



# The Pulse of Progress

## Atlanta's Economic Monitor

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### Atlanta International Fashion Week and ADA Offer Training, Assistance for Fashion Entrepreneurs

Next week, Atlanta will welcome the fashion industry's brightest and best for the third annual Atlanta International Fashion Week - but it won't be all runway shows and networking cocktail parties. The goal of AIFW is not only to showcase local and international designers and models, but also to educate budding entrepreneurs and highlight Atlanta as an emerging fashion center.

"Atlanta is known as a music Mecca, but is now becoming a site for fashion stimulus and can now play a major role in the fashion arena and gain international recognition," says Paula Whittle, AIFW founder and director. "I want to bridge the two industries to create a powerful, innovative convergence."

Pretty Academy is one way in which AIFW seeks to nurture new talent. This series of workshops on topics in fashion and beauty brings in leading industry experts as teachers and is open to all registrants. Courses include School of Art & Design, Institute of Fashion & Technology, Style Basics, Fashion 101 and Marketing. Each day of AIFW will offer intense, highly informative and entertaining workshops as part of Pretty Academy. Email [info@atlantaintlfashionweek.com](mailto:info@atlantaintlfashionweek.com) for more information on how to register.

For any designer or entrepreneur ready to launch his or her own boutique or fashion-related business, the Atlanta Development Authority offers loans, credit incentives and technical assistance for small businesses. Lonnie Saboor, manager of small business finance at ADA, holds monthly information sessions on how to start a small business at ADA's offices. For more information on these sessions (see dates in the events section) and ADA's small-business assistance programs, visit the "Entrepreneurs and Small Business Owners" tab on the ADA homepage, [www.atlantada.com](http://www.atlantada.com).

ADA  
Atlanta Development Authority

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Business Improvement Loan Fund  
Small Business Loan Programs  
The Phoenix Fund  
Opportunity Loan Fund  
Empowerment Zone Loan Fund

## Brand Atlanta a Supporter of Fashion Week



Brand Atlanta is proud to support Atlanta International Fashion Week 2009. From July 22-26, AIFW will showcase local and international designers and models with the city of Atlanta as its backdrop. Now in its third year, AIFW is set to become a marquee event, attracting 5,000 plus industry insiders from around the world including retailer buyers, celebrities, business owners and regional, national and international media. Most AIFW events will be held in downtown Atlanta at the Hyatt Regency Hotel or at Centennial Olympic Park.

Brand Atlanta commends AIFW for its commitment to Atlanta's fashion and design community as well as its promotion of women's health issues. Many AIFW events demonstrate the organization's dedication to economic development and promotion for the city of Atlanta. Pretty Academy, for example, is a series of fashion-based workshops that includes entrepreneur training. AIFW also supports the Heart Truth Campaign, whose mission is to alert women of the danger of heart disease, the no. 1 killer of American women.

"This event supports the growth of Atlanta's local fashion and creative industries," says Sonya Moste, director of Marketing at ADA and interim marketing executive for Brand Atlanta. "Fashion Week is about economic development and raising Atlanta's profile."

## ADA Provides Funds for Permanent Supportive Housing

Last month, the Atlanta Development Authority helped to fund two supportive housing projects: Eden Village and Quest Village.

ADA awarded \$620,000 to Phase II of City of Refuge's Eden Village transitional center. City of Refuge currently serves as an assessment center for the 132 women and children in Eden Village I - this second phase of construction at Eden Village will benefit an additional 100 women on their way to self-sufficiency. Eden Village II celebrated its grand opening on July 8 and will replace the city's former Ellis Street Shelter and serve as a new supportive housing site for single women.

Families in Eden Village are provided housing, case management services, advocacy counseling, job readiness training, and child care services. While only women and children are allowed to reside on the premises, City of Refuge provides many services to homeless men as well. More than a thousand people per month are served through City of Refuge's resource center, which supplies people with clothes, hygiene kits and computer stations, and assists those who need to obtain driver's licenses, birth certificates, MARTA tokens or referrals to drug and alcohol rehab programs. The kitchen at City of Refuge feeds about 17,000 people each month.

"When it comes to addressing homeless issues, no one organization or government entity can do it alone," says Atlanta Mayor Shirley Franklin. "It takes partners, both public and private, and this project is a model for how these partnerships should work."

ADA's multifamily team also completed the due diligence required to close a Community/Housing Development Trust Fund (also known as the Vine City Trust Fund) loan for Quest Village. The total amount of the loan was \$600,000.

Quest Village is located at 881 & 891 Rock Street in Vine City, Council District 3. The closing provides the necessary funds to complete the rehabilitation of 20 units that will be set aside for permanent supportive housing. This development, supported by Homeless Opportunity Funds, will provide training in independent living skills, workforce development, case management services, substance abuse recovery groups, and health and medical referrals for the residents.



## Sustainable Atlanta Building Ordinance Complete

Sustainable Atlanta has worked since June of 2008 to address the social, economic, and environmental impacts of commercial and high-rise residential buildings. By engaging numerous community leaders, experts, and stakeholders, the Sustainable Building Taskforce has developed the proposed Atlanta Sustainable Building Ordinance (ASBO), which will appear before the City Council's Community Development/Human Resources Committee in late July.



The Department of Planning and Community Development is the city department under whose purview this legislation is housed. Sustainable Atlanta and Southface are the outside entities providing assistance to the administration on this ordinance. As stated in the introduction to the proposed ASBO, the purpose of the ordinance is "to further protect the health, safety, and welfare of Atlantans while safeguarding the economic, social, and environmental competitiveness of Atlanta." The final version of the ordinance, a fact sheet, a peer city comparison, and a template letter of support are posted on the [Sustainable Atlanta website](#).

As City Council reviews the proposed ordinance, Sustainable Atlanta is hosting a series of evening public education meetings (July 20 & 22) and daylong workshops (August 3- 6). More information on these meetings can be found on our website. If you have any questions about the ordinance, please contact Synkai Harrison at [asbo@sustainableatlanta.org](mailto:asbo@sustainableatlanta.org) or Ibrahim Maslamani, director of the Bureau of Buildings, at [imaslamani@atlantaga.gov](mailto:imaslamani@atlantaga.gov).

## Upcoming Economic Development Events

July 20, **Atlanta Sustainable Building Ordinance Public Education Meeting**. 5-6 p.m., Buckhead Branch Library. The Atlanta Sustainable Building Ordinance is a set of proposed amendments to Atlanta's building code to make new construction healthier, more efficient and economically viable, less harmful to the environment, and higher quality.

July 22, **Atlanta Sustainable Building Ordinance Public Education Meeting**. 5-6 p.m., Stewart-Lakewood Public Library. See above.

July 22-26, **Atlanta International Fashion Week**. See stories above for more information.

July 23, **CAP/ADID Town Hall Meeting**. 7:30-9:00 a.m., Hyatt Regency Atlanta. Designed for CAP members and ADID property owners, the Town Hall meetings are open to anyone who has an interest in moving Downtown Atlanta forward to the future. RSVP to [richorr@atlantadowntown.com](mailto:richorr@atlantadowntown.com)

July 23, **BeltLine Southwest Study Group Meeting**. 6:30-8:30 p.m. This meeting will kick-off the design and development phase of Stanton Park by introducing the lead consultant and seeking feedback from the community on an initial draft design. Emmaus House Episcopal Chapel, 1017 Hank Aaron Drive. For questions, contact the Office of Community Engagement, [readdy@atlbeltline.org](mailto:readdy@atlbeltline.org) or [bmcmillan@atlbeltline.org](mailto:bmcmillan@atlbeltline.org).

July 27- August 9, **Downtown Atlanta Restaurant Week**. This event showcases Downtown Atlanta restaurants with special dining promotions of three-course dinners for \$25.00 per person, plus tip, plus tax. For a list of participating restaurants and menus, visit <http://www.atlantadowntown.com/fun/restaurant-week>.

July 29, **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](mailto:cbrackett@atlantada.com) or call (404) 614-8295.

July 29-August 2, **National Black Arts Festival**. Various venues around Atlanta. For more information visit <http://www.nbaf.org/>.

August 5, **Second Annual Taste of Asia Kickoff Party**. 6:30-8:30 p.m., Macy's Lenox Square Mall. The Georgia Restaurant Association will feature 23 of Georgia's finest Asian restaurants during Taste of Asia Week, August 10-16, and the kickoff tasting. \$10. A portion of the proceeds will go to support the Atlanta Community Food Bank, and the Taste of Asia Scholarship Program. For more information visit [www.discuss-gra.com/toaweek/index.html](http://www.discuss-gra.com/toaweek/index.html).

August 13, **BeltLine Northeast Study Group Meeting**. 6:30-8:30 p.m. This meeting will kick-off the design and development of Phase II of Historic 4th Ward Park by introducing the lead consultant and seeking feedback from the community on an initial draft design of park amenities (skate park, splash pad, play grounds, multi-use fields). Hillside, 690 Courtenay Dr. NE. For questions, contact the Office of Community Engagement, [readdy@atlbeltline.org](mailto:readdy@atlbeltline.org) or [bmcmillan@atlbeltline.org](mailto:bmcmillan@atlbeltline.org).

## Upcoming Economic Development Events (continued)

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](mailto:RSVP@museumofdesign.org) by August 11. For more information visit [www.museumofdesign.org](http://www.museumofdesign.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](http://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](mailto: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](http://www.GreenBusinessWorksEXPO.net).

September 12, **First Annual Regional Neighborhood Summit.** 8 a.m., the Loudermilk Center, 40 Courtland Ave. This is your chance to take part in a day-long event designed to make real progress in our communities. At the summit there will be interactive sessions ranging from leveraging technology to the effective use of lobbying, and county commissioners will be on hand later in the day to listen to ideas and concerns and answer questions. \$10 before August 1. For more information visit [www.neighborhoodsummit.org](http://www.neighborhoodsummit.org).

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](http://www.metroatlantaarts.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](http://www.ventureatlanta.org).