

INVESTATLANTA

Community Development/Human Services Committee

New Initiatives and Program Updates
September 15, 2020





\$1.1B IQ # Q HZ # F R Q R P IF # R XWSXW

25

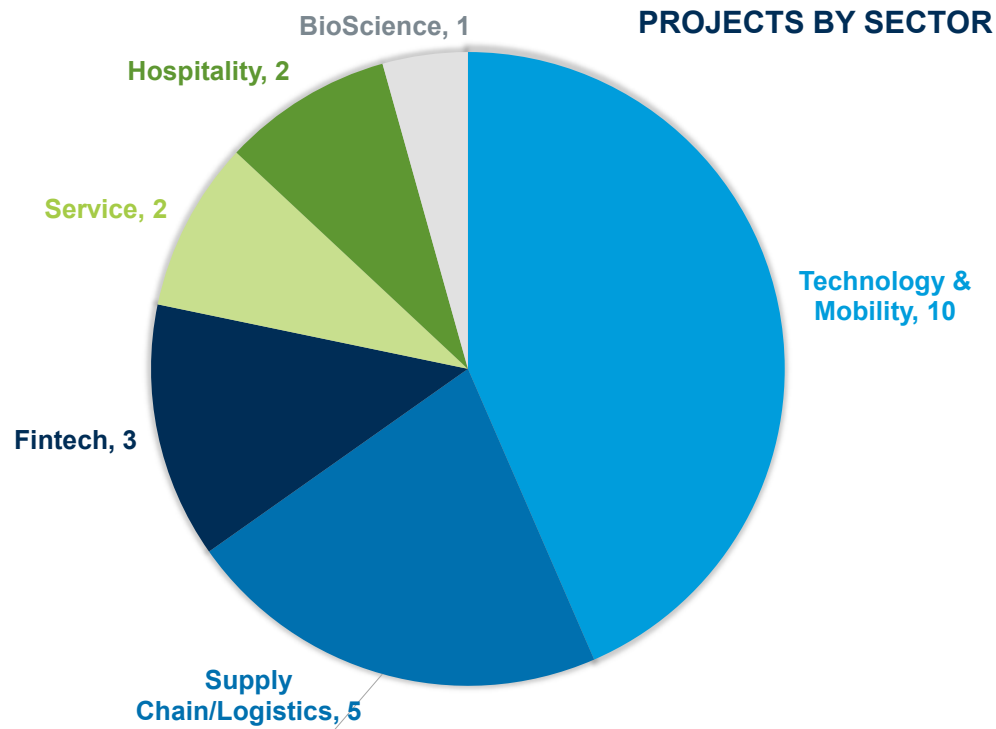
Projects Landed

14

Business Attraction

11

Retention & Expansion



3,434

Jobs Created & Retained

764

At Middle-Wage Level

PURPOSE: This CoA Recovery Fund was targeted to support those small businesses that were adversely impacted during the demonstrations. The fund offered reimbursable grants to eligible small businesses to help them address physical damages and other debilitating losses so that those small businesses could continue to support Atlanta’s communities, trade and commerce as well as to protect jobs in the city.

GRANT AMOUNT: Up to \$10,000 per applicant

GRANT REQUIREMENTS: All companies that received the grant will be subject to an annual report detailing impact of the grant as well as an agreement to retain current employment for a minimum of least six months after receipt of the grant.

ELIGIBLE USES: Funds can be used to reimburse the insurance deductible of a business or if the damage is less than the deductible, the funds can be used to reimburse the cost of direct damage on physical property (i.e. window repair).

54

APPLICANTS

31

GRANTS AWARDED
(funding in process)

MISSION: To intentionally promote sustainable and inclusive economic development south of I-20 via Invest Atlanta's full toolkit. The Southside focus area includes Atlanta neighborhood planning units: R, S, X, Y and Z, and the following parts of P (NSA P01), T (T01), and V (V02, V03 V04). These neighborhoods were selected because their residents have very low economic mobility.

GOALS:

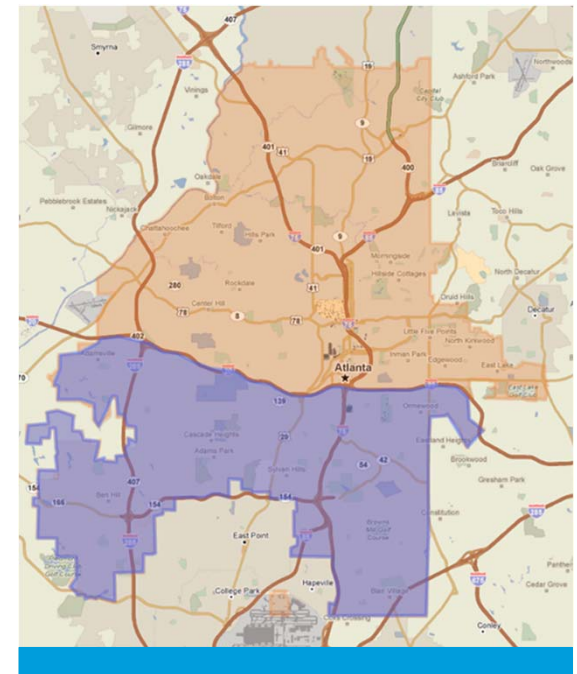
- Improve the built environment
- Support business development
- Create living wage employment opportunities for those living on the Southside
- Develop affordable housing
- Provide access to healthy food options and quality healthcare

STRATEGIC PARTNERSHIPS:

- Community Organizations
- Social Impact Investors
- Real Estate Developers
- Philanthropic Partners



Edward Smith, Ph.D.
Opportunity Zones & Southside Manager



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Women's Entrepreneurship Initiative

MISSION: To elevate, engage and empower entrepreneurship through women.

Pursuant to the 2015 City of Atlanta Ordinance 11-O-1839, the Women's Entrepreneurship Initiative (WEI) is a 15-month incubator program where 15 women entrepreneurs, defined as "early stage start ups" have access to practical business education, mentorship engagement, financial literacy assistance and business support services, including co-location at the collaborative WEI Incubator space in downtown Atlanta at the historic Flatiron Building.

Resources are structured in 4 pillars with quarterly sprints focused on: 1) Business Analysis, 2) Learning & Leadership Development, 3) Strategic Partnerships, and 4) Funding Opportunities.

Our 3rd Cohort, WEI 2020 was announced in June 2020.

157%

***Increase in Full-Time
Employees by WEI
Businesses***

395

***Full-Time Employees or
Contractors employed
by WEI Businesses***

\$50,968

***Average Capital Investment
per WEI Business at
Completion of Program***



Monica Delores Hooks

Executive Director, WEI

	Cohort 1	Cohort 2	Cohort 3*
Number of Jobs / Internships created and retained since beginning program	15	221	159
Business Scalability / Average Annual Revenue Increase since beginning program	No Data Available	No Data Available	<ul style="list-style-type: none"> • Start: \$47,046 • Current: \$63,231 • Increase: 34.4%
Mentorship / Quantifiable Impact of mentorship engagement sessions	No Data Available	No Data Available	<ul style="list-style-type: none"> • Two (2) Microsoft Partnerships (workforce development, affordable housing) • One (1) Candidate for Microsoft Social Enterprise Award • One (1) Candidate for Microsoft Startup Salon • One (1) Business Awarded IoT.ento Living Lab on the Beltline Trail (Invest Atlanta AgTech Challenge)
Average dollar amount invested in each start up since beginning program	\$50,833	\$51,050	\$12,233

* Cohort 3 has completed 20% of the program, currently in the 3rd month of programming



Community Engagement: Beginning in May 2020, Invest Atlanta formalized a Community Engagement full time position. The role's responsibility is to implement and maintain a robust process of community engagement to inform elected officials, City administrators, neighborhood planning units, neighborhood associations, citizens, businesses, TAD advisory committees, local non-profits, and other strategic partners, as appropriate, as to IA's programs, events, public meetings, and other opportunities.

Reporting: IA will report on its Community Engagement activities on a quarterly basis in the Quarterly TAD Activity Report or the IA Monthly Insight.

317

***Small Businesses Visited
since May 2020***

38

***Meetings Attended
Since May 2020***

11

***Educational Webinars
Facilitated
since of May 2020***



Michele Lewis

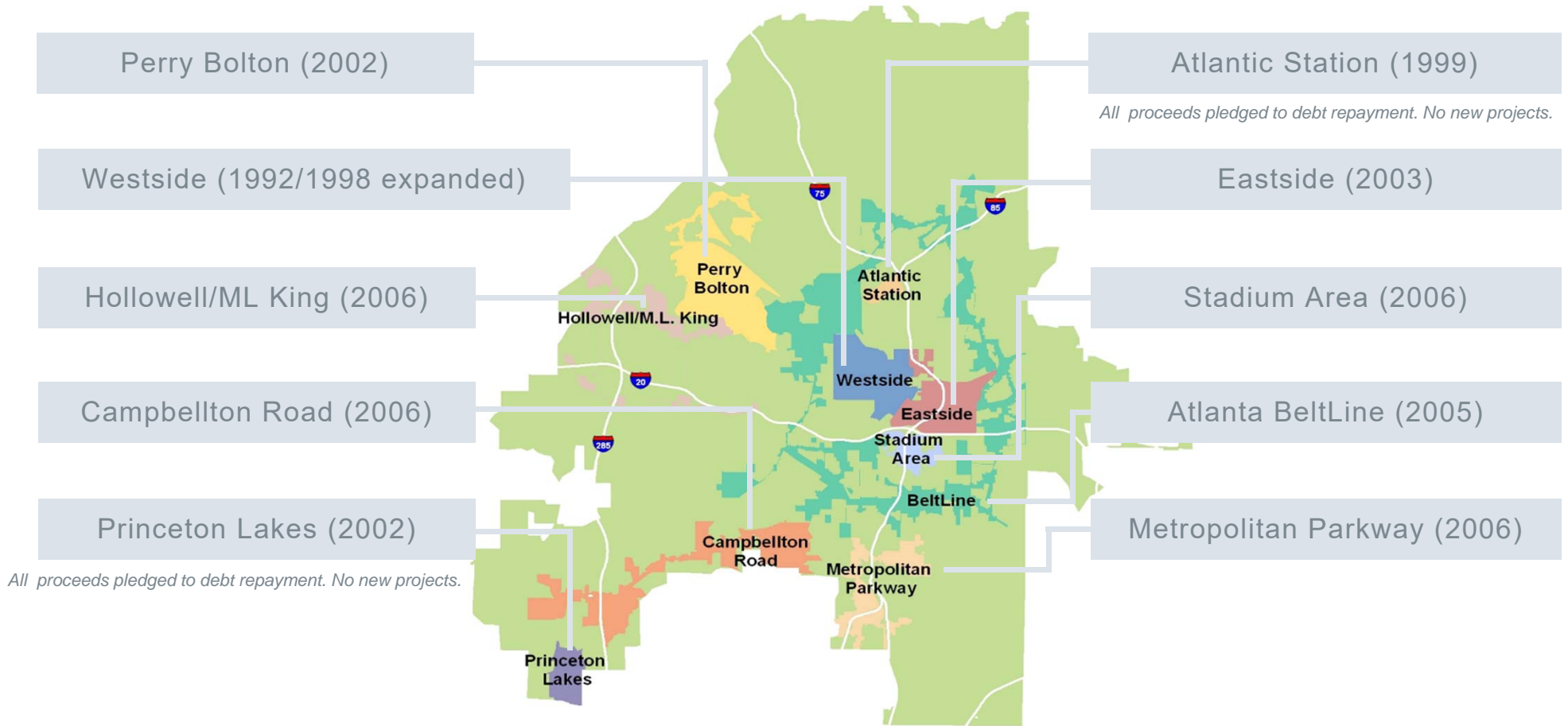
Community Engagement Specialist

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TAD Quarterly Update

September 15, 2020





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Through August 2020, TAD funding has been utilized to help renovate affordable residential, office, retail, small business improvement and public open space projects.

- **Usage:** \$17.7M in TAD increment has been awarded or committed to 21 projects or programs in eight TADs leveraging over **\$132M in private development**
- **Projects:** TAD increment will be used to construct:

424

**Total Housing
Units**

391

**Deeply-Affordable
Multifamily Units**

20+

**Years of Committed
Affordability**

169,000 ft²

new commercial, office and institutional development, including improvements to Oakland Cemetery, a new fire station, workforce training, and small business improvements

2020 TAD Activity



Jennifer Fine

Vice President, Planning & Strategic Initiatives

2020 TAD Approvals and Closings

Project	Location	Developer	Housing		Retail SF	Office SF	TAD Funding	Project Cost	TAD	TAD Program	Board Approved
			Units	Units							
PROJECTS APPROVED IN 2020											
891 North & 551 Lindsay	891 North Ave & 551 Lindsay St.	oaksATL		16			\$500,000	\$1,685,416	Westside	Community Improvement	Jan-20
Talon Plumbing SBIG	730 Pryor St	Talon Property Services				3,744	\$20,000	\$38,422	Stadium N'hoods	Small Biz Improvement	Jan-20
Historic Oakland Cemetery		Historic Oakland Foundation				3,500	\$1,500,000	\$5,631,456	Eastside	Community Empowerment	Feb-20
584 Lindsay	584 Lindsay	oaksATL		15			\$500,000	\$1,251,720	Westside	Community Improvement	Feb-20
Predevelopment Loan Fund	WTAD	IA					\$1,000,000		Westside	General	Feb-20
Predevelopment Loan Fund	PBTAD	IA					\$1,000,000		PB TAD	General	Feb-20
Predevelopment Loan Fund	CTAD	IA					\$750,000		Campbellton	General	Feb-20
McAuley Park Phase I	375 Gartrell St	Pennrose Holdings, LLC		180			\$4,000,000	\$45,490,786	Eastside	Ascension	Apr-20
Soccer in the Streets at iVillage	Hamilton Holmes MARTA Station	SITS/MARTA					\$50,000	\$475,000	Hollowell-ML King	General	Apr-20
Wheat Street Education Building	18 Borders Dr.	Wheat St. Charitable Foundation				21,000	\$1,500,000	\$4,523,683	Eastside	Community Empowerment	Apr-20
Wheat Street American Legion Building	345 Auburn Ave.	Wheat St. Charitable Foundation			1,400	3,880	\$650,000	\$2,591,140	Eastside	Resurgens	Apr-20
Sweet Auburn TA/Pre-Dev Fund Phase II	Sweet Auburn area	Central Atlanta Progress					\$500,000	\$700,000	Eastside	General	Apr-20
Briarwood Redevelopment	2890 Continental Parkway	Riddle Property Group	18	125	23,000	30,000	\$250,000	\$42,000,000	Campbellton	Predevelopment Loan	May-20
Abbingdon at Ashby Station	890 Mayson Turner Rd.	Rea Ventures Group	15	55			\$1,994,000	\$19,951,752	Westside	Ascension	Jun-20
Community of Hospitality	458/460 Edgewood Ave.	Community of Hospitality, Inc.			2,000	4,600	\$320,000	\$797,840	Eastside	Community Empowerment	Jul-20
Thrive Sweet Auburn	302 Decatur St.	Project Community Connections, Inc			1,000	10,300	\$715,000	\$1,898,517	Eastside	Community Empowerment	Aug-20
2667 DLH Small Biz Improvement	2667 Donald Lee Hollowell	Dewberry Systems/Reginia Marble			2,900		\$20,000	\$38,853	Hollowell-ML King	SBIG	Aug-20
Predevelopment Loan Fund	BTAD	IA					\$750,000		Beltline	Affordable Housing Increment	Aug-20
Total			33	391	30,300	77,024	\$16,019,000	\$127,074,585			
EARLIER PROJECTS CLOSED IN 2020											
Fire Station 22	849 Hollywood Rd.	Atlanta Fire and Rescue Dept.				16,500	\$1,000,000	\$10,000,000	Perry Bolton	General	Sep-19
Goodwill of N. Georgia, Inc.		Goodwill of N. Georgia, Inc.			23,600	14,800	\$150,000	\$10,473,900	Metropolitan Pkwy	General	Nov-19
Jesse Hill Market	92 Jesse Hill Jr. Dr. SE	Grady Health Foundation			4,000	3,000	\$500,000	\$3,017,711	Eastside	Community Empowerment	Nov-19
Total			0	0	27,600	34,300	\$1,650,000	\$23,491,611			

33	391	57,900	111,324	\$17,669,000	\$150,566,196
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oaksATL – English Avenue Multifamily
Westside



Historic Oakland Foundation
Eastside

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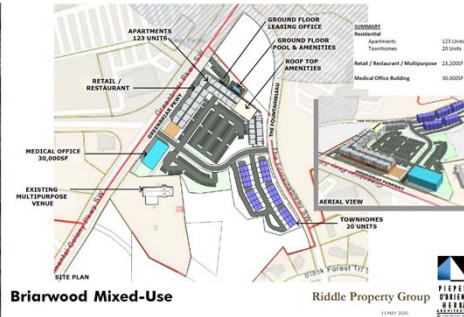
2020 TAD Activity



Talon Plumbing – Small Business Improvement Grant
Stadium Neighborhoods



McAuley Park Phase I
Eastside



Briarwood Mixed Use – Predevelopment Loan Fund
Campbellton



Jesse Hill Market/Food As Medicine
Eastside



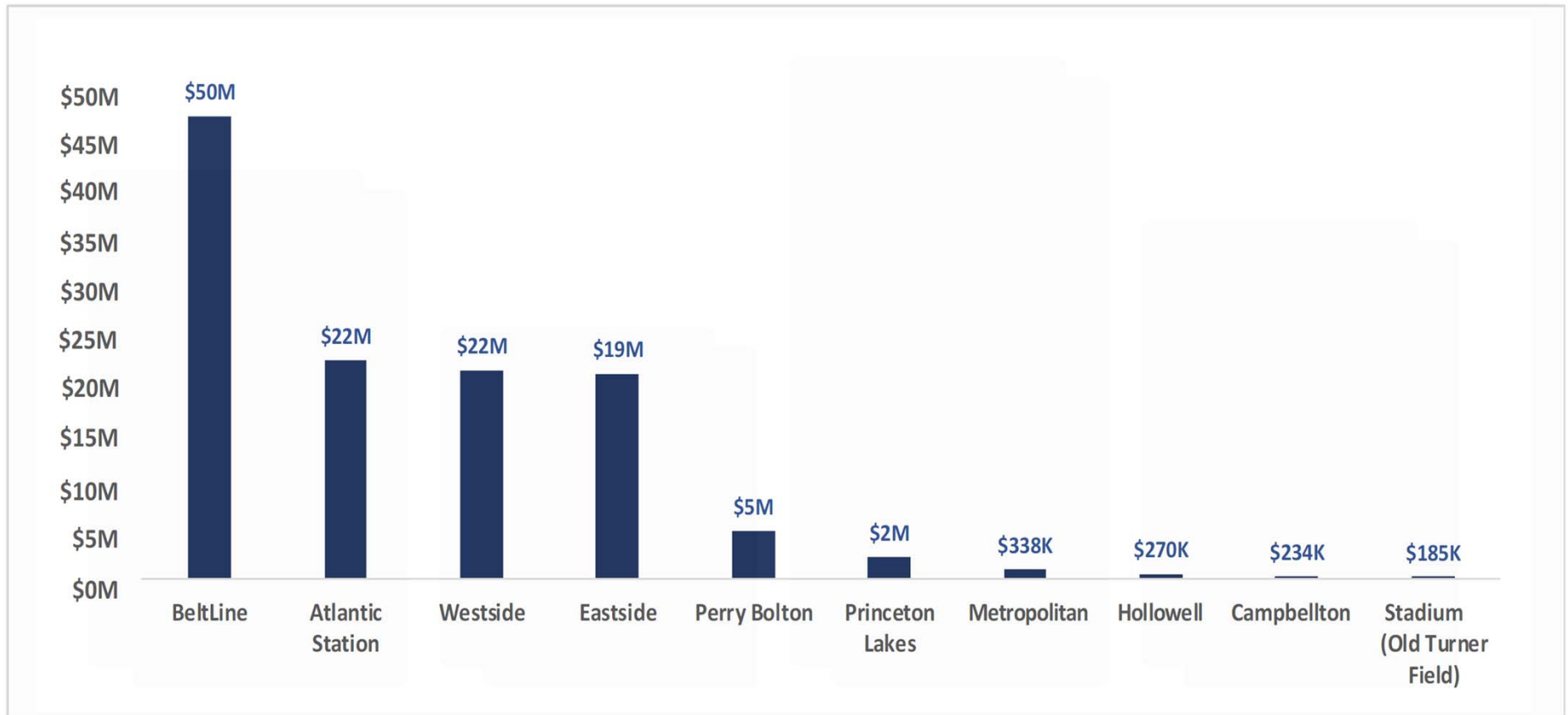
*Community of Hospitality
Eastside*



*Goodwill Job Training Center + Retail Store
Metropolitan*

How much tax increment was collected in 2019?

Reporting in Millions



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Appendix

September 15, 2020



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Women's Entrepreneurship Initiative

2020 Cohort



Aspire Construction & Real Estate Consulting is a one stop shop for development, design and construction services.



Beautiful Curly Me is a lifestyle brand comprised of dolls and accessories that teach young girls the importance of hair care, while fostering self-confidence and love



Blendz offers an inclusive selection of high quality, professional flesh-tone dance apparel and shoes in various shades and styles for all dancers



Cool Moms Dance Too! (CMDToo!), is a family health and wellness provider and advocate that focuses on dance, fitness, and fun support group classes designed to help improve physical and mental health.



Design-1-1 is the only affordable 3D digital interior design firm with consideration for the client experience as a focus



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Women's Entrepreneurship Initiative

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eKlozet

eKlozet combines sustainability shopping with the luxury experience providing consumers with the best of both worlds.



HYPE

HOPE FOR YOUTH THROUGH PROVIDING EDUCATION

Hope for Youth features the HYPE International Experience, the only computer science program for minority girls that incorporates a train-the-trainer model within a significant learning and leadership development experience

JOYVIAL®

JOYVIAL is an online network of vetted, professional health coaches who help you becoming the best version of yourself. Your carefully selected coach guides you as you unlock new strategies that enhance your wellbeing and energizes you to live a life you love.

KNAC

Knac is a talent management platform that lets companies screen, manage, and give feedback to applicants. Through technology, we make the hiring process more efficient and help jobseekers learn the skills they need to advance in their careers.



My Panda

Bamboo Services, LLC d/b/a My Panda handles day-to-day tasks by connecting people within their local communities to each other to get things done. Our PANDAs (Personal Assistants Next Door App) provide a hyper-local focus and a greater level of trust, social accountability and time efficiencies for our members.



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Saramar Group specializes in connecting brands to the U.S. Hispanic market through purpose-driven marketing solutions



The Secret Cocktail® is a premiere CNA School consulting firm, bridging the healthcare gap by helping individuals and organizations navigate process of obtaining approval to operate a Certified Nursing Assistant School; while preparing quality nurse aides to care for our aging population.



Travelsist is an online service that provides baby essentials and accessory rentals, along with concierge services to parents who travel with small children



The William Pleshette Company eliminates the barriers that keep people from enjoying the water with both our services and products. Our flagship product provides hair protection and the ability to keep hair completely dry so that everyone can enjoy the freedom of swimming.



WUNDERgrubs is an Atlanta-based Limited Liability social franchise of decentralized farms producing high-quality insect protein using the Internet of Things (IoT) to disrupt the supply chain and cultivating sustainable farming practices that help restore natural resources, reduce carbon emissions, improve nutrition, and promote food security



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