

# U.S. Department of Labor Regional Business Summit

Atlanta's Economic Development Outlook

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**INVESTATLANTA**  
Atlanta's Development Authority

# Invest Atlanta

*The official economic development agency for the city.*

## Expertise in:

### Business Development

- Small business programs
- Business engagement
- Business attraction
- Trade/Foreign Direct Investment

### Urban Redevelopment Finance Authority

- Workforce and Affordable Housing

### Tax Allocation Districts

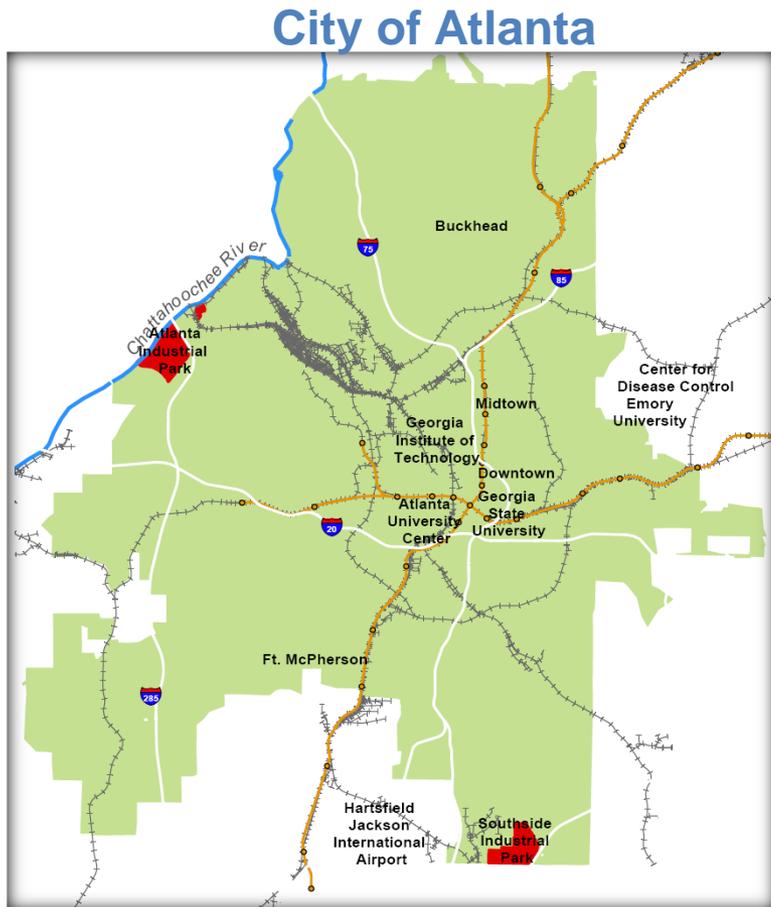
- TAD assistance & new TAD proposals

### Transformative City Initiatives

- Atlanta BeltLine Inc.
- Fort McPherson Redevelopment Authority



# Why Atlanta?



The Southeast is the leading market for population and economic growth in U.S

# A City of Progress

**#1 for minority and women entrepreneurship**

**#1 city to start a small business**

**#2 metro area for entrepreneurial activity**



**#2 in job growth**

**#3 for highest concentration of Fortune 500 headquarters**

**#3 for business friendliness**

# A City with Media Importance



- 8th largest TV market in the U.S.
- Transmission hub for the country's two largest fiber trunks
- Major tech presence by Equifax, AT&T Mobility, EarthLink, Alcatel-Lucent, Sony-Ericsson, and more
- Strong web development & digital media sectors
- Large film production destination. (*Fast & Furious 5*, *The Change-Up*, *Hall Pass*, *The Vampire Diaries*)



# A Highly Educated City



**EMORY**  
UNIVERSITY



TECHNICAL COLLEGE  
**TCSG**  
SYSTEM OF GEORGIA



- 250,000+ students enrolled annually in 57 metro colleges & universities
- 7<sup>th</sup> in student enrollment among America's largest urban areas
- 6<sup>th</sup> in annual college graduates at the bachelor's level or higher
- 8 technical colleges enroll more than 48,000 students each year

# We are...

## A fast growing city with a bright future

- The 9th largest metro area in the U.S.
- 2030 estimate add 2.3 million residents



## A modern city of young professionals

- Average population age is 32.9 years
- Nearly 50% of 25-34 year-old residents have at least a Bachelor's degree

# Atlanta's Labor Market

- Metro Atlanta Employment:
  - 2,526,899 employed citizens
  - 220,654 unemployed citizens
  - Georgia unemployment rate: 8.4%
  
- The health services industry is expected to have the most job growth over the next ten year, adding 113,250 jobs.
  - Health services and educational services will account for almost 40% of all job growth by 2018.

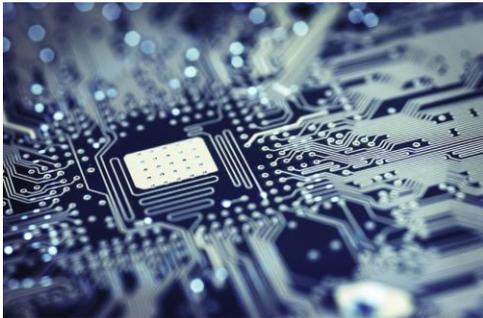


# Our Optimal Business Targets

- Bio/life science research and commercialization
- Digital arts and new media production
- Applied computational processing and engineering
- High value professional and management services
- Specialized business support services
- Advanced logistics

# Atlanta's Tech Needs

- High-tech industries will add a projected 54,000 new jobs by 2018.
- Biotechnology is projected to add almost 900 new job's to Georgia's economy over the next ten years.
- Careers in the natural sciences, information technology, engineering and mathematics will add almost 28,000 new jobs by 2018.
- Other high-tech industries expected to show significant growth:
  - Computer systems design & related services
  - Management of companies & enterprises
  - Architectural, engineering & related services



# Atlanta's Transportation

- Individuals who commute in a car, truck or van (alone): 138, 943
- Individuals who commute via public transportation: 29,031
- MARTA
  - If MARTA stopped running, annual traffic delays would increase by 1.25 million hours & cost an additional \$245 million in congestion costs
  - Riding a transit bus is 91 times safer than travelling in a car.
- Atlanta Streetcar
  - Will connect several of Atlanta's neighborhoods and allow further access to transportation.



Atlanta is well-positioned for future growth, with a strong labor market, a diverse economic base and a skilled and creative workforce.

# Question and Answer



# Contacts

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