




# The Pulse of Progress

## Atlanta's Economic Monitor

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<p><b>Letter from the President</b></p> <div style="display: flex;"> <div style="flex: 1;"> <p>As ADA's new president, I'm excited to lead a productive and effective organization whose mission is <i>to serve as a catalyst for residential and commercial economic vitality for the City of Atlanta</i>. The work of our 35 employees is guided by the aggressive goals set two years ago in the <a href="#">New Century Economic Development Plan (EDP)</a>. Achieving these goals will ensure the City of Atlanta reaches "Best in Class" status by 2009. Our ability to execute consistently against strategy is the key to maintaining momentum. Progress is something that happens every day when we all work together - thanks to our economic development partners for terrific teamwork.</p> </div> <div style="flex: 1; text-align: center;">  </div> </div> <p>ADA sponsored and incentivized projects are focused on adding commercial space, new jobs and residential units. The results increase the ability for our City to continue to attract new residents and employers while at the same time lifting under developed areas and improving the quality of life for all residents.</p> <p>On behalf of our board and our employees, we also want to acknowledge the results achieved under the leadership of Greg Giornelli, our president from 2003 to 2006. Greg reorganized ADA, attracted new talent, jump started economic development projects and</p>

**Community Partner Links**

[Atlanta's \\$75 Mil Affordable Housing Plan](#)

[New Online Neighborhood Map](#)

[Atlanta's 2007 Economic Development Plan](#)

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**ADA's Mission**

ADA is the catalyst for residential and commercial economic vitality in Atlanta. To accomplish this, we will:

oversaw the successful creation of the BeltLine TAD. We thank Greg for his legacy of leadership and economic development results for the City of Atlanta.

Sincerely,

Peggy McCormick

Coordinate efforts with the City, County, State and other key stakeholders;

Jumpstart redevelopment activity within the City's tax allocation districts;

Provide small business loans for expansion and start-up;

Supply mortgage down-payment assistance to low and moderate income families;

Issue bonds to spur residential and commercial development;

Acquire land for green space, residential and commercial development;

Implement quality of life projects in underserved communities;

Retain and expand existing business, recruit new business, promote the City and available business development incentives.

**BeltLine Tax Allocation District (TAD) Bonds Validated**

A major roadblock for the BeltLine was cleared on January 23, 2007, when the Fulton County Superior Court issued a strong, well-reasoned order validating the BeltLine bonds and upholding the constitutionality and viability of the Tax Allocation District as a financing tool for the BeltLine Project. Although an appeal within the 30-day window is possible, this ruling greatly reinforces BeltLine momentum and bolsters support for similar TADs undertaken by the City of Atlanta as well as surrounding jurisdictions. The ruling also paves the way for raising crucial federal and private funding, as contemplated in the original project work plan. You may recall that in July 2006 Atlanta City Council approved an initial TAD bond issue up to \$200 million. Once issued, these bond proceeds will enable the BeltLine team to commence the environmental review and engineering studies necessary to the BeltLine transit planning, accelerate right-of-way acquisition, and initially fund the affordable housing trust fund, among other activities. For more information about the BeltLine visit, [www.atlantada.com/adalInitiatives/beltline.jsp](http://www.atlantada.com/adalInitiatives/beltline.jsp).

**Get Involved!** - Atlanta BeltLine Inc., will hold quarterly Public Information Forums to update the community on BeltLine implementation progress. These meetings will be held on February 28, April 13, August 9, and October 11 at 6pm with concurrent sessions in the community and from a location with public broadcast capability. For more information, visit the events section of [www.atlantada.com](http://www.atlantada.com).

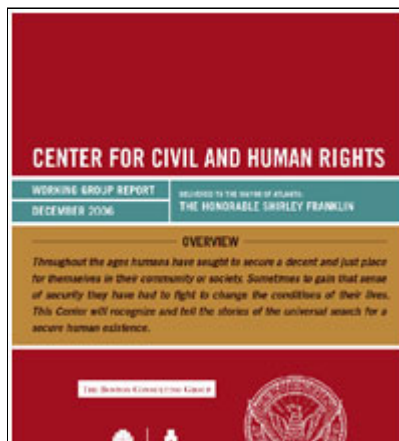
**Center for Civil and Human Rights Recommendations Issued**

Planning for the **Center for Civil and Human Rights** is well underway. A working group commissioned by Mayor Shirley Franklin and staffed by Central Atlanta Progress issued a report with several recommendations in December 2006. The report was presented to the public at a forum on January 4th.

The key recommendations of the Working Group Report are:

**Mission-** This Center will explore the universal search for a secure human existence, in a way that inspires vigilance and leadership among future generations.

**Content Scope-** Should include the complementary stories of the struggles for both Civil and Human Rights in the past and present while highlighting the groundbreaking contributions of Atlanta's and Georgia's individuals, institutions, and events.



**Programming-** The facility should be a "living" Center where visitors experience content in multiple ways. Interactive exhibitions, immersive activities and hi-tech offerings will inspire visitors. The King Papers will be a critical part of the exhibition offering of the Center.

For more information about the Center for Civil and Human Rights, visit the Central Atlanta Progress website at [www.centralatlantaprogress.org](http://www.centralatlantaprogress.org).

**ADA Begins Holding Small Business Information Sessions**

The Atlanta Development Authority has over \$2 million in funds available for loans to finance the growth of entrepreneurs and small businesses located within the City of Atlanta. The Small Business Loan Department of ADA conducted the first in a series of Small Business Loan information sessions on January 24th. Over forty people attended the first session and heard Lonnie Saboor, Manager of Small Business and Industrial Finance, explain the loan application process and answer frequently asked questions.

Future sessions will be held the last Wednesday of each month at 5:30 pm. They are free and open to the public. All sessions are held at the Atlanta Development Authority, 86 Pryor Street, Suite 300, Atlanta, GA 30303. The information sessions cover a variety of issues related to acquiring a small business loan. To RSVP, call Cathy Brackett at 404.614.8295 or email [cbrackett@atlantada.com](mailto:cbrackett@atlantada.com).

These seminars are designed to support the City's economic development goal of adding an average of 12,000 jobs per year within the City limits.

**ADA Launches a New Online Neighborhood Map**

A new addition to ADA's website will help connect you to Atlanta's best asset - our over 200 distinctive and culturally rich neighborhoods. The map is interactive with links to neighborhood websites. This map will connect you with neighborhood associations, local schools and business associations. Use the map to choose the neighborhood that is right for your business or just to learn more about the great things happening everyday in Atlanta's neighborhoods.



[Click Image For Interactive Map](#)

Neighborhood associations without a web presence can visit [www.neighborhoodlink.com](http://www.neighborhoodlink.com) to create a free website.

*Cascade Parc*  
 Great Community  
 Great Floor Plans  
 Great Incentives

404-629-1761  
[SharonMcSwainHomes.com](http://SharonMcSwainHomes.com)

**McPherson PLRA Begins Reuse Planning Process**

At its board meeting on January 23rd, 2007 the McPherson Planning Local Redevelopment Authority (the MPLRA) approved the selection of a consulting team to provide outreach and comprehensive land use planning services for the reuse and redevelopment of Fort McPherson - a 488-acre military facility in the southern part of Atlanta.

Chairman Felker Ward spoke to board members and the guests in attendance. "We have a vision for Fort McPherson as a magnet for knowledge-based businesses in a thriving community where people can live, work, learn and play," he said.

During the approximately 15-week project, the consulting team will plan for two separate three-day interactive public work sessions, or "charrettes," with stakeholders and neighborhood residents. The planning process is on a tight timetable with a deadline of June 22nd, 2007 to complete a reuse plan and HUD application.

### Neighborhood of the Month: Kirkwood

From new homebuyers to small business owners, it seems that everyone wants to be in Kirkwood. The neighborhood has been revitalized in recent years as first-time homebuyers, downsizing empty nesters and families looking for a small town atmosphere have moved to the area. These newcomers have joined a tight-knit community with a long history of community engagement and with an active neighborhood association and a vibrant small business community.

Kirkwood owes much of its appeal to its beginnings as a streetcar suburb in the 1870s. The first residents of the neighborhood built the exquisite arts-and-crafts bungalows and American Foursquares that now dot the neighborhood. The community was annexed into the City of Atlanta in 1922, but fell into a period of decline in the 1960s. Beginning in the 1980s, preservationists and residents began restoring what decades of neglect had left.

Neighborhood improvements are happening every day. A \$1.5 million streetscape improvement project was completed last year along Hosea Williams Drive and Bessie Branham Park in the center of the neighborhood received a makeover in 1998 with new tennis courts, a ball field, a playground and a \$2 million recreation center. Kirkwood's business district is also thriving with small businesses ranging from a pet supply store to restaurants.

For more information about Kirkwood, visit the Kirkwood Neighbors' Organization website at [www.historic-kirkwood.com](http://www.historic-kirkwood.com).

### Upcoming Economic Development Events

February 7 - 11, **Southeastern Flower Show**, at the Georgia World Congress Center

February 28, **Small Business Loans Monthly Information Session**, at the offices of the Atlanta Development Authority at 86 Pryor Street. To RSVP call 404-614-8295. Learn about ADA's small business loan programs.

March 19, **Park Pride's Six Annual Parks & Greenspace Conference**, at the Atlanta Botanical Garden

March 28, **Small Business Loans Monthly Information Session**, at the offices of the Atlanta Development Authority at 86 Pryor Street. To RSVP call 404-614-8295. Learn about ADA's small business loan programs.

April 21 - 22, **Arms Around Atlanta Earth Day Celebration**, Help clean up the neighborhoods and parks located on or close to the BeltLine and then join a rally celebration with fun and entertainment, at Grant Park. Visit [http://www.atlantaga.gov/mayor/greener\\_atlanta\\_102306.aspx](http://www.atlantaga.gov/mayor/greener_atlanta_102306.aspx).

April 25, **Small Business Loans Monthly Information Session**, at the offices of the Atlanta Development Authority at 86 Pryor Street. To RSVP call 404-614-8295. Learn about ADA's small business loan programs.

May 24, **Grand Opening of the new World of Coca Cola**, at Centennial Olympic Park

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