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Eastside TAD Bonds Rated Investment Grade

The Eastside Tax Allocation District was established in 2003 to spur the development of new downtown housing and to attract the critical mass of permanent residents needed to make Downtown a vibrant 24-hour activity center. The TAD was also created to promote balanced economic growth by directing this effective economic development tool toward distressed neighborhoods that have suffered from a history of neglect.



Tribute Lofts in the Eastside TAD

In 2005, \$47.5 million in TAD bonds were issued to support the development of six residential projects and one office building, all of which have reached completion and are generating new tax revenues.

As a reflection of the positive performance of the district, the Series 2005 Eastside TAD bonds, originally an unrated transaction, have been awarded an A-/Stable long-term rating by Standard & Poor's based on the strength of annual debt service and the additional bonds test.

Achieving an investment-grade credit rating on these bonds lowers the future cost of debt in the TAD. In the bigger picture, it evidences the strength of the city of Atlanta TAD program.

Atlanta Airport Supports 434,400 Jobs, Generates \$16 Billion in Wages, Salaries

Hartsfield-Jackson Atlanta International Airport is the largest employment engine in the state. According to the recently released 2009 Economic Impact Study commissioned by the airport, 58,000 people work at the airport, and there are another 376,400 are jobs in the region that are supported by the airport's businesses or its visitors. This represents a 10.5 percent increase in airport jobs since 2005, the last time the airport conducted such a study.

The "on-airport" jobs alone generated \$4.3 billion in wages and salaries in 2009, with 58 percent of workers residing in Fulton, Clayton, DeKalb, Henry and Fayette counties. Visitors arriving at the airport are estimated to have spent \$13.9 billion in the Atlanta area for lodging, food, entertainment and transportation in 2009.

Total 2009 Impact*

Jobs	434,400
Business Revenue	\$58 billion
Personal Income	\$16 billion
Avg employee wage	\$51,655

*Includes direct, indirect, and induced impacts

The business attraction teams at the Atlanta Development Authority and the Metro Atlanta Chamber hear repeatedly that firms like Wipro, Kia Motors and UPS choose Atlanta for its easy access to customers and vendors around the globe via Hartsfield-Jackson. Atlanta's airport is the world busiest in terms of passengers, followed by Beijing and London's Heathrow airport. It is also consistently among the most efficiently operated. Even with the opening of the fifth runway and the soon-to-be-completed international terminal, the FAA projects that Atlanta's airport will reach capacity in 2025. The airport is currently examining the feasibility of a second airport in the Atlanta area.



A Lufthansa cargo plane at Hartsfield-Jackson Atlanta International Airport

In 2009, the airport generated \$32.6 billion in direct business revenues, of which \$14.7 billion resulted from on-airport activity.

Watching the airport numbers is a great way to gauge the direction in which the broader local economy is headed. Air cargo, for instance, is considered a key leading indicator. Between January and June 2010, air cargo was up 23 percent from last year. International cargo increased 35 percent during this same period. Outgoing cargo represents local manufacturing activity and incoming cargo represents imports that stem from consumer spending.

While the airport is owned and operated by the City of Atlanta, many people may be surprised to learn that it is physically located in the city of College Park, in Clayton County. Aviation operations at Hartsfield-Jackson yielded more than \$3 billion in total taxes last year, including \$531 million in municipal taxes, \$473 million in county taxes and \$664 million in state taxes.

The airport generates significant tax revenue for other jurisdictions, but it receives no tax revenue. It is 100 percent self-sufficient in terms of generating its own income for operations. The primary way the airport generates income is through raising capital from the Wall Street bond market, short- and long-term parking fees, airplane landing fees and concession sales.

ADA Publishes First Quarter Economic Snapshot

ADA has published its first-quarter Economic Snapshot for 2010. This report looks at the numbers in employment, commercial real estate transit, hotel occupancy and higher education. Highlights of this report include an 18.5 percent increase in the volume of air cargo passing through Hartsfield-Jackson Atlanta International Airport, impressive gains in the amount of hotel bookings in the city of Atlanta and strong numbers on educational attainment.

To see the full report, visit www.atlantada.com/econoDev/documents/ADAIndicators1Q2010.pdf.

Mayor's Office of Cultural Affairs Offers Grants to Atlanta Arts Community

The Mayor's Office of Cultural Affairs, a division of the Department of Parks, Recreation and Cultural Affairs, is inviting Atlanta artists, arts and community organizations to apply for grants through the Contracts for Arts Services program.

The application deadline for the 2010 - 2011 Contracts for Arts Services program is September 30, 2010. The Contracts for Arts Services program has contributed over \$13 million to support Atlanta's arts community, and this year \$400,000 is available to eligible participants.

"We realize that the presence of artists and arts organizations is essential to Atlanta's cultural vitality", Camille Russell Love, director of the Office of Cultural Affairs said. "Our goal is to provide increasing support for the artist community in Atlanta."

All arts and cultural organizations and practicing, professional artists are encouraged to apply, for projects that are taking place in Atlanta. Applications will be accepted in the following five categories:

- Arts Organizations (project and operating support for small to mid-size organizations)
- Major Arts Organizations (project and operating support to the city's established large-budget arts organizations)
- Community Cultural Development
- Artist Projects
- Emerging Artist Award for Visual Arts

To qualify for funding, artists must be residents of the city of Atlanta. Community and arts organizations must be headquartered within Atlanta city limits, incorporated in the State of Georgia and have 501(c)(3) tax-exempt status.

The following activities are eligible for funding:

- Publicly accessible arts programs in all art disciplines.
- Community arts programs that provide art opportunities to the public
- Artistic components of festivals

All funded activities must take place in city limits of Atlanta and result in presentations that are available to the public. Applications are available at <http://www.ocaatlanta.com/register> or through Monica Prothro at (404) 546-6849.

200 Peachtree Moves Forward with \$12 Million in Gap Funding from ADA

Imagine Downtown, Inc. (IDI), a Georgia community development entity controlled by ADA, promotes community investment in low-income areas of the city of Atlanta by providing New Markets Tax Credit mezzanine loans to qualified real estate projects. Last month, IDI provided a \$12 million mezzanine loan to convert the former Macy's department store in downtown Atlanta into 200 Peachtree, a major mixed-use retail and entertainment destination. This \$35 million project is located on Peachtree Street and occupies the first three floors of the historic building.

A significant portion of the project was completed earlier this year and included a redeveloped grand atrium for special events as well as ground-level retail space. Meehan's Public House opened its doors in March 2010, and Sweet Georgia's Juke Joint is expected to open this fall. The demand for special event bookings is outpacing projections, with events for the 40th anniversary of Leadership Atlanta, the National Black Arts Festival, ULI Atlanta's 16th Annual Awards ceremony, a Microsoft corporate event and more than 20 weddings scheduled already.

With this new round of financing, the project will connect the lobby in the Westin hotel to a new conference and exhibit space, create additional retail space and breakout meeting space for the conference center and support construction of The Gallery, a 17,000-square-foot exhibition space for corporate events, gallery exhibits and parties. At full buildout, the total project will provide more than 150,000 square feet of redeveloped space in a historic asset and has the potential to create more than 500 construction and permanent jobs.

The U.S. Department of Treasury awarded IDI \$60 million in New Markets Tax Credit allocation authority in 2007 and another \$20 million in 2008. IDI is a strategic partnership between ADA and Central Atlanta Progress to attract new capital investment in Downtown and areas south of Downtown.

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200 Peachtree Moves Forward with \$12 Million in Gap Funding from ADA (cont. from p. 3)

The New Markets Tax Credit program permits investor taxpayers to receive a credit against federal income taxes for making qualified equity investments in designated Community Development Entities. Substantially all of the qualified equity investment must in turn be used by the CDE to provide investments in low-income communities. This credit enables lending institutions to finance a wider variety of capital projects. The NMTC program was established by Congress in 2000.

Upcoming Economic Development Events

August 23-28, **City Hall East Liquidation Sale.** 10 a.m. - 5 p.m., Atlanta City Hall East (enter through North Avenue entrance). The City of Atlanta will host a week long liquidation sale to sell more than five thousand pieces of furniture at City Hall East.

September 9, **Atlanta BeltLine Northeast Study Group Meeting - Eastside Trail Design.** 6:30-8:30 p.m. Location to be announced.

September 16, **Atlanta BeltLine Quarterly Briefing.** 6 - 8 p.m. Atlanta Public Schools Auditorium, 130 Trinity Ave. Celebrate the Atlanta BeltLine's fourth anniversary at the third quarterly briefing of 2010. Highlights include updates on community engagement, master planning, design and construction and the Atlanta BeltLine Partnership. For more information go to www.beltline.org.

September 16, **ULI Atlanta Development of Excellence Awards.** 6 - 9 p.m., The Grand Atrium at 200 Peachtree. At the 16th annual Development of Excellence Awards, ULI Atlanta recognizes exceptional real estate developments and individuals across our region. This year's finalists include Gables Midtown, Hotel Indigo Athens, Luckie Marietta District, Piedmont Park's "Greystone", Southface Campus, Two Alliance Center and White Provisions. For more information or to register online, visit www.uliatlantaawards.com.

September 28, **Atlanta BeltLine Citywide Conversation - Corridor Design.** 6:30 - 8:30 p.m., Friendship Baptist Church, 437 Mitchell Street SW. The purpose of this meeting is to present and discuss the Atlanta BeltLine Corridor Design.

September 29, **Atlanta Multi-Family Summit.** 7:30 - 10:30 a.m., Loews Hotel Midtown. Join Bisnow and the leaders of the nation's multi-family community on September 29th at the J.W. Marriot to gain invaluable information, insight, and (of course) schmooze time. For more information or to register visit: www.bisnow.com/events/atlanta/2010/multi-family-summit/.

September 30, **Commercial TADs Application Period Closes.** The Atlanta Development Authority will accept applications for projects in the Campbellton Road, Metropolitan Parkway, Hollowell/M.L. King and Stadium Neighborhood TADs until September 30. For more information, email CTADs@atlantada.com

October 6, **Tools of the Trade: Is Your Community Ready for a Business Incubator?** 8 a.m. - 5 p.m., Georgia Tech Global Learning Center. Join economic development professionals, business incubation practitioners and others to explore strategies for entrepreneur support in this one-day course at Georgia Tech. Participants will learn from in-depth sessions about choosing and starting the right incubator program, incubator sustainability, funding options, and industry best practices. For more information visit: <http://www.pe.gatech.edu/subjects/economic-development>.

October 28, **6th Annual Business Growth Expo.** Cobb Galleria Centre. Put your brand in the spotlight at the biggest networking event of 2010. From startups to well-established corporations, key executives will be looking for new ideas, proven strategies and inspired products to supercharge their growth. To sponsor this event or get an exhibit booth contact Emily Boyle at eboyle@bizjournals.com or 404.249.1069. Get full details and purchase tickets at www.businessgrowthexpo.com.

November 17-19, **Environmental Trade Mission 2010.** ETM 2010™ will provide a forum where people from around the world come together to showcase cutting edge clean technologies, including products, services and processes that create a pathway to economic development opportunities for sustainable business practices. For more information and to register online, visit www.environmentaltrademission.org.

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