



Invest Atlanta: Department of Economic Development

FY26 Proposed Budget Review

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

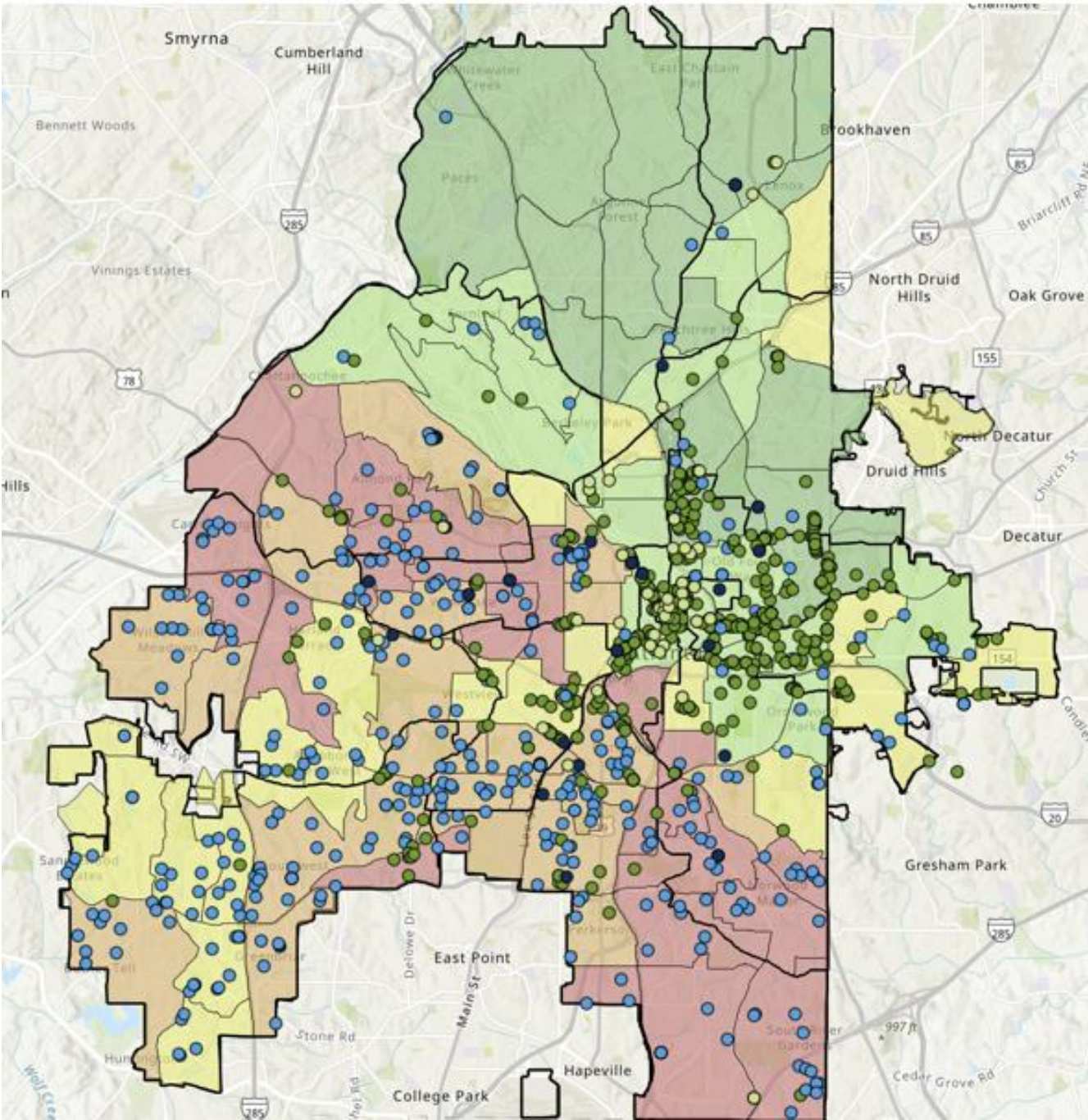
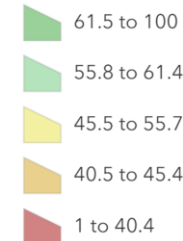
INVEST ATLANTA IMPACT 2024



2024 Invest Atlanta Projects

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

Economic Mobility by NSA



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



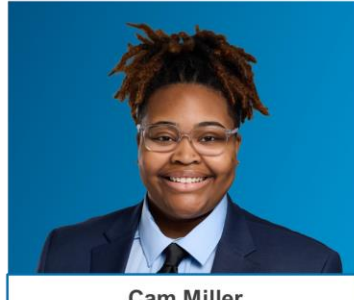
Cynthia Freeman
Assistant Director, Small
Business



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

*Calendar Year 2024 Data
Not all programs require business owners to submit demographic data*

2024 Highlights

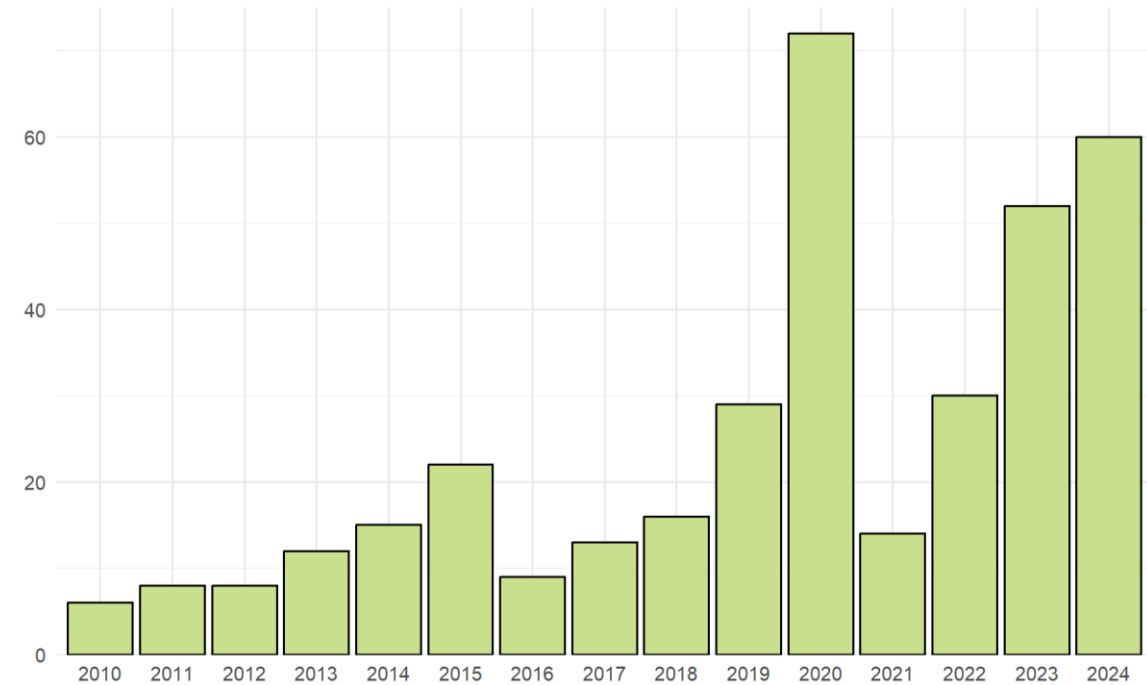
INVEST ATLANTA: SMALL BUSINESS LOANS



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

18

 Loan Programs

Small Business Loans Year Over Year

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 Highlight



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



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

Atlanta Local Legacy

PHASE 1

- \$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



ATLANTA
LOCAL
LEGACY



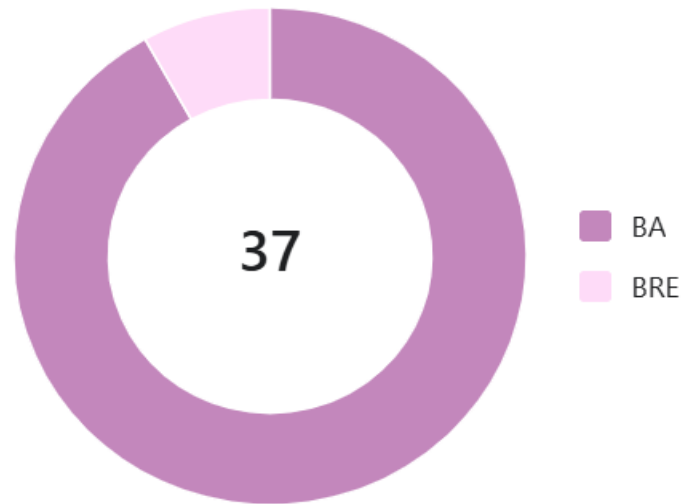
www.atllocallegacy.com

International

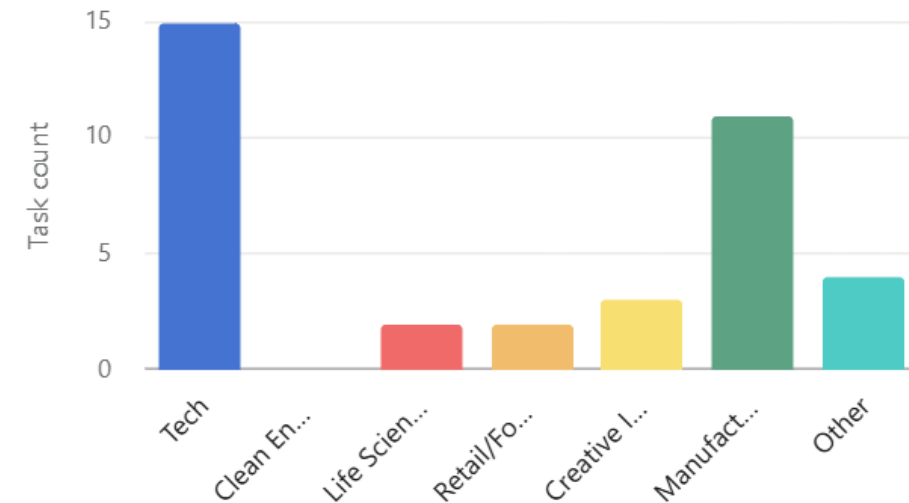
INVEST ATLANTA: ELEVATING ATLANTA'S GLOBAL PRESENCE



International Project Type Distribution



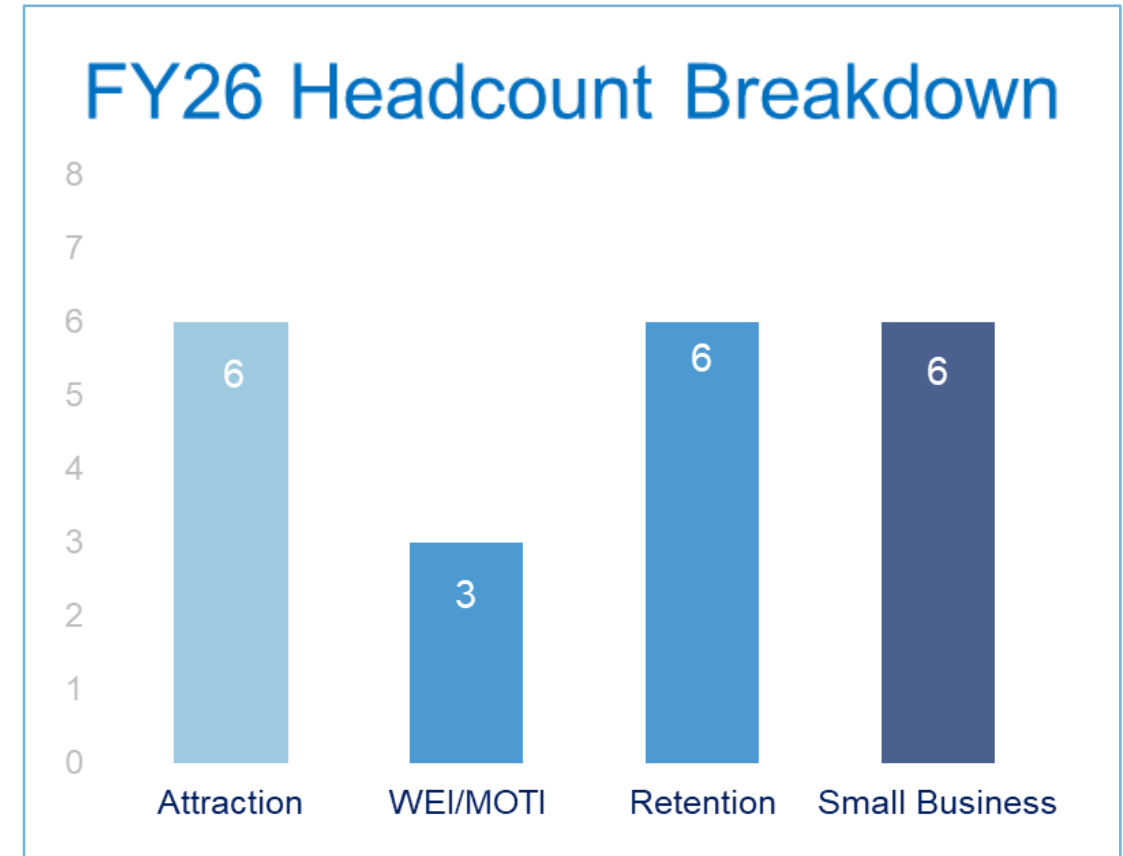
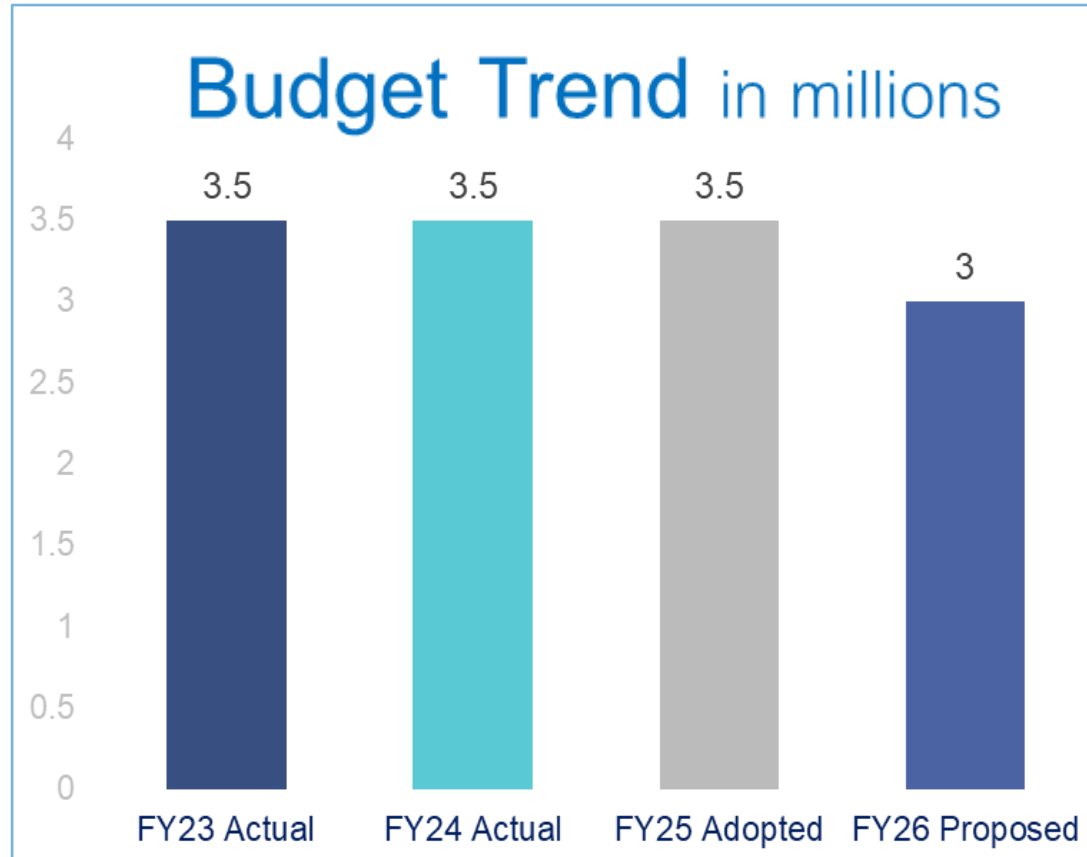
International Pipeline Distribution



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

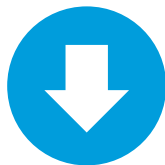


\$376K
REDUCTION OVER
LY

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

Total FY26
Headcount:
21
Funded FTEs

Operating Budget



\$124K
DECREASE OVER LY

Key Drivers

- Reduced SG&A allocation based on headcount reduction.

Overall Budget
Decrease:
\$500K

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%.

KEY OPERATIONAL DATA

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

FY26 Summary of Operations by Major Category



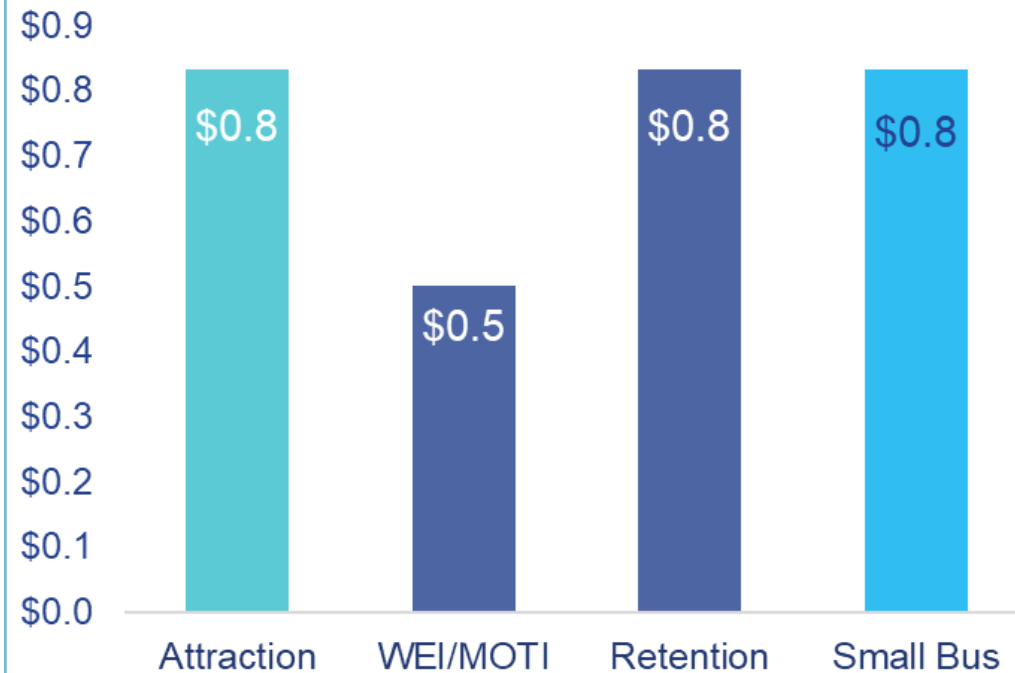
INVEST ATLANTA: DEPARTMENT OF ECONOMIC DEVELOPMENT

Operational Areas

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

FY26 Proposed Budget

in millions



Total FY26
Headcount:

21

Funded FTEs

Total FY26
General Fund Budget:

\$3M

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

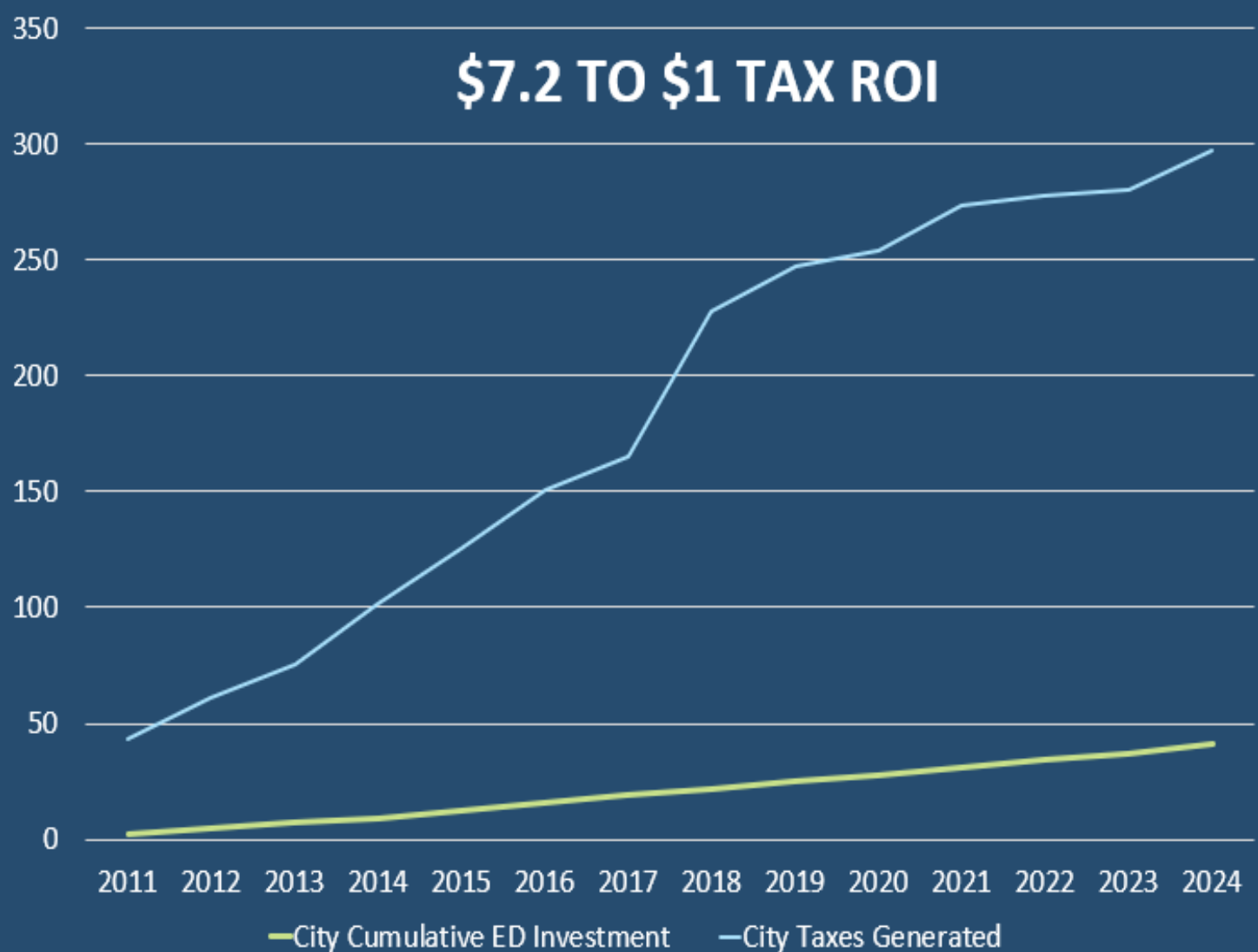
JOBS & CAPITAL INVESTMENT

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



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

2010-2024

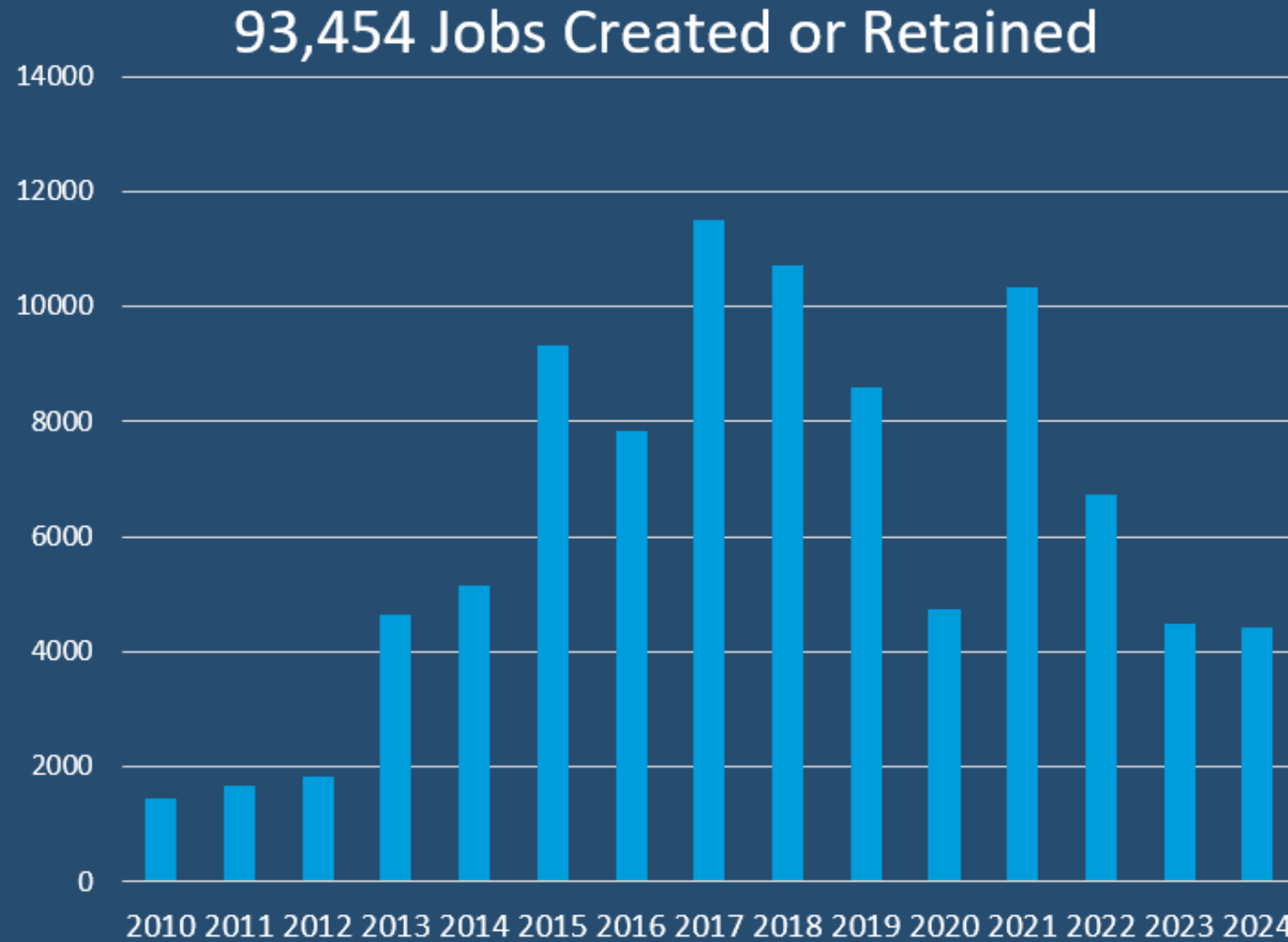
Thank You



INVESTATLANTA
Atlanta's Development Authority

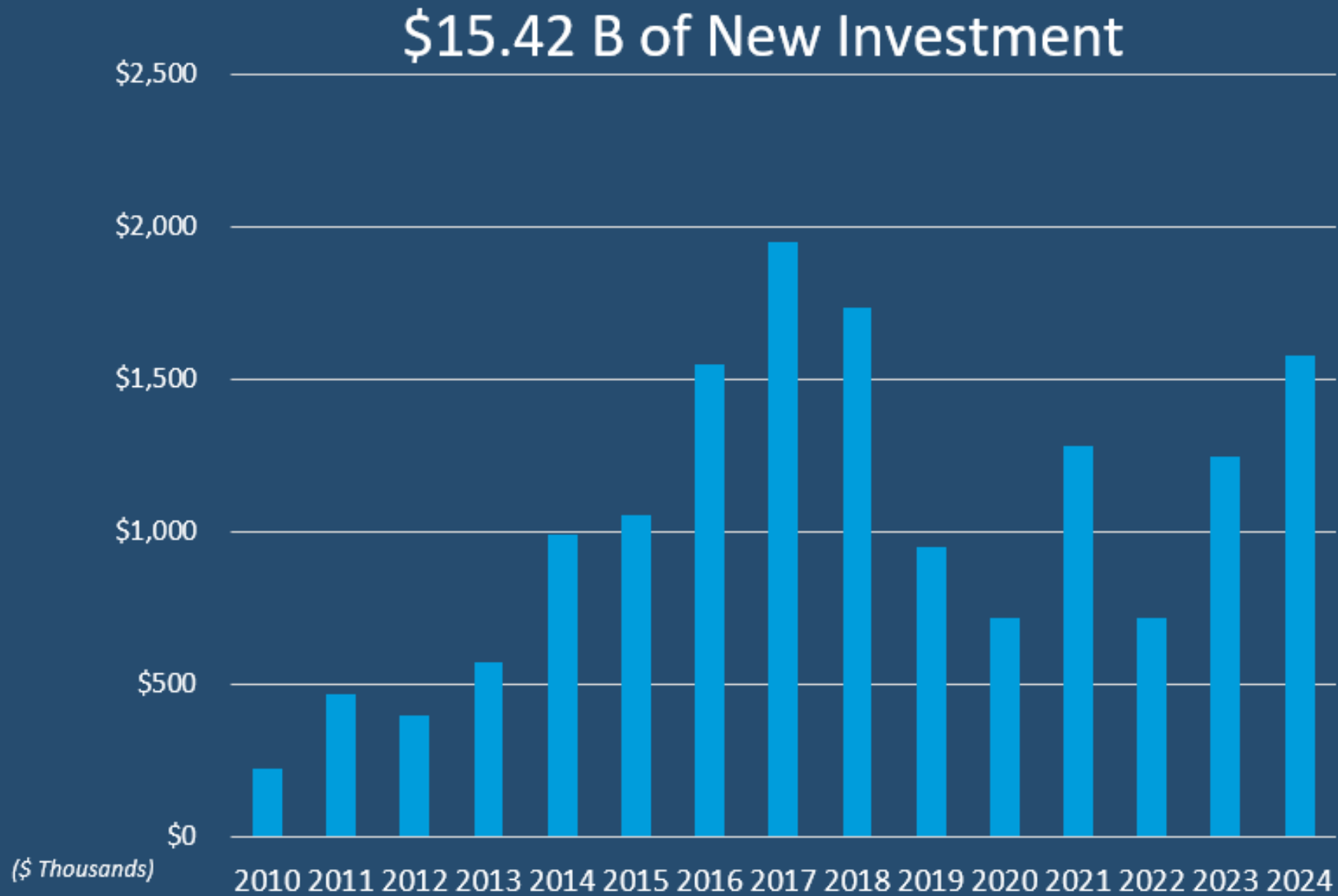
Appendix

Job Creation



Includes economic and community development programs

Total Capital Investment



Includes economic and community development programs

Atlanta Open for Business

PROGRAM HIGHLIGHTS

2022-2024



\$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

2022 through EOY 2024

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

