Metro Atlanta Overview
Atlanta: The Growth Engine of the Southeast

In this study:

1. Executive Summary
2. Demographics
4. Atlanta Ranks
6. Education
8. Transportation Advantages
11. Business Environment
16. Utilities and Infrastructure
17. Research and Development
19. Technology
21. International Climate
24. Quality of Life
26. Cultural and Entertainment Attractions
Why Atlanta?

- **Dynamic Location**: central to major markets and at the heart of the nation’s top growth region
- **World-Class Talent Pool**: attractive to young, well-educated, highly-skilled workers
- **Thriving Business Community**: home to top global companies
- **Abundant Resources and Support**: world-renowned colleges and universities and internationally-recognized workforce training
- **Unsurpassed Accessibility**: connected to the world by air, sea, rail and roads
- **Favorable Cost of Doing Business**: business-friendly tax structure, incentives and low operating costs
- **Diverse Community**: attractive to newcomers from around the world, thriving international communities and businesses
- **Committed Leadership**: public and business leaders committed to the community and to growing the economy

ASOS Selects Atlanta for its Ideal Location

“Atlanta is an ideal location for us, it is a vibrant and growing international city with a diverse culture. We will use the region’s transportation network and deep pool of talent to deliver ASOS’ best-in-class service to U.S. customers.”

*Brent Dorfman*, Vice President of Logistics, ASOS

Source: “ASOS to Create More than 1,600 Jobs in Fulton County,” Governor’s Office Press Release, 8.8.2017
Demographics

**Population and Income**

- Population for the 29-county metropolitan Atlanta area (Atlanta-Sandy Springs-Roswell) is expected to exceed 5.9 million by the end of 2017, a nearly 2 percent annual growth rate since 2000. (Moody’s Economy.com, 2017)
- Metro Atlanta is the ninth largest metro area in the U.S. By 2021, the area is forecasted to be the seventh largest metro area in the country with a population exceeding 6.5 million. (Moody’s Economy.com 2017)

- Metro Atlanta’s 1.6 million households in 2000 increased to more than 2.1 million in 2016. By 2022, the MSA will reach 2.4 million households, outpacing household formation growth for the U.S. overall by nearly 7.5 percent. (Moody’s Economy.com, 2017)
- The Diversity Index in metro Atlanta, which measures racial diversity, is 68.4 versus 64 in the U.S. Nearly 37 percent of metro Atlanta’s composition is African American, 10.8 percent Hispanic and 61 percent Asian or Pacific Islander. (ESRI, 2017)
- Atlanta ranks eighth in the number of young professionals (ages 25-34) in the nation with a bachelor’s degree or higher. More than 317,000 young educated professionals live in metro Atlanta. (ESRI, 2017)

**Net migration to the Atlanta MSA from 2017 to 2022 is projected to reach more than 534,000, averaging approximately 89,000 annually.**

(Moody’s Economy.com, 2017)

**Projected Population in Largest Metro Areas by 2022**

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Projected Population (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York</td>
<td>20.5</td>
</tr>
<tr>
<td>2</td>
<td>Los Angeles</td>
<td>13.6</td>
</tr>
<tr>
<td>3</td>
<td>Chicago</td>
<td>9.6</td>
</tr>
<tr>
<td>4</td>
<td>Dallas</td>
<td>8.1</td>
</tr>
<tr>
<td>5</td>
<td>Houston</td>
<td>7.5</td>
</tr>
<tr>
<td>6</td>
<td>Miami</td>
<td>6.7</td>
</tr>
<tr>
<td>7</td>
<td>Atlanta</td>
<td>6.5</td>
</tr>
<tr>
<td>8</td>
<td>Washington D.C.</td>
<td>6.5</td>
</tr>
<tr>
<td>9</td>
<td>Philadelphia</td>
<td>5.3</td>
</tr>
<tr>
<td>10</td>
<td>Phoenix</td>
<td>6.1</td>
</tr>
</tbody>
</table>

Source: Moody’s Economy.com, 2017

**Actual and Projected Population Growth, Atlanta MSA**

- Metro Atlanta has a young population with a median age of 36.1, while the U.S. average is 38.2. (ESRI, 2017)
- Estimated median household income for the Atlanta MSA in 2017 is $59,802, exceeding the U.S. level. Through 2022, Atlanta’s median household income will continue to grow and exceed that of the nation, with an expected median household income of $68,188 in 2022. (ESRI, 2017)
- Metro Atlanta adults (age 25+) are well educated. An estimated 37 percent of this population holds bachelor’s degrees or higher and 891 percent have high school diplomas or higher. The averages for the U.S. are 31.0 percent (bachelor’s +) and 87.4 percent (high school +), respectively. (ESRI, 2017)

**Racial Breakdown**

- White 52%
- Black/African American 34%
- Asian 6%
- Other 5%
- Two or More Races 3%

Source: ESRI, 2017
Demographics

Workforce and Economic Characteristics

- Metro Atlanta’s workforce is 3.0 million strong and represents the ninth largest labor market among U.S. metros. Atlanta is expected to have the eighth largest labor market by 2019. The region’s healthy job growth, top ranking colleges and universities and vibrant economy continue to attract the talent that employers seek.

- Moody’s estimated employment in the region totals 2.8 million and is projected to grow 1.7 percent annually through 2022. Atlanta ranks fourth in annual job creation nationally. (Moody’s Economy.com, 2017)

- Georgia has been a right-to-work state since 1947. Twenty-eight states in the U.S. grant this protection.

- Atlanta’s diverse employment base is considered one of its greatest economic assets. Moody’s latest Economy.com report ranks metro Atlanta’s industrial mix 0.81 on a scale of 0 to 1, with 1 representing “Most Diverse.”(Moody’s Economy.com, 2017)

Percent of Atlanta’s Private-Sector Workforce by Industry

- Metro Atlanta’s total personal income is expected to reach nearly $280.6 billion by the end of 2017. Since 2000, personal income growth in metro Atlanta has grown by nearly 4.3 percent annually, exceeding U.S. growth by more than 1.5 percent. That trend is expected to continue, as Atlanta’s personal income growth outpaces U.S. growth overall. (Moody’s Economy, 2017)

Top 25 Employers in Metro Atlanta

- Atlanta ranks No. 4 among the largest population gaining metros.


Unionization rates in metro Atlanta are consistently among the lowest in the nation. In 2016, overall private unionization was 2.5 percent in metro Atlanta versus 6.4 percent nationwide.

Source: Bureau of National Affairs, 2017

- Metro Atlanta’s top 25 largest non-government employers provide more than 280,000 jobs, accounting for 101 percent of total employment in the region.
Top Business Center

Business environment and quality of life consistently rank Atlanta at the top of major U.S. metropolitan areas for working, living and playing. The region is noted for its job creation, investment advantages, proactive business environment and various quality-of-life indicators.

2017 Metro Atlanta Rankings

<table>
<thead>
<tr>
<th>Source</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>WalletHub.com</td>
<td>Best Areas for STEM Professionals</td>
</tr>
<tr>
<td>Atlanta #1</td>
<td>Source: WalletHub, “2017’s Best &amp; Worst Areas for STEM Professionals,” January 10, 2017</td>
</tr>
<tr>
<td>Realtor.com</td>
<td>Next Big Tech Hubs That Are (Still) Affordable</td>
</tr>
<tr>
<td>Atlanta #2</td>
<td>Source: Realtor.com, “Silicon Valley Shake-Up: These Are the Next Top Tech Towns,” April 24, 2017</td>
</tr>
<tr>
<td>Forbes.com</td>
<td>Cities Poised to Become Tomorrow’s Tech Meccas</td>
</tr>
<tr>
<td>Atlanta #3</td>
<td>Source: Forbes, “5 Cities Poised to Become Tomorrow’s Tech Meccas,” March 23, 2017</td>
</tr>
<tr>
<td>WalletHub.com</td>
<td>Best Cities for Job Opportunities</td>
</tr>
<tr>
<td>MovieMaker.com</td>
<td>Best Place to Live and Work as a Moviemaker: Top Big Cities</td>
</tr>
<tr>
<td>Atlanta #4</td>
<td>Source: MovieMaker.com, January 2017</td>
</tr>
<tr>
<td>Lodging Magazine</td>
<td>Meeting and Event Bookings: Top 10 U.S. Cities</td>
</tr>
<tr>
<td>Atlanta #4</td>
<td>Source: Lodging Magazine, May 2017</td>
</tr>
</tbody>
</table>

Honeywell Chooses Atlanta

“Honeywell Home and Building Technologies is excited to call Atlanta, Georgia as the new home for our global headquarters. We need a location with great infrastructure, great talent and an ecosystem around software and technology growth. We are confident that Honeywell’s HBT business group and Atlanta will be a great match.”

Terrence Hahn, President and CEO, Honeywell Home and Building Technologies (HBT)


MoneyMaker.com

Best Place to Live and Work as a Moviemaker: Top Big Cities
Atlanta #4
Source: MovieMaker.com, January 2017

MayFlower Transit

Top 10 Millennial Moving Destinations
Atlanta #10
Source: MayFlower Transit, April 2017

Sources:
- “Giant Honeywell to create more than 800 jobs in Atlanta,” Governor’s Office Press Release, Georgia Department of Economic Development, 9.12.2016
Atlanta Ranks

Fortune Companies Choose Atlanta

- More than 70 percent of FORTUNE 1,000 companies have established operations here.
- Metro Atlanta ranks third among cities with the highest FORTUNE 500 concentration, behind New York and Houston.

Metro Atlanta HQs

<table>
<thead>
<tr>
<th>FORTUNE 1,000 Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fortune Ranking</td>
</tr>
<tr>
<td>23</td>
</tr>
<tr>
<td>46</td>
</tr>
<tr>
<td>64</td>
</tr>
<tr>
<td>71</td>
</tr>
<tr>
<td>126</td>
</tr>
<tr>
<td>145</td>
</tr>
<tr>
<td>180</td>
</tr>
<tr>
<td>242</td>
</tr>
<tr>
<td>303</td>
</tr>
<tr>
<td>311</td>
</tr>
<tr>
<td>331</td>
</tr>
<tr>
<td>353</td>
</tr>
<tr>
<td>364</td>
</tr>
<tr>
<td>370</td>
</tr>
<tr>
<td>409</td>
</tr>
<tr>
<td>410</td>
</tr>
<tr>
<td>437</td>
</tr>
<tr>
<td>562</td>
</tr>
<tr>
<td>579</td>
</tr>
<tr>
<td>594</td>
</tr>
<tr>
<td>669</td>
</tr>
<tr>
<td>679</td>
</tr>
<tr>
<td>692</td>
</tr>
<tr>
<td>694</td>
</tr>
<tr>
<td>703</td>
</tr>
<tr>
<td>712</td>
</tr>
<tr>
<td>969</td>
</tr>
<tr>
<td>976</td>
</tr>
<tr>
<td>988</td>
</tr>
<tr>
<td>990</td>
</tr>
</tbody>
</table>

Source: FORTUNE magazine, June, 2017

Metro Atlanta's Top Private Companies

<table>
<thead>
<tr>
<th>Source: Atlanta Business Chronicle, October 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>14</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>18</td>
</tr>
<tr>
<td>19</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>21</td>
</tr>
<tr>
<td>22</td>
</tr>
<tr>
<td>23</td>
</tr>
<tr>
<td>24</td>
</tr>
<tr>
<td>25</td>
</tr>
</tbody>
</table>

Home-Grown Company Finds Success in Atlanta

“Atlanta is a great place for entrepreneurs. The community has always been supportive of Chick-fil-A, and it is where our employees enjoy building a life and a career.”

Jon Bridges, Chief Marketing Officer, Chick-fil-A

Source: “Profile Atlanta – Atlanta is shaking up the world in business, education and culture,” Delta Sky magazine, November 2015
The large concentration of degree-seeking students as well as top-tier colleges and universities in metro Atlanta make the area one of the country’s richest in top-level talent.

**Population with Bachelor’s Degree or Higher**

Atlanta MSA, 1990 – 2017

![Chart showing population with bachelor’s degree or higher in Atlanta MSA, 1990-2017]

- **1990:** 70.7%
- **2017:** 843,161

**The Hope Scholarship Program**

The Georgia Lottery has raised more than $176 billion for educational programs in Georgia since its inception in 1993. With proceeds from this program, Georgia’s students are assisted in three key areas:

1. **Helping Outstanding Pupils Educationally (HOPE):** HOPE has created strong incentives for the state’s brightest students to stay in Georgia. High school graduates with a 3.0 grade point average or higher who are seeking post-secondary education at one of Georgia’s public colleges or universities are eligible for the HOPE Scholarship, which covers 90 percent of tuition. Assistance is also available for technical colleges and private schools. Since 1993, HOPE has rewarded nearly two million of Georgia’s top high school graduates with more than $6.8 billion in educational assistance. Beginning in August 2017, students in approved STEM courses will qualify for a 0.5 grade point average enhancement to encourage more HOPE-eligible students to enroll in challenging math and science courses.

2. **Voluntary Pre-K:** More than 14 million Georgia 4-year-olds have attended free high-quality pre-kindergarten programs, giving them early learning advantages that prepare them for greater success in their educational careers.

3. **Zell Miller Grant:** This grant provides full tuition coverage for technical college students who maintain a 3.5 GPA and are eligible for the HOPE Grant. The HOPE Grant is a separate program from the HOPE Scholarship and is available to Georgia residents who are working towards a certificate or diploma.

**GE Opens First Global Digital Operations Center in Atlanta**

“GE is excited to leverage the top talent in Atlanta and the inclusive business environment across the state to deliver innovation through IT services and operations across GE.”


**Colleges and Universities**

- Metro Atlanta houses campuses for three of the state’s four public research universities: Georgia Institute of Technology, Georgia State University and the University of Georgia.
- Sixty-five accredited degree-granting colleges and universities in the region offer more than 400 fields of study.
- More than 316,000 students, approximately three-quarters of which are full-time, are enrolled on all campuses of metro Atlanta’s colleges and universities.

**Technical Colleges**

- The Atlanta area’s eight technical colleges are HOPE-eligible. These schools offer degrees in the latest business and technical applications tailored to the needs of area businesses.

**Technical College Enrollment**

<table>
<thead>
<tr>
<th>Technical College</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chattahoochee Technical College</td>
<td>14,402</td>
</tr>
<tr>
<td>Gwinnett Technical College</td>
<td>10,112</td>
</tr>
<tr>
<td>West Georgia Technical College</td>
<td>9,306</td>
</tr>
<tr>
<td>Southern Crescent Technical College</td>
<td>6,697</td>
</tr>
<tr>
<td>Atlanta Technical College</td>
<td>6,017</td>
</tr>
<tr>
<td>Georgia Piedmont</td>
<td>5,666</td>
</tr>
<tr>
<td>Lanier Technical College</td>
<td>5,111</td>
</tr>
<tr>
<td>Athens Technical College</td>
<td>5,798</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>63,109</strong></td>
</tr>
</tbody>
</table>

Source: IPEDS, 2015-2016

Note: Enrollment listed for all campuses, not just those located within the Atlanta MSA.

**WalletHub.com**

"Top Cities for Educated Millennials"

**Atlanta #10**

Source: WalletHub, January 2017
Academic programs earn accolades

**U.S. News & World Report** continually ranks metro Atlanta schools among the highest in the nation. Atlanta area schools are increasingly known for their business and engineering programs.

### Emory University

- **Top University (Public or Private)**: 21T
- **Best Nursing Schools**: 4
- **Undergraduate Business Program – Overall**: 15
- **Best Value Schools**: 17
- **Graduate Business Program – Overall**: 20
- **Best Law Schools**: 22

### University of Georgia (UGA)

- **Top Public University**: 16T
- **Top University (Public or Private)**: 54T
- **Undergraduate Business Program – Overall**: 24T
  - **Insurance**: 2
  - **Real Estate**: 5
  - **Accounting**: 12
  - **Management Information Systems**: 14T
- **Graduate School
  - **Information Systems**: 16T
  - **Public Affairs**: 4
  - **Best Law School**: 30T

### Georgia Institute of Technology (Georgia Tech)

- **Top Public University**: 7
- **Top University (Public or Private)**: 21
- **Undergraduate Business Program
  - **Management Information Systems**: 6T
  - **Quantitative Analysis**: 6T
  - **Production/Operation Management**: 11
  - **Supply Chain Management/Logistics**: 13
- **Best Undergraduate Engineering Programs**: 4T
  - **Biomedical**: 1
  - **Industrial/Manufacturing**: 1
  - **Civil**: 2
  - **Aerospace**: 2T
  - **Environmental**: 2T
  - **Mechanical**: 3
  - **Chemical**: 3
  - **Electrical**: 4
  - **Materials**: 5
  - **Computer**: 6
- **Best Graduate Engineering Schools
  - **Industrial/Manufacturing**: 1
  - **Civil**: 2
  - **Aerospace**: 2
  - **Biomedical**: 3
  - **Chemical**: 6
  - **Mechanical**: 6
  - **Electrical**: 6
  - **Computer Science**: 9

### Georgia State University

- **Most Innovative Schools**: 4
- **Best Undergraduate Teaching**: 8T
- **Undergraduate Insurance Program**: 5T

### Spelman University

- **Historically Black Colleges and Universities**: 1

### Morehouse College

- **Historically Black Colleges and Universities**: 4

---

**HOPE-Eligible Atlanta-Area Colleges & Universities**

<table>
<thead>
<tr>
<th>University</th>
<th>Campus Location</th>
<th>County</th>
<th>2016 Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Intercontinental University – Atlanta Campus</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>628</td>
</tr>
<tr>
<td>Argosy University – Atlanta Campus</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>1,059</td>
</tr>
<tr>
<td>Clark Atlanta University</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>3,469</td>
</tr>
<tr>
<td>Clayton State University</td>
<td>Morrow</td>
<td>Clayton</td>
<td>6,996</td>
</tr>
<tr>
<td>Emory University</td>
<td>Atlanta</td>
<td>DeKalb</td>
<td>14,521</td>
</tr>
<tr>
<td>Georgia Institute of Technology</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>26,841</td>
</tr>
<tr>
<td>Georgia State University*</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>50,969</td>
</tr>
<tr>
<td>Herzing University – Atlanta Campus</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>733</td>
</tr>
<tr>
<td>Kennesaw State University</td>
<td>Marietta</td>
<td>Cobb</td>
<td>35,018</td>
</tr>
<tr>
<td>Life University – Atlanta Campus</td>
<td>Marietta</td>
<td>Cobb</td>
<td>2,860</td>
</tr>
<tr>
<td>Mercer University – Atlanta Campus</td>
<td>Atlanta</td>
<td>DeKalb</td>
<td>3,149</td>
</tr>
<tr>
<td>Oglethorpe University</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>1,291</td>
</tr>
<tr>
<td>Reinhardt University</td>
<td>Waleska</td>
<td>Cherokee</td>
<td>1,364</td>
</tr>
<tr>
<td>Shorter University – Marietta Campus</td>
<td>Marietta</td>
<td>Cobb</td>
<td>351</td>
</tr>
<tr>
<td>South University</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>45</td>
</tr>
<tr>
<td>University of Georgia†</td>
<td>Athens</td>
<td>Clarke</td>
<td>36,574</td>
</tr>
<tr>
<td>University of West Georgia</td>
<td>Carrollton</td>
<td>Carroll</td>
<td>13,308</td>
</tr>
<tr>
<td>Embry-Riddle Aeronautical University – Marietta Campus</td>
<td>Marietta</td>
<td>Cobb</td>
<td>Not available</td>
</tr>
<tr>
<td>Point University – Atlanta Campus</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>Not available</td>
</tr>
</tbody>
</table>

**Total**: 199,229

<table>
<thead>
<tr>
<th>Four-Year</th>
<th>Campus Location</th>
<th>County</th>
<th>2016 Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnes Scott College</td>
<td>Decatur</td>
<td>DeKalb</td>
<td>912</td>
</tr>
<tr>
<td>Art Institute of Atlanta</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>2,299</td>
</tr>
<tr>
<td>Atlanta Metropolitan State College</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>2,783</td>
</tr>
<tr>
<td>DeVry University – Atlanta Area Campuses</td>
<td>Decatur</td>
<td>DeKalb</td>
<td>2,473</td>
</tr>
<tr>
<td>Georgia Gwinnett College</td>
<td>Lawrenceville</td>
<td>Gwinnett</td>
<td>12,052</td>
</tr>
<tr>
<td>Georgia Highlands College</td>
<td>Marietta</td>
<td>Cobb</td>
<td>6,013</td>
</tr>
<tr>
<td>Gordon State College</td>
<td>Barnesville</td>
<td>Lamar</td>
<td>3152</td>
</tr>
<tr>
<td>Morehouse College</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>2,187</td>
</tr>
<tr>
<td>Savannah College of Art &amp; Design – Atlanta</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>2,158</td>
</tr>
<tr>
<td>Spelman College</td>
<td>Atlanta</td>
<td>Fulton</td>
<td>2,235</td>
</tr>
</tbody>
</table>

**Total**: 36,264

<table>
<thead>
<tr>
<th>Two-Year</th>
<th>Campus Location</th>
<th>County</th>
<th>2016 Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia Military College – Atlanta Campus</td>
<td>Union City</td>
<td>Fulton</td>
<td>815</td>
</tr>
<tr>
<td>Oxford College of Emory University</td>
<td>Oxford</td>
<td>Newton</td>
<td>10,43</td>
</tr>
</tbody>
</table>

**TOTAL**: 1,858

**Total**: 237,351

Sources: IPEDS, 2015-2016; University System of Georgia, 2016; school websites and press releases.

### Note
- Enrollment listed for main and satellite campuses unless otherwise noted; where multiple campuses exist, location listed for main campus.
- The University of Georgia is located right outside of metro Atlanta in Athens; the university also has several satellite campuses located within the metro.
- Recently merged with Georgia Perimeter College
Luxottica Benefits from Atlanta’s Dynamic Location

“Growing our footprint here represents a new step in serving our wholesale customers – we will soon be able to produce and deliver a complete pair of prescription frames of the highest quality and perfect fit anywhere in the U.S. within 24 to 48 hours. We’re proud to be a global company innovating right here in Atlanta.”

Fabrizio Uguzzoni, President, Luxottica Wholesale N.A.

The Atlanta Regional Commission, the region’s designated planning and intergovernmental coordination agency, recently completed “PLAN 2040,” which details extensive mobility infrastructure improvement projects. The plan includes $59 billion in multi-modal transportation improvements slated for the next 30 years for 18 central metro counties.

Transportation Advantages

Interstates

- Atlanta’s roadways and intermodal connections make it the transportation and distribution hub of the Southeast. Three interstates, I-20, I-75 and I-85, converge in downtown Atlanta, which is circled by I-285.
- Trucks that originate in Atlanta can make deliveries to more than 80 percent of the U.S. industrial, commercial and consumer markets in two delivery days or less.

Overnight Shipping

- UPS, a $60.9 billion corporation and the world’s largest package delivery company, is headquartered in Atlanta. Also a leading global provider of specialized transportation and logistics services, UPS has three hubs and package centers strategically located throughout metro Atlanta.
- FedEx, the U.S. Postal Service, DHL, Roadie and Airborne Express also operate major distribution facilities and provide service in the area.

Public Transit

- MARTA, which operates bus and/or rail routes throughout Clayton, Cobb, DeKalb and Fulton counties, is the nation’s ninth largest transit system. Approximately 400,000 passengers ride MARTA (bus and rail) on an average day. Around 60 percent of trips on MARTA are taken by customers commuting to work. (Source: “Monthly Module Raw Data Release,” Federal Transit Administration, June 2017)
- MARTA serves Downtown, Midtown, Buckhead and the Central Perimeter submarkets with direct access to Hartsfield-Jackson International Airport.
- MARTA riders are able to transfer for free to transit systems in other metro Atlanta counties, including Gwinnett and Cobb, in addition to 40 GRTA Xpress routes in 12 MSA counties. (Source: www.ItsMarta.com)

Business Facilities

“Best Infrastructure”
Georgia #5

Source: Business Facilities, July 2017

U.S. Highway System Connects Atlanta to Major U.S. Markets

Companies located in Atlanta are within two travel days of 80 percent of the U.S. consumer markets.

Transportation Advantages

Commercial Air Service

- Hartsfield-Jackson Atlanta International Airport averages nearly 8,900 flights weekly to more than 150 nonstop domestic locations. During an average week, nearly 830 nonstop international flights serve 75 foreign cities. (OAG, July 2017)
- Atlanta’s location puts it within a two-hour flight of 80 percent of the U.S. population and 119 of the nation’s 150 largest metro areas.
- Hartsfield-Jackson moved a record-breaking 104.2 million plus air travelers in 2016, securing its hold as the world’s top airport in passenger traffic every year this decade.
- More than 626,000 metric tons of freight and express mail move through Hartsfield-Jackson every year. (Source: Airports Council North America, 2017)

General Aviation

- More than half of the 20 regional airports distributed throughout metro Atlanta’s 29 counties have runways that are 5,000 feet or longer, suitable for corporate jets.
- Six of these airports are designated by the Federal Aviation Administration to serve as reliever airports for Hartsfield-Jackson.

Rail And Intermodal Services

- CSX, the largest intermodal carrier in the U.S., runs freight to more than 70 ports and more than 166 bulk intermodal terminals in 23 states, D.C. and Canada on 21,000 miles of track. It operates a 24-hour terminal in Fairburn, Georgia, and its Hulsey yard in Atlanta processes 1,000 trucks and 16 trains daily. CSX handled more than 2.0 million carloads of freight in Georgia in 2015.
- Norfolk Southern, which operates 20,000 track route miles in 22 states, serves every major container port in the eastern U.S. Norfolk Southern has two intermodal facilities: Inman Yard and Whitaker Terminal in Austell, the largest facility in the Southeast.

Atlanta is the Largest Industrial Market in the Southeast and a Leading U.S. Railroad Hub

Top 25 U.S. Industrial Markets

In 2017 Hartsfield-Jackson Atlanta International Airport was named the world’s most efficient airport for the 14th consecutive year by the Air Transport Research Society.

Source: Air Transport Research Society, 2017

Atlanta is the 6th largest industrial market in the U.S. based on square feet. The area’s industrial assets are connected to top markets in the U.S. by major rail carriers including Norfolk Southern and CSX.

Source: CoStar, 2017

CoStar Top 25 Industrial Markets 2Q2017

Total Existing RBA

- 287 million - 350 million sq ft
- 331 million - 400 million sq ft
- 401 million - 600 million sq ft
- 601 million - 1.2 billion sq ft

Major Rail Lines

- CSX
- Norfolk Southern
- Other Major Rail Carriers

Source: Georgia Power Community & Economic Development, ESRI, CoStar 2017Q2
Georgia’s Ports

- Georgia is home to the fastest-growing port in the United States: the Port of Savannah. Only 250 miles southeast of Atlanta, the port is a major asset for Atlanta businesses. In the last ten years, traffic at the Port of Savannah increased more than 100 percent. In CY 2015, the Savannah port handled 10.3 percent of all U.S. containerized exports. (Georgia Ports Authority, 2017)

- The port projects show no slowing in growth over the next few years. Current channel widening projects and crane installations will support ever-increasing throughput. Additionally, a project to deepen the Savannah River from 42 to 48 feet is in the works, set for completion in 2020. These combined projects will position the Port of Savannah to better accommodate larger ships traveling through the expanded Panama Canal.

- Atlanta’s exceptional access to global markets is complemented by the Port of Savannah’s global reach as both an import and export powerhouse. The port’s major trade lanes are listed below.

<table>
<thead>
<tr>
<th>Port of Savannah’s Top Trade Lanes</th>
<th>FY 2016 Loaded TEUs</th>
<th>% Growth 5 Years (2012-2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Asia</td>
<td>409,768</td>
<td>-6%</td>
</tr>
<tr>
<td>Mediterranean</td>
<td>137,454</td>
<td>-18%</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>163,089</td>
<td>45%</td>
</tr>
<tr>
<td>North Europe</td>
<td>124,775</td>
<td>14%</td>
</tr>
<tr>
<td>Middle East</td>
<td>98,616</td>
<td>15%</td>
</tr>
<tr>
<td>Southern Asia/Insia</td>
<td>78,101</td>
<td>36%</td>
</tr>
<tr>
<td>East Coast South America</td>
<td>30,279</td>
<td>-43%</td>
</tr>
<tr>
<td>Africa</td>
<td>39,146</td>
<td>-13%</td>
</tr>
<tr>
<td>West Coast South America</td>
<td>38,621</td>
<td>12%</td>
</tr>
<tr>
<td>Central America</td>
<td>26,784</td>
<td>17%</td>
</tr>
<tr>
<td>Other*</td>
<td>58,194</td>
<td>-47%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,204,827</strong></td>
<td>-2%</td>
</tr>
</tbody>
</table>

*Caribbean, Eastern Europe, Oceania, North America, and Puerto Rico
Source: Georgia Ports Authority, FY 2016

- The Port of Brunswick ranks second in the nation for total Roll-on/Roll-off (RO/RO) cargo and is the fastest growing major RO/RO terminal in the U.S. Three modern deepwater terminals – Colonel’s Island Terminal (the fastest growing autoport in the nation), Mayor’s Point Terminal and Marine Port Terminal – comprise port operations. (Georgia Ports Authority, 2015)

- The Appalachian Regional Port is the newest addition to Georgia’s growing port system. Set to open in 2018 in Murray County, this facility will serve North Georgia, Alabama, Tennessee and parts of Kentucky. The Appalachian Regional Port will feature on-terminal rail and handle an annual capacity of 50,000 containers.

- Georgia’s Inland Ports, in Bainbridge, Columbus and Cordele, provide easy inland access for companies shipping bulk cargoes, gases and liquids.

- The Appalachian Regional Port is the newest addition to Georgia’s growing port system. Set to open in 2018 in Murray County, this facility will serve North Georgia, Alabama, Tennessee and parts of Kentucky. The Appalachian Regional Port will feature on-terminal rail and handle an annual capacity of 50,000 containers.
Business Environment

Office And Development Costs

- Atlanta offers office and warehouse rental rates well below other major markets

Average Overall Office Rental Rates

<table>
<thead>
<tr>
<th>City</th>
<th>Class A</th>
<th>Class B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>$24.46</td>
<td></td>
</tr>
<tr>
<td>Charlotte</td>
<td>$24.74</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>$26.26</td>
<td></td>
</tr>
<tr>
<td>Dallas</td>
<td>$26.61</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>$28.21</td>
<td></td>
</tr>
<tr>
<td>Fort Lauderdale</td>
<td>$29.52</td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>$30.79</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>$31.21</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>$36.52</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>$37.36</td>
<td></td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>$38.48</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$39.57</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>$74.17</td>
<td>$75.32</td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Jones Lang LaSalle, 2ndQ 2017

- Construction costs in metro Atlanta are consistently below the average of other metropolitan areas its size. Mild winters allow for year-round construction activity.

Construction Cost Index

<table>
<thead>
<tr>
<th>City</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale</td>
<td>0.83</td>
</tr>
<tr>
<td>Miami</td>
<td>0.84</td>
</tr>
<tr>
<td>Houston</td>
<td>0.85</td>
</tr>
<tr>
<td>Charlotte</td>
<td>0.86</td>
</tr>
<tr>
<td>Dallas</td>
<td>0.86</td>
</tr>
<tr>
<td>Atlanta</td>
<td>0.89</td>
</tr>
<tr>
<td>Denver</td>
<td>0.9</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>0.94</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1.13</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1.15</td>
</tr>
<tr>
<td>Boston</td>
<td>1.15</td>
</tr>
<tr>
<td>Chicago</td>
<td>1.2</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1.29</td>
</tr>
<tr>
<td>New York</td>
<td>1.35</td>
</tr>
</tbody>
</table>

Source: RS Means, Commercial Building Construction Cost Index (by Square Foot), 2017

- Atlanta’s office market is expansive with ten major submarkets comprising nearly 250 million square feet of Class A and Class B office space.

Square Feet Summary for Total Atlanta

<table>
<thead>
<tr>
<th>Class</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A</td>
<td>115.8 million</td>
</tr>
<tr>
<td>Class B</td>
<td>87.7 million</td>
</tr>
</tbody>
</table>

Source: Colliers International, Market Report 2ndQ 2017

Midtown Atlanta’s energy excites athenahealth

“Metro Atlanta, in particular Midtown where athenahealth is located, is undergoing an impressive revitalization. There is an amazing energy that exists here and it is growing by leaps and bounds. The area is flush with entrepreneurial attitudes, cultures and ideas. This, in turn, is attracting more and more professionals to work, live and play here. Add a well-educated, energetic and immensely talented population of young professionals to this environment and you have the right mix for explosive growth and innovation.”

David Harvey, Vice President of Product Strategy, athenahealth

Source: “The Advantages of Living in Atlanta, Take 1.” KNOWAtlanta Magazine. August 2015

Largest Atlanta Submarkets

<table>
<thead>
<tr>
<th>Office Submarket</th>
<th>Existing Office Inventory (SF) (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest Atlanta</td>
<td>35.9</td>
</tr>
<tr>
<td>Central Perimeter</td>
<td>28.9</td>
</tr>
<tr>
<td>North Fulton</td>
<td>28.4</td>
</tr>
<tr>
<td>Downtown Atlanta</td>
<td>28.1</td>
</tr>
<tr>
<td>Northeast Atlanta</td>
<td>24.2</td>
</tr>
<tr>
<td>Midtown Atlanta</td>
<td>22.7</td>
</tr>
<tr>
<td>Buckhead</td>
<td>21.7</td>
</tr>
<tr>
<td>Northlake</td>
<td>17.2</td>
</tr>
<tr>
<td>South Atlanta</td>
<td>13.1</td>
</tr>
<tr>
<td>West Atlanta</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Source: Colliers International, Market Report 2ndQ 2017
Georgia's available tax credits may enable businesses to significantly reduce their cost of doing business in the state.

### Taxes And Financial Incentives

#### Corporate Net Income Tax
- Georgia’s current corporate income tax is 6 percent, ranking it among the top ten states with the lowest corporate income tax rate. Georgia’s corporate income tax is based on a single-factor apportionment, weighted solely on sales receipts in Georgia. Georgia also has a no “throw back” rule in place. (Georgia Department of Revenue, 2016)

#### Corporate Net Worth Tax (Franchise Tax)
- This annual tax imposed on a corporation’s net worth (capital stock plus retained earnings) in Georgia is called a license or occupation tax.
- Domestic operations are taxed on 100 percent of net worth. Out-of-state corporations are taxed only on net worth apportioned to Georgia and are determined by the following scale:

<table>
<thead>
<tr>
<th>Net Worth in Georgia</th>
<th>Annual Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000</td>
<td>$100</td>
</tr>
<tr>
<td>$4 million</td>
<td>$1,000</td>
</tr>
<tr>
<td>$12 million</td>
<td>$2,000</td>
</tr>
<tr>
<td>$22 million or more</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

#### Real and Personal Property Taxes (Ad Valorem)
- Taxes on real and tangible personal property are levied by the city, county, school districts and state.
- Millage rates are the tax dollars owed for each $1,000 of a property’s assessed valuation. In most cases, the assessed valuation is 40 percent of the property’s fair market value.
- Ad valorem rates are set at the local level.
- Georgia is phasing out the state portion of property tax.

#### Sales and Use Tax
- Georgia levies a 4 percent sales tax on purchases (other than real estate) delivered to or stored in the state that are used or consumed in the business.
- Counties and other local jurisdictions have adopted additional sales and use taxes of 2 to 4 percent.

### Personal Income Tax
- Georgia personal income tax is based on the Federal Adjusted Gross Income an individual or family reports annually to the Internal Revenue Service, plus or minus specific adjustments as provided by Georgia law. The Georgia rate is 6 percent for most who file.

### Foreign Trade Zones
- Foreign Trade Zone (FTZ) #26, originating from Hartsfield-Jackson Atlanta International Airport, is a FTZ project serving much of the state of Georgia. FTZ #26 provides unique customs relief and support, including duty-related savings and streamlined customs procedures, for Georgia businesses whose operations include import and export activities.
- Georgia Foreign Trade Zone, Inc. (GFTZ), the federally appointed grantee for FTZ #26, helps companies take advantage of foreign-trade zone benefits by utilizing an FTZ magnet site or obtaining FTZ designation of their facility. To learn more about the FTZ program and to see FTZ #26 sites, visit www.georgiaftz.com.

### The MARTA Partnership
- More than 250 Atlanta companies take advantage of tax incentives for participating in the MARTA Partnership.
- The MARTA Partnership allows employers a tax write-off of up to $255 per month per employee for underwriting the cost of MARTA transit passes to employees.
- MARTA also offers discounts of up to 20 percent on monthly pass sales based on the number of cards a business purchases each month.
Business Environment

Corporate Tax Credits
Tax credits available to businesses that relocate or expand into metro Atlanta may include the following:

- **Job Tax Credit.** Credit against state income tax liability for job creation, ranging from $1,250 to $4,000 depending on county tier eligibility level.

- **Job Tax Credit Bonus.** Credit is available for one year for existing businesses that create new jobs.

- **Quality Jobs Tax Credit.** Credit against state income tax liability and/or payroll withholding for companies that establish or relocate high-paying jobs to a Georgia county. The company must create 50 or more jobs paying in excess of the county’s average wage rate.

- **Mega Project Tax Credit.** Credit against state income tax and/or payroll withholding for new operations with 1,800 full-time employees and that invest a minimum of $450 million within six years.

- **Investment Tax Credit.** Credit against corporate income tax liability for capital investment for a company that operates an existing manufacturing facility in the state. This credit is not available to businesses that take the Job Tax Credit.

- **Optional Investment Tax Credit.** Credit against corporate income tax liability for a capital investment of $5 million or more.

- **Child Care Tax Credit.** Credit against state income tax liability for employer-provided or employer-sponsored child care for employees.

- **Qualified Child Care Property Tax Credit.** Credit against state income tax liability for property taxes paid on capital investment in a child care facility.

- **Other Tax Credits.** Retraining and/or basic skills training, research and development (R&D), small business growth, port activity, mass transit, teleworking, opportunity zones and renewal communities, etc.

Property Tax Exemptions

- **Freepot Inventory Property Tax Exemption.** Property tax exemptions for inventory are available.

- **Property Tax Exemption.** Property tax relief for real and personal property. This discretionary incentive requires that a local development authority retains title during the abatement period.

Sales Tax Exemptions:

- Clean room equipment
- Electricity used in water process
- Computer hardware and software (for purchases or leases of $15 million or more per year by a technology company or used in a technology facility)
- Custom computer software development
- Electricity used directly or indirectly in the manufacturing process
- Industrial materials and packaging used for further processing, manufacture and packaging
- Manufacturing machinery integral for producing tangible personal property. Machinery may be for a new facility, expansion of an existing facility or for an upgrade
- Machinery or equipment used to handle, move or store tangible personal property in a new or expanding warehouse distribution facility
- Equipment used for air and water pollution control
- Tangible personal property used in the construction of new bio-mass alternative fuel facilities (ethanol, biodiesel, butanol etc.)
- Solar energy systems machinery (used for heating/cooling/drying)
- Telephone services (sales tax does not apply to intrastate, interstate, WATs or 1-800 calls)

For additional information on sales and use tax exemptions [http://dor.georgia.gov/documents/2017-list-sales-and-use-tax-exemptions](http://dor.georgia.gov/documents/2017-list-sales-and-use-tax-exemptions)

Most Atlanta jurisdictions exempt property tax on inventory shipped out-of-state.

Georgia: Right-to-Work, Employment-at-Will
Georgia is a right-to-work state. Businesses must operate open shops with hiring conducted without regard to union membership. Employers in Georgia are legally able to dismiss employees at will. “Wrongful discharge” is nonexistent in Georgia law.

Right-to-Work States

Source: National Right to Work Committee, 2017
Business Environment

Workforce and Economic Development Incentives

Quick Start

- Free customized skills training is provided by Georgia's internationally recognized Quick Start program to qualified new and expanding companies. Quick Start tailors its programs to meet the employee training needs of its client companies.
- Training may be conducted on site or at a technical college near the company.
- Quick Start also offers training in frequently requested skill areas with programs that include Certified Customer Service Specialist and Certified Warehousing and Distribution Specialist, among others.

Board of Regents – University System of Georgia (USG) Office of Economic Development

- USG Economic Development connects employers with workers formerly trained in engineering, research, accounting, human resources, management and a wide range of other high-demand fields. (USG Economic Development – How We Help Business)
- USG Economic Development partners with Georgia's economic development agencies to bring higher education to the forefront of the state's business recruitment and retention initiatives.

Quick Start serves many industry sectors:

- Biotechnology
- Warehousing/Distribution
- Automotive
- Advanced Manufacturing
- Food/Agribusiness
- Service

Most recently, Quick Start has Served:

- Alcon
- Shire
- Caesarstone Technologies
- Inalfa Roof Systems
- Trident Seafoods
- Vanguard

For more information, visit http://www.usg.edu/economic_development/

HOPE Postsecondary Scholarship and Grant Programs

- HOPE provides scholarships and other financial assistance to Georgia-educated students who seek postsecondary degrees and certificates when they attend Georgia universities, colleges and technical schools.

Georgia DOL: Recruitment Resources and Services

- The Business Services Unit at the Georgia Department of Labor (GDOL) assists new and existing businesses with their hiring process by providing recruitment, screening and referrals at no charge to Georgia employers or applicants.

Quick Start: Georgia's Premier Workforce Training Program

For almost 14 consecutive years, Quick Start has earned the number one ranking among economic development and site selection professionals.

Area Development

“Leading Workforce Development Programs”

1. Georgia
2. Louisiana
3. Alabama
4. South Carolina
5. Tennessee

Source: “Top States for Doing Business 2017: Site Selection Consultants Survey Results,” Area Development magazine, September 2017
Business Environment

Atlanta and Georgia have top ranking business climates.

Site Selection

“Top U.S. Business Climates”
Ranked No. 1 for fifth consecutive year

1. Georgia
2. North Carolina
3. Texas
4. Ohio
5. Tennessee

Source: “2017 Top State Business Climate Rankings,” Site Selection magazine, November 2017

Area Development

“Top States for Doing Business”
Ranked No. 1 for fourth consecutive year

1. Georgia
2. South Carolina
3. Texas
4. Tennessee
5. Louisiana

Source: “Top States for Doing Business 2017,” Site Selection Consultants, Site Selection magazine, September 2017

CNBC

“America’s Top States for Business”

1. Washington
2. Georgia
3. Minnesota
4. Texas
5. North Carolina

Source: “America’s Top States for Business 2017,” CNBC, July 2017

Salaries

• Salaries in the Atlanta MSA compare favorably to those in other large metro areas. Atlanta’s estimated average annual pay is $46,804, only one percent higher than the national average for all MSAs. (EMSI 3rdQ 2017)

Average Annual Pay in Select U.S. Metros

<table>
<thead>
<tr>
<th>City</th>
<th>Average Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami</td>
<td>$42,388</td>
</tr>
<tr>
<td>Charlotte</td>
<td>$45,961</td>
</tr>
<tr>
<td>Dallas</td>
<td>$46,466</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$46,807</td>
</tr>
<tr>
<td>Chicago</td>
<td>$49,072</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$51,067</td>
</tr>
<tr>
<td>Denver</td>
<td>$51,532</td>
</tr>
<tr>
<td>New York</td>
<td>$57,099</td>
</tr>
<tr>
<td>Boston</td>
<td>$58,449</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>$63,568</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$63,640</td>
</tr>
</tbody>
</table>

Source: EMSI, 3rdQ 2017
Note: Used average hourly earnings for all occupations to calculate annual earnings

Payroll Costs

Workers’ Compensation
• Georgia law requires that employers with three or more full or part time employees carry workers’ compensation insurance.
• Premium credits or discounts may be available to qualified businesses with a Certified Drug Free Work Force Program and companies that use a certified Workers’ Comp Managed Care Organization.

Information on workers compensation in Georgia is available online at http://sbwc.georgia.gov/

Unemployment Insurance (U.I.)
• Georgia’s tax rate for experienced employers is 1.89 percent of taxable wages, as of the first quarter of 2017.
• The rate for new employers is 2.32 percent of each employee’s first $9,500 of earnings.


With an index rating of 94, Atlanta falls below the U.S. average cost of doing business.
Georgia Power takes the lead in renewable energy initiatives

**Biomass**: More than 600 MW online and under contract from qualified facilities, in addition to biomass capacity to serve our Green Energy Program customers.

**Solar**: Georgia Power has more than 900 MW of solar online as of the end of 2016.
- Georgia Power anticipates more than 500 new solar projects will be constructed in Georgia in the coming years as a result of its existing solar programs, including the Large-Scale Solar Initiative and Advanced Solar Initiative (ASi).
- SEPA (Smart Electric Power Association) named Georgia Power among the top 5 utilities for solar connections, a direct result of the company’s solar programs, which totaled 553 MW of across Georgia in 2016.
- A solar photovoltaic (PV) demonstration project on the roof of the corporate headquarters continues to gather data on leading edge solar technologies.
- Southern Company and Tesla will test commercial-scale battery storage, providing for the examination of potential applications for the energy storage technology in helping meet customers’ energy needs.

**Landfill Gas**: 96 MW capacity from two sources to supply Georgia Power’s Green Energy Program.

**Wind**: Georgia Power will purchase 250 MW of wind energy through 20-year Power Purchase Agreements that are below avoided costs. 151 MW will be delivered from wind farms in Southwest Oklahoma beginning in 2016. The electricity purchased will provide enough electricity to power more than 50,000 Georgia homes.

**Hydro**: 1088 MWs of hydro generation — enough electricity to power more than 257,000 homes.

**Nuclear**: When completed, two new units of emission-free generation will add 2,200 MW of capacity to the Georgia portfolio.

Utilities: Electricity, Natural Gas, Water and Sewer

- Electric utility costs in metro Atlanta compare favorably with those in other major markets.

Atlanta’s Electricity Costs are Low

<table>
<thead>
<tr>
<th>Average Electricity Cost for Industrial Customers (per kWh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
</tr>
<tr>
<td>Illinois</td>
</tr>
<tr>
<td>South Carolina</td>
</tr>
<tr>
<td>North Carolina</td>
</tr>
<tr>
<td>New York</td>
</tr>
<tr>
<td>Pennsylvania</td>
</tr>
<tr>
<td>Florida</td>
</tr>
<tr>
<td>District of Columbia</td>
</tr>
<tr>
<td>California</td>
</tr>
<tr>
<td>Massachusetts</td>
</tr>
</tbody>
</table>

Source: U.S. Energy Information Administration, November 2016

Average commercial electricity rates in Georgia are below the national average.

- Georgia offers companies a competitive power environment. Most new facilities with electrical loads greater than 900 KW are open to supplier competition.
- Georgia Power is the largest subsidiary of Southern Company, the largest generator of electricity in the U.S. Georgia Power serves more than 2.48 million customers and maintains one of the industry’s best records for reliability and power quality.
- Reliable power generation and healthy reserve margins are Georgia Power hallmarks, sustained by a gross plant investment of $40 billion (2016). Its plants have the capacity to generate nearly 15,500 megawatts.
- Municipal Electric Authority of Georgia (MEAG) and members of the Georgia Electric Membership Corporation (GEMC) also supply power to Georgia businesses, competing to supply the corporate market.

Georgia’s natural gas industry is deregulated, offering businesses the opportunity to select their provider from among a number of competitive marketers.

- Nearly a dozen marketers provide natural gas service to Atlanta-area customers at competitive rates. The Georgia Public Service Commission posts a marketer scorecard. Rate and contact information is available at www.psc.state.ga.us.
- More than 75 municipal water and wastewater facilities in metro Atlanta supply more than 130,000 businesses, including approximately 4,000 manufacturing operations. These systems meet a water demand that averages more than 652 million gallons per day (mgd) and are constantly upgraded to serve the rapidly growing region.
- Sixteen metro Atlanta counties and their cities have developed a long-term water resource plan to ensure the region’s water supply to accommodate growth beyond the year 2035.

Telecommunications Infrastructure

- Georgia’s deregulated telecommunications industry provides for a competitive environment. Its telecommunications access fees are among the lowest in the nation.
- Atlanta is the headquarters for AT&T Mobility, the nation’s leading wireless carrier, and the regional headquarters for AT&T.
- A majority of the nation’s largest telecommunications companies are located in Georgia.
- Metro Atlanta ranks in the top five U.S. markets for total bandwidth and fiber access. The metro area is also a hub for the country’s two largest fiber trunk lines that feed Europe, Asia and South America.
- In 2015, Google started installation of fiber infrastructure throughout metro Atlanta including the cities of Atlanta, Avondale Estates, Brookhaven, College Park, Decatur, East Point, Hapeville, Sandy Springs and Smyrna.
- Atlanta is the number one best city for network speed and data performance in America (RootMetrics, “Best and worst cities for mobile network performance: the full RootMetrics rankings,” 2016).
Research and Development

Atlanta Strengths

- Investment in research and development at Georgia’s public and private universities continues to rise.

The State of Georgia ranks sixth in the nation for total academic research space, boasting nearly 8.9 million square feet.

Source: National Science Foundation, "Science and Engineering State Profiles," 2017

Emory University is a top recipient of federally-funded medical research dollars, ranking among the top 15 universities nationwide.

Source: National Institutes of Health, FY 2017

- Metro Atlanta supports more than a dozen incubators for innovative emerging businesses with half devoted to growing technology companies.
- Several globally-recognized research centers are headquartered in metro Atlanta, including the U.S. Centers for Disease Control and Prevention and the Yerkes Primate Center. Atlanta is also home to the American Cancer Society and the Arthritis Foundation.

WalletHub.com

Top Metros for Quality of Engineering Universities

Atlanta #2


Times Higher Education

Global University Cities

Atlanta #4

Source: Times Higher Education World University Rankings, "The Best University Cities of 2017" February 13, 2017

Georgia Tech alone has seen engineering R&D funding increase by more than 25 percent since 2010.

Types of Engineering R&D Funding at Georgia Tech

<table>
<thead>
<tr>
<th>Type of Engineering R&amp;D</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Engineering</td>
<td>40%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>19%</td>
</tr>
<tr>
<td>Aeronautical and Astronautical Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Engineering, NEC</td>
<td>6%</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Bioengineering and Biomedical Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>5%</td>
</tr>
<tr>
<td>Metallurgical and Materials Engineering</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: National Science Foundation, FY 2015

Growth in Engineering R&D Spending at Top Engineering Schools

Source: National Science Foundation, FY 2015
Georgia Research Alliance Eminent Scholars have helped attract nearly $4 billion in direct federal and private investment to Georgia and have helped launch more than 150 companies in turn creating more than 6,000 highly skilled science and technology jobs in the state. Source: Georgia Research Alliance, 2017

GRA Funding:
GRA Eminent Scholars: identifies and brings worldclass scientists to Georgia’s research universities to lead extraordinary R&D programs.

GRA Centers for Research Excellence: serve as the backbone of Georgia’s Research enterprise.

GRA Commercialization Programs: seeks university innovations and provides support for taking the next step toward commercialization.

State-Sponsored R&D Initiative
Georgia Research Alliance (www.gra.org)
- Georgia’s businesses, research universities and state government are working together to build a technology-driven economy supported by innovative university research through the Georgia Research Alliance (GRA).
- Over a 25-year period, the state’s investment in the GRA has generated a return of nearly $4 billion in public and private investment and led to the launch of more than 150 companies in its GRA Ventures Program.
- GRA’s Academy of Eminent Scholars totals 70 Scholars, who generate more than $300 million in annual research activity.
- In 2016, the Georgia Research Alliance was recognized by the State Science Technology Institute (SSTI) for its excellence in technology-based economic development.

R&D by Georgia’s Eminent Scholars lead to innovative discoveries in biotechnology, advanced communications and electronics in addition to areas that range from advanced communications and biotechnology to optical physics and crop genomics.

Atlanta is the #6 North American city for corporate innovation and R&D activity. Source: Innovation Leader, “Top 10 Cities for Corporate Innovation,” May 2017

R&D And Technology Centers
Atlanta’s postsecondary institutions house a broad range of technology-focused R&D facilities and programs in which faculty and research scientists make innovative discoveries, many in partnership with local businesses. A selection of Atlanta’s prominent universities with R&D centers follows:

- Georgia Institute of Technology
- Emory University
- Georgia State University
- Clark Atlanta University
- Morehouse School of Medicine
- University of Georgia (Griffin Campus)

Georgia Tech is the location for the southeast node of the National Nanotechnology Infrastructure Network (NNIN). This National Science Foundation-funded program consists of fourteen integrated sites that offer state-of-the-art facilities to serve the needs of the nanoscale science and engineering community.

Source: Georgia Tech NanoTech website, www.nano.gatech.edu
Anthem Chooses Atlanta for its IT Talent Pipeline

For more than 75 years, Anthem companies have invested in the Georgia workforce. Atlanta has become known as an innovation hotbed, with research facilities, incubators and start-ups in a highly concentrated area. We’re looking forward to opportunities for partnerships that help transform health care and support exceptional consumer experiences. Additionally, this allows us to tap into the IT talent pipeline in this state.”

Tom Miller, Senior Vice President and Chief Information Officer, Anthem

Atlanta’s Technology Industry

- High-tech employment in metro Atlanta accounts for 182,220 workers, 71 percent of total employment. (EMSI, 3rdQ, 2017)
- Atlanta’s 10 largest high technology employers employ more than 38,100. (Atlanta Business Chronicle, July 2016)
Technology

Support for Emerging Businesses

Incubators

- More than a dozen business incubators in metro Atlanta offer nearly half a million square feet of space to emerging businesses.
- The Advanced Technology Development Center (ATDC) at Georgia Tech has turned out more than 150 science and technology companies since 1986 – nearly a third of which have been represented on the public markets through IPOs or acquisitions. ATDC has been recognized by BusinessWeek, Inc., and Forbes magazines as one of the nation’s top nonprofit incubators. Since 1999, ATDC companies have attracted more than $2 billion in venture capital funding.
- Technology incubators:
  - CollabTech – Offers 18,000 square feet of office and wet-lab space at Georgia State University
  - ATDC Biosciences Center – Offers 15,000 square feet of wet-lab, office and lab space
  - ATDC CentergyOne – Offers 48,000 square feet of incubation space
  - Georgia BioBusiness Center – Offers 43,000 square feet of office and wet-lab space
  - The Innovation Factory – Focuses on medical technology start-ups
  - Atlanta Tech Village – Offers services to technology-related companies
  - Hypepotamus – Connects tech startups with talent, corporations, and media outlets.

Largest Atlanta Technology Associations

- Technology Association of Georgia (TAG)
- Georgia Bio – The Life Science Partnership

Venture Funding

- More than 1,865 emerging technology companies in Georgia have attracted nearly $12.8 billion in venture funding since 1995, according to the latest PricewaterhouseCoopers report. (PWCMoneyTree, 2ndQ 2017)
- Atlanta startups benefited from a total of 73 venture capital deals totaling nearly $817 million in 2016.
- In 2008, the State of Georgia committed $75 million to create the Georgia Research Alliance Venture Capital Fund. This funding is matched 3 to 1 by private investments.

Top 15 Private Equity Firms

Atlanta’s top fifteen private equity firms as ranked by capital under management are:

1. H.I.G. Capital
2. Roark Capital Group
3. Noble Investment Group
4. MSouth Equity Partners
5. Capitana Group
6. ICV Partners
7. Noro-Moseley Partners
8. Argonne Capital Group
10. Linx Partners
11. TTV Capital
12. Fulcrum Equity Partners
13. Kinetic Ventures
14. Peachtree Equity Partners
15. River Capital

Source: Atlanta Business Chronicle Book of Lists, 2016

Venture Capital Invested in Georgia by Year*

Source: PricewaterhouseCoopers Money Tree Report, September 2017
*Metro-Atlanta companies typically garner 90 percent or more of the state’s venture capital investments.

CompTIA

“Top Cybercities by Tech Establishments”

Atlanta #5

Source: CompTIA Properties, 2017

Atlanta ranks among the top U.S. cities poised to become tomorrow’s tech meccas.
Source: Forbes, March 2017

Atlanta ranks third among large U.S. markets for tech labor growth.

Source: PricewaterhouseCoopers Money Tree Report, September 2017 *Metro-Atlanta companies typically garner 90 percent or more of the state’s venture capital investments.

Source: CompTIA Properties, 2017

“Top Cybercities by Tech Establishments”

Atlanta #5
International Climate

Foreign Direct Investment (FDI)

- The nearly 2,400 foreign-owned business facilities in metro Atlanta make up approximately 75 percent of all international facilities in Georgia. Foreign-based firms in metro Atlanta employ more than 125,800.

(Georgia Power Community and Economic Development International Company Database, September 2017)

Direct Foreign Investment and Number of Jobs Created in Georgia

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Project Investment</th>
<th>Jobs Created</th>
<th>Direct Foreign Investment Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$113 billion</td>
<td>6,348</td>
<td>72</td>
</tr>
<tr>
<td>2013</td>
<td>$1.08 billion</td>
<td>5,471</td>
<td>86</td>
</tr>
<tr>
<td>2012</td>
<td>$1.40 billion</td>
<td>7,518</td>
<td>122</td>
</tr>
<tr>
<td>2011</td>
<td>$1.64 billion</td>
<td>4,593</td>
<td>88</td>
</tr>
<tr>
<td>2010</td>
<td>$747 million</td>
<td>4,519</td>
<td>72</td>
</tr>
<tr>
<td>2009</td>
<td>$717 million</td>
<td>2,160</td>
<td>46</td>
</tr>
<tr>
<td>2008</td>
<td>$1.08 billion</td>
<td>7,001</td>
<td>53</td>
</tr>
<tr>
<td>2007</td>
<td>$416 million</td>
<td>2,836</td>
<td>48</td>
</tr>
</tbody>
</table>

Source: Georgia Department of Economic Development, 2007-2014

Metro Atlanta’s Top Foreign-Owned Companies – 1,200 or More Employees

<table>
<thead>
<tr>
<th>Company</th>
<th>Parent Company</th>
<th>Parent Country</th>
<th>Line of Business</th>
<th>Total Metro Empl.</th>
<th># of Atlanta Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siemens Industry</td>
<td>Siemens Industry</td>
<td>Germany</td>
<td>Various industries including software design, medical labs, medical equipment, electrical equipment, HQ</td>
<td>3,500</td>
<td>15</td>
</tr>
<tr>
<td>InterContinental Hotels Group</td>
<td>InterContinental Hotels Group</td>
<td>England</td>
<td>Hospitality – hotels, HQ</td>
<td>2,798</td>
<td>18</td>
</tr>
<tr>
<td>Accenture</td>
<td>Accenture</td>
<td>Ireland</td>
<td>Management Consulting Services</td>
<td>2,147</td>
<td>3</td>
</tr>
<tr>
<td>Alcon Laboratories</td>
<td>Novartis</td>
<td>Switzerland</td>
<td>Ophthalmic goods, HQ and manufacturing</td>
<td>1,850</td>
<td>2</td>
</tr>
<tr>
<td>Yamaha Motor Americas</td>
<td>Yamaha Motor Company</td>
<td>Japan</td>
<td>Motor parts</td>
<td>1,800</td>
<td>2</td>
</tr>
<tr>
<td>Ricoh Americas</td>
<td>Ricoh</td>
<td>Japan</td>
<td>Office equipment, electronics, regional HQ</td>
<td>1,780</td>
<td>4</td>
</tr>
<tr>
<td>Gate Gourmet</td>
<td>gategroup</td>
<td>Switzerland</td>
<td>Caterers – airline, regional HQ</td>
<td>1,753</td>
<td>2</td>
</tr>
<tr>
<td>Honda Motor Company</td>
<td>Honda Motor Company</td>
<td>Japan</td>
<td>Motor vehicle parts and accessories</td>
<td>1,750</td>
<td>4</td>
</tr>
<tr>
<td>Capgemini US</td>
<td>Capgemini</td>
<td>France</td>
<td>Technology Consulting Services</td>
<td>1,628</td>
<td>1</td>
</tr>
<tr>
<td>ASOS*</td>
<td>ASOS</td>
<td>United Kingdom</td>
<td>E-Commerce Distribution Facility</td>
<td>1,600</td>
<td>1</td>
</tr>
<tr>
<td>Pilgrim's</td>
<td>JBS</td>
<td>Brazil</td>
<td>Poultry processing and feed mill</td>
<td>1,535</td>
<td>3</td>
</tr>
<tr>
<td>LexisNexis</td>
<td>Reed Elsevier</td>
<td>The Netherlands</td>
<td>Internet / online information services, HQ</td>
<td>1,471</td>
<td>2</td>
</tr>
<tr>
<td>KPMG</td>
<td>KPMG International</td>
<td>The Netherlands</td>
<td>Accounting Services</td>
<td>1,285</td>
<td>2</td>
</tr>
<tr>
<td>Amec Foster Wheeler</td>
<td>Amec Foster Wheeler</td>
<td>United Kingdom</td>
<td>Engineering Services</td>
<td>1,207</td>
<td>7</td>
</tr>
<tr>
<td>Sage North America</td>
<td>The Sage Group</td>
<td>England</td>
<td>Supplier of business management software and services</td>
<td>1,200</td>
<td>2</td>
</tr>
<tr>
<td>Toyo Tire &amp; Rubber Company</td>
<td>Toyo Tire &amp; Rubber Company</td>
<td>Japan</td>
<td>Tire Manufacturing</td>
<td>1,200</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Business Wise; Hoovers; Georgia Power Community and Economic Development International Database, September 2017

Metro Atlanta Counties with Largest FDI

<table>
<thead>
<tr>
<th>County</th>
<th>Employment</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulton</td>
<td>46,823</td>
<td>705</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>18,639</td>
<td>464</td>
</tr>
<tr>
<td>Cobb</td>
<td>12,852</td>
<td>358</td>
</tr>
<tr>
<td>DeKalb</td>
<td>11,079</td>
<td>240</td>
</tr>
<tr>
<td>Clayton</td>
<td>5,225</td>
<td>110</td>
</tr>
</tbody>
</table>

Source: Georgia Power Community and Economic Development International Company Database, September 2017

Porsche HQ Locates in Atlanta

“First, because it is on the East Coast. This is very important because it is close to the German time zone and it has the main U.S. markets. Second, Atlanta is providing us with one of the best workforces in the United States because of its universities. And finally, the Atlanta airport, where 80 percent of the U.S. population is within two hour flight.”

Detlev von Platen, President & CEO, Porsche Cars North America, Inc.

International Climate

Banking and Business Services
- Dozens of banks and financial institutions serve Atlanta’s global business community.

International Banks with Atlanta Offices
- Barclays Bank
- BBVA Compass
- Bibby International Finance
- CIBC World Markets Inc.
- Deutsche Bank Securities
- HSBC
- ING Capital LLC
- Mizuho Corporate Bank, Ltd
- MUFG Union Bank (affiliate of Bank of Tokyo Mitsubishi UFJ Ltd.)
- Rabobank International
- Shinhan Bank America (North Atlanta Bank)

Atlanta Banks with International Services
- Atlantic Capital
- Bank of America
- BB&T
- BBVA Compass
- BMO Harris Bank
- East West Bank
- Fidelity National Bank
- Fifth Third Bank
- HSBC Bank
- JP Morgan Chase
- PNC
- Regions Bank
- SunTrust Bank
- Touchmark National Bank
- Wells Fargo

Foreign Government Offices and Services
- Over 70 trade regions, countries and their territories are represented at 112 foreign offices-consulates, trade and tourism offices, and business and industrial development offices in metro Atlanta.
- Overseas, the Georgia Department of Economic Development has established 11 offices in countries in Europe, the Middle East, Asia and the Americas. Experienced business professionals at these sites can assist businesses that seek Georgia products and services. They help businesses looking to expand or relocate facilities in metro Atlanta and partner with economic development groups, such as the Metro Atlanta Chamber of Commerce and Georgia Power, that are experts on this region.

Seventy-one Countries and Regions Represented in Metro Atlanta

<table>
<thead>
<tr>
<th>Country</th>
<th>Country</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>Germany</td>
<td>The Netherlands</td>
</tr>
<tr>
<td>Argentina</td>
<td>Greece</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Asia</td>
<td>Guatemala</td>
<td>Nicaragua</td>
</tr>
<tr>
<td>Australia</td>
<td>Haiti</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Austria</td>
<td>Honduras</td>
<td>Norway</td>
</tr>
<tr>
<td>Bahamas</td>
<td>Hungary</td>
<td>Peru</td>
</tr>
<tr>
<td>Barbados</td>
<td>Iceland</td>
<td>The Philippines</td>
</tr>
<tr>
<td>Belgium</td>
<td>India</td>
<td>Poland</td>
</tr>
<tr>
<td>Belize</td>
<td>Ireland</td>
<td>Romania</td>
</tr>
<tr>
<td>Brazil</td>
<td>Israel</td>
<td>Russia</td>
</tr>
<tr>
<td>Canada</td>
<td>Jamaica</td>
<td>Senegal</td>
</tr>
<tr>
<td>Chile</td>
<td>Japan</td>
<td>Sierra Leone</td>
</tr>
<tr>
<td>China</td>
<td>Korea</td>
<td>Slovenia</td>
</tr>
<tr>
<td>Colombia</td>
<td>Latin America</td>
<td>Spain</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>Liberia</td>
<td>Sri Lanka</td>
</tr>
<tr>
<td>Cyprus</td>
<td>Liechtenstein</td>
<td>Sweden</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Lithuania</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Denmark</td>
<td>Luxembourg</td>
<td>Taiwan</td>
</tr>
<tr>
<td>Ecuador</td>
<td>Mali</td>
<td>Tanzania</td>
</tr>
<tr>
<td>El Salvador</td>
<td>Malta</td>
<td>Thailand</td>
</tr>
<tr>
<td>Estonia</td>
<td>Mexico</td>
<td>Turkey</td>
</tr>
<tr>
<td>Finland</td>
<td>Monaco</td>
<td>Ukraine</td>
</tr>
<tr>
<td>France</td>
<td>Namibia</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Georgia</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: World Trade Center Atlanta

11.5 million passengers to and from international destinations traveled through Hartsfield-Jackson in 2015.

GeoDigital to Tap into Atlanta’s Talent Pipeline and Global Connectivity

“GeoDigital is excited to join and add to the vibrant mix of Atlanta-based technology employers. Given our growth and the tremendous market potential for GeoDigital’s big spatial data and analytics software, we simply got to the point where we needed greater access to high-tech talent and international travel routes. Atlanta meets both of those needs. Equally important, the region will be a great place to live and work for our team.”

Chris Warrington, President and CEO, GeoDigital
Source: GeoDigital Press Announcement, July 2015

“Over 70 trade regions, countries and their territories are represented at 112 foreign offices-consulates, trade and tourism offices, and business and industrial development offices in metro Atlanta.”

Source: Georgia Power Community & Economic Development – Your Partner in Business © Georgia Power, November 2017
International Climate

- CIFAL Atlanta provides training to local authorities, mayors, governors and key executives throughout the Western Hemisphere in sustainable urbanization and environment, information society and human, social economic development. Atlanta’s center, a joint program of the United Nations and the City of Atlanta, is one of 15 around the world and one of three in North America.

International Schools, Education and Culture

- Atlanta, a well-established global business city and home to the 1996 Summer Olympics, has attracted a large concentration of international cultural and educational institutions.
- Thirty-seven Metro Atlanta schools offer the International Baccalaureate program and the IB diploma, which is accepted for admission to most colleges around the world.
- Many popular private schools design curriculum to meet the unique needs of international students who move to Atlanta with their families, including Atlanta International School, Seigakuin Atlanta International School, Georgia Japanese Language School and the German School of Atlanta, among others.
- English-as-a-Second-Language and intensive English language programs are easy to find in Atlanta’s educational institutions, public and private.

Atlanta is home to more than 743,000 foreign-born residents.

Number of Foreign-Born Residents by Place of Birth

- Media geared to international audiences – newspapers, magazines, radio and television – is available locally. A media sampler includes:
  - Atlanta Chinese News
  - Atlanta Latino
  - El Nuevo Georgia
  - Georgia Latino
  - Atlanta Viet Bao
  - India Tribune
  - Khabar, Atlanta
  - Korea Times
  - Mundo Hispanico
  - Russia House Newspaper
  - Radio and cable television stations in a number of languages

- Atlanta’s international communities and companies are thriving and are essential members of the region’s healthy economy and culture. Many have built a variety of facilities and programs to serve the specific needs of their population, some of which are enjoyed by all Atlantans, such as:
  - Congregations and facilities that serve all religious faiths, including temples, mosques, synagogues and churches
  - Festivals and events that celebrate unique cultures
  - Shopping centers, restaurants and stores that sell products targeted to Asian, African, European, Hispanic and other specialized markets
  - Community and business centers that serve distinct communities, such as Chinese and Hispanic populations

Incorporating all the advantages and benefits of a major world city, Atlanta enjoys its position as the economic and lifestyle hub of the southeastern United States.

Metro Atlanta and Miami are the only metro areas in the Southeast with a foreign-born population exceeding half a million.

Source: 2011-2015 American Community Survey 5-Year Estimates, U.S. Census Bureau
Metro Atlanta offers an exceptionally high quality of life at comparatively low costs. Housing remains more affordable in metro Atlanta than in most other major metropolitan areas.

**Climate**
- Atlanta’s location at the foothills of the Appalachian Mountain range and its 1,000-foot altitude create a year-round temperate climate.
- Atlanta’s average annual temperature in July is 79 degrees and in January is 43 degrees Fahrenheit.
- Average annual rainfall is 48.84 inches with 2.2 inches of snow.

**Cost Of Living**
- Lower costs for major expenses such as housing, clothing, food and gasoline help keep the Atlanta region’s cost of living below the U.S. average and well below those of most major metropolitan areas.

**Cost of Living Index in Major U.S. Markets**

<table>
<thead>
<tr>
<th>City</th>
<th>Cost Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte</td>
<td>$1,057</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$1,074</td>
</tr>
<tr>
<td>Dallas</td>
<td>$1,112</td>
</tr>
<tr>
<td>Denver</td>
<td>$1,454</td>
</tr>
<tr>
<td>Chicago</td>
<td>$1,573</td>
</tr>
<tr>
<td>Fort Lauderdale</td>
<td>$1,695</td>
</tr>
<tr>
<td>Boston</td>
<td>$2,167</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>$2,523</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$2,696</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$3,646</td>
</tr>
<tr>
<td>New York City</td>
<td>$4,310</td>
</tr>
</tbody>
</table>

Source: ACCRA, 2017Q1

**Housing**
- Overall, the cost of renting an apartment or buying a home in metro Atlanta is lower than the U.S. average. The cost of a metro Atlanta executive-level 2,200 square-foot home with four bedrooms and 2.5 baths averages $271,150. The U.S. average is $329,131. (ACCRA, 2017Q1)

**Average Cost of Executive Housing in Major U.S. Markets**

<table>
<thead>
<tr>
<th>City</th>
<th>Cost Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte</td>
<td>$255,564</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$271,150</td>
</tr>
<tr>
<td>Dallas</td>
<td>$284,579</td>
</tr>
<tr>
<td>Denver</td>
<td>$418,581</td>
</tr>
<tr>
<td>Chicago</td>
<td>$465,463</td>
</tr>
<tr>
<td>Fort Lauderdale</td>
<td>$481,538</td>
</tr>
<tr>
<td>Boston</td>
<td>$578,417</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$708,453</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>$808,033</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$1,053,772</td>
</tr>
<tr>
<td>New York City</td>
<td>$1,631,037</td>
</tr>
</tbody>
</table>

Source: ACCRA, 2017Q1

**American Planning Association**

“Top 5 Great Places in America”

**Midtown Atlanta – Top 5**

Source: American Planning Association, 2016
Healthcare

- More than 149,000 healthcare practitioners and technicians and nearly 76,000 healthcare support personnel work in metro Atlanta’s hospitals, clinics, labs, doctors’ offices and related medical facilities, allowing for one of the nation’s highest concentrations of healthcare experts. (EMSI 3rdQ 2017)
- Local physicians and surgeons total more than 15,600 in the Atlanta MSA, along with approximately 42,600 registered nurses. (EMSI 3rdQ 2017)
- Metro Atlanta is home to approximately 105 general, surgical and specialty health facilities employing nearly 82,000 healthcare providers and administrators (Business Wise, August 2017). Hospitals in the Atlanta region offer nearly 9100 beds* and not only serve Atlanta residents but offer the state-of-the-art medical services to patients all over the nation and world. (*number of staffed beds for non-federal, short-term, acute care hospitals; American Hospital Directory, August 2017)

Shepherd Center is the largest facility in the U.S. dedicated to the treatment and rehabilitation of patients with paralyzing spinal cord injuries and neuromuscular diseases.

Source: Shephard Center website

Healthcare Cost Index for Major U.S. Markets

<table>
<thead>
<tr>
<th>City</th>
<th>Cost Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale</td>
<td>100</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>100</td>
</tr>
<tr>
<td>Chicago</td>
<td>95</td>
</tr>
<tr>
<td>Charlotte</td>
<td>95</td>
</tr>
<tr>
<td>Atlanta</td>
<td>90</td>
</tr>
<tr>
<td>Dallas</td>
<td>85</td>
</tr>
<tr>
<td>Denver</td>
<td>80</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>75</td>
</tr>
<tr>
<td>New York City</td>
<td>70</td>
</tr>
<tr>
<td>San Francisco</td>
<td>60</td>
</tr>
<tr>
<td>Boston</td>
<td>50</td>
</tr>
</tbody>
</table>

Source: ACCRA, 1stQ 2017

Atlanta’s Top Ranked Hospitals

- Emory University Hospital
  - Atlanta’s #1 and #6 (Midtown) Ranked Hospital Nationally Ranked in 8 Adult Specialties and High Performing in 9 Procedures/Conditions
- Emory St. Joseph’s Hospital
  - Atlanta’s #2 Ranked Hospital High Performing in 9 Procedures/Conditions
- WellStar Kennestone Hospital
  - Atlanta’s #3 Ranked Hospital High Performing in 7 Procedures/Conditions
- Gwinnett Medical Center
  - Atlanta’s #4 Ranked Hospital High Performing in 5 Procedures/Conditions
- Piedmont Atlanta Hospital
  - Atlanta’s #5 Ranked Hospital High Performing in 4 Procedures/Conditions

Children’s Healthcare of Atlanta

Nationally Ranked in 10 Specialties Including:
- 6th in Pediatrics: Nephrology
- 11th in Pediatrics: Gastroenterology & GI Surgery
- 13th in Pediatrics: Cancer
- 15th in Pediatrics: Neonatology
- 17th in Pediatrics: Orthopedics
- 19th in Pediatrics: Cardiology & Heart Surgery
- 26th in Pediatrics: Urology
- 28th in Pediatrics: Pulmonology
- 30th in Pediatrics: Diabetes & Endocrinology
- 34th in Pediatrics: Neurology & Neurosurgery

Source: U.S. News & World Report, Best Hospitals 2016-2017

Atlanta’s Grady Health System Named 2017 Most Wired

“Most Wired” hospitals are using smart phones, telehealth and remote monitoring to create more ways for patients to access healthcare services and capture health information.

Source: American Hospital Association Health Forum, August 2017

Metro Atlanta is a leading healthcare center in the U.S.
Cultural and Entertainment Attractions

Atlanta's moderate climate invites year-round sports and recreation.

Atlanta Considered an International Business Center

"Atlanta has been gaining prominence as a national and global businesses center for many years... and I think everyone who lives and works here can be proud of that. It's a tribute to the highly skilled workforce, the university system, the cultural richness and diversity, and much more."

Muhtar Kent, Chairman and CEO, The Coca-Cola Company

Source: "Profile: Atlanta – Atlanta is shaking up the world in business, education and culture." Delta Sky Magazine. November 2015

The Woodruff Arts Center is the third largest arts organization in the country.

Arts, Culture and Greenspace

- Over 35,000 art directors, dancers, choreographers, musicians, singers, photographers, fine artists and others were employed in local arts, design, entertainment, sports and media production occupations. (EMSI 3rdQ 2017)

Major Arts and Cultural Institutions

Communities throughout metro Atlanta house cultural institutions and groups unique to their areas. Additionally, a number of cultural attractions draw large audiences to Atlanta:

- Atlanta Ballet
- Atlanta Contemporary Art Center
- Atlanta Opera
- Atlanta Symphony Orchestra
- Callanwolde Fine Arts Center
- Fernbank Museum of Natural History
- High Museum of Art, Alliance Theatre and Symphony Hall at the Woodruff Arts Center
- Michael C. Carlos Museum at Emory University
- Museum of Design Atlanta (MODA)
- National Center for Civil and Human Rights

- Institutions centered on the rich history of Atlanta draw even more visitors in to explore the Martin Luther King, Jr. National Historic Site, Atlanta History Center, Herndon Home, Apex Museum and the Jimmy Carter Presidential Library and Museum at The Carter Center.

- Popular entertainment venues include the Fox Theatre, Delta Classic Chastain Park Amphitheater at Encore Park, Aaron's Amphitheater at Lakewood, Philips Arena, The Tabernacle, the Rialto Center for the Performing Arts, Cobb Performing Arts Centre, Verizon Wireless Amphitheater and the Arena at Gwinnett Center. These stages draw favorite performing artists, popular Broadway musicals and touring shows.

- Festivals also draw significant crowds, often from cities throughout the nation. Favorite festivals include the National Black Arts Festival, Atlanta Arts & Film Festival, Atlanta Dogwood Festival, the Atlanta Jazz Series, Kingfest, Georgia Renaissance Festival, the Storytelling and Yellow Daisy Festivals at Stone Mountain, the Atlanta Journal Constitution Decatur Book Festival, the Lantern Parade and a number of always popular neighborhood arts and crafts festivals.

Major Atlanta Attractions

- Atlanta Botanical Garden
- Center for Puppetry Arts
- Children's Museum of Atlanta
- CNN Center Tour
- College Sports Hall of Fame
- Georgia Aquarium
- Kennesaw Mountain National Battlefield and Museum
- Margaret Mitchell House
- Piedmont Park
- Six Flags Over Georgia
- Stone Mountain Park
- William Breman Jewish Heritage & Holocaust Museum
- World of Coca-Cola
- Wren's Next (Joel Chandler Harris)
- Zoo Atlanta and the Cyclorama

Greenspace Comes to Life

Originally envisioned by a Georgia Tech student in a master's thesis, the Atlanta BeltLine is among the largest mixed-use redevelopment plans in the nation. Although scheduled to be completed by 2030, the BeltLine already offers biking and hiking enthusiasts miles of trails and parks. When fully developed, the Beltline will provide:

- 22 miles of pedestrian friendly rail transit
- 33 miles of multi-use trails
- 1,300 acres of parks
- 5,600 units of affordable housing
- 1,100 acres of brownfields remediated
- Public art
- Historic preservation

Source: www.BeltLine.org

Source: "Profile: Atlanta – Atlanta is shaking up the world in business, education and culture." Delta Sky Magazine. November 2015
Cultural and Entertainment Attractions

Sports and Recreation

Atlanta's Nine Professional Sports Teams
- Atlanta Braves (National League – MLB)
- Atlanta Dream (WNBA)
- Atlanta Falcons (National Football League)
- Atlanta Hawks (NBA)
- Atlanta United FC (Major League Soccer)
- Gwinnett Braves (Minor League Baseball)
- Gwinnett Gladiators (Minor League Hockey)
- Georgia Swarm (National Lacrosse League)
- Atlanta Blaze (Major League Lacrosse)

Atlanta's Collegiate Sports Teams
Collegiate sports in Atlanta are widely popular. Most of the area’s colleges and universities have major athletic departments and field men’s and women’s teams in a number of sports.  
- Georgia Tech Yellow Jackets: 14 men’s and women’s teams in a variety of sports including football, basketball, baseball, volleyball, softball, golf, tennis, swimming, cross country and track and field
- Georgia State University Panthers: 15 men’s and women’s teams in a variety of sports including football, baseball, softball, soccer and others
- Emory University Eagles: 16 men’s and women’s teams
- Kennesaw State University Owls: 18 men’s and women’s teams

Atlanta's Olympic Legacy
- Atlanta’s hosting of the 1996 Centennial Summer Olympics left a number of major sporting facilities either built to house Olympic competitions or improved for the Games. Philips Arena, Atlanta Motor Speedway, Road Atlanta, Georgia International Horse Park, Stone Mountain Tennis Complex and the Dick Lane Velodrome all saw world-class competition.

World-Class Sporting Events
- National sporting competitions flock to Atlanta, recognizing its ability to support fans from around the region and the nation.
- Atlanta hosts several major golf tournaments during the year including the PGA Tour Championship by Coca-Cola at the East Lake Country Club and the Tour Championship held at the Atlanta Athletic Club.
- Atlanta hosts large collegiate football championships such as the Chick-fil-A Bowl (ACC vs. SEC), Atlanta Football Classic and the SEC Championship. The City will host the NCAA Final Four in 2020.
- Atlanta will host the 2018 College Football Playoff National Championship and Superbowl LIII at the city’s new Mercedes-Benz Stadium.
- The world’s greatest distance runners lead a pack of 60,000 weekend runners and warriors in the annual July 4th Atlanta Journal Constitution Peachtree Road Race, the world's largest 10K run down Atlanta’s most famous thoroughfare.
- Auto racing greats compete at events like the Petit Le Mans at Road Atlanta and NASCAR Sprint Cup Series races at Atlanta Motor Speedway.

Recreational Sporting Opportunities
Recreational opportunities and facilities are within easy access. A sample of activities include:
- More than 100 public and private golf courses with weather that allows at least 300 golf-friendly days a year.
- Nearly 80,000 members make the Atlanta Lawn Tennis Association (ALTA) the second-largest tennis association in the nation. More than 200 public courts and matches are played almost every week.
- Several thousand linear acres of walking, running and biking trails in addition to rafting and major cultural and historic attractions offered by the Chattahoochee River Recreation Area and PATH trails (Silver Comet, Freedom Trail).

Retail and Shopping
- Atlanta is a shopping destination for people who live throughout the Southeast. Regional malls include the Mall of Georgia and Discover Mills in Gwinnett County, Cumberland Mall in Cobb County, Stonecrest Mall in DeKalb County and Arbor Place Mall in Douglas County. Other favorites include Avalon, Lenox Square Mall, Perimeter Mall, Phipps Plaza and the Shops at Ponce City Market.
- Atlanta's restaurants frequently get the nod from national travel magazines and food critics. O-Ku and TWO Urban Licks were recognized among Open Table's 100 Best Restaurants in America in 2017. These are joined by hundreds of high-quality dining establishments.

Shoppers, diners and visitors find much to like in Atlanta's retail centers, restaurants and hotels.

WalletHub.com
Top Cities for Restaurants per Capita
Atlanta #3

WalletHub.com
Top Cities for Recreation
Atlanta #5
Georgia Power has been helping companies locate in our state for 90 years. We offer a full array of products and services available at no cost. To receive confidential, proven assistance, please contact one of our experienced professionals:

- **Doug Coffey**  
  404-506-3416  
  hdcoffey@southernco.com

- **Walt Farrell**  
  404-506-2243  
  wffarrel@southernco.com

- **MaryBeth Flourney**  
  404-506-1560  
  mflourney@southernco.com

- **Kevin Lovelace**  
  404-506-3144  
  kmlovela@southernco.com

- **Brenda Robbins**  
  404-506-6617  
  bkrobbin@southernco.com

- **Charles Stallworth**  
  404-506-2312  
  cgstallw@southernco.com