

# Metro Atlanta Regional Economic Competitiveness Strategy

local relevance

+

regional impact



# Agenda

- **Introduction and Welcome** – *Craig Lesser*
- **Accomplishments for Regional Competitiveness**

## **Updates on work accomplishments from the Subcommittee Chairs**

*Educated* – Ann Cramer

*Prosperous* – Nick Masino

*Innovative* – Sandy Hofmann

*Livable* – Tedra Cheatham

- **Deep Thoughts from LINK Greater Philadelphia**

**Group discussion facilitated by Craig Lesser and Pedro Cherry**

Next Meeting: August 12<sup>th</sup> 11:30 – 1:30 - Georgia Power

# Regional Economic Competitiveness Strategy



56 Potential Actions Identified Across Focus Areas

local relevance + regional impact

# Educated Goal Area

- OBJECTIVE 1: Elevate public education to the top of our local, regional, and state policy and public awareness.
- OBJECTIVE 2: Train and support education leaders to integrate best practices, processes, innovative programs and wrap-around services to positively impact preK-12 classrooms.
- OBJECTIVE 3: Adequately prepare the region's students and workers for 21<sup>st</sup> century skills and careers.
- OBJECTIVE 4: Align the talent and skills of graduates from our region's post-secondary institutions.

# Educated Accomplishments

## **Action Item: Develop a Regional Advocacy Campaign**

- ✓ **Better Standards Better Georgia Coalition** (2014, ongoing)
  - Georgia Partnership for Excellence in Education
- ✓ **Partnership with the Visioning Project** (2014 - 2015)
  - GSBA & GSSA

## **Action Item: Evaluate Regional and National Best Practice Programs for use throughout Metro Atlanta**

- ✓ **Formation of the Metro Atlanta Regional Education Partnership** (2014)
  - Missy McNabb, Metro Atlanta Chamber

## **Action Item: Develop and Frequently Update a Sector-driven analysis of workforce needs in metro Atlanta**

- ✓ **Study of both supply and demand side workforce needs underway**
  - Invest Atlanta, United Way Career Rise, ARWB and Federal Reserve Bank

## **Action Items: Develop an Intern in Metro Atlanta program; create a Corps Atlanta leadership program**

- ✓ **Metro Atlanta Chamber's I-Nav regional internship database**
- ✓ **Choose ATL**
- ✓ **YMCA of Metro Atlanta Youth Leadership program**

Next Meeting: July 24<sup>th</sup> 10 – 11:30 am - TBD

# Prosperous Goal Area

OBJECTIVE 5: Support the growth of existing businesses in metro Atlanta.

OBJECTIVE 6: Effectively promote metro Atlanta as a place to live, work, visit, and do business in a coordinated and cohesive manner.

OBJECTIVE 7: Advance public policies that make metro Atlanta and the state of Georgia more attractive and competitive places to do business.

OBJECTIVE 8: Invest in physical and social infrastructure that supports economic competitiveness.

# Prosperous Accomplishments

## ***Action Item: Proactively develop new international trade relationships for metro firms via existing State/Federal Programs***

- ✓ ***Execution of the Metro Export Plan (2014, ongoing)***
  - *Ric Hubler, Metro Atlanta Chamber*
  
- ✓ ***Promotion of existing export services***
  - *Donald Nay, US Export Assistance Center*
  - *Dawn Townsend, International Trade Manager, GA Department of Economic Development*

## ***Action Item: ID Methods to enhance the economic impact of existing assets and planned expansions at HJAI Airport***

- ✓ ***Formation of the Atlanta Aerotropolis Alliance (2014)***
  
- ✓ ***Formation of Airport West CID (2014)***
  - *Shelley Lamar, HJAIA and Atlanta Aerotropolis Alliance*

Next Meeting: July 24<sup>th</sup> 10 – 11:30 am - TBD

# Innovative Goal Area

OBJECTIVE 9: Attract and nurture new startup enterprises.

OBJECTIVE 10: Establish metro Atlanta as a top five market for academic research, innovation, and commercialization in the united states.

OBJECTIVE 11: Improve capital access and incentives for innovation at the regional and state level.



# Innovative Accomplishments

***Assembled team of almost 60 leaders from Chambers of Commerce, Universities, VC, Entrepreneurs, Real Estate, Business & Community***

***Completed 2 meetings (March 6, April 10)***

***Conducted “world café” session to identify & prioritize action items which include:***

- Create “Heat Map” of resources (support from AT&T Foundry) & show connectivity/differentiation
- Identify Infrastructure to support the desired companies
- Focus our message - telling our story
- Focus on what we have – our sweet spots & opportunity areas
- Define innovative beyond Technology to include Social

Next Meeting: May 15<sup>th</sup>, 2 – 4 pm - ARC

# Livable Goal Area

OBJECTIVE 12: Develop neighborhoods, downtowns, and activity centers that are attractive to existing and potential future residents.

OBJECTIVE 13: Adequately prepare communities for the demands of an aging population.

# Livable Accomplishments

## ***Developed 5 teams to address the Livable Action Items***

- *Aging Team*
- *Bike/Ped/Transit Oriented Development Team*
- *Housing Team*
- *Land Use Team*
- *Downtowns Team*

## ***Identified Team leaders, work plans and team objectives***

***Teams working independently before next meeting, gathering information and determining first steps***

***“At the end of the day, the place HAS to matter or there is no reason for the innovation to stay.”***

Next Meeting: June 12<sup>th</sup>, 3 – 4:30 pm - ARC

# LINK 2014 Greater Philadelphia



This year's LINK trip explored the transformative impact of education, the arts, and thriving innovation districts on the City of Brotherly Love.

Participants became more familiar with a region that is supporting a small business culture from the ground up and planning for the economy of the future.

