

# ATLANTA IS NOW

Metro Atlanta is here, now and next.

A region of visionaries who do what others never imagined.

Inventing. Connecting. Inspiring. Thriving.

We nurture and welcome the brightest talent –

global leaders who disrupt the status quo and crusade to change the world.

We are dreamers who galvanized the Civil Rights Movement,

creatives who are redefining digital entertainment and

innovators who are paving an inclusive way to urban development.

We are lively main streets, lakes nestled in lush greenspaces

and bustling nightlife in the city – the options are endless.

In metro Atlanta, we share one ambition:

To never stop rising.

Metro Atlanta is here, now and next. We're a region of visionaries who are inventing, connecting, inspiring and thriving. We nurture and welcome the brightest talent – global leaders who disrupt the status quo, crusade to change the world.

We Invent	We Connect	We Inspire	We Thrive
<p><i>We are transforming into a top tech market.</i></p>	<p><i>Home to the world's most-traveled airport, we're a bona fide logistics hub at the center of the world's most important markets.</i></p>	<p><i>We are producing and retaining the world's best creative, tech and executive talent.</i></p>	<p><i>Our quality of life is second to none with a diverse, inclusive, creative environment that welcomes everyone.</i></p>
<ul style="list-style-type: none"> <li>▪ From pioneers of the Civil Rights Movement to the 16 Fortune 500s here, some of the world's greatest innovations are born in Atlanta.</li> <li>▪ We're the ninth largest metro area with nearly six million residents and three million in the workforce.</li> <li>▪ The Georgia Centers of Innovation and Georgia Research Alliance are helping drive entrepreneurial innovation. And Atlanta Tech Village is the fourth largest tech entrepreneurial hub in the nation.</li> <li>▪ Atlanta was named the #2 "Next Big Tech Hub That's Still Affordable" by Realtor.com.</li> <li>▪ In 2018, CBRE ranked Atlanta as the #3 market for tech talent labor pool growth rate with a 34.7 percent increase of tech talent employed between 2012-2017.</li> <li>▪ We were named one of seven cities that could become the world's next cybersecurity capital by Fortune.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Eighty percent of the U.S. is reachable within two delivery days by truck via metro Atlanta's highways or within two hours by plane.</li> <li>▪ Metro Atlanta is a hub for logistics. Deloitte ranked Atlanta as the #2 metro area for digital supply chain, ahead of five major U.S. metros.</li> <li>▪ ATLNext is a \$6-billion plan that is expanding the airport with a sixth runway, a new concourse and 15 additional gates.</li> <li>▪ In 2016, Atlanta voters overwhelmingly approved the MARTA half-penny sales tax, which will result in an additional \$2.5 billion in local funding for transit expansion. It's one of many advances to improve transit options across our region.</li> <li>▪ Atlanta is the #3 U.S. city for connectivity in the startup community.</li> <li>▪ Metro Atlanta is home to roughly 2,600 foreign-owned establishments.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 290,000 students are enrolled in the 64 two-and four-year colleges and universities in the Atlanta/Athens area. We're also among the top 10 cities that attract graduates from top-tier business and engineering schools, like Harvard, Stanford, Yale and MIT.</li> <li>• We're the #5 metro for retaining college grads from two- and four-year institutions.</li> <li>• WalletHub named Atlanta the #1 best college city in 2016 as well as the #2 metro area for quality of engineering universities in 2018.</li> <li>• ChooseATL focuses on galvanizing next-gen talent, attracting them to the region through digital engagement and high-touch, live experiences, including THEA, the only city-based OTT video platform.</li> <li>• Many of the world's leading nonprofits, including CARE, American Cancer Society, Habitat for Humanity and Boys &amp; Girls Club of America call Atlanta home and continue to drive social impact.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Metro Atlanta is full of vibrant neighborhoods that offer a breadth of culture and entertainment to suit individuals and families from every walk of life.</li> <li>▪ Known as the "city in a forest," nearly 48 percent of Atlanta is covered by an urban tree canopy, the highest percentage of major cities in the nation, and we're home to outdoor recreation amenities ranging from lakes and hiking trails to dog parks and golf courses.</li> <li>▪ In 2018, Wallet Hub named Atlanta the #1 city for museums per capita.</li> <li>▪ The Atlanta BeltLine, 22 miles of trails, parks, streetcar and affordable housing, is among the largest urban redevelopment projects in the U.S.</li> <li>▪ Sporting events like the 2018 College Football Championship, 2018 MLS All-Star Game, Super Bowl LIII in 2019 and the NCAA Final Four in 2020 position Atlanta on the global stage for world-class events.</li> <li>▪ Georgia is the #1 production center in the U.S. for top grossing feature films released at the U.S. box office in 2017, and Forbes named Atlanta the "hip hop capital of the universe."</li> </ul>

---

# WE INVENT

---

*We are transforming into a top tech market.*

Metro Atlanta is a region of visionaries who do what others never imagined, and Jewel Burks is no exception. From a family of entrepreneurs, Jewel knew from firsthand experience that being bold and disrupting the status quo would be key in building her career. The Howard University alum began her journey at Google in California, but passion brought her back to the ATL.

After facing difficulty trying to find a replacement part for her grandfather's tractor, Jewel was inspired to create her company Partpic. With the help of a few Georgia Tech programmers and a former co-worker from Google, Jewel created groundbreaking technology poised to change the way people locate products. The company was later acquired by Amazon.

Jewel spends much of her free time advising startups and angel investing. With metro Atlanta's diverse and welcoming environment, there could be no better space for entrepreneurial innovation. By sharing her wisdom and advising others on how they can obtain success, Jewel helps to ensure that metro Atlanta never stops rising.

**Jewel Burks, The Pitcher**



- Co-founder, Partpic (later acquired by Amazon)
- Known for award-winning Prezi pitch deck
- Former Google Entrepreneur in Residence, now Team Lead at Amazon
- A Forbes 30 Under 30
- Nashville, TN native/Howard University alum

---

## WE CONNECT

---

***Home to the world's most-traveled airport, we're a bona fide logistics hub at the center of the world's most important markets.***

Ryan Gravel is the creator of the Atlanta BeltLine, a soon-to-be 22-mile loop of trails, parks, streetcar and affordable housing – one of the largest urban redevelopment projects underway in the nation. Ryan is, quite literally, connector-in-chief.

“Atlanta has a sort of energy around it, like it’s going to be something else. It’s going to be a different place in 20 years. For those of us in these fields—design, planning—to be a part of that transformation, the creation of what Atlanta is as it grows, is something that you really can’t replicate in other cities.”

Though the Chamblee native never pictured himself traveling and speaking to large crowds about his Georgia Tech master’s thesis, Ryan’s innovative plan for connecting Atlanta’s neighborhoods has created a platform like no other. Ryan is the author of “Where We Want to Live: Reclaiming Infrastructure for a New Generation of Cities” and the founder of the urban design consultancy Sixpitch.

Ryan is an innovator who is paving an inclusive path to urban development. His vision and enthusiasm for the future of metro Atlanta inspires and challenges others to disrupt the status quo.

**Ryan Gravel, The Urbanist**



- Creator, Atlanta BeltLine
- Founder, Sixpitch (urban design consultancy)
- Georgia Tech grad, now lecturer in School of Architecture
- Author of “Where We Want to Live: Reclaiming Infrastructure for a New Generation of Cities”
- Chamblee, GA native

---

## WE INSPIRE

*We are producing and retaining the world's best creative, tech and executive talent.*

Just as business leaders came together in the 1960s to fight for social justice, today's new guard, like Rohit Malhotra, represents the soul of metro Atlanta's business community.

A son of immigrants, Rohit attended local schools, earned a B.A. from Emory University and then a master's in Public Policy from Harvard University. After forging a solid academic base, Rohit started his journey with various socially-conscious organizations and public service positions across the country and around the globe. For these and other successes, he was named to the Atlanta Business Chronicle's 30 Under 30.

The pull of metro Atlanta remained strong - Rohit left behind a burgeoning career in public policy in Washington, D.C., and returned to his beloved hometown. He sold his car, decided to focus on social entrepreneurship and launched the Center for Civic Innovation in Atlanta in 2014. The Center, established to boost investment in community-driven ideas, also supports social enterprises and engages people in dialogue and action.

Rohit is an authentic example of the next generation of Atlanta's civic engagement. And as a self-proclaimed expert on pizza and hip hop, he couldn't call a better place home than the "hip hop center of the universe" and the nation's #3 city for restaurants per capita.

**Rohit Malhotra, The Social Entrepreneur**



- Founder, Center for Civic Innovation (a civic-focused entrepreneur hub)
- CCI recently partnered with Sara Blakely to fund female entrepreneurs
- Former Ash Innovation Fellow for the White House Office of Management and Budget (Obama administration)
- Emory grad
- Metro Atlanta native/child of immigrants

---

## WE THRIVE

---

*Our quality of life is second to none with a diverse, inclusive, creative environment that welcomes everyone.*

When it comes to culture, metro Atlanta is on the cutting-edge with creatives who are reimagining industries and transforming entertainment. Diamonde Williamson is the founder of Blossom, a subscription video-on-demand platform for women of color to find and watch content based on their moods and interests.

The Atlanta native worked in production on popular reality vehicles "Chrisley Knows Best" and "Iyanla: Fix My Life." Diamonde moved back to Atlanta from L.A. so that she could create in an environment that matched her own dynamism.

Atlanta is full of creatives who are redefining digital entertainment – this is the community Diamonde embraces. Diamonde's video platform, Blossom, and production company, Majority Women, has created a space where women of color in the creative community can stream and produce their content.

Diamonde couldn't have picked a better place to launch – metro Atlanta is the #5 metro area for number of women-owned businesses; home to Spelman College, the #1 HBCU in the nation; and the #5 city hotspot for female entrepreneurs. Atlanta thrives when diverse creators like Diamonde are telling their stories.

**Diamonde Williamson, The Creator**



- CEO/Founder, Blossom
- Founder, Majority Women (production company)
- Content creator trying to empower women of color
- Univ. of West Georgia/Kennesaw grad
- Atlanta native