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ADA News in Brief: Announcements from College Football Hall of Fame, Kemira, Iverson Genetic Diagnostics

The Atlanta Development Authority has had a good fall in terms of business recruitment and expansion. The College Football Hall of Fame announced it would be relocating to Atlanta, Finnish company Kemira celebrated the grand opening of its research and development facility, and biotech firm Iverson Genetic Diagnostics, Inc. announced plans to open a regional genetic testing laboratory at the Morehouse School of Medicine.

The ADA played a supporting role to the Chick-fil-A Bowl, the State of Georgia, and Central Atlanta Progress in landing the relocation of the College Football Hall of Fame from South Bend, Ind. A new \$50 million facility to house the Hall of Fame is expected to open in the fall of 2012 near Centennial Olympic Park, joining a host of other major tourist attractions in downtown Atlanta.

The final site selection is expected to be announced later this year. Facility design for the building project is will be complete later this fall, with construction on the 50,000-square-foot structure beginning next spring. It is likely the new College Football Hall of Fame facility will be adjacent to Centennial Olympic Park and near the new Center for Civil and Human Rights, also expected to open in 2012.

Finnish chemical company Kemira celebrated the grand opening of its new consolidated North American research and development facility on September 29. The space is located at Georgia Tech's Technology Enterprise Park.

The Atlanta Development Authority, the economic development arm of the City of Atlanta, laid the groundwork for this deal though its financing of TEP in 2006. The facility, which brings 85 new jobs to Atlanta, will house research and development professionals focused on enhancing development and commercialization of innovative technologies and products for the pulp and paper, water treatment and oil and mining industries. The new R&D center is one of five globally for Kemira and the only R&D location in North America.

Finally, a leader in the emerging field of gene-based health information, Iverson Genetic Diagnostics, Inc., announced that it is opening a regional genetic testing laboratory at the Morehouse School of Medicine in Atlanta.

The ADA assisted Iverson during the location-selection process. The initial phase of this cutting-edge laboratory will be the development of a 2,000-square-foot genetics lab with an investment of \$2.5 million. This lab will create 13 new jobs on the MSM campus.

These deals represent significant wins not only for the ADA, but for all of its partners who share in these successes as well as the city of Atlanta and its ever-growing tourism and bioscience industries.

Federal Stimulus Dollars Ready to be Deployed in Atlanta to Address Vacant Foreclosed Homes

The City of Atlanta has received \$1.1 million from the federal government under the American Recovery and Reinvestment Act to address foreclosures in the city's hardest hit neighborhoods. The Atlanta Development Authority will administer the downpayment assistance program on behalf of the city of Atlanta as part of the Neighborhood Stabilization Program. This month, lenders and realtors will be trained on how to use the program and process applications.

The program, which is geared toward homebuyers, will be launched to the public in late October. Prospective buyers must use a lender from the list of ADA-approved lenders located on the ADA website at <http://www.atlantada.com/buildDev/documents/Lenderslist8-14.pdf>.

Homebuyers will be able to receive up to \$25,000 toward a downpayment if they buy a vacant foreclosed home in one of the city's NSP-eligible census tracts. For a listing of eligible NSP census tracts, visit www.atlantaga.gov. To determine if the property is located in an eligible census tract, visit <http://factfinder.census.gov/>. The purchase price of the home cannot exceed \$252,890 and the gross household income of the purchaser cannot exceed 120 percent of area median income. Homebuyers can contact approved lenders listed on ADA's Web site to qualify for a first mortgage.

"Foreclosures and mortgage fraud have hit hard in Atlanta's most vulnerable communities," says Dawn Luke, Deputy Director of Housing Finance for the ADA. "With the dollars we have, we hope to turn 50 empty houses into homes for deserving families. Neighborhood stabilization has become mission critical for all of us."

Realtor training is free and open to any licensed real estate agent who sells or lists property within the Atlanta city limits. The next training will be held on October 15. Space is limited. RSVP to Stephanie Perkins at (404) 614-8294.

A Day of Hope for Atlanta

This December, the Atlanta Development Authority will present A Day of Hope. This event, which is open to the public, will focus on educating citizens in the areas of homeownership and wealth building. The first Day of Hope will be held in the Historic Westside neighborhoods on December 5 from noon until 4 p.m. Stay tuned to www.atlantada.com for more details.



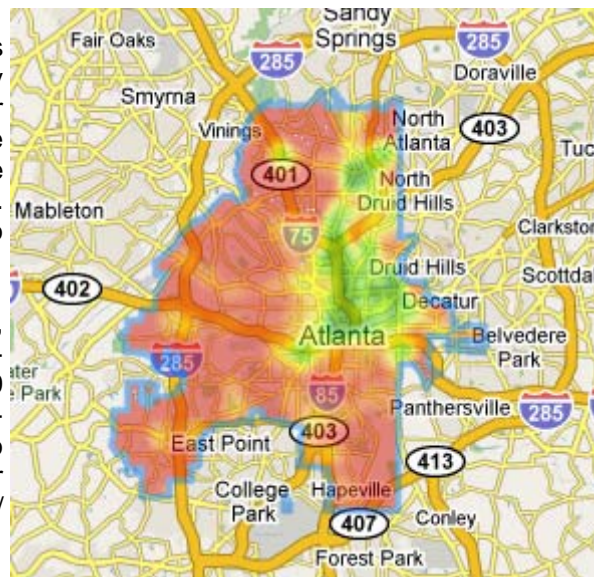
'Walkers' Paradises' among City of Atlanta Neighborhoods

Atlanta is often recognized for its traffic jams, so it may come as a surprise that there are many parts of the city in which living car-free is possible. Atlanta ranks 22nd out of the 40 largest U.S. cities for walkability, according to Walk Score, and two of its neighborhoods qualify for the title of "walkers' paradise."

Walk Score (www.walkscore.com) helps people and businesses identify walkable places to live and locate. By calculating the proximity of an address to nearby stores, restaurants, schools, parks and other amenities, Walk Score goes block-by-block through cities to measure how easy it is to live a car-lite lifestyle there. The ratings that arise from this analysis range from 0 to 100, with 100 being the best. Neighborhoods that achieve a score of 90 or higher are considered to be a walkers' paradise.

Atlanta's top five most walkable neighborhoods are Five Points, Poncey-Highland, Sweet Auburn, Midtown and Inman Park. Twenty-seven percent of Atlanta residents have a score of 70 or above, 49 percent have a score of at least 50, and 51 percent live in car-dependent neighborhoods, according to the Walk Score analysis. To see a walkability map of the entire city of Atlanta and learn how your neighborhood stacks up, visit <http://www.walkscore.com/rankings/Atlanta>.

If you want to learn more about Walk Score rankings, visit their detailed methodology page online.



Walk Score's "walkability heat map" of the city of Atlanta

Upcoming Economic Development Events

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.

October 17, **AIA Atlanta Tour of 1010 Midtown**. 2-5 p.m., 1080 Peachtree Street. The Atlanta branch of the American Institute of Architects' tours aim to educate the public about the profession of architecture through guided tours of significant projects in the Atlanta area. Past tours have had an attendance up to 100 persons or more and offer an excellent opportunity for local practices to both gain exposure and feedback from the public. This month's tour of 1010 Midtown will be led by Rule Joy Trammell + Rubio. For map and directions, [click here](#). Please RSVP at aiaatlantatours@gmail.com.

October 22, **BeltLine Design Meeting**. 6:30-8:30 p.m., West Hunter Street Baptist Church, 1040 Ralph D. Abernathy Blvd. SW. The focus of this meeting will be Stanton Park Design, Phase I. For more information visit www.beltline.org.

October 24, **BeltLine Arboretum Tree Planting**. 9 a.m. - noon. Join Trees Atlanta and Westview/West End volunteers to plant trees along the Atlanta BeltLine Arboretum on Lucile Ave and White Street. Volunteers will meet at the Kipp Strive School, 1444 Lucile Ave at 9am. Please dress for work and bring water. Trees Atlanta will provide training, tools, and gloves. For more information please contact Trees Atlanta's Robby Astrove at (404) 681-4901 or robby@treesatlanta.org

October 26, **BeltLine Westside and Southwest Study Groups**. 6:30 - 8:30 p.m. Atlanta Community Food Bank, 732 Joseph E. Lowry Blvd. The focus of these meetings will be community benefits. For more information visit www.beltline.org.

October 27, **Fort McPherson Restoration Advisory Board**. 7-9 p.m., "The Commons" at Fort McPherson, 1761 West Miller Drive, Fort McPherson, GA 30330. The board reviews environmental issues prior to redevelopment at its quarterly meeting, open to the public. For more information, including how to join the board, contact board co-chair Paul Brightbill at (404) 755-6541 or paulbrightbill@gmail.com.

October 27-November 12, **Good Urbanism 101**. 6:30-8:30 p.m., AGL Building, Ten Peachtree Place. Good Urbanism 101 comprises six classes by the Georgia Conservancy's Growth Management Program and several Georgia Tech professors. \$200 for the six sessions. Learn more at <http://www.georgiaconservancy.org/index.php?page=good-urbanism-101>

October 27-January 16, **Marcel Breuer: Design and Architecture**. Museum of Design Atlanta. Renowned architect Marcel Breuer designed the Atlanta-Fulton County Public Library, which was recently placed on the World Monuments Fund's 2010 Watch List of endangered buildings and places. This Marcel Breuer retrospective, conceived and organized by Vitra Design Museum, is the very first exhibition that also appropriately presents all the different fields in which he was active - and treats them as equal aspects of his oeuvre. For more information visit www.museumofdesign.org.

October 28, **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.

November 10, **2009 Downtown Development Day**. 7:15 a.m. - 12:30 p.m., AmericasMart, Building Two. Central Atlanta Progress is pleased to present the Seventh Annual Downtown Development Day in partnership with CREW Atlanta. Discover the new and exciting changes Downtown has in its pipeline at this informative networking event. The day's program is designed to educate you on the progress made in the past year and the plans to continue Downtown's revitalization. Join Atlanta's real estate community and Downtown stakeholders interested in the area's future at the new AmericasMart Building 2 WestWing, which opened last year. For more information or to register online, visit <http://atlantadowntown.com/business/downtown-development-day>.

November 25, **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.