



METRO
ATLANTA
CHAMBER



GP

Coca-Cola

71°

DONATE
VOLUNTEER
GIVE BLOOD

SHOWS RESTAURANT ENTERTAINMENT
UNDERGROUND

Atlanta Museum City
George State Park
Inauguration Plaza

This past year has been nothing short of historic. As the Metro Atlanta Chamber (MAC) worked to make a difference within our 29-county region, so too did our innovative business community. With strong collaboration and shared goals, we rose to the occasion of timely challenges including public health, racial equity and economic recovery. Our efforts are a true testament to metro Atlanta's resiliency, the compassion of our leaders and the importance of our legacy.

Together, we prioritized the imperative of diversity, equity and inclusion (DEI), and leveraged the collective power of our business community to make an impact. Thank you for supporting the launch of MAC's ATL Action for Racial Equity which has over 250+ committed companies and an audience reach of over 24,000 page views. This work is just beginning.

We also doubled down on our strategic business pillars (Grow, Advocate and Promote) by continuing our goal to activate and accelerate growth throughout the region. Thanks to our consistency and commitment, companies are increasingly choosing Atlanta for new or expanded operations, and emerging startups are developing into tomorrow's unicorns every day. Our rapid growth in leading industries such as supply chain, smart cities, bioscience, entertainment, global commerce, technology, innovation and entrepreneurship place metro Atlanta as an undeniable global player.

As key advocates for the protection of Georgia's status as the no. 1 state to do business, MAC's public policy efforts included engaging in critical issues affecting the community, including public safety, transportation and transit, infrastructure, natural resources, workforce development and education to ensure Georgia remains a welcoming state that attracts big business. With integrated communications and marketing, and our flagship brand ChooseATL, we merchandised our region's success and met the competitive candidate market head-on. Additionally, the Atlanta Sports Council kept us well-positioned to secure major sporting events, including the opportunity to host the 2026 FIFA World Cup.

As we look ahead, I am excited about the incredible opportunity of our growing region. We will push for further progress in our DEI efforts and work with you to prioritize the importance of purpose-driven corporate citizenship. We will re-launch our Chamber website with bold new visuals to reflect the authentic spirit and unique culture of Atlanta. And most important: We will protect our region's well-earned reputation as a welcoming, inclusive place for all.

With your support, the Chamber will continue building metro Atlanta for the future, giving everyone a reason to ChooseATL.

Thank you,



A handwritten signature in black ink that reads "Katie Kirkpatrick".

Katie Kirkpatrick, P.E.

President and CEO, Metro Atlanta Chamber



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Board of Advisors

“

The Metro Atlanta Chamber has a significant role to play in driving the future of our region. In addition to building our reputation as a global competitor, MAC has prioritized the business and moral imperative of diversity, equity and inclusion by providing a framework for substantive systemic improvements. I look forward to serving as the 2022 board chair and working collaboratively to position our region as an exceptional place to live, work and play.



Raphael Bostic

President & CEO, Federal Reserve Bank of Atlanta
2022 Chair, Metro Atlanta Chamber

“

It was an honor to serve the Metro Atlanta Chamber as its 2021 board chair and partner with the organization as we collectively embarked on a mission to drive racial equity, public health and economic recovery for the region. Our journey has been a challenging one, but the businesses and the people of metro Atlanta have shown that our resilience, our shared values and our determination have never been stronger.



Ed Bastian

CEO, Delta Air Lines

2021 Chair, Metro Atlanta Chamber

“

I look forward to working with business leaders throughout the region to accelerate metro Atlanta's pursuit of being a world-class destination for the best talent, innovation and community.

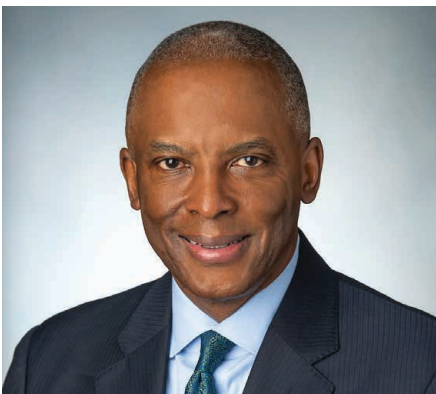


Paul Donahue

Chairman & CEO, Genuine Parts Company
2023 Chair-elect, Metro Atlanta Chamber

“

I'm excited to serve our business community and work in partnership with MAC as we prioritize fostering the momentum and innovation that this region has become known for. I look forward to honoring the legacy of this organization's rich history in Atlanta and the state.



Chris Womack

Chairman, President & CEO, Georgia Power
2024 Chair-elect, Metro Atlanta Chamber



About MAC

We are business leaders who proudly represent metro Atlanta's rich history, its people, its culture, its influence and its possibilities.

As a privately funded organization, we leverage research, best practices, subject matter experts and collaboration to make a difference in our 29-county region and around the world.

Through strategic initiatives, we convene and lead efforts that position metro Atlanta as a top-tier global competitor, attract and retain talent and drive results across key industry clusters.

We think big and we never forget our promise to our investors, partners and community at large: to be a catalyst for a more vibrant and prosperous region.

DEI

Commitment

As the leading voice for the region's business community for 162 years, MAC has been a driving force championing the importance of social impact.

Over the last two decades, the organization has built a strong history of using its influence and expertise to advocate for issues that touch race, ethnicity, age, gender identity, sexual orientation and socioeconomic status. MAC fought for a new state flag that represents every citizen, helped shut down discriminatory legislation tied to religious freedom and adoption rights, and drove legislative approval of historic funding for public transit expansion, among other efforts.

Through the ATL Action for Racial Equity initiative, MAC has committed to prioritizing the business and moral imperative of diversity, equity and inclusion, while also collaborating across the region to provide guidance, resources and accountability measures aimed at dismantling systemic racism – one of our nation's most pressing problems.



MICHAEL BAPTISTE

Vice President, Diversity,
Equity and Inclusion



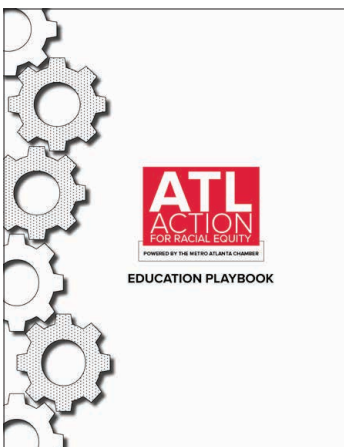
ATL Action for Racial Equity leverages the size and scale of our business community, and the power of collective impact to find solutions that generate meaningful change, dismantles systemic racism and makes our community – and world – a better place.



Advancing Black Talent



Investing in Workforce Development



Expanding Access to Quality Education



Serving as Champion for Inclusive Economic Development



“

As a “majority-minority” company born and bred 20 years ago in Atlanta, we are proud of our heritage of equality and enthusiastically support the Chamber’s efforts to promote leadership in racial equity in our company and our community.

Trey Loughran

CEO, Purchasing Power



TREY LOUGHRAN

“

Atlanta is one of the most important cities in the country right now. When we are successful in our continued efforts for racial equity, our example and collective success to follow will make this city the most relevant in the country period. It is only right that the city that is the birthplace of the modern Civil Rights Movement leads the nation in becoming the most equitable.

Ryan Wilson

Co-Founder & CEO, The Gathering Spot



“

Issues of racial equality and economic opportunity are deeply connected. Where there are racial injustices, there is often a lack of economic mobility, and vice versa. In order for the metro Atlanta business community to succeed, Atlanta must be a city where all people thrive. ATL Action for Racial Equity will play an important role in making this vision a reality. Bank of America is proud to partner with MAC and other Atlanta businesses in support of this work.

Wendy Stewart

President, Global Commercial Banking, Bank of America

MAC Strategic Pillars

GROW
grow

ADVOCATE
advocate

PROMOTE
promote



At the core of our DNA, MAC's grow efforts focus on recruiting new companies to the region in addition to growing the businesses that call Atlanta home.



DAVID HARTNETT

Chief Economic
Development Officer



ALEX GONZALEZ

Chief Innovation Officer



GREGG SIMON

Senior Vice President,
Project and Partner
Development



IAN WYATT

Vice President,
Principal Economist

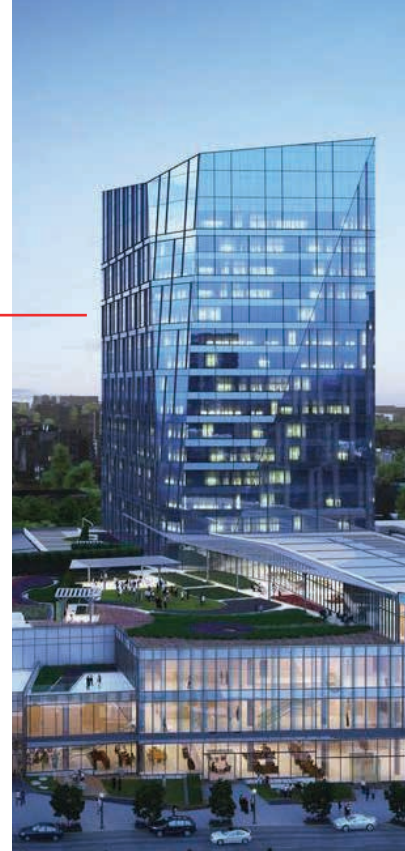




Economic Development | Innovation & Entrepreneurship

MAC convenes thought leaders in the region's key ecosystems including supply chain, advanced manufacturing, life sciences, smart cities, electric vehicles, alternative energy, fintech, cyber security and entertainment, to build a region of the future powered by innovation and entrepreneurship.

Through MAC's Innovation and Entrepreneurship efforts, we accelerate the region's ability to produce new ideas, technologies, products and processes in support of a strong, equitable future. From startups to corporations, tech to creative and education to capital, we connect our corporate community to the broader innovation ecosystem to build an inclusive, globally-competitive innovation economy.



To grow, we must:

- Maintain the position as the top regional economic development organization in project generation and project management for recruiting globally recognized companies.
- Target decision makers in competitive markets with content promoting Atlanta as THE place to do business.
- Strengthen awareness, advocacy and growth of the region's innovation economy and build on existing inclusive entrepreneurship demand with capital investment access for diverse entrepreneurs and startups.
- Activate inclusive economic development by empowering the metro Atlanta business community to support and accelerate the success of diverse businesses across the region.
- Leverage data and deep insights to power regional rankings, media mining and promotional efforts.
- Collaborate with our economic development partners within state and local government, academia, non-profits, and the private sector to work as one to continuously drive economic success across our region.

GROWTH *with* BACKED by ATL

POWERED BY METRO ATLANTA CHAMBER

Backed by ATL provides customized assistance to high-potential companies to help accelerate growth and fuel economic impact across the metro Atlanta ecosystem. The initiative leverages the region's key assets to offer personalized support in areas including talent recruitment, sales and marketing, public policy, public relations, leadership development and more.

MAC provides a no-cost partnership with each Backed by ATL company to develop customized plans based on the organization's growth strategies. This includes support ranging from building connections to potential customers and partners, talent recruitment and retention, and funding strategies. In addition, the program aims to create a collaborative and supportive community of middle-market companies that together

will continue to fuel economic impact throughout the region. Backed by ATL founders have dedicated themselves to helping grow Atlanta by building thriving businesses and engaging with the community, giving back and helping inspire each other.

With more than 60 successful entrepreneurial exits over the past five years, metro Atlanta ranks among the top three cities in the nation for startups¹. Backed by



ATL companies have raised over \$1 billion² in capital and created more than 3,600 jobs³ in metro Atlanta since the program's inception. 2022 will mark the fifth cohort class of the initiative as MAC continues to drive the priority of inclusive entrepreneurship and equity in the region.

¹ FitSmallBusiness.com, 2018
² Pitchbook Data, 2021
³ BusinessWise, 2021



"As the leader of the nation's top-ranked Historically Black College, I am filled with pride to see multiple Black founders represented within the Backed By ATL program, including Atlanta University Center alumni."

Mary Schmidt Campbell, Ph.D

President, Spelman College and 2021 Co-Chair of MAC's Innovation and Entrepreneurship Advisory Board

industries and communities is such an important part of what makes metro Atlanta's innovation ecosystem uniquely strong and attractive. The Backed By ATL program is a shining example of this thriving network, one that UPS is proud to participate in as we organize to help fuel the next wave of iconic Atlanta-made business success."

Scott Price

President, UPS International and 2021 Co-Chair of MAC's Innovation and Entrepreneurship Advisory Board

"Genuine collaboration across organizations,



CLASS OF 2021

Banyan Hills Technologies
brrr°
CallRail
Chime Solutions
DataSeers
Flock Safety
Goodr
Hairbrella
Porter Logistics
PuffCuff
Summit Packaging
Slutty Vegan
Vital 4
We Are Rosie

CLASS OF 2019

CulturaLink
NOW Corp
Revenue Analytics
Trella Health
The Gathering Spot

CLASS OF 2018

FeatherPay
First Performance Global
MaxEx
PrimeRevenue
Qgenda
Rubicon Global
Skillshot
Terminus

CLASS OF 2017

Nolan Transportation
Patientco
Pindrop
SalesLoft
Springbot
TruRating
Urjanet



ADVOCATE

advocate

As a catalyst for a more prosperous and vibrant region, the public policy team advocates for state and regional policies that enhance quality of life and protect our world-class business environment.



MARSHALL GUEST

Senior Vice President,
Public Policy



DAVE WILLIAMS

Senior Vice President,
Public Policy

We leverage relationships and data to help policy makers understand issues impacting the metro Atlanta business community, particularly in the following areas:

Business Climate:

MAC continues to defend Georgia's brand by stopping discriminatory legislation and advancing policies that welcome talent of all backgrounds. Further, we advocate for policies that ensure a competitive tax environment for current and prospective businesses.

Transportation:

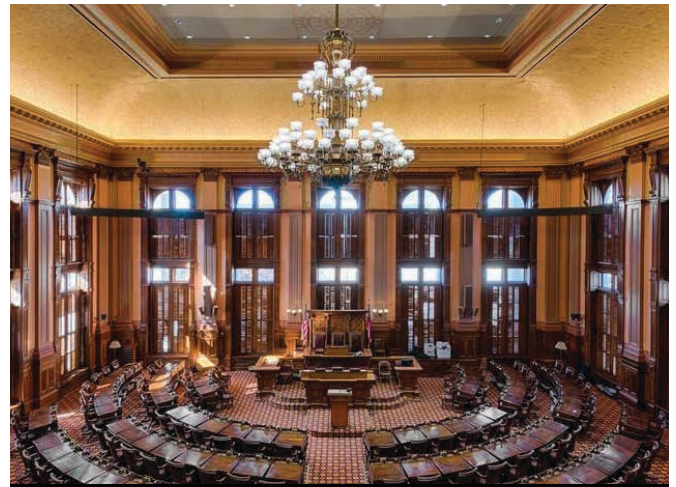
We support expansion of transportation networks and transit options, as well as robust, ongoing investment to maintain our infrastructure.

Educated Workforce and Talent:

Our approach to workforce begins with a focus on childcare and early education. We encourage innovation in instruction and seek to attract and develop the talent needed to fill critical jobs in the region.

Natural Resources and Sustainability:

We support policies promoting good stewardship and sustainable use of our water resources and natural environment. We value clean air while providing low-cost, reliable energy for residents and businesses.



We (work to):

- Advance pro-business policies and defend against discriminatory legislation
- Convene investors around issues of critical importance such as rising public safety concerns
- Engage in criminal justice reform to expand workforce opportunities for returning citizens
- Support college completion and advocate for needs-based aid funding
- Seek better alignment between education and talent demands to address workforce needs
- Prioritize early childhood education and childcare opportunities to support working families
- Support expansion of MARTA into Gwinnett and Cobb Counties
- Advocate for sustainable funding for major sporting events



PROMOTE

promote

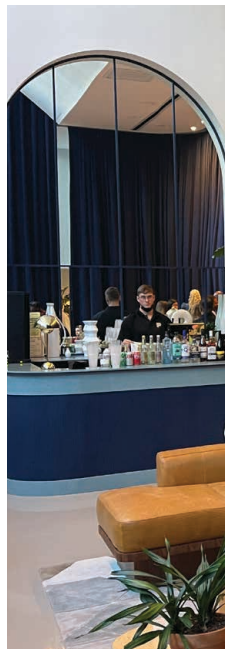
MAC's promotion efforts include robust marketing and communications that set metro Atlanta apart, in addition to initiatives like ChooseATL that attracts and retains top talent shaping our region.

Our robust, integrated marketing and communications efforts distinguish metro Atlanta as a global leader. We are the only organization focused on growth across the 29-county region and we are honored to have the highest level of collaboration among our region's key influencers who continuously engage with our organization and programs. Through ChooseATL, we are showcasing metro Atlanta's unmatched quality of life and career opportunities, and effectively connecting with top talent both inside and outside of our region.



LEKEITH TAYLOR

Senior Vice President,
Brand Marketing & Creative





We (work to):

- Leverage the MAC brand to promote and protect MAC's policy, economic development and innovation and entrepreneurship strategies.
- Use ChooseATL as a global lifestyle brand and storytelling platform from business to Gen Z and millennial talent.
- Prioritize racial equity and purpose-driven corporate citizenship by showcasing the 250+ companies partnered on MAC's ATL Action for Racial Equity (AA4RE) initiative.
- Secure official Host City status for major sporting events including the FIFA World Cup, College Football Playoff National Championship, Super Bowl, NCAA Men's Final Four and Rugby World Cup.



SPORTS

The Atlanta Sports Council (ASC) attracts and hosts the world's top major sporting events, such as the College Football Playoff National Championship, the Super Bowl, NCAA Men's Final Four and is currently leading the effort to bring the 2026 FIFA World Cup to Atlanta.

Through hosting major sporting events, the ASC is able to create significant social and economic impact. The ASC is responsible for helping bring more than 100 sporting events to Atlanta since its inception in 1985.

Recent highlights include:

- 2018 College Football Playoff National Championship
- 2018 NCAA Division I Men's Basketball South Regional
- 2018 Southeastern Conference (SEC) Media Days
- 2018 MLS All-Star Week and Game Organizing
- 2019 Super Bowl LIII
- 2020 NCAA Men's Final Four Organizing (cancelled due to Covid-19)
- 2021 MLB All-Star Game Organizing *relocated
- 2022 Southeastern Conference (SEC) Media Days
- 2025 NCAA Division I Men's Basketball South Regional
- Overseeing active 2026 FIFA World Cup bid
- Atlanta Esports Alliance



DAN CORSO

President, Atlanta Sports Council



ENGAGE

engage

MAC's effectiveness lies in its ability to connect, convene and collaborate as credible representatives of our business community. We provide opportunities for our investors and community partners to strengthen partnerships and deepen relationships that makes Atlanta a great place to live, work and play.

Events (virtual, hybrid and live):

Flexibility has been the key operative over the past two years as we have convened and connected MORE frequently with thousands of people thanks to virtual meetings.



DOUGLAS RAY
Chief Financial Officer



KATHRYN PUTNAM
Chief of Staff



JANICE RYS
Chief Development Officer



GEORGIA YANIS
Senior Vice President of People

Delta Air Lines Insights on Leadership 2021 line up:

- Mike Hayford, President and CEO, NCR
- Ravi Saligram, President & CEO, Newell Brands Inc.
- Carol Tomé, CEO, UPS
- Elie Maalouf, CEO, Americas, IHG
- Ed Bastian, CEO, Delta Air Lines
- Dan Cathy, Chairman and CEO, Chick-fil-A, Inc.
- Arthur Blank, Owner and Chairman, Blank Family of Businesses
- Jeff Sloan, CEO, Global Payments

Programs:

To support our day-to-day work, MAC has developed programs like Backed by ATL, ChooseATL after 5, Metro Export Challenge, Restore ATL Grant program, ATL Action for Racial Equity, Opportunity ATL and others that address specific challenges or opportunities around the region. These programs provide concrete resources to help companies grow by addressing needs across a wide range of areas, including talent retention and recruitment, operational concerns or B2B challenges.

Subject Areas:

From next-gen talent to high-growth middle market companies, MAC offers opportunities for business leaders at every stage of their careers to share best practices, trends and policy issues across industries as well as build valuable relationships in a resource-rich environment like: Fin-Tech, Cybersecurity, Creative Industries, E-Sports, Supply Chain & Bioscience, Smart Cities, International Business, Economic Development, Innovation & Entrepreneurship, Infrastructure, Transportation, Sustainability, Public Policy & Business Climate, Education Policy, Educated Workforce and Talent, Economic Research.

Other Initiatives:

The ATL Brand Box, Atlanta Sports Council, Fintech Atlanta, Atlanta Innovation Alliance, Corporate Innovation Council, Greenlight on Sustainability series and Learn4Life are among the unique collaborative efforts that are driven by a shared vision and enduring commitment to our region. BlackRock partnered with MAC to create a Future Forum series focused on corporate sustainability and best practices. We hosted Board of Directors meetings, CEO dinners, Board of Advisors and Investor sessions on returning to the workplace, DEI initiatives and the talent pipeline.



METRO
ATLANTA
CHAMBER



LEADE

leadership



RSHP

2022

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President & CEO,
Federal Reserve Bank of Atlanta
Chair



ED BASTIAN
CEO, Delta Air Lines
Past Chair



PAUL DONAHUE
Chairman & CEO, Genuine Parts Company
2023 Chair-elect



CHRIS WOMACK
Chairman, President & CEO,
Georgia Power
2024 Chair-elect



MARTY FLANAGAN
President & CEO, Invesco Ltd.
Past Chair



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President & CEO,
GE Aviation Services
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Chairman & CEO, Intercontinental Exchange

Past Chair

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