



Invest Atlanta FY 2021 Budget Presentation

May 20, 2021

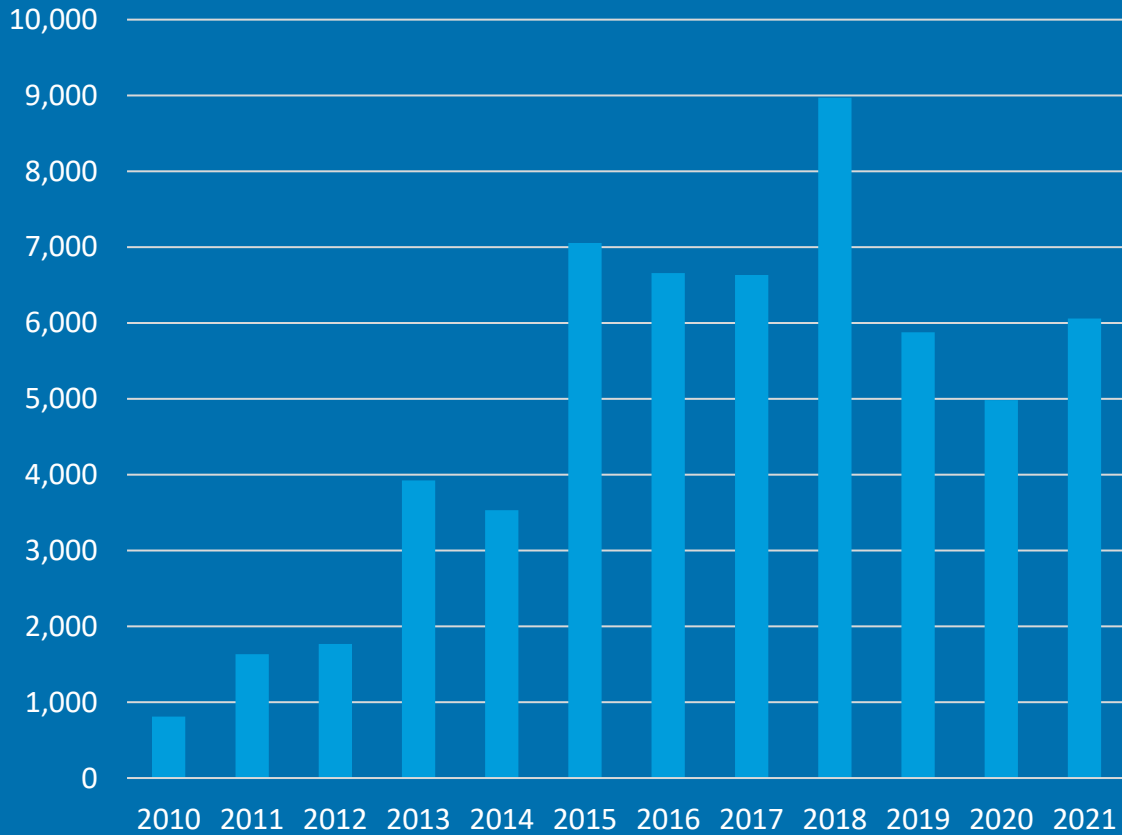




JOB CREATION & CAPITAL INVESTMENT

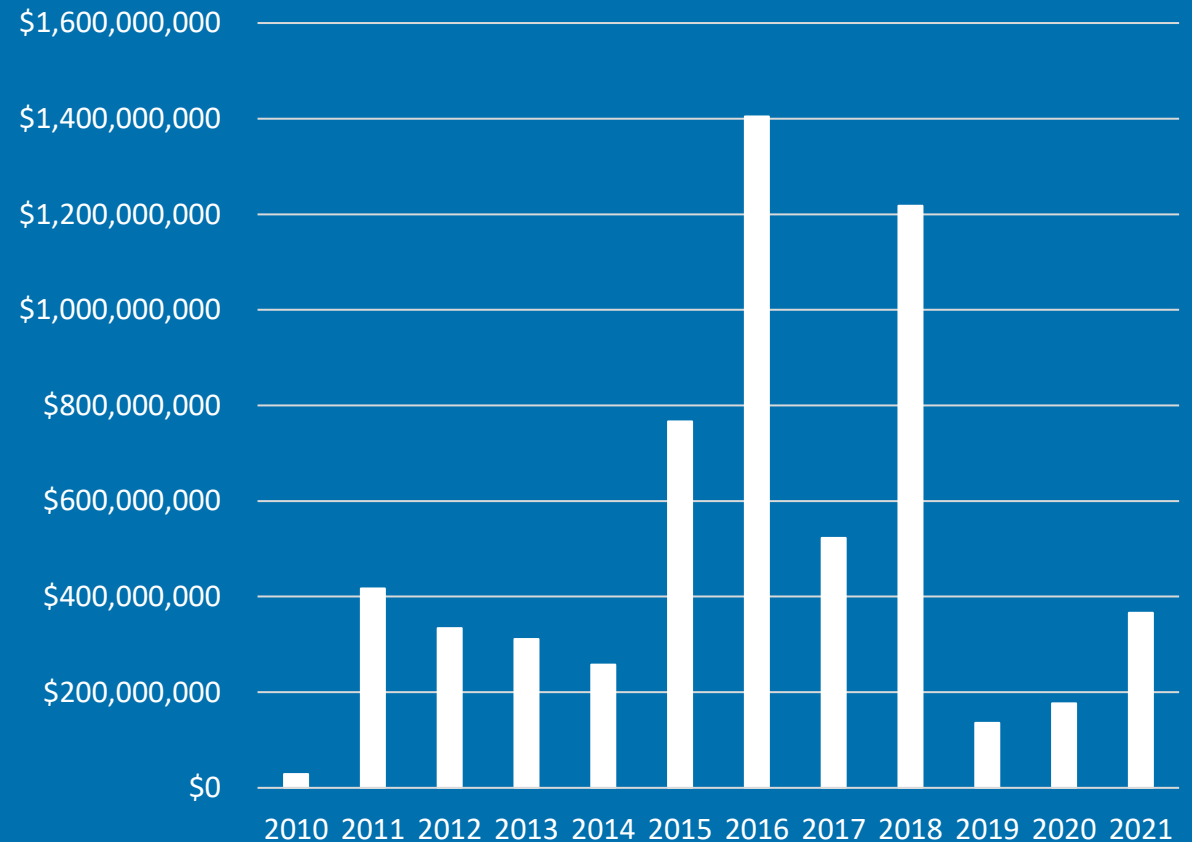
FROM 2010 – PRESENT

JOB CREATION



56,462 Jobs Created

TOTAL CAPITAL INVESTMENT



\$5.9 B of New Investment



2020 ECONOMIC DEVELOPMENT RESULTS

\$1.69 Billion in Total Economic Impact



\$756M

4,741

72

Total Capital Investment

New Jobs Created or Retained

Small Business Loans Provided



2020 BUSINESS ATTRACTION, RETENTION & EXPANSION EFFORTS





PROGRAMMING & OUTREACH

40

Online Small Business Events since going virtual

4,777

Registrants for Invest Atlanta's Online Events

2,873

Attendees for Invest Atlanta's Online Events

Figures represent Invest Atlanta Economic Development Webinars from April 2020 to present.

District 11 Small Business Lending Webinar
Thursday, November 5, 2020
4:00 - 5:00 p.m.

Marci Collier Overstreet
Council Member, District 11
City of Atlanta

Nathan Regan
Senior Vice President
Economic Development
Invest Atlanta

Lonnie Saboor
Director
Small Business Development
Invest Atlanta

Register online at <http://bit.ly/IAWebinar5>

WOMEN'S SMALL BUSINESS ROUNDTABLE

ALLIE YOUNG
Aunt Registry

JAMINE MOTON
Mayor Secretary

JASMINE CROWE
Good

TERRI BRADLEY
Brown Toy Box

YOLANDA OWENS
Real Team

Wednesday, March 31, 2021 from 4-5 p.m.
Register: <http://bit.ly/IAWebinar21>

Sweet Auburn Small Business Lending Webinar
Wednesday, September 30, 2020
4:00 - 5:00 p.m.

Amir Farakki
Council Member
City of Atlanta
District 2

Natalyn Archibong
Council Member
City of Atlanta
District 5

Dr. Elissa Klementich
President & CEO
Invest Atlanta

Nathan Regan
Senior Vice President
Economic Development
Invest Atlanta

Lonnie Saboor
Director
Small Business Development, Commercial Development
Invest Atlanta

Ashley Jones
Assistant Director
Invest Atlanta

Join Invest Atlanta to learn about opportunities and available incentives for small businesses in the Sweet Auburn Business District.

Register online at <http://bit.ly/SweetAuburn>

SMALL BUSINESS RESOURCES WEBINAR: PITTSBURGH YARDS

Thursday, April 1, 2021
4:00 - 5:00 p.m.
Register: <http://bit.ly/IAWebinar20>

Hosted in partnership with:
JOYCE SHEPERD
Council Member
District 12

CHANTELL GLENN
Program Associate
The Annie E. Casey Foundation

PITTSBURGH YARDS

Summerhill Small Business Lending Webinar
Wednesday, August 26, 2020
4:00 - 5:00 p.m.
Registration Required

Carla Smith
Councilmember,
District 1,
City of Atlanta

Nathan K. Regan
Senior Vice President,
Economic Development,
Invest Atlanta

Ed Smith, PhD
Manager,
Opportunity Zones
& Southside,
Invest Atlanta

Lonnie A. Saboor
Director,
Small Business
Development,
Invest Atlanta

COVID-19 RESPONSE



“Invest Atlanta was a **huge comfort** to me. The fund helped me keep things afloat. And here we are, months in, and still not back to normal. So the fund has really helped.”

Jasmine Smith
Strength in Beauty Relief Fund



“The BCLF has given us the space to think **longer term** and **bigger picture**.”

Lara Smith, Dad’s Garage
Business Continuity Loan Fund



ECONOMIC DEVELOPMENT RESULTS

REPORTING DATA 2010 - PRESENT

57,914

FULLTIME JOBS CREATED

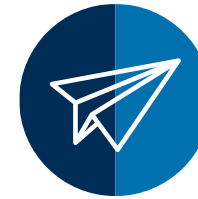
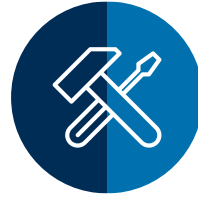
\$5.9B

TOTAL CAPITAL INVESTMENT

210

SMALL BUSINESS LOANS
APPROVED

\$20.7B IN NEW ECONOMIC OUTPUT



- ECONOMIC MOBILITY STRATEGY
- BUSINESS ATTRACTION EFFORTS
- BUSINESS RETENTION & EXPANSION EFFORTS
- SMALL BUSINESS LENDING
- SMALL BUSINESS RESOURCES
- SOUTHSIDE REDEVELOPMENT
- WORKSOURCE INTEGRATION
- CARES ACT CLOSE OUT
- MIDDLE WAGE JOB FUND
- ECONOMIC OPPORTUNITY FUND (EOF)
- CENNENTIAL YARDS (THE GULCH) DEVELOPMENT
- PACE ENERGY EFFICIENCY



FY 2021 BUDGET REQUEST

Economic Development Services

\$ 3,000,000

- Small Business Lending and Advocacy, BRE, Creation & Innovation, Attraction, Marketing

Implementation of the One Atlanta Economic Mobility Plan

\$ 350,000

- Economic Mobility Plan, E3 Strategy, Southside Initiatives

WorkSource Atlanta Implementation

\$ 150,000

- Employment and Training, Paid Work Experience, Supportive Services, Retention Program

TOTAL REQUEST

\$ 3,500,000



Appendix

FY 2021 Budget Presentation
May 20, 2021



Our Mission

To Advance Atlanta's Global Competitiveness by Growing a Strong Economy, Building Vibrant Communities and Increasing Economic Prosperity for All Atlantans.

Our 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, Regardless of Their Zip Code.

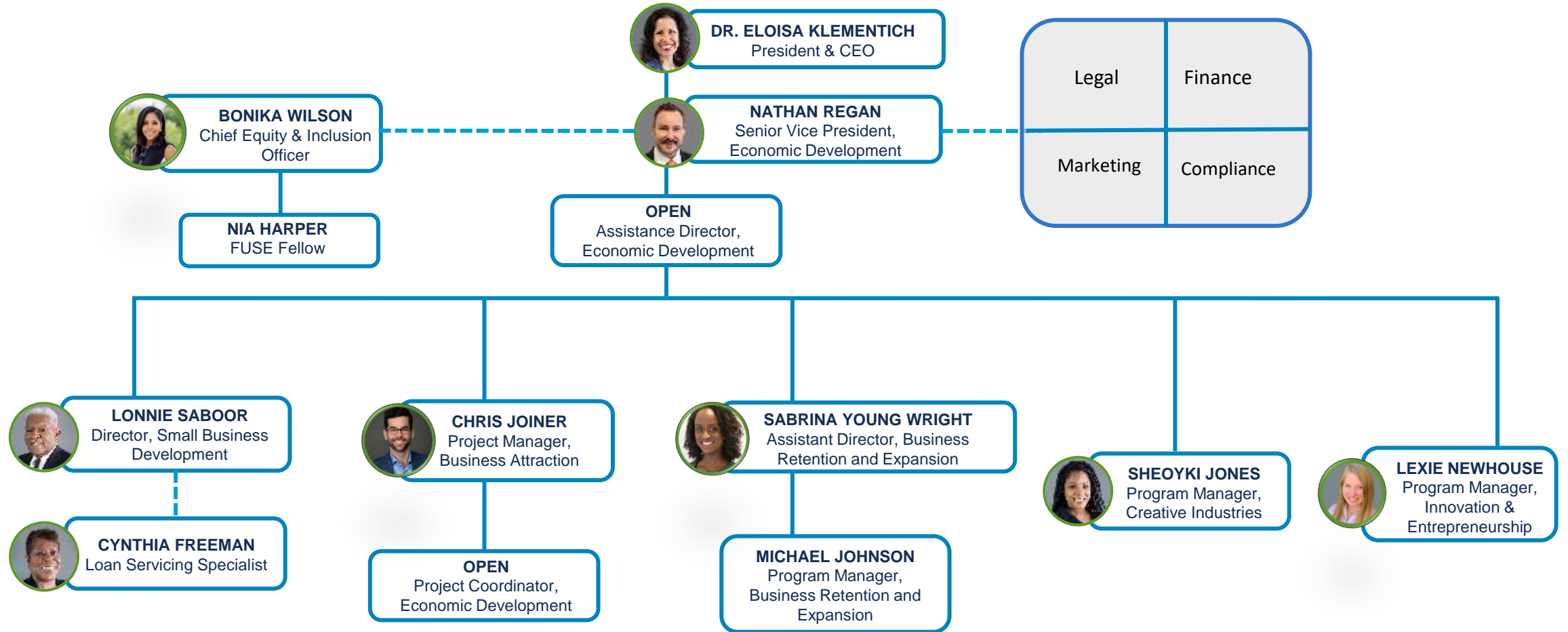
Our Vision

TO MAKE ATLANTA
THE MOST
ECONOMICALLY
DYNAMIC AND
COMPETITIVE CITY
IN THE WORLD.



ALL OF US WORKING TOWARD ECONOMIC PROSPERITY

ECONOMIC DEVELOPMENT TEAM

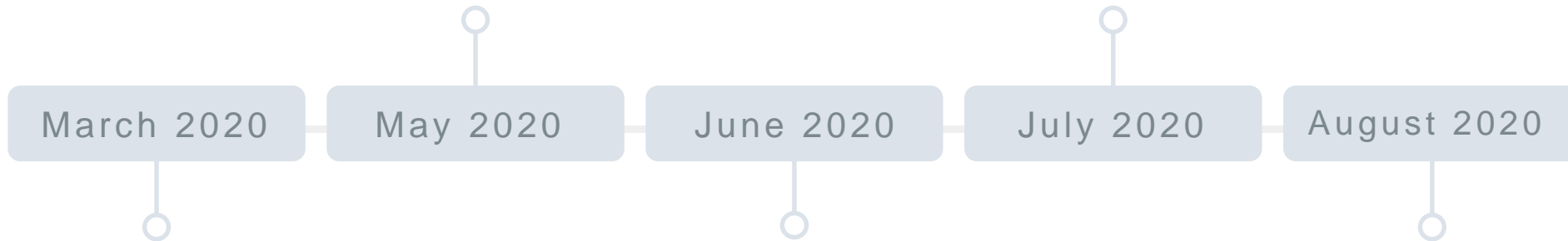




COVID-19 RESPONSE TIMELINE

**Strength in Beauty
(SiB) Relief Fund**
\$1,000 Grants to Licensed
Cosmetology Professionals

City of Atlanta (CoA) Recovery Fund
Up to \$10,000 Grants to Small
Businesses Impacted by Otherwise
Peaceful Demonstrations



**Business Continuity
Loan Fund (BCLF)**
Up to \$30,000 Loans to
Small Businesses

creATL Relief Fund
\$1,000 Grants to
Independent Creatives

Resurgence Grant Fund
Up to \$40,000 Grants plus a Credit
up to \$10,000 in Technical
Assistance to Small Businesses



COVID-19 RESPONSE IMPACT

\$20.3 M

COVID-19 Related
Grants Committed

827

Applications Approved for
COVID-19 Programs

9,365

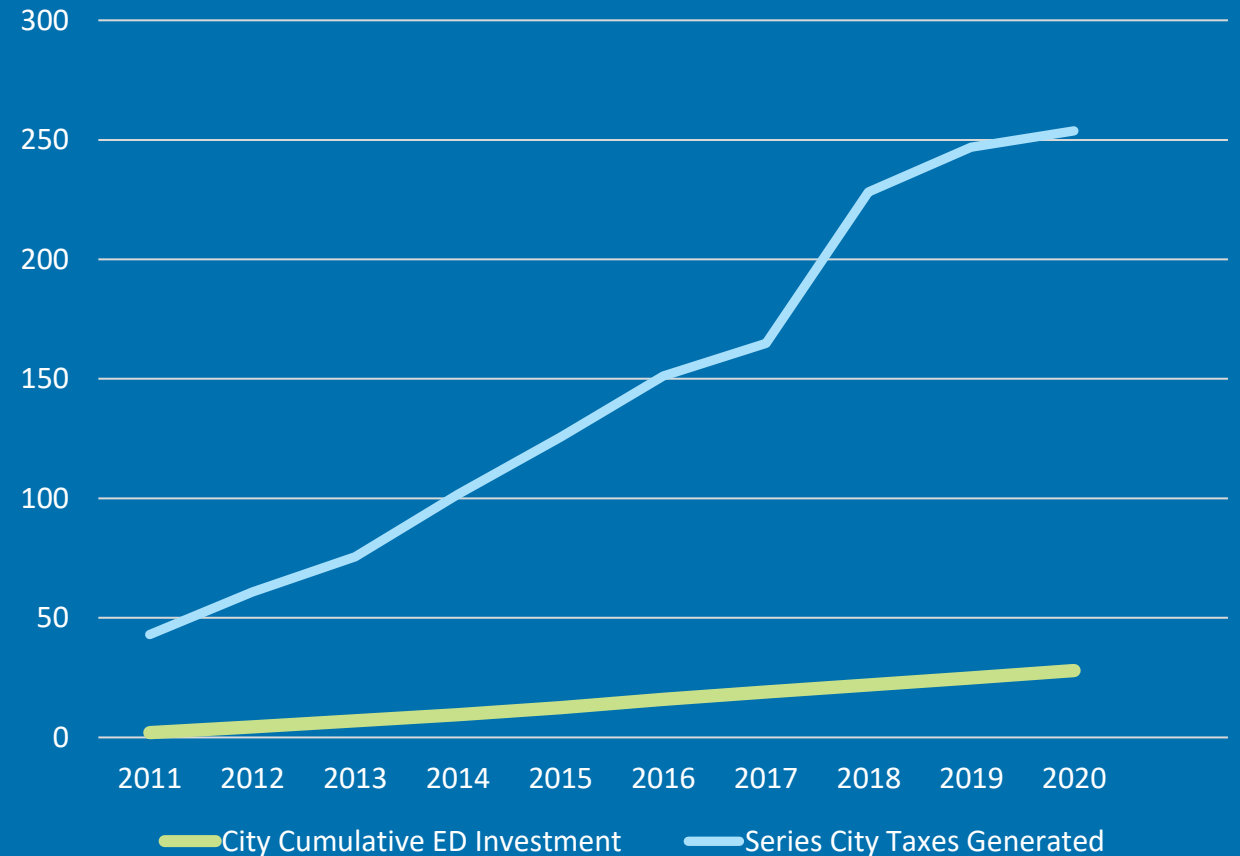
Jobs Affected Through
COVID-19 Programs

Over 347,000 people were reached through email, webinars, postcards and other tools, and the media strategy exceeded 27 million impressions.



CITY TAX REVENUE ROI

ED PROGRAM FUNDING
HAS ACHIEVED A
\$9 TO \$1 TAX ROI





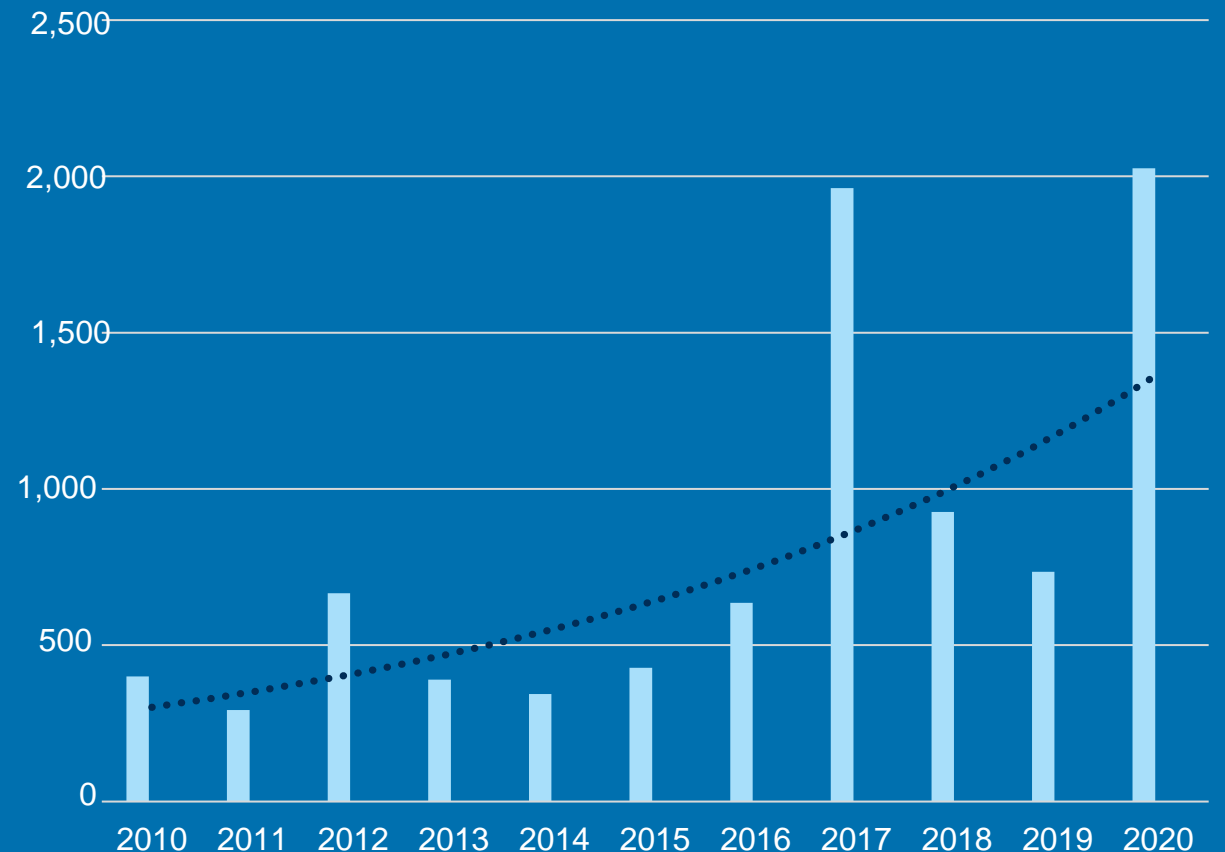
COMMUNITY DEVELOPMENT

2010 - 2020

INVEST ATLANTA
PROGRAMS HAVE CREATED
**13,856 MULTIFAMILY UNITS,
INCLUDING 8,969
AFFORDABLE UNITS**

65% Affordable and 35% Market Rate

AFFORDABLE HOUSING CREATED





ECONOMIC & COMMUNITY DEVELOPMENT RESULTS

56,462

FULLTIME JOBS CREATED

\$10.6B

TOTAL CAPITAL INVESTMENT*

213

SMALL BUSINESS LOANS
APPROVED

\$26.2B IN NEW ECONOMIC OUTPUT*

DATA FROM 2010 – PRESENT

*Figures also include Community Development