

**FOR IMMEDIATE RELEASE:
May 20, 2008**



CITY OF ATLANTA

NEWS RELEASE

Mayor Shirley Franklin Leads Atlanta Delegation to ICSC Annual Conference in Las Vegas

This week, Mayor Franklin attended the International Council of Shopping Centers (ICSC) annual conference in Las Vegas. The mayor's delegation included representatives from the Atlanta Development Authority, Atlanta Housing Authority, Central Atlanta Progress and Hartsfield-Jackson Atlanta International Airport.

This year, more than 2,500 public sector officials attended the conference, demonstrating the intense competition among cities for investment. "Development doesn't just happen – you have to seed development," Mayor Franklin said. "We are building the foundation for Atlanta's long term economic development health."

The purpose of this annual trip is to invite investment and promote retail development opportunities within Atlanta's emerging markets. Retail markets promoted by the team include Fort McPherson, the area around Turner Field, downtown's GreenLine, the Civic Center, Peachtree Corridor, Lakewood Fairgrounds and other priority areas. This is the third consecutive year in which the mayor has led a delegation to ICSC.

The trip also affords the Atlanta team the opportunity to learn from developers and other cities firsthand about retail trends and best practices. It is apparent from the showroom floor this year that there is a growing emphasis on sustainable development. Another interesting finding was that in other parts of the country, unlike in Georgia, the state is a financial partner in urban development.

The delegation had a full day of informal and official meetings on Monday with developers and retailers, some of whom have never invested in Atlanta. These meetings are useful not only for stimulating interest in Atlanta, but also because they enable our leaders to learn what developers are doing in other cities and what criteria they use when evaluating new markets and opportunities. The meetings also confirm the need for Atlanta to continue to build relationships. "We heard loud and clear that developers are interested in in-town Atlanta," Mayor Franklin said.

In today's economy, developers are emphasizing the importance of creativity in planning and financing. "There are a variety of ways to make deals work," said Atlanta Development Authority President Peggy McCormick. "The quality of the team is critical."

For more information on Atlanta's emerging markets, visit www.atlantaemergingmarkets.com.

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