

Q3 | 2021

CEO PERFORMANCE REPORT

Dr. Eloisa Klementich, CEcD
President & CEO, Invest Atlanta

Organizational & Personnel Management

Objective	Status	Notes
FINANCIAL STABILITY - OBTAIN AN UNQUALIFIED AUDIT	✓	COMPLETED
FINANCIAL STABILITY - MAINTAIN A BALANCED BUDGET	✓	COMPLETED
IMPLEMENT A POST COVID RE-ENTRY PLAN ENSURING SAFETY OF STAFF AND ACCESSIBILITY TO THE PUBLIC	✓	COMPLETED PER MAYOR KEISHA LANCE BOTTOMS' & CDC GUIDELINES
FOCUS ON STAFF DEVELOPMENT VIA TRAINING PROGRAMS	✓	4 TRAININGS COMPLETED
IA CHAT SERVICE: MAINTAIN AN AVG. AGENT RATING OF 4+	✓	4.71 / 5 RATING
SUCCESSFULLY INTEGRATE WORKSOURCE ATLANTA	✓	COMPLETED
BEGIN THE IMPLEMENTATION OF THE TACTICS IN ECONOMIC DEV STRATEGY FOUNDED ON ECONOMIC MOBILITY	✓	COMPLETED

Housing

Objective	Status	2021 Goal
TOTAL HOUSING UNITS CLOSED	1,268	1,750
TOTAL AFFORDABLE HOUSING UNITS CLOSED	1,117	400
NUMBER OF UNITS AT OR BELOW 60% AMI	1,117	350
TOTAL NUMBER OF DOWN PAYMENT ASSISTANCE (DPA) GRANTS	49	150
HOUSEHOLDS NO LONGER BE COST BURDENED	1,117	825
NUMBER OF TRANSACTION CLOSED FROM THE TRANSIT-ORIENTED DEVELOPMENT (TOD) FUND	IN PROGRESS	2
CREATE A PLAN TO PURSUE NEW FUNDING SOURCES & TOOLS FOR AFFORDABLE HOUSING	<input checked="" type="checkbox"/>	COMPLETED
NUMBER OF PERMANENT FOR SALE SINGLE FAMILY AFFORDABLE HOUSING UNITS	ON TRACK FOR Q4	15
ENSURE THE DEPLOYMENT OF THE ANTI-DISPLACEMENT FUND	<input type="checkbox"/>	IN PROGRESS
ENSURE THE DEPLOYMENT OF THE HOUSING OPPORTUNITY BOND (HOB) PROGRAM	<input checked="" type="checkbox"/>	COMPLETED

Economic, Workforce and Community Development

Objective	Status	2021 Goal
INVEST ATLANTA JOB FACILITATION TOTAL	8,526	3,000
FACILITATE AND MAINTAIN MIDDLE WAGE	747	2,000
FACILITATE AND MAINTAIN ENTRY, HIGH WAGE AND OTHER JOBS	7,779	1,000
CAPITAL INVESTMENT TOTAL	\$1,044,541,086	\$300,000,000
BUSINESS ATTRACTION EFFORTS: LEADS	117	300
BUSINESS ATTRACTION EFFORTS: PROJECTS	75	200
BUSINESS ATTRACTION EFFORTS: WINS	8	20
CREATE A PROACTIVE ATTRACTION STRATEGY; PRESENT TO ECONOMIC DEVELOPMENT COMMITTEE	✓	COMPLETED
IMPLEMENT THE E3 STRATEGY FOR THE ECONOMIC OPPORTUNITY FUND (EOF)	✓	COMPLETED
INCREASE NON-IA INVESTMENT TO SUPPORT SOUTHSIDE & LOW- AND MODERATE-INCOME (LMI) AREAS	✓	\$250,000
BUSINESS RETENTION AND EXPANSION VISITS	429	300
BUSINESS RETENTION AND EXPANSION TEAM TO SUPPORT SMALL BUSINESSES TO INCREASE EMPLOYMENT	19	300

Economic, Workforce and Community Development (cont'd)

Objective	Status	2021 Goal
SUPPORT SMALL BUSINESSES TO BECOME FINANCIALLY STABLE	47	75
CREATE A SMALL BUSINESS DASHBOARD	<input checked="" type="checkbox"/>	Q2 2021
TOTAL PROJECT INVESTMENT FOR APPROVED SMALL BUSINESS LOANS	\$311,000	\$1,000,000
FACILITATE AND ENGAGE OTHER ORGANIZATIONS TO MOVE INVEST ATLANTA STRATEGY FORWARD	<input checked="" type="checkbox"/>	10 ENGAGEMENTS
ATTRACT HEALTHY FOOD OPTIONS IN DISINVESTED NEIGHBORHOODS	IN PROGRESS	3
CREATE A CREATIVE INDUSTRIES DISTRICT	<input type="checkbox"/>	IN PROGRESS
CREATE A PLAN FOR BUSINESS EMPLOYEES TO TAKE ON OWNERSHIP	<input type="checkbox"/>	IN PROGRESS
EXPAND REACH FOR WEI PROGRAMMING	<input checked="" type="checkbox"/>	COMPLETED
LAUNCH 4TH WOMEN'S ENTREPRENEURSHIP INITIATIVE (WEI) COHORT	<input type="checkbox"/>	ON TRACK FOR 2021
ENSURE DEPLOYMENT OF THE \$22M IN CARES ACT DOLLARS	<input checked="" type="checkbox"/>	COMPLETED
CREATE A NEW SMALL BUSINESS LOAN FUND	<input checked="" type="checkbox"/>	CARES RLF
CREATE A SMALL BUSINESS HUB IN THE SOUTHSIDE	<input type="checkbox"/>	IN PROGRESS
EXPLORE AND DEVELOP THE NEEDS TO CREATE A RISK FUND TO SUPPORT DEVELOPMENT IN DISINVESTED COMMUNITIES; PRESENT TO ECONOMIC DEVELOPMENT COMMITTEE	<input type="checkbox"/>	IN PROGRESS

Economic, Workforce and Community Development (cont'd)

Objective	Status	2021 Goal
SUPPORT RESIDENTS THROUGH WORKSOURCE ATLANTA	<input checked="" type="checkbox"/> COMPLETED	433
BROADEN THE SOURCES OF WORKSOURCE FUNDING	<input checked="" type="checkbox"/> COMPLETED	1 SOURCE

Personal Development Goals

Objective	Status
SUBMIT AN ED/CD ARTICLE FOR CONSIDERATION OF PUBLICATION	<input checked="" type="checkbox"/> COMPLETED
ENGAGE IN THE PROFESSION WHILE SHOWING LEADERSHIP	<input checked="" type="checkbox"/> COMPLETED
PROMOTE CULTURE AND VALUES BY INCREASING THE GALLUP RATING	<input type="checkbox"/> IN PROGRESS

About Dr. Eloisa Klementich, CEcD

President & CEO

As President and CEO of Invest Atlanta, Dr. Eloisa Klementich is transforming economic development in the city of Atlanta through strategic initiatives to increase equity and prosperity for all Atlantans. She leads a nationally recognized economic development agency accredited by the International Economic Development Council and has shaped the Invest Atlanta organization around equity to ensure all Invest Atlanta programs focus on this fundamental outcome.



Since being named CEO of Invest Atlanta in 2016, the agency has had many notable accomplishments under Eloisa's leadership. She commissioned Atlanta's first economic development strategy driven by economic mobility, fostered an internal culture at Invest Atlanta focused on equity, and led the integration of Atlanta's workforce development agency and Women's Entrepreneurship Initiative programs into Invest Atlanta to create a more comprehensive economic development solution for the city.