

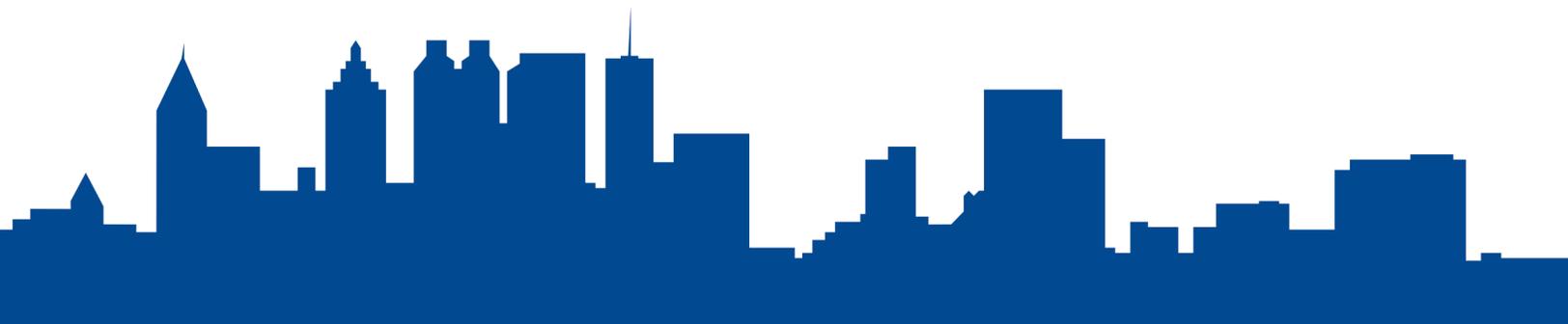
WHY ATLANTA

Atlanta is the South's technology, innovation and entrepreneurship capital, with the third largest concentration of Fortune 500 companies in the country. Our city is a melting pot of educated, ambitious people with an open, collaborative, creative spirit constantly exploring new ways to do things.

- Atlanta has the fourth-largest concentration of – and is the sixth-fastest growing city for – information technology jobs in the U.S. This includes the largest set of healthcare IT companies in the country.
- Georgia Tech's Advanced Technology Development Center is “one of 12 business incubators changing the world” according to Forbes.
- Atlanta is a center for financial technology companies, such as Equifax, Global Technologies and ICE.
- Atlanta is a center for information security technology companies, including Symantec, StoneSoft, Secure Computing (a division of McAfee), IBM Internet Security Systems, Motorola Air Defense, and Courion.
- Atlanta is a leading city for film and television production. The metropolitan Atlanta region is home to 75-80 percent of the films produced in the state of Georgia.
- Atlanta is fiscally responsible and attractive to businesses, having passed five consecutive balanced budgets with no property tax increases, upgrading its bond rating, and growing its cash reserves to more than \$137 million.

Atlanta has a large supply of talent in just about any industry. Atlanta is home to some of the most advanced technology and bioscience universities in the country. Many graduates of Clark Atlanta University, Emory University, Georgia State, Georgia Tech, Morehouse College, SCAD and Spelman College stay in Atlanta, drawn by a strong combination of opportunity and quality of life.

- With 66 colleges and universities enrolling more than 275,000 students each year and seven technical colleges enrolling more than 60,000 students, Atlanta offers a strong pipeline of diverse, well-educated talent in a variety of industries.
- Forty-three percent of Atlanta adults have college degrees, compared to 27 percent nationally.
- Atlanta is perceived as the city where it is easiest to recruit people – with 70% of the vote due to its strong business infrastructure, affordability, quality of life, schools, major international airport and diversity. (*Heidrick & Struggles U.S. Talent Relocation Survey, 2013*)
- With so many major corporations calling metro Atlanta home, such as Delta, Home Depot, Coca-Cola, UPS, and Newell Rubbermaid, the area has a wealth of talent.



Atlanta is the Southeast's unrivaled transportation hub, building on nearly two centuries of experience moving people and goods. Today, 80 percent of the U.S. population is within a two-hour flight, and 80 percent of U.S. markets are within two ground delivery days.

- Hartsfield Jackson International is the world's busiest airport for passenger service.
- MARTA transports visitors directly from the airport to major urban centers.
- Atlanta is one of five U.S. cities served by three major interstate highways.
- We are at the heart of the Southeast's most extensive rail system.
- Atlanta is a global leader in supply chain intelligence and logistics talent.
- Savannah (250 miles east) is the fastest-growing and fourth-largest U.S. port.
- Atlanta is a global center for aerospace technology. Approximately \$3.9 billion of annual revenue is generated by the aerospace industry in Atlanta by companies such as Lockheed Martin and Martin-Marietta.
- Mayor Reed's vision and leadership have advanced Atlanta's position as a leading, international city. His relationship with the business community and ability to reach across the aisle on important issues, including the Port of Savannah, provides a national example of what can be accomplished when partisan politics are put aside.

Atlanta is a culturally vibrant city, offering an outstanding quality of life. Amidst a regional population boom driven over decades by low-cost, high-quality living in a temperate climate, people are increasingly drawn to the city's dynamic urban core.

- Atlanta's cost of living is below the U.S. average and well below those of most major metropolitan areas.
- Atlanta has seven professional sports teams, four museums, an opera company and a symphony orchestra. The city's unique culture includes refined restaurants, dynamic music and much more in tree-covered, livable neighborhoods that feel like friendly Southern towns.
- More than \$1.5 billion in new economic development is under way in Atlanta, including the Atlanta Streetcar, Ponce City Market, Buckhead Atlanta and the new Falcons stadium.
- The Atlanta Beltline is America's most ambitious redevelopment project, transforming Atlanta by connecting 45 historic neighborhoods with new and renewed public parks, multi-use trails and transit encircling downtown.
- Atlanta is quickly becoming a pedestrian-friendly city, with investments being made in alternative modes of transportation that reduce traffic congestion and improve air quality such as the Atlanta Streetcar, bike-share programs and bike lanes, and sidewalk construction. Atlanta was recently ranked No. 8 in a study by George Washington University of the nation's most "Walkable Cities."
- Atlanta is a city that welcomes and encourages diversity and inclusion. As a Welcoming City, Atlanta strives to better integrate and embrace new arrivals into the social and economic fabric of Atlanta.
- Major crimes are at lows not seen since the late 1960s; crime is down 18 percent since 2009. Investments have been made to create the largest police force in the Atlanta's history and to deploy technology to further reduce crime.