



Atlanta Regional Economic Competitiveness Implementation Plan

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Metro Atlanta is a diverse region anchored by the state capital, multiple colleges and universities, numerous Fortune 500 headquarters and the world’s busiest airport. The 10-county region, which includes Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, has enjoyed tremendous growth in recent decades and has positioned itself among the most competitive economic regions in the world. But, the region is not without its challenges, like K-12 education, traffic congestion and a post-recession economy.

Some residents and leaders are concerned that these challenges will adversely impact the region’s ability to attract and retain young professionals and quality jobs for the future, as well as providing a superior quality of life for all of its citizens. We must develop and implement initiatives to address these challenges and build on our strengths to continually solidify metro Atlanta’s position within a competitive global environment.

The goal of the Atlanta Regional Economic Competitiveness Implementation Plan is to collaboratively address the most critical of the region’s challenges using strategies and initiatives identified by individual committees working within local frameworks. As chair of the initiative, Craig Lesser, managing partner, The Pendleton Group, will oversee the efforts of four sub-committees, along with vice chair Pedro Cherry, vice president, community and economic development, Georgia Power. The four areas of concentration and the sub-committee chairs are listed below.

We are actively looking for a diverse group to work on each of the four initiatives as outlined on the back of this sheet. Please contact the appropriate subcommittee chair if you are interested in helping make the Atlanta region the place to be for the future.

Implementation Committee Chair

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Objective 9: Attract and Nurture New Startup Enterprises

Establish the “Startup University”, a collaborate post-grad fellowship to facilitate student entrepreneurship

Support growth of region’s accelerators and their participants

Significantly increase business incubation space in region by developing facilities focused on niche markets

Advance development of the Georgia Science and Technology Park on former Fort McPherson site

Develop a comprehensive inventory and network map of entrepreneurial activity in metro Atlanta

Build support for initiatives that improve upward mobility/wealth creation through entrepreneurship and employee ownership

Objective 10: Establish Metro Atlanta as Top 5 Market for Academic Research, Innovation and Commercialization in US

Continue to expand Georgia Research Alliance’s Eminent Scholars Program

Promote development of inter-disciplinary teams across region’s research institutions to explore new research and development opportunities

Encourage region’s research institutions to include commercialization and startup activity into tenure consideration

Objective 11: Improve Capital Access and Incentives for Innovation at Regional and State Level

Expand scale and use of TAG’s CapVenture program, and similar programs in metro Atlanta

Measure the supply of and demand for various forms of capital in metro Atlanta, develop action plan to mitigate gaps

Evaluate a variety of state incentives to support startup growth and other innovative, entrepreneurial activity