A blue-tinted photograph of two women. On the left, a young woman with long, dark, braided hair is wearing a light-colored, textured beanie and a plaid jacket. She is smiling broadly. On the right, an older woman with voluminous, curly grey hair is smiling. Behind them is a window with a view of a city skyline at night, featuring the illuminated Georgia Dome and other buildings.

INVEST ATLANTA

# Overview of NRI Strategy

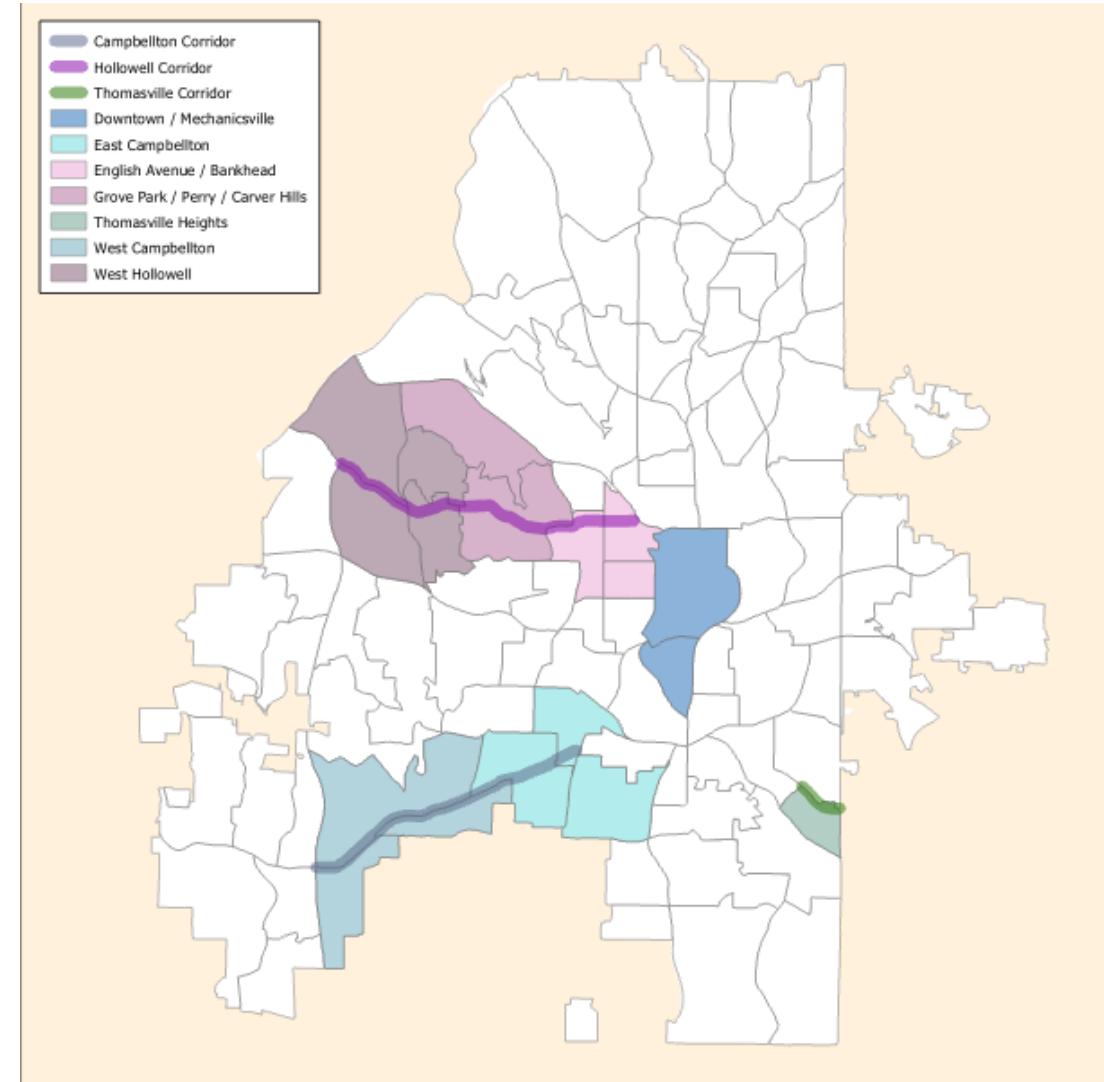
# A Vision for Healthy, Thriving Neighborhoods:



ATLANTA  
NEIGHBORHOOD  
REINVESTMENT  
INITIATIVE

The Atlanta Neighborhood Reinvestment Initiative (NRI) is a shared effort by Mayor Dickens, City of Atlanta government, residents, and partners to make Atlanta the best place in the country to raise a child. NRI combines national best practices in place-based community development with the Mayor's signature "whole of government" approach and bold investments in people. Together, we can ensure every Atlanta neighborhood is safe, healthy, connected, and thriving.

Seven priority neighborhoods were identified to pilot this group project approach to neighborhood health. These were chosen for their active resident leadership, high-potential assets, geographic distribution, and struggling outcomes.





Refresher

# Why NRI? Why Here?

NRI neighborhoods were chosen as areas to rebalance economic development in Atlanta, due to:

- Demonstrable historic lack of private sector investment
- Active resident leadership
- Existing plans and partnerships
- Adjacency to leverageable conditions, including public land assemblages
- Consistently lagging economic development (often due to environmental conditions)
- Geographic distribution to help catalyze citywide growth

# NRI's Theory of Change



Undergirded by a whole of government approach, partner ecosystem, and a suite of public and private resources

# What's Next for NRI

Teams within and in partnership with the City are hard at work to ensure NRI lives beyond any one administration and stands as a national model for transformational neighborhood reinvestment, while including existing and legacy residents in their communities' growth. This work involves many concurrent work streams, including ongoing engagement and needs identification, securing funding, and standing up the accountability and governance structures to create long-term sustainability.

## ACTIVE WORKSTREAMS:

- Identify and deploy specific programming based on neighborhood need
- Continue executing on City-led projects and programming
- Develop and secure entire slate of public funding tools
- Continue meeting with community to refine project lists and monitor progress
- Bolster Neighborhood Partner Organizations' capacity based on identified needs to execute at scale
- Finalize Anti-displacement Toolkit (in partnership with PSE)
- Finalize long-term governance structure for delivering NRI
- Finalize investable plan for philanthropy



NRI implementation will require an array of funding tools, borrowing from national best practices:



**Powerful, Familiar**

(e.g., TAD, legacy of corporate engagement, visionary public leadership)



**In the toolbox, but could be scaled**

(e.g., General Funds, GO Bonds, UEZ, LIHTC, CDGB, Congressionally Directed Spending, Public Land)



**Used Elsewhere, but not yet in Atlanta**

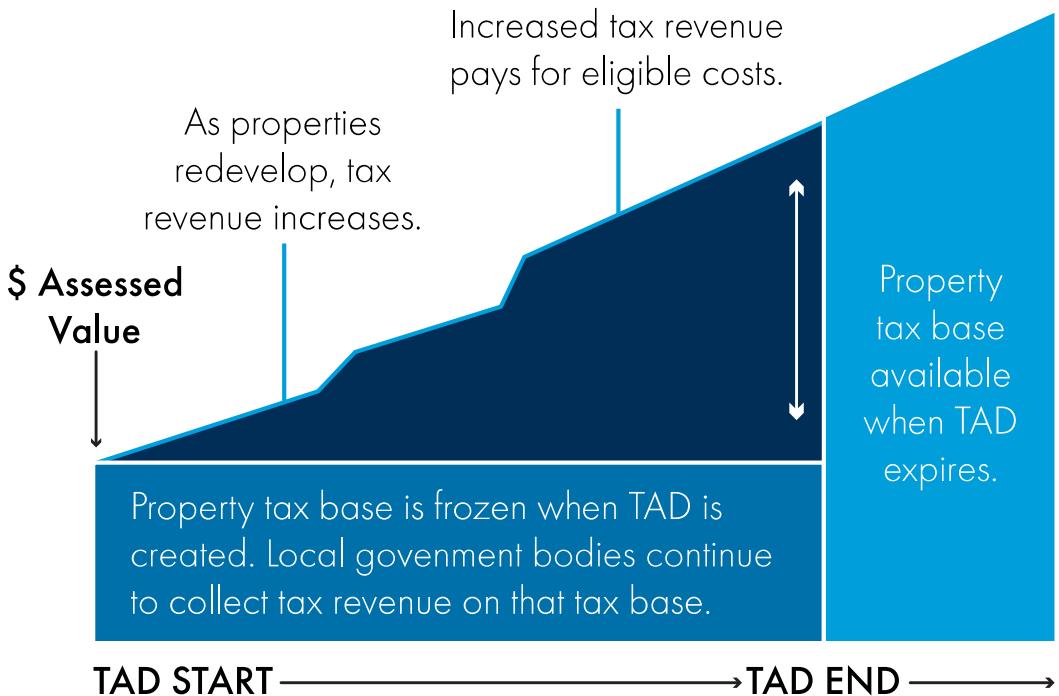
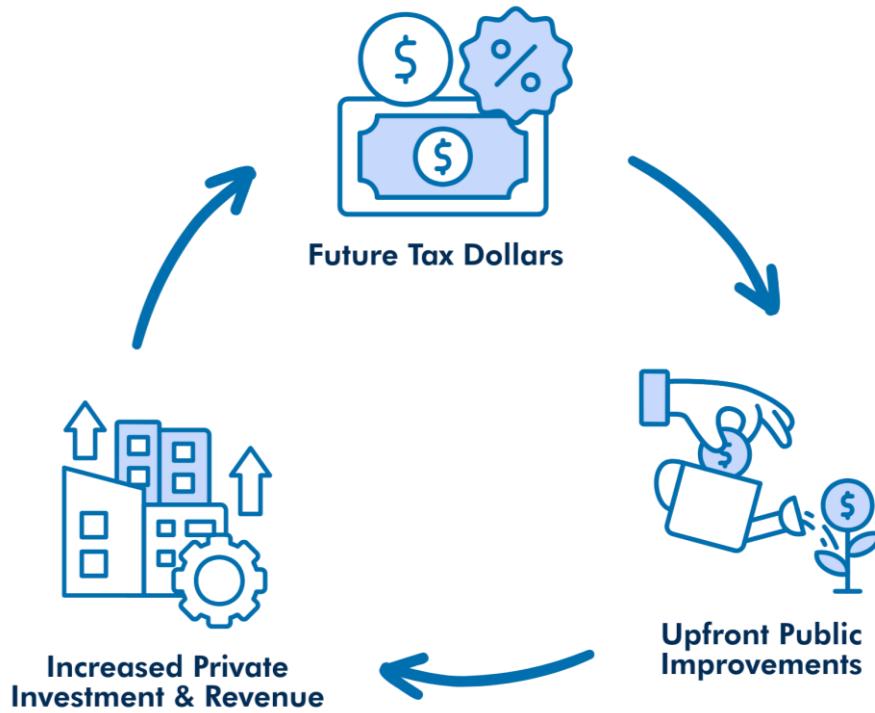
(e.g., economic development mil, utilizing TAD funds for programming\*\*, porting TAD funds between TADs\*\*)

\*examples are not intended to be comprehensive

\*\*tools are not permissible under current legislation

# How a TAD Works (Where the \$ Comes From)

The core mechanism allows a city to invest the future tax dollars of a distressed area back into that area today, paying for upfront costs of public improvements and development, accelerating the area's transformation into a thriving, revenue-generating community



*\* Must remain open until all redevelopment costs are satisfied*



## Do TADs Work to Support the Neighborhood Reinvestment Initiative?

FUNDING TYPE	INVESTMENT	EXAMPLES
Affordable Housing	\$58,146,700	Englewood Phase II, Skyline Apartments, Ralph David House
Food & Health	\$2,500,000	Azalea Fresh Markets, Municipal Market Improvements
Nonprofit Facilities	\$3,000,000	City of Refuge Transformation Center, Nat'l Center for Civil & Human Rights, Georgia Works HQ
Public Realm & Safety	\$11,214,200	New Fire Station, Sweet Auburn Infrastructure
Small Business and Mixed-Use	\$3,783,000	BE on Edgewood, Small Business Improv. Grants
Funding Type	\$3,783,000	BE on Edgewood, Small Business Improv. Grants

These numbers reflect TAD Wins Activity from 2022-2025

**\$78 million**  
Funded TAD Projects

**74%**  
Of TAD Funding  
Supported Affordable  
Housing

**55 Projects**  
Funded and  
Delivered/Under  
Development

# What the NRIC Commission Will/Won't Do



## Will Do

- Review a suite of funding tools to support NRI implementation and equitable economic development citywide
- Ensure that recommendations further economic mobility while expanding accessibility for legacy and new residents
- Review governance best practices to ensure efforts are sustained long-term and goals are realized



## Won't Do

- Review/analyze individual projects on NRI project list
- Conflate TAD extension with NRI implementation

## What does success look like?

*Recommendations to the City Council to support the design and implementation of the NRI.*



## Overview

# Working Group Goals

**To do NRI right, we need to ensure:**

- The whole City benefits? (*Opportunity for All*)
- Decisions are made strategically, fairly, and transparently? (*Sustainable Implementation*)
- Public funds are used effectively, efficiently, and transparently? (*Effective Resourcing*)
- No one is left behind and neighborhoods remain accessible across all walks of life? (*Anti-displacement*)

# Discussion Questions

1. What would you like to understand more about NRI/TADs?
2. What questions would you like the Commission to explore?
3. What would you like to make sure is prioritized in the NRI?

# Thank You for Your Participation!

Scan the QR code to stay up to date on the NRI Commission and leave additional public comments!

