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ADA Launches Business Retention Campaign

Over the past six months, the Commerce and Entrepreneurship department of the Atlanta Development Authority has rolled out a new business retention strategy: together with partners from Georgia Power and the Metro Atlanta Chamber, ADA's Gregg Simon and Danielle Fernandes have been calling on businesses in the Atlanta area, starting with the larger employers, to make sure they know how important they are to the city.

The team has met with more than a half-dozen companies, collectively employing more than 5,000 people and specializing in everything from information technology to finance to major-brand snack food manufacturing, to check in, learn more about how each company fits into Atlanta's business landscape, and to ensure that each company is aware of how ADA and its partners can assist them.

In the process, ADA has been able to help resolve issues and learn of potential opportunities for business expansion in the Atlanta area. Simon says he helped one company with several subsidiaries avoid having to complete multiple business license applications by streamlining the process. The partnership has also helped a company with a water drainage problem by reaching out to the Public Works department.

"It's little things to make these employers feel welcome in the city of Atlanta," Simon says. "ADA can act as their advocate with any city of Atlanta department and we can help them with any plans to expand their business."

Other times, the companies simply want to know more about long-term projects for the city, such as the BeltLine and the redevelopment of Fort McPherson. In these cases, the strategic partners will arrange for a meeting or presentation so that the companies have the best information available to them.

"Hopefully our efforts leave these employers with a good feeling that the city of Atlanta wants them to be here," Simon says, "and, if they have a problem, they know who to call."

If you or your company would like to meet with ADA and its partners, contact Gregg Simon, manager of business engagement, at (404) 614-8301 or gsimon@atlantada.com.

Come Home to Atlanta! The \$8,000 Clock is Ticking

Now is the perfect time to buy a house in the city of Atlanta. According to a recent report by the National Association of Realtors, the median sales price of single-family homes in metro Atlanta is starting to rise again. Act quickly to find the best deals! First-time homebuyers have until December 1, 2009 to purchase a home and receive up to \$8,000 in federal tax credits. Downpayment help is also available. Visit www.atlantada.com to download ADA's new comprehensive housing brochure that lists mortgage assistance programs available within the city. Come home to Atlanta and experience affordable living in the city.

The Green Concert Returns with Paul McCartney

With the drought in Atlanta officially over, the Piedmont Park Conservancy is resurrecting the Green Concert. In honor of the Conservancy's 20th anniversary, Sir Paul McCartney will perform for tens of thousands in the park's restored Tenth Street meadow on August 15.

As in 2007, when the Conservancy first introduced The Green Concert, this year's event is offered in partnership with the City of Atlanta Parks, Recreation and Cultural Affairs Department. The eco-friendly concert will continue to raise funds for Piedmont Park's 53-acre expansion and maintenance, while promoting environmental sustainability. The inaugural Green Concert, featuring Dave Matthews Band, took place in September 2007. Conservancy officials hope to improve upon the statistics from the 2007 event, when more than 85% of attendees took alternate transportation and the Conservancy recycled 10 tons of trash, brought in solar powered ATMs, and utilized bio-diesel fuels. Last year's concert was canceled because of drought conditions.



The Green Concert is a car-free event - there will be no on-site parking, and the streets surrounding the park will be closed to non-residents. Concert-goers are encouraged to use MARTA, walk or bicycle to the event. The Atlanta Bicycle Coalition is offering a free bike valet service for concert patrons.

For more information on The Green Concert and the Piedmont Conservancy, visit www.piedmontpark.org.

Inner-city Companies: Call for Nominations

The Initiative for a Competitive Inner City, a national non-profit that promotes business-led economic development in America's inner cities, has announced a call for nominations for its 2009 Inner City Capital Connections and 2010 Inner City 100 programs.

Companies that participate in the Inner City Capital Connections program will gain access to capital providers who finance inner-city business growth, get one-on-one feedback from seasoned investors, participate in a free executive education summit at Harvard Business school, and appear in BusinessWeek SmallBiz on a list of the 100 fastest-growing firms in inner cities across the country.



ICIC

Initiative for a Competitive Inner City

The Inner City 100 Program ranks the fastest-growing inner-city companies based on five-year revenue growth (2004-2008). To qualify, a company must be an independent, for-profit corporation, partnership, or proprietorship; be headquartered in or have 51 percent or more of its physical operations in economically distressed urban areas of the U.S.; have 10 or more full-time employees; and have a five-year operating sales history that includes sales of at least \$200,000 in 2004 and at least \$1 million in 2008 with no decrease in sales from 2007 to 2008.

Companies selected for the Inner City 100 will receive national and local media recognition and be invited to a gala awards dinner. Winners will also attend a free executive education session at Harvard Business School.

Click here to [nominate](#) a company or here to [apply](#) for this free program. If you have questions or would like more information, contact Alex Rodriguez at arodriguez@icic.org or (617) 297- 3140.



Grant Management Workshop Coming To Atlanta

The prospect of losing federal grant monies is very real. Mismanagement and non-compliance with rules and regulations are the main reasons organizations lose funds. It seems the news media reports, almost weekly, that another agency lost funding because they didn't comply with federal government grant standards. If this happens to you, it could be years before your agency is re-approved to receive federal funding.

Take the steps today to prevent that from happening tomorrow by attending a two-day Grant Management workshop, hosted by the Atlanta Police Training Academy, in partnership with Grant Writing USA, September 21-22.

If you don't know what to do, staying in compliance with federal grant requirements can be daunting. Experienced Grant Writing USA instructors will teach attendees compliance steps in an organized, comprehensive, and easy to understand manner.

This workshop applies to anyone who currently receives federal grant funding. Federal pass-through grant managers and staff are also encouraged to attend. Tuition is \$595 and includes Grant Writing USA's information-packed 450-page grant management workbook and reference guide. Seating is limited, and online reservations are necessary. For more information visit grantwritingusa.com.



Upcoming Economic Development Events

August 15, **The Green Concert at Piedmont Park.** Featuring Sir Paul McCartney with special guests The Script. Tickets on sale through Ticketmaster. \$79.50. Gates open at 4 p.m. for VIP and Piedmont Park Conservancy pre-sale ticketholders and at 5 p.m. for general admission.

August 18, **Opening reception for SHAPING SHADOWS: Contemporary Ichiyo Ikebana.** 5-7:30 p.m., Museum of Design Atlanta, 285 Peachtree Center Avenue. An official of the Japanese Consulate, Atlanta, will offer a greeting followed by a short presentation by Elaine Jo on the inspiration for *Shaping Shadows*. Light refreshments and Japanese Tea will be served. Exhibit runs through August 24. Respond to RSVP@museumofdesign.org by August 11. For more information visit www.museumofdesign.org.

August 20, **The Nonprofit University ® presents Emergency Response.** 9:30 a.m. - 12:30 p.m., 50 Hurt Plaza, Suite 845. Every organization faces emergencies and unique situations. Do your organization, its employees, and its volunteers have a plan in place in case of an emergency? What common situations do organizations fail to prepare for in a practical and cost-effective manner? What types of emergencies do you need to prepare for? This seminar offers the basic outlines and checklists for proper emergency response and for preparing for a business interruption. For more information and to register visit www.gcn.org.

August 20, **Atlanta BeltLine Quarterly Briefing.** 6 - 8 p.m. Atlanta Public Schools Auditorium, 130 Trinity Ave. For more information go to www.beltline.org.

August 26, **Small Business Monthly Information Session.** 5 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an e-mail to cbrackett@atlantada.com or call (404) 614-8295.

September 2-3, **GreenBusiness Works EXPO.** Cobb Galleria Centre. Attend EXPO 2009 and hear real-world practices from real organizations who have implemented well formulated environmental strategies and reaped real cost savings. The data is in: conservation measures - even those that don't cost a lot of money - pay off. Learn how to realize your share of cost savings. Register today at www.GreenBusinessWorksEXPO.net.

September 15, **BeltLine Night at the Braves.** 7 p.m., Turner Field. The BeltLine Partnership and other organizations that support the BeltLine will be in attendance with information booths before and during the game as the Braves take on the Mets. Half of the proceeds from tickets purchased here will benefit The BeltLine Partnership Capital Campaign. To purchase your tickets please visit www.beltline.org.

September 21-22, **Grant Management Workshop.** Hosted by the Atlanta Police Training Academy, in partnership with Grant Writing USA. For more information visit grantwritingusa.com.

September 30, **Small Business Monthly Information Session.** 5 p.m. at the offices of the Atlanta Development Authority. To RSVP, send an e-mail to cbrackett@atlantada.com or call (404) 614-8295.

September 30, **Arts & Culture Mayoral Forum.** 6-8 p.m., Rich Auditorium, Woodruff Arts Center. The Metro Atlanta Arts and Culture Coalition will be hosting an Arts & Culture Mayoral Forum. The top candidates running for City of Atlanta Mayor have committed to attending this event to discuss their positions on a range of arts issues. For more information visit www.metroatlantaarts.org.

October 5-9, **The 2nd Atlanta International Environmental Trade Mission.** The Atlanta International Environmental Trade Mission is to provide a forum where Atlanta's economic development stakeholders and international community's market representatives can exchange information, facilitate collaboration and identify potential environmental economic development opportunities in green business development in the 21st century for businesses that are solutions driven. For more information and to register online, visit www.environmentaltrademission.org.

October 13-14, **Venture Atlanta 2009.** W Atlanta Midtown. The Metro Atlanta Chamber is pleased to announce the second annual Venture Atlanta® conference. Last year's nearly 500 attendees comprised venture capitalists, entrepreneurs, investment bankers, service providers and senior technology executives. For more information and to register, visit www.ventureatlanta.org.