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### City of Atlanta Designated as a Recovery Zone

The Atlanta City Council designated a citywide Recovery Zone on December 7, 2009. In a unanimous show of support, the council has empowered the Atlanta Development Authority (ADA), the city's economic development agent, to access an additional tool that will help stimulate jobs anywhere in the city.

"In doing what we did as a council, it keeps Atlanta on the competitive edge for stimulus funding throughout the city with other local municipalities," says Councilman Jim Maddox.

Under the American Recovery and Reinvestment Act of 2009, the city received an allocation of \$34 million in Recovery Zone Facility Bonds and designated ADA as its agent. ADA will use the Facility Bonds in recruiting new businesses to Atlanta. This new federal program can be used to provide non-recourse financing to commercial real estate acquisitions, renovation or equipment at a tax-exempt interest rate. These bonds were previously limited to manufacturers and non-profits. "Designating the Recovery Zone as citywide provides us with flexibility to attract businesses, jobs and investment to the city," says Peggy McCormick, president of ADA.

ADA Manager of Business Engagement Gregg Simon says the Recovery Zone approval will be a boon for bringing businesses into the city. "This adds a new tool to our toolkit and will encourage businesses to select in-town Atlanta for headquarters or other operations," Simon says. "This fall we have had a number of inquiries from businesses about locations in the city. Recovery Zone Facility Bonds allow us to offer low-cost financing making in-town Atlanta more competitive."

ADA will begin marketing the program immediately. Projects must be creditworthy and have access to financing to qualify for the program. Any bonds must be issued by December 31, 2010. Projects with pre-leases that demonstrate job growth will be given priority.

### Ellis Hotel Named 'Development of Excellence'

The Atlanta Development Authority was recently honored by the Atlanta Regional Commission, along with its partners Central Atlanta Progress and the City of Atlanta at the ARC's annual State of the Region Breakfast on November 20. The Ellis Hotel on Peachtree Street in Downtown was recognized as the 2009 ARC Development of Excellence for Historic Preservation. This award is given each year to developments in the 10-county metro region that exemplify the policies and practices of ARC's Regional Development Plan. (continued on p. 3)

## ADA Presents 'A Day of Hope'

On Saturday December 4, more than 50 people came to the KIPP WAYS Academy in Atlanta's historic Westside neighborhood for A Day of Hope with the Atlanta Development Authority.

A Day of Hope was an event put on by the ADA with the purpose of reaching out to residents in the city of Atlanta and informing them of the many resources at their fingertips that can help them become homeowners and business owners. The afternoon-long event included seminars on how to finance a small business, how to get assistance in purchasing a home through using and layering various incentive programs, home security, neighborhood safety, and how to preserve a home's value. Most attendees came to hear presentations on specific topics, but there was a steady flow of traffic all day.

ADA Homeownership Center Manager Tracey Powell organized the event. "I am so appreciative of the historic Westside community for being receptive to us coming into their area to give them tools and knowledge that they could use to help themselves," Powell says. "I think we left them hungry for more. A Day of Hope has set the tone for ADA to explore additional community events in the future."

ADA would like to thank Matisha Wiggins of YPP Events, the Washington Park Neighborhood Association, and the KIPP WAYS Academy for their generous help in presenting this event.

## Second Group of Atlanta Entrepreneurs Graduates from SBA e200 Program

The U.S. Small Business Administration honored the second class of participants in its Emerging 200 Initiative (e200) at a graduation ceremony at the Atlanta Development Authority on December 11.

Atlanta is one of 11 cities selected to participate in the intensive e200 training program designed to assist existing inner-city businesses develop their growth strategies for the next stage of development. This year's e200 program has been a collaboration of the SBA Georgia District Office, the Atlanta Development Authority, Atlanta Workforce Development Agency and SCORE-Counselors to America's Small Business.

"The basic goal of our Emerging 200 Atlanta initiative was to help promising inner-city firms step up to the next level," said SBA Georgia District Director Terri Denison. "Assisting firms in developing an effective growth strategy will not only help their bottom line but also generate economic benefits for the neighborhoods in which they are located." The Atlanta companies selected for the initiative were those with a threshold of approximately \$400,000 in annual revenue and an operational track record of at least three years.

These companies are the 2009 Emerging 200 participants in Atlanta:

Enrichment Bookstores Inc.	The Coleman Group Inc.,	Kronberg Wall Architects LLC
Brown & Pipkins LLC	H&G Construction Concepts	Prestige Design Group Inc.
Bryant Auto & Towing Service	HA Office 515 Inc.	Atlanta Cargo Transportation
	Kera Enterprises Inc.	

The e200 training is based on the case study model used in many universities with examples drawn from the participating entrepreneurs' businesses. The program, providing more than 40 hours of advanced training, was focused on financials, marketing, human resources, exporting, government contracting and capital access. Through their course work, the participants worked with professionals from banking and other sectors of the business community. One objective of the program was for participants to draft a three-year strategic growth plan for their businesses.

The SBA will expand the e200 Initiative in 2010 with the current participating cities being joined by new programs in 12 additional communities. The new cities will have an emphasis on Native American business owners. This expansion coincides with the President's recent appearance before Tribal Leaders in Washington, D.C., during which he promised that his administration would work with the Native American community to help build economic prosperity.

Atlanta's inner-city is home to more than 5,600 establishments which collectively employ 141,000 workers. Some 96 percent of Atlanta inner-city businesses employ fewer than 100 people, while 83 percent employ fewer than 20 workers. Atlanta's largest business clusters, Local Commercial Services and Local Hospitality Establishments, are responsible for 25 percent of inner-city employment.

## Chinamex Picks Atlantic Station for U.S. Headquarters

Chinamex, a business incubator that connects Chinese companies with those across the globe, has selected Atlantic Station for its U.S. headquarters. The new location will focus on helping Chinese enterprises conduct business with companies in North America and South America.

"We believe Atlanta is best suited for our U.S. headquarters based on the scope of global business done here daily, and superior accessibility to all North American and South American markets," says Chinamex Chief Representative Hanson Zhang. "Atlantic Station's central location and concentration of businesses makes it a great fit for our U.S. headquarters. We look forward to a long and mutually prosperous engagement with all of our stakeholders in China, the State of Georgia, and the City of Atlanta."

Chinamex Americas LLC leased nearly 14,000 square feet on the ground floor at 201 17th Street, a 17-story, 350,000-square-foot office tower in Atlantic Station. The tower at 201 17th Street is Gold LEED Certified.

"Georgia's pro-business environment will facilitate Chinamex's success in the U.S.," said Ken Stewart, commissioner of the Georgia Department of Economic Development (GDECD). "We anticipate the company's presence here will in turn spark increased interest in Georgia from Chinese companies."

In July, Chinamex said it would locate its U.S. headquarters in Atlanta after also considering San Francisco. This fall, the group selected Atlantic Station. Its space is currently in the build-out phase. Chinamex has scheduled a media briefing and ribbon cutting ceremony including an expected contingent of government officials and corporate senior executives from Hubei Province for Monday, Dec. 14.

"Cultivation of relationships is vital to build the trust necessary to close a deal with international companies," said Jorge Fernandez, Vice President of Global Commerce for the Metro Atlanta Chamber. "This is exactly what Metro Atlanta Chamber has done with Chinamex for the past two and half years through multiple visits to Beijing, Hubei Province and Amsterdam. We are very excited that Chinamex is establishing this important portal for Hubei industries in Atlanta." Chinamex, owned by Beijing businessman Feng Hao, helps small- and mid-sized companies in China begin operations in foreign countries.

"Landing a leading-edge international incubator like Chinamex reinforces Atlantic Station as a focal point of business, finance and commerce in Atlanta and the region," said John S. Whitaker, managing director of AIG Global Real Estate, an owner of Atlantic Station. "We're proud to be a partner with Chinamex, and we're excited about the opportunities, jobs and commerce Chinamex will bring to Georgia."

Atlanta City Councilman Kwanza Hall, whose district includes Atlantic Station, said, "This is great news at a great time for the City of Atlanta."

Mike Shelly, senior vice president and Sonia Winfield senior associate with Carter USA represented 201 17th Street in the lease. Frank Mann and Tony Zivalich senior directors for Cushman & Wakefield represented Chinamex. Mann commented, "This is hugely positive because it represents another example of a major global enterprise selecting Atlanta as the platform for their U.S. operations. Numerous parties worked together to secure Chinamex including our state and local officials, the National Association of Chinese-Americans, the Atlanta Development Authority and the Metro Atlanta Chamber of Commerce. We look forward to continuing to foster new relationships with the affiliate companies working with Chinamex."

## Ellis Hotel

(continued from p. 1) Peggy McCormick accepted the award on behalf of the ADA. "I remember the opening of the Ellis," McCormick says. "I could feel the years of history and the care that the developers took in restoring the Ellis."

AJ Robinson, president of Central Atlanta Progress and the Atlanta Downtown Improvement District, was also on hand to receive the award. "The old Winecoff Hotel sat for years as a vacant shell of a horrible tragedy," Robinson says. "I have said many times that when we saw the renewal of that property, it would be a lasting reminder that Downtown Atlanta was vital and growing stronger as a neighborhood. The Ellis Hotel is now a realization of the dream and our organization is very pleased to have been heavily involved in making that vision come true."

The Ellis, at 176 Peachtree Street, opened its doors to guests in early October 2007. The property was originally opened in 1913 as the Winecoff Hotel, but stood vacant for most of the thirty years in the wake of a 1946 fire. The recent \$23 million renovation included \$4.1 million in TAD funds that restored the building to its former grandeur as an upscale boutique hotel.

## Upcoming Economic Development Events

December 12, **AIA Atlanta Tour of the Atlanta Marriott Marquis.** 2-5 p.m., 265 Peachtree Center Avenue. Lecture, 2 p.m.; guided tours, 3-5 p.m. The Atlanta chapter of the American Institute of Architects (AIA) is proud to sponsor the annual Atlanta Architecture Series, exhibiting significant works of architecture in the Atlanta area. The primary goal of the AIA Atlanta Tour Series is to increase public awareness of noteworthy architectural projects in the Atlanta metropolitan area. For map & directions, [click here](#). Please RSVP at [aiaatlantatours@gmail.com](mailto:aiaatlantatours@gmail.com) or at [www.aiaatlanta.org](http://www.aiaatlanta.org) under 'Calendar'.

**December 12, Go West: West End and Westview Celebration and BeltLine Trail Groundbreaking.** This year West End and Westview have teamed up to bring you a grand day of celebrations and activities to kick off the holiday season. The line up of events includes a 5K Walk-A-Thon Benefit for KIPP STRIVE Academy at 9:30 a.m., a celebration of the BeltLine trail breaking ground at 12 p.m. at Muse Street and Lucile Ave., and a potluck holiday lunch at Fire Station No. 17. Round out the day with a West End Potluck Cocktail Party at Hammonds House from 7 p.m. until 11 p.m. In lieu of a dish, a small donation is suggested. All events are open to the public. For more information, visit [www.AtlantaWestEnd.com](http://www.AtlantaWestEnd.com).

December 14, **MAACC Arts Leadership Funding Crisis Meeting.** 5 p.m. at the Center for Puppetry Arts. The Metro Atlanta Arts & Culture Coalition invites you to an important meeting to discuss a new initiative for arts and culture funding in our region. Bring your board chair and board members that you think will be important advocates with us in the coming weeks and months as we look toward possible solutions to the funding crisis in Georgia. Your presence is necessary for our success. RSVP to Greg Burbidge at [gregburbidge@metroatlantaarts.org](mailto:gregburbidge@metroatlantaarts.org)

December 31, **Chick-fil-A Bowl.** Tennessee vs. Virginia Tech, 7:30 p.m. at the Georgia Dome. Gameday kicks off with the Chick-fil-A Bowl Parade at 12:30 p.m. The parade starts at the intersection of Peachtree Street and Ralph McGill Boulevard and ends at the Georgia World Congress Center, leading all fans into the halls of the Chick-fil-A Bowl FanFest. For more information, visit [www.chick-fil-awbowl.com](http://www.chick-fil-awbowl.com).

January 27, **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.

February 24, **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.