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## 2010 Dashboard Detail

### Economic Development

#### General Economic Development

- **Business Recruitment & Expansion:** Focus our business recruitment & expansion activities and programs on the target industry sectors recommended by the New Economy Task Force. The Overall 2010 goal for the Chamber's Economic Development Division is to attract **50 new company operations and 5,000 new jobs** to metro Atlanta and also assist existing Atlanta target industry sector companies expand, creating **another 700 new jobs**. Breakdown for these jobs by sector is as follows:
  - o **Global Commerce:** Recruit 12 new company operations creating 700 jobs & 100 new jobs through assisting existing companies expand.
  - o **Supply Chain:** Recruit 8-10 companies creating 850 jobs + two international air cargo carriers or routes and 150 new jobs through assisting existing companies.
  - o **Technology:** Recruit 7 companies creating 350 jobs & 75 new jobs through assisting existing companies.
  - o **BioScience/Biomed:** Recruit 5 new company operations creating 300 new jobs & 75 new jobs through assisting existing companies to expand.
  - o **Headquarters, Business Services, and General Recruitment:** Recruit 16 new company operations creating 2,800 jobs & 300 new jobs through assisting existing companies expand.
- **Marketing /Filling the Prospect Pipeline:** Market metro Atlanta to site selection decision makers, and recruit businesses and jobs primarily from Latin America, Asia, Europe and North America. Generate 250 new qualified company relocation leads through marketing activities.
- **Public Policy:** Continue to pursue passage of economic development legislation to enhance state incentives toolkit, specifically those that enhance Georgia's and metro Atlanta's ability to attract and grow high paying jobs.

#### Global Commerce

- Conduct business recruitment trips to **China, Europe and India**.
- Attract one new **foreign consulate or trade office from Asia or Latin America** with focus on getting U.S. approval of the Chinese and Indian consulates.
- **Assist 45 small to medium-sized Metro Atlanta Chamber member companies** to connect with business opportunities abroad. Implement the Global Commerce Council's new business/trade development program "**GO: Global Opportunities**" to help small to medium-sized companies find new business opportunities abroad, with emphasis on India & China.
- Host Chamber's first **Global Commerce Council Annual Global Impact Awards**, celebrating member achievements in global commerce.
- Continue to expand our **international prospect pipeline** by marketing metro Atlanta at **key target industry segment conference & trade shows** and call on targeted companies during business recruitment trips to **New York, California, Canada, China, India, Sweden, the Netherlands, Germany and the United Kingdom**.

#### Supply Chain

- **Attract two new or expanded international air cargo carriers or routes.** Continue to focus on connecting Atlanta better to **Asia, Latin America, and Europe**.
- Continue to expand our **supply chain company prospect pipeline** by market metro Atlanta at **key conferences and trade shows** to attract supply chain companies and jobs: In 2010 we will participate in the following:
  - o **Retail Industry Leaders Association** – Orlando, Fla.
  - o **Eyefortransport USA 3PL Summit** – Atlanta, Ga.
  - o **Council of Supply Chain Management Annual Conference** – San Diego, Calif.
  - o **Transport Logistics China** – Shanghai
  - o **TIACA Air Cargo Forum** – Amsterdam
  - o **International Logistics & Material Handling Exhibition (SIL)** – Barcelona



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### Supply Chain (continued)

- **Grow:** Facilitate organic growth of Atlanta supply chain companies creating an additional 150 jobs. Work to improve business environment and key drivers of success: workforce, infrastructure, innovation, capital, trade, business formation, and leadership. Co-host supply chain workforce development forum.
- **Promote Atlanta** as one of the world's top centers for supply chain management talent, operations and innovation.
  - o Plan for 2012 logistics conference for The International Air Cargo Association. The TIACA conference, which is considered "the Olympics" of the air cargo industry, regularly attracts 2,000 to 4,000 global air cargo industry carriers, freight forwarding companies and shippers.
  - o Successfully host TIACA ACF 2010 dinner in Amsterdam to promote Atlanta 2012.
- **Sustain:** Affect public policy regarding critical supply-chain issues to ensure our infrastructure and industry remain competitive.
  - o Advocate for a long-range regional transportation and logistics infrastructure strategy that incorporates the needs of freight.
  - o Educate legislators on importance of freight and the critical role of metro Atlanta as a freight generator.
  - o Support Savannah harbor deepening.
  - o Identify critical supply-chain legislative issues and engage members.
- **Connect:** Serve as an industry catalyst to mobilize the supply-chain business community. Provide opportunities to engage and connect our members through industry advocacy and collaboration.
  - o Hold successful 5th annual Supply Chain Forum & Awards Luncheon
  - o Recruit and retain members for the Supply Chain Leadership Council
  - o Provide network opportunities for industry professionals to connect

### Bioscience / Biomed / Technology

- Position Atlanta as a **center for technology, bioscience, and Biomed** by hosting the **third annual Venture Atlanta**, the largest venture capital forum in the Southeast, and **host the 2010 HIMSS conference (Healthcare Information and Management Systems Society)** in Atlanta. HIMSS is considered to be the world's premier IT Healthcare event.
- Continue to **expand the company relocation prospect pipeline** by marketing metro Atlanta at key marketing events and business recruitment trips to **Boston, Northern California, Minneapolis, Chicago, and New Jersey/New York**. Participate in the following industry events:
  - o **Bio Asia** – Hyderabad, India
  - o **Florida Venture Forum** – Champions Gate, FL
  - o **Georgia LifeScience Summit** – Atlanta (planning committee)
  - o **Southeast Venture Conference** – Tyson's Corner, VA
  - o **Southeastern Medical Device Association annual conference** – Atlanta (Conference Chair)
  - o **BIO 2010** – Chicago
  - o **Atlanta Venture Forum** – Atlanta
- **Launch program to attract tech and bio university startup companies** from Southeastern U.S. cities such as Nashville, Greenville, Huntsville, Gainesville, etc.
- Launch the Chamber's New Economy Task Force-recommended **Bioscience Leadership Council & the Technology Leadership Council**. Attract and engage new target industry sector companies.



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## Public Policy

### Environment

- **Advocate for implementation of the Governor's Water Contingency Planning Task Force recommendations** through education of key leaders in business, conservation and government.
- **Ensure continued viability of the region's water district** through adequate funding and local elected official involvement.
- **Lead Georgia Water Alliance** during the implementation of the state water plan.
- **Establish corporate sustainability roundtable** with business leaders to **share best practices and identify actions that promote the region's ability to lead on green activities.**

### Transportation

- Facilitate **passage of transportation funding legislation** in the 2010 General Assembly.
- Establish a framework for a **regional transportation funding referendum campaign.**
- Promote the development of **transportation alternatives** in the region -- specifically **transit, commuter and high-speed rail.**
- **Assist in developing and promoting public/private initiatives** for transportation projects.

### Education

- Advocate for **final passage of SB 84, Commission for School Board Excellence recommendations**, for improvements to local school board governance that will lead to improved student achievement.
- Using business best practices, **conduct research on school system economies of scale and back-office efficiencies** to assist school systems in garnering cost savings.
- Advocate for legislation supporting Georgia's **application for federal Race to the Top grant funds** (\$300-\$400 million federal dollars could be awarded to Georgia schools in April 2010), including efforts to **recruit and retain effective teachers.**
- **Produce a report card on the region's education indicators**, including SAT, high school graduation rates and Criterion Referenced Competency Test scores in reading and math.
- Support the Atlanta Public Schools by creating strategic partnerships for programs and events, including **A+ Awards, Principal For A Day, and State of the Schools. Assist APS board with succession planning.**

### Economic Development Policy

- Establish the public policy goals and outcomes necessary to **implement recommendations of the New Economy Task Force.**
- **Identify key public policy barriers to the MAC economic development strategies** for each cluster industry.
- **Engage regional and state leaders and establish stakeholder partnerships** to support improvements in economic development policy.

### Government and External Affairs

- **Advocate for state and federal legislative support** for metro Atlanta and Georgia on key issues such as water, transportation, economic development and public education.
- **Secure key leaders** to address the Chamber's board regarding **local, state and federal issues.**
- **Leverage relationships** with regional leaders and organizations to **strengthen partnerships for action on regional issues.**
- **Continue to identify emerging issues** within the region that are relevant to the Chamber's agenda, and **engage business and local elected leaders to advance those issues.**
- **Manage the Committee for a Better Atlanta** to evaluate and promote qualified candidates for the 2010 Fulton County Commission election.



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## 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.
- Select Atlanta's greatest sports moments, influencers and athletes from the last 25 years as a platform to enhance (or promote) our brand and to **celebrate the Atlanta Sports Council's 25th anniversary**.
- **Re-design and re-launch our Web site (www.atlantasportscouncil.com)** as a portal that promotes and celebrates metro Atlanta sports as a whole, and better positions the ASC brand as the facilitator of sports in Atlanta.
- Win the bid to be the **Host City for the WWE's 2011 Wrestlemania 27**, which will bring an estimated **economic impact of \$50 million** to the city of Atlanta.
- **Profitably manage** Atlanta Sports Council owned and operated events.

## Chick-fil-A Bowl

- Host the fourth annual **Chick-fil-A Bowl Challenge golf event** and deliver **\$450,000 in university scholarships** and charitable donations through the event.
- Host the third annual **Chick-fil-A Kickoff Game** between LSU and North Carolina and generate **\$4.4 million** in total team payout.
- Achieve an **economic impact of \$30-35 million with \$1.3 million in direct tax revenues** for metro Atlanta through the Chick-fil-A Kickoff Game.
- Attain a 14th consecutive **Chick-fil-A Bowl sellout**.
- Continue leading the bowl industry in charitable and scholarship giving by contributing a record **\$1.25 million to organizations in need**.
- Increase total **team payout to \$6.6 million**.
- Achieve an **economic impact of \$30-35 million with \$1.3 million in direct tax revenues** for metro Atlanta through the Chick-fil-A Bowl.
- Finalize negotiations on **College Football Hall of Fame** site, architect, developer, and designer and break ground on building construction.

## Small Business Growth Council

- Expand Small Business Day at the Chamber, bringing together small and big business to celebrate the **24th Annual Small Business Person of the Year Awards**, in partnership with the Atlanta Business Chronicle, featuring 40+ vendor displays and hundreds in attendance.
- **Engage 350 members** in regular lead generation and referral exchange.
- Position Chamber as the **leader for small to mid-size business to make contacts**, and support these members through connecting and educational opportunities.
- Expand participation in our **health insurance program** for small businesses to more than 250 groups, insuring more than 4,000 lives.
- **Attract 10,000 attendees and 2,200 companies** through events and activities specifically created for the wants and needs of small business members, including: Networking Events (12); Power Networking Luncheons (36); Showcase Speaker Events (2); Leads to Business (21); Business Growth Expo; Small Business Growth Council
  - **Launch new-member education series** with 8 interconnected modules focusing on business growth.
  - **Engage 75 small businesses in volunteer activity** at Bolton Academy through APFE.
  - **Engage 50 small business owners in monthly CEO Roundtable meetings** with problem-solving through a peer "board of advisors."
  - **Expand existing B2B groups industry-exclusive roundtable meetings** twice monthly by focusing on geographic meetings outside the Chamber.
  - **Expand member engagement 100+ leaders** through new structure of Small Business Growth Council.
  - **Continue quarterly SBGC meetings open to all members** to facilitate greater involvement and member satisfaction and increase attendance to 200 participants.

## People

- **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.