

The Pulse of Progress

Atlanta's Economic Monitor

Volume 3 / Issue 10

October 2007

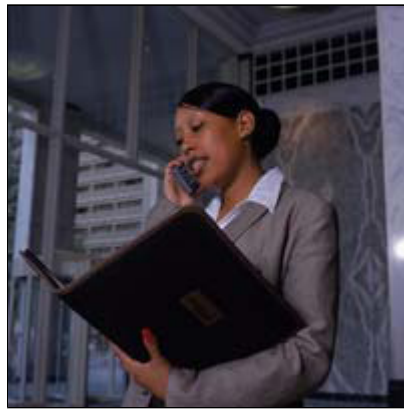


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New Online Help For Small and Medium Enterprises

IBM and the International Finance Corporation (IFC), the private sector arm of the World Bank, recently joined forces to launch a new and improved free small business toolkit. The SME Toolkit, first introduced in 2002, targets owners of small and medium enterprises (SMEs) in emerging markets, providing them with information, business management tools, and training services usually reserved for Fortune 1000 companies. By equipping smaller businesses to access the technology, support and information available to large companies, IBM and IFC hope to level the playing field and give every business an equal shot at success.



The U.S. edition of the SME Toolkit focuses primarily on women and constituent-owned operations. The package provides businesses with specially designed tools such as:

- free website building software
- an online finance calculator for self-assessment
- a multilingual business directory for international networking
- online conferencing capabilities
- group calendars
- survey builders to aid in the decision-making process

Participating businesses also have the option to receive training through classroom workshops and partnerships with local support providers. The SME Toolkit is available in 24 countries and more than a dozen different languages. For more information, please check out www.us.smetoolkit.org.

Community Partner Links

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ADA's Mission

ADA is the catalyst for residential and commercial economic vitality in Atlanta. To accomplish this, we will:

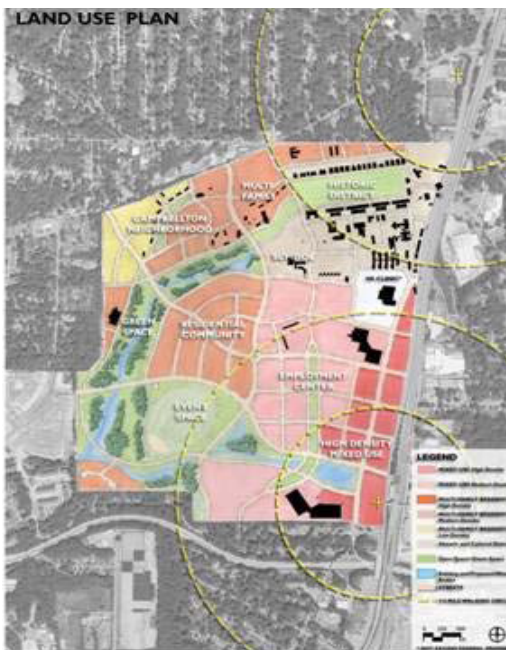
Coordinate efforts with the City, County, State and other key stakeholders

McPherson Redevelopment Plan Calls for a Major Regional Research Park

The September, 2007 meeting of the McPherson Planning Local Redevelopment Authority (MPLRA) took on the look and feel of an event rather than a regular Board meeting. Representatives from local television, radio and print media outlets came to the auditorium at Georgia Power's headquarters to record the final approval of the Fort McPherson Land-use Plan and HUD Submission. After approving the plan, the Board went into recess to conduct a press conference. In attendance was a variety of top state and local leaders including Governor Sonny Perdue, Atlanta Mayor Shirley Franklin, East Point Mayor Joseph Macon, Fulton County Commission Chairman John Eaves, Board of Regents Chancellor Erroll Davis and Council members Joyce Sheperd, Jim Maddox, and Cleta Winslow.

Following the unanimous approval of the plan, attendees heard a formal announcement from Governor Sonny Perdue that the State of Georgia is seeking conveyance of an approximately 115-acre parcel envisioned as a Bioscience Center for interdisciplinary research and technology transfer that would eventually contain 1.1 million square feet of office and research space. If approved by the Army, the research park would be developed in partnership with Georgia public and private research institutions, the Centers for Disease Control and private investors.

"The university system can utilize its significant intellectual capital assets towards the creation of a research park on the Fort McPherson property," Chancellor Davis said. "Such a research park will strengthen ongoing efforts to attract high tech operations to Georgia."



In addition to the research park, the plan calls for a high-density mixed use retail area bounding an "inboarded" Lee Street that would become a Main Street development with mid-rise residential, street level retail, restaurants, offices and grocery stores. The historic area around the parade ground will be developed for residential, commercial and public uses under a cultural theme. Other areas will be home to 4,600 units of residential housing. The centerpiece of the development will be a linear park that wraps around the entire property, running from MARTA station to MARTA station. This green space will be dominated by old-growth trees, paths, bike trails and a 30-acre event space, a new home for special events and festivals.

MPLRA Chairman Felker Ward, referring to the Governor and other public officials in attendance, stated, "These officials' shared commitment to the renewal and future of Fort McPherson, through this re-use plan, marks another key milestone for the process that we've undertaken on behalf of our community."

MPLRA staff worked steadily to complete the necessary documents following Board approval and successfully submitted the full application, including the Land-use Plan, on Friday, Sept. 21, one day prior to the BRAC deadline. HUD and the Army have a period of 60 to 180 days to review the plan for approval. Several tasks lie ahead for the MPLRA, including a disposition agreement with the U. S. Army, submission of public benefit conveyance and economic development conveyance applications and the formation of an Implementation Authority.

Jumpstart redevelopment activity within the City's tax allocation districts

Provide small business loans for expansion and start-up

Supply mortgage down-payment assistance to low and moderate income families

Issue bonds to spur residential and commercial development

Acquire land for green space, residential and commercial development

Implement quality of life projects in underserved communities

Retain and expand existing business, recruit new business, promote the City and available business development incentives.

The Ethanol Economy

On Wednesday, Oct. 24, the MIT Enterprise Forum of Atlanta will host an event on Energy, Security and the Ethanol Economy at the Georgia Public Broadcasting studios in Atlanta. James Woolsey, vice president and officer of Booz Allen Hamilton and former director of the U.S. Central Intelligence Agency, will present national security implications for energy policy, followed by a Q-and-A session. Afterward, a panel of scientists, entrepreneurs and policy analysts will discuss efforts being undertaken for a more energy-independent and stable society through innovations in ethanol production. This event will be broadcast live to more than 100 MIT viewing sites worldwide and throughout the State of Georgia. Contact Virginia Martin at (404) 422-0330 or virginia@mitforumatlanta.org for more information.



Energy, Security and the Ethanol Economy

Wednesday, Oct. 24, 5:30 - 9:00 p.m.

(presentation begins at 7 p.m.)

Georgia Public Broadcasting
260 14th St. N.W.

Neighborhood of The Month: Buckhead Village

Just months ago, a strip of decaying nightclubs lined the east side of Peachtree Road in the heart of Buckhead. Fencing and tarps now cover the vacant storefronts - at least the ones that have yet to be demolished - and heavy machinery has moved in. After breaking ground in August, Ben Carter Properties' \$1.2 billion mixed-use redevelopment of the former Buckhead Village, The Streets of Buckhead, is showing signs of progress. "The renaissance that the Village is going through is real," says Scotty Greene, executive director of the Buckhead Community Improvement District. "There's a tremendous amount of activity, and it's all a part of the vision of a redeveloped Buckhead Village that's balanced in its uses."



Envisioned as Atlanta's version of Rodeo Drive, The Streets of Buckhead is slated for a first-phase grand opening in 2009, and will be fully completed by 2010. More than 500,000 square feet of dining and retail space will house multiple four-star restaurants and luxury brands like Bottega Veneta and Hermes. The project, bounded by Pharr Road to the south, Peachtree Road to the west, East Paces Ferry Road to the north and North Fulton Avenue to the east, also includes office space, two high-rise residential towers and four posh hotels

Ben Carter's offices sit across Peachtree from the site, in the Two Buckhead Plaza building. A native of Atlanta, Carter has focused his company's efforts on developments throughout Georgia and north Florida. With this particular project, Carter wants to transform the village from its current depressed state and put it to better use, in the process establishing a Buckhead district that the City of Atlanta and the entire region can point to with pride.

At this stage, Ben Carter Properties is still working to bring businesses, restaurants, and designer shops to the development. Italian retailer Loro Piana, specializing in high-end sportswear and cashmere, signed on in late September. Around the same time, it was announced that The Streets of Buckhead would expand its footprint across Peachtree at Pharr Road, where the Three Dollar Café once stood, to make room for Atlanta's first Hotel Monaco.

Under Greene's leadership, the Buckhead CID has taken an active role in revitalizing the area according to its own vision. On Sept. 4, Atlanta City Council approved the CID's proposed Zoning Overlay District map that will set standards for how developers build out streetscapes - sidewalks, benches and lighting - in the future.

In the meantime, the Buckhead CID and the Buckhead Alliance are focused on marketing those businesses that will remain open for the duration.

"All of these things are still operating, so our challenge as a volunteer business community is to get the word out," Greene says. "Don't stay away from the village just because two or three blocks are being cleared for development."

Upcoming Economic Development Events

October

October 2

"My ULI" Membership Benefits Night, 4:30 p.m., Free. "The Renaissance of Inman Park," Panel Discussion. 6 p.m., \$20-\$40, registration required, cocktails and hors d'oeuvres prepared by Shaun's restaurant. Both events are in the Inman Park Trolley Barn. For more information, go to www.atlanta.uli.org or call (770) 951-8500.

October 3

Innovations in Economic Development Forum - Preserving Artistic and Entrepreneurial Places: Little Five Points. 4 p.m., meet the speakers (light refreshments served); 4:30 p.m., program. With Rob Thompson, Holy Mother Tattoo, and Mel Pinson, Criminal Records. Centergy Building @ Tech Square, 75 5th Street NW, Hodges Conference Room, third floor. For more information call Hazel Taylor at (404) 894-0730.

October 11

Small Business Matters. 11:30 a.m. to 1:30 p.m., at the Metro Atlanta Chamber of Commerce, 235 Andrew Young International Blvd. With speaker Jim Dawson. Members, free; non-members, \$50. For more information, contact Sarah Benson at (404) 586-8429 or events@macoc.com.

October 11

BeltLine Quarterly Briefing. 6-8 p.m. Atlanta Public Schools Auditorium, 130 Trinity Avenue, Atlanta, GA 30303. Visit www.beltline.org for a complete calendar of community outreach events.

October 12

Arts and Culture Symposium, 11am - 6:30pm at the Woodruff Art Center. To register, contact Melanie Lynch-Blanchard at 404-358-7340 or mlblanchard@mindspring.com

October 18

Workforce Housing Fair. Noon to 5 p.m., Atlanta City Hall atrium. Mayor Franklin will address the audience at 3 p.m. Learn the basics about buying a home and connect with builders who have affordable housing inventory to sell. This event is open to the public.

October 18

Central Atlanta Progress/Atlanta Downtown Improvement District Town Hall Meeting. 7:30 a.m. to 9:00 a.m. at the Omni Hotel at CNN Center. To RSVP, send an email to richorr@centralatlantaprogress.org.

October 18

Central Atlanta Progress/Atlanta Downtown Improvement District Town Hall Meeting. 7:30 a.m. to 9:00 a.m. at the Omni Hotel at CNN Center. To RSVP, send an email to richorr@centralatlantaprogress.org.

October 18

Buckhead Business Association Quarterly Luncheon - The Revitalization of the Buckhead Village into The Streets of Buckhead. 11:30 a.m. to 1:30 p.m. at 103 West. Reservations can be made online at www.buckheadbusiness.org or by calling (404) 467-7607.

October 20

BeltLine Park Clean-Up Day. Join Park Pride, PATH Foundation, Trees Atlanta and the BeltLine Partnership to help clean up one mile of the BeltLine. To register, visit www.parkpride.org/beltline.html.

October 22 - 24

International Council of Shopping Centers Southeast Conference. At the Georgia World Congress Center. Visit www.icsc.org for more information.

October 24

MIT Enterprise Forum of Atlanta - Energy, Security and the Ethanol Economy. 5:30 to 9:00 p.m., presentation at 7 p.m., at the Georgia Public Broadcasting studios, 260 14th St. N.W. Contact Virginia Martin at 404-422-0330 or virginia@mitforumatlanta.org for more information.

October 28 - 31

CoreNet Global Summit - "Finding, Getting and Keeping Talent: Defining the Future of Real Estate." Visit www.corenetglobal.org or call 800.726.8111 for more information.

October 30

Crime is Toast breakfast. 8:00 a.m. - 9:30 a.m. at the Georgia World Congress Center. For more information or to purchase a table for the breakfast, contact Alesha Thomas at 404.586.0180 or athomas@atlantapolicefoundation.org.

October 31

Small Business Monthly Information Session. 5:30 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an email to cbrackett@atlantada.com or call 404.614.8295.

November

November 7

Innovations in Economic Development Forum - Virtual Economies and Next Generation Games. 4 p.m., meet the speaker (light refreshments served); 4:30 p.m., program. With Clinton A. Lowe, Chairman, Georgia Game Developers Association. Centergy Building @ Tech Square, 75 5th Street NW, Hodges Conference Room, third floor. For more information call Hazel Taylor at (404) 894-0730.

November 13

ULI Atlanta - Economic Impact of Pro Sports on Real Estate and How to Leverage Development around Sports Venues. 7:30 a.m., 755 Club at Turner Field. For more information, go to www.atlanta.uli.org or call ULI Atlanta at (770) 951-8500.

November 28

Downtown Development Day. 7:30 am to 12:30 p.m. at AmericasMart. 12:30 to 2:00 p.m., lunch at Downtown's newest restaurants. Join Atlanta's real estate community and downtown stakeholders interested in the area's future growth and development. More details and ticket information coming soon. Contact Tahmida Shamsuddin at tahmida@centralatlantaprogress.org with questions.

December

December 5

Innovations in Economic Development Forum - Building a City Business Around New Urban Music. 4 p.m., meet the speaker (light refreshments served); 4:30 p.m., program. With Curtis Daniels III, Chief Operating Officer, Patchwerk Recording Studios. Centergy Building @ Tech Square, 75 5th Street NW, Hodges Conference Room, third floor. For more information call Hazel Taylor at (404) 894-0730.

January

January 31

2008, ULI 2008 Urban Marketplace. 7:30 a.m. to 1 p.m. at the Georgia World Congress Center. For more information, call ULI Atlanta at (770) 951-8500.