



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 5: Support the Growth of Existing Businesses in Metro Atlanta

Develop a framework for a coordinated, regional approach to existing business retention and expansion (BRE)

Work with local governments to introduce policies that support and expedite existing business expansions

Proactively develop new international trade relationships for metro Atlanta firms via existing state/fed program

Objective 6: Effectively Promote Metro Atlanta as a Place to Live, Work, Visit and do Business in Coordinated Manner

Establish a new regional marketing alliance

Clearly define single points of contact for prospect management in each county, supported by MOUs

Objective 7: Advance Public Policies that make Atlanta and Georgia more attractive and competitive for businesses

Support continued expansion of Georgia's deal-closing funds

Educate local governments and economic development partners about benefits of Joint Development Authorities

Provide assistance to eligible local governments in pursuing Enterprise Zone and Opportunity Zone designation

Conduct annual survey of site selection community to identify ways to improve economic policies/business climate

Ensure local leadership is well informed of issues of regional significance by facilitating frequent dialogue/communication

Objective 8: Invest in Physical and Social Infrastructure that Supports Economic Competitiveness

Promote cooperation between local governments, GDOT, Legislature, Governor's Office to ID and pursue high priority transportation/transit projects

ID alternative sources of local funding to support implementation of critical transportation projects

Promote the utilization of transportation demand management resources to reduce traffic congestion

ID methods to enhance the economic impact of existing assets and planned expansions at HJAI Airport

Provide leadership in advancing sustainability of metro Atlanta's water supply