



Developing Invest Atlanta's Inclusive Economic  
Development and Economic Mobility Strategy

Atlanta City Council Work Session | August 15, 2019



# OUR INCLUSIVE ECONOMIC DEVELOPMENT STRATEGY

Invest Atlanta's vision is to make Atlanta the most economically dynamic and competitive city in the world.

We do this by creating programs and initiatives focused on developing and fostering public-private partnerships to **accelerate job creation & economic growth, neighborhood revitalization & investment, and innovation & entrepreneurship.**



# HOW WE VIEW ECONOMIC MOBILITY

Economic mobility is the ability of an individual, family, or community to improve their economic status. Economic mobility in Atlanta starts with *equitable access to opportunity and pathways to wealth creation.*



## EQUITY STATEMENT

Economic prosperity and competitiveness in Atlanta starts with equity—equitable access to opportunity and pathways to wealth creation. It is more than a goal, it is a guiding principle that drives us. We advance our work through this lens to ensure that all Atlantans are positioned to benefit from economic investments in our city, regardless of their zip code.

## EQUITY CORE VALUE

We believe economic prosperity and competitiveness starts with equity for all Atlantans.

# NEW EQUITY STATEMENT & CORE VALUE



# WHY WE NEED A STRATEGY

- Continue building Atlanta's competitive nature as a regional economic engine in order to create equitable and inclusive economic opportunity
- Must be intentional in leveraging economic development efforts to touch people, communities, and businesses
- Atlanta currently leads the nation in income inequality



# WHY NOW?

- Strong City of Atlanta leadership on these issues
- Opportunity to align and complement the broader One Atlanta strategic effort
- Significant body of work to build on locally and nationally:
  - *Resilient Atlanta* – Rockefeller Foundation
  - *Regional Economic Competitiveness Strategy* – Atlanta Regional Commission
  - *Strategies for Inclusive Economic Development* – Economic Development Research Partners
  - *Changing the Odds* – Annie E. Casey Foundation
- Growing capacity of Invest Atlanta





# LEVERAGING EXPERTISE

PARTNERS



# LEVERAGING EXPERTISE

## ECONOMIC MOBILITY STEERING COMMITTEE

**Jay Bailey**  
**Karl Barnes**  
**Luisa Cardona**  
**Tom Cunningham, Ph.D.**  
**Katie Delp**  
**Jim Durrett**  
**Nicole Hall**  
**Doug Hooker**  
**John Keen**  
**Terri Lee**  
**Alicia Philipp**  
**AJ Robinson**  
**Victoria Seals, Ph.D.**  
**Nathaniel Smith**  
**Janelle Williams**

*Russell Center for Innovation and Entrepreneurship*  
*Atlanta Emerging Markets, Inc.*  
*Office of the Mayor, One Atlanta*  
*Metro Atlanta Chamber*  
*Focused Community Strategies (FCS) Ministries*  
*Buckhead CID*  
*West End CID*  
*Atlanta Regional Commission*  
*Office of the Mayor, Deputy Chief Operating Officer*  
*Office of the Mayor, Chief Housing Officer*  
*Community Foundation of Greater Atlanta*  
*Central Atlanta Progress*  
*Atlanta Technical College*  
*Partnership for Southern Equity*  
*Annie E. Casey Foundation*



## Create a economic development strategy that focuses on economic mobility for all Atlantans by:

- Compiling an analytic review of the City of Atlanta's current economic conditions
- Reviewing Invest Atlanta's current efforts around economic mobility
- Analyzing factors related to access to economic opportunity
- Identifying and evaluating national and international best practices
- Identifying alignment opportunities across existing City of Atlanta strategic frameworks
- Providing recommendations to further Invest Atlanta's economic development goals and improve economic mobility

## Three Overarching Deliverables of the Economic Mobility Strategy:

Analysis Of Atlanta's Economic Ecosystem

Policy Recommendations, Based On National and  
International Best Practices

Invest Atlanta Strategy Implementation: Metrics, Programs,  
People- And Place-based Approaches

# OVERVIEW OF TASKS & ACTIVITIES

Research and Analysis



Analysis of Invest Atlanta's Current Programs, Policies, and Incentives



Stakeholder Engagement



Identify Pathways to Improve Economic Mobility



Policy and Strategy Recommendations and Invest Atlanta Metrics



Invest Atlanta Strategy Implementation

## Research and Analysis of Focus Areas Related to Economic Mobility

- Industry sectors and the competitiveness of the city's economy
- Small business, including MWBEs
- Skills, employment, wages and the city's labor market
- Housing
- Neighborhoods

## Stakeholder Engagement

# STAKEHOLDER ENGAGEMENT



City of Atlanta  
Government  
Partners

Community  
Organizations/  
Non-profits

Invest Atlanta  
Businesses and  
Business  
Partners

City of Atlanta  
Residents

**THANK YOU**