



Invest Atlanta 2026-2030 Strategic Action Plan

INVESTATLANTA

“I always believed that a good economy is necessary to improve the quality of life for people.”

“Good economics and good governance must march along together to promote economic development...”

- Andrew J. Young

*Former UN Ambassador, Congressman,
and Mayor of Atlanta*



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Introduction and project overview

Expanding economic growth and opportunity in Atlanta

Atlanta is a **globally connected, world-class city** that is known as a destination for entertainment and culture, as well as a place where aspiring and established professionals and entrepreneurs can find economic success. The city has a **growing innovation ecosystem** anchored by leading higher education institutions, corporate innovation hubs, and collaborative districts. However, the city faces **complex economic mobility challenges** that include uneven investment and development across neighborhoods, affordability pressures, and limited opportunities for a significant portion of residents.

Increasing competition from other markets and accelerating technological shifts call for a clear and focused strategy for creating future jobs and securing capital investment. The city can leverage and bolster its talent pipeline, entrepreneurial and innovation assets, and distinct livability to **attract businesses in industries that align with Atlanta's strengths, attributes, and aspirations**. As the City of Atlanta's economic and community development authority, Invest Atlanta has played a critical role in driving economic momentum and community investment over the years. At this crossroads between past achievements and the promise of future prosperity, **Invest Atlanta is called upon to make an even greater impact** for economic growth and mobility for all members of the community.



Project overview and process

In June 2025, Invest Atlanta hired a consulting partner to assist with creating a new economic and community development strategic plan that confirms the organization’s priorities and actions for the next four years – 2026 to 2030. The plan is intended to position Invest Atlanta to play a heightened role in driving economic growth and economic mobility for the city of Atlanta.

The project was conducted over the course of seventh months (June 2025 to January 2026) and consisted of the following phases and elements:



Methodology for current and future state assessment

To formulate a firm understanding of **Atlanta's current state and future potential (see page 56)**, more than 30 recent plans, reports, and other relevant materials were reviewed, and the metro was benchmarked against nine peers and competitors (a total benchmark set of 10, including Atlanta):

- Austin
- Boston
- Charlotte
- Chicago
- Dallas
- Miami
- Nashville
- Raleigh
- Phoenix

More than 60 Invest Atlanta stakeholders were engaged through interviews, focus groups, and steering committee workshops. Leaders from the public and private sectors, higher education, nonprofits and philanthropic foundations, as well as Invest Atlanta employees participated in the process.

Perspectives were gathered on the city's economic performance, community standing, and Invest Atlanta's role in fostering growth for the city going forward. These insights, along with other research and analysis that was conducted for the projects, were foundational for developing Invest Atlanta's new strategic plan.

Insights were organized as strengths and challenges under the following themes:

Key opportunities that were suggested and considered by stakeholders are also provided for these themes.

- Economic growth
- Entrepreneurship / small business
- Technology and innovation
- Quality of life and place

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Renewing vision, mission, and values

Vision, mission, and values

During the project, Invest Atlanta renewed its vision and mission statements, and core values, to align with the strategic direction and better reflect its aspirations, operational focus, and guiding principles for its work over the next four years.

Previous and evolved statements and values are shared in this section.



Our Vision



Previous

We strive to make Atlanta the most economically dynamic and competitive city in the world.

Evolved

We envision an Atlanta where inclusive growth, innovation, and vibrant neighborhoods advance opportunity for everyone.



Our Mission



Previous

To advance Atlanta's global competitiveness by growing a strong economy, building vibrant communities, and increasing economic prosperity for all Atlantans.

Evolved

Invest Atlanta shapes the city's future by growing jobs and driving neighborhood investment, elevating the city's global competitiveness, and advancing development and innovation that uplifts all residents and businesses.



Our Values: Previous

- We treat our constituents, partners, vendors and each other with respect
- We recognize the contributions of our employees
- We are responsible for each other's success
- We empower our employees to be creative and think big
- We have an uncompromising commitment to honesty and integrity
- We create a culture of excellence in everything we do
- We are good stewards of financial resources
- We set the standard for leadership in economic development
- We deliver a world-class level of customer service to everyone we encounter
- We positively impact the lives of the residents of Atlanta
- We believe economic prosperity and competitiveness starts with equity for all Atlantans

Our Values: Evolved

We champion Atlanta

Atlanta is at the heart of everything we do. We work continuously to build and amplify Atlanta's story and global profile to grow the economy and strengthen the entire community.

Put people first

We prioritize our employees and residents, and value the contributions of those we partner with, because people are at the center of everything we do and the driving force for Atlanta's success.

Lead with integrity

Respect for the community and ethical practices ground our work. We operate through transparency, accountability and decision-making that is guided by fairness and informed by research and data.

Our Values: Evolved (cont.)



Innovate with purpose

We embrace new ideas and technologies that strengthen our ability to serve Atlanta effectively. Our commitment to collaboration and creativity enables us to advance solutions that benefit all residents, neighborhoods and businesses.

Value partnership

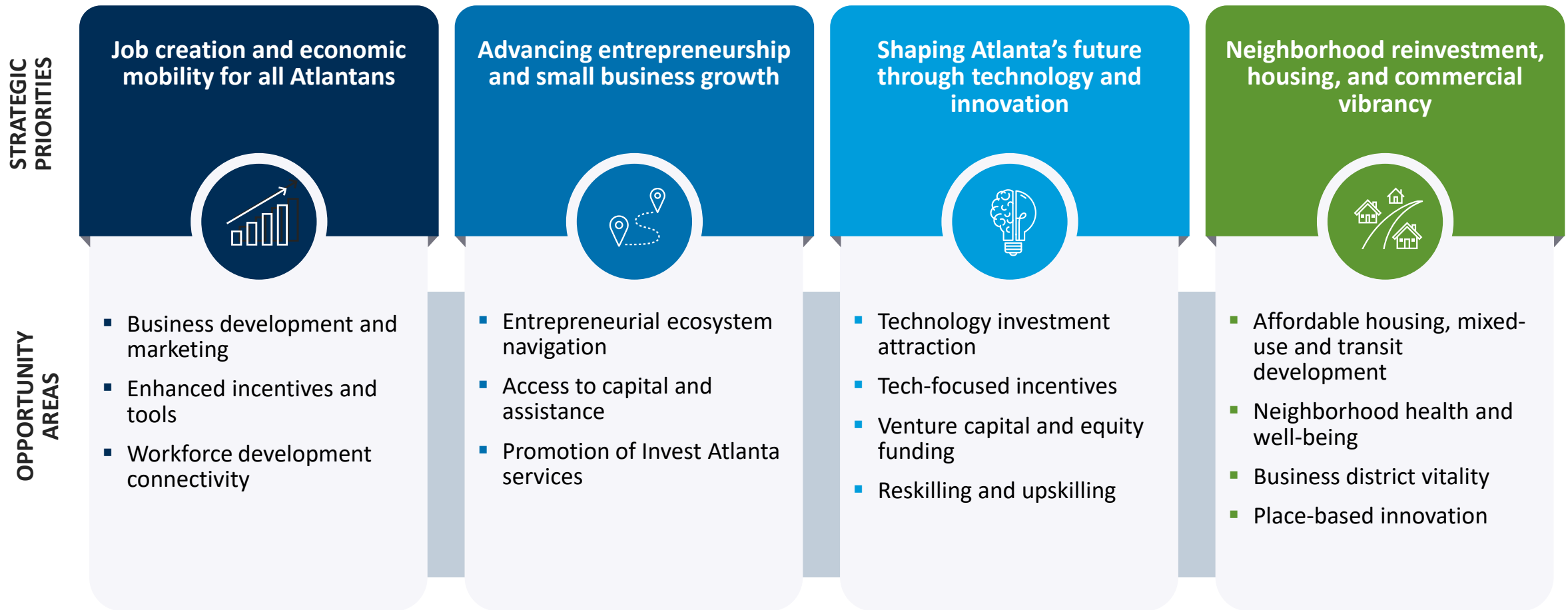
Collaboration is essential to our work. We cultivate organizational teamwork and build strong partnerships across the public, private, education and nonprofit sectors to accelerate progress and results – bringing us closer to the future we seek to shape.



Strategic direction

Strategic priorities and opportunity areas

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 the strategic plan.



Strategic alignment with Mayor's agenda and plan

The strategic framework and plan has also been designed to align with and reinforce the Mayor's Moving Atlanta Forward Agenda and Neighborhood Reinvestment Initiative.



Moving Atlanta Forward: A City of Opportunity for All | A City Built for the Future | Neighborhood Reinvestment Initiative

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Strategic plan: priorities and actions

Strategic priorities, primary actions and investments

STRATEGIC PRIORITIES

Job creation and economic mobility for all Atlantans



1. Strengthen Invest Atlanta's business development and marketing capabilities to generate more jobs and opportunity in the city through business attraction and expansion.
2. Optimize incentives and tools to increase jobs and investment from companies in target industries with upwardly mobile careers.
3. 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.

Advancing entrepreneurship and small business growth



4. 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.
5. Provide enhanced access to capital and guidance to support businesses at different stages of growth and maturity (from start to scale to exit).
6. Launch a campaign targeted to local businesses to promote Invest Atlanta as a go-to-resource for insights, resources, and services for entrepreneurial companies.

Shaping Atlanta's future through technology and innovation



7. Prioritize attraction, retention, and expansion of tech companies in business development efforts.
8. Establish special incentives for tech companies – both prospective businesses seeking to relocate and legacy businesses seeking expand.
9. Develop connections with venture and other equity capital sources and corporate partners to expand capital for local startups and high-growth companies.
10. Set up a fund to support the reskilling and upskilling of workers for the AI economy.

Neighborhood reinvestment, housing, and commercial vibrancy



11. Accelerate sustainable development of affordable housing and mixed-use projects, and support transit improvements, in alignment with Mayor's Neighborhood Reinvestment Initiative.
12. Enhance neighborhood health and well-being through expanded food and medical access, and other revitalization efforts.
13. Increase vibrancy in downtown and other business districts by attracting and incentivizing corporate, small business, and retail tenants.
14. Create an emerging technology corridor (or districts) that brings jobs and investment to the South, West, North, and East.

PRIMARY ACTIONS AND INVESTMENTS



Job creation and economic
mobility for all Atlantans

Job creation and economic mobility for all Atlantans

- ① Strengthen Invest Atlanta's **business development and marketing** capabilities to generate more jobs and opportunities in the city through business attraction, retention, and expansion

Why this matters

Atlanta has an array of economic strengths and assets, and it has an economic trajectory that has yielded numerous positive results. However, the lack of economic mobility is a persistent challenge, and future growth is not guaranteed. With an increasingly competitive economic development landscape, taking heightened actions to generate more jobs and capital investment that benefits all residents is paramount.

Invest Atlanta role

While there are several economic development groups that collaborate to grow the regional economy, Invest Atlanta is the only entity dedicated to drive economic growth within the city of Atlanta specifically. By taking a heightened role in business development and marketing, the organization can enable Atlanta to realize its growth potential, expand economic opportunity, and continue to serve as the economic engine for the region.

Business development and marketing

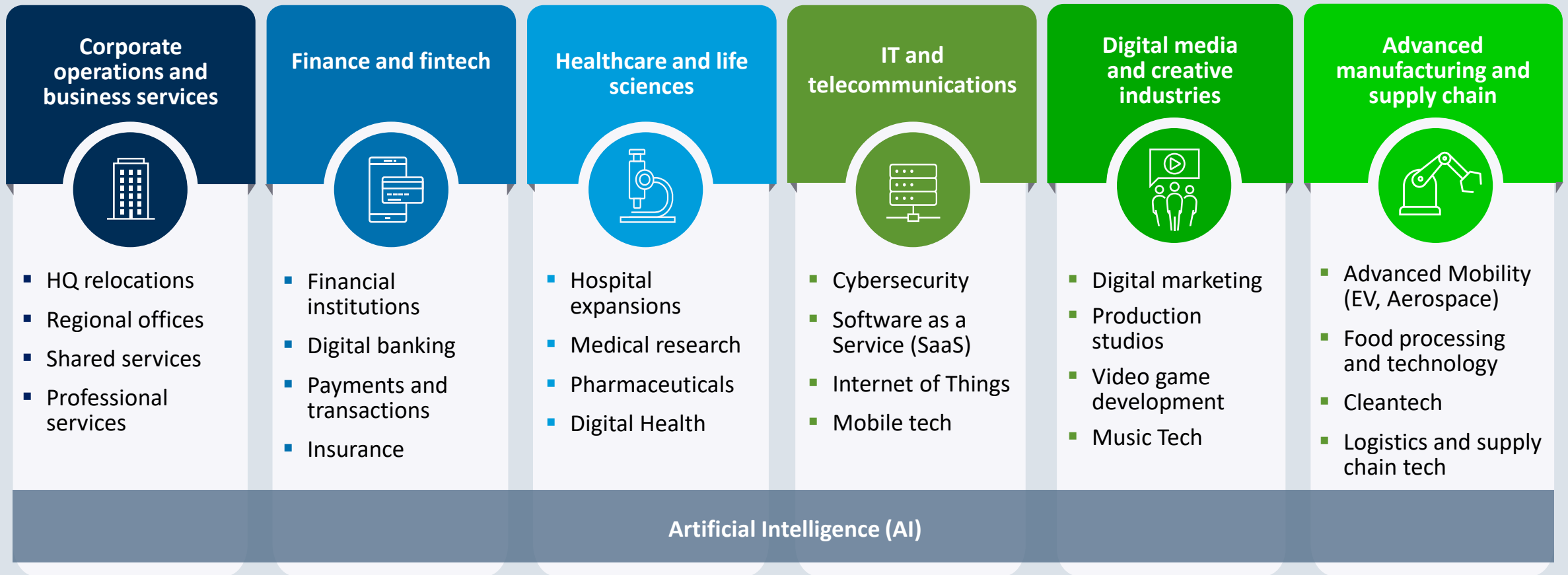


Strengthen Invest Atlanta's business development and marketing capabilities to generate more jobs and opportunity in the city through business attraction and expansion.

- **Lead and engage in more business attraction activities** that connect Atlanta with high-growth firms in target sectors by:
 - Participating in U.S. and international mission trips focused on major economic hubs such as Silicon Valley (technology & fintech), New York (corporate HQs & finance), Austin (startup ecosystems), and international markets including Ireland, the UK, Canada, and South Africa, among others.
 - Leveraging the more than 70 consular and trade offices located in Atlanta to expand international business relationships.
- **Showcase Atlanta's assets**, and expand Invest Atlanta's presence, at **industry-leading trade shows and conferences** (BIO International Convention, Money20/20, SelectUSA, CES, Smart City Expo, and site selection summits, and more)
 - Consider partnering with SelectUSA to host an Atlanta-centric spinoff.
- Targeting companies in **industries aligned with Atlanta's strengths and assets** including:
 - **Corporate operations and business services**
 - **Finance and fintech**
 - **Healthcare and life sciences**
 - **IT and telecommunications**
 - **Digital media and creative industries**
 - **Advance manufacturing and supply chain**

Target industries up close

To identify target industries and sub-industries for Atlanta to focus business attraction, retention and expansion efforts on, employment trends were assessed across a spectrum of sectors in terms of recent and projected growth. Industry concentration and alignment with assets and sector growth ambitions were also taken into consideration. The proliferation of artificial intelligence (AI) is a significant economic driver and growth factor across industries.



Business development and marketing (cont.)



Strengthen Invest Atlanta's business development and marketing capabilities to generate more jobs and opportunity in the city through business attraction and expansion.

- **Collaborate with Metro Atlanta Chamber, Atlanta Convention and Visitors Bureau (ACVB), and leading marketing/PR partners** to amplify the city's value proposition by:
 - **Coordinating joint messaging and co-branded marketing** campaigns that highlight Atlanta's talent pipeline, livability, logistics, global connectivity, and diverse and robust innovation ecosystem.
 - Launching **targeted digital marketing campaigns** tailored to site selectors and C-suite leaders that include outreach on LinkedIn, and advertising via websites and publications that target these audiences.
 - Developing **industry-specific collateral** such as industry and sector profiles, workforce fact sheets, incentive toolkits
 - Leveraging **earned media** with outlets such as the Wall Street Journal, Financial Times, Forbes, and targeted trade publications to spotlight company success stories and recent investments in Atlanta.
 - Conduct **virtual site tours** of prime development areas including Downtown, Campbellton Road, Westside, Hollowell/M.L. King, Midtown, the Beltline and other areas.



Business development and marketing (cont.)



Strengthen Invest Atlanta's business development and marketing capabilities to generate more jobs and opportunity in the city through business attraction and expansion.

- **Cultivate and expand relationships with existing Atlanta companies** to encourage retention and expansion:
 - Establishing a **structured business retention and expansion (BRE)** program with proactive outreach to top employers annually with a focus on high-impact businesses that create jobs that advance economic mobility and drive capital investment.
 - Conducting **regular CEO and corporate real estate roundtables** to identify barriers to growth, such as talent availability, permitting timelines, and space needs.
 - Offering **customized solutions packages** consisting of incentives and programs, including:
 - Lease-purchase bonds and continued TAD financing for capital projects
 - Workforce partnerships with Goodwill, Georgia Tech, the Technical College System of Georgia, and others
 - Commercial affordability programs supporting expansions in corridors aligned with neighborhood revitalization



Job creation and economic mobility for all Atlantans (cont.)

- ② Optimize **incentives and tools** to increase jobs and investment from **companies in target industries** with upwardly mobile careers

Why this matters

The city of Atlanta has a robust set of tax credits, financial incentives, and other tools that can support business attraction and expansion. To drive the kind of growth that will benefit the most residents and neighborhoods, offerings can be optimized by clarifying requirements for existing and new incentives and tying them to desired results, particularly jobs that bring economic opportunity and investment to areas that need revitalization.

Invest Atlanta role

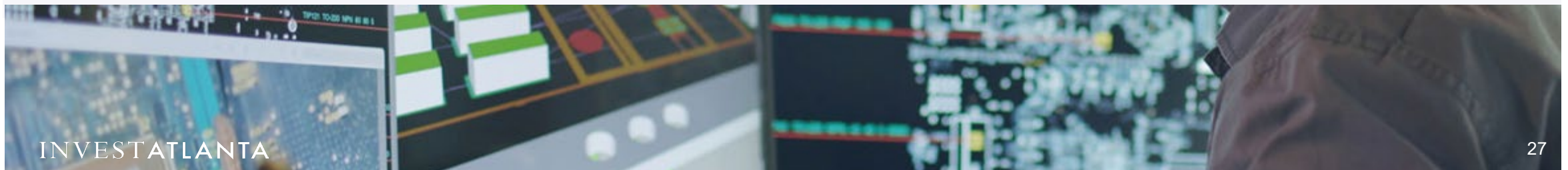
Invest Atlanta plays an important role in managing the City's incentives and leveraging those provided by the State of Georgia and Fulton and DeKalb counties. The organization is uniquely positioned to optimize local incentives and programs in a way that makes Atlanta more competitive for projects in target sectors that contribute to economic mobility and garner investment in every area of the community.

Enhanced incentives and tools



Optimize incentives and tools to increase jobs and investment from companies in target industries with upwardly mobile careers.

- **Leverage and strengthen the City's financial incentives** to drive business expansion and relocation projects that:
 - Create **jobs that meet specific criteria and metrics** (e.g., percentage of jobs at or above middle-wage).
 - Meet **eligible capital investment thresholds** (e.g., minimum investments in real estate, equipment, and/or tenant improvements) to generate meaningful impact on the tax base.
 - Prioritize **geographic targeting** to stimulate growth in opportunity areas such as:
 - Campbellton Road Corridor (to support transit-oriented development and job connectivity).
 - Downtown catalytic zones (to support office-to-innovation conversions and corporate headquarter retention).
 - TADs that are conducive for advanced manufacturing, supply chain operations, and other target industries (e.g., Perry Bolton, Eastside, Westside, and more)
- **Utilize Georgia Department of Economic Developments business incentives**, including job and investment tax credits, R&D and industry-specific credits, and the Regional Economic Business Assistance (REBA) program.
- Track **return on investment** in terms jobs and capital investment generated within **target industries**.



Enhanced incentives and tools (cont.)



Optimize incentives and tools to increase jobs and investment from companies in target industries with upwardly mobile careers.

- **Offer bonus incentives tied directly to resident employment and economic mobility:**
 - Increased incentive value for companies hiring Atlanta residents, particularly from areas with high unemployment
 - Extra grant support for businesses hiring workers without a four-year degree into middle-wage roles
 - Additional grant amounts for employers who allocate a percentage of new positions to justice-involved residents, supported by partners like Goodwill of North Georgia.
- **Explore non-cash, value-add incentives and support**, such as customized insights on available sites, zoning guidance, and streamlined permitting and licensing.



Job creation and economic mobility for all Atlantans (cont.)

- ③ 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.

Why this matters

Atlanta has a strong higher education presence, with 60% of adults age 25+ having a bachelor's degree or higher. These factors help make talent a competitive differentiator for the city and a strength to build on. There is an opportunity to strengthen workforce and skills alignment with employer demand through apprenticeships and other forms of work-based learning. Enhancing the employability of individuals with or without a four-year college degree in key industries can enable more students and workers to benefit from economic growth.

Invest Atlanta role

While it is not in Invest Atlanta's purview to manage workforce development and training programs, it can play a pivotal role in fostering greater connectivity between education institutions, workforce organizations, and employers in collaboration with other economic development partners.

Workforce development connectivity



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.

- **Strengthen employer engagement** with Atlanta Public Schools CTAE, Atlanta Technical College, Atlanta Regional Commission, and other organizations by hosting industry roundtables in collaboration with key partners.
- **Facilitate direct partnerships between employers and education/training institutions**, such as:
 - Connecting fintech and IT firms to Georgia Tech, Atlanta Technical College, AUCC institutions, and others for paid apprenticeships, co-ops, and internship pathways in software engineering, cybersecurity, and data analytics.
 - Partnering with the healthcare ecosystem to expand medical assistant, sterile processing, EMT, and nursing pathway programs to address talent needs.
 - Working with film and creative tech studios to provide on-set production assistant training and post-production upskilling aligned with Georgia's growing screen industry.
- **Raise employer awareness** around Apprentice Georgia, WorkSource Atlanta, and other programs to encourage companies to take advantage of funding that **can help cover training costs**.
- Explore opportunities to **raise funds** through Invest Atlanta Partnership to provide **grants and/or award recognitions to employers** that have demonstrated a commitment to **hiring, training, and reskilling students and experienced workers**.

Workforce development connectivity and alignment (cont.)



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.

- Support existing **statewide workforce programs** such as Connect to Work GA and Georgia Intern App to help grow participation of Atlanta-based students and residents.
- Collaborate on scaling **local programs** that provide middle-wage job mobility, including:
 - TAG-Ed Registered Tech Apprenticeship Program.
 - Goodwill of North Georgia and WorkSource Atlanta pathways for logistics, CDL drivers, advanced manufacturing technicians, and quality assurance roles.
 - Georgia Department of Education CTAE programs in local high schools that provide dual-enrollment career training and early exposure to growing industries.





Advancing entrepreneurship and small business growth

Advancing entrepreneurship and small business growth

- ④ 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.

Photo credit: Inc.com

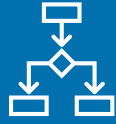
Why this matters

Atlanta is nationally recognized as a leading city for entrepreneurs and small businesses. Although there is a robust entrepreneurial ecosystem, it can be difficult for many business owners to identify the programs, services, and other resources that are most relevant for their goals and growth trajectory.

Invest Atlanta role

Invest Atlanta has an established track record in supporting and investing in small businesses and entrepreneurial companies. By using digital technology, data analytics, and artificial intelligence, Invest Atlanta can elevate the user experience for business owners with aspirations that can range from steady growth to scaling rapidly.

Entrepreneurial ecosystem navigation



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.

- Partner with a digital design firm to develop a website or webpage linked to Invest Atlanta’s website that **visually captures the programs and resources in Atlanta’s entrepreneurial ecosystem**, along with links and supplemental content (text, photos, and/or video).
- Explore the integration of a **Chatbot or other AI technology** to help field queries and **enhance navigation capabilities** (a similar solution could also be embedded into Invest Atlanta’s primary website).
- **Integrate filters and search capabilities** so users can quickly find resources by:
 - Stage of business (idea, startup, growth, scale)
 - Industry vertical
 - Type of support needed (capital, real estate, mentorship, workforce, procurement readiness, etc.)
 - Geography (e.g., by neighborhood, Opportunity Zones, TAD districts)
- Leverage data to power real-time resource visibility by **incorporating maps to connect users with street-level retail opportunities** and including City permitting and licensing resources with **step-by-step guidance**.
- **Personalize user journey through AI and storytelling** (e.g., an intake quiz for generating a tailored resource pathway)
 - Anonymous feedback loop to identify resource gaps and improve services.
 - Dashboard for Invest Atlanta leadership to track metrics.

Advancing entrepreneurship and small business growth (cont.)

- ⑤ Provide **enhanced access to capital and guidance** that supports businesses at different stages of growth and maturity (from start to scale to exit).
- ⑥ Launch a **campaign** targeted to local businesses to **promote Invest Atlanta as a go-to-resource** for insights, resources, and services for entrepreneurial companies.

Why this matters

Access to capital is considered to be the most persistent challenge for many business owners. In addition to improving navigation within the entrepreneurial ecosystem, a heightened focus on funding and technical assistance is needed to help businesses secure the right funding and relevant insights at various growth stages – from preparing to open to laying the groundwork for a large exit. Raising awareness of available resources is needed so that offerings are fully utilized by business owners.

Invest Atlanta role

Invest Atlanta has a broad portfolio of small business programs that include funding and technical assistance. By leveraging its professional staff, new technology tools, and strengthening collaboration with partners, the organization can clarify and market its unique value and alleviate duplicative efforts within the city's entrepreneurial landscape.

Access to capital and promotion of services



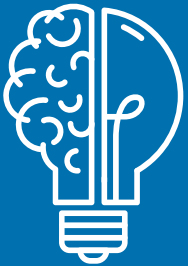
Provide enhanced access to capital and guidance that supports businesses at different stages of growth and maturity (from start to scale to exit).

- **Expand financial partnerships** with local and national CDFIs, banks, and philanthropic organizations to reinforce existing and create new small business funds, providing more diversified financing options available through Invest Atlanta.
- **Collaborate with entrepreneurial ecosystem partners** to provide technical assistance, including business strategy, market research, and navigating funding options and processes.
- **Integrate the types of funding** available for businesses at varying stages of growth into the interactive tools.



Launch a campaign targeted to local businesses to promote Invest Atlanta as a go-to-resource for insights, resources, and services for entrepreneurial companies.

- Partner with a local PR and marketing firm to **create a multifaceted campaign** that could include social media, search engine marketing, streaming platforms, billboards, and other outlets.
- **Highlight success stories and testimonials** from businesses that Invest Atlanta has supported to demonstrate value.



Shaping Atlanta's future through technology and innovation

Shaping Atlanta's future through technology and innovation

- ⑦ Prioritize **attraction, retention, and expansion of tech companies** in business development efforts.
- ⑧ Establish special incentives for tech companies – both prospective businesses seeking to relocate and legacy businesses looking to expand.

Photo credit: Georgia Institute of Technology

Why this matters

Atlanta is emerging as a leading national hub for technology and innovation, and has aspirations of becoming a globally recognized center for innovation. The city has distinguished itself as a leader in cybersecurity and fintech, is gaining momentum in AI applications in key industries, and is emerging as a . The confluence of top-tier research universities, technology districts, corporate innovation, and entrepreneurial tech ventures gives the city a significant competitive advantage in this area.

Invest Atlanta role

Invest Atlanta can play an essential role in strengthening Atlanta's technology and innovation position through business development and targeted incentives that generate the jobs of the future and impactful investments that expand opportunity and elevate the quality of place for people and business.

Technology-focused investment attraction and incentives



Prioritize attraction, retention, and expansion of tech companies in business development and marketing efforts.

- **Strengthening national business development in top innovation markets** by proactively cultivating relationships with high-growth companies and founders in innovation centers (e.g., Silicon Valley, Boston, and Seattle).
- **Expand global reach in key foreign direct investment** markets to drive strategic investments into Atlanta.
- Explore the launch of an **annual Applied AI Summit** that differentiates Atlanta in a competitive innovation landscape by demonstrating how AI is being harnessed across industries (showcase the ATL music and entertainment scene to capture the city's unique culture and elevate the attendee experience)
- **Leverage established events** (e.g., Atlanta Tech Week and others) and leverage them as continuous opportunities to highlight Atlanta's technology and innovation prowess to business leaders and investors.
- **Coordinate activity** with the Mayor's Office of Technology and Innovation, Metro Atlanta Chamber, Georgia Power, Georgia Dept. of Economic Development, higher education, and other entrepreneurship and innovation partners to advance efforts.



Establish special incentives for tech companies – both prospective businesses seeking to relocate and legacy businesses looking to expand.

- Explore the development of **specific local and/or state credits and incentives** for companies that have products and services, processes, and/or R&D activity related to **emerging and advanced technologies**.



Shaping Atlanta's future through technology and innovation

- ⑨ Develop **connections with venture and other equity capital sources** and corporate partners to expand capital for local startups and high-growth companies.

Why this matters

Entrepreneurial technology companies are integral to the innovation landscape of Atlanta, but many report gaps in the market related to venture capital, angel investment, and other equity funding. There is also a need for more business partnerships between startups and large companies that can advance technology and innovation and amplify economic impact in the city.

Invest Atlanta role

As Invest Atlanta develops relationships with prospective businesses across the nation and world and raises awareness around Atlanta's tech and innovation prowess, there is an opportunity to connect to venture capital firms and other investors to bring more equity financing to the city.

Venture capital and equity funding



Develop connections with venture and other equity capital sources and corporate partners to expand capital for local startups and high-growth companies.

- **Integrate efforts** to connect with venture capital and equity firms with **business development/tech attraction** activities, as many top U.S. innovation hubs also have high VC concentrations.
- Explore the development of a Venture Capitalist In-Residence program to tap the expertise and connections of influential VC leaders in Atlanta.
- Work with Georgia Economic Development to create a venture capital fund tax credit similar to other states (e.g., Arkansas, Indiana, Kentucky, and Rhode Island) and consider reauthorizing the Qualified Investor Angel Tax Credit or similar incentive.



Shaping Atlanta's future through technology and innovation

- ⑩ Set up a fund to support the **reskilling and upskilling** of workers for the AI economy.

Why this matters

Artificial intelligence is transforming industries and accelerating the pace of innovation, but skilled talent continues to be a primary factor in economic growth. Equipping individuals with the skills they need to thrive in an era that is being defined by AI is a critical step for expanding opportunity during rapid technological change.

Invest Atlanta role

In addition to serving as a connector that can foster greater alignment between workforce development and industry demand, Invest Atlanta can play a valuable role in supporting workers, through funding and other support, who may need skills to secure or maintain employment as AI becomes more prevalent in the workplace.

Reskilling and upskilling



Create a fund to support the reskilling and upskilling of workers for the AI economy.

- Leverage the Invest Atlanta Partnership WorkSource Atlanta, Atlanta Technical College, and other education partners to secure funding for a grant program that businesses can access to train employees on effective artificial intelligence for current and future roles within their company and industry.
- Encourage more companies to take advantage of the Georgia Retraining Tax Credit.





Neighborhood reinvestment, housing, and commercial vibrancy

Neighborhood reinvestment, housing, and commercial vibrancy

- ⑪ Accelerate sustainable development of **affordable housing and mixed-use projects**, and support **transit improvements**, in alignment with Mayor's Neighborhood Reinvestment Initiative.
- ⑫ Enhance neighborhood health and well-being through expanded food and medical access, and other revitalization efforts.

Why this matters

The ability to secure safe, reliable housing is foundational for financial stability and economic mobility. In addition to increasing affordable housing stock, sustainable development that enhances access to fresh food, health care, rider-friendly public transportation, and other quality of life amenities is needed to foster thriving neighborhoods throughout the city and expand opportunity for all Atlantans.

Invest Atlanta role

Invest Atlanta's management of the city's community investment financing tools make the organization a critical leader in neighborhood renewal. The organization can play a key role in pooling investments from the public and private sectors, and work collaboratively with small businesses, real estate developers and other partners to turn vision into reality.

Neighborhood revitalization, housing, and well-being



Accelerate sustainable development of affordable housing and mixed-use projects, and support transit improvements, in alignment with Mayor's Neighborhood Reinvestment Initiative.

- Leverage **Tax Allocation Districts (TADs)** funding, **Opportunity Zones**, and **New Market Tax Credit program (NMTC)** to advance development in underinvested and suboptimized areas of the city.
- Continue and **expand Invest Atlanta's funding for affordable and diversified housing** (target residents could include recent graduates/entry-level workers, educators, and small business owners).
- Launch the **Invest Atlanta green fund** and expand the **Commercial Property Assessed Clean Energy (C-PACE)** program to invest in and incentivize projects that integrate **clean energy** and contribute to **energy efficiency and resilience**.
- Collaborate with the City of Atlanta departments of planning and transportation and MARTA to support transit-oriented development to strengthen **mixed-use neighborhoods** and enhance **transportation access, rider experience, and usage**.



Enhance neighborhood health and well-being through expanded food and medical access, and other revitalization efforts.

- **Strengthen Invest Atlanta's fresh food access initiative** by garnering federal, state, and private sector funding to support efforts and continue partnerships with local grocery stores and other small business food retailers.
- **Increase medical access** by supporting efforts to establish community clinics and other medical resources in neighborhoods lacking quality, affordable access.
- Explore the establishment of a **neighborhood health and wellbeing steering committee** (or committees), consisting of grocery owners, food entrepreneurs, medical leaders, and others to plan and build out Invest Atlanta's work in this space.

Neighborhood reinvestment, housing, and commercial vibrancy

- 13 Increase **vibrancy in downtown** and other business districts by attracting and incentivizing corporate, small business, and retail tenants.
- 14 Create an **Emerging Technology corridor** (or districts) that brings jobs and investment to the South, West, North, and East.

Why this matters

While there has been some development in Atlanta's urban core, downtown was cited by many stakeholders as a location in need of significant revitalization. Vibrant downtowns with a density of employment opportunities and quality consumer options contribute to the overall appeal of cities and help attract and retain more businesses and people.

A bold project that can accelerate commercial vibrancy is a place-based Emerging Tech initiative that could bring the economic benefits of innovation to each quadrant of Atlanta and help the city distinguish itself in next-generation tech sectors.

Invest Atlanta role

Invest Atlanta can leverage its competencies in real estate investment and incentives to expand quality commercial space options to generate more jobs and investment in downtown and adjacent areas. Invest Atlanta can also serve as a catalyst and convener to advance an Emerging Tech corridor or set of districts.

Vitality and place-based innovation



Increase vibrancy in downtown and other business districts by attracting and incentivizing corporate, small business, and retail tenants.

- Help place small businesses with vacant commercial spaces by advising on suitable locations and providing financial assistance in the form of grants, loans, and/or rental subsidies.
- Collaborate with the commercial real estate community to establish more Class A office space.
- Explore creation of a public-private partnership (P3) focused on the development of downtown in collaboration with Atlanta Downtown/Central Atlanta Progress, private developers, and other partners. Evaluate how other P3s could help drive development in business districts and adjacent neighborhoods.



Photo credit: Discovery Atlanta
courtesy of Centennial Yards

Vitality and place-based innovation



Create an emerging technology corridor (or districts) that brings jobs and investment to the South, West, North, and East.

- Explore the development of local and/or state credits and incentives for existing and prospective companies that have products and services, processes, and/or R&D activity related to emerging and advanced technologies.
- Identify companies engaged in cutting edge technologies, such as applied AI and quantum computing, to explore how a corridor or districts could be geographically defined.
- Brand the initiative and integrate into storytelling around Atlanta innovation to garner interest and investment in the designated location(s) from existing and prospective companies operating in the focus technology areas.
- Create a public-private working group to clarify project goals and objectives and formulate the plan for making it a reality.



INVESTATLANTA

Leading practices: national examples

Example: Integrated branding and marketing

Orlando, FL

Orlando Economic Partnership and Visit Orlando joined forces to launch “Unbelievably Real,” a unified global brand campaign that amplifies the Orlando’s value proposition as a destination for business and travel. The effort aligns communications showcase the region’s strengths and assets in a cohesive way.

- **Integrated marketing and messaging** across economic development and tourism enables a holistic story around the appeal of Orlando’s economy, community, and attractions.
- **Target audience segments include** business travelers, prospective talent, site selectors, and leisure visitors.
- **Key advertising markets** include New York, Boston, and Chicago.



Examples: Non-cash tools and workforce development connectivity

San Diego, CA



The **City of San Diego's Life Science Industry Accelerator** is a non-cash, value-add tool that provides specialized support to life science companies seeking to expand or locate in the city. The initiative streamlines the development process and includes:

- **Fast-track permitting and dedicated project management** for life sciences facilities, reducing time-to-market and regulatory barriers.
- **Specialized plan reviewers and tailored guidance** for navigating city requirements, ensuring that companies receive expert support throughout the development process.

Philadelphia, PA



Spearheaded by the city's **Department of Commerce**, The **Workforce Professional Alliance (WPA)** is a collaborative of 20+ workforce development organizations, education partners, and employers to strengthen the city's workforce system and connect job seekers to in-demand skills and career pathways.

- **Facilitates connections** among job seekers, training providers, and employers, leveraging the knowledge and scale of member organizations.
- **Supports businesses** with sourcing and training talent, internal career progression, and custom solutions for hiring and retaining talent.
- **Provides low-cost or free** technical training and career readiness programs.

Examples: Business and workforce convenings

Dallas-Fort Worth, TX



The **Dallas Regional Chamber** leverages a network of **councils, forums, and peer-to-peer Talent Labs** to convene employers, site consultants, and industry leaders around regional priorities and workforce strategies. These roundtable-style engagements foster collaboration across sectors, help address talent needs, and advance workforce connectivity.

- The DRC runs an **Education & Workforce Council** and **Talent Task Force** that assembles leaders to advance regional workforce development and talent priorities.
- The program slate regularly features **executive briefings and forums** that provide opportunities for employers to exchange information and ideas.
- The **Talent Labs** program helps talent and HR leaders develop actionable plans tailored to a company's needs.

Houston, TX



The **Greater Houston Partnership** brings together executives, educators, and workforce partners through **monthly business forums and UpSkill Houston roundtables**. These regular engagements support business retention and expansion by providing a platform for cross-sector dialogue on industry trends, and collaborative efforts to strengthen workforce and industry alignment.

- GHP hosts **signature monthly Forums** that bring executives together around industry trends (energy, innovation, workforce) in a standing roundtable-format engagement.
- The Partnership's **UpSkill Houston** initiative convenes employers, K-12, colleges, and community orgs in **sector roundtables**.

Examples: Entrepreneurship ecosystem navigation

Berkeley Gateway to Innovation

The **BEGIN (Berkeley Gateway to Innovation)** platform is an interactive online resource developed by the University of California, Berkeley to help entrepreneurs, innovators, and small businesses navigate the startup ecosystem. It is managed by Berkeley's Office of Innovation & Entrepreneurship and features partnerships with campus innovation groups, local government, accelerators, and industry organizations.

- Users can explore **resources filtered** by **stage** (Ideation, Early Formation, Acceleration, Scale), **audience** (alumni, faculty, undergrads, grad students, industry/startups), **category** (accelerators/incubators, funding, commercialization, labs, etc.), and **industry sector**.
- The platform outlines an **interactive roadmap across four growth stages** (ideation, early formation, accelerate, and scale) with descriptions and quick views of recommended resources and programs at each step.
- Users can access **detailed listings** that include websites, contact information, eligibility criteria, and service descriptions for each partner and supporting program.
- The platform also features an **AI chatbot** that helps provide guidance on relevant resources offered at Berkeley to support the user's entrepreneurial journey.

The logo for Berkeley Innovators, featuring the word "Berkeley" in white serif font and "Innovators" in a bold, blue sans-serif font, set against a dark blue background.The logo for UC Berkeley BEGIN, featuring "UC Berkeley" in orange and "BEGIN" in white, set against a dark blue background.

Examples: Entrepreneurship ecosystem navigation

North Carolina



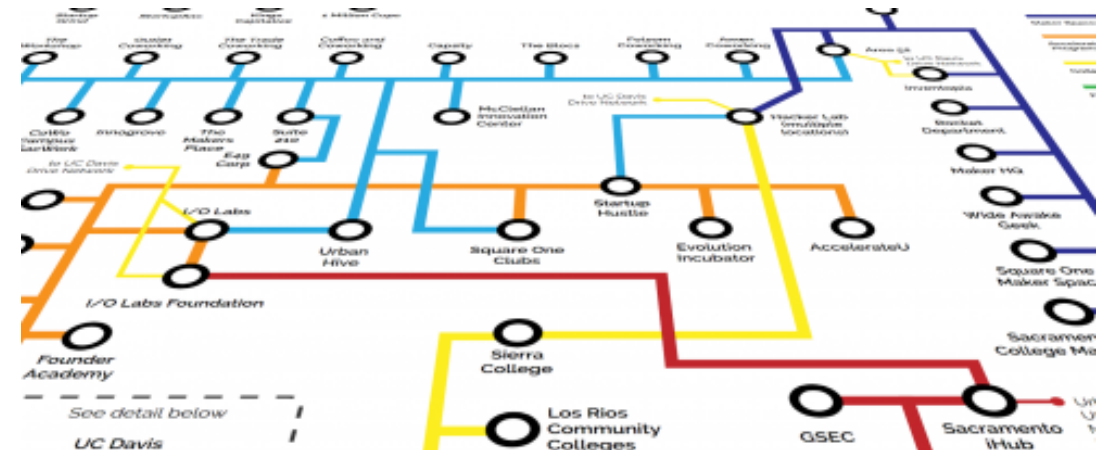
The **North Carolina Entrepreneurial Ecosystem Map** is an online platform that encompasses the numerous organizations that support entrepreneurship, innovation, and small business growth in the state. The website is sponsored by the City of Raleigh Office of Strategy and Innovation and private sector partners.

- **Categorizes organizations by type, function, and industry** to enable users to locate relevant resources.
- **Includes filtering by business stage** (e.g. idea stage, early stage, growth stage, and mature stage)
- **Enables users to contribute** to the website by creating profiles, providing news and updates, posting events, and adding other information.

Sacramento, CA

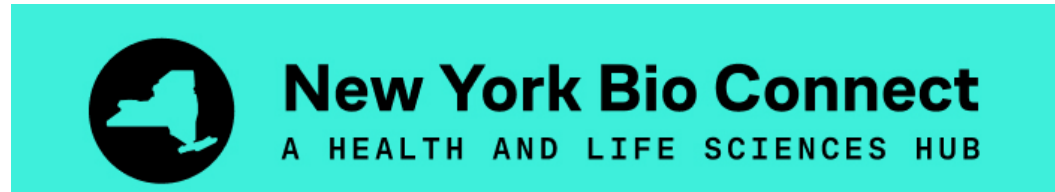
STARTUP SAC

The **Sacramento Startup and Ecosystem Diagram** is a web page hosted by StartupSac. The map follows a subway (or light rail) system design that visually represents the organizations, programs, resources, and connections available to entrepreneurs in the Sacramento area. Users can link to the websites of each organization and program listed.



Examples: Promotional campaign and access to capital

New York, NY



New York Bio Connect is a collaborative campaign and digital platform launched by **NewYorkBio**, **NYCEDC**, and **Empire State Development** to serve as a one-stop-shop for health life sciences companies and entrepreneurs in New York. The initiative makes it easier for businesses to navigate the region's life sciences landscape.

- **Centralizes information on funding, facilities, talent, and support programs**, helping entrepreneurs find resources.
- **Features news, events, and success stories** to showcase the region's strengths.
- Promotes New York as a **premier destination for life sciences innovation** and positions itself as the primary entry point for companies seeking insights and support.

Charlotte, NC



The **Charlotte Small Business Growth Fund** is a public-private partnership managed by a **CDFI**, catalyzed by the **regional EDO**, and in partnership with the **City of Charlotte**. It is designed to match entrepreneurs with low-interest loans and services from nonprofit lenders.

- **Provides grants and low-interest loans** to help small businesses start, grow, and recover, with a focus on underserved small businesses.
- **Leverages partnerships** with banks, foundations, and local agencies to maximize funding and support.
- **Offers a connection** to free small business support resources.

Examples: Technology and innovation investment attraction

Innovation FDI Spotlight

Japan's Innovation Presence in the U.S.

Japan leads innovation investment in the U.S., with more innovation outposts—labs, trend spotters, and corporate VC offices—than any other country.

The country's private sector investment is largely in the following metros:

- **San Francisco**
- **New York City**
- **Boston**

Houston's Strategic Investment Mission

The **Greater Houston Partnership, the City of Houston's** destination marketing organization, and the **Japan America Society of Houston** partnered on a trade and investment mission to Japan and Taiwan.

The trip focused on innovation, energy, advanced manufacturing, aerospace, and tourism.



Source: Mind the Bridge

New York, NY



New York City's Biotechnology Tax Credit is a targeted, **industry-specific incentive** program designed to support the growth of small biotech companies. The credit helps eligible firms offset costs related to R&D, lab space, and clinical trials.

- **Provides refundable tax credits** for qualified expenses, including expenses related to R&D property, research, and employee training.
- **Targets early-stage and small biotech firms**, supporting the development of new technologies and strengthening NYC's position as a leader in biotech.
- Promotes **industry-specific innovation** and job creation, helping attract and retain biotech companies.

Examples: Venture capital and reskilling funding

Frisco, TX



Frisco Economic Development Corporation recently launched its **Venture Capitalist in-Residence program (VCiR)** program, partnering with a managing partner from a venture capital firm to serve as its first resident. The program is designed to attract equity funding for tech startups and strengthen the city's innovation ecosystem.

- **Connects local startups with VC expertise and networks**, helping founders access funding and strategic guidance.
- Focuses on attracting new equity investment to **Frisco's tech sector**, supporting the growth of high-potential companies.

Broward County, FL



Broward County's workforce development board secured a \$300,000 grant to provide funding for local businesses to train employees in AI skills through the **AI Training Grant**.

- Offers grants to cover the cost of **AI-focused training** programs, upskilling workers in areas such as machine learning and automation.
- **Supports both incumbent workers and new hires**, expanding opportunities for career advancement and job retention in high-demand fields.
- Helps businesses **stay ahead of technological change**, strengthening the county's position as an innovation hub.

Examples: Sustainable neighborhood investment and wellbeing

Washington, D.C.



D.C. Green Bank is a publicly-backed financial institution that invests in clean energy, energy efficiency, and climate resilience projects across Washington, D.C. The bank partners with government, private lenders, and community organizations to accelerate sustainable development and expand access to green funding.

- **Provides flexible, low-cost financing** for solar, energy efficiency, and climate resilience projects.
- **Leverages public and private capital** to maximize impact, supporting projects that reduce emissions, lower energy costs, and improve community health.
- **Targets investments** in communities with limited access to green financing, supporting citywide sustainability goals.

Baltimore, MD



Baltimarket is a suite of community-based food access programs offered by the **Baltimore City Health Department**. The programs are designed to improve health and wellness for Baltimore residents by expanding access to healthy, affordable food in neighborhoods with limited options.

- The **Virtual Supermarket Program** enables residents in food deserts to order groceries online and pick them up at designated community sites.
- The **Healthy Stores** program provides technical assistance, nutrition education, and marketing support to corner stores, helping them sell healthier foods.
- The **Food Justice Forum** convenes community members, to discuss food access challenges, share resources, and collaborate on solutions.

Example: Downtown redevelopment public-private partnership

St. Louis, MO



Leaders from the **City of St. Louis** and business community established the **St. Louis Downtown Revitalization Partnership**, a public-private partnership to revitalize its downtown core. It united city agencies, private sector partners, and community organizations to enhance vibrancy, safety, and economic appeal. Initiatives include:

- **A retail incentive program** to attract and support new businesses, driving commercial activity and foot traffic downtown.
- **Improvements for visual appeal, walkability, bike use, and safety**, creating a more attractive and accessible environment.
- **Redevelopment of blighted properties**, transforming underutilized sites into productive assets downtown.



Photo credit: Explore S. Louis

Examples: Downtown incentives

New York, NY



The **Manhattan Commercial Revitalization Program (M-CORE)** is a targeted incentive initiative designed to support the modernization of older commercial office buildings in select areas of Manhattan. The program aims to reduce vacancy rates and attract high-quality tenants through large-scale renovations.

- Provides a range of **tax benefits** to building owners undertaking **substantial upgrades and renovations**, while also encouraging **improved energy efficiency**.
- Targets properties in **defined** blocks in Manhattan, focusing on buildings that are **outdated or underutilized**.
- Supports efforts to **revitalize Manhattan's commercial core**, enhance building quality, and **stimulate economic activity** by attracting new tenants, investment, and jobs.

Portland, OR



Portland's **Downtown Business Incentive Credit Program** is a temporary, \$25 million nonrefundable tax credit designed to encourage businesses to sign or renew commercial leases and maintain a workforce presence in the city's central business district.

- Offers a four-year reduction in Portland's Business License Tax for eligible businesses that lease space and employ at least 15 workers in **designated downtown areas**.
- Targets employer retention and attraction to **fill vacant office space** and support downtown recovery and vibrancy.
- Incentivizes **long-term commitments** to the central city, helping stabilize employment and commercial activity during a period of transition.

Examples: Designated emerging technology locations

Pittsburgh, PA



Pittsburgh's one-mile **AI Avenue** is a recent initiative that expands the region's multiyear effort to position itself as leader in artificial intelligence and robotics. It's top research university, Carnegie Mellon (CMU), is a pioneer in AI research. Robotics Row is an established, branded corridor in the city.

- **Anchored by Bakery Square**, a mixed-use development (former home of a large baking factory), that is the location of large technology companies and a CMU tech lab.
- **Integrates AI growth** with neighborhood and commercial revitalization efforts, infrastructure improvements, and workforce development.
- **Led by a working group and property management team** seeking to elevate Pittsburgh as a premier destination for AI ventures and attract investment.

Chicago, IL



The **Illinois Quantum and Microelectronics Park** is a planned campus in Chicago on the site of a former steel plant. It is designed to bring together partners across research, industry, and education to advance quantum technologies in the region.

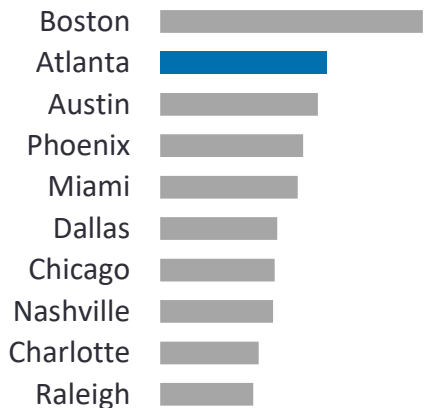
- **Provides dedicated space and infrastructure** for quantum and microelectronics companies, supporting the development and commercialization of technologies.
- **Facilitates partnerships between universities, national labs, and private industry**, enabling collaborative research and technology transfer.
- **Targets significant job creation and investment**, positioning Illinois as a national leader in quantum and microelectronics innovation.

Appendix: Summary of current and future state assessment

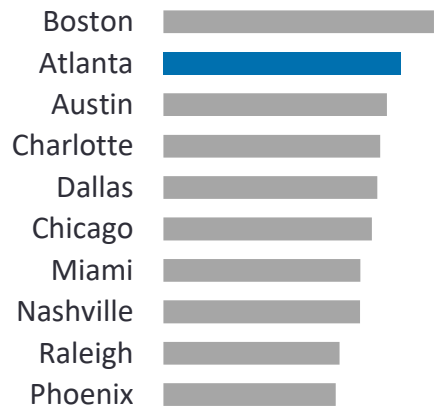
Economic growth

Atlanta has experienced a positive economic performance across multiple indicators including generating good-paying jobs, and high productivity as well as steady population growth. Stakeholders had a generally favorable view of the city's business environment, workforce, and industry presence.

% of jobs in industries with \$40,000+ average wage, 2024



Gross product per job, 2024



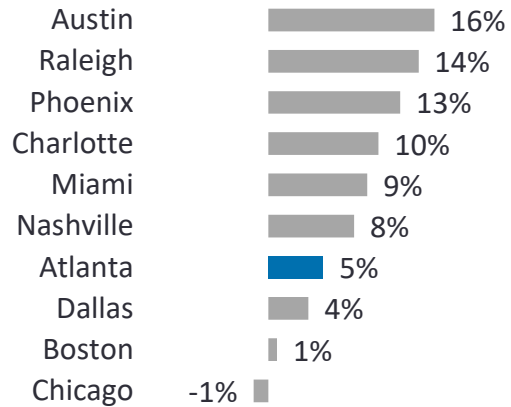
Strengths and positive indicators

- Atlanta is number 2 among benchmarks in percentage of jobs in industries with a \$40,000 and more annual wage
- No. 2 in gross product per job, the share of adults with a bachelor's degree or higher, and higher education enrollment per capita
- No. 4 in population growth at 5% between 2019 and 2024
- Strong business environment with low corporate taxes
- Atlanta ranks third when it comes to ease of doing business
- Proven track record of attracting Fortune 500 and other large companies
- Sustained job growth across a variety of industries
- A talent pool that provides a competitive advantage due its size and quality
- Second in percentage of adults age 25+ with a bachelor's degree or higher
- Robust collaboration between the public sector, business community, and higher education
- Tax Allocation Districts (TADs) considered an effective development financing tool

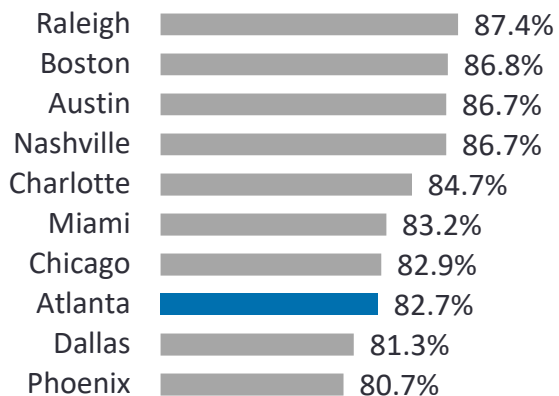
Economic growth (cont.)

Despite some economic positives, Atlanta lags in job growth compared to peer metros and competitors. It also struggles with ongoing upward mobility challenges for large segments of the population. Stakeholders expressed concerns related to barriers to opportunity in many neighborhoods and some cited skills gaps in

Job growth, 2019-2024



Labor force participation rate, age 25-64, 2023



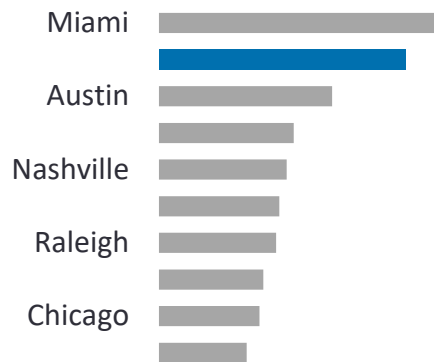
Challenges

- Atlanta is number 7 in the rate of job growth between 2019 and 2024
- No. 9 in in the labor force participation of residents
- Fourth highest percentage of families with a household income that is 200% less than the poverty level
- Third highest percentage of population living in areas with more than a 30% rate
- Stakeholders noted persistent wealth inequality and low economic mobility (Atlanta has the lowest economic mobility outcomes among benchmarks and 50 largest metros)
- Disparities in investment and opportunity across neighborhoods
- Concern about lagging performance of professional services and other corporate sectors
- Some stakeholders cited gaps in technical and/or essential/"human" skills among recent graduates of high school and post-secondary programs

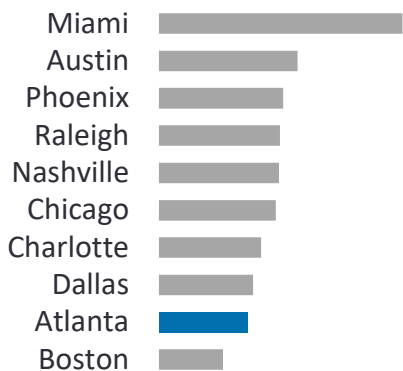
Entrepreneurship / small business

Atlanta has established itself as a leading city for entrepreneurial companies, especially those led by minority and women owners. Stakeholders spoke to a very robust ecosystem of support, but note that it can feel disconnected from a user perspective. Access to capital is a challenge across business size, but especially for those seeking growth.

Business applications per 100 population, 2024 (county)



% of business receipts by enterprises with <20 employees, 2022 (county)



Strengths and positive indicators

- Atlanta is number 2 in business applications generated per 100 residents
- Broad array of support organizations and resources (e.g., RICE, Invest Atlanta, Gathering Spot, Goodie Nation, universities, etc.)
- Welcoming and robust ecosystem (easy to get plugged into compared to other places)
- Strong entrepreneurial spirit and desire to see everybody succeed
- Young leaders have been at the forefront of entrepreneurship and innovation
- Considered a top city for small businesses (including minority- and women-owned businesses)

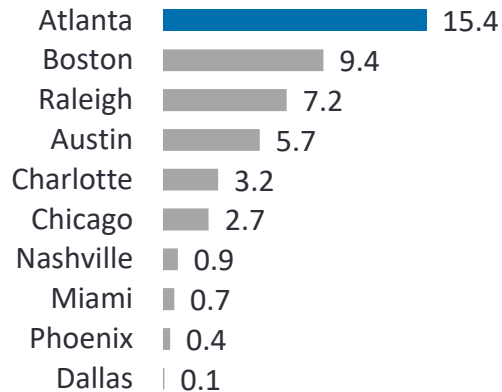
Challenges

- No. 9 in business receipts generated by enterprises with less than 20 employees
- Access to capital is an increasing challenge for many small businesses
- Gaps in funding and support for more mature and/or high-growth businesses (\$5M-\$10M+)
- The ecosystem can be difficult to navigate (some perceive it as disconnected)

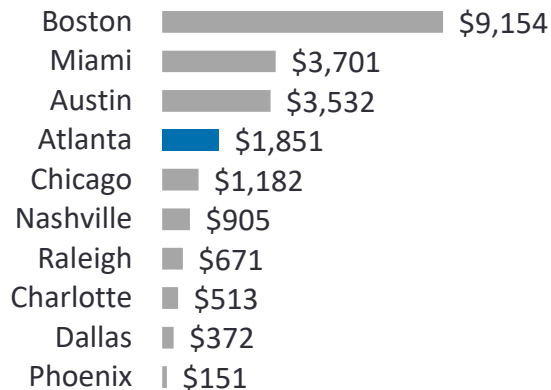
Technology and innovation

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STEM higher education completions per 1,000 population, 2023



Venture capital raised per capita, 2022-2024 annual average



Sources: Lightcast; PitchBook.

Strengths and positive indicators

- Atlanta is number 1 in STEM degree completions per 1,000 residents
- No. 4 in VC raised per capita between and highest performing among southeast benchmarks
- High concentration of corporate innovation centers, labs, and hubs
- Leading research universities and numerous tech incubators and accelerators
- Dedicated economic development partners and proponents at the state and regional level
- Commitment and support from local government (City of Atlanta, Fulton County and DeKalb County) in making Atlanta a top technology location

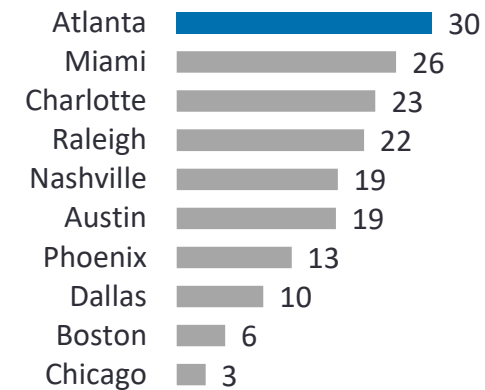
Challenges

- While outperforming most benchmarks in VC funding, Atlanta significantly lags the top performing benchmarks
- Many stakeholders noted insufficient equity financing, due in large part to a lack of local capital firms and investors
- Some cited a need for more tech-driven, high-growth businesses that can attract investment
- Early-stage companies were said to struggle with securing corporate customers and partners

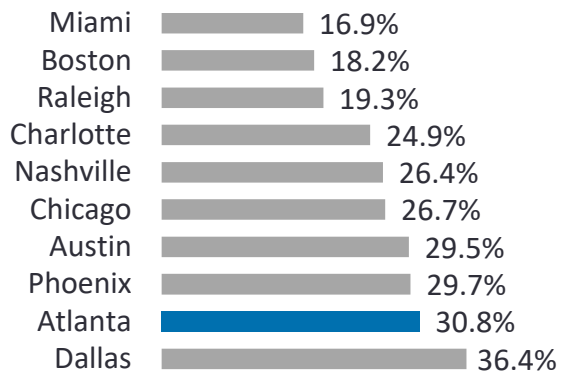
Quality of life and place

Atlanta's appeal is attributed its multifaceted culture, housing availability, and connectivity to the nation and world. However, there is an ongoing need for more affordable housing and commercial space, and more corporate amenities in the urban core. Transportation is an asset and challenge for many stakeholders.

Housing permits per 1,000 existing units, 2024*



Office vacancy rate, Q2 2025 (downtown)



Strengths and positive indicators

- Atlanta's mix of people, cultures, and neighborhoods mentioned as a leading differentiator
- No. 1 in housing permits issued per 1,000 existing units and no. 1 for positive change in home ownership (2013-2023), and no. 1 in housing construction (2024)
- There is an array of premier entertainment, sports and culture, and visitor assets
- Global connectivity of airport for people and products is a competitive advantage
- The Beltline and other major developments are driving investment and job creation
- Public transportation and a range of shuttle services provide reliable transit options

Challenges

- Atlanta has a downtown office vacancy of more than 30% (second highest among benchmarks)
- Need for more affordable and diversified housing in the city in proximity to jobs (business districts)
- Lack of Class A office space (especially downtown) and affordable space for small businesses
- Traffic congestion and commute time affects quality of life and mobility according to stakeholders
- Aesthetics and user experience of the MARTA in need of improvement
- Homelessness, health disparities, food deserts, public safety, and other concerns mentioned

Opportunities

Growing jobs and expanding economic mobility

- Strengthen business recruitment and expansion efforts focused on the city of Atlanta
- Bolster branding and marketing of Atlanta's distinct character and assets
- Leverage Opportunity Zones, TADs, along with tools and incentives to generate more jobs and investment
- Elevate Invest Atlanta's visibility among existing businesses and prospects
- Broaden incentives and streamline processes to attract more jobs and investment
- Expand affordable housing as a key component of economic mobility
- Scale work-based learning opportunities and align workforce development with industry needs
- Cultivate more corporate community engagement and collaboration

Cultivating entrepreneurship and small business

- Develop a more intuitive, user-experience that enables business owners to access relevant resources more effectively
- Strengthen relationships between early-stage companies and corporate customers, partners, and investors
- Provide enhanced guidance and processes to enhance connectivity
- More customized funding and support programs for a broader array of businesses
- Share success stories to demonstrate how Invest Atlanta and the City have helped startups and small businesses grow



Opportunities

Accelerating technology and innovation across industries

- Make technology and innovation and core element of Atlanta's story and brand
- Expand access to venture capital, angel investments, other equity financing
- Facilitate more tech-centered business partnerships and investments
- Recruit high-growth tech companies from other markets (e.g., those leading in applied AI)
- Grow the tech talent pool through reskilling, upskilling, retention, and attraction
- Support efforts to increase AI fluency across disciplines and professions

Fostering vibrancy through place-based investment

- Target investment to spur development and opportunity across the city, especially in underinvested areas
- Revitalize neighborhoods by reducing blight, activating commercial assets, and improving health outcomes
- Expand affordable/workforce housing, especially for recent grads, educators, and small business owners
- Increase downtown vibrancy by attracting and incentivizing more corporate tenants and retail businesses
- Invest in more diversified housing options and mixed-use development in downtown
- Build on food access efforts to enhance community well-being, jobs, and investment
- Encourage more coordination of public safety, social and behavioral health services

