

A LOOK AT ATLANTA An Executive Profile

Metro Atlanta Chamber of Commerce

Powerful Thinking. Positive Change.





metropolitan atlanta

Metro Atlanta is home to nearly 5 million people and more than 137,000 businesses. Its vibrant economic growth attracts hundreds of companies and thousands of well educated job seekers annually. In fact, metro Atlanta has drawn more in-migration than any area in the nation over the last two decades. The area's low cost of living, high employment and strong, diverse industry base will ensure its continued record-setting growth.



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demographics

Atlanta (Metropolitan Statistical Area) MSA

- 2005 Population: 4,917,717
- 2015 Estimated Population: 5,637,600
- 2004 Median Household Income: \$51,186
- Median Age: 33
- Home to nearly 138,000 businesses

City of Atlanta

- 2004 Population: 429,500
- 2004 Median Household Income: \$37,385

climate

- Elevation at 1,050 feet above sea-level
- Average Annual Temperature **61 degrees**
- Average Monthly Temperature
 - January **41 degrees**
 - April **62 degrees**
 - July **79 degrees**
 - October **62 degrees**
- Average Monthly Precipitation **4.23 inches**



Photo © Georgia Department of Economic Development



metropolitan area

- 8,376 Square Miles
- 28 Counties
- 140 Municipalities

Atlanta Metropolitan Statistical Area (MSA)

history

Atlanta began as the site for the southern terminus of the state-owned Western & Atlantic Railroad in 1837. Its first buildings were the homes and offices of railroad workers. This village was simply called Terminus until 1843, when it was incorporated as Marthasville in honor of the daughter of a former Georgia governor. In 1845, the town's charter was amended to Atlanta, a feminized version of Atlantic derived from the original railroads name.

Less than 20 years later, Atlanta had become the hub of four railroads and a major manufacturing center. At the outbreak of the Civil War, the city's strategic position and importance as a major distribution center for the Confederate Army's goods made it a primary target of the Union Army. In 1864, after his victory in the Battle of Atlanta, General William Tecumseh Sherman reduced the city to ashes. The city was rebuilt by determined citizens and emerged as a new metropolis.

Atlanta is the cradle of the U.S. Civil Rights movement and home to the late civil rights leader, Dr. Martin Luther King, Jr., who propelled Atlanta and the U.S. forward to realize his dream "that all would be guaranteed the inalienable rights of life, liberty and the pursuit of happiness," regardless of one's skin color.

Metro Atlanta's openness has proven to be an alluring magnet for the world's foremost companies. One of Atlanta's oldest and most well-known companies, Coca-Cola, made its start in Atlanta when Dr. John Pemberton, an Atlanta pharmacist concocted the coca-cola soft drink formula in a brass kettle in his backyard, trying to discover a headache tonic. Coca-Cola was incorporated in Atlanta in 1888 and is now one of the top 100 companies in revenue in the United States. Another home-grown success story, Home Depot, started in Atlanta in 1978 and is now the 13th largest company in the United States. In the 1970s and 80s, companies and organizations such as Georgia-Pacific and the American Cancer Society moved their headquarters to Atlanta – and the trend has continued with UPS, the world's largest shipper, ING Americas, Holiday Inn and InterContinental Hotels, CARE International, Philips Consumer Electronics, GE Energy, Porsche Cars North America, Newell Rubbermaid, Novellis and Spectrum Brands (Rayovac Batteries) -- all moving their headquarters to Atlanta in the last 10 years.

In 1996, Atlanta was the honored city to host the Centennial Olympic Games, the first time the Summer Games were held in the eastern U.S. Approximately 8 million tickets were sold to Olympic events in Atlanta venues. It is estimated that the Olympics brought between 1.5 and 3 million people to the city and an estimated \$5.1 billion in economic impact.



Photo © Atlanta History Center



Photo © Atlanta History Center



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government

- Atlanta is the capital of Georgia. The Capitol Dome brightens Atlanta's skyline and is layered in 43 ounces of pure gold that was mined in Dahlonega, Georgia, the site of America's first "Gold Rush."
- The State of Georgia's 81st governor is Republican Sonny Perdue.
- Under the provisions of the city charter, the City of Atlanta is governed by Mayor Shirley Franklin and a 15-member city council that is managed by Council President, Lisa Borders. The mayor is the chief executive officer who oversees the administration of the city government while the City Council is responsible for legislative actions.
- Atlanta's city limits are primarily within Fulton County while a small portion of the city rests within DeKalb County. The metropolitan area's 28 counties and 140 municipalities are governed locally by boards of commissioners, city councils and mayors.

Today Atlanta's symbol is the Phoenix, a legendary bird of Egyptian mythology that rose from its own ashes with renewed strength and beauty. The seal of the city bears the Phoenix and the Latin term, "Resurgens", which means "rising again."



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global perspective

Atlanta - Economic Engine of the Southeastern U.S.

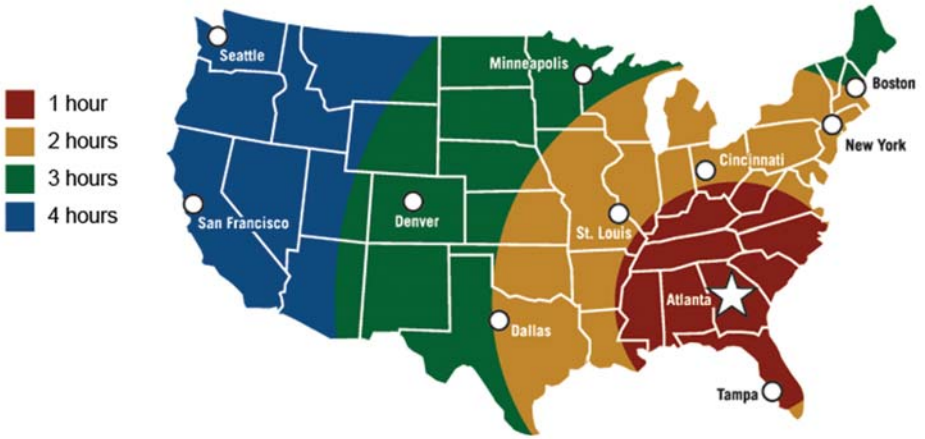
If Atlanta were a country, it would be the 28th largest economy in the world.

	Global GDP Rank	2004 GDP Billions of U.S. \$	Population (2004)
United States	1	11,733.48	293,028,000
Japan	2	4,668.42	127,333,000
Germany	3	2,706.67	82,425,000
United Kingdom	4	2,125.51	60,271,000
Southeastern U.S. (FL, GA, AL, MS, NC, SC, TN)	6	1,806.27	52,361,360
China (excluding Hong Kong)	7	1,649.39	1,298,848,000
Canada	8	995.83	32,508,000
Mexico	11	676.50	104,960,000
India	12	661.05	1,065,071,000
Georgia	20	335.58	8,918,129
Atlanta	28	223.19	4,708,297
Greece	29	205.49	10,648,000
Hong Kong	34	162.98	6,855,000

Sources: International Monetary Fund: World Economic Outlook ©2005, Bureau of Economic Analysis, Bureau of Labor Statistics, Economy.com

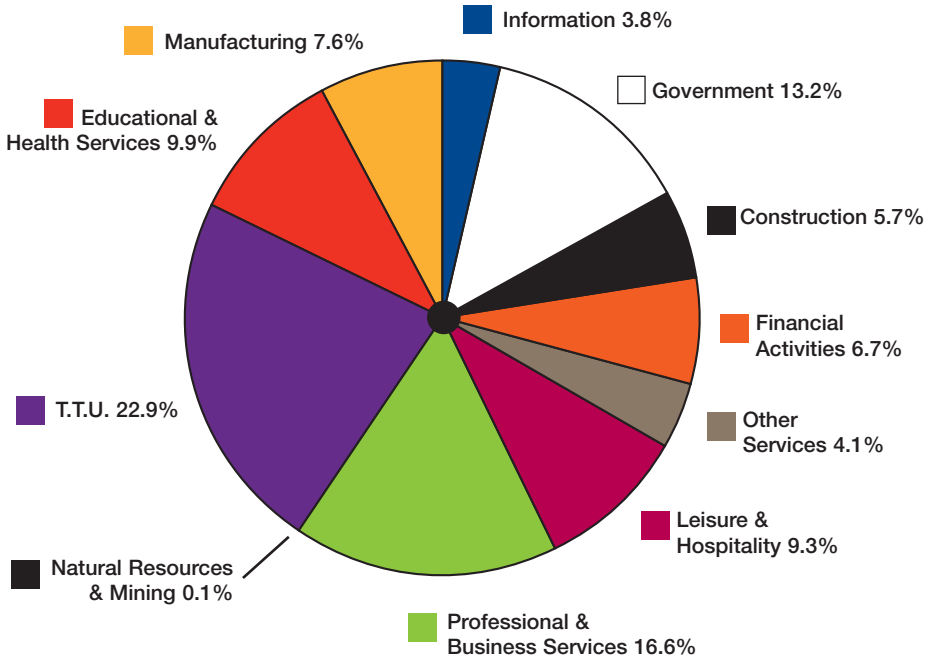
strategic location

Located in the southeastern portion of the United States, more than 80% of U.S. consumers can be reached from Atlanta in two flight hours or two truckload delivery days.



Atlanta MSA Employment by Industry Sector

Source: Georgia Department of Labor, 2004



health care

- With more than 130,000 health services personnel, nearly 18,000 physicians and 61 hospitals (12,000 beds) in metro Atlanta (12 in the city), residents in metro Atlanta have access to one of the most qualified and efficient health care systems in the county.
- Metro Atlanta is home to the world-renowned U.S. Centers for Disease Control & Prevention, American Cancer Society, Arthritis Foundation, as well as distinguished medical research universities such as Emory University, University of Georgia and the Morehouse School of Medicine.
- Emory University Hospital was recently recognized by *U.S. News World & Report* as one of the nation's top hospitals, especially in the area of heart surgery.
- Grady Memorial Hospital has one of the top trauma and burn centers in the nation.
- Renowned children's hospitals in the metro area include Children's Healthcare of Atlanta (Scottish Rite and Egleston).

business and industry

- Metro Atlanta is home to nearly 138,000 business establishments, nearly 5,000 of which are manufacturing facilities.
- Metro Atlanta's companies employ 2.3 million people.
- Metro Atlanta is home to the headquarters of 27 Fortune 1,000 companies including United Parcel Service, Coca-Cola Company, Georgia-Pacific, The Home Depot, Delta Air Lines, SunTrust Banks and Newell Rubbermaid to name a few.



Expansion Management Magazine's "America's 50 Hottest Cities" for Business Expansion & Relocation

1. Nashville, TN
2. **ATLANTA, GA**
3. Kansas City, MO-KS
4. Charlotte-Gastonia-Rock Hill, NC-SC
5. Indianapolis, IN
6. Phoenix-Mesa, AZ
7. Albuquerque, NM
8. Oklahoma City, OK
9. Dallas-Ft. Worth, TX
10. Jacksonville, FL

The rankings are based on site selection consultant surveys.
January 2005 Issue

CHIEF EXECUTIVE MAGAZINE "Best States for Business"

1. Texas
2. Nevada
3. North Carolina
4. Florida
5. **GEORGIA**
6. Arizona
7. Virginia
8. Illinois
9. Indiana
10. Colorado

Source: January 2006 CEO Confidence Index,
Chief Executive Magazine

- Metro Atlanta ranks among the top five in the nation in net new job growth for the last decade, adding nearly 460,000 new jobs. Metro Atlanta is forecasted to be the third largest job generator over the next decade. In 2005, the area added 69,100 net new jobs, ranking it among the top five for job creation in the country.
- Trade, transportation and utilities industry sector is the area's largest employment category, employing nearly 535,000 people or 23 percent of Atlanta's workers.
- Atlanta is home to the Sixth District Federal Reserve Bank. More than 10 international banks have local offices.
- Nearly 1,600 foreign-based facilities operate out of the metro area, employing nearly 80,000 people. Atlanta is home to 49 foreign consulates, 31 foreign-American chambers of commerce and 16 trade and tourism offices, and enjoys sister-city relationships with 18 international cities.
- Hartsfield-Jackson Atlanta International Airport is the busiest airport in the world.
- Atlanta hosts approximately 3,000 conventions annually, ranking fifth nationally.

education

- Atlanta ranks seventh in the nation for the percent of its population (34.9 percent of adults 25 years and older) that has completed college.
- Nearly 800,000 students are served through metro Atlanta's 27 public school systems that include over 800 elementary, middle and high schools. Metro Atlanta is also home to more than 200 private elementary and secondary schools.
- Metro Atlanta is home to several Saturday schools (schools that provide instruction in languages other than English) including German, Arabic, Brazilian, Chinese, and two Japanese schools.
- There is also a full-time Japanese school in the metro area and several high schools offering the international baccalaureate degree. English-as-a-Second Language programs are available in every school district.
- 45 accredited degree-granting colleges and universities offer more than 400 fields of study to more than 196,000 students.
- Combined, metro Atlanta's two largest public universities, Georgia State University (GSU) and the Georgia Institute of Technology (Georgia Tech) enroll more than 44,000 students each year and are nationally recognized for excellence in their programs.
- The Atlanta University Center (Clark Atlanta University, the Interdenominational Theological Center, Morehouse School of Medicine, Morehouse College, and Spelman College) is the nation's largest consortium of private African-American colleges; its schools win national honors and enroll more than 13,000 students each year.
- Metro Atlanta is also home to Emory University whose graduate programs in medicine, law, engineering, and business consistently rank among the nation's top programs. Other top private schools include Agnes Scott College, Mercer University and Oglethorpe University.
- Eight post-secondary technical colleges offer studies in more than 50 disciplines, and are a vital workforce training and retooling resource for the local business communities.

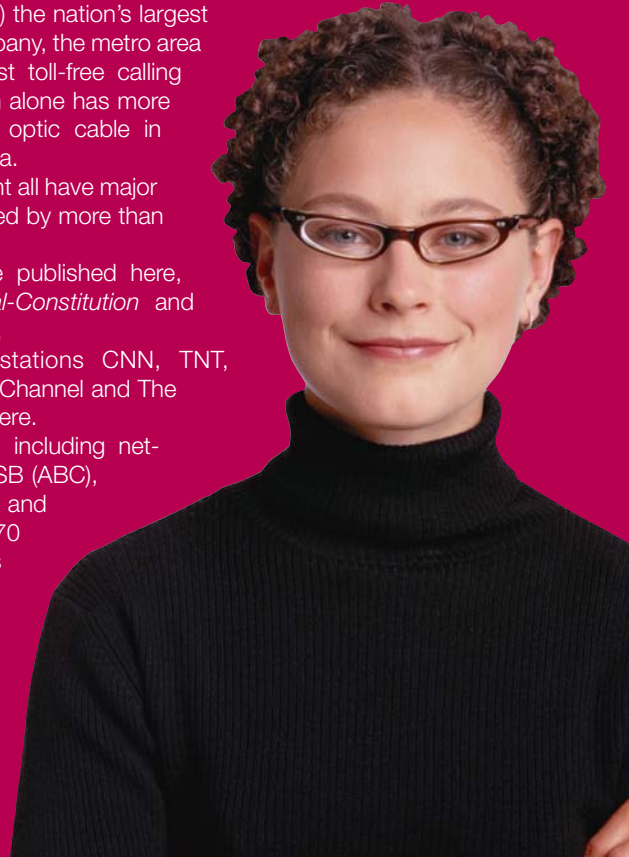


Photo © Georgia Tech



telecommunications

- Home to wireless giant Cingular, and BellSouth (soon to be acquired by AT&T) the nation's largest communications holding company, the metro area constitutes the world's largest toll-free calling area -- 7,162 miles. BellSouth alone has more than 760,000 miles of fiber optic cable in place throughout metro Atlanta.
- Industry giants AT&T and Sprint all have major metro Atlanta operations, joined by more than 200 long distance providers.
- Fifteen daily newspapers are published here, including the *Atlanta Journal-Constitution* and nearly 60 weekly newspapers.
- The award-winning cable stations CNN, TNT, Headline News, The Weather Channel and The Cartoon Network are based here.
- Nearly 20 television stations, including network affiliates WATL (WB), WSB (ABC), WXIA (NBC), WGNX (CBS) and WAGA (FOX), and more than 70 FCC-licensed radio stations broadcast daily from Atlanta.
- More than 20 regional bureaus of national and international broadcast and print news operate here, including Associated Press, The New York Times and The Wall Street Journal.



high technology

- Metro Atlanta ranked as the second hottest hi-tech city in the United States, according to *Popular Science* magazine, March 2005.
- Metro Atlanta's software, IT and telecommunications service employment totals more than 130,000 and contributes 10 percent of Atlanta's payroll.
- In 2004 metro Atlanta had the second largest telecommunications employment with nearly 45,000 employees and has been the 2nd fastest growing metro area in telecommunications in the nation.
- The area is the 4th fastest growing computer systems and software city, based on computer jobs.
- Metro Atlanta ranks fourth in high-tech productivity among the top ten high-tech cities in the United States.
- Atlanta's Georgia Institute of Technology (Georgia Tech) graduates more engineers than any other university in the country.



transportation aviation

- Hartsfield-Jackson Atlanta International Airport serves more than 85 million passengers a year.
- Atlanta is the busiest airport in the world. In May 2006, the airport opened its fifth runway adding capacity.
- More than 1,200 flights per day take off from Hartsfield-Jackson to nearly 250 domestic and international destinations. More than 80 percent of the U.S. market can be reached via Hartsfield within two hours.
- More than 40 airlines serve Hartsfield-Jackson.
- Hartsfield-Jackson is one of the world's leading air cargo terminals ranked 22nd globally. Only Atlanta, Los Angeles and Chicago are both top 10 U.S. cargo and passenger airports.
- Atlanta is one of only a few U.S. cities to offer rapid rail from inside its airport terminal. Average travel time by MARTA to downtown is 15 minutes.
- Twenty general aviation airports in metro Atlanta provide ample facilities for private and corporate aircraft.





Photo © Georgia Department of Economic Development

highways

- Three major interstate highways (I-75, I-85, I-20) converge near the central business district. The perimeter highway (I-285) circles the city in a 62.7-mile loop.
- Atlanta has the 7th largest industrial market in the U.S. – more than 80% of American consumer markets can be reached in two truckload delivery days.



Photo © Georgia Department of Economic Development

rail

- Today Atlanta is the rail center of the South and one of the five most important distribution centers in the U.S.
- CSX Transportation and Norfolk Southern each operate more than 100 freight trains in and out of Atlanta daily.
- Overnight “piggy-back” freight service is available from the ports of Savannah and Brunswick, GA, Jacksonville, FL, New Orleans, LA and Charleston, SC.
- This capability makes Atlanta one of the largest inland ports in the world.

sea

- Atlanta is 250 miles from the Port of Savannah, the nation’s fastest growing and 5th largest container port.
- More than 60% of Savannah’s container volume comes from China.



Photo © Georgia Department of Economic Development

mass transit

- With 46 miles of high-speed rail, 38 rail stations and 200 bus routes, the Metro Atlanta Rapid Transit Authority (MARTA) has the capacity to transport nearly one million passengers daily. Its extensive geographic coverage spans nearly 1,600 miles. In addition, Cobb County Transit (CCT) & Gwinnett County Transit connects into MARTA at various points.
- AMTRAK has overnight service to Washington, D.C. through Charlotte, NC and daytime service to New Orleans, LA through Birmingham, AL.
- Greyhound has more than 70 buses arriving and departing daily.

research and development

Metro Atlanta has more than two dozen small business incubators focusing on high technology. Several organizations also promote ongoing research. A sample of these R&D facilities and promotion agencies include:

- Advanced Technology Development Center at Georgia Tech
- American Cancer Society
- Biotechnology Development Center (Emory and Georgia Tech)
- Emory University-Medical Research Facilities
- Georgia Biomedical Partnership
- Georgia Center for Advanced Telecommunications Technologies
- Georgia Research Alliance
- Georgia Tech Research Institute
- Morehouse School of Medicine
- U.S. Centers for Disease Control and Prevention (CDC)
- Yerkes Regional Primate Research Center

Others can be found at www.metroatlantachamber.com



attractions

Major Sites

- Atlanta Botanical Gardens
- The Carter Presidential Center
- Imagine It! The Children's Museum of Atlanta
- CNN Center
- The Fernbank Museum
- Georgia Aquarium
(world's largest, opened November 2005)
- Georgia's Stone Mountain Park
- Martin Luther King Jr. Center and National Historic Site
- Six Flags Over Georgia
- Underground Atlanta
- White Water Park
- Woodruff Arts Center
- The World of Coca-Cola
- Zoo Atlanta

Arts and Culture

- Alliance Theatre
- ArtScape
- Atlanta Ballet
- Atlanta Cyclorama
- Atlanta Dogwood Festival
- Atlanta History Center
- Atlanta Opera
- Atlanta Symphony Orchestra
- Center for Puppetry Arts
- High Museum of Art
- National Black Arts Festival
- The Fox Theatre
- The Swan House
- The Wren's Nest

sports and recreation

- Six Professional Sports Franchises: Atlanta Braves (Major League Baseball), Atlanta Hawks (National Basketball Association), Atlanta Falcons (National Football League), Atlanta Thrashers (National Hockey League), Atlanta Silverbacks (American Professional Soccer League), and Georgia Force (Arena Football).
- State-of-the-Art Sports Facilities: Georgia Dome, Turner Field, Philips Arena, Atlanta Motor Speedway, Road Atlanta, Georgia International Horse Park, Georgia World Congress Center, Stone Mountain Tennis Complex, Wolf Creek Shooting Complex, the Dick Lane Velodrome, Gwinnett Sports Arena and Cultural Center.
- Beautiful Sites for Golf: More than 100 public, private and semi-private golf courses; over 300 golf days per year. Major golfing events- BellSouth Gold Classic (PGA), TOUR Championship (PGA), Chick-fil-A Charity Championship (LPGA).
- Other Major Sporting Events: Chick-fil-A Bowl, SEC Championship, Atlanta Football Classic, Georgia Games, NASCAR, AT&T Tennis Challenge, and Peachtree Road Race to name a few.
- Home of the Atlanta Lawn Tennis Association (ALTA), the second largest local tennis association in the nation with more than 80,000 members playing on over 200 public tennis courts.

Photos © Left to right: Swimming/Amanda Weir: AFB by Timothy A. Clary; Football/D.J. Shockley: Courtesy of University of Georgia Sports Information; Basketball/Jarrett Jack: Courtesy of Georgia Tech Sports Information; Braves Team Photo: Courtesy of Atlanta Braves National League Baseball Club



taxes

- Georgia's corporate income tax is 6% (a new single factor sales tax apportionment went into effect in 2006)
- State sales tax base rate is 4% and localities have the option to add up to 3% (with the exception of the City of Atlanta with 4%)
- Personal Income Tax
 - Single Taxpayer = \$230.00 + 6% of amount over \$7,000
 - Married filing Separate = \$170.00 + 6% of amount over \$5,000
 - Married filing Joint = \$340.00 + 6% of amount over \$10,000
- Property taxes are assessed on a county-by-county basis.



our services

The Metro Atlanta Chamber's economic development staff assists relocating or expanding businesses and investors evaluate opportunities in metropolitan Atlanta and the southeastern United States. Our team can provide the following customized value added services to meet your needs:

- Business taxes & incentives information
- Site and building search
- Customized market research – labor, wages, demographic trends, cost of living, operating costs, economic trends, and industry profiles
- Introductions to key state and local government resources, and access to regulatory authorities
- Advocate with state and local government entities
- Company introductions and strategic partnering
- Business introductions and interviews
- Employee recruitment assistance
- Meetings with community leaders
- Transportation and logistics costs analysis
- Access to supply chain experts and resources
- Access to bioscience experts & resources

For additional information and assistance call at 404-586-8446 or visit www.metroatlantachamber.com.

additional resources

Atlanta Convention & Visitors Bureau
Atlanta History Center
Atlanta Logistics Innovation Council
City of Atlanta
Georgia Department of Economic Development
Atlanta Journal-Constitution
MARTA Route & Fare Information
Atlanta Development Authority
Economic Forecasting Center at GSU
Georgia Department of Labor
Georgia Power Resource Center
Georgia Public Policy Foundation
Greater Atlanta Home Builders Association
Hartsfield-Jackson Atlanta International Airport
The Atlanta Regional Commission
The U.S. Census Bureau
The Georgia Ports Authority

www.atlanta.net
www.atlantahistorycenter.com
www.logisticsatlanta.com
www.ci.atlanta.ga.us
www.georgia.org
www.ajc.com
www.itsmarta.com
www.atlantada.com
http://rcbweb.gsu.edu/efc/
www.dol.state.ga.us
www.georgiapower.com/grc
www.gppf.org
www.atlantahomebuilders.com
www.atlanta-airport.com
www.atlantaregional.com
www.census.gov
www.gaports.com

publications

The Metro Atlanta Chamber of Commerce produces multiple publications about the social and economic aspects of living and working in metro Atlanta. For more information or to request copies please call 404-586-8419 or visit www.metroatlantachamber.com.