



WHERE TALENT CONVERGES TO POWER THE NEW ECONOMY

2023 IMPACT REPORT

**METRO ATLANTA IS AN
INTERNATIONAL CROSSROADS.**

**A GLOBAL HUB OF INNOVATION,
FUELED BY LEADING UNIVERSITIES.**

**AND THE ECONOMIC ENGINE OF THE STATE NAMED
#1 FOR BUSINESS 10 YEARS IN A ROW.¹**





LETTER FROM LEADERSHIP



As we reflect on the past year, we can't help but admire the business community's relentless commitment to advancing this region we all call home — home to our businesses and home to our families. **Metro Atlanta continues to thrive because of you ...** because of our collaboration and collective investment in the region's advancement.

Of course, we know we're not perfect here. We still have so much more work to do. But the work we've done in 2023 continues to fuel our purpose: **to unleash Atlanta's ambition.**

The following report highlights the impact of the Metro Atlanta Chamber's efforts across our three strategic imperatives: **Economy, Talent, and Community.** This impact is a testament to our community's ethos: a spirit of collaboration for the greater good of the region.

MAC has an enduring legacy of uniting business and community leaders to **create transformative change.** This year, thanks to the strong partnerships we share with our elected officials and our civic and community leaders, we have elevated the region's focus on attracting and retaining top-tier talent as we continue to propel remarkable business growth.

As you review this Impact Report, we hope you take a moment to note how **your unwavering support helps make metro Atlanta a region that rises as one.**



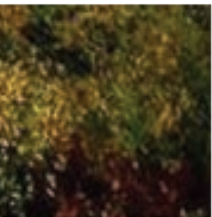
Katie Kirkpatrick
President & CEO



Paul Donahue
2023 Board Chair



Chris Womack
2024 Board Chair



A REGION THAT RISES AS ONE

2023 has shown that when it comes to metro Atlanta, the only limit to our accomplishment is the **depth of our ambition.**


ECONOMY



#1

best state to do business
by *Area Development* —
10 years running¹

TALENT



#2

on *Forbes'* list of most
educated cities in the U.S.²

COMMUNITY



#2

on *The Economist's*
"Most Livable Cities
in the U.S." index³

EXECUTIVE GOVERNING COMMITTEE

2021 Chair: Ed Bastian | CEO, Delta Air Lines

2012 Chair: Carol Tomé | CEO, UPS

Treasurer: Kim Greene | Chairman, President and CEO, Georgia Power

President and CEO: Katie Kirkpatrick | President and CEO, Metro Atlanta Chamber

2024 Chair: Chris Womack | President and CEO, Southern Company

2023 Chair: Paul Donahue | Chairman and CEO, Genuine Parts Company

Treasurer-Elect: Venessa Harrison | President, AT&T, Southeast Coastal States

2022 Chair: Raphael Bostic | President and CEO, Federal Reserve Bank of Atlanta



ECONOMY



WE ARE A REGION THAT IS BUILT FOR BUSINESS.

A place where everyone — from ambitious entrepreneurs to unicorn startups to corporate luminaries — can unite around shared goals and **unleash their ambition.**

And through unprecedented events and economic uncertainty, our business community has worked together to buck every trend.

#1

fastest growing metro
for entrepreneurs⁴

#6

metro
for Inc. 5000 companies⁶

#1

place for young professionals
to start a career⁵

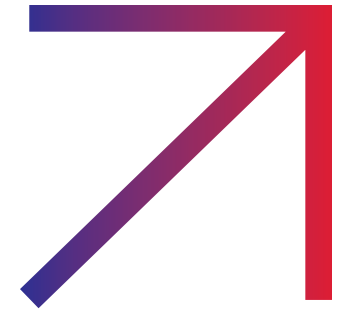
#3

city
for Fortune 500 headquarters⁷

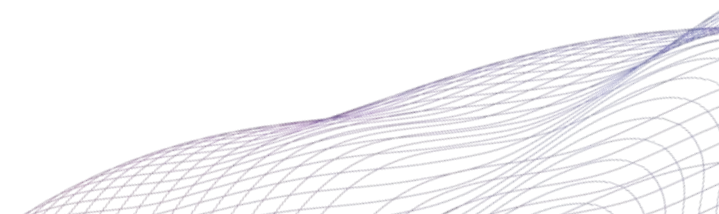


“UPS is proud to work alongside other Atlanta businesses, nonprofits, and government partners to build a community where everyone can thrive. By focusing on workforce development, community safety, the arts, civic engagement, and entrepreneurship — **and investing nearly \$7 million in local organizations just this year** — we’re delivering what matters in the region we call home.”

CAROL B. TOMÉ
CEO, UPS



WHERE GLOBAL LEADERS COME TO GROW



This year, the combined efforts of the Metro Atlanta Chamber and our economic development partners facilitated the relocation or expansion of 59 businesses that will create over 8,000 jobs in a dozen counties. We also welcomed more international delegations than ever before.

Highlights include:

Morgan Stanley



MORGAN STANLEY ADDS 1,800 NEW GEORGIA JOBS

This year, Morgan Stanley reached their goal announced in 2020 to fill **1,800 new positions in Alpharetta and the Atlanta metro area**. With this latest expansion, the Fortune 500 global financial services firm has nearly doubled their local workforce in just three years; now employing over 4,000 Georgians in highly skilled roles across the region.



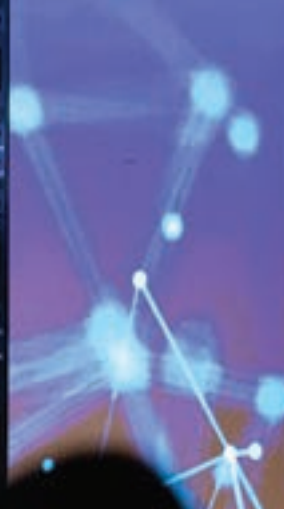
PORTAL INNOVATIONS BECOMES FIRST TENANT IN SCIENCE SQUARE

In 2023, the Chicago-based venture capital firm officially commenced their expansion to Atlanta's Westside as the first tenant in the newly completed Science Square Labs. With a mission to help exceptional life science innovators thrive and scale locally, Portal Innovations will lease over **30,000 square feet of lab and coworking space** within the emerging Science Square district. Once completed, Science Square will cover 18 acres and serve as one of the nation's foremost destinations for bio and medtech.



FREYR BATTERY INVESTS \$2.57B FOR FIRST U.S. CLEANTECH PLANT

Norwegian cleantech company Freyr Battery announced plans to construct their first-ever U.S. gigafactory in Coweta County. Built to manufacture advanced battery cells for use in green energy and transportation, **the plant is projected to add over 700 high-skilled jobs** with first-phase production of approximately 34 gigawatt hours per year — roughly equivalent to 500,000 EV batteries.



Avant South at Georgia Tech

A NEXUS OF INNOVATION

METRO ATLANTA NOW A CLEANTECH POWERHOUSE

2023 has been the culmination of years-long efforts to bring metro Atlanta to the forefront of clean technology. Georgia now leads the nation in electric transportation and solar investment, attracting \$21 billion in EV- and battery-related projects since 2020 and positioning our state to produce 30% of the nation's solar panels.⁸ **In just the past year, cleantech investment in the state surpassed \$15 billion and created over 16,000 new jobs** — and we're just getting started.⁸

INNOVATL SETS METRO ATLANTA INNOVATION ON A GLOBAL STAGE

Our region's innovators aren't just masters of technology. They're also creating public art that makes bike lanes safer. Solving systemic barriers to social mobility. And so much more. This fall, MAC invited the world to experience metro Atlanta's thriving innovation ecosystem at the first annual InnovATL — a showcase of creative problem solving. In 25 days of immersive events, activations, showcases, networking, and fun, InnovATL2023 drew thousands of attendees from around the world to connect with the people **pushing metro Atlanta to the next level of global innovation.**

ACCELERATING GLOBAL EXPANSION FOR THE REGION'S GROWING COMPANIES

The region's largest collaborative global economic development initiative, the Metro Export Challenge, entered its seventh year.

The program hit three key milestones: \$800,000+ in grants to support global business development for local small and mid-sized businesses; the relaunch of the much-anticipated Pitch Day event; and partnerships with a record number of organizations and communities across the region. Although the focus is global, the impact is regional: MEC-winning companies employ more than 3,800 metro Atlantans, and 38% of companies are owned by women, minorities, and/or veterans.

Metro Export Challenge Pitch Day





TALENT

WE ARE A REGION BRIMMING WITH OPPORTUNITY,

home to the workforce of tomorrow.

As we ready our region to meet the demands of the new economy, our mission is clear: To show the next generation of inventors and innovators, artists and entrepreneurs, gamechangers and history makers — **that metro Atlanta is where you belong.**

Metro Atlanta's talent is on the rise:

76%

76% of young professionals believe Atlanta is the business hub of the South⁹

75%

75% of graduating young professionals would consider relocating here⁹

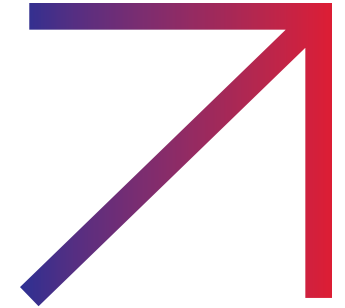
4/5

4 out of 5 metro Atlanta residents moved here from somewhere else⁸



Delta Air Lines

22 TOP TALENT EXECUTIVES TEAM UP TO TACKLE HIRING CHALLENGES



This year saw the launch of the ATL Talent Collaborative — a new and ongoing initiative convening local HR and hiring executives, who represent 2 million global employees, **to build sustainable, high-quality talent pipelines in Georgia for their most critical roles.**

In August, members met with leaders from Georgia’s universities and technical colleges to discuss ways to collaborate to ensure graduates enter the workforce with the skills to meet the ever-changing needs of the region’s employers. Since then, 17 higher education institutions have committed to partnerships with the Talent Collaborative on this work.

MANY AVENUES TO AN EDUCATED WORKFORCE

Metro Atlanta employers don’t have to go elsewhere to find people ready and eager to work. Thanks to the diversity and flexibility of educational resources offered throughout the region, job seekers from every community can access training suited to their needs and capabilities.

“Georgia’s 26 public colleges and universities open the doors of opportunity for everyone and provide great value to the state of Georgia. By preparing our **more than 340,000 students** with 21st century skills and helping create the jobs of the future, we work with our industry partners and local communities to connect education and a thriving economy.”

SONNY PERDUE

Chancellor, University System of Georgia

“Just about any profession you can think of — from accounting to cybersecurity, nursing to manufacturing — is accessible for the more than **550,000 Georgians** served through our state’s technical college system. This connection to a more secure economic future wouldn’t be possible without our community and business partners who work hand-in-hand with our 22 colleges to ensure student success.”

GREG DOZIER

Commissioner, Technical College System of Georgia

“Goodwill of North Georgia creates jobs for people who need a hand-up, not a handout, and last year we prepared talent pipelines from some of the most under-represented communities: people with disabilities, veterans, formerly incarcerated, and people requiring government assistance. **In five years, we connected over 100,000 people to employment.** More impressive, **we moved more than 52,000 families out of poverty.** The connections with our business community are an integral part of a sustained effort to improve economic mobility for everyone in our region.”

KEITH PARKER

CEO, Goodwill of North Georgia


2023 TALENT SUPPLY REPORT SHOWS OPPORTUNITY FOR GROWTH



In September, MAC unveiled the 4th edition of our Talent Supply Report — offering the first analysis of the talent emerging from our educational institutions since the pandemic.

Findings show the supply of graduates with sought-after degrees **continues to grow, but still struggles to meet talent demand** as Georgia job postings increase at twice the national rate.¹⁰ The report also outlines how the region can make smarter, strategic talent investments to meet the needs of our rapidly growing economy.





“Increased competition for talent nationwide makes it even more imperative for us to take concrete steps regarding our people, talent pipeline, and HR policies. Leveraging the size and scale of the metro Atlanta business community to create measurable, positive change – and sharing lessons learned about how to do it – is critical.”

KATIE SAEZ

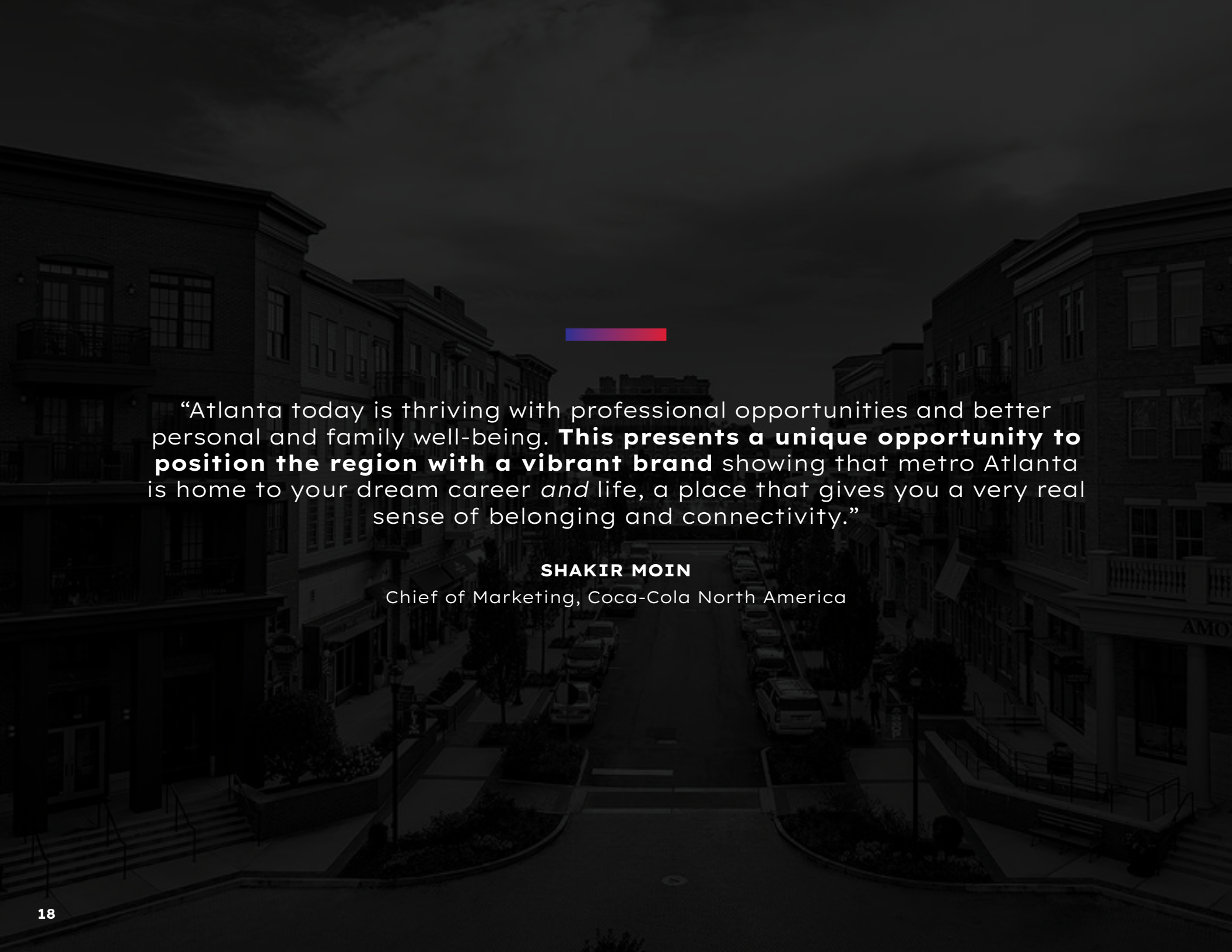
Georgia Region President, Truist



“Our partnership with the Metro Atlanta Chamber has evolved the way we look at local talent that will continue to propel Delta forward. Through their talent insights, demographic knowledge, and networking forums, we feel closely connected to our community and the talent within.”

LISA BLACKMON

Managing Director of Talent Acquisition, Delta Air Lines



“Atlanta today is thriving with professional opportunities and better personal and family well-being. **This presents a unique opportunity to position the region with a vibrant brand** showing that metro Atlanta is home to your dream career *and* life, a place that gives you a very real sense of belonging and connectivity.”

SHAKIR MOIN

Chief of Marketing, Coca-Cola North America

NEW BRAND AIMS TO ATTRACT THE NATION'S TOP TALENT



MAC convened an advisory board of Chief Marketing Officers to guide a data-driven process that would **build a brand and marketing strategy** to attract and retain the workforce of tomorrow.

Extensive market research was conducted to understand what motivates talent to select a place to work and live — and how our region can be positioned as a top choice for in-demand talent. With the guidance of our CMO community, a new brand platform, **“Atlanta Where You Belong,”** was developed. This platform will position metro Atlanta as the best place to build a career while providing a great sense of community and belonging.

This new brand platform will formally launch in 2024.



Talent Brand Logo



ATLeaders

RELAUNCHED INITIATIVE SETS 187 METRO RISING STARS UP FOR SUCCESS

This year, our newly relaunched ATLeaders young professionals group gathered in a series of events dedicated to cultivating their professional success and grounding them in community issues. **These 187 rising stars were hand-picked by their organizations to participate in ATLeaders**, where they can connect and engage with peers, local business luminaries, policymakers, and others who can inspire their growth as the next generation of leaders.



Fort Moore

12 BUSINESS LEADERS STRENGTHEN TALENT PIPELINES WITH GEORGIA VETERANS

Georgia boasts the 5th largest military population in the country,¹¹ and our service members represent an enormous resource for companies seeking to hire exceptional talent. This year, MAC and 12 metro-area business leaders traveled to Fort Moore (formerly Fort Benning) to meet with active service members — and learn how our business community can support transitions for the thousands returning to the civilian workforce each year.

1,000+ INTERNS BUILD CONNECTIONS OUTSIDE THE OFFICE

This summer, our signature young talent program brought together **1,041 interns representing 91 metro area businesses** to experience the very best metro Atlanta has to offer.

From executive networking events to VIP experiences to neighborhood tours, ATL Interns After 5 cultivates professional and personal connections that ensure these curious and engaged professionals solidify roots in the region. With 54% of participants attending out-of-state institutions, **the program plays a critical role in helping metro Atlanta attract and retain top talent** for the long term. That's why nearly every member of the MAC staff volunteered their time over the course of the event series to personally ensure the success of this vital initiative.

ATL Interns After 5



COMMUNITY



COMMUNITY IS THE BEDROCK THAT UNDERPINS OUR SUCCESS.

For decades, we have shown the world that the spirit and passion of this region is unlike any other.

We have demonstrated that this is a place where people come together and find something to believe in. A place where our residents' hometown pride is exceeded only by their ambition for its future. **And in 2023, that ambition is paying off.**





ATLANTA SCORES FIFA WORLD CUP 2026

Three decades after hosting the 1996 Olympic Games, metro Atlanta is set to take the **world stage in sports** once again.

Thanks to the unwavering support of the region's business community and elected officials, the Atlanta Sports Council and its partners have secured Atlanta's spot as one of 16 official host cities for the FIFA World Cup 2026™, with anywhere from five to eight matches expected to be held in the city.

This event — which is expected to be the biggest in the history of sports — is forecast to draw spectators by the thousands and have a **\$450-\$500 million impact on the Georgia economy.**⁸ But more than that, the FIFA World Cup represents an invaluable opportunity to showcase the metro Atlanta community's hospitality and passion for the sport before an audience of billions.

U.S. SOCCER IS MOVING TO METRO ATLANTA

In September 2023, the U.S. Soccer Federation selected Atlanta as the site for their new headquarters and national training center — solidifying our status as the new center of gravity of American soccer.

In 2025, Atlanta will become **the first city to serve as a repeat host** of the College Football Playoff National Championship — kicking off the inaugural championship of the CFP’s newly expanded playoff format.



COLLEGE FOOTBALL CHAMPIONSHIP RETURNS TO REGION



Mercedes-Benz Stadium

The image shows the exterior of the Fulton County Courthouse, a grand stone building with classical architectural features like columns and arched doorways. The text "\$1M RAISED TO PROMOTE EQUITY AND PUBLIC SAFETY" is overlaid in a white box on the upper right portion of the image.

\$1M RAISED TO PROMOTE EQUITY AND PUBLIC SAFETY

There's no question public safety influences where businesses and consumers choose to live, work, and play. It also has the power to impact equitable access to opportunity. **In 2023, the Fulton County GCIC project is making sustainable impact on both fronts.**



THE ISSUE

In 2021, MAC's research uncovered problems with the flow of criminal history data crossing multiple agencies and Fulton County justice partners. Many repeat offenders were not flagged due to inconsistent data capture, and a severe records backlog made it difficult to update those where charges were dropped, reduced, or outcomes were not recorded.

THE OPPORTUNITY

Improve criminal history data transmission from Fulton County to the state database to help:

Ensure judges have ready access to accurate and up-to-date criminal histories.

Remove outdated or incorrect information that creates systemic barriers to employment, housing, and credit.

Georgia State Capitol



THE ACTION

MAC successfully raised \$1M to establish a unique public-private partnership with Fulton County justice partners — bringing a business solution to this logistical problem.

THE IMPACT

Thanks to the implementation of sustainable process solutions, Fulton County's criminal history data transmission accuracy rate **increased from 40% to 87% — and continues to improve today.**⁸

2023 LEGISLATIVE SESSION PRESERVES A UNIFIED ATLANTA

We cannot have a strong economy without a strong **community**.

In 2022, proposed legislation to separate the Buckhead area from the City of Atlanta threatened to divide our community and disrupt the economic momentum our region has achieved. **MAC worked closely with elected officials, our investors, and key partners to maintain a unified Atlanta** — culminating in the defeat of the proposal in the 2023 legislative session.



ATL Action For
Racial Equity Summit

2ND ANNUAL RACIAL EQUITY REPORT SHOWS METRO MAKING STRIDES

ATL Action for Racial Equity celebrated its second year of action — uniting corporate leaders across disciplines to advocate, accelerate, and amplify efforts to **enhance racial equity**.

2023 marked the second annual Racial Equity Assessment Report. While more work lies ahead to improve racial equity across the region, the report shows that **the share of participating companies with Black leaders represented in C-suite positions increased 60% this year.**¹²


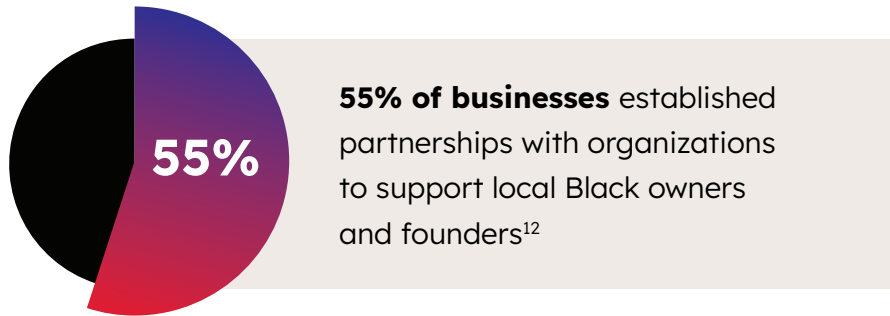


ATL ACTION FOR RACIAL EQUITY SUMMIT

In October, MAC hosted the ATL Action for Racial Equity 2023 Summit — convening business and community leaders to **analyze the progress of the past year** and discuss solutions to keep the region moving forward.



2023 ASSESSMENT REPORT HIGHLIGHTS



“Atlanta has the best chance of anywhere in the world to get this right. **People are cordial and cooperative** without an economic reason to be — we have the undergirding of the civil rights movement still coursing through our veins.”

JAY BAILEY

President & CEO,
Russell Innovation Center
for Entrepreneurs

A person in a dark t-shirt and light-colored pants stands in profile on a polished floor, looking up at a large, bright white wall or screen. The scene is lit from above, creating a dramatic, high-contrast environment. The person's shadow is cast on the floor.

OUR NEXT CHAPTER STARTS NOW



In 2023, we have seen what can happen when metro Atlanta's ambition is unleashed. What can be done when our challenges are treated as opportunities for innovation. What can be accomplished when a region of 6 million — and counting — comes together to give it their all.

Now is the time to celebrate our accomplishments with our eyes set firmly on the future. Because we are a region that knows — **history isn't made by accident.**

WHAT'S IN STORE FOR 2024?



ATLANTA
GROWTH
COLLECTIVE

innovatl

Expanding the scale and reach of InnovATL and Atlanta Growth Collective to further establish metro Atlanta as the global nexus of innovation.



INTERNS AFTER 5



ATLEADERS



ATL
TALENT
COLLABORATIVE

Accelerating the momentum of our talent initiatives to build talent pipelines and directly engage with metro Atlanta's interns and future leaders.

ATLANTA
WHERE YOU BELONG

Launching Atlanta Where You Belong, a new brand platform and marketing campaign focused on attracting and retaining talent.



Collaborating with elected officials and community partners to cement metro Atlanta's status as the **center of gravity for soccer in the U.S.**



[METROATLANTACHAMBER.COM](https://metroatlantachamber.com)

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¹Area Development, 2023 ²Forbes, 2023 ³The Economist, 2023 ⁴LinkedIn Data, 2023 ⁵WalletHub, 2023 ⁶Inc. Magazine, 2023 ⁷Fortune, 2023 ⁸Metro Atlanta Chamber, data on file ⁹Metro Atlanta Chamber market research, 2023 ¹⁰Metro Atlanta Chamber Talent Supply Report, 2023 ¹¹Georgia Department of Economic Development, 2023 ¹²ATL Action for Racial Equity 2023 Assessment Report, 2023.

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