

INVESTATLANTA

# FEC Committee Quarterly Presentation

May 11, 2022



**16,811**

Licensed businesses in the city

**2,500**

Approximate number of businesses our programs will be able to support

**15%**

Of businesses supported in 3 years!



# New and Expanded Small Business Programs



Expansion of Existing Programming

Small Business Loan Program

Façade Improvement

New Programming

Small Business Hubs

Local Hire

PACE

Commercial Down Payment

New Programming thru 3rd Party Implementation

Technical Assistance & Platform

Small Business Grants

Permanent Affordable Commercial

Wells Fargo  
Centennial Yards  
ARP  
Other



  
**Small  
Business**



  
**Workforce  
Development**

**Program: Small Business, Non-Profits and Creative Talent Grants**

- **Outcomes:** Support small businesses, non-profits and creatives negatively impacted by COVID-19 access grant funding to survive, adapt and grow in a post-COVID environment.
- **Program Description:** Resurgence Grants, up to \$40,000, to small businesses & non-profits, and Elevate grants, up to \$20,000, to creative talent which are used for mitigating financial hardships and assisting to implement COVID-19 preventive mitigative tactics in the post COVID-19 environment.
- **KPIs:**

# of small businesses that are awarded a grant

# creative businesses that are awarded a grant


% vulnerable small businesses that apply and that are awarded a grant (by NPU)

# small businesses that become financially stable as a result of the support

# businesses that increase turnover (by more than 20%) and/or employment (and # of jobs) as a result of the support



Small Business

 \$12.5 million

**Program: Business Support Technical Assistance Network + Southside Small Business Support Hub**

- **Outcomes:** Physical small business hub(s) will support small businesses with a particular focus on the Southside neighborhoods.
- **Program Description:** Physical small business hub(s) will be created and staffed with Small Business Advocates and IA staff who will deliver a unified, impartial, customer-centered assessment and referral services for small businesses. A virtual portal will underpin and support the physical hubs and technical assistance network.
- **KPIs:**

Awareness of hub/service

Portal reach/engagement and # foot traffic through physical hub(s)

# small businesses, and % vulnerable small business engaged and navigated to support

# supported small businesses becoming financially stable, and/or increase turnover (by more than 20%) and/ or employment (and # of jobs) as a result of the support

Small business satisfaction levels with the navigation and support



Small Business



\$3.3 million

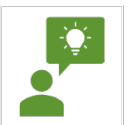
**Program: Permanently Affordable Commercial Space**

- **Outcomes:** Non-profit partners will acquire commercial space and lease it to small businesses, makers, and arts/cultural tenants who have been adversely impacted by COVID at below-market rates.
- **Program Description:** Program will create permanently affordable commercial space in LMI and/or gentrifying neighborhoods. Invest Atlanta will utilize ARP funds to help subsidize rent and require as a condition that the property be affordable to address the inequality of business access to affordable commercial space.
- **KPIs:**

# sqft. made permanently affordable (broken out by NPU)

# of businesses supported (financial impact, and % minority/female owned)

Portal reach and engagement and foot traffic through physical hub(s)



Small Business



\$4.2 million

**Program: Hiring and Jobs Program for Vulnerable Populations**

- **Outcomes:** Supporting residents from vulnerable populations access good and promising jobs.
- **Program Description:** Vulnerable populations, including people experiencing homelessness and reentry populations are supported to become job ready. Many of them are placed into paid work experiences, apprenticeships and or good/ promising jobs. Wrap-around services will be provided to those accessing training.
- **KPIs:**
  - # vulnerable residents who:



**Workforce Development**



**\$3 million**



**Program: Regional Partnership for Upskilling in Key Growth Industries**

- **Outcomes:** Support unemployed, underemployed, displaced and low-wage workers develop the skills/credentials they need to be able to access growing, middle wage jobs in key growth industries. Many of them subsequently secure good/ promising jobs in these industries.
- **Program Description:** Industry-led training, mentoring and support for workers to enter/ transition to key growth industries.

▪ **KPIs:**

▪ # un/underemployed workers/ job seekers who:

Are reached or engaged by NPUs

Access necessary supports and commence training

Complete training in identified programs

▪ # supported workers/ job seekers who:

Secure paid work experience, apprenticeships and/ or good/ promising jobs

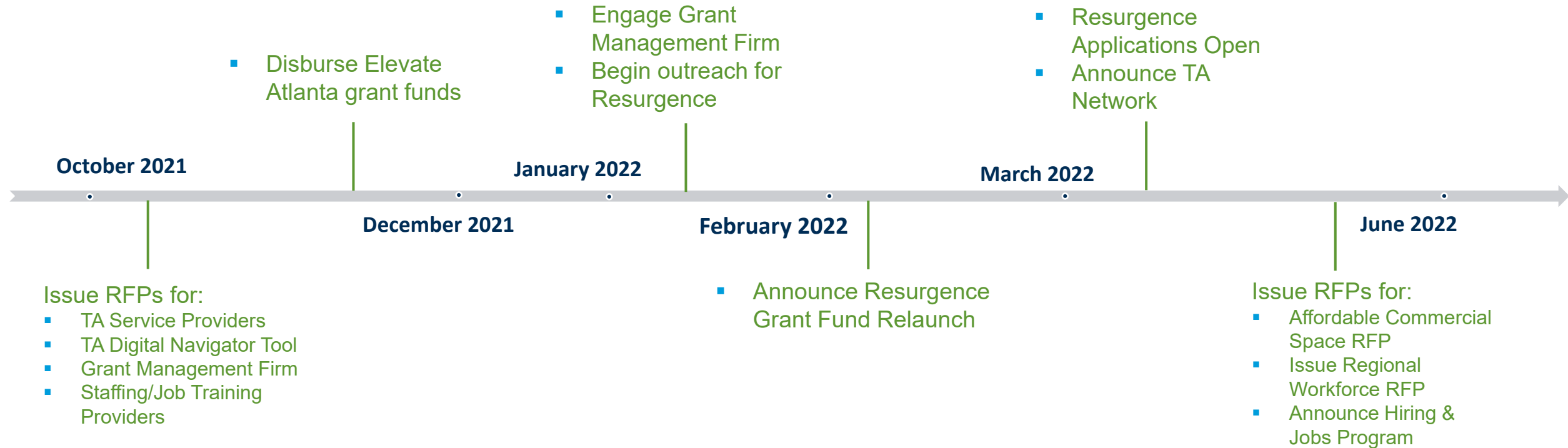


**Workforce Development**



**\$1.7 million**

## Execution Timeline

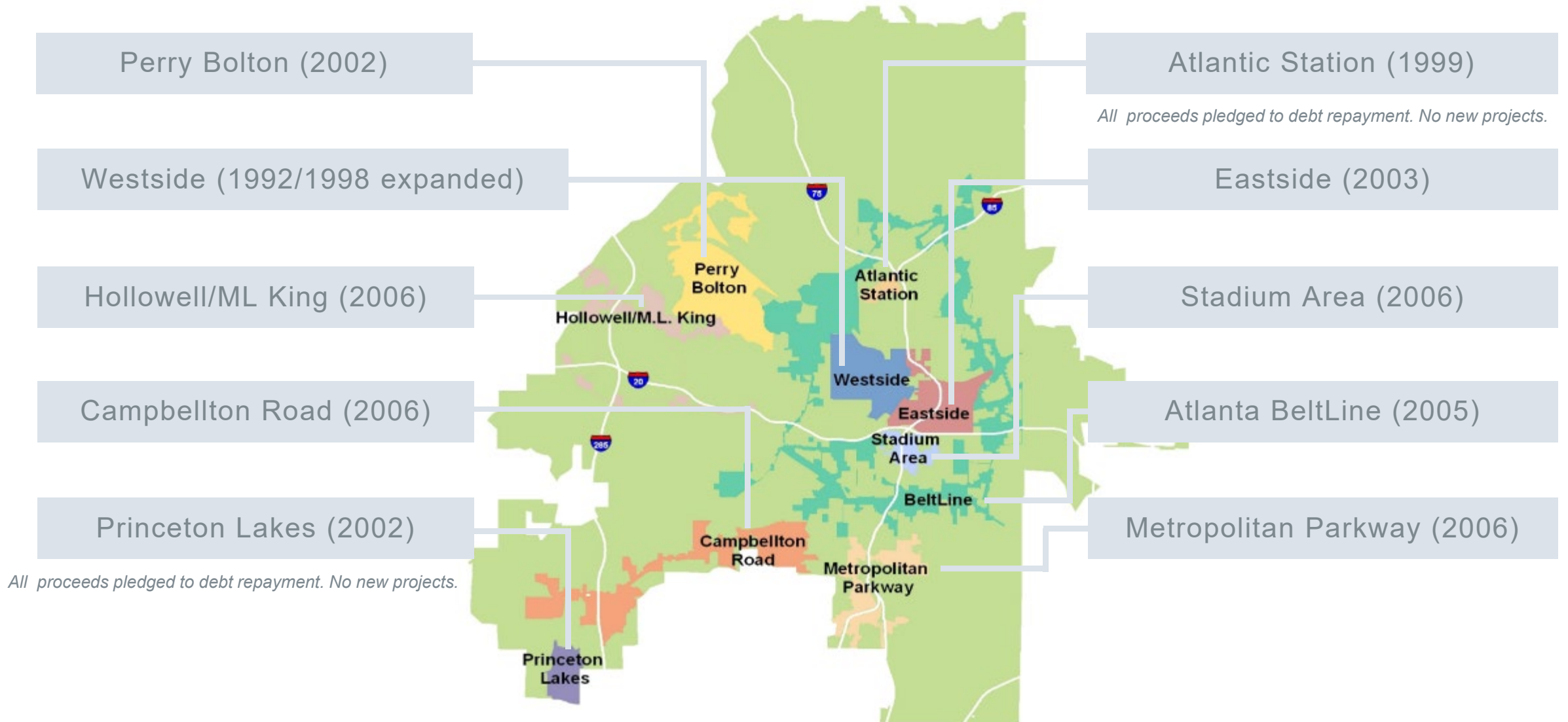


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# TAD Quarterly Update

May 11, 2022





In 2021, TAD funding was utilized to help construct new affordable and workforce rental and for-sale housing, community/non-profit office space, small-scale retail, restaurant and public safety infrastructure projects.

- **Usage: \$33.2M** in TAD increment was awarded to 27 projects or programs in **eight** TADs leveraging over **\$389M** in private investment
- **Projects:** TAD increment will be used to construct:

**1,305**

**Total Housing  
Units (SF and MF)**

**998**

**Affordable  
Units (for sale and rental)**

**20+**

**Years of Committed  
Affordability**

**163,000 ft<sup>2</sup>**

**new commercial, office and institutional development, including significant historic preservation improvements in the Sweet Auburn neighborhood.**

2021 TAD Approvals

Project	Location	Developer	Housing Units	Affordable Units	Retail/Other SF	Office SF	TAD Funding	Project Cost	Leveraged \$	TAD	TAD Program	Board Approved	Executed DA
377 Edgewood	377 Edgewood	Bohica II, LLC			4,300		\$486,771	\$2,297,083	\$1,810,312	Eastside	Resurgens	Jan-21	
ITCDC	692 Lindsay St	Integrity Transformations CDC				12,000	\$75,000	\$149,435	\$74,435	Westside	Resurgens	Feb-21	
Be On Edgewood	395 Edgewood	Navmar, LLC			1,848	6,243	\$1,450,000	\$4,320,944	\$2,870,944	Eastside	Community Empowerment	Feb-21	
Prince Hall Masonic Building	330 Auburn	Most Worshipful Prince Hall Grand Lodge			5,000	11,000	\$1,500,000	\$10,155,801	\$8,655,801	Eastside	Community Empowerment	Feb-21	
1091/1095 Tucker For Sale Townhomes	1091/1095 Tucker	Atlanta Land Trust/Intown Builders	7	29			\$1,170,000	\$10,896,859	\$9,726,859	Beltline	Increment	Feb-21	
1060 DLH Mixed Use <b>Predevelopment</b>	1060 DLH et al	10th St. Ventures/Urban Oasis					\$250,000	\$1,000,000	\$750,000	Beltline	PreDev Loan	Feb-21	
302 Auburn Ave	302 Auburn Ave	Asa Fain			2,000		\$200,000	\$810,670	\$610,670	Eastside	DFIG	Mar-21	Nov-21
NW Atlanta Scattered Site Singlefamily	Carey, Almond, Grove Park	Urban Oasis Development	25	40			\$2,600,000	\$19,686,704	\$17,086,704	Perry Bolton	General	Mar-21	Sep-21
Thrive Residential	302 Decatur St	Mercy Housing		117			\$915,000	\$27,718,954	\$26,803,954	Eastside	Ascension	Apr-21	Jun-21
1055 Arden Multifamily	1055 Arden	Prestwick/ANDP	10	48			\$1,470,000	\$15,020,514	\$13,550,514	Beltline	Increment	Apr-21	
Teachers Village	98 Cone St	RBH Group	89	140	25,752		\$4,000,000	\$44,297,686	\$40,297,686	Westside	Ascension	Apr-21	
Citywide Security Camera Program	Campbellton TAD	Atlanta Police Foundation					\$238,200	\$238,200	\$0	Campbellton	General	Apr-21	
"	Eastside TAD	"					\$734,000	\$734,000	\$0	Eastside	General	Apr-21	
"	Hollowell/ML King TAD	"					\$60,500	\$60,500	\$0	Hollowell/ML King	General	Apr-21	
"	Metropolitan TAD	"					\$100,800	\$100,800	\$0	Metropolitan	General	Apr-21	
"	Perry Bolton TAD	"					\$123,200	\$123,200	\$0	Perry Bolton	General	Apr-21	
"	Stadium TAD	"					\$70,200	\$70,200	\$0	Stadium	General	Apr-21	
"	Westside TAD	"					\$259,100	\$259,100	\$0	Westside	General	Apr-21	
1265 Lakewood	1265 Lakewood	Prestwick Development		160			\$1,000,000	\$31,715,878	\$30,715,878	Beltline	Increment	May-21	
Skyline Apartments	1090 Hank Aaron Dr.	Exact Capital Group, LLC		250			\$2,000,000	\$80,756,627	\$78,756,627	Beltline	Increment	Aug-21	
Parkview Townhomes	561 Thurmond	Riddle Property Group	49	21			\$2,000,000	\$20,605,378	\$18,605,378	Westside	Ascension	Aug-21	
Henderson Place Apartments	131 Grape/514 Irwin	HDDC/Mercy Housing SE		76	7,500		\$3,100,000	\$19,668,216	\$16,568,216	Eastside	Ascension	Aug-21	
The Proctor	703 Lindsay St.	Windsor Stevens	100	38	10,000		\$3,200,000	\$44,567,495	\$41,367,495	Westside	Ascension	Aug-21	
Sweet Auburn Hero Walk	Sweet Auburn	Sweet Auburn Works					\$200,000	\$4,700,000	\$4,500,000	Eastside	General	Aug-21	
Sweet Auburn Infrastructure Initiative	Sweet Auburn	ADID/CAP					\$2,473,000	\$3,443,750	\$970,750	Eastside	General	Aug-21	
King of Pops	552 Decatur St.	KoP/Rainbow Umbrella			5,000	2,000	\$200,000	\$345,681	\$145,681	Eastside	DFIG	Aug-21	
Community Builder/75 Griffin St.	75 Griffin St.	Royal Family Properties		2			\$36,000	\$89,598	\$53,598	Westside	CIF	Sep-21	Dec-21
Jacobs Auto	2295 Ben Hill Rd.	Jacob Auto, LLC			3,500		\$20,000	\$28,213	\$8,213	Campbellton	SBIG	Sep-21	
Front Porch on Auburn	Auburn Ave	HDDC	27	57	31,000		\$1,000,000	\$32,576,000	\$31,576,000	Eastside	Ascension	Oct-21	
2056 Donald Lee Hollowell	2056 DLH	Ames Properties, LLC			10,500		\$500,000	\$2,327,505	\$1,827,505	Perry Bolton	Resurgens	Oct-21	
557 Lindsay St.	557 Lindsay St.	oaksATL		6	945	685	\$534,000	\$1,425,598	\$891,598	Westside	Resurgens	Nov-21	
Grove Park Scattered Site Single-Family	Grove Park	Grove Park Foundation, Inc.		14			\$1,000,000	\$4,232,600	\$3,232,600	Perry Bolton	Resurgens	Nov-21	
National Center for Civil and Human Rights	100 Ivan Allen Jr. Blvd.	National Center for Civil and Human Rights, Inc.			23,898		\$250,000	\$38,695,000	\$38,445,000	Westside	Ascension	Dec-21	
<b>Total</b>			<b>307</b>	<b>998</b>	<b>131,243</b>	<b>31,928</b>	<b>\$33,215,771</b>	<b>\$423,118,189</b>	<b>\$389,902,418</b>				

So far in 2022, TAD funding has been utilized to help construct new affordable/workforce rental housing, community and neighborhood-oriented office/commercial space, and to provide predevelopment assistance to a future catalytic mixed-use development downtown.

- **Usage: \$4.9M** in TAD increment was awarded to 4 projects or programs in **four** TADs leveraging over **\$42M in private investment**
- **Projects:** TAD increment will be used to construct:

**155**

**Total Housing  
Units**

**129**

**Affordable  
Units**

**20+**

**Years of Committed  
Affordability**

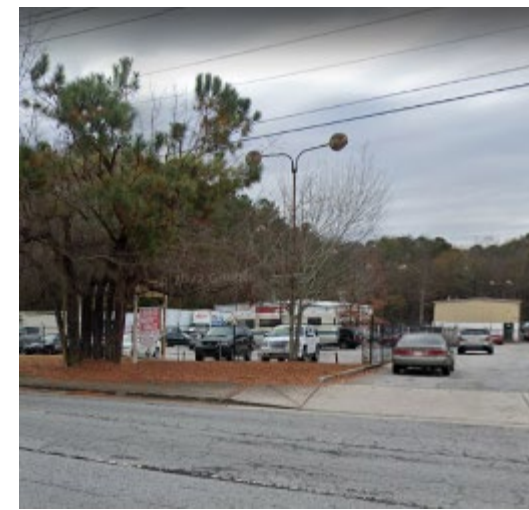
**15,000 ft<sup>2</sup>**

**new commercial and office development.**

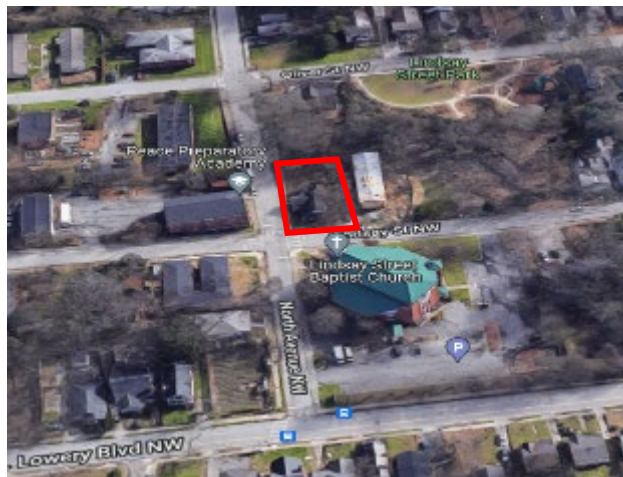
2022 TAD Approvals

Project	Location	Developer	Housing Units	Affordable Units	Retail/Other SF	Office SF	Structure Parking	TAD Funding	Project Cost	Leveraged \$	TAD	TAD Program	Board Approved	Executed DA
201 Joseph E. Lowery Commercial	201 Joseph E. Lowery	SAC Welch Holdings, LLC				15,000		\$660,000	\$3,625,173	\$2,965,173	Westside	Resurgens	Feb-22	
360 Peachtree St. Predevelopment Phase I	360 Peachtree St. NE	Evergreen Redevelopment, LLC & Atl 1st UMC						\$250,000	\$2,760,000	\$2,510,000	Eastside	Predevelopment Loan	Feb-22	
Brentwood Commons	2770 Campbellton Rd.	Wendover Group	5	108				\$2,600,000	\$29,671,923	\$27,071,923	Campbellton	Pay-As-You-Go	Feb-22	
The Trust at Oakland City Townhomes (for sale)	1024 Donnelly Ave.	Atlanta Land Trust	21	21				\$1,480,000	\$11,230,081	\$9,750,081	Beltline	Increment	Mar-22	
<b>Total</b>			26	129		15,000		\$4,990,000	\$47,287,177	\$42,297,177				

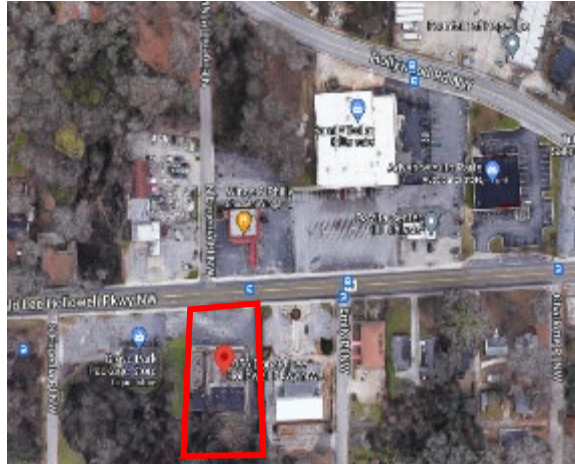




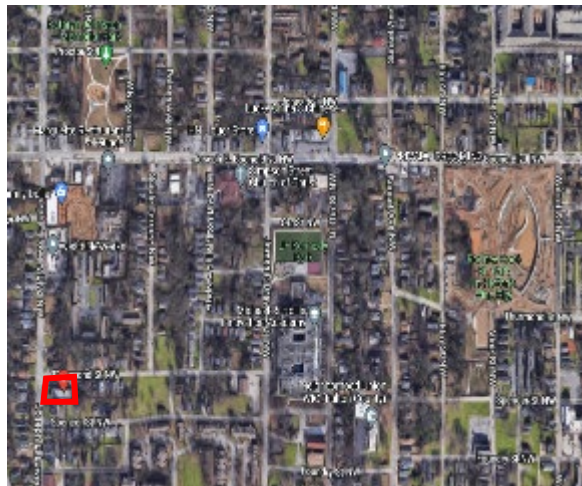
*Brentwood Commons— Affordable Multifamily, Campbellton*



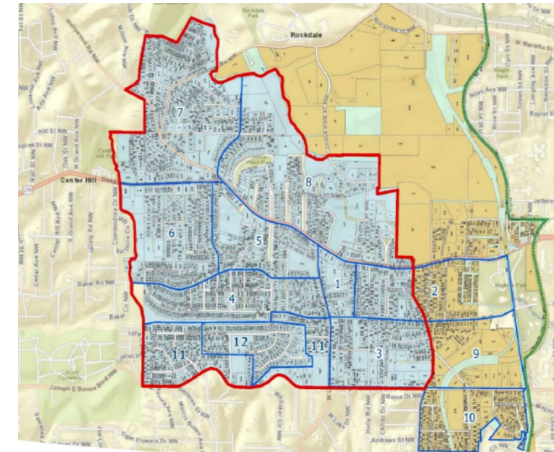
*OaksATL/557 Lindsay St.— Affordable Multifamily and Retail, Westside*



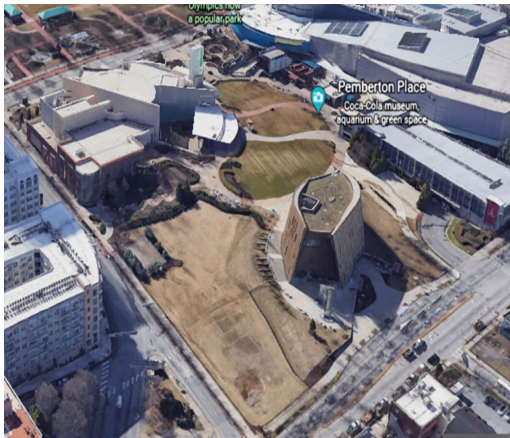
**2056 Donald Lee Hollowell –Medical Office/Commercial, Perry Bolton**



**201 Joseph E. Lowery –Office/Commercial, Westside**



*Grove Park Scattered Site– Affordable For Sale Residential, Perry Bolton*

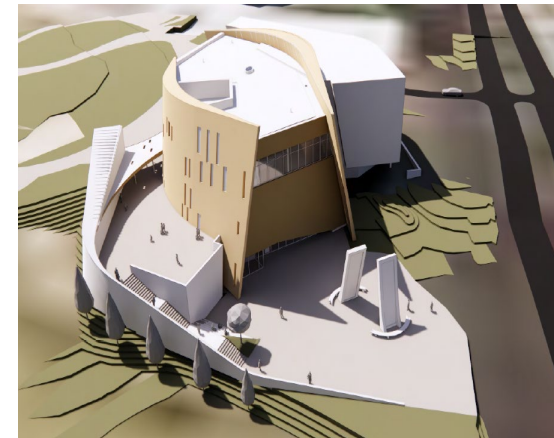


20,000 sf of new space

Without Sanctuary  
Café  
Family Gallery  
New MLK Gallery  
Temporary Gallery  
Reimagined HR

Innovation Lab  
Flexible space

- Classrooms
- Training
- Conferences
- Conversation
- Ballroom
- Broadcast



*National Center for Civil and Human Rights Expansion– Cultural/Education, Westside*

**WEI Cohorts Portfolio** (21 businesses reporting as of Dec. 31, 2021)

Number of Full Time Jobs created and retained since beginning program	82
Number of Contract Workers created and retained since beginning program	478
Number of Internships created and retained since beginning program	38
Business Scalability / Average Annual Revenue Increase since beginning program	\$476,063
Average dollar amount invested in each start up since beginning program	\$208,271
Capital Invested since beginning the WEI Program	\$4,373,689



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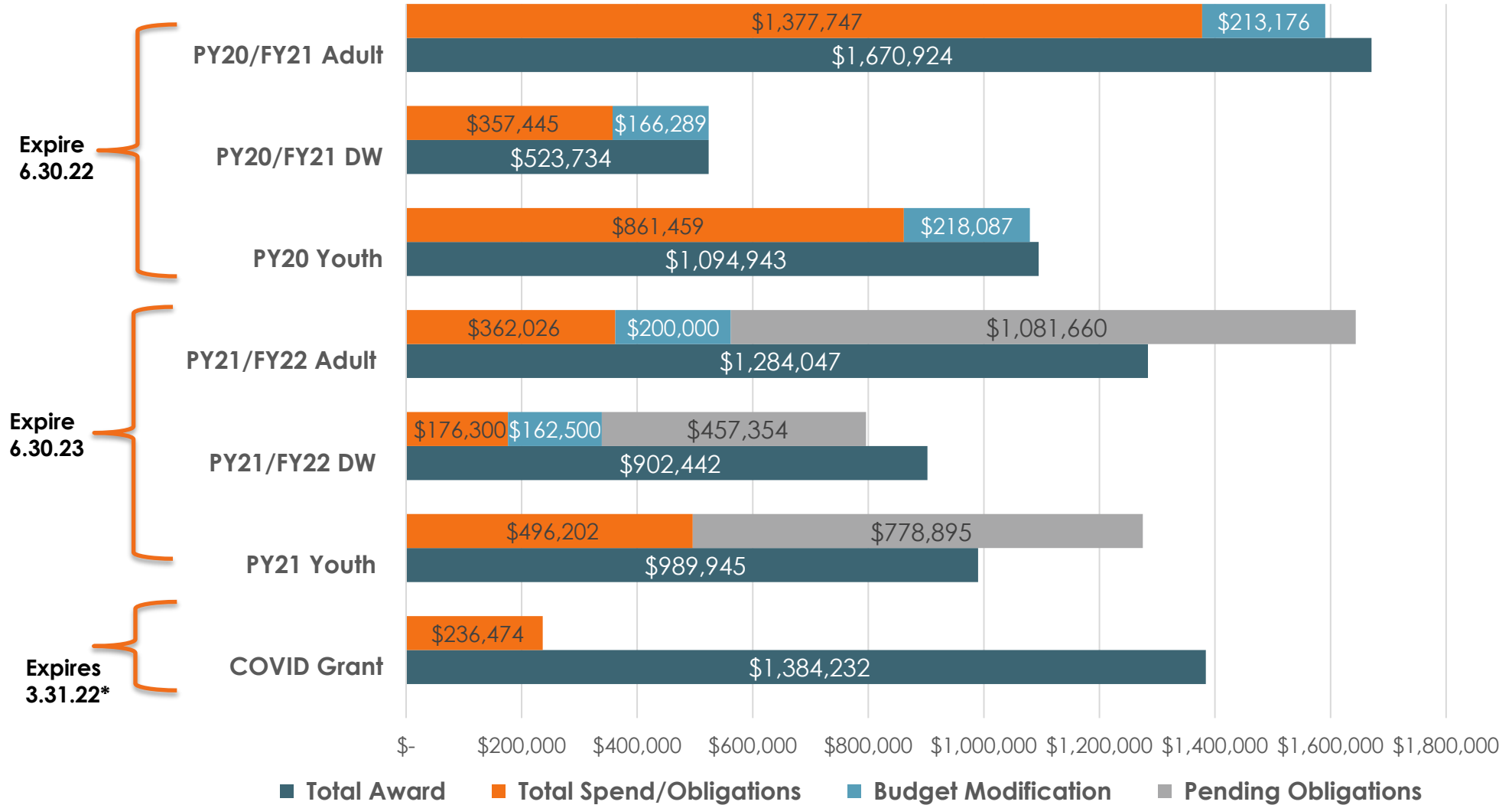
# WorkSource Atlanta Quarterly Update



# WorkSource Atlanta Performance

Program Year (Jul - Jun)	# Adults Served	# Adults Enrolled	# Dislocated Workers Served	# Dislocated Workers Enrolled	# Youth Served	# Youth Enrolled	# Services Provided
2016	490	147	63	42	414	146	933
2017	290	166	39	18	276	133	590
2018	773	660	53	42	228	134	1041
2019	723	363	47	27	106	52	876
2020	248	130	58	38	177	122	483
<b>2021 YTD</b>	<b>270</b>	<b>124</b>	<b>82</b>	<b>58</b>	<b>182</b>	<b>96</b>	<b>1,070</b>

# PENDING OBLIGATIONS



# WorkSource Atlanta Program & Admin Updates

## Increasing Access

- Hired a Community Outreach Coordinator
- Collaborating with Westside Works, Goodwill and Gateway for information sessions.
- Working with public libraries to add more affiliate sites

## Admin

- Completed state monitoring with only 3 minor findings.
- Completed three RFPs for Youth, Adult/ Dislocated Worker, & One-Stop Operator
- Conducting a full review of open files.

## Outcomes

- GED Graduation March 30, 11 AM Celebrating 8 individuals
- Placed our first On-the-Job Trainee
- Reduced time to eligibility from 72 to 45 days



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Questions?

