

— PROFILE OF —
METRO ATLANTA



photos: Georgia Department of Economic Development

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.



1837 As the site for the southern terminus of the state-owned Western & Atlantic Railroad, Atlanta began as a town called "Terminus."



1847 Atlanta was incorporated as a city.



1864 Atlanta, a strategic transportation center during the Civil War, was reduced to ashes after General Sherman's victory in the Battle of Atlanta.



1886 Atlanta pharmacist Dr. John S. Pemberton created the beverage that became Coca-Cola.



1914 The Federal Reserve Bank established a bank in Atlanta.



1925 Mayor Walter A. Sims signed a lease on an abandoned auto racetrack and committed the city to developing it into an airfield named Candler Field. Four years later, it became Atlanta Municipal Airport.

POPULATION

Metro Atlanta (the 29-county Metropolitan Statistical Area) is the ninth largest and one of the fastest-growing metro areas in the nation. Home to over six million people in 2020, metro Atlanta experienced the fourth-largest population increase of all MSAs in the nation — an increase of approximately 720,000 people from 2010 to 2019. Atlanta is the #7 metro in the nation for the most net migration. From 2019 to 2020, metro Atlanta’s net migration was 34,374.

There is no majority racial group in metro Atlanta. The largest racial groups are white (45.5%), Black or African American (33.6%), two or more races (7.7%), and Asian (6.6%). The region’s Asian population grew by 57%, or approximately 145,000 people, between 2010 and 2020. Hispanic or Latino residents of any race make up 12% of metro Atlanta’s population. The Hispanic or Latino population has grown by 33%, or 183,000, since 2010. 14.2% of metro Atlanta residents are foreign born.

ATLANTA METROPOLITAN STATISTICAL AREA (MSA)

- > 8,686 square miles
- > 22,496 square kilometers
- > 29 counties:

Barrow	Cobb	Forsyth	Jasper	Pickens
Bartow	Coweta	Fulton	Lamar	Pike
Butts	Dawson	Gwinnett	Meriwether	Rockdale
Carroll	DeKalb	Haralson	Morgan	Spalding
Cherokee	Douglas	Heard	Newton	Walton
Clayton	Fayette	Henry	Paulding	

Population	6,089,815
Median Age	36.8
Percent of Population - 25 years and over with a Bachelor's degree or higher	39.9%
Percent of Population - Male/Female	48.3%/51.7%
Percent of Population - Race: White	45.5%
Percent of Population - Race: Black or African American	33.6%
Percent of Population - Race: Two or More Races	7.7%
Percent of Population - Race: Asian	6.6%
Percent of Population - Any Race: Hispanic or Latino	12.0%
Percent of Population - Foreign-Born	14.2%

Source: U.S. Census Bureau, 2020 Census, 2019 American Community Survey



1936 “Gone With The Wind” by Margaret Mitchell was published. The Pulitzer Prize-winning novel became the movie three years later.



1941 Delta Air Lines relocated its headquarters from Monroe, La., to Atlanta.



1946 The Communicable Disease Center (CDC) was established in Atlanta. It is now known as the Centers for Disease Control and Prevention.



1955 The first Waffle House opened (Avondale Estates).



1964 Dr. Martin Luther King, Jr., a native Atlantan, won the Nobel Peace Prize.



1971 The airport’s name changed to William B. Hartsfield Atlanta International Airport.



GEORGIA HAS BEEN NAMED THE #1 STATE FOR
BUSINESS CLIMATE FOR THE LAST EIGHT YEARS
AND THE #1 STATE FOR DOING BUSINESS FOR THE
LAST SEVEN YEARS.

(Site Selection, 2013-2020; Area Development, 2014-2020)



photos: Georgia Department of Economic Development



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



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



1980 Ted Turner
launched CNN, the first
24-hour all-news cable
network.



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



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



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

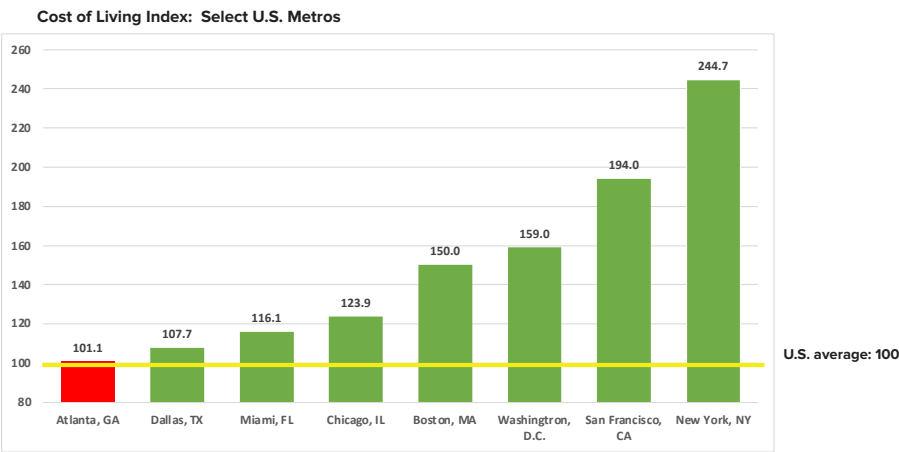
GOVERNMENT

- > 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, representing Atlanta’s rise from the ashes of the Civil War. The seal of the city bears the Phoenix and the Latin term, “Resurgens,” meaning “rising again.”

TAXES

- > Georgia’s corporate income tax rate is 5.75% (single factor sales tax apportionment). In the metro Atlanta region of 29 counties, the total (state and local) sales tax rate ranges from 6% (Cherokee, Cobb and Gwinnett counties) to 8.9% (City of Atlanta in Fulton and DeKalb counties).
- > 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 5.75% 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% of fair market value.

COST OF LIVING



Source: C2ER Cost of Living Index, 2020 Annual Averages *New York values are for Manhattan

HEALTHCARE

Metro Atlanta offers access to an extensive healthcare systems, including **110 hospital locations** with over **10,000 total beds and more than 90,039 hospital workers**.



2000s Metro Atlanta’s population increased by more than one 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.



2013 PulteGroup announced it was relocating its headquarters from Michigan to Atlanta.



2015 Hartsfield—Jackson Atlanta International Airport became the first airport in the world to serve 100 million passengers in a year.

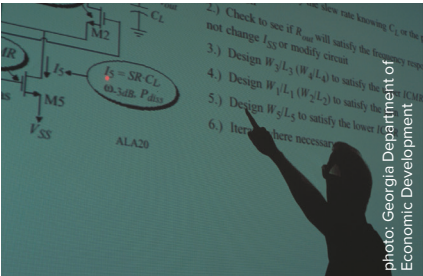


2021 Sixteen metro Atlanta-based companies ranked in the FORTUNE 500.



GEORGIA RANKS AS THE #1 STATE FOR LEADING
WORKFORCE DEVELOPMENT PROGRAMS.

(Area Development, 2020)



EDUCATION

PRE-K THROUGH 12

More than **one million students** are served through metro Atlanta's **37 public school systems**, including **1,100 elementary, middle and high schools**. Metro Atlanta is also home to approximately **350 private schools**.

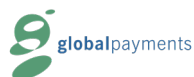
- > Georgia offers free pre-K classes for four-year-old children throughout the state. The pre-K program is a lottery-funded educational program that is voluntary for public schools and private child development centers.
- > English-as-a-Second Language courses are available in every public school district.
- > Metro Atlanta has several international schools that teach in languages other than English, including: German, Arabic, Portuguese, Chinese and Japanese.
- > There are 87 IB World Schools in Georgia. These authorized schools offer one or more International Baccalaureate programs of education.
- > Schools in the metro area offer a wide variety of education for children with special needs. Supported by unique organizations like the Marcus Institute and the Atlanta Speech School, public and private schools offer unique access to a variety of educational resources.

HIGHER EDUCATION

With over **330,000 students** enrolled in the **97 higher education institutions, including 54** two- and four-year colleges and universities in the metro Atlanta/Athens area, businesses benefit from talent, discovery and innovation. The largest public universities within metro Atlanta/Athens are the University of Georgia (UGA), Georgia State University (GSU), Kennesaw State University (KSU) and the Georgia Institute of Technology (Georgia Tech). Private universities in metro Atlanta include Emory University, Morehouse College, Savannah College of Art & Design, Spelman College and Mercer University, among others.

- > Approximately **60,500 degrees** are awarded in the metro Atlanta/Athens area annually (associate's, bachelor's, master's, and doctor's).
- > Approximately 25% of **Georgia State University's** enrollment is **first generation college students**, and it is the #1 public or nonprofit university in the U.S. to confer undergraduate degrees to **African Americans**.
- > The **Georgia Institute of Technology** leads the nation in the number of engineering bachelor's degrees awarded. The school awards **more engineering bachelor's degrees to minorities and women** than any other school in the country.
- > **Emory University is ranked among the top national universities. Emory's nursing school (Master's) is ranked #2 in the country and its graduate public health program is #4.**
- > 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. Spelman College, is the #1 HBCU in the nation, according to U.S. News & World Report.
- > Metro Atlanta/Athens is home to the main campuses of **10 technical colleges**, enrolling more than **55,700 students** a year.
- > Georgia's program for financial aid (scholarships and grants) is HOPE: Helping Outstanding Pupils Educationally. The HOPE Scholarship is a merit-based scholarship for Georgia residents providing assistance towards the cost of tuition at eligible public and private post-secondary institutions in Georgia. Georgia's HOPE Grant is available to Georgia residents pursuing a certificate or diploma at an eligible college or university in Georgia.

2021 FORTUNE 500 Headquarters (16)



2021 FORTUNE 1000 Headquarters (13)



BUSINESS AND INDUSTRY

Metro Atlanta has one of the largest economies in the nation with a GDP of \$422.2 billion, and it is one of the top five best metros for business climate.

Home to 29 of America’s largest corporations (FORTUNE 1000), including 16 ranked in the elite Fortune 500, as well as nearly 200 of the nation’s fastest-growing private companies (Inc. 5000), metro Atlanta is a premier location for the headquarters of companies across industries. The region has also attracted 40 corporate innovation centers primarily in Midtown, where Georgia Tech is located.

A business-friendly environment and low cost of doing business are key elements for why companies choose metro Atlanta. Site Selection named Georgia the #1 state for business climate for the last eight years (2013-2020). Area Development ranked Georgia the #1 state for doing business for the last seven years (2014-2020). KPMG indexed Atlanta with the lowest relative cost of doing business of the nation’s 10 largest metro areas (2016).

TOP 25 EMPLOYERS IN METRO ATLANTA

Rank	Employer (Full-Time Equivalent Headcount)	Primary Facility Type
1	Delta Air Lines (34,500)	Corporate HQ/Airport
2	Emory University & Emory Healthcare (32,091)	Educational Institution/Healthcare
3	The Home Depot (16,510)	Corporate HQ
4	Northside Hospital (16,000+)	Healthcare
5	Piedmont Healthcare (15,900)	Healthcare
6	Publix Super Markets (15,591)	Division HQ
7	WellStar Health System (15,353)	Healthcare
8	The Kroger Company (15,000+)	Division HQ
9	AT&T (15,000)	Division HQ/Regional HQ
10	UPS (14,594)	Corporate HQ
11	Marriott International (12,000+)	Hotels
12	Children’s Healthcare of Atlanta (9,000)	Healthcare
13	Cox Enterprises (8,894)	Corporate HQ
14	Centers for Disease Control & Prevention (CDC) (8,403)	Federal Government Agency HQ
15	The Coca-Cola Company (8,000)	Corporate HQ
16	Southern Company (includes Georgia Power) (7,753)	Corporate HQ
17	Grady Health System (7,600)	Healthcare
18	SunTrust Bank (7,478)	Corporate HQ
19	Georgia Institute of Technology (Georgia Tech) (7,139)	Educational Institution
20T	State Farm (6,000)	Hub
20T	Turner (6,000)	Corporate HQ
22	Kennesaw State University (5,488)	Educational Institution
23	Bank of America (5,130)	Regional HQ
24	Metropolitan Atlanta Rapid Transit Authority (MARTA) (4,700)	Corporate HQ
25	Allied Universal Security Services (4,570)	Regional HQ

Source: Metro Atlanta Chamber, Metro Atlanta’s Top Employers 2018-2019



photo: Georgia Department of Economic Development

METRO ATLANTA'S TRANSPORTATION NETWORK
EASILY CONNECTS PEOPLE AND PRODUCTS TO THE
GLOBAL MARKETPLACE.



photo: Georgia Department of Economic Development



photo © MAC 2012



photo © MAC 2012



photo: RTABus



photo: Georgia Department of Economic Development

TRANSPORTATION

AIR SERVICE

One of the world's busiest and most efficient airports, Hartsfield-Jackson Atlanta International Airport (ATL), has five runways that serve more than 110 million passengers a year. More than 80% of the U.S. population is within a two-hour flight from Atlanta.



AIR CARGO

Hartsfield-Jackson Atlanta International Airport is served by more than 20 all-cargo air carriers. Nearly 650,000 metric tons of cargo passed through ATL in 2019.

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 metro Atlanta the rail center of the Southeast.

- > More than 4,600 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 largest and fastest growing single-container terminal in North America. The Port of Brunswick, located 300 miles from Atlanta, is the second-busiest port in the U.S. for import and export of Ro/Ro (Roll-On/Roll-Off) cargo (i.e. vehicles).

MASS TRANSIT

Metropolitan Atlanta Rapid Transit Authority (MARTA) is the region's heavy rail and bus service, providing service to 1.7 million residents of metro Atlanta. Every weekday, 500,000 people are transported by MARTA. Service is available at 38 rail stations, including the airport and along 101 bus routes across 1,439 miles. Cobb County Transit (CCT) and Gwinnett County Transit bus service connects to MARTA at various points.



photo: Georgia Department of Economic Development

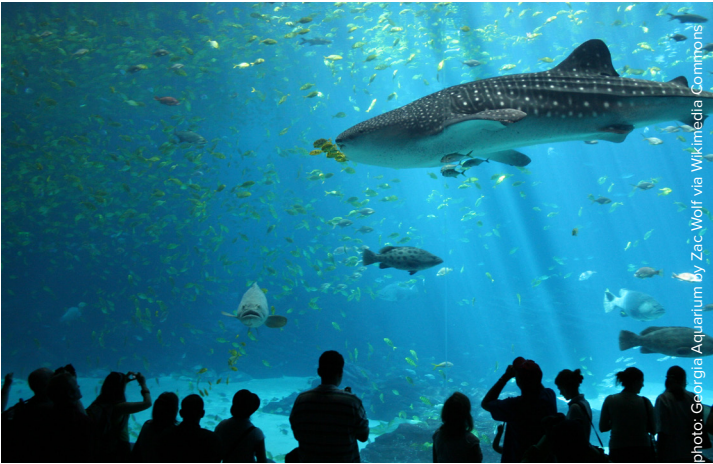


photo: Georgia Aquarium by Zac Wolf via Wikimedia Commons

**ATLANTA WAS NAMED A TOP MOVING
DESTINATION IN THE NATION FOR THE
LAST 11 YEARS**

(Penske, 2010 – 2020 Top Moving Destination)



photo: Georgia Department of Economic Development

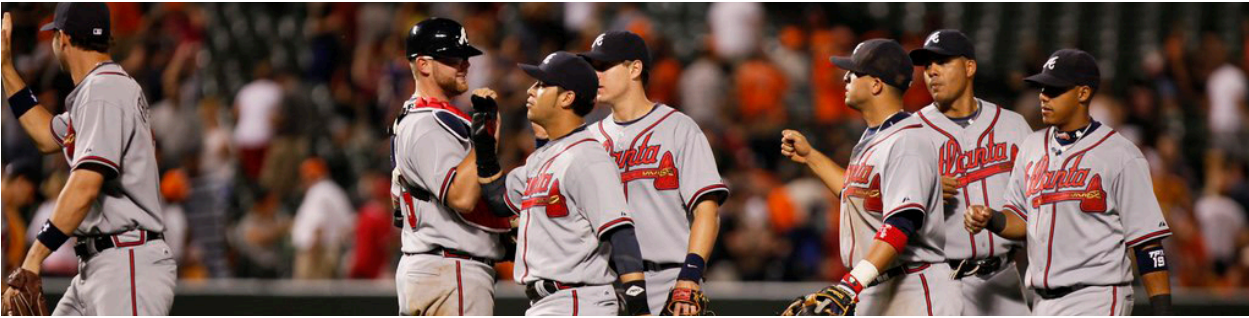


MAJOR ATTRACTIONS

- > **ATLANTA BOTANICAL GARDEN** | Located on 30 acres in Midtown, the Atlanta Botanical Garden maintains plant collections for the purpose of display, education, research, conservation and enjoyment. The two-acre Children's Garden offers places to climb, play and learn from the collections. www.atlantabg.org
- > **THE CARTER CENTER** | Founded by former U.S. President Jimmy Carter and activist Rosalynn Carter, the Center is committed to advancing human rights and alleviating unnecessary human suffering. www.cartercenter.org
- > **CNN CENTER** | CNN Studio Tours offer a behind-the-scenes glimpse of the world's largest news network at CNN'S worldwide headquarters in downtown Atlanta. www.tours.cnn.com
- > **THE COLLEGE FOOTBALL HALL OF FAME** | The Chick-fil-A College Football Hall of Fame celebrates and honors the people, traditions and passion of college football. The Hall is 95,000 square feet with more than 50 engaging exhibits. www.cbhall.com
- > **GEORGIA AQUARIUM** | The Georgia Aquarium is the largest aquarium in the Western Hemisphere with more than 10 million gallons of water. There are hundreds of exhibits and tens of thousands of animals across the seven galleries. www.georgiaaquarium.com
- > **FERNBANK MUSEUM OF NATURAL HISTORY** | Fernbank Museum offers a variety of exhibits about natural history including Dinosaur Plaza, NatureQuest and a Walk Through Time in Georgia. Wildwoods and Fernbank Forest features trails and hands-on exhibits on 65 acres of forest. www.fernbankmuseum.org
- > **FOX THEATRE** | The historic Fox Theatre is one of Atlanta's premiere venues for live entertainment. Each year, more than 150 performances are held, ranging from Broadway to comedy to film. www.foxtheatre.org
- > **MARTIN LUTHER KING JR. CENTER AND NATIONAL HISTORIC SITE** | The King Center is the official 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
- > **NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS** | The National Center for Civil and Human Rights is an engaging cultural attraction that connects the American Civil Rights Movement to today's struggle for global human rights. www.civilandhumanrights.org
- > **WOODRUFF ARTS CENTER** | Located in Midtown, the Woodruff Arts Center is the third-largest arts organization in the U.S. The Woodruff includes the Alliance Theatre, the High Museum of Art and the Atlanta Symphony Orchestra. www.woodruffcenter.org
- > **WORLD OF COCA-COLA** | Visit World of Coca-Cola in Downtown Atlanta and trace the history of the world's most famous beverage brand. More than 24 million guests have visited across 25+ years in Atlanta. www.worldofcoca-cola.com
- > **ZOO ATLANTA** | Zoo Atlanta is home to more than 1,000 animals representing more than 200 species from around the world. Zoo Atlanta's mission is to save wildlife and their habitats through conservation, research, education and engaging experiences. www.zooatlanta.org

MAJOR FESTIVALS

- | | |
|-------------------------------------|---|
| > Atlanta Dogwood Festival | > Georgia Renaissance Festival |
| > Atlanta Film Festival 365 | > Inman Park Festival |
| > Atlanta Jazz Festival | > Little 5 Points Halloween Festival and Parade |
| > Atlanta Pride Festival and Parade | > MomoCon |
| > Atlanta Science Festival | > Music Midtown |
| > Atlanta St. Patrick's Day Parade | > National Black Arts Festival |
| > Decatur Craft Beer Festival | > Sweetwater 420 Fest |
| > DragonCon | > Taste of Atlanta |
| > Festival Peachtree Latino | > Virginia Highland Summerfest |



ATLANTANS ENJOY A VARIETY OF SPECTATOR
AND RECREATION SPORTS THROUGHOUT
THE YEAR.



SPORTS

ATLANTA IS HOME TO 17 PROFESSIONAL SPORTS TEAMS:

Atlanta Braves - Baseball/MLB	Atlanta Talon - ESports/NBA2K
Atlanta Dream - Basketball/WNBA	Atlanta United - Soccer/MLS
Atlanta Falcons - Football/NFL	Atlanta United II - Soccer/USL
Atlanta Gladiators - Hockey/ECHL	College Park Skyhawks - Basketball/NBA G
Atlanta Hawks - Basketball/NBA	Georgia Spartans - Basketball/UBA
Atlanta Hustle - Ultimate Frisbee/AUDL	Georgia Swarm - Lacrosse/NLL
Atlanta Reign - ESports/OWL	Gwinnett Stripers - Baseball/MiLB
Atlanta Roller Derby - Roller Derby/WFTDA	Rugby ATL - Rugby/MLR (2020)
Atlanta Soul - Ultimate Frisbee/PUL	

ATLANTA CONTINUES TO HOST MAJOR SPORTING EVENTS, SUCH AS:

- > Super Bowl LIII (2019) - Professional Football
- > College Football Playoff National Championship (2018), SEC Championship, Chick-fil-A Peach Bowl, Chick-fil-A Kickoff Game, Air Force Reserve Celebration Bowl
- > FIFA World Cup (2026 Candidate) - Professional Soccer
- > MLS All-Star Game (2018) - Professional Soccer
- > U.S. Olympic Team Trials (2020) - Marathon
- > Annual events including Peachtree Road Race, PGA Tour Championship, Truist Atlanta , Open, Chick-fil-A Kickoff Games, and SEC Championship
- > NCAA Men’s Final Four (2020)(canceled due to COVID-19)
- > NCAA Men’s Basketball Regional (2025)

RECREATION

METRO ATLANTANS HAVE MANY OPPORTUNITIES FOR OUTDOOR RECREATION:

- > The BeltLine - One of the largest, most wide-ranging urban redevelopment programs in the U.S.; currently six open trail segments and eight parks. There are plans for expansion through 2030.
- > Piedmont Park - 185 acres for recreational sports, walking, running and a dog park
- > Chattahoochee River Recreation Areas - Walking/hiking, rafting, fishing or picnicking
- > Westside Park at Bellwood Quarry - Opened in 2021, Atlanta’s largest greenspace, connected to Proctor Creek Greenway and Chattahoochee Rover Corridor with the Atlanta BeltLine
- > Lake Lanier and Lake Allatoona - Fishing, swimming and boating
- > Northeast Georgia Mountains - Outdoor activities in this mountainous region north of Atlanta, which includes the Chattahoochee National Forest, the southern end of the Appalachian Trail, 11 state parks and many lakes and rivers.
- > The Atlanta Lawn Tennis Association (ALTA) - The largest city tennis league in the world with more than 80,000 members.
- > The Atlanta Track Club (ATC) - The second largest running organization in the U.S., serves 30,000 members who are runners and walkers of all ages and paces.
- > More than 100 public, private and semi-private golf courses - over 300 golf days per year.

SOURCES

Population: U.S. Census Bureau. **Government:** State of Georgia, City of Atlanta. **Taxes:** Georgia Department of Revenue. **Cost of Living:** Council for Community and Economic Research (C2ER) Cost of Living Index. **Healthcare:** JobsEQ, 2021Q1, American Hospital Directory. **Education:** Georgia Department of Education, National Center for Education Statistics, University System of Georgia, Technical College System of Georgia. **Business and Industry:** U.S. Bureau of Economic Analysis (BEA), Chmura Economics & Analytics, FORTUNE magazine, Inc. magazine, *Site Selection*, *Area Development*, KPMG, Metro Atlanta Chamber. **Transportation:** Hartsfield-Jackson Atlanta International Airport, Georgia Power, Georgia Department of Transportation, Georgia Ports Authority, MARTA. **Attractions, Festivals, Sports and Recreation:** Atlanta Convention and Visitors Bureau, Atlanta Sports Council.

As of August 2021.



www.metroatlantachamber.com

+1.404.880.9000