

A panoramic view of the Atlanta skyline under a blue sky with light clouds. The Georgia State Capitol building is prominent on the left, and the Bank of America Tower is the tallest building on the right. A semi-transparent blue banner is overlaid across the middle of the image.

Community Development/Human Services Committee Quarterly Update

March 26, 2019



TOPICS TO COVER

- Tax Allocation District (TAD) update
- Small business loan program
- Collaboration with WorkSource Atlanta
- Federal Opportunity Zones
- New reports
- Economic development results



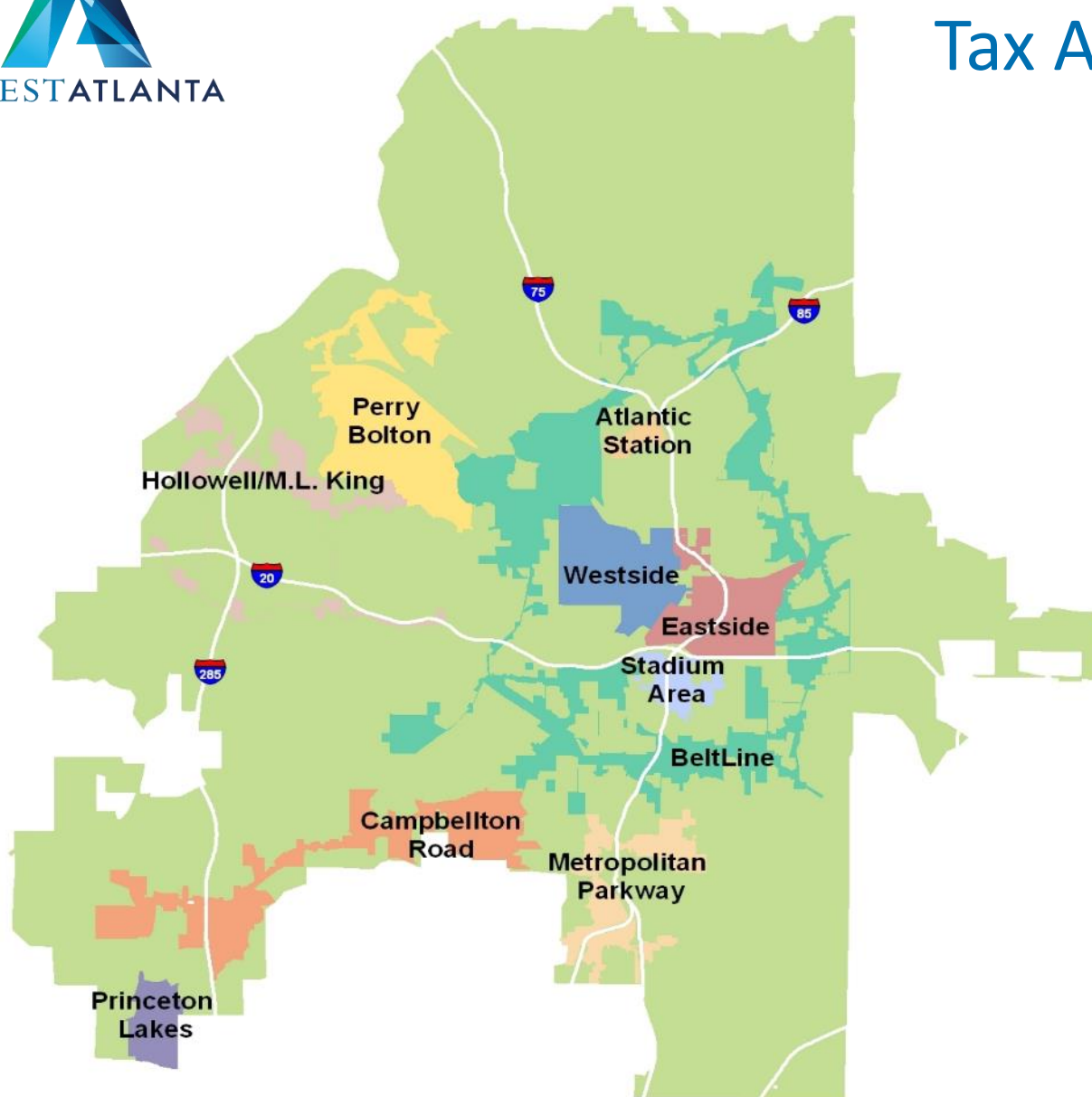


TAD Update

Tax Allocation Districts and Corridors

Atlanta's Tax Allocation Districts

- Westside (1992/1998 expanded)
- Atlantic Station (1999) – All proceeds pledged to debt repayment. No new projects
- Princeton Lakes (2002) - All proceeds pledged to debt repayment. No new projects
- Perry Bolton (2002)
- Eastside (2003)
- Atlanta BeltLine (2005)
- Campbellton Road (2006)
- Hollowell/ML King (2006)
- Metropolitan Parkway (2006)
- Stadium Area (2006)



TAD SUCCESS STORIES

TAD funding has been utilized to develop a wide array of residential, office, retail, hotel and public amenity projects

- **Usage:** TAD bonds and incremental tax revenues have been committed to or already provided gap funding to leverage over **\$9.0 billion in private development**
- **Projects:** TAD bonds and incremental tax revenues have helped fund or have been committed to:
 - Over **12 million square feet of new residential** development, producing over 12,000 units, more than 20% of which are affordable
 - Over **7 million square feet of new commercial** development, including hotels, stores, office buildings and a film production studio
- The TAD program has also helped to fund **two fire stations, several community and educational facilities, open space and trail projects, and infrastructure improvement projects**



Moore's Mill Village
Perry Bolton



Tribute Lofts
Eastside



Center for Civil & Human Rights
Westside



The Remington Senior Housing
Hollowell-ML King

ECONOMIC IMPACTS CREATED BY ATLANTA'S TADS



TAD
Investment
\$687M

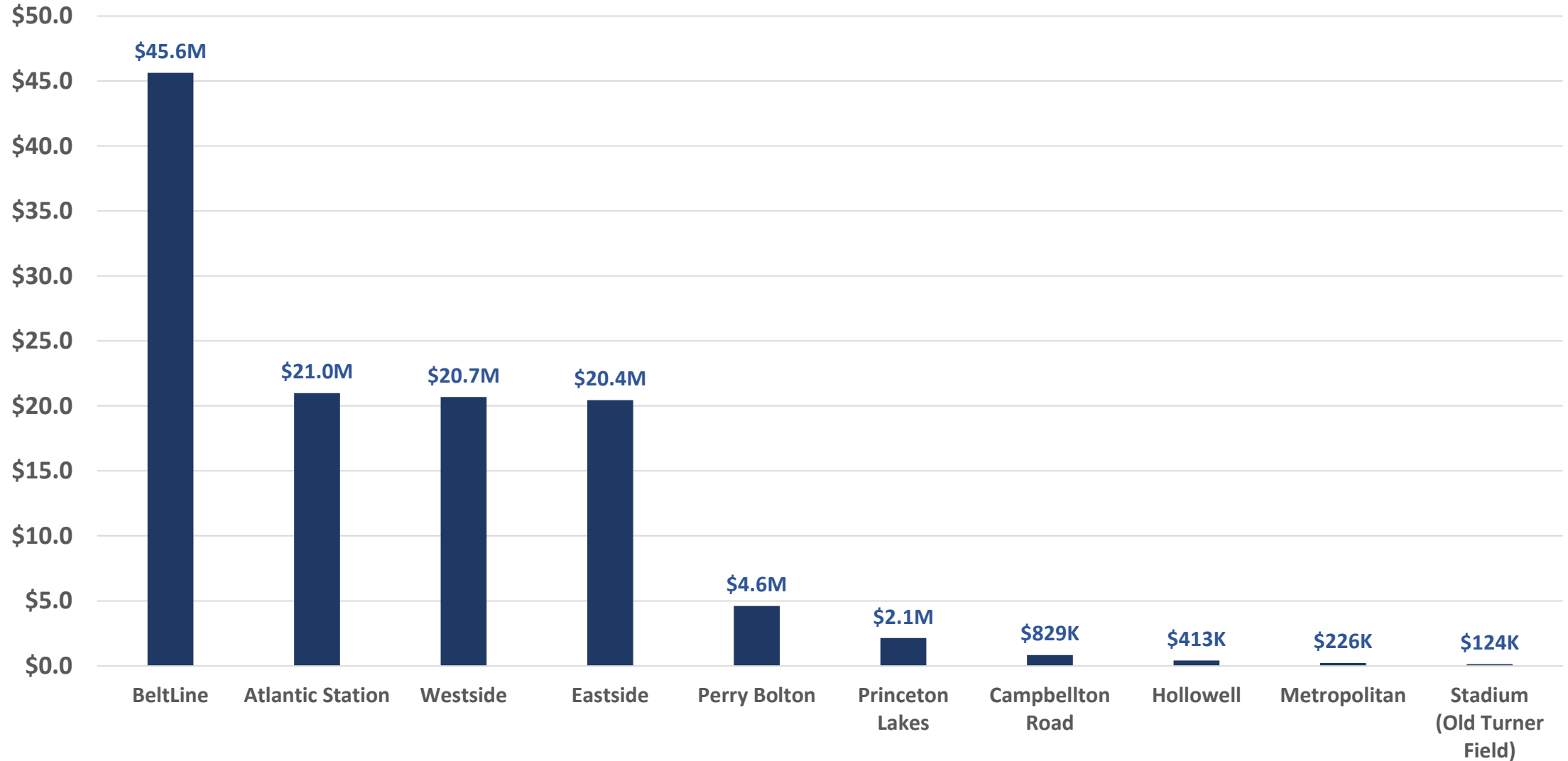
Total
Project Cost
\$9.7B

Economic
Impact*
\$13.6B

Direct Jobs*
54,196

*Calculated using IMPLAN / NAICS code 236220 and GA Tech LOCI Software

2018 Tax Increment Collected

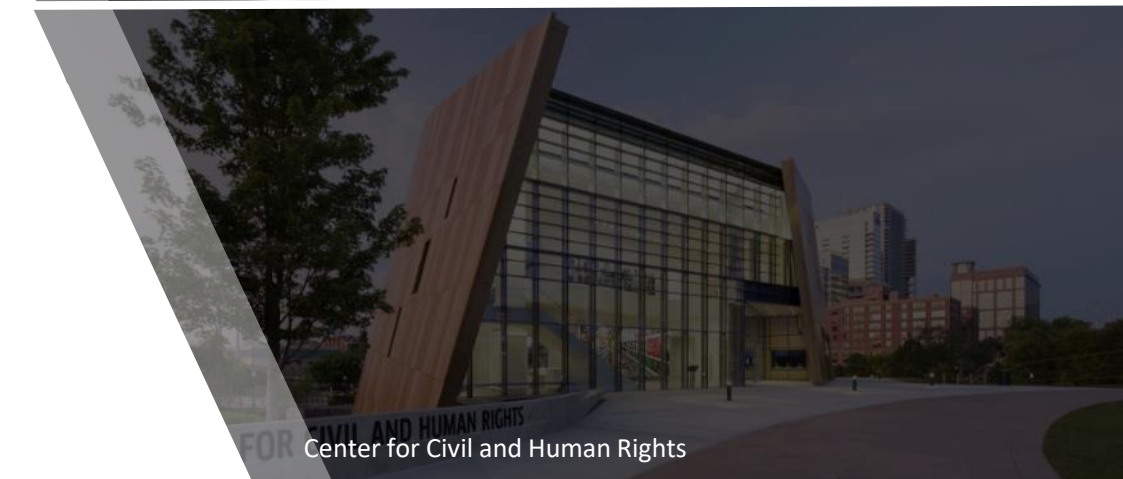


Projects/Accomplishments Overview

- 1,706 residential units
 - *24% affordable*
- 533,000 retail sq. ft.
- 2.3 M office sq. ft.
- 1,020 hotel rooms
- 1.5 miles of streetscape and pedestrian improvements
- 2.7 mile Atlanta Streetcar
- Parks and Greenspace
- Workforce and Early Learning Training Centers
- Land Acquisition/Neighborhood Stabilization
- **New** – Community Builders Pre-Development Grant
- **New** – Redevelopment of old Constitution building (143 Alabama)
- **New** - Quest Non-Profit Center for Change
- **New Façade Improvement Projects**
 - Healy Building (Downtown)
 - Koncept House (Castleberry Hill)
 - Carnegie Library Building (English Ave.)



Westside TAD



*ROI = (Economic Impact – TAD Investment) / TAD Investment

West Highlands Residential

Projects/Accomplishments Overview

- 2,089 residential units
 - *29% affordable*
- 114,000 retail sq. ft. (includes Publix-anchored center)
- Fire station #28
- Moores Mill Road extension

Moore's Mill Shopping Center



*ROI = (Economic Impact – TAD Investment) / TAD Investment

Herman E. Perry Park

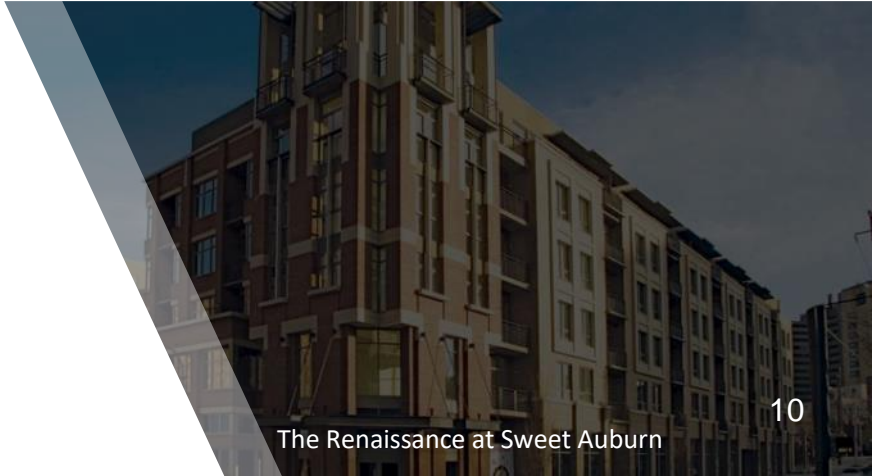
Projects/Accomplishments Overview

- 2,077 residential units
 - 38% affordable
- 705,000 retail sq. ft.
- 474,000 office sq. ft.
- 309 hotel rooms
- 2.7 mile Atlanta Streetcar
- Acquisition for Memorial Drive Greenway
- 10 Façade Improvement Projects
- **New** – Sweet Auburn Area Technical Assistance and Predevelopment Fund (partnership with Central Atlanta Progress)
- **New** - Phased launch of grant application in early summer



*ROI = (Economic Impact – TAD Investment) / TAD Investment

Council Districts 1, 2, 4, 5



Eastside TAD

Commercial Corridor TADs


Participating Taxing Jurisdictions: City of Atlanta, Fulton County

- Created in 2006
- No Atlanta Public Schools (APS) participation...***until January 2020 per Omnibus TAD Agreement***
- Support
 - Catalytic commercial revitalization, Infrastructure and Quality of life projects
- Pay-as-you-go financing
 - Alternative to upfront grants (require larger projects, \$5+ million)
 - Developer reimbursed as tax increment collected
- Historic view
 - Lower property values
 - Impacted by the recession
- **Proposed New Initiative – Small Business Development Grant Fund**
 - Anticipated application launch in June
 - Available in all 4 Corridor TADs




Projects/Accomplishments Overview

- Campbellton Road Pedestrian Improvements
- State Opportunity Zone Designation
- Federal Opportunity Zone Designation
- Security Camera Network
- LCI Planning Grant
- Lee St. Multi-Use Trail
- Ft. McPherson FiberNet System
- Ft. McPherson Internal Road



Lee Street Trail




Fort McPherson Infrastructure

*ROI = (Economic Impact – TAD Investment) / TAD Investment


Hollowell/ML King TAD

Projects/Accomplishments Overview

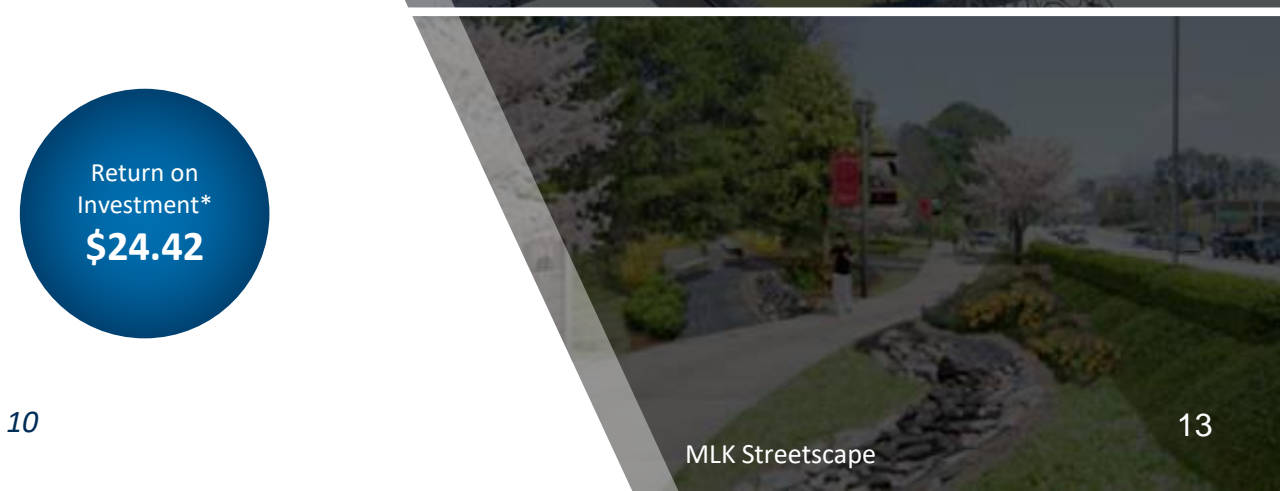
- State Opportunity Zone Designation
- Federal Opportunity Zone Designation
- MLK Dr. Streetscape
- iVillage at H.E. Holmes MARTA Station [\(Video\)](#)
 - *8 businesses*
- The Remington Senior Housing (160 units)
 - *100% affordable*



The Remington



iVillage at H.E. Holmes MARTA Station



MLK Streetscape

TAD
Investment
\$2.8M

Total
Project Cost
\$49M

Economic
Impact
\$70M

Direct Jobs
386

Return on
Investment*
\$24.42

*ROI = (Economic Impact – TAD Investment) / TAD Investment


Council Districts 3, 9, 10



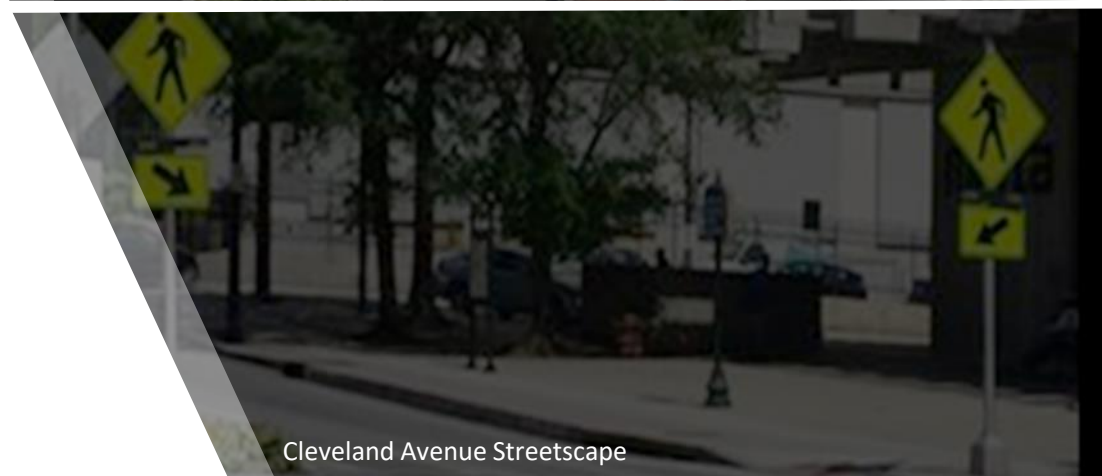
Metropolitan Parkway TAD

Projects/Accomplishments

- Screen Gems Development (Pay-As-You-Go)
- Lakewood LCI Study
- State Opportunity Zone Designation
- Federal Opportunity Zone Designation
- Lakewood Multi-Use Trail
- Cleveland Avenue Pedestrian Improvements
- **New** - Hartland Station (130 units)
 - *85% affordable*



Screen Gems Studios



Cleveland Avenue Streetscape

TAD Investment
\$2.9M

Total Project Cost
\$36.2M

Economic Impact
\$51M

Direct Jobs
202

Return on Investment*
\$16.59

*ROI = (Economic Impact – TAD Investment) / TAD Investment

Council Districts 1, 12




Hartland Station


Stadium Neighborhoods TAD

Projects/Accomplishments


- Stadium Neighborhoods LCI Study
- Federal Opportunity Zone Designation



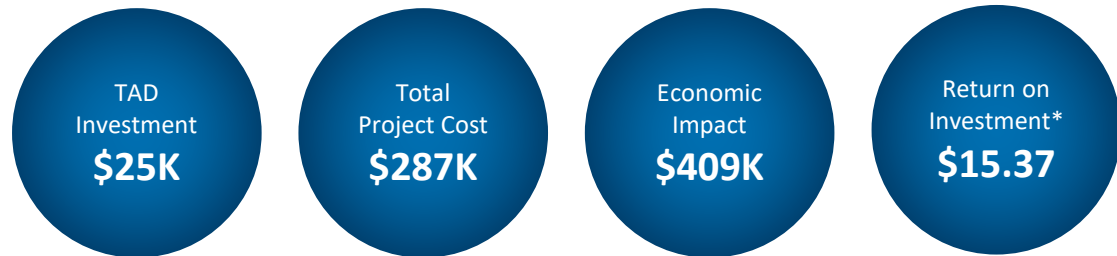
Neighborhood Redevelopment Concept



Master Planning



Commercial Corridor Concept



*ROI = (Economic Impact – TAD Investment) / TAD Investment

Council Districts 1, 4



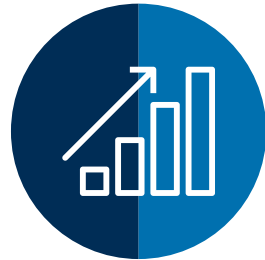
Small Business Loan Program & Workforce Development





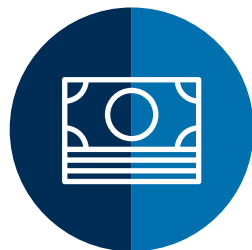
7,783

SMALL BUSINESS
CONSULTATIONS



\$34M

TOTAL
INVESTMENT

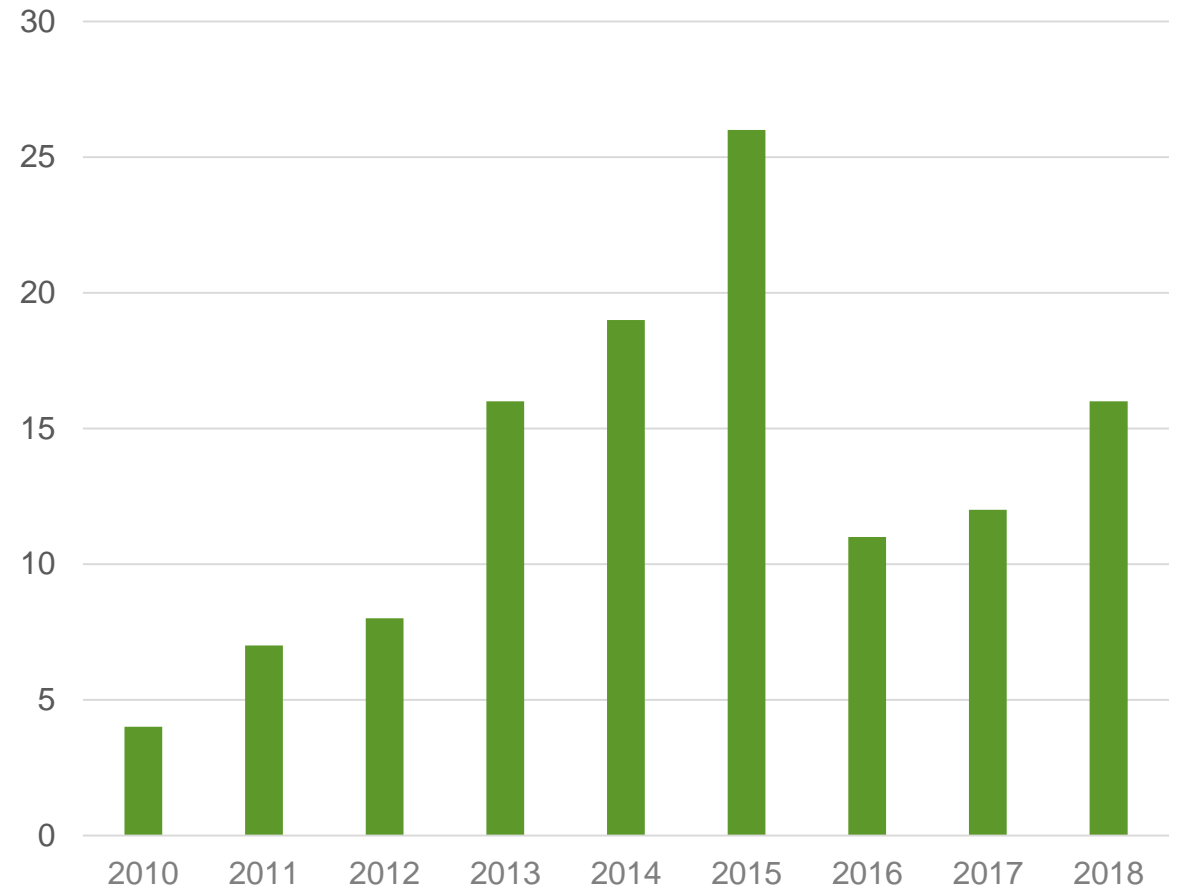


9

LOAN PROGRAMS

ECONOMIC DEVELOPMENT

SMALL BUSINESS LOAN PROGRAM 2010 - 2018



LOANS APPROVED

Top Reasons for Denied Loan Applications

1. Severe negative credit history
2. Lack of owner equity injection for start-up companies
3. Unrealistic financial projections
4. Incomplete application
5. Inability to service debt
6. Historical yearly business losses for existing company
7. Ineligible use of funds
8. Lack of required private sector funds
9. Lack of industry experience
10. Lack of collateral



Steps Taken to Reduce Denied Loan Applications

1. Information workshop session or meeting with staff required prior to submitting application
2. Free technical assistance from organizations that can provide application assistance
3. Perspective applicants informed of credit score requirements prior to submitting application; applicants with credit issues can submit a memorandum for items that need explanation
4. Meeting with IA staff required to review the application to confirm that all items needed are enclosed
5. Applicants informed that no application will be accepted without an appointment with IA staff

**Only 2
applications
have been
denied since
2017**

Coordination With WorkSource Atlanta

- Biannual information sessions (spring and fall) for companies to learn about WorkSource Atlanta (WSA) OJT opportunities
- WSA is a key part of attraction packages
- Meetings between WSA and companies to identify needed pipeline
- Fulfilling workforce requests from companies through WSA
- WSA included in weekly IA economic development strategy meetings



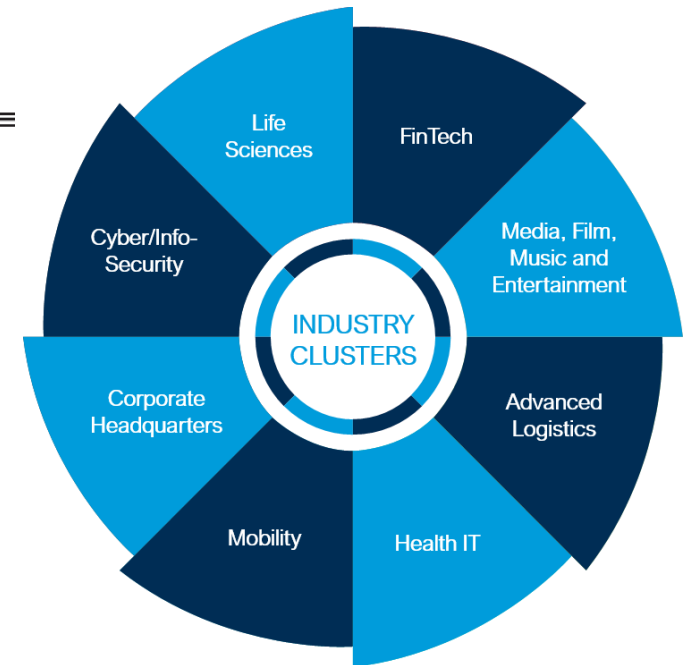


Economic Opportunity Fund Compliance



ECONOMIC OPPORTUNITY FUND COMPLIANCE

Invest Atlanta manages the Economic Opportunity Fund (“EOF”) created by the City of Atlanta to spur business development as part of the New Century Economic Development Plan in 2004



ECONOMIC OPPORTUNITY FUND COMPLIANCE

20 companies have received or have been approved to receive EOF grant funds totaling approximately **\$15.9M**

Active and expired EOF Projects have resulted in the creation of over **6,607 actual jobs** reflecting **48% of the total committed jobs**

Active and expired EOF Projects have made actual **private capital investments totaling over \$350M**

Includes data from 2005 to 2019 (January)

ACTIVE PROJECTS (TO DATE)



11,701
Committed Jobs

\$934.6M
Committed
Investments

2,490
Actual Jobs

\$110.1M
Actual
Investments

EXPIRED PROJECTS (TO DATE)

1,937
Committed Jobs

\$214.1M
Committed
Investments

4,117
Actual Jobs

\$243.1M
Actual
Investments



Federal Opportunity Zones & New Reports

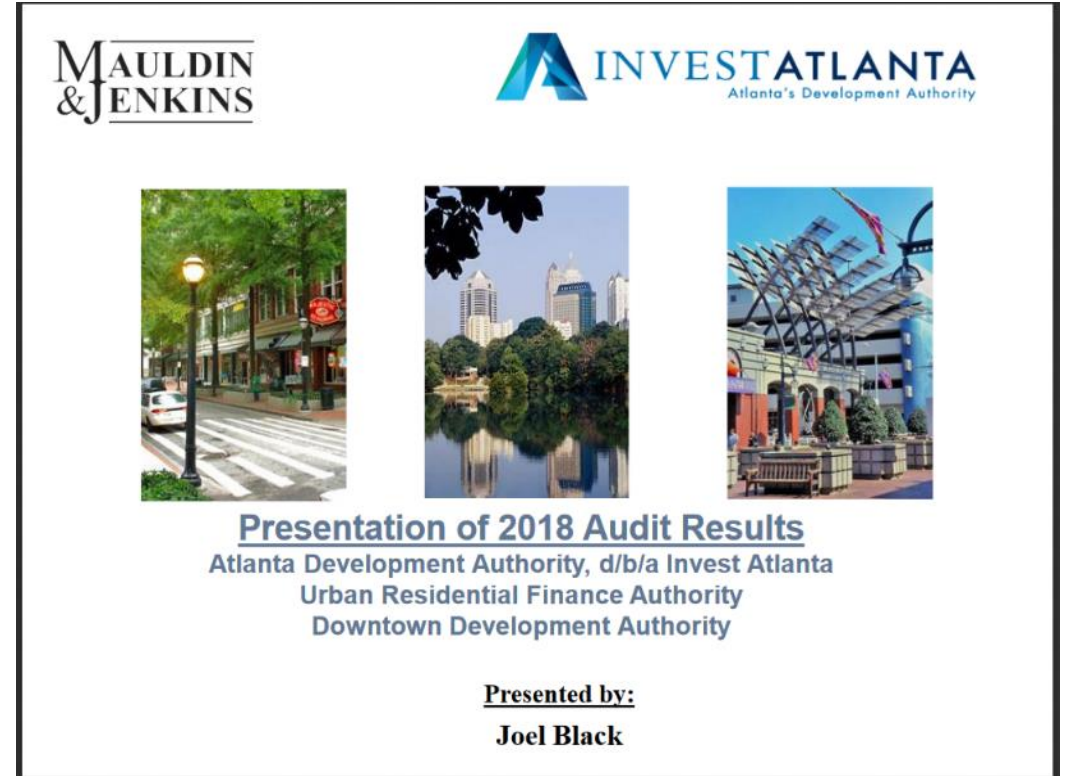
Hub To Direct Private Investment

Pillar 1 – MATCH-MAKING Position Atlanta as a place to invest, connecting eligible projects with investors	Pillar 2 – LEVERAGING CITY RESOURCES Encourage and assist projects that will provide community and social impacts
<ul style="list-style-type: none"> • RFQ to identify investors for social impact projects 	<ul style="list-style-type: none"> • Economic development funds, e.g., TAD grants
<ul style="list-style-type: none"> • Website to introduce projects to investors 	<ul style="list-style-type: none"> • City of Atlanta land assets
<ul style="list-style-type: none"> • Marketing materials and thought leadership 	<ul style="list-style-type: none"> • Existing incentives, e.g., tax-exempt bonds, and existing economic development programs
<ul style="list-style-type: none"> • Regional investor prospectus booklet 	<ul style="list-style-type: none"> • City fund for a specific project
<ul style="list-style-type: none"> • Collaborate with community leaders and stakeholders 	
<ul style="list-style-type: none"> • Track pipeline, monitor transactions through closings 	








2018 Annual Report



MAULDIN & JENKINS

INVESTATLANTA
Atlanta's Development Authority



Presentation of 2018 Audit Results
Atlanta Development Authority, d/b/a Invest Atlanta
Urban Residential Finance Authority
Downtown Development Authority

Presented by:
Joel Black

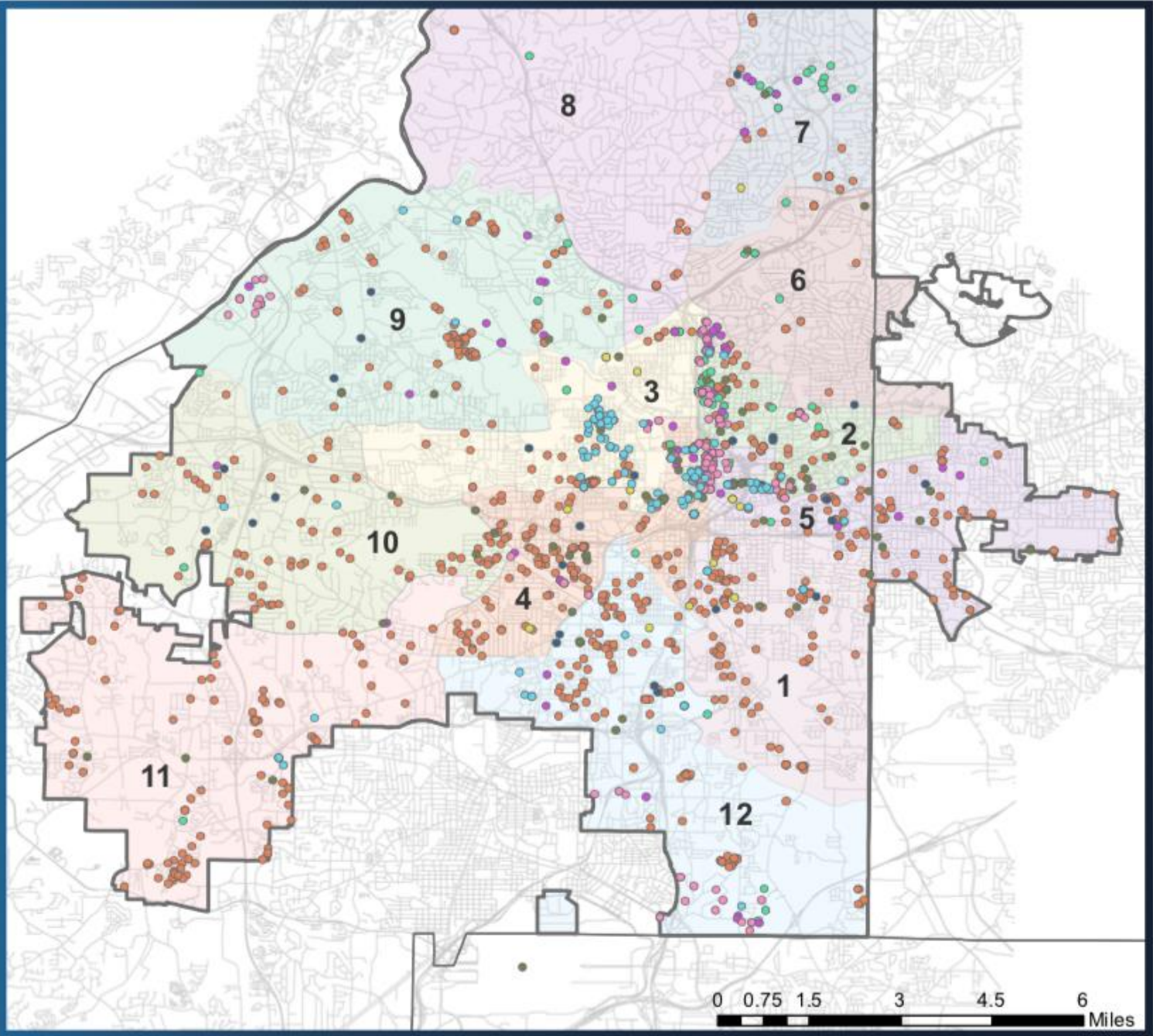
2018 Financial Audit



Economic and Community Development Results

2010 to 2018

INVEST ATLANTA PROJECTS CITYWIDE 2010 - 2017



- Business Attraction
- Business Expansion
- Home Ownership
- Multifamily Housing
- New Market Tax Credits
- Opportunity Zone
- Redevelopment
- Small Business Loan

1,948

TOTAL
PROJECTS

51,854

FULLTIME JOBS
CREATED OR RETAINED

\$7.7B

TOTAL
CAPITAL INVESTMENT

\$1B

INVEST ATLANTA
INVESTMENT

9,469

MULTIFAMILY
HOUSING UNITS

5,840

AFFORDABLE
UNITS

1,147

HOMEBUYER
DOWN PAYMENT
ASSISTANCE

\$20.2M

IN DOWNPAYMENT
ASSISTANCE

110

SMB LOANS
APPROVED

\$6.3M

IN SMB LOANS

\$21.1B

NEW ECONOMIC OUTPUT