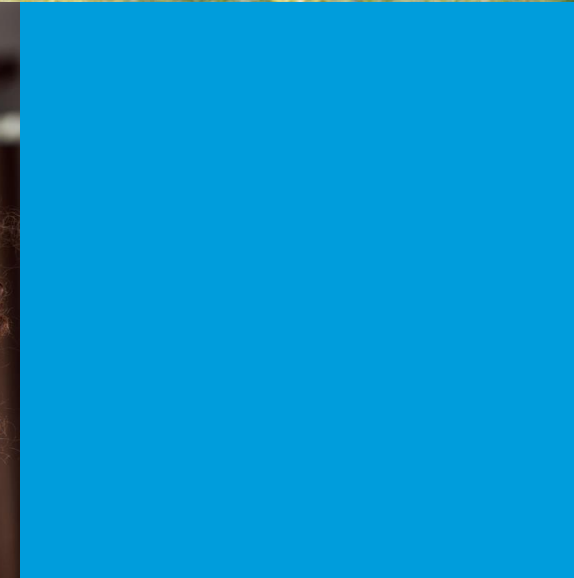


INVESTATLANTA

Community Development/Human Services Committee

New Initiatives and Program Updates
December 15, 2020



3,252

Fulltime Jobs Created

\$572 M

Total Capital Investment

2,525

Multifamily Units Closed

2,221

Affordable Units
(88% of Multifamily Closed)

906

Jobs Retained

72

Small Business Loans Approved

38

Homebuyers Receiving Down Payment Assistance

\$1.3B IN NEW ECONOMIC OUTPUT

27

Projects Landed

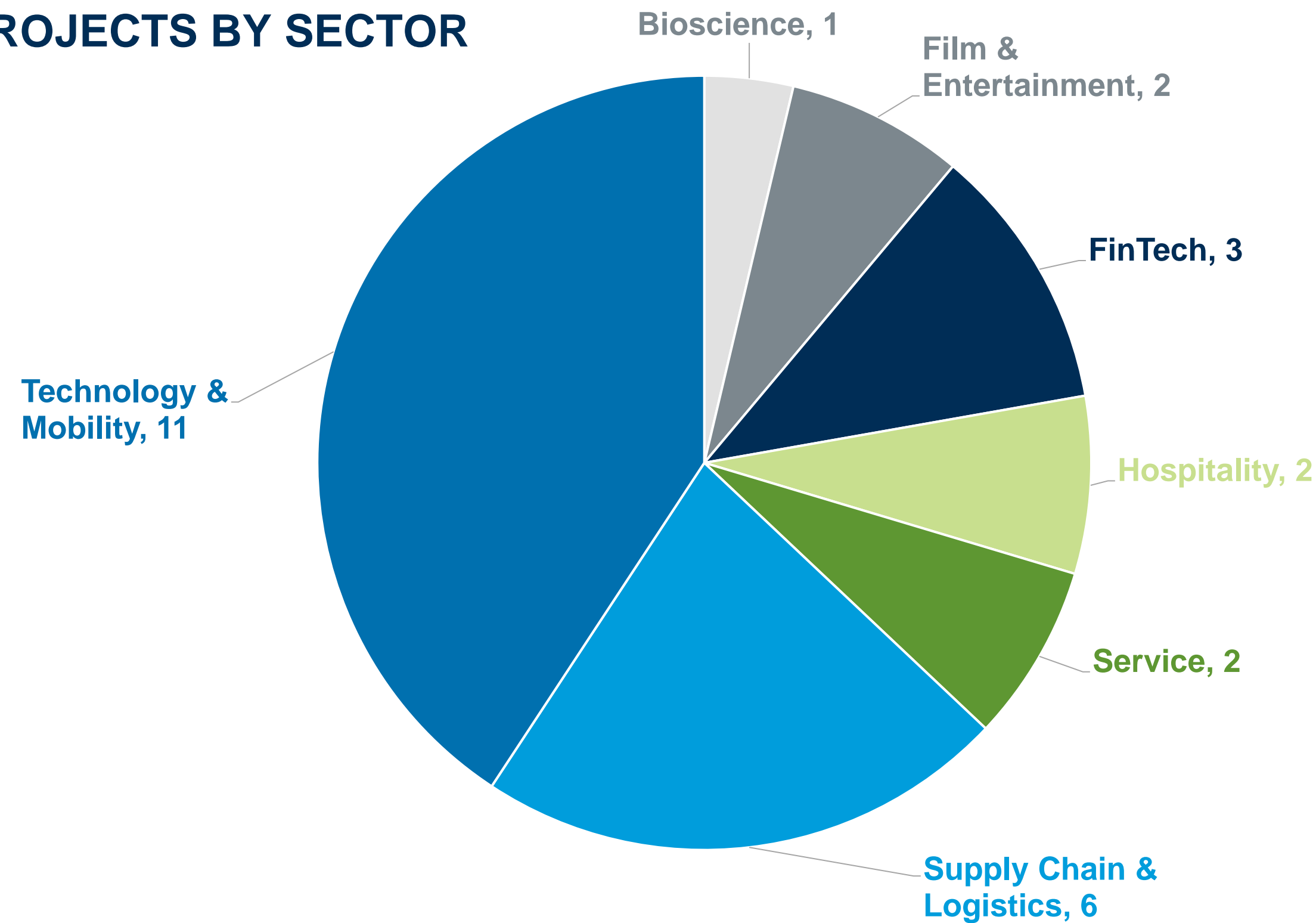
14

Business Attraction

13

Retention & Expansion

PROJECTS BY SECTOR



3,929

Jobs Created & Retained

764

At Middle-Wage Level



Bonika Wilson

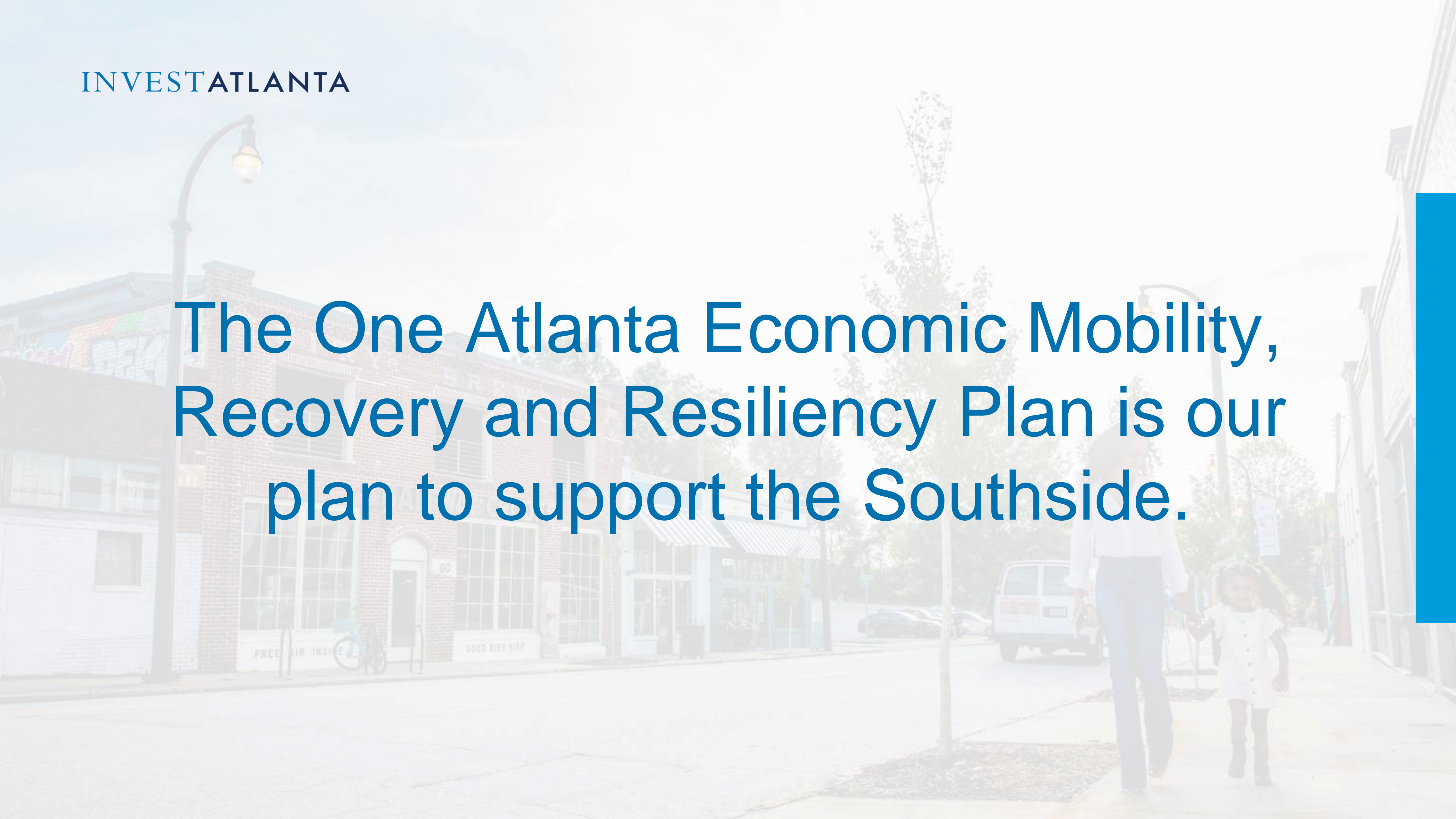
Chief Equity and Inclusion Officer
Invest Atlanta

Under the Economic Mobility, Recovery and Resiliency Plan, Invest Atlanta has committed to delivering the following goals to help residents become more economically mobile. While these goals are citywide, IA actions will be focused on the most disinvested neighborhoods, which are located in the Southside and Westside of the city.

1. Creation of Good Jobs	Attract/support good/promising jobs	4. Neighborhood Investment	Attract a national CDFI investment
	2. Access to Good Jobs		Serve residents through a one stop shop
	Train unemployed residents	5. Affordable Housing	Support home purchases
	Provide paid work experiences/ employment and training		Create new affordable units
	Provide work experience/ training to youth from disinvested neighborhoods		Activate properties
3. Small Businesses	Help SMBs to increase employment		Help households to no longer be cost-burdened
	Help SMBs to become financially stable		
	Create a fashion/ arts district		

INVESTATLANTA

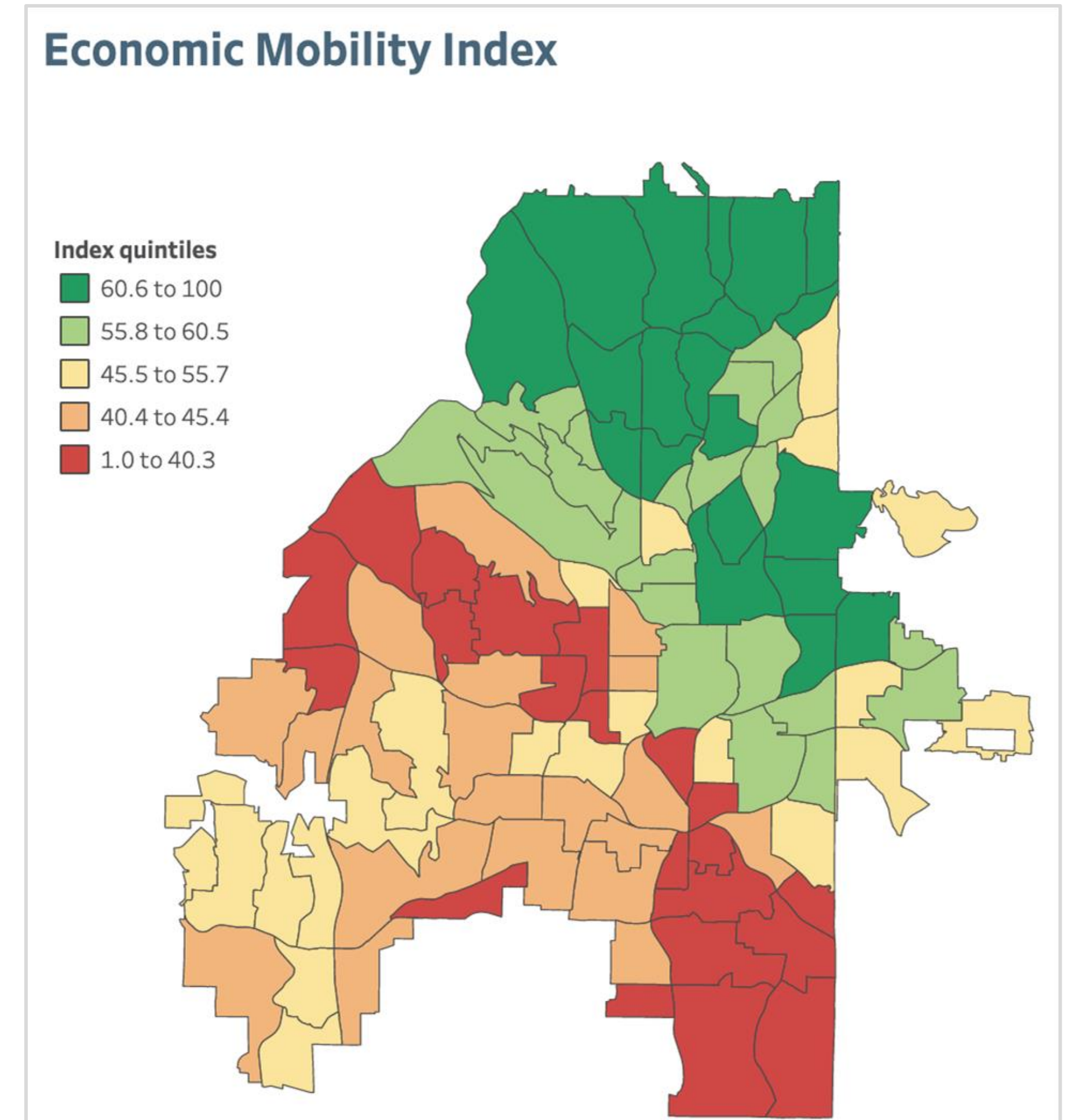
The One Atlanta Economic Mobility, Recovery and Resiliency Plan is our plan to support the Southside.



The Economic Mobility Neighborhood Map and Index illustrates how economic mobility pathways are operating within the City.

- People-based pathways, such as access to stable housing
- Place-based pathways, such as neighborhood social capital
- Economic Systems, such as access to middle wage jobs with benefits
- Education Systems, such as access to higher education.

	Southside	Northside
Avg Economic Mobility Score	42	56
Avg People-Based Score	41	57
Avg Place-Based Score	44	55
Avg Economic Systems Score	43	55
Avg Education Systems Score	41	57



***Southside = neighborhoods below I-20; NPUs: H I P R S T V X Y Z.** The Southside's most disinvested neighborhoods are in the following neighborhood planning units: R, S, X, Y and Z, and parts of P (NSA P06), T (T01), and V (V02, V03 V04).

Support for Small Businesses

Resurgence Fund: This fund distributes federal grants to small businesses impacted by measures taken to control COVID-19. Eligible businesses may be awarded reimbursable grants of up to \$40,000, plus a credit of up to \$10,000 of additional technical assistance, to reimburse costs associated with adapting business operations.

- Total Approved: 549

Business Continuity Fund: Provides support for local small businesses in economic distress. The goal was to quickly provide funds for small businesses while State government, Federal government, and philanthropy mobilized additional resources.

- Total Approved: 13
- Total Amount Awarded: \$352,717

Support for Residents

creATL Fund: This fund provides direct grants to independent creative industry workers to help address lost income.

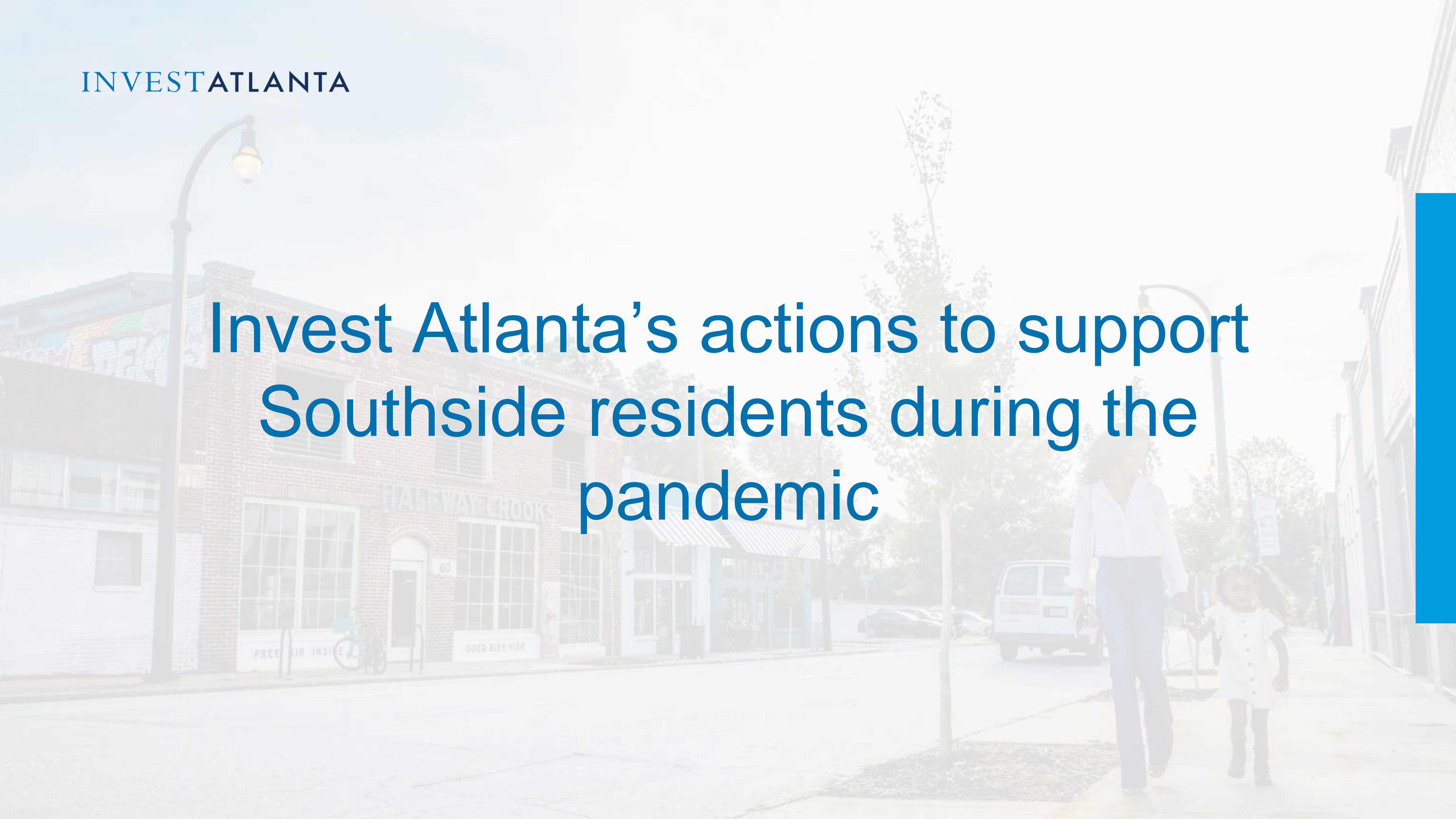
- Total Approved: 16
- Total Amount Awarded: \$16,000

Strength in Beauty Fund: This fund facilitates private philanthropic grants to the independent cosmetology workforce.

- Total Approved: 28
- Total Amount Awarded: \$28,000

INVESTATLANTA

Invest Atlanta's actions to support Southside residents during the pandemic

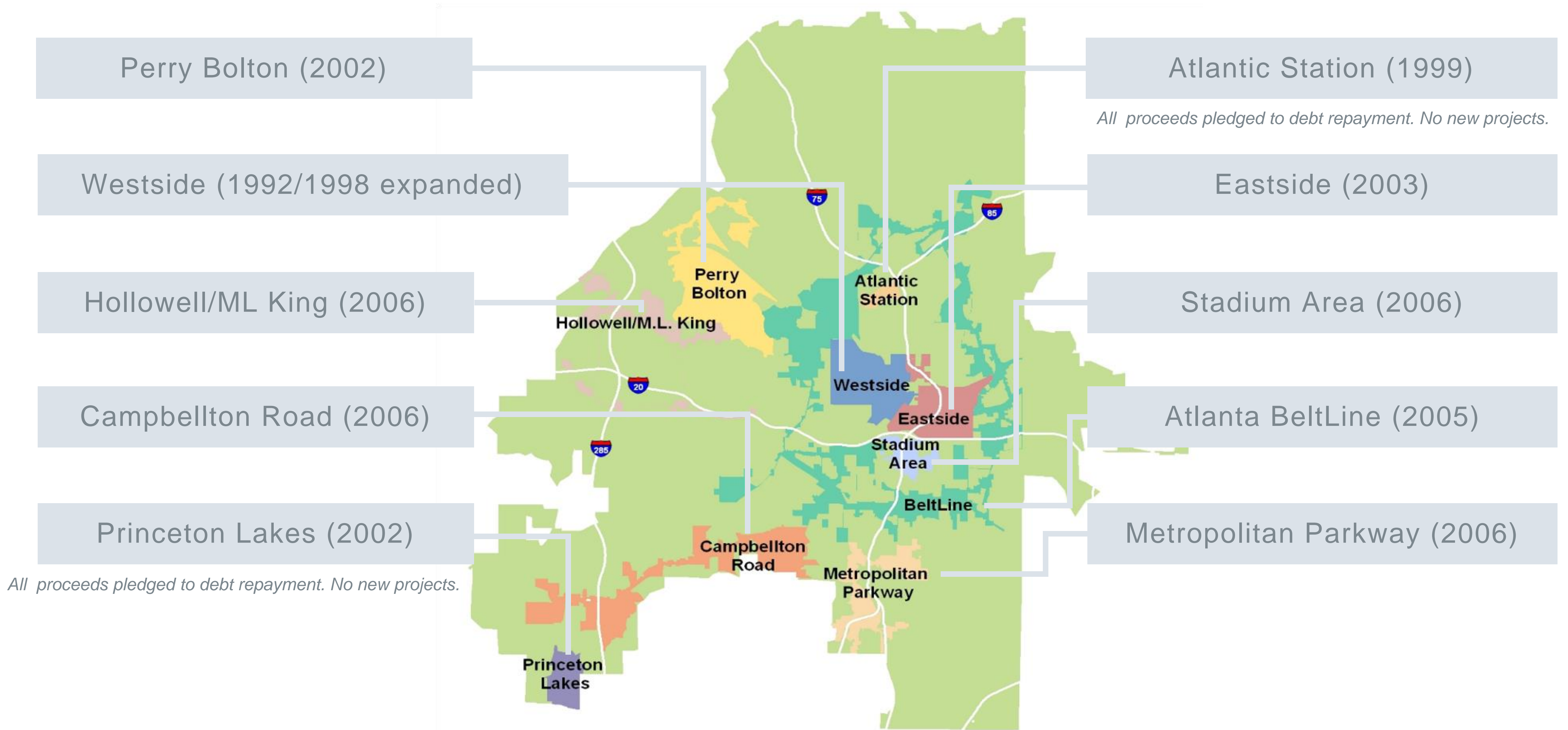


INVESTATLANTA

TAD Quarterly Update

December 15, 2020





INVESTATLANTA

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Jennifer Fine

Vice President, Planning & Strategic Initiatives

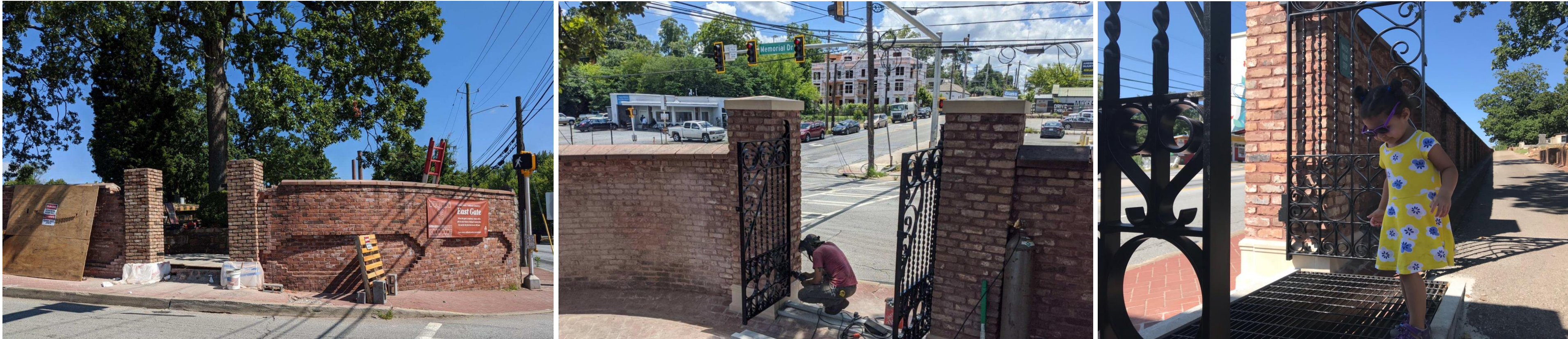
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oaksATL – English Avenue Multifamily, Westside



Historic Oakland Foundation, Eastside



Thrive Sweet Auburn – Community Empowerment Fund, Eastside



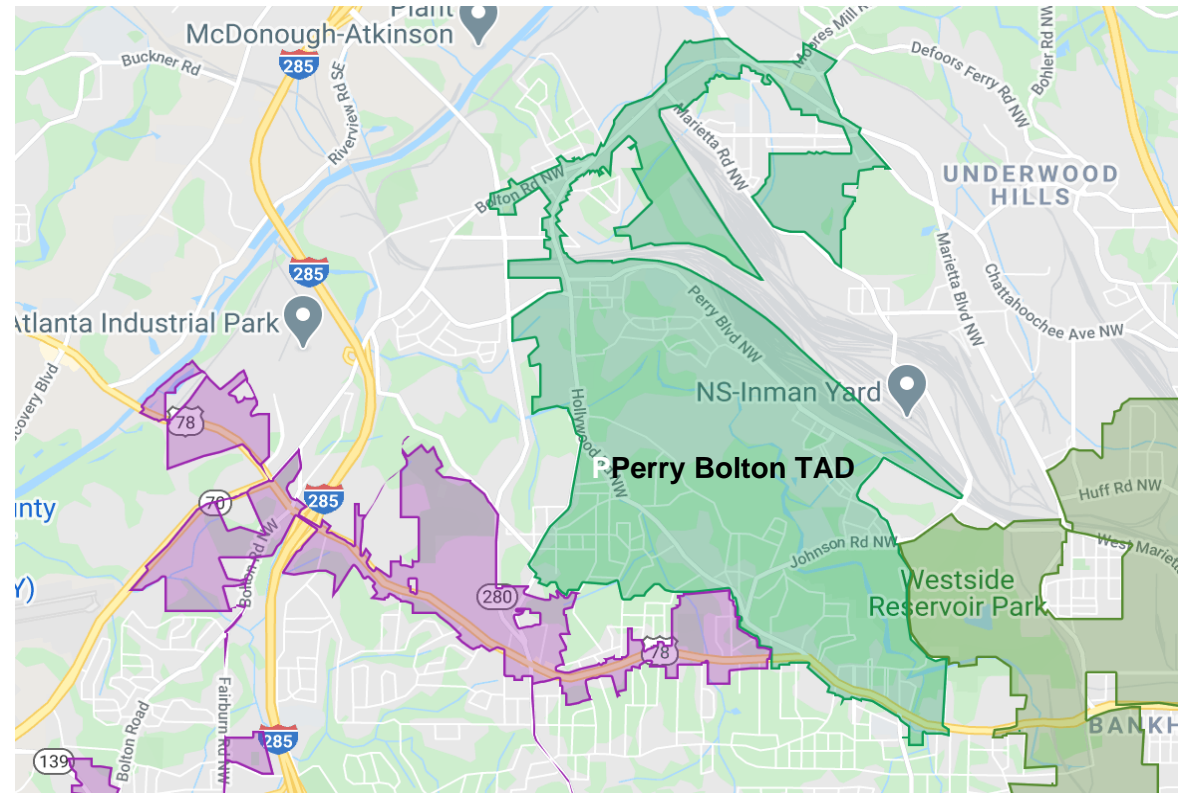
Hunter Pryor Street Enterprises – Small Business Improvement, Stadium Neighborhoods



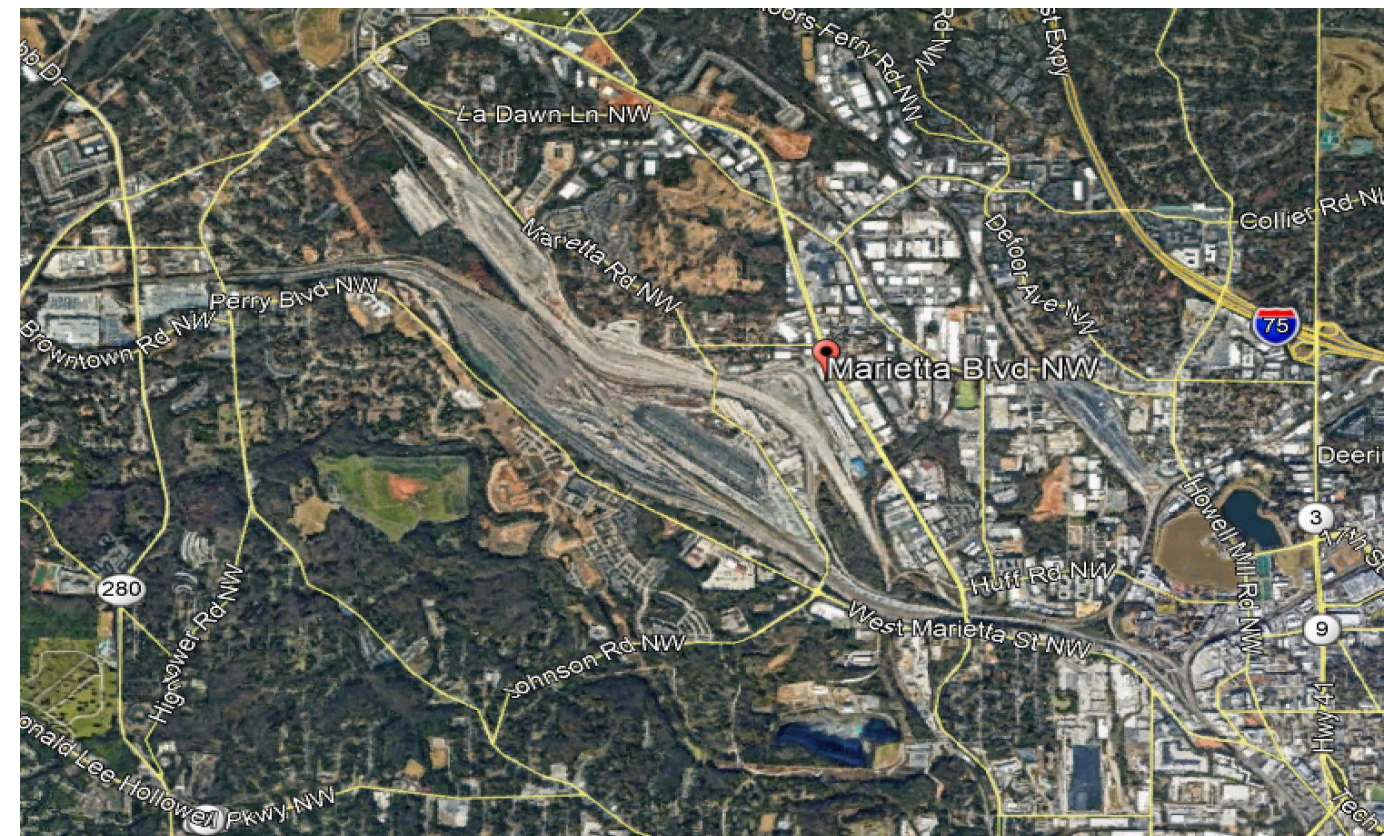
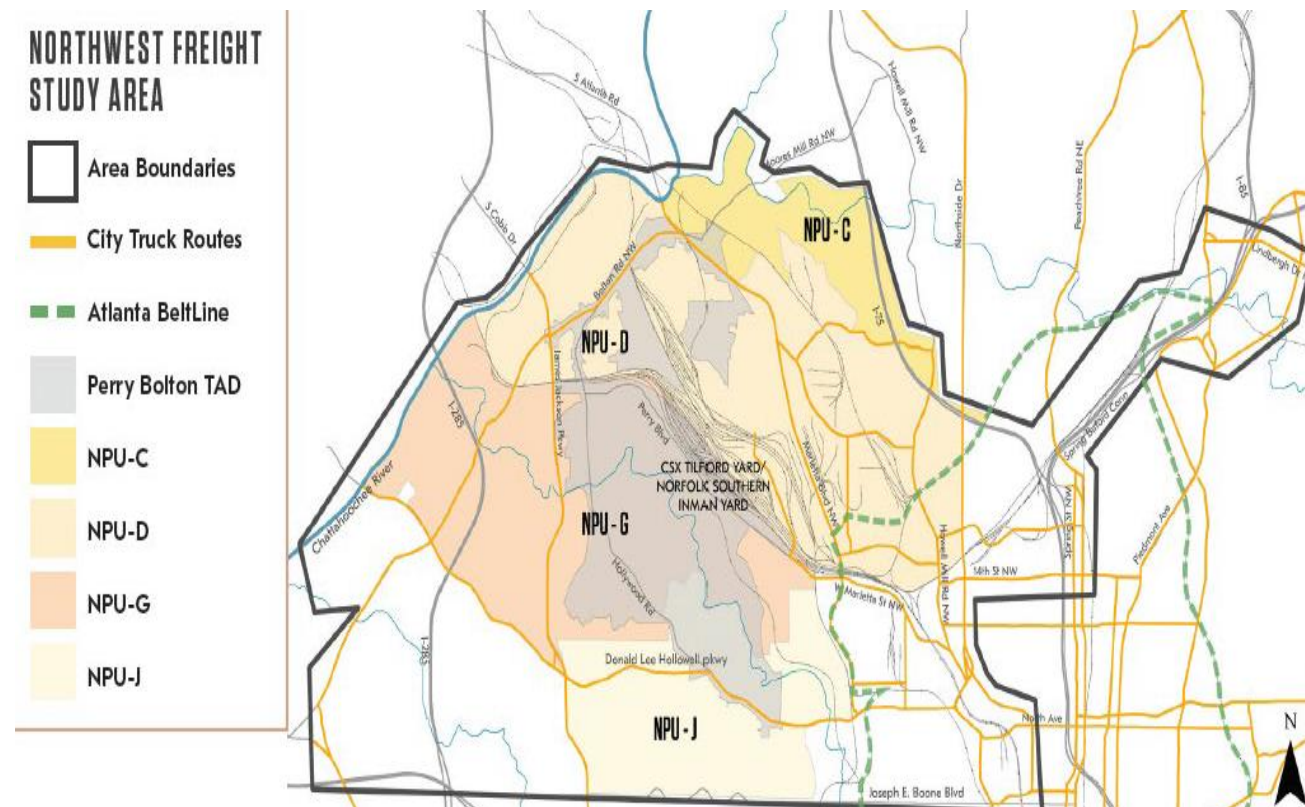
905 James Jackson Pkwy– Small Business Improvement Grant, Hollowell-ML King



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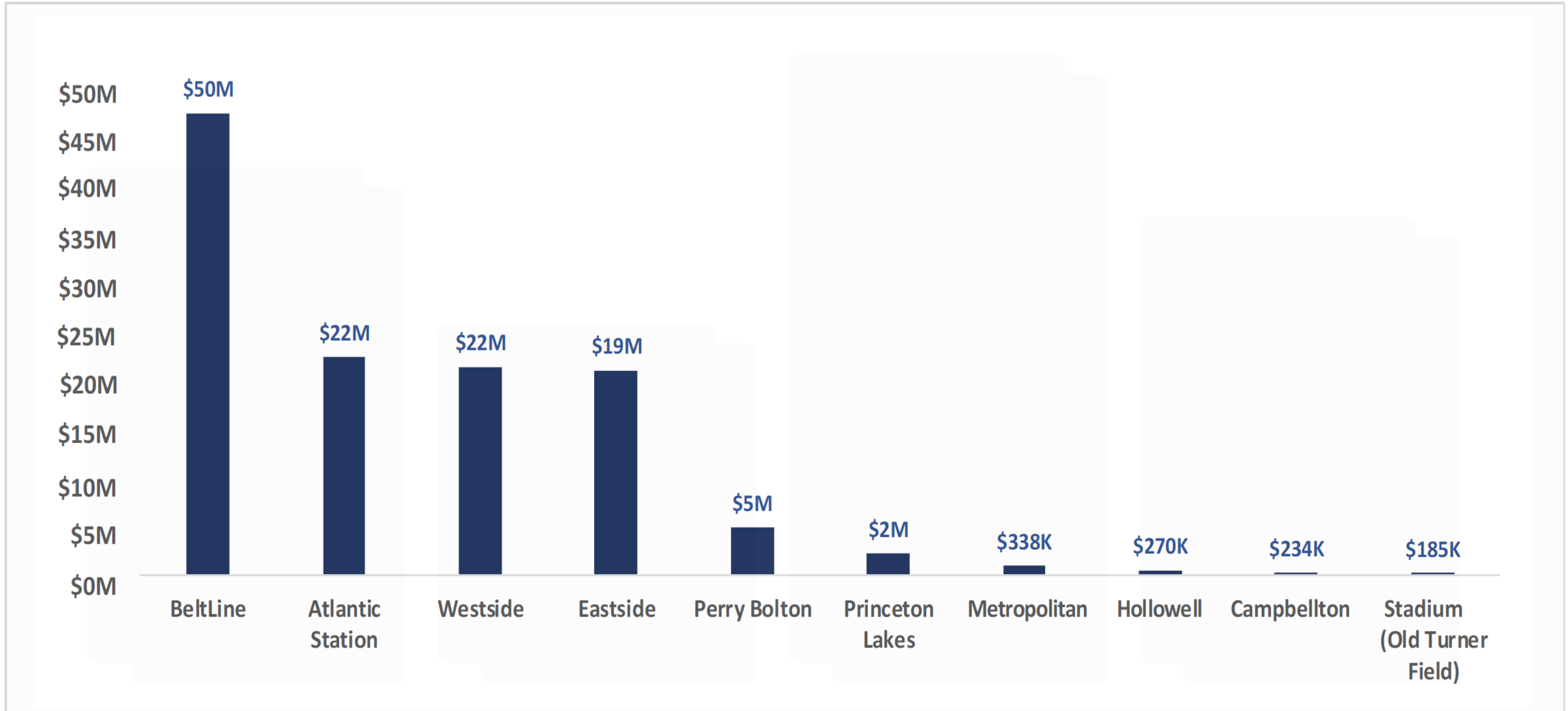
Mortgage Assistance Fund, Perry Bolton



NW Corridor Freight Plan, Perry Bolton

How much tax increment was collected in 2019?

Reporting in Millions





FEDERAL OPPORTUNITY ZONES

Mama Mia
PIZZA, WINGS, SALADS & SUBS
404-221-9296



HISTORY OF FEDERAL OPPORTUNITY ZONES

- 2017 Tax Cuts and Jobs Act
- Governors designated 25% of distressed census tracts as Opportunity Zones
 - 20% poverty rate and less than 80% AMI
- NOT to be confused with the State Opportunity Zone Tax Credit

8,700+

OPPORTUNITY ZONES
IN THE UNITED STATES

260

OPPORTUNITY ZONES
IN GEORGIA

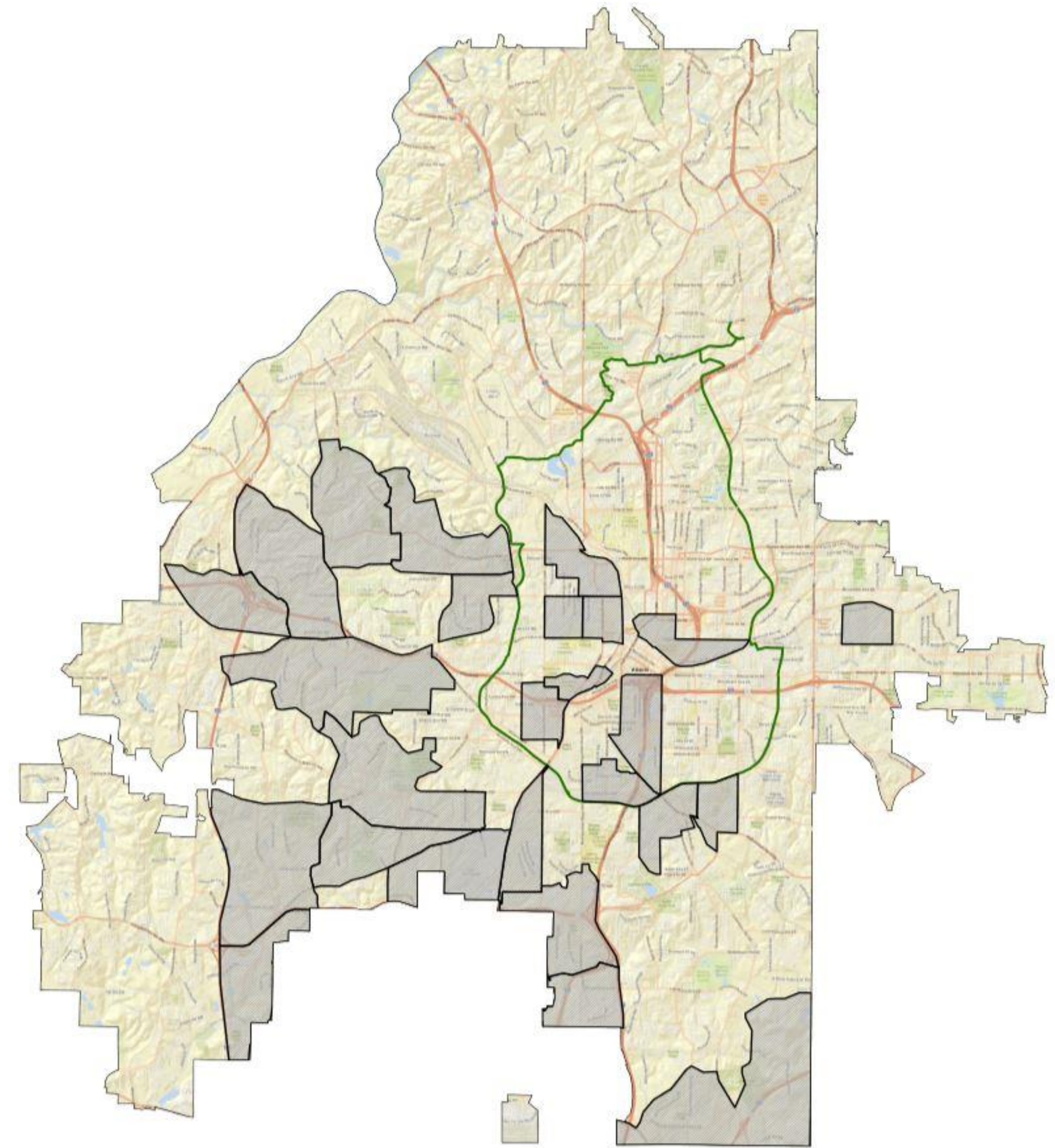
26

OPPORTUNITY ZONES
IN THE CITY OF ATLANTA

ATLANTA'S OPPORTUNITY ZONES

The Mayor & Invest Atlanta strategically selected OZs primed for economic growth and comprehensive economic development.

There are 26 Opportunity Zones in the City of Atlanta, mostly located in the south and southwest areas of the city.

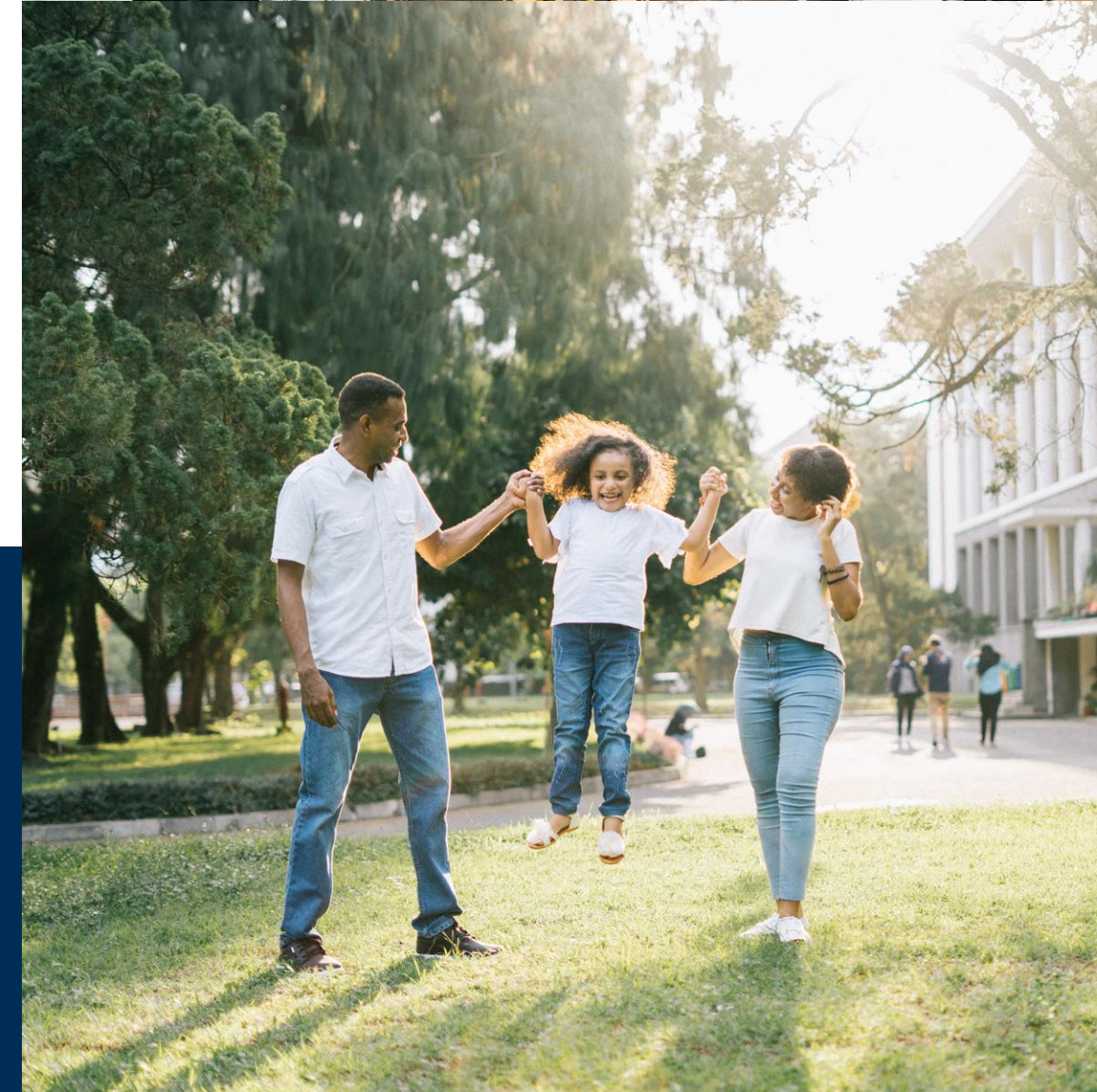


INVESTATLANTA

APPENDIX

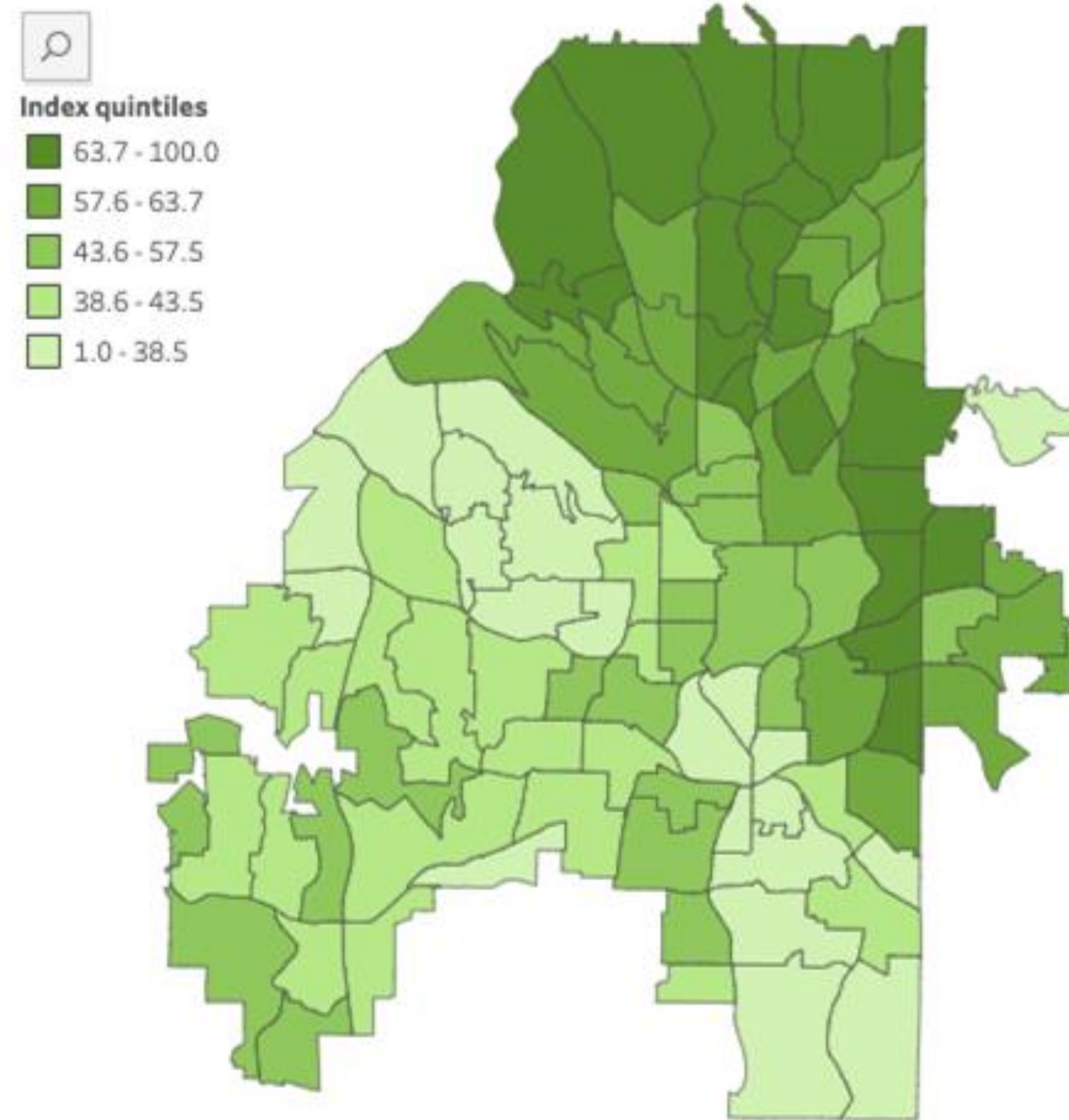
Community Development/Human Services Committee

New Initiatives and Program Updates
December 15, 2020

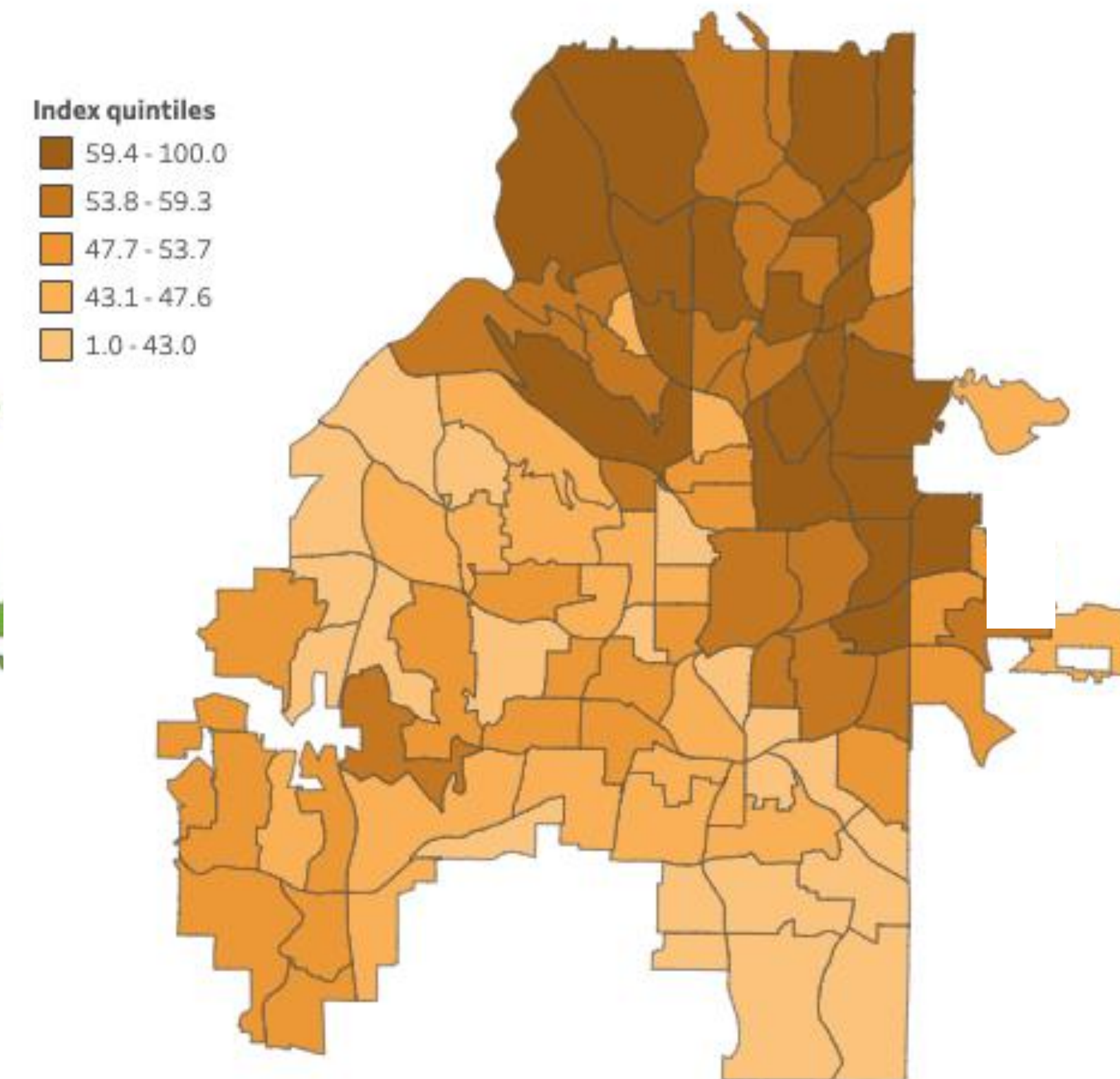


	Southside	Northside
Median Household Income	\$32,000	\$80,000
Financially Unstable Families	55%	21%
Unemployment Rate	14%	6%
Cost-Burdened Families	49%	36%
Homeownership Rate	36%	47%
Avg # Yearly Violent Crimes	103	53
Access to Transit	7%	19%

People-Based Index

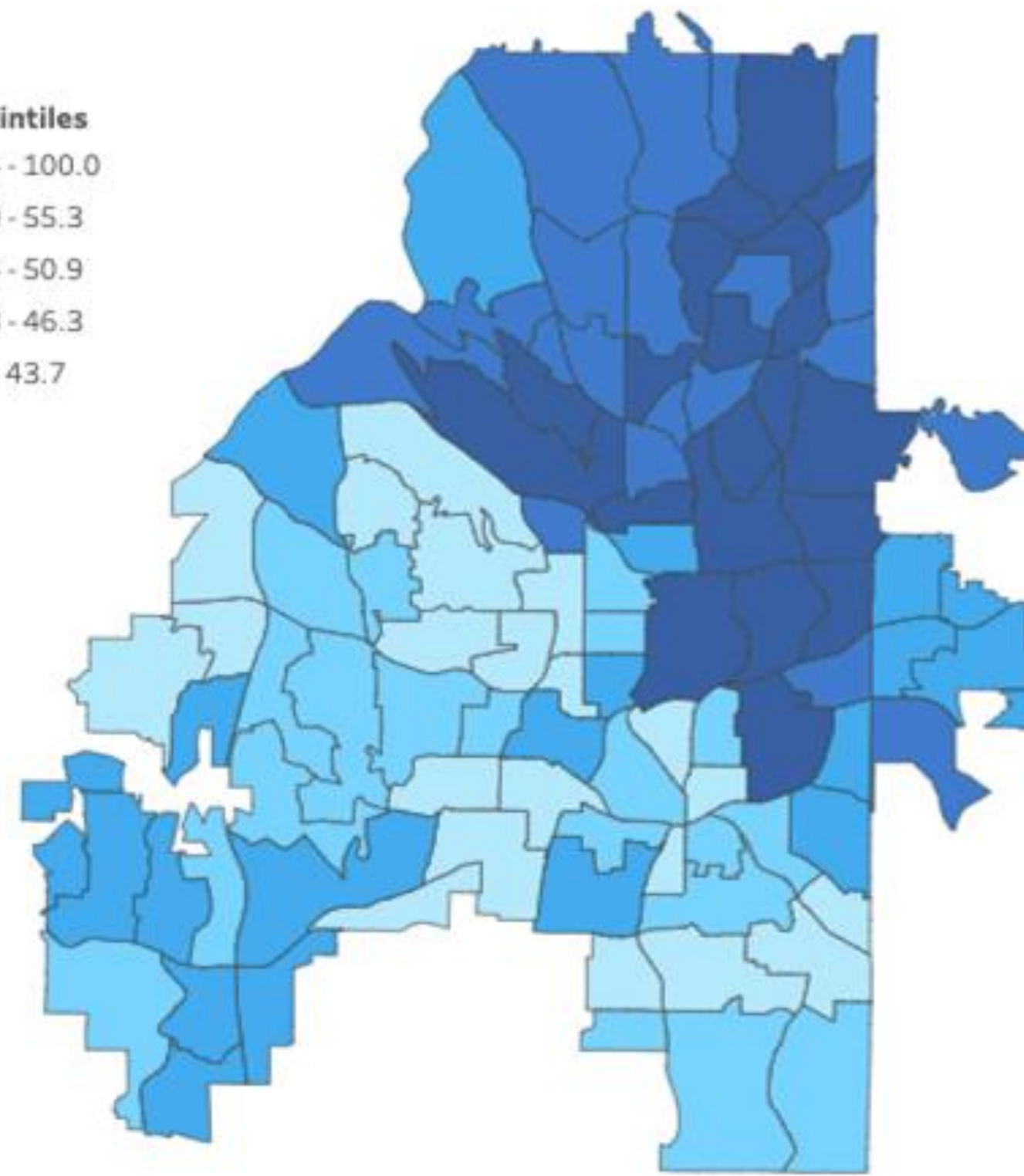
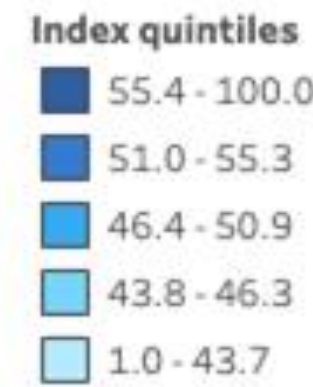


Place-Based Index

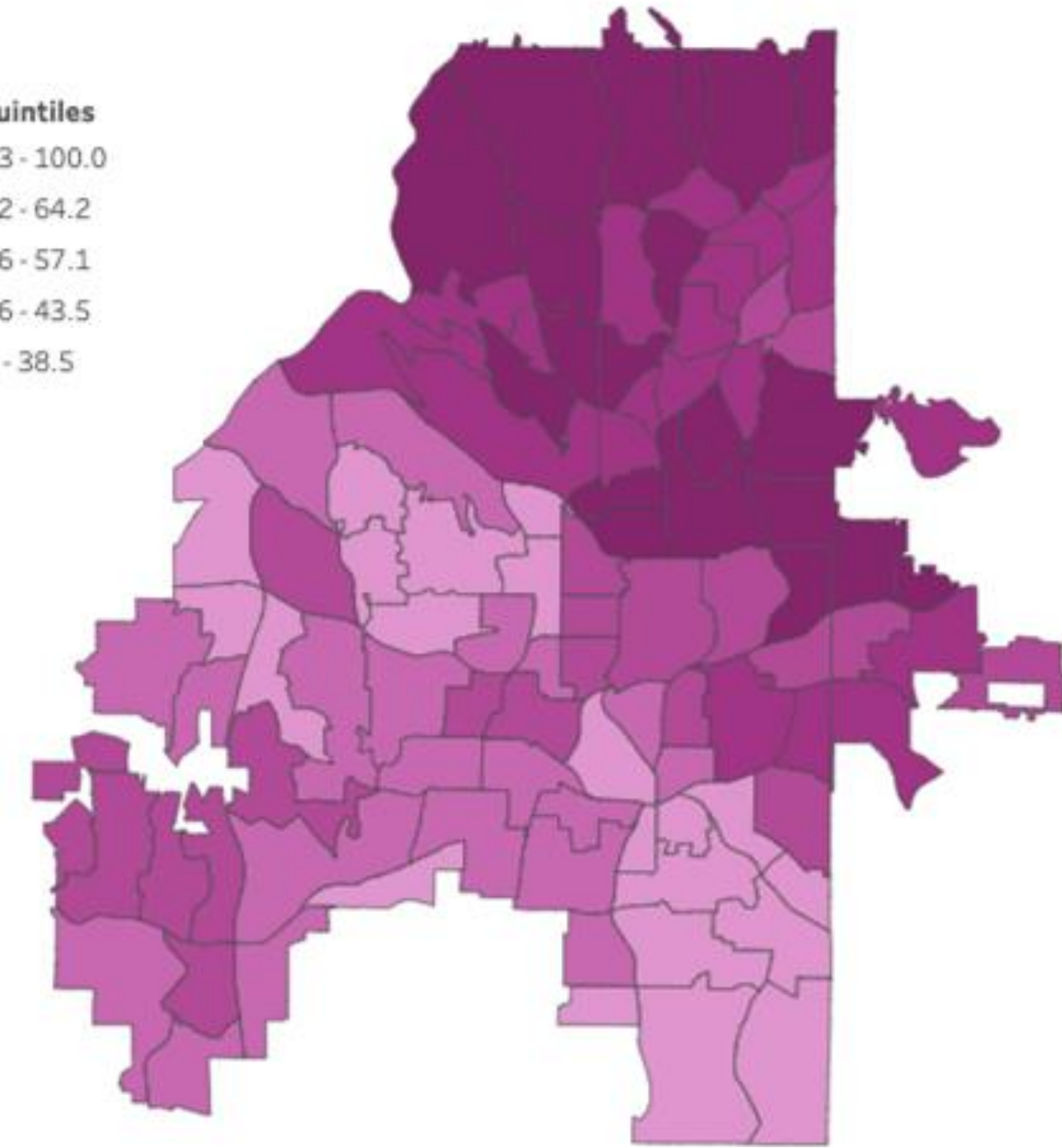
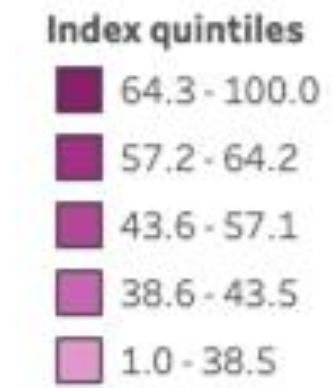


	Southside	Northside
Workers Earning a Living Wage	28%	61%
Avg Small Business Revenue	\$7,656,039	\$32,513,803
Students at a 3rd Grade Reading Level	23%	52%
Students on Track for College	21%	43%
High Educational Attainment	21%	62%

Economic System Index



Education System Index



INVESTATLANTA

Invest Atlanta's plans for the Southside



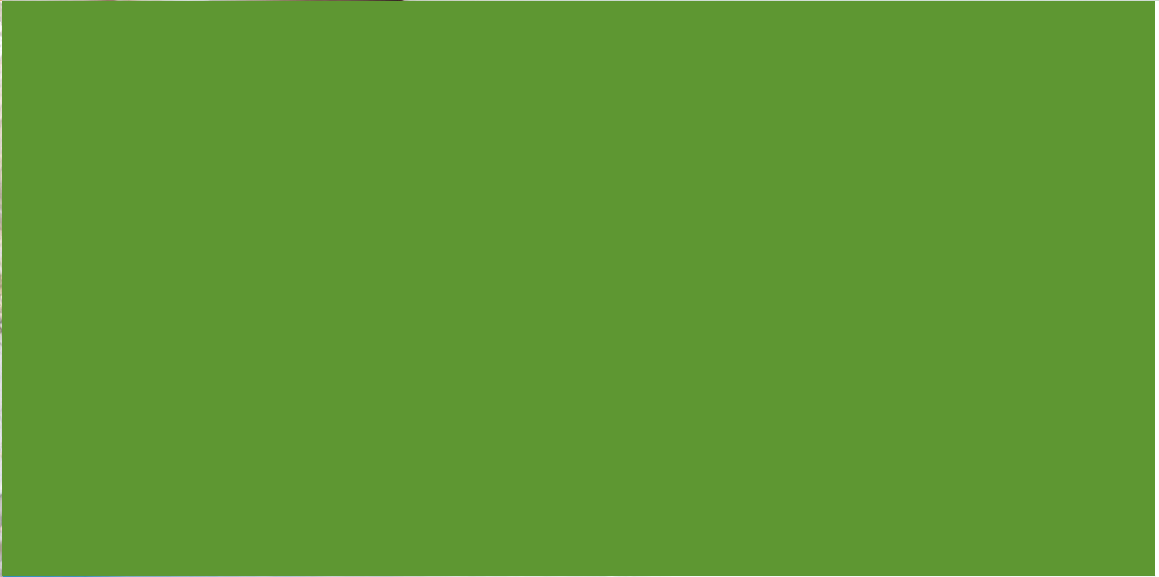
Economic Mobility Objective	Strategic Actions	Economic Mobility Objective	Strategic Actions
Creation of Good Jobs	Expand business retention, expansion and attraction program	Supporting Small Businesses	Create a coordinated capital fund to support transition of business ownership to employee-owned, cooperatively owned or community ownership models
	Create/modify/use financial levers/incentives to attract and retain businesses to the Southside		
Access to Good Jobs	Connect laid-off unemployed and underemployed workers with training and access to good and promising job opportunities		Create Small Business Anti-Displacement Program with more inclusionary zoning, down-payment assistance, displacement, business disruption grants and business resource fairs
	Encourage local hire		Create a Small Business Hub
	Develop career pathways/training programs for entry-level/low-paid workers		Support local buyer programs
Supporting Small Businesses	Continue/expand Storefront Rehabilitation Fund		

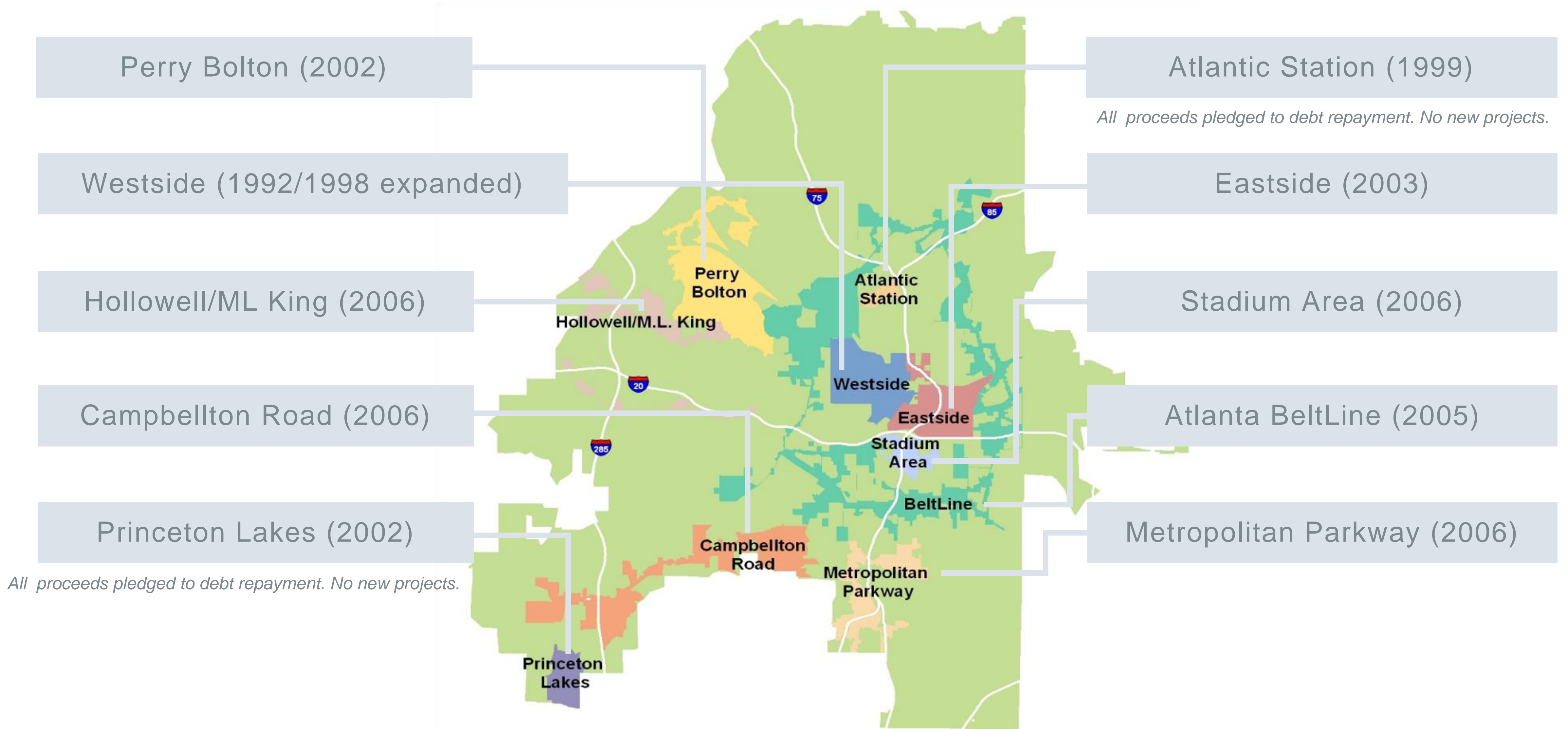
Economic Mobility Objective	Strategic Actions	Economic Mobility Objective	Strategic Actions
Neighborhood Investment	Attract additional funding sources (e.g. CDFIs)	Access to Affordable Housing	Support expansion of a housing anti-displacement fund
	Expand access to healthy/fresh foods		Continue to provide funding for single-family development
	Develop a creative district to support fashion designers, artists and entrepreneurs		Provide technical assistance for single-family developers
Access to Affordable Housing	Continue to provide/expand down-payment assistance		Support expansion of Housing Choice Vouchers
	Support housing-related training for seniors		Expand the Community Builders program
	Continue/expand owner-occupied rehabilitation fund		

INVESTATLANTA

Finance/Executive Committee

Program Updates
December 16, 2020





INVESTATLANTA

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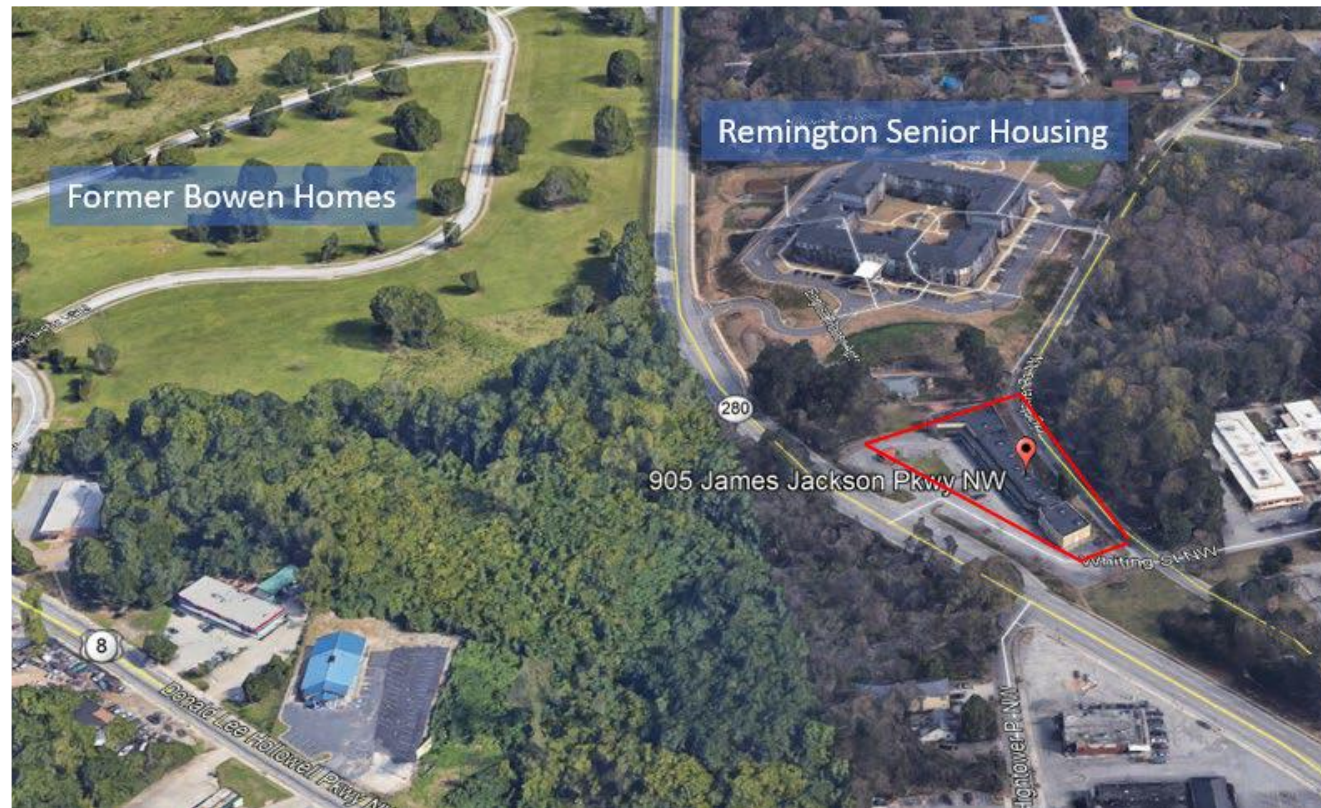
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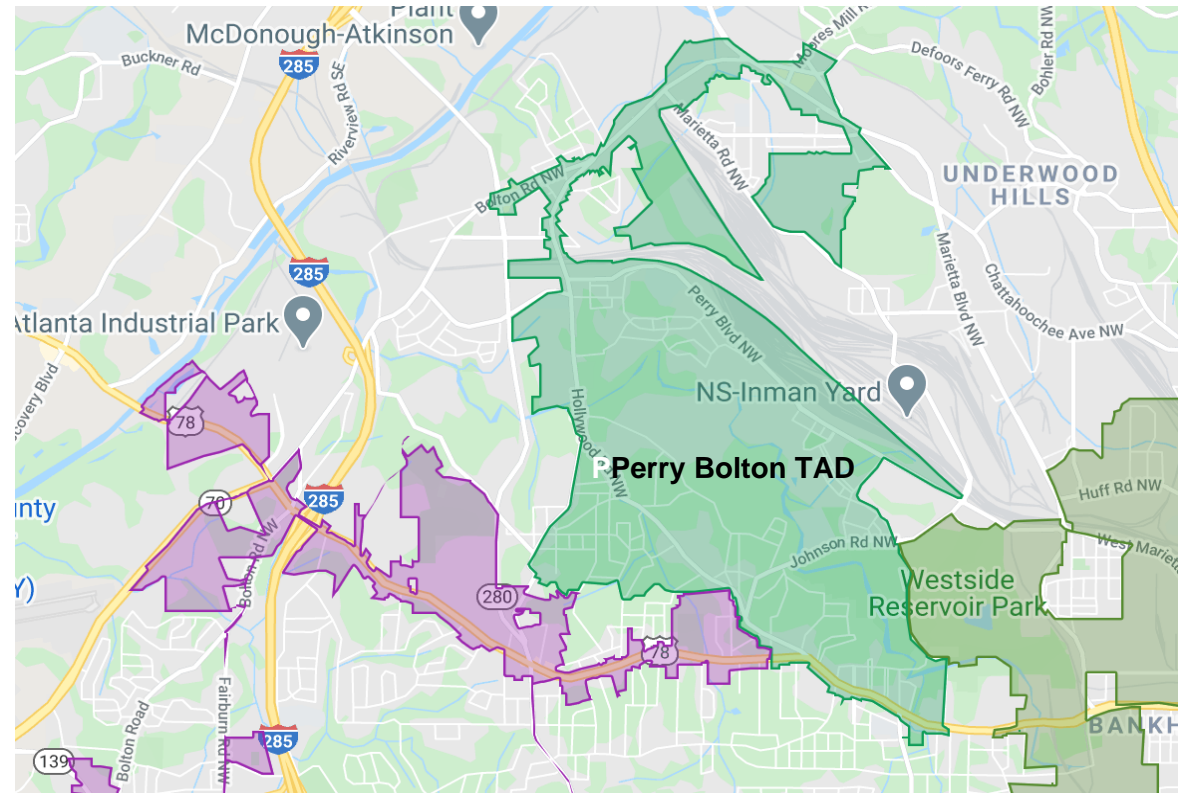
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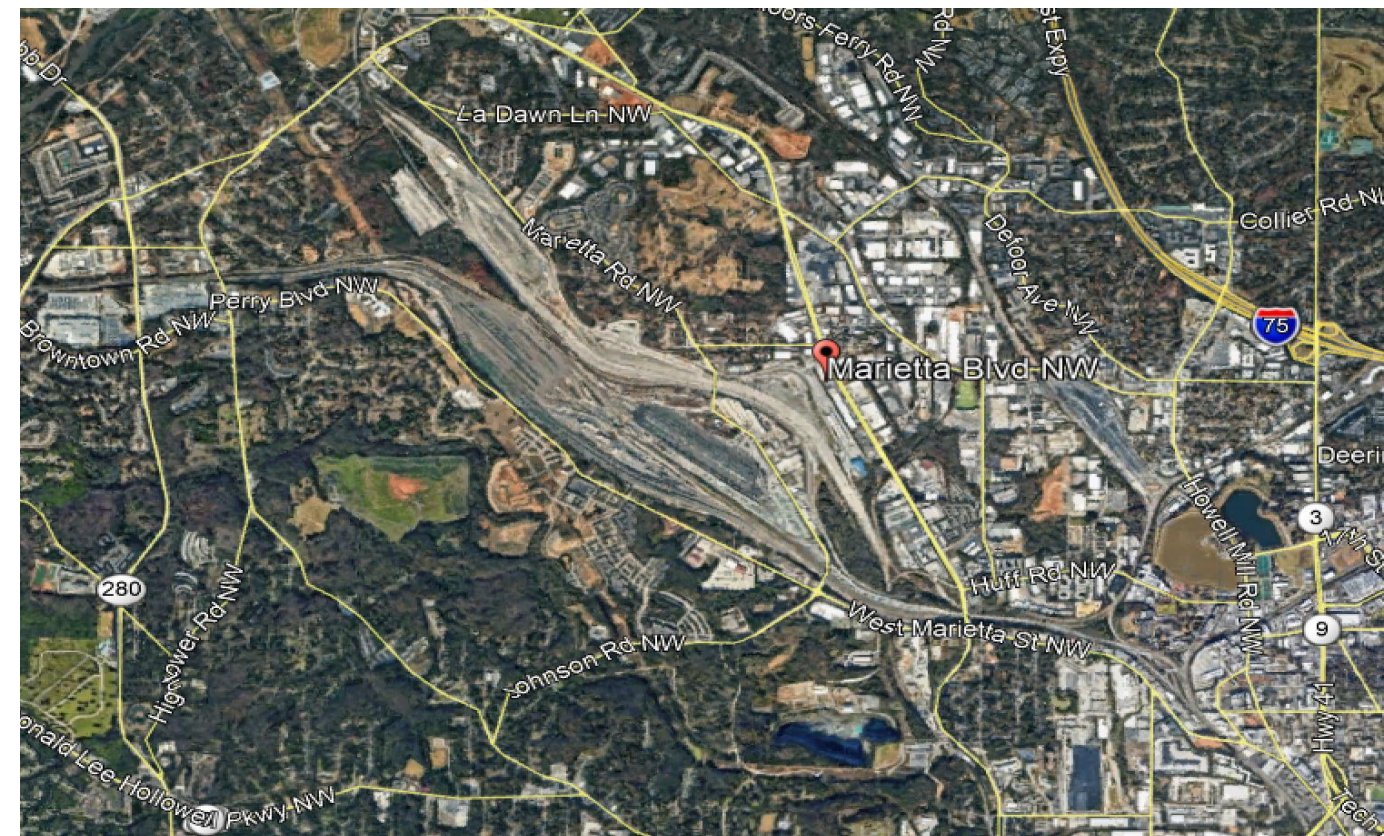
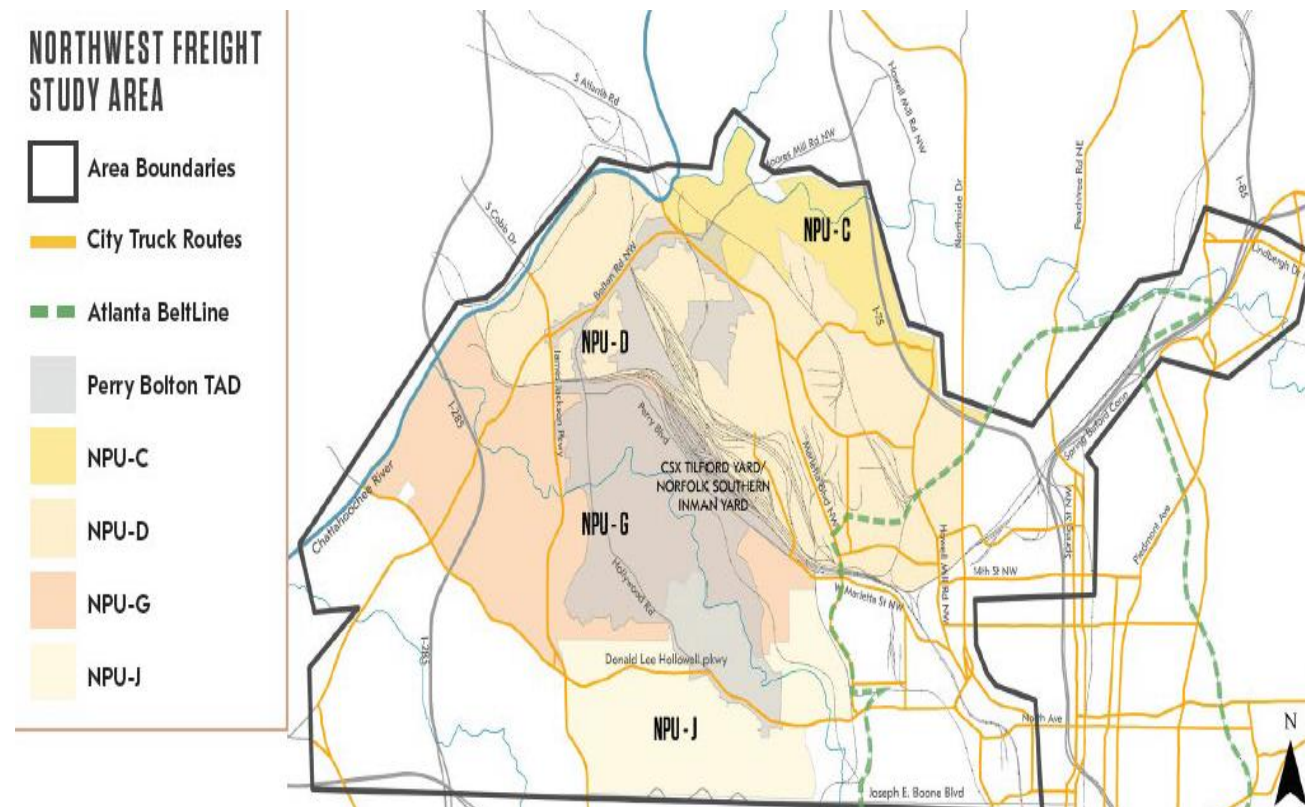
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NW Corridor Freight Plan, Perry Bolton

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