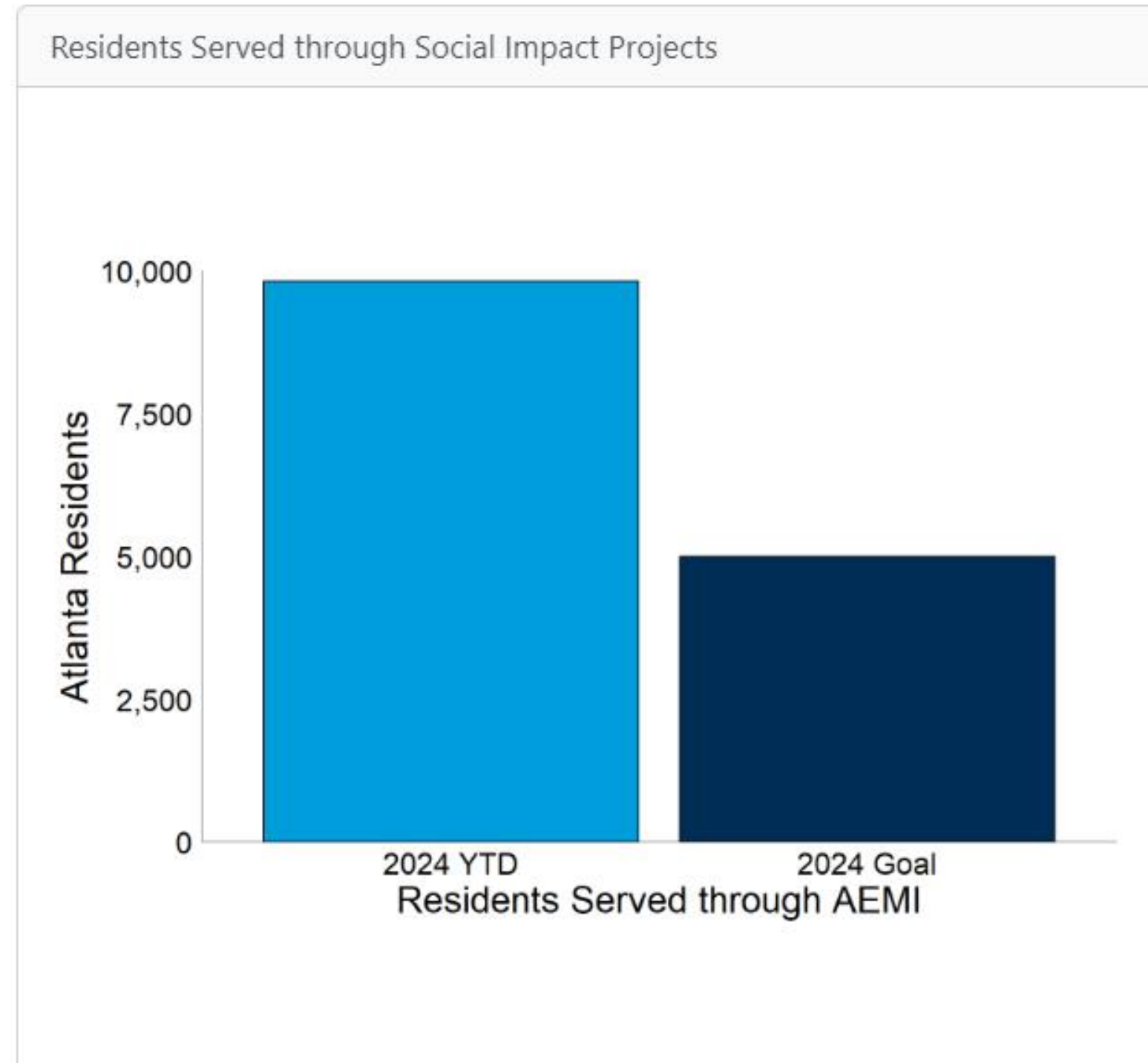
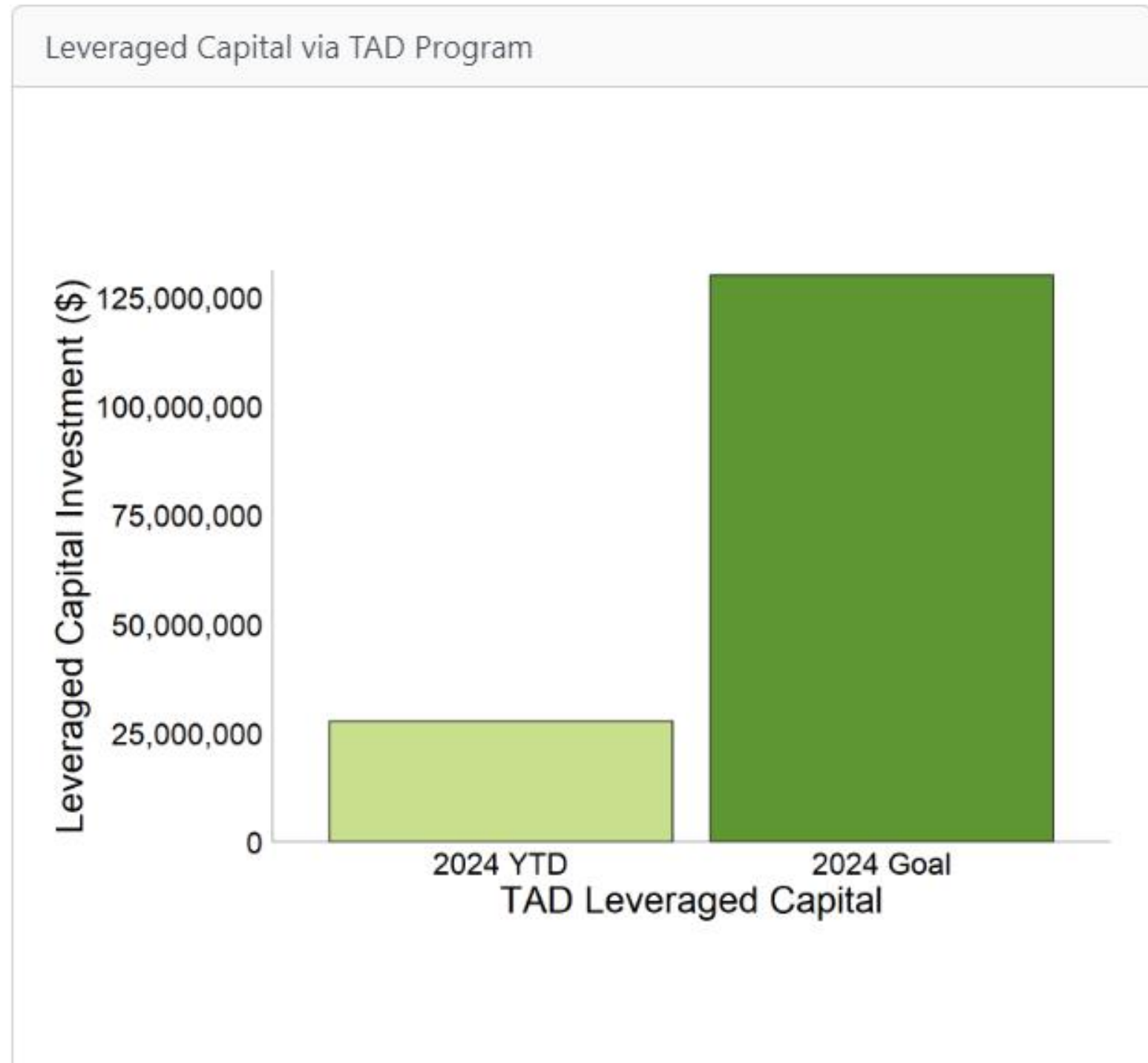


\$6.2 Million

TAD Grants Awarded



5.25 Million




Key Performance Indicator Update: Jan - April 2024

Total Capital Invested in Housing Developments




\$147 Million

Affordable Housing Units Financed




417

Homeownership Incentives (OOR and DPA)

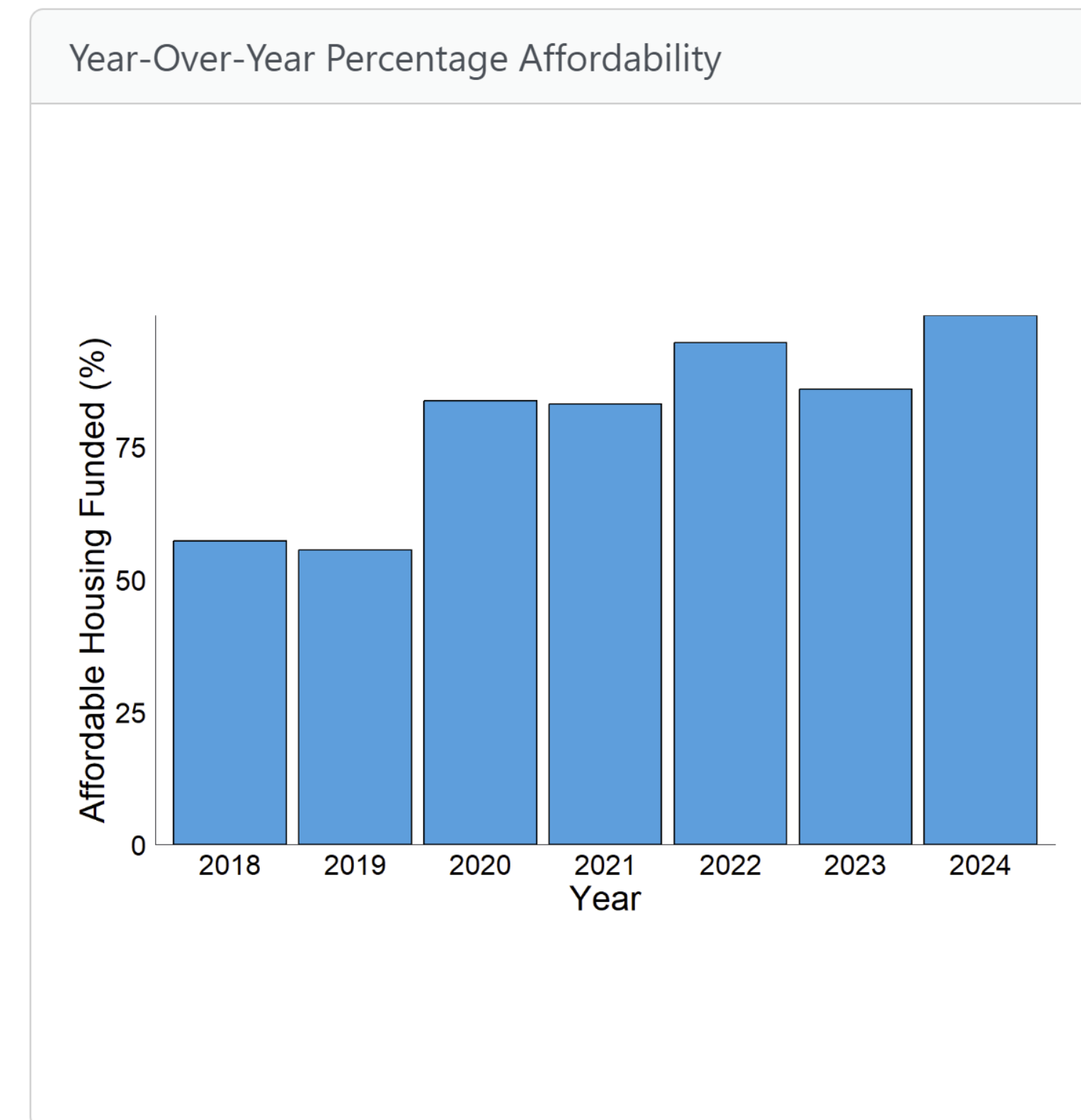
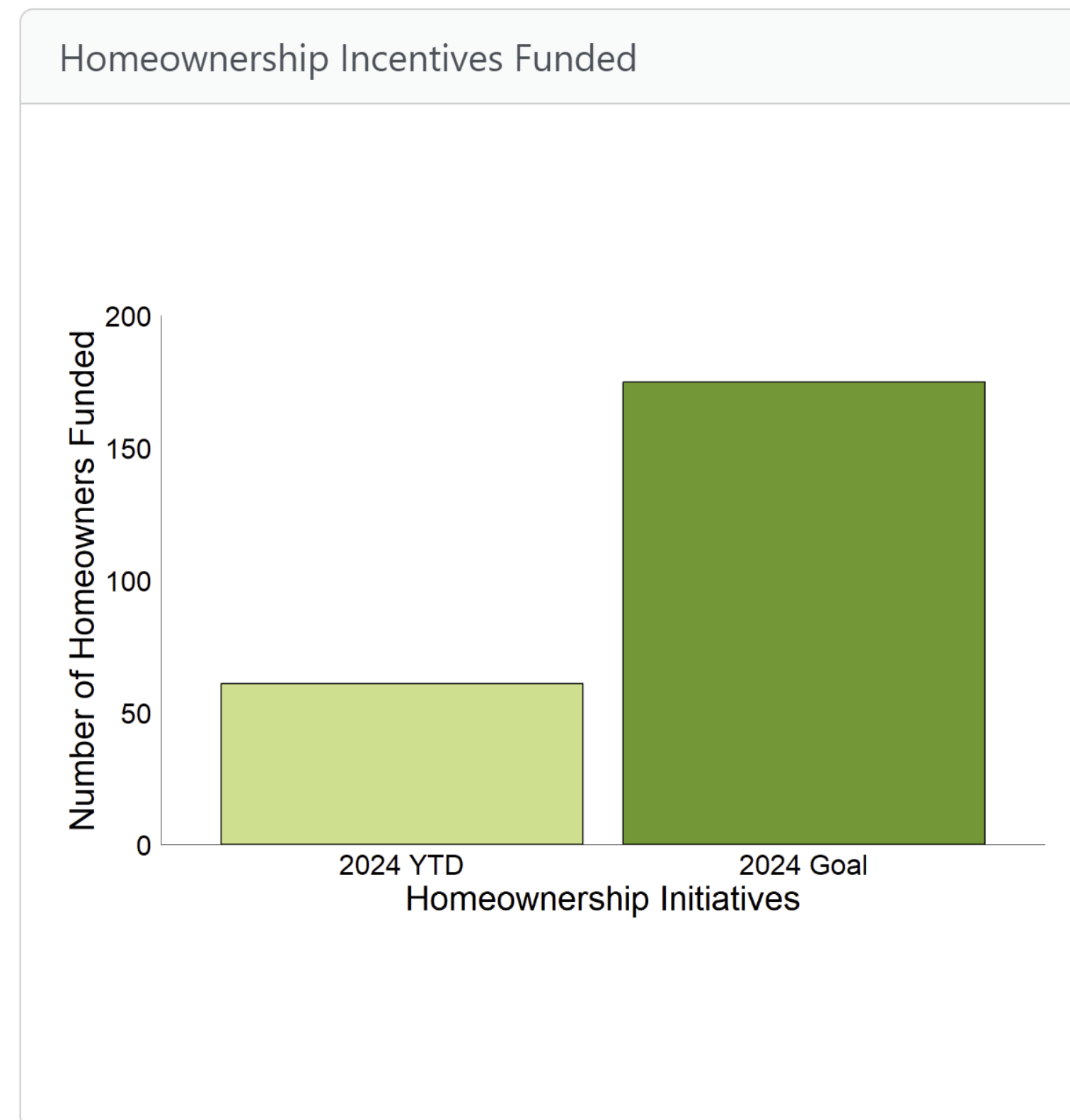
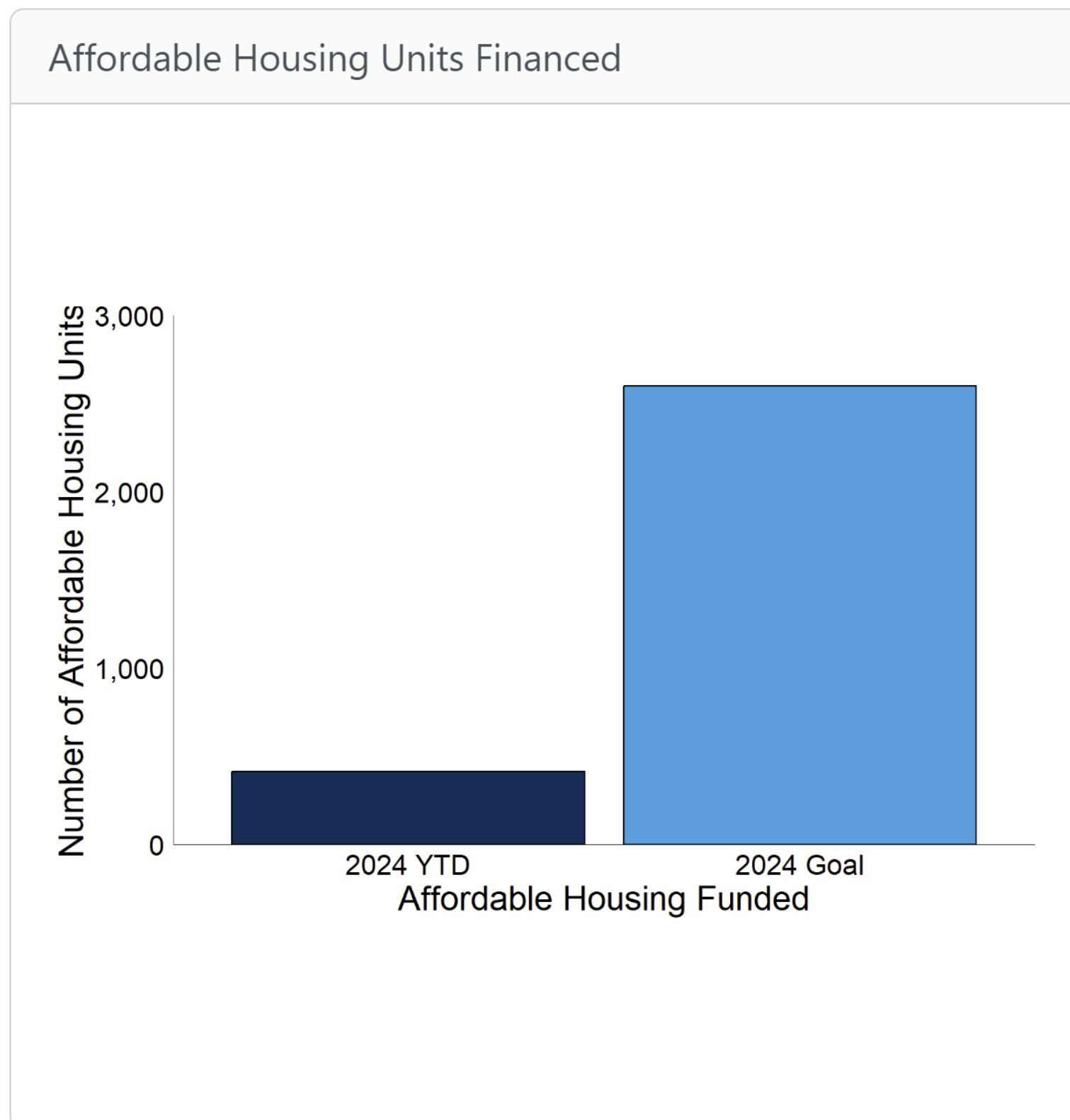


61

Low Income Units Financed



331



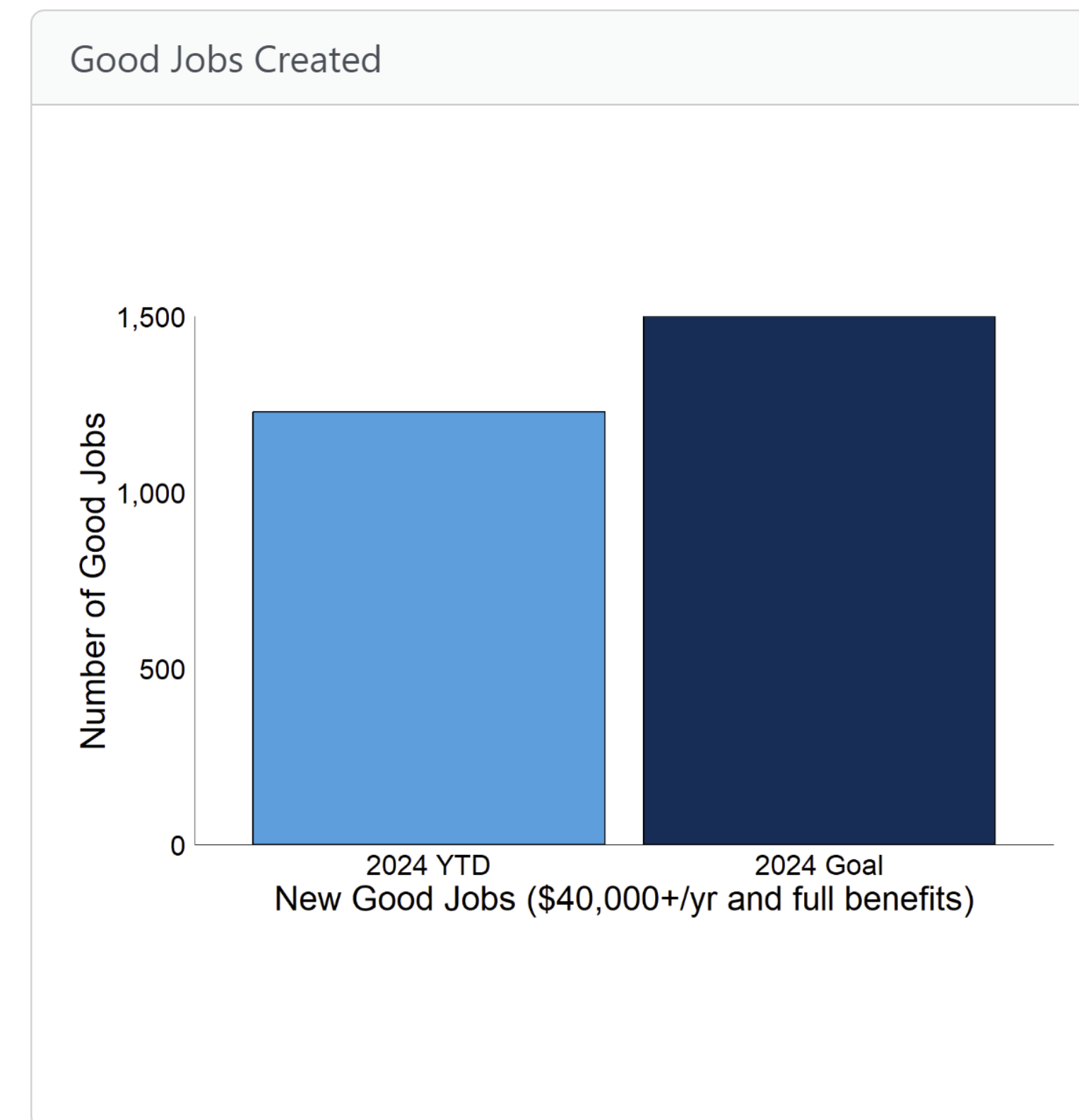
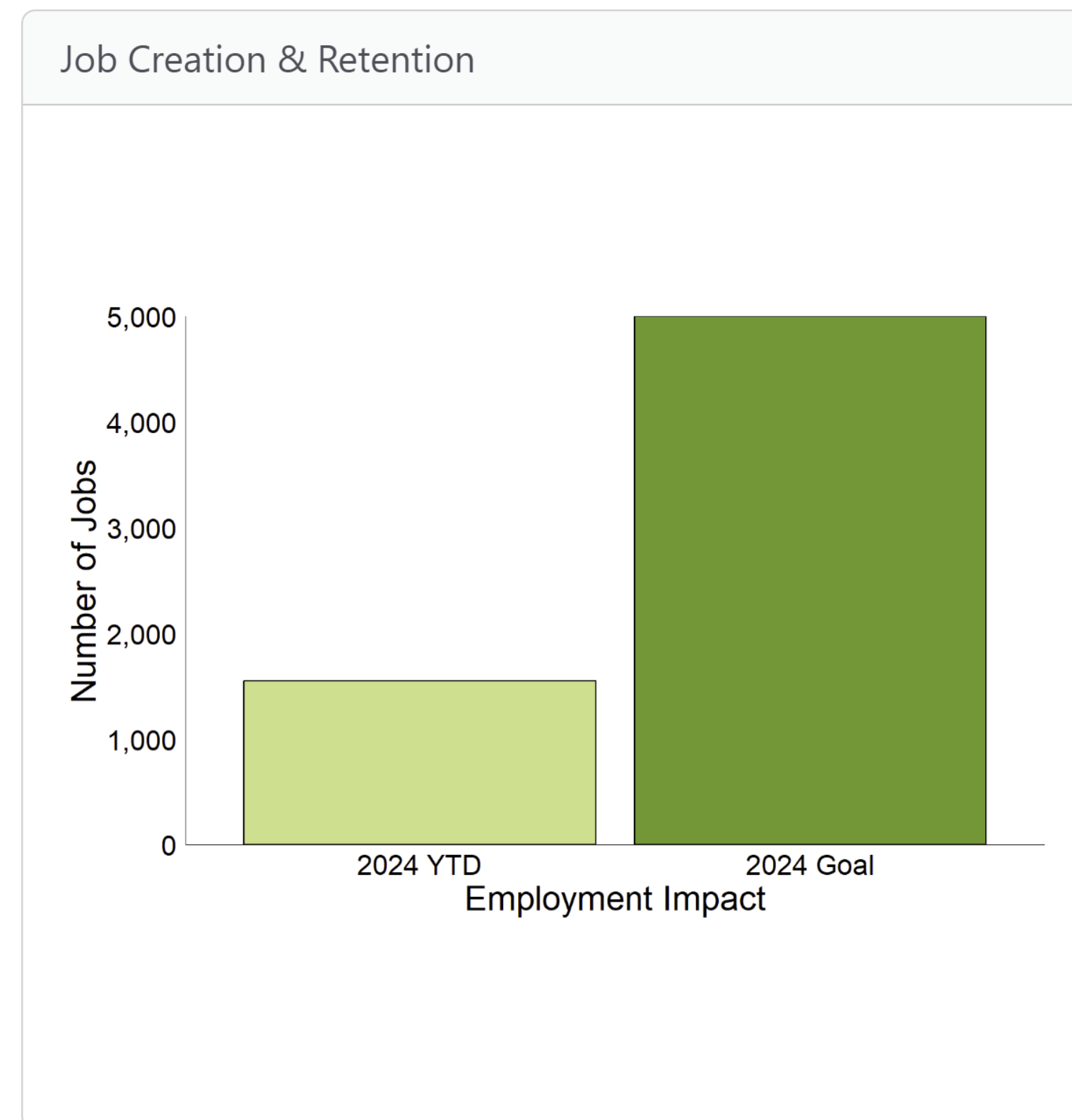
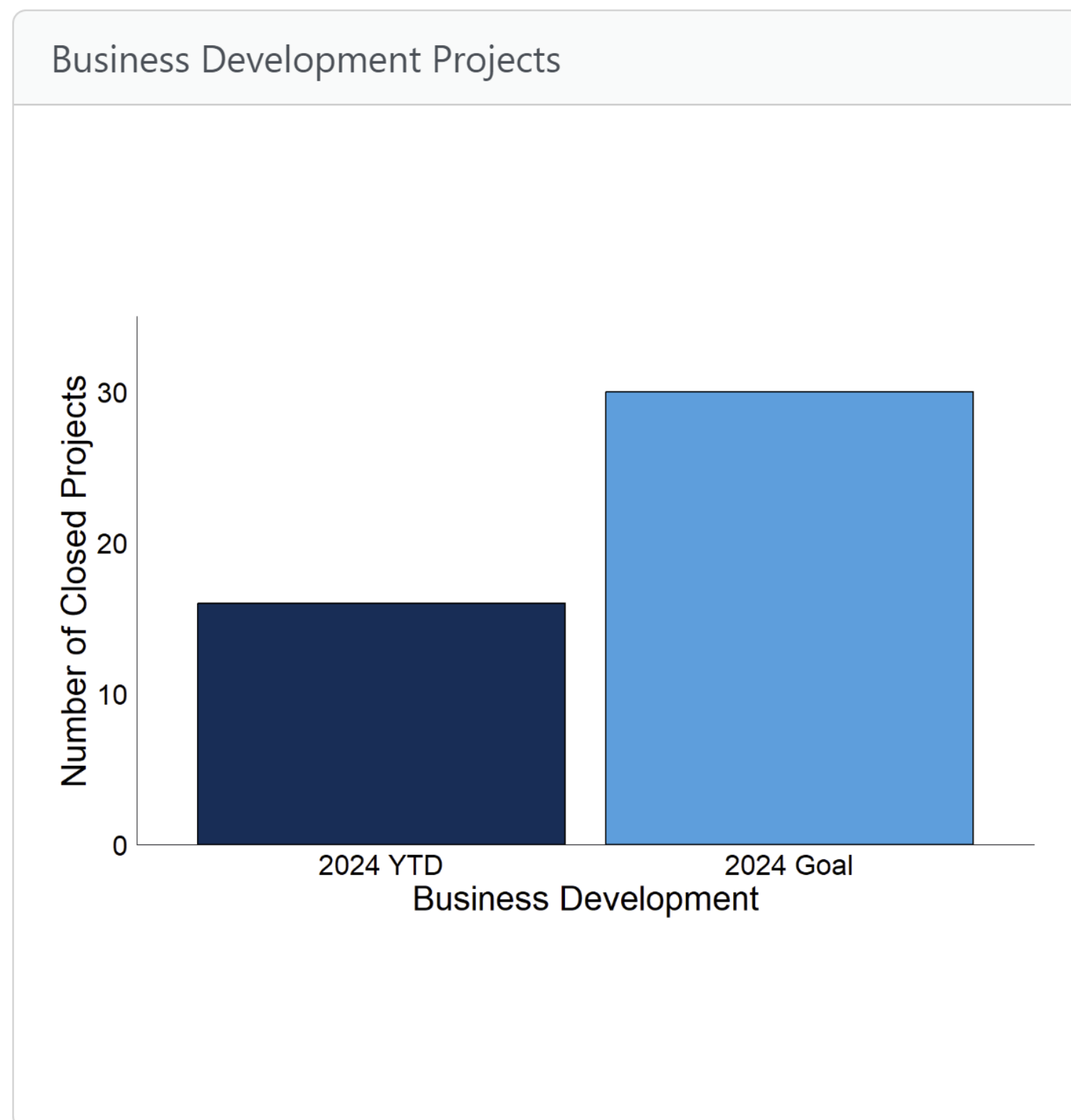
Key Performance Indicator Update: Jan - April 2024

 Closed Business Development Projects
16

 Total Jobs Impact
1555

 New Good Jobs Created
1229

 Business Consultations
541

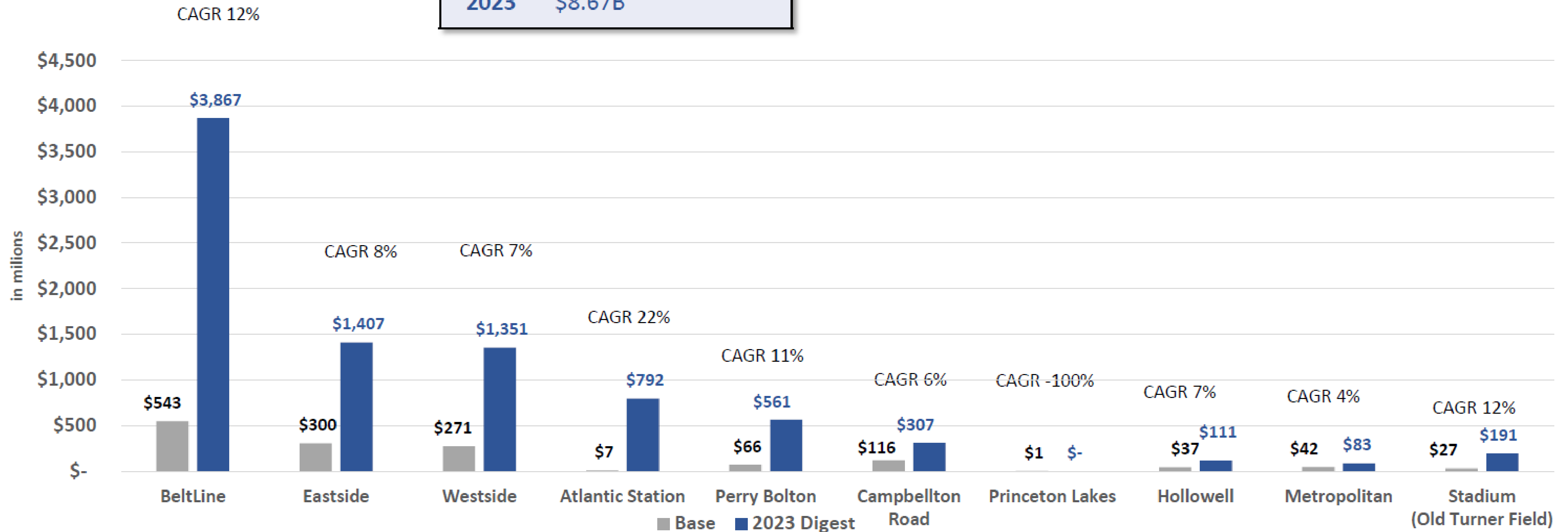




All TADs Cumulative Growth in Assessed Value	
Base	\$1.41B
2023	\$8.67B

How have the TADs performed?

2023 Growth in Assessed Value

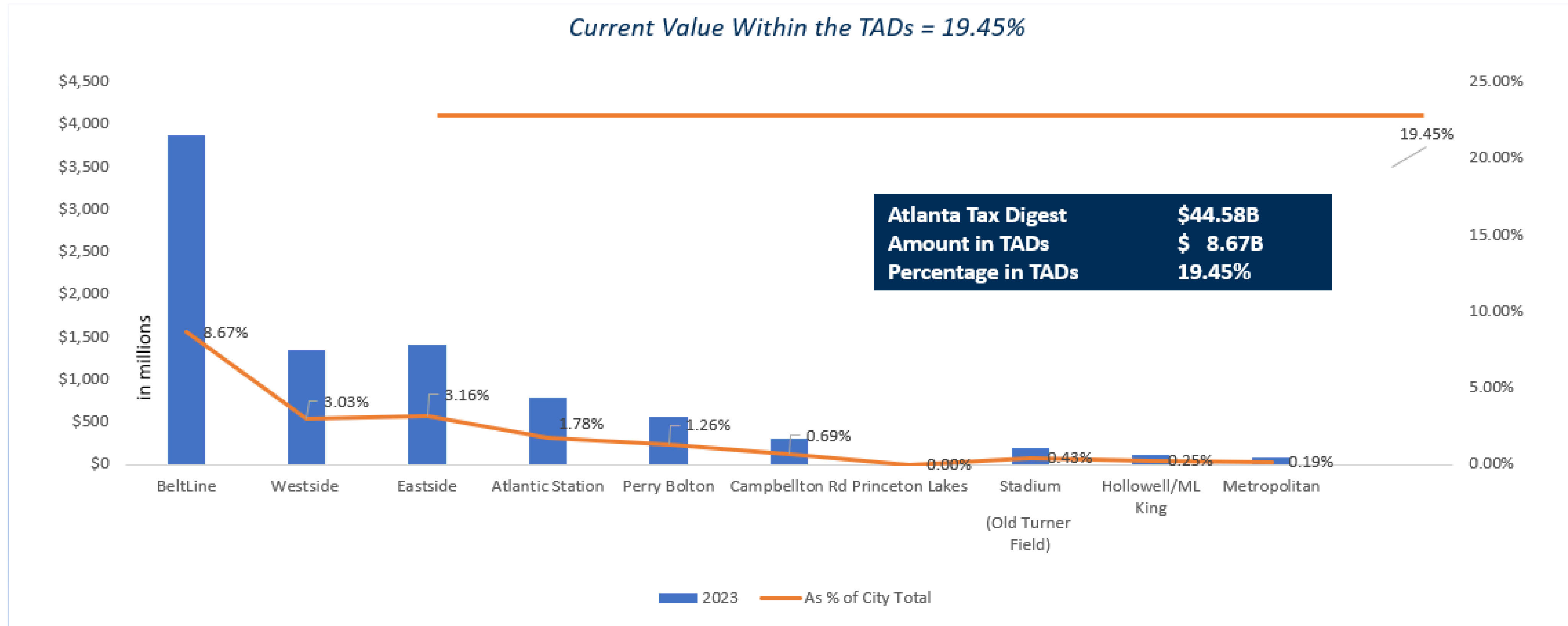


Since the creation of each TAD, the cumulative increase in assessed value for all TADs is \$7.26B. CAGR is 13%

UNAUDITED

Where are we now?

2023 Assessed Values

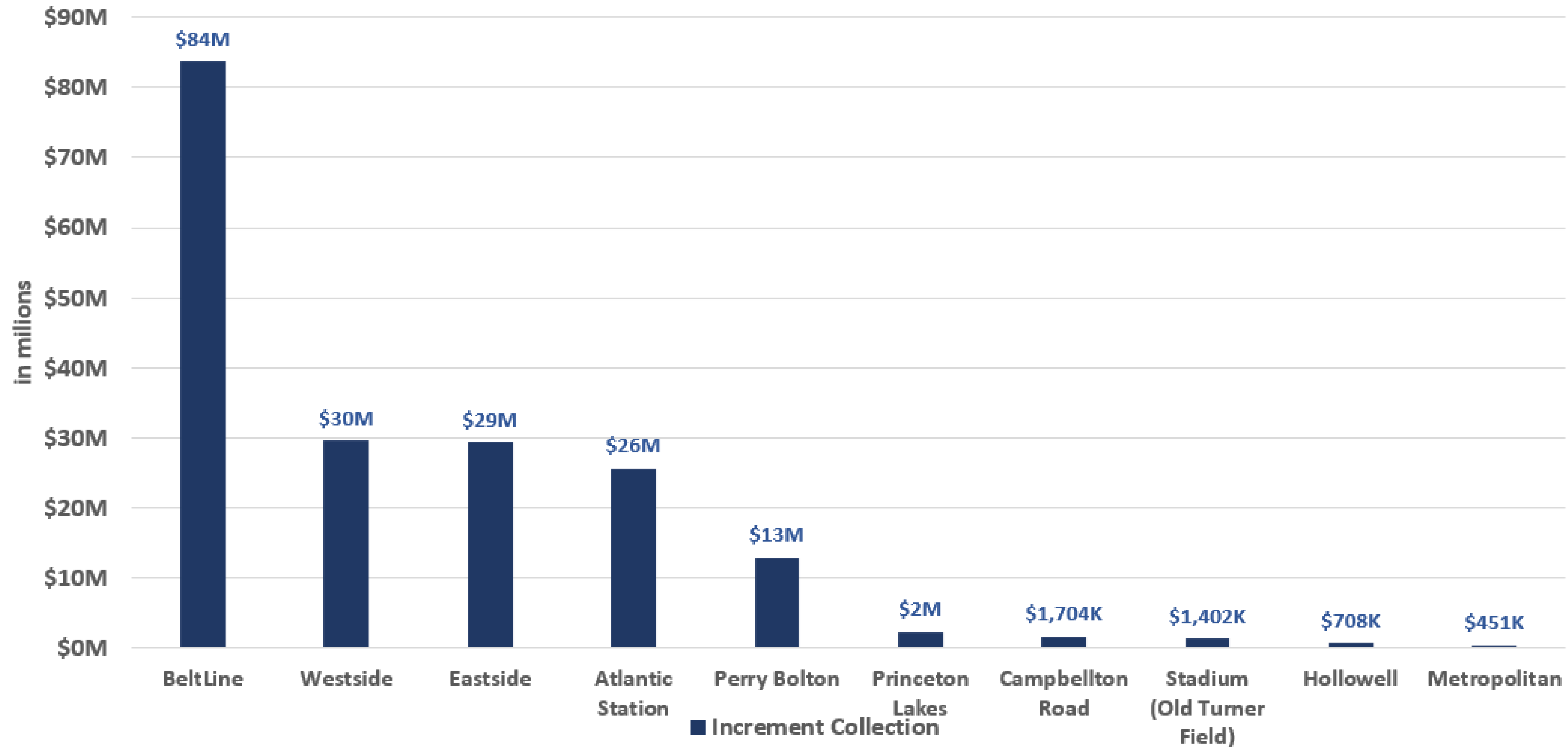


Georgia Redevelopment Powers Law prohibits the creation of new TADs if the assessed value of a jurisdiction’s TADs, at the time of creation, is greater than **10%** of the jurisdiction’s total tax digest, based on this, the City cannot create a new TAD.



How much tax increment was collected in FY23? *(in millions)*

2023 Increment Collection



UNAUDITED

Awarded Business Associations

- West End Merchants Coalition, Inc.
- FCS Urban Ministries, Inc
- Atlanta Southwest Community Development Corporation
- Peoplestown Revitalization Corp
- Old Fourth Ward Business Association, Inc.
- MLK Ashby Street Merchants
- The Ke'nekt Cooperative LLC
- East Atlanta Business Association Inc.
- Piedmont Heights Alliance, Inc.
- Buckhead Business Association
- Elenor's Place
- Northwest Business Association Inc.
- MLK Jr. Drive Merchant Association
- Cascade Business Association, Inc.
- PACC Rails & Trails Business Association Inc.

Business Resource Centers

Resource Center	Address
Atlanta Tech Village	3423 Piedmont Rd NE, Atlanta, GA 30305
Coda	756 W Peachtree St NW, Atlanta, GA 30308
Russell Innovation Center for Entrepreneuers	504 Fair St SW, Atlanta, GA 30313
Pittsburgh Yards	352 University Ave SW, Atlanta, GA 30310
Goodwill Career Center	2160 Metropolitan Pkwy SW, Atlanta, GA 30315
Mary Parker Foundation	2800 Campbellton Rd SW, Atlanta, GA 30311
iVillage @ MLK	2491 M.L.K. Jr Dr SW, Atlanta, GA 30311
Westside Future Fund	970 Jefferson St NW, Atlanta, GA 30318