



# Invest Atlanta: Department of Economic Development

# FY26 Proposed Budget Review

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May 15, 2025

# KPIs Aligned to 4 Pillars



## One Safe City



## A City of Opportunity for All



- Housing & Neighborhood Development
- Cultivating Atlanta Business Environment
- Public-Private Partnerships
- Arts & Culture

# ATL

## Moving Atlanta Forward

## A City Built for the Future

- Sustainability
- Fresh Food Initiative



## Ethical & Efficient Government

- Operational Excellence



# 2024 Highlights

ALL OF INVEST ATLANTA: KEY PERFORMANCE INDICATORS



**\$717.9 Million**

IA Investment

**\$900.9 Million**

Leveraged Capital Investment

**\$1.57 Billion**

Total Capital Investment

**\$1.95 Billion**

Total Economic Impact

**4,433**

Jobs Created or Retained

**1,845**

Small Businesses Supported

**2,475**

Affordable Housing Units

**\$928.6 M**

Invested in Disinvested Neighborhoods

**59% of total capital invested** by Invest Atlanta in 2024 went directly to disinvested neighborhoods

*\*Includes 846 small businesses served through formal grant, loan, cohort, and technical assistance programs + 1,099 additional business owners who had 1:1 consultations with IA staff but did not enroll in a formal program*

# 2024 Highlights

INVEST ATLANTA IMPACT 2024

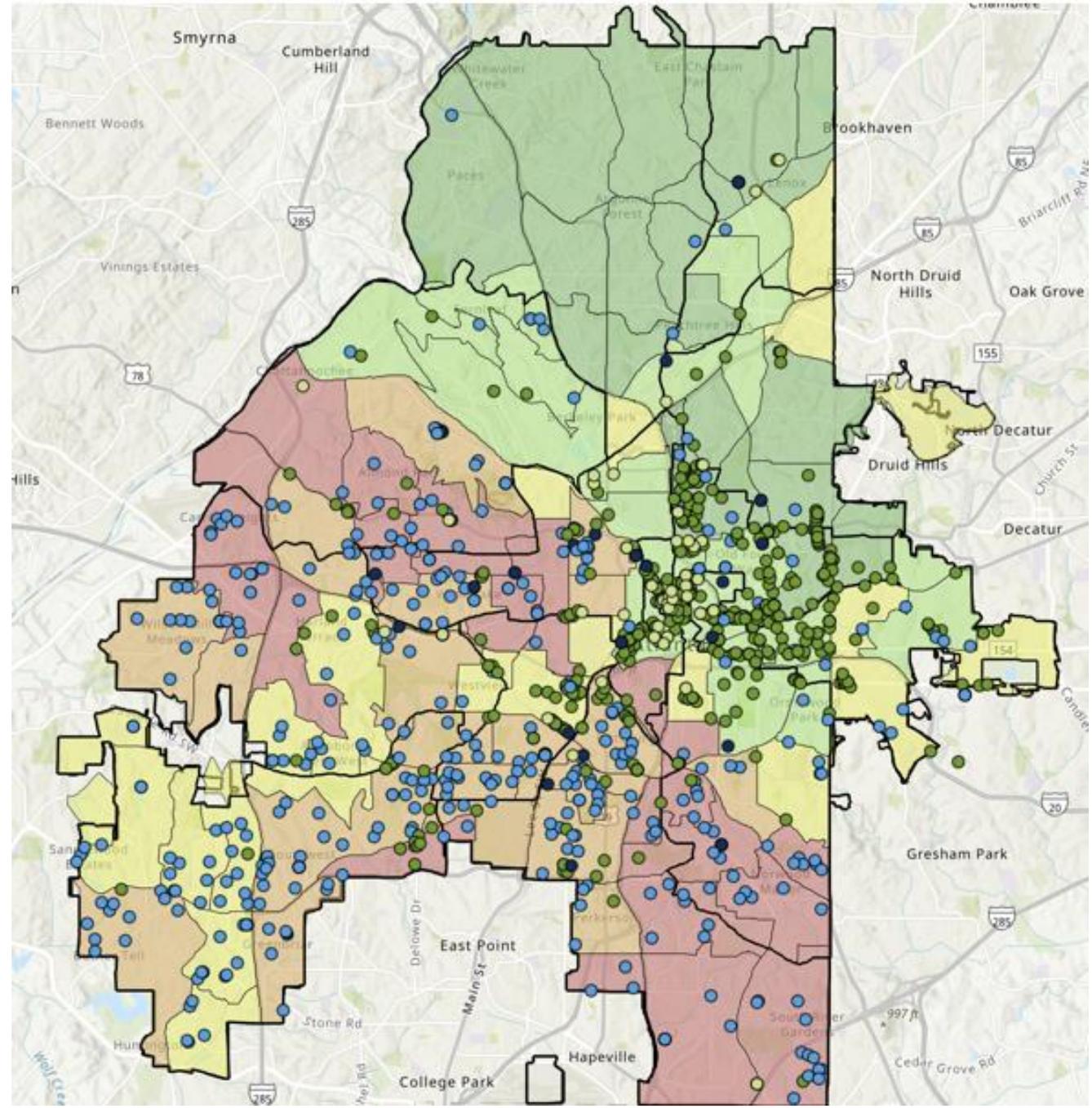


**2024 Invest Atlanta Projects**

- Job Creation Programs
- Small Business Programs
- Neighborhood Investment Programs
- Housing Programs

**Economic Mobility by NSA**

- 61.5 to 100
- 55.8 to 61.4
- 45.5 to 55.7
- 40.5 to 45.4
- 1 to 40.4



# FY26 Invest Atlanta: Department of Economic Development

## ORGANIZATION



ALL OF US WORKING TOWARD ECONOMIC PROSPERITY

# FY25 Invest Atlanta: Department of Economic Development

## MEET THE TEAM



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



**Jenn Bonnet**  
Vice President,  
Tech & Entrepreneurship



**Evan Daily**  
Senior Program Manager,  
Economic Development



**Letashia Dunsen**  
Senior Administrative Assistant



**Cynthia Freeman**  
Assistant Director, Small  
Business



**Alicia Gadson**  
Loan Underwriter



**Kelsey Maynor**  
Program Manager, Proctor Creek



**Cam Miller**  
Program Manager, Tech &  
Innovation



**Madeline Oliff**  
WEI Intern



**Laurie Prickett**  
Senior Vice President,  
Economic Development



**Alan Peterson II, PhD**  
Assistant Director, Ecosystems  
Development



**Ashlee Reevely**  
Program Manager, Economic  
Development



**Dr. Dawn Sizemore**  
Program Manager, Women's  
Entrepreneurship Initiative



**Aaron Szarowicz**  
Senior Project Manager,  
Economic Development



**Richard Tolbert**  
Loan Underwriter

# 2024 Small Business Environment

## \$14.8 Million

Total amount of grants  
or loans disbursed

## 1,845

Unique small  
businesses served

## 3,800+

Hours of technical  
assistance provided



57% Black-owned businesses

60% women-owned

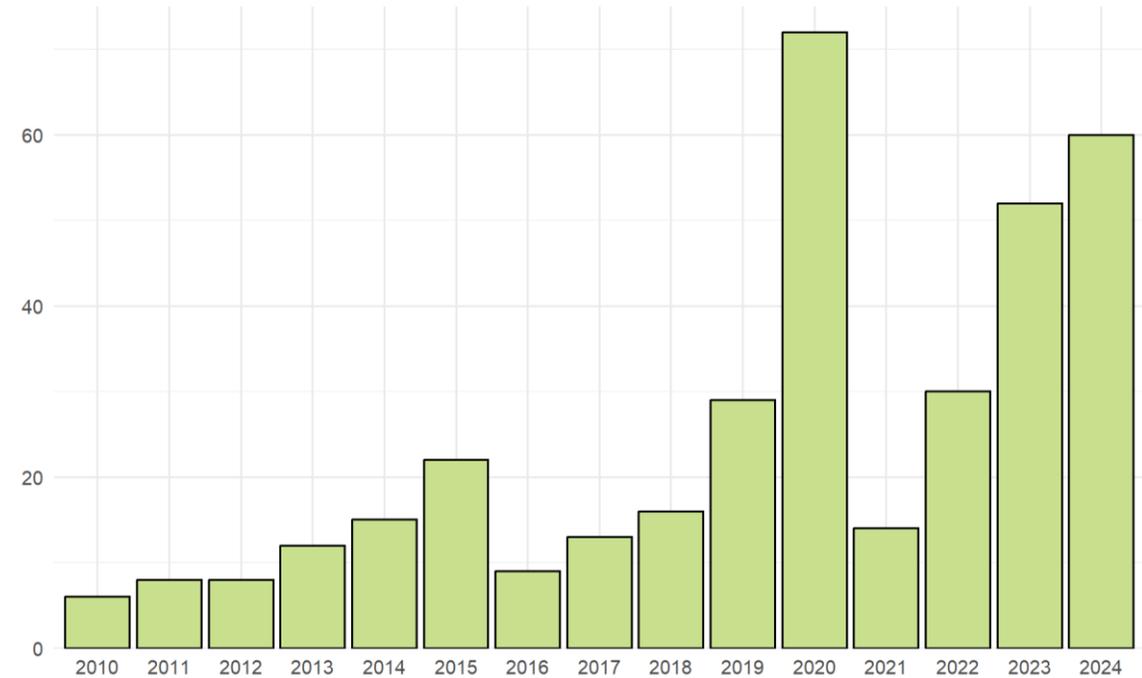
16% in disinvested neighborhoods

# 2024 Highlights

## INVEST ATLANTA: SMALL BUSINESS LOANS



# 18

 Loan Programs

Small Business Loans Year Over Year

### Auto Body Snatchers Collision and Repair, LLC

*"I can't thank Invest Atlanta enough for all the support over the years, helping my business become my own with our new renovations"* Travis Fair, Owner

# Business Attraction

## INVEST ATLANTA: HQ RELOCATIONS AND MAJOR EXPANSIONS



### Business Wins

Headquarters Relocations and Major Expansions



**CREATING 6,131 JOBS WITH A TOTAL INVESTMENT OF \$156M**

*\*Jobs and investment only reflect the businesses shown.*

# 2024 Business Attraction, Retention and Expansion Highlights



## INVEST ATLANTA: CULTIVATING ATLANTA'S BUSINESS ENVIRONMENT

**4,433**

Total full-time jobs  
created or retained

**1,675**

New jobs created

**38%**

New jobs are "Good Jobs"



"With a new office hub in Atlanta, Cargill will be able to harness the immense potential of digital technology to drive our business forward."

- *Brian Sikes*  
*Cargill Board Chair and CEO*

# Food Access Programs - \$6M



<b>Grocery Technical Assistance</b>	<b>Atlanta Food Access Catalyst Grant</b>	<b>Commercial Property Improvement Grant Grocery</b>
<ul style="list-style-type: none"><li>▪ 20 Independent Atlanta Food Retailers</li><li>▪ 75% identify as minority-owned</li><li>▪ +107,000 SF of food retail space</li><li>▪ +25,000 visitors per week</li></ul>	<ul style="list-style-type: none"><li>▪ \$1.23M in food access expansion grants</li><li>▪ 100% of funded projects located in food deserts</li><li>▪ +1,000 visitors per week</li></ul>	<ul style="list-style-type: none"><li>▪ 31 eligible applications received</li><li>▪ \$750,000 awarded to 15 food retailers</li><li>▪ 50% of funded projects located in food deserts</li></ul>

# Atlanta Local Legacy

## PHASE 1



ATLANTA  
LOCAL  
LEGACY



- \$300,000 awarded from City Council
- Program Components
  - ❑ Local Legacy Business Registry / App
  - ❑ Marketing and Promotion
  - ❑ Legacy Empowerment Grant (up to \$5K per reimbursable grant)
  - ❑ Small Business Improvement Grant (TADs)
  - ❑ TA Food Access
- Legacy Program Launch: April 1
- Legacy Empowerment Grant Opening: May 1
- Legacy Empowerment Grant Closing: June 2



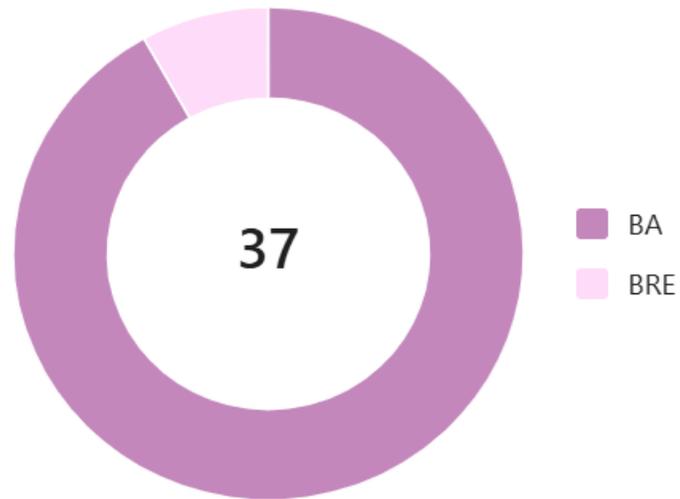
[www.atllocallegacy.com](http://www.atllocallegacy.com)

# International

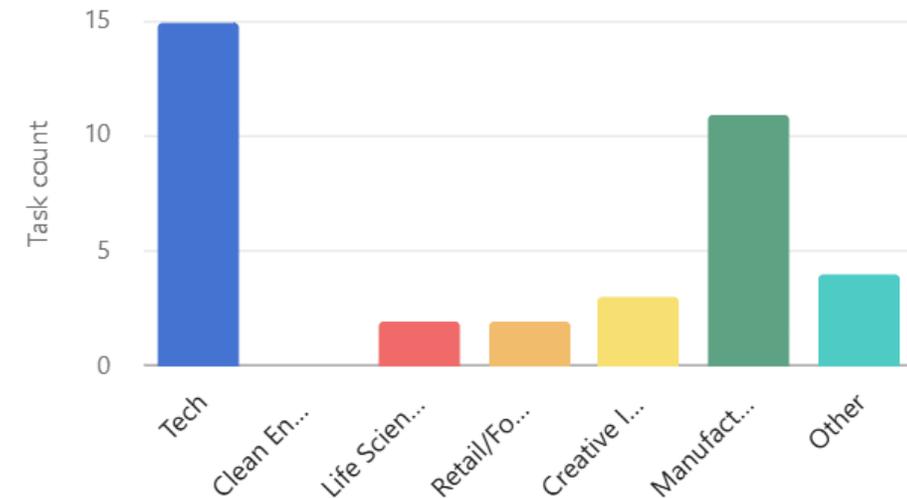
## INVEST ATLANTA: ELEVATING ATLANTA'S GLOBAL PRESENCE



International Project Type Distribution



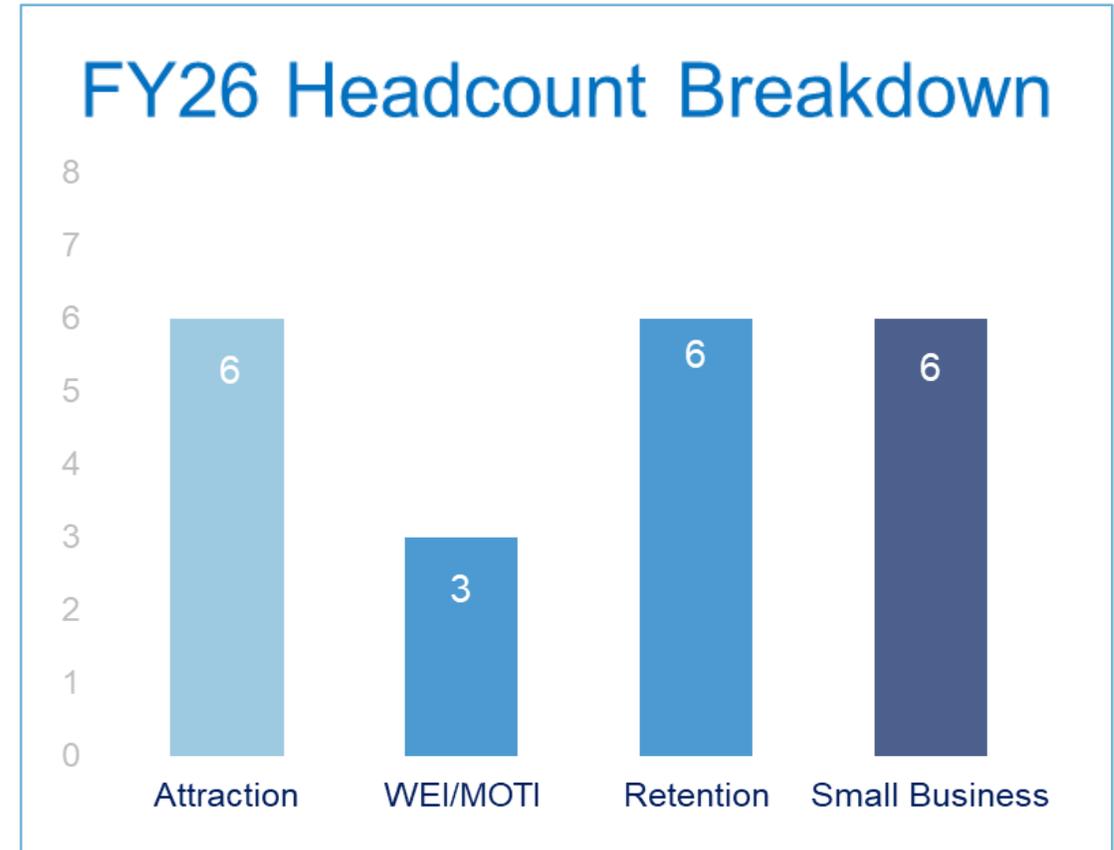
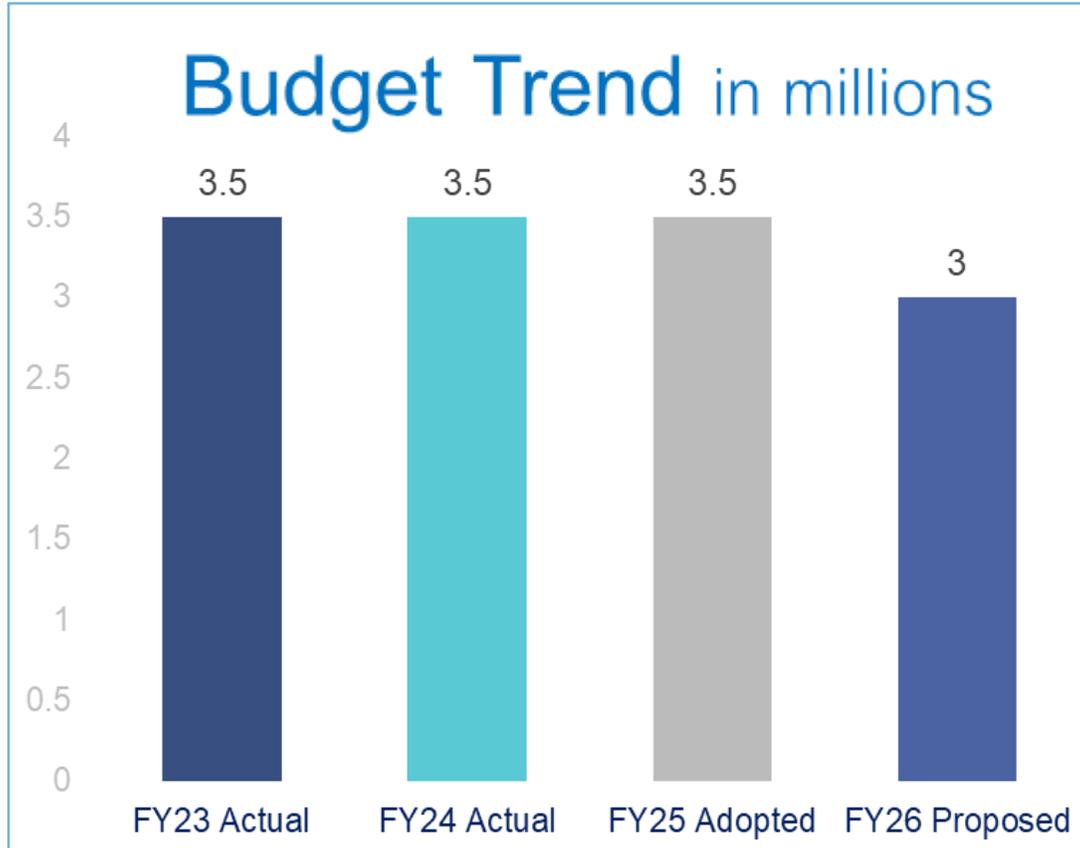
International Pipeline Distribution



Foreign Direct Investment (FDI) plays a critical role in Atlanta's economic growth—it drives job creation and capital investment, diversifies and strengthens our economic base, connects the city to global innovation and trade networks, and firmly positions Atlanta as a competitive hub on the world stage.

# FY26 Summary of Operations

DEPARTMENT OF ECONOMIC DEVELOPMENT



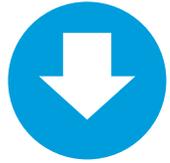
MOTI -Mayor's Office of Technology & Innovation  
WEI – Women's Entrepreneurship Initiative

# FY25-FY26 Year over Year Budget Variance

DEPARTMENT OF ECONOMIC DEVELOPMENT



## Personnel Budget



**\$376K**  
REDUCTION OVER  
LY

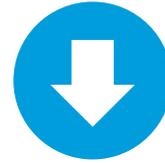
FTE	FY 2025	FY 2026
Active (filled)	23	21
Vacant Funded	1	0
Vacant Unfunded	0	0
<b>Total</b>	<b>24</b>	<b>21</b>

Total FY26  
Headcount:  
**21**  
Funded FTEs

### KEY PERSONNEL DATA

To date in FY25, Economic Development had an average retention rate of 96% with an average vacancy rate for funded positions of 4%.

## Operating Budget



**\$124K**  
DECREASE OVER LY

### Key Drivers

- Reduced SG&A allocation based on headcount reduction.

Overall Budget  
Decrease:  
**\$500K**

### KEY OPERATIONAL DATA

To date in FY25, Economic Development managed expenses in line with the budget.

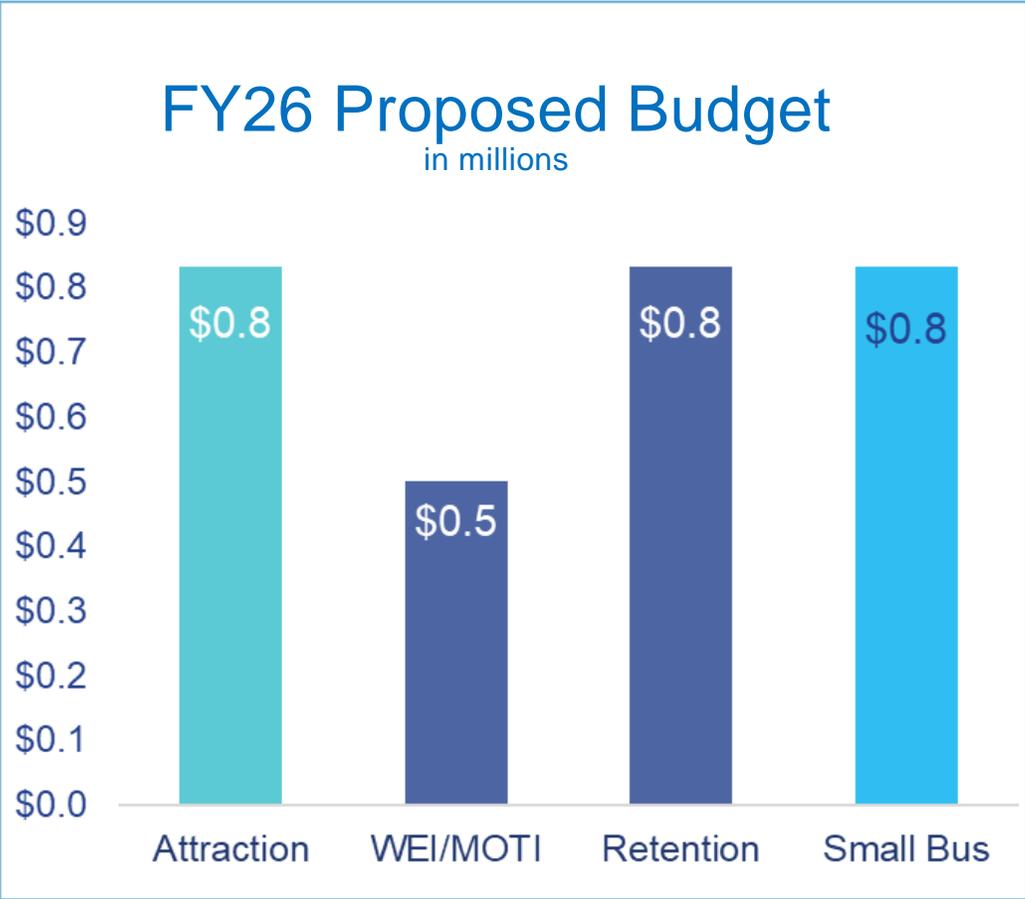
# FY26 Summary of Operations by Major Category



INVEST ATLANTA: DEPARTMENT OF ECONOMIC DEVELOPMENT

## Operational Areas

- Attraction \$0.8 M
- WEI/MOTI \$0.5 M
- Retention \$0.8 M
- Small Bus. \$0.8 M



Total FY26 Headcount:  
**21**  
Funded FTEs

Total FY26 General Fund Budget:  
**\$3M**

MOTI -Mayor's Office of Technology & Innovation  
WEI – Women's Entrepreneurship Initiative

# FY26 Priorities

## INVEST ATLANTA: HEALTHY FOODS STRATEGY



### GROCERY STORES

- > Attract Major Supermarket & Grocery Store Chains
- > Open Two Municipal Grocery Stores.

### NEIGHBORHOOD MARKETS

- > Continue to support Growth via Improvement Grants (HFFI funding)
- > Continue Tailored Grocery Technical assistance (HFFI funding)

### INNOVATIVE MODELS

- > Support Non-profit, Mobile Markets & Tech-oriented Solutions

### POLICY, SYSTEMS & ENVIRONMENT

- > Drive Policy, System, and Environmental Change



# FY26 Priorities

## INVEST ATLANTA: ECONOMIC DEVELOPMENT PRIORITIES



### SMALL BUSINESS OUTREACH

- > Expand Access to Capital
- > Increase visibility to continue Monthly Webinars & In-person Events
- > Consult with ~10% of Bizs; 50% from Disinvested Neighborhoods
- > Women's Entrepreneurship Initiative
- > Revenue Generation through PPPs

### INDUSTRY CLUSTER FOCUS

- > Make Atlanta a Top 5 Tech Hub
- > Accelerate Foreign Direct Investment
- > Leverage Life Sciences, Manufacturing & Creative Industries Assets
- > World Cup/Legacy Business program activation
- > Brownfields / EVs / CPACE / Cleantech

### JOBS & CAPITAL INVESTMENT

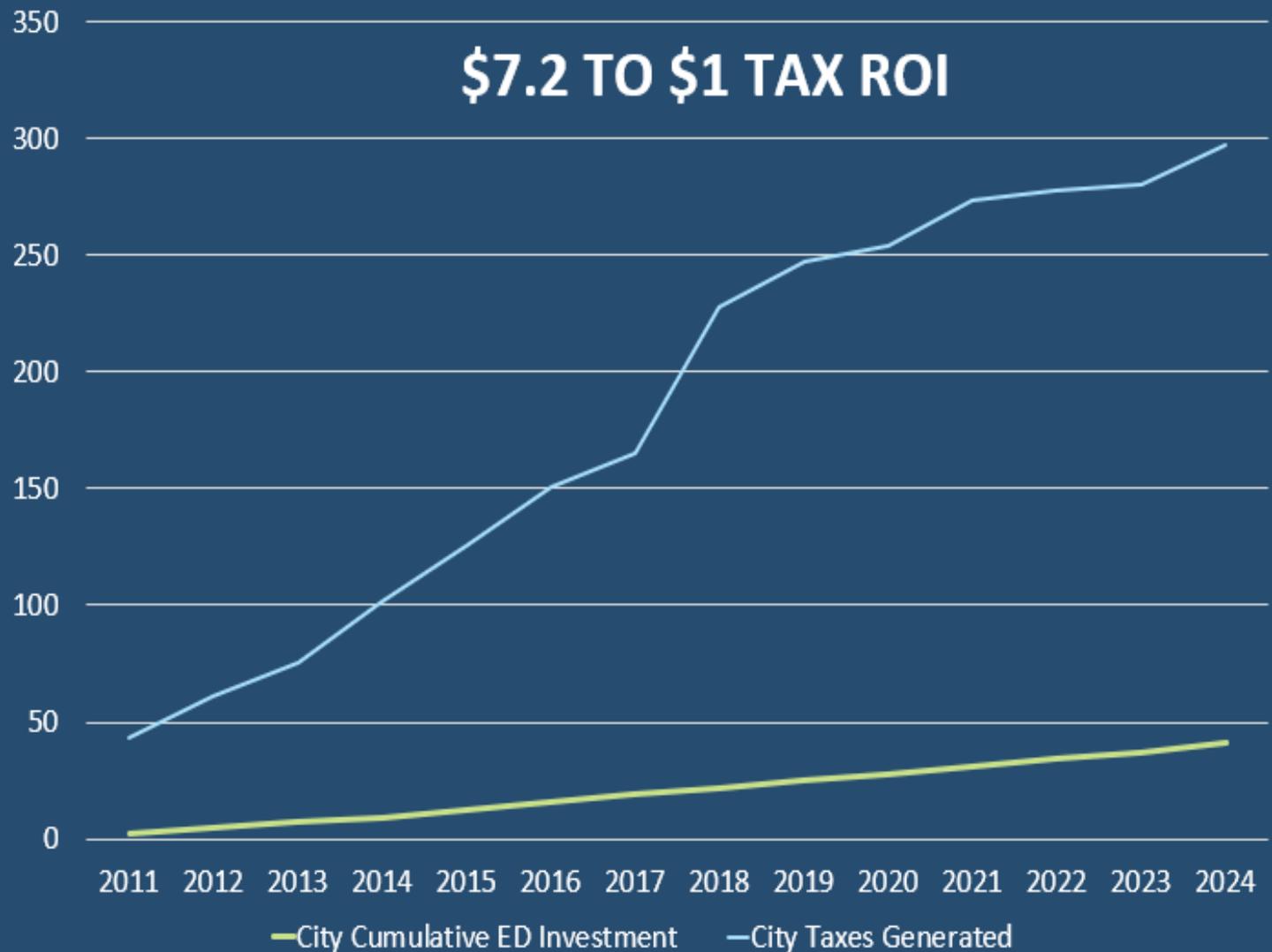
- > Attract High-Impact Employers
- > Support Business Expansion & Retention
- > 3.5K new jobs (1.3K Good Jobs)
- > Leverage Strategic Sites & Infrastructure



# City Tax Revenue ROI

## Economic Development Program Funding

**\$7.2 TO \$1 TAX ROI**



\*City tax revenue is based on LOCI analysis

# Invest Atlanta Economic Development 2024 Results



## INVEST ATLANTA: JOB CREATION AND INVESTMENT



**66K**

New Full-time  
Jobs Created

**\$7.3B**

Total Capital  
Investment

**7,455**

New "Good" Jobs  
Created

**367**

Small Business  
Loans

**1,737**

Small Business  
Grants

**133**

Opportunity Zone  
Certifications

**445**

Business Attraction,  
Retention, and  
Expansion Projects

**\$28.3 B in New Economic Output**

# Thank You

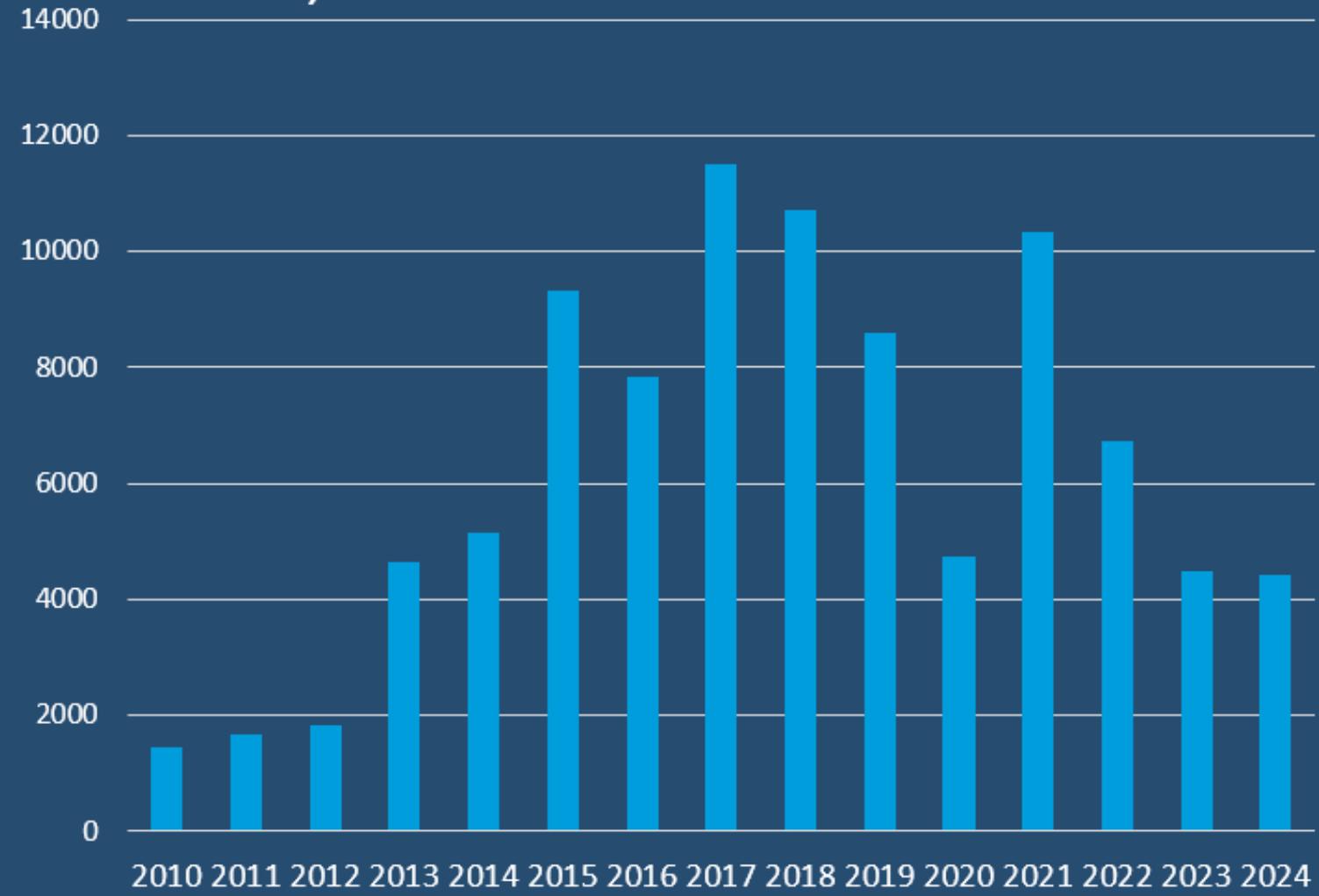


**INVESTATLANTA**  
Atlanta's Development Authority

# Appendix

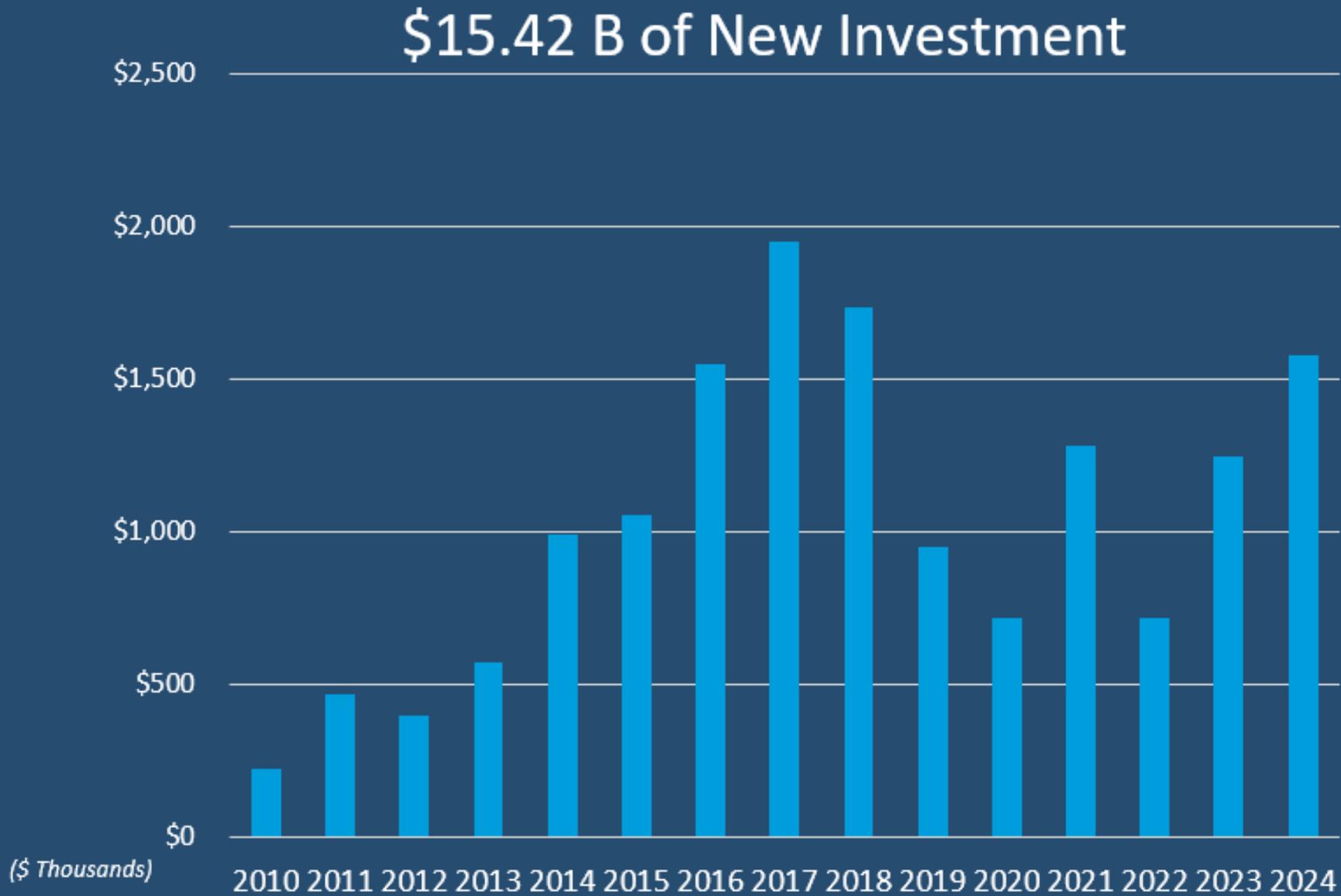
# Job Creation

## 93,454 Jobs Created or Retained



Includes economic and community development programs

# Total Capital Investment



(\$ Thousands)

Includes economic and community development programs

# Atlanta Open for Business

PROGRAM HIGHLIGHTS

2022-2024



**ATLANTA RECOVERY LOAN PROGRAM**  
LEARN MORE AND APPLY NOW

**ATLANTA COMMERCIAL DOWN PAYMENT ASSISTANCE LOAN PROGRAM**  
LEARN MORE AND APPLY NOW

**ATLANTA COMMERCIAL PROPERTY IMPROVEMENT GRANT**  
LEARN MORE AND APPLY NOW

**ATLANTA STARTUP GROWTH LOAN PROGRAM**  
LEARN MORE AND APPLY NOW

# \$20 Million

Grant funding from Wells Fargo

# \$14.4 Million

Loans and grants to small businesses

# 182

Unique business receiving financing

# 70%

Black-owned businesses funded

# 64%

Woman-owned businesses funded

# 255

Businesses receiving technical assistance

# 2024 Food Access Strategy Wins



New Food Retail Locations Enabled

12

Number of Businesses Supported

32

Jobs Impact

FT: 196  
PT: 155

Total Food Retail SF Supported

155,700 SF

Total Project Costs

\$53.4 million

Total Economic Impact of Approved Projects

\$75.2 million

# City of Atlanta Water Recovery Fund



## 472 Small Businesses Funded

- **\$4,458,000** awarded
- **\$9,446.61** average grant amount
- 3,625 employees receiving compensation
- \$602,394 median annual business revenue

