

Center for Strategic Relations



Center Update

Strategic Relations
Subcommittee
Meeting

April 28, 2021

Malika Reed Wilkins, PhD

CENTER FOR STRATEGIC RELATIONS BY THE NUMBERS 2020

27,400 SOCIAL MEDIA FOLLOWERS



11,000
FOLLOWERS



6,400
FOLLOWERS



2,400
FOLLOWERS



7,600
FOLLOWERS

CENTER FOR STRATEGIC RELATIONS BY THE NUMBERS 2020



ATLANTA REGIONAL COMMISSION

[BROWSE BY TOPIC](#)

[BROWSE BY TYPE](#)

[NEWS CENTER](#)

[ABOUT US](#)

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254,000 WEBSITE VISITS



175,000

UNIQUE VISITORS



33% INCREASE

IN VISITS IN 2020

regional impact and local relevance

for the Atlanta region.

What are you looking for?



CENTER FOR STRATEGIC RELATIONS
BY THE NUMBERS 2020

\$130K ANNUAL
PARTNERS

3 CORPORATE
PARTNERS

22 PROGRAM
PARTNERS

\$110K
SPONSORSHIPS

\$28K
SORB
TICKET SALES

29 VIDEOS
CREATED

107 GOVERNMENT
MEETINGS
ATTENDED

109 MEDIA
ENGAGEMENTS



NARC

Building Regional Communities



5th Annual Conference & Exhibition | June 14-17, 2021 | Conference Will be Held Virtually

THE NEXT NORMAL:

Response, Recovery, Resilience

Co-hosted by the



Atlanta Regional Commission

IMPORTANT DATES!

Month of May

- Older Americans Month
- Asian American and Pacific Islander Heritage Month
- National Association of Regional Commissions Conference – June 14-17
- *Host City Atlanta!*
- ARC State of the Region Event – Tuesday, November 16, 2021