



Bringing the best together to help Atlanta thrive.

2010 DASHBOARD SUMMARY

Economic Development

- Attract **50 new company operations and 5,000 new jobs**
 - **Global Commerce:** 12 companies creating 700 jobs
 - **Supply Chain:** 8-10 companies creating 850 jobs plus two international air cargo carriers
 - **Technology:** 7 companies creating 350 jobs
 - **Bio Science/Biomed:** 5 companies creating 300 new jobs
 - **Headquarters, Business Services, and General Recruitment:** 16 companies creating 300 jobs
- Generate **250 new qualified company relocation leads** through marketing activities
- **Market metro Atlanta** to site selection decision makers, and recruit business from **Latin America, Asia, Europe and North America.**
- Attract **one new foreign consulate** or trade office from Asia or Latin America.

Public Policy

Environment

- **Advocate for implementation of the Governor's Water Contingency Planning Task Force recommendations.**
- **Ensure continued viability of the region's water district** and support funding for the statewide water plan.
- **Establish corporate sustainability roundtable** promoting best practices and positioning the region as a leader.

Transportation

- Facilitate **passage of transportation funding legislation** in 2010 General Assembly.
- Establish framework for **regional transportation funding referendum campaign.**

Education

- Advocate for **final passage of SB 84, Commission for School Board Excellence legislative recommendations** to strengthen school boards and ultimately improve student achievement.
- Identify best practices in **school system operations that create efficiencies and cost-savings. Produce a report card on the region's education indicators.** Promote policies and practices linking teacher compensation to their effectiveness.
- Support the Atlanta Public Schools with strategic partnerships and succession planning.

Economic Development Policy

- Establish the public policy goals and outcome necessary to **implement recommendations of the New Economy Task Force** and engage regional and state leaders to help remove barriers to job growth.

Government and External Affairs

- **Advocate for state and federal legislative support** for metro Atlanta and Georgia on key issues such as water and transportation.
- **Engage key local leaders** and garner their support on **critical regional issues.**

Service to Members

- **Attract more than 16,000 members to attend 130+ activities and events** to network and make business connections with other Chamber members. Engaged members renew their membership.
- **Connect with 3,000 new and renewing members** through the Retention Committee.
- **Recruit 80 new Board of Advisors** members.

Sports

Atlanta Sports Council

- **Lead Atlanta's efforts to be selected as one of 18 Host Cities** that the U.S. Bid Committee puts forth in its bid to host the **2018/2022 FIFA World Cup™**. With it comes an estimated **economic impact of \$400-\$600 million** per city during 31 days of activities.

Chick-fil-A Bowl

- Attain a 14th consecutive **Chick-fil-A Bowl sellout.**