

Invest Atlanta: 2026-2030 Strategic Action Plan

Invest Atlanta’s strategic framework captures the organization’s direction and focus for the next four years. The priorities and opportunity areas have been identified to build upon the city’s economic and community strengths and assets, alleviate challenges and vulnerabilities, and clarify where Invest Atlanta can lead and drive impact. Opportunity areas are supported by primary actions and investments which are described in detail in the strategic plan.



Primary actions and investments



- Strengthen Invest Atlanta’s business development and marketing capabilities to generate more jobs and opportunity in the city through business attraction and expansion.
- Optimize incentives and tools to increase jobs and investment from companies in target industries with upwardly mobile careers.
- Serve as a connector between businesses and education, workforce, and community partners to create more work-based learning opportunities, help scale existing programs, and enhance skills alignment with industry needs.
- Create an intuitive experience and interactive tools that enable business owners to easily identify and access the resources they need in the entrepreneurial and small business ecosystem.
- Provide enhanced access to capital and guidance to support businesses at different stages of growth and maturity (from start to scale to exit).
- Launch a campaign targeted to local businesses to promote Invest Atlanta as a go-to-resource for insights, resources, and services for entrepreneurial companies.
- Prioritize attraction, retention, and expansion of tech companies in business development efforts.
- Establish special incentives for tech companies - both prospective businesses seeking to relocate and legacy businesses seeking expand.
- Develop connections with venture and other equity capital sources and corporate partners to expand capital for local startups and high-growth companies.
- Set up a fund to support the reskilling and upskilling of workers for the AI economy.
- Accelerate sustainable development of affordable housing and mixed-use projects, and support transit improvements, in alignment with the Mayor’s Neighborhood Reinvestment Initiative.
- Enhance neighborhood health and well-being through expanded food and medical access, and other revitalization efforts.
- Increase vibrancy in downtown and other business districts by attracting and incentivizing corporate, small business, and retail tenants.
- Create an emerging technology corridor (or districts) that brings jobs and investment to the South, West, North, and East.