PROFILE OF METRO ATLANTA
Metro Atlanta is a premier destination for business professionals and families. The area is home to 5.7 million people and more than 160,000 businesses. Metro Atlanta’s diverse economy, global access, abundant talent, low costs of business and living, and vibrant quality of life are reasons to choose metro Atlanta.
Demographics

The Atlanta Metropolitan Statistical Area (MSA) is the business capital of the southeastern U.S. and a global business hub. Metro Atlanta is one of the fastest growing metros in the U.S. and has the 10th largest economy in the U.S. as measured by Gross Metro Product (GMP).

The Southeast’s population is 82.2 million and its economy is the largest of all U.S. regions. Gross Domestic Product (GDP) in the Southeast measured $3.8 trillion in 2015. Only two foreign countries have a greater GDP than the U.S. Southeast—China and Japan.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>GDP</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>U.S.A.</td>
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<tr>
<td>30</td>
<td>Venezuela</td>
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Metro Atlanta

> 8,723 square miles
> 22,592 square kilometers
> 29 counties

<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
<th>Description</th>
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<tr>
<td>1936</td>
<td></td>
<td>“Gone With The Wind” by Margaret Mitchell was published. The Pulitzer Prize-winning novel became the movie three years later.</td>
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<tr>
<td>1941</td>
<td></td>
<td>Delta Air Lines relocated its headquarters from Monroe, La., to Atlanta.</td>
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<tr>
<td>1946</td>
<td></td>
<td>The Communicable Disease Center (CDC) was established in Atlanta. It is now known as the Centers for Disease Control and Prevention.</td>
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<tr>
<td>1950</td>
<td></td>
<td>The Confederate Memorial carving was completed on Stone Mountain.</td>
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<tr>
<td>1964</td>
<td></td>
<td>Dr. Martin Luther King, Jr., a native Atlantan, won the Nobel Peace Prize.</td>
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<tr>
<td>1971</td>
<td></td>
<td>The airport’s name changed to William B. Hartsfield Atlanta International Airport.</td>
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Metro Atlanta has the lowest relative cost of doing business among the nation’s 10 largest metro areas.

(KPMG, Competitive Alternatives: Guide to International Business Location Costs, 2016)

1974 Atlanta Brave Hank Aaron broke Babe Ruth’s home run record with his 715th home run.

1975 R.E. “Ted” Turner’s Turner Broadcasting System (TBS) went on the air. Today, the award-winning cable stations CNN, TNT and The Cartoon Network are based in Atlanta.

1978 The Home Depot, another home-grown success story, was founded in Atlanta.

1982 Georgia-Pacific moved its headquarters to Atlanta from Portland, Ore.

1991 United Parcel Service (UPS) relocated its headquarters from Greenwich, Conn. to metro Atlanta.

1996 Atlanta hosted the Centennial Olympic Games, the first time the Summer Games were held in the eastern U.S.
Government

> Atlanta is the capital city of Georgia. The Capitol Dome brightens Atlanta’s skyline and is layered in 43 ounces of pure gold mined in Dahlonega, Georgia, the site of America’s first “Gold Rush.”

> The City of Atlanta is governed by a mayor and a 15-member city council that is managed by the council president.

> The 29 counties that make up metro Atlanta are individually governed by boards of commissioners, city councils and mayors.

> Atlanta’s symbol is the Phoenix, the legendary bird of Egyptian mythology, which represents Atlanta’s rise from the ashes of the Civil War. The seal of the city bears the Phoenix and the Latin term, “Resurgens,” which means “rising again.”

Taxes

> Georgia’s corporate income tax rate is six percent (single factor sales tax apportionment).

> Georgia’s sales tax base rate is four percent. Counties may add one to three percent as a local option. The City of Atlanta/Fulton County adds four percent as a local option.

> Georgia’s individual income tax rate is a graduated tax based on an individual’s federal adjusted gross income. The tax rate ranges from one to six percent based on six income brackets.

> Property tax rates (millage rates) are set locally by each county and city. Real and personal property are assessed at 40 percent of fair market value.

Quality of Life

Metro Atlanta provides exceptional quality of life while maintaining affordability. Residents enjoy access to arts, culture, sports and nightlife. Metro Atlanta experiences all four seasons with cool winters, warm summers and adequate rainfall.

Metro Atlanta Maintains a Low Cost of Living

Metro Atlanta’s population increased more than 1 million people from 2000-2010.

2003 The airport’s name changed to Hartsfield-Jackson Atlanta International Airport.

2009 NCR and First Data relocated their headquarters to metro Atlanta, increasing the area’s FORTUNE 500 headquarters.

2010 GE Digital Energy’s Smart Grid Technology Center of Excellence was established in metro Atlanta.

2015 Hartsfield-Jackson Atlanta International Airport had a record-breaking year serving 100 million passengers.

2016 Sixteen metro Atlanta-based companies ranked in the FORTUNE 500.

Source: C2ER Cost of Living Index, Q2, 2016 *New York values are for Manhattan
Georgia ranks as the #1 state for workforce development program.

(Area Development, 2016)
Education

Pre-K thru 12

More than 940,000 students are served through metro Atlanta’s 37 public school systems that include 1,150 elementary, middle and high schools. Metro Atlanta is also home to approximately 400 private schools.

> Metro Atlanta has several international schools that teach in languages other than English, including: German, Arabic, Portuguese, Chinese and Japanese.
> English-as-a-Second Language courses are available in every public school district.
> Several schools provide programming in International Baccalaureate (IB) and Advanced Placement (AP).
> Georgia offers free Pre-K classes for four-year-old children throughout the state.

Higher Education

With more than 275,000 students enrolled in 70 higher education institutions, metro Atlanta’s colleges and universities fuel businesses with talent, discovery and innovation. Popular fields of study include business and economics, computer science, communications, mathematics & statistics, engineering and physics.

> With more than 42,000 degrees annually, metro Atlanta ranks #7 for degrees conferred.
> Metro Atlanta leads the nation in growth of enrolled African-American students.
> The region excels at graduating engineers with the third highest number of bachelor’s degrees awarded in the nation.
> The Georgia Institute of Technology leads the nation in the number of engineering bachelor’s degrees awarded (excluding computer science).
> Our strength in engineering, coupled with being the fourth fastest-growing metro for technology degrees awarded, sets the metro Atlanta region as a national leader for innovation.
> Metro Atlanta ranks fifth in the nation for university R&D. Our higher education system has grown research and development expenditures to $1.49 billion – a 46 percent increase in five years.
> The largest public universities within metro Atlanta are Georgia State University (GSU), Kennesaw State University (KSU) and the Georgia Institute of Technology (Georgia Tech). Private universities in metro Atlanta include Emory University and Mercer University, among others.
> Metro Atlanta is home to the Atlanta University Center (AUC) Consortium, the world’s oldest and largest association of Historically Black Colleges and Universities (HBCUs). The AUC is comprised of four member institutions — Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College.
> Metro Atlanta is home to the main campuses of seven technical colleges, which enroll more than 35,000 students a year. They are a vital workforce training and retooling resource for the local business communities.
> Atlanta Technical College is among the top community colleges in the nation.
> Tuition assistance through the HOPE Grant program is available to Georgia residents attending technical colleges in Georgia.
2016 FORTUNE 500 Headquarters (16)

[Brand Logos]

2016 FORTUNE 1000 Headquarters (9)

[Brand Logos]

Source: FORTUNE magazine, June 6, 2016
Business and Industry

Metro Atlanta is recognized as an international gateway and the economic engine of the Southeast. As the largest economy of all metros in the region, metro Atlanta offers diverse businesses and services.

> Home to 25 of America’s largest corporations (FORTUNE 1000) and 220 of the nation’s fastest-growing private companies (Inc. 5000), metro Atlanta is a premier location for headquarters. Metro Atlanta is also a leading headquarters location for food franchises, business services, and nonprofits.

> Metro Atlanta is a thriving ecosystem for entrepreneurs and new businesses. In 2015, Atlanta was named one of four international cities recognized as startup “hotbeds” by Inc: magazine. There is an abundance of creative energy, talent and entrepreneurial spirit in metro Atlanta. Many companies choose metro Atlanta to locate their innovation centers.


Targeted Industries

Technology

> World-class technology community – from startups to FORTUNE 500 companies
> Headquarters of technology leaders including AT&T Mobility, NCR, Global Payments, First Data, SecureWorks, among others
> Home to the Advanced Technology Development Center (ATDC) – one of 12 business incubators changing the world, according to Forbes
> Strengths in mobile technologies, financial transactions processing, Internet security, software development, digital media and content

Bioscience & Health IT

> More than 2,000 bioscience companies have establishments in Georgia, according to TEConomy/BIO
> Nation’s health IT capital
> Center for global health with the headquarters of the Centers for Disease Control and Prevention (CDC), American Cancer Society, Arthritis Foundation, Task Force for Global Health
> Strengths in medical device, vaccine R&D and clinical trials

Supply Chain & Advanced Manufacturing

> Global logistics hub for the Southeast with extensive intermodal network of air, road, rail and port
> 5th in the nation for transportation and logistics employment
> 6th largest U.S. industrial real estate market
> Strengths in supply chain management software, distribution services, food processing, aerospace and automotive
Atlanta’s transportation network easily connects people and products to the global marketplace.
Transportation

**Air Service**

The world’s most-traveled airport, Hartsfield-Jackson Atlanta International Airport (ATL), has five runways that serve more than 100 million passengers a year.

> Located in the southeastern region of the United States, more than 80 percent of U.S. consumers can be reached from Atlanta in two flight hours or two truckload delivery days.

**Air Cargo**

Hartsfield-Jackson Atlanta International Airport is served by 25 all-cargo air carriers. The airport received *Air Cargo Week’s* World Air Cargo Award for Airport of the Year in 2009, 2010 & 2012. More than 625,000 metric tons of cargo passed through ATL in 2015.

**Highways**

Three major highways (I-75, I-85, I-20) converge near the central business district. The perimeter highway (I-285) circles the city in a 62.7-mile loop. Georgia 400 is a six-lane highway providing yet another route to the city via north metro Atlanta. Atlanta’s major highways contain High Occupancy Vehicle (HOV) and High Occupancy Toll (HOT) lanes which decrease drive times during peak hours.

**Rail**

Abundant rail service makes Atlanta the rail center of the Southeast.

> More than 5,000 railroad miles in Georgia — the largest intermodal hub in the region.

> Served by two class-one railroads (CSX and Norfolk Southern) and over 20 short-line companies.

**Ocean**

The Port of Savannah, located 250 miles from Atlanta, is the nation’s fastest-growing and fourth-largest container port.

**Mass Transit**

> Metropolitan Atlanta Rapid Transit Authority (MARTA), with bus and rail services that cover more than 1,000 miles. Cobb County Transit (CCT) & Gwinnett County Transit connect into MARTA at various points.

Nonstop flights to more than 150 domestic destinations and over 70 international destinations in 45 countries.
Atlanta is the top moving destination in the U.S.

(Penske, 2016)
Major Attractions

> **Atlanta Botanical Garden** – Maintains plant collections for the purpose of display, education, research, conservation and enjoyment. www.atlantabotanicalgarden.org

> **The Carter Center** – Founded by former U.S. President Jimmy Carter and his wife Rosalynn, the Center is committed to advancing human rights and alleviating unnecessary human suffering. www.cartercenter.org

> **CNN Center** – Journey into the heart of CNN Worldwide for an exciting glimpse of news and broadcasting in action. www.cnn.com/StudioTour

> **Stone Mountain Park** – Located on 3,200 acres of natural beauty, Stone Mountain Park features a wide variety of fun family activities and things to do. www.stonemountainpark.com

> **Martin Luther King Jr. Center and National Historic Site** – The King Center is the official, living memorial dedicated to the advancement of the legacy of Dr. Martin Luther King, Jr., leader of America’s greatest nonviolent movement for justice, equality and peace. www.thekingcenter.org

> **Fernbank Museum of Natural History** – A variety of hands-on exhibits about natural history including Dinosaur Plaza, NatureQuest and a Walk Through Time in Georgia. www.fernbankmuseum.org

> **Woodruff Arts Center** – Located in Midtown, the Center offers Atlantans a bold variety of performing and visual arts – both traditional and avant-garde. The Woodruff Arts Center includes the Alliance Theatre, High Museum of Art, Arts for Learning and the Atlanta Symphony Orchestra. www.woodruffcenter.org

> **The World of Coca-Cola** – Visit The World of Coca-Cola in downtown Atlanta and trace the history of the world’s most popular soft drink. www.worldofcoca-cola.com

> **College Football Hall of Fame** – An interactive and personalized experience featuring exhibits such as The Quad, The Playing Field, The Game Day Theater and AT&T Game Time. www.cfbhall.com

> **Zoo Atlanta** – A private nonprofit wildlife park and zoological trust. www.zooatlanta.org

> **Georgia Aquarium** – The world’s largest aquarium with over eight million gallons of water, right in the heart of downtown. www.georgiaaquarium.com

> **The Fox Theatre** – The historic Fox Theatre is one of Atlanta’s premiere venues for live entertainment. www.foxtheatre.org

> **National Center for Civil and Human Rights** – An engaging cultural attraction that connects the American Civil Rights Movement to today’s global human rights movements. www.civilandhumanrights.org

Major Festivals

> **Atlanta Dogwood Festival**

> **Atlanta Film Festival 365**

> **Atlanta Pride Festival and Parade**

> **DragonCon**

> **Festival Peanutree Latino**

> **Georgia Renaissance Festival**

> **National Black Arts Festival**

> **Taste of Atlanta**

> **Music Midtown**

> **Fourth of July at Lenox Square and Centennial Olympic Park**

> **Sweetwater 420 Fest**

> **Atlanta Jazz Festival**

> **Decatur Craft Beer Festival**

> **Virginia Highland Summerfest**

> **Inman Park Festival**

> **Little 5 Points Halloween Festival and Parade**

> **Atlanta St. Patrick’s Day Parade**
Atlantans enjoy a variety of sports and recreation throughout the year.
Sports

Atlanta is home to 10 professional sports franchises:

<table>
<thead>
<tr>
<th>Team</th>
<th>League</th>
<th>Venue</th>
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<tr>
<td>Atlanta Falcons</td>
<td>National Football League (NFL)</td>
<td>Mercedes-Benz Stadium</td>
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<tr>
<td>Atlanta Hawks</td>
<td>National Basketball Association (NBA)</td>
<td>Philips Arena</td>
</tr>
<tr>
<td>Atlanta Dream</td>
<td>Women’s National Basketball Association (WNBA)</td>
<td>Philips Arena</td>
</tr>
<tr>
<td>Atlanta Braves</td>
<td>Major League Baseball (MLB)</td>
<td>SunTrust Park</td>
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<tr>
<td>Gwinnett Braves</td>
<td>Minor League Baseball (MiLB)</td>
<td>Coolray Field</td>
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<td>Atlanta United F.C.</td>
<td>Major League Soccer (MLS)</td>
<td>Mercedes-Benz Stadium</td>
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<td>Atlanta Silverbacks</td>
<td>National Premier Soccer League (NPSL)</td>
<td>Atlanta Silverbacks Park</td>
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<td>Atlanta Blaze</td>
<td>Major League Lacrosse (MLL)</td>
<td>Fifth Third Bank Stadium at Kennesaw State University</td>
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<td>Georgia Swarm</td>
<td>National Lacrosse League (NLL)</td>
<td>Infinite Energy Arena (Gwinnett)</td>
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<tr>
<td>Atlanta Gladiators</td>
<td>East Coast Hockey League (ECHL)</td>
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Atlanta continues to host major sporting events, such as:

- NASCAR Sprint Cup Series at Atlanta Motor Speedway – NASCAR Racing
- The TOUR Championship at East Lake Golf Course – PGA Golf
- Chick-fil-A Peach Bowl and Chick-fil-A Kickoff Game – College Football
- SEC Championship – College Football
- AJC Peachtree Road Race – 10K Road Race
- Publix Georgia Marathon & Half Marathon
- BB&T Atlanta Open – Tennis
- Petit Le Mans – Auto Racing

Recreation

Metro Atlantans have many opportunities for outdoor recreation:

- More than 100 public, private and semi-private golf courses – over 300 golf days per year.
- Lake Lanier and Lake Allatoona – for fishing, swimming and boating
- Chattahoochee River Recreation Areas – for walking/hiking, rafting, fishing or picnicking.
- Recreation leagues and clubs for popular sports, such as tennis, softball, soccer, basketball, cycling and running.
  - The Atlanta Lawn Tennis Association (ALTA) is the largest tennis-based community association in the world with more than 80,000 members.
  - The Atlanta Track Club (ATC), the second largest running organization in the United States, serves runners and walkers of all ages and paces.

Healthcare

Metro Atlanta provides access to one of the most qualified, affordable and efficient healthcare systems in the country. Metro Atlanta’s healthcare community includes more than 80 hospital locations and over 100,000 healthcare practitioners and technicians.
SOURCES


As of December 2016.