

# **CATLYST**

Regional Economic Competitiveness Strategy

December 6, 2017 Atlanta Regional Commission Board



Regional Economic Competitiveness and the Role of the ARC Board

CATLYST - A Next Level Strategy

**Broad Engagement Across the Region** 









CATLYST is about building a strong, sustainable regional economy.

To do so, we need to build our region's workforce.

To build our workforce, we need to ensure our residents are:

Healthy & Housed
Prepared & Productive
Connected & Resilient
Engaged & Employed

Because we want to be a region that works for everyone.

And we know that this cannot happen without collaborative leadership.





#### VISION: A REGION THAT WORKS FOR EVERYONE

ACCESS Goal: Everyone is prepared Goal: Everyone has access to advance in a productive to options for a healthy **HEALTHY &** PREPARED & lifestyle and quality, career and lifelong learning. HOUSED **PRODUCTIVE** affordable housing. CORE GOAL: ACCESS ACCESS UPWARD **ECONOMIC** MOBILITY Goal: Everyone can thrive in Goal: Everyone can connect **ENGAGED &** CONNECTED & a robust global economy. to the people, places, and **EMPLOYED** RESILIENT information needed to have a resilient, prosperous life. ACCESS

> BEDROCK: COLLABORATIVE LEADERSHIP, CULTURE OF TRUST



### The Teams

Healthy & Housed



Regional Housing Affordability Strategy Connected & Resilient



Poverty Task Force Prepared & Productive



Map
Discouraged
Workers/
Services

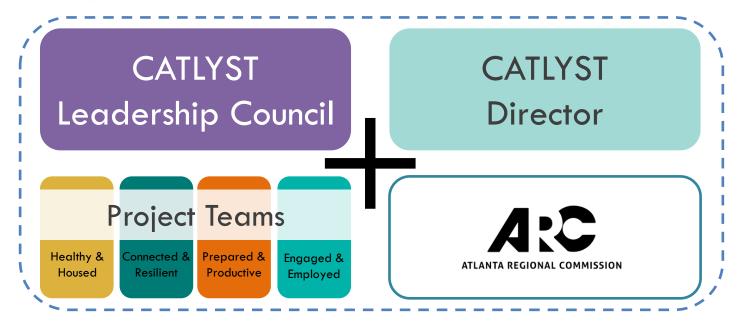
Engaged & Employed



Marketing Alliance 2.0



## Taking Action





## Making It Happen 2018-2019

- Work with Regional Partners to Fund CATLYST Director Position
- ➤ Identify and Recruit Project Team Chairs + Leadership Council
- Open House event, 5-7pm on January 31 at ARC
- Project Teams Launch



### Contact Us

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