

ONE AMERICA WORKS ATLANTA

GROWTH LIVES IN ATLANTA



-  **FACEBOOK**
-  **GOOGLE**
-  **MICROSOFT**
-  **KABBAGE**
-  **DELTA AIRLINES**
-  **GE DIGITAL**
-  **SAP AMERICA**
-  **CALENDLY**
-  **FISERV**

TOP COMPANIES HAVE THOUSANDS OF EMPLOYEES IN ATLANTA

- **70% OF ALL US PAYMENT TRANSACTIONS ARE PROCESSED IN ATLANTA**
- **18 FORTUNE 500 HQS 3RD MOST IN THE US**
- **\$1.8B IN VC INVESTMENT IN 2019⁸**
- **70 COLLEGES & UNIVERSITIES IN THE ATLANTA REGION WITH 275K+ STUDENTS/YR**

**“RANKED #4 METRO
AREA FOR STEM CAREER”**

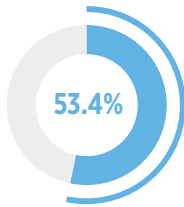
—WALLETHUB

:TALENT

Atlanta Sees 29% Tech Talent Growth over Last Five Years

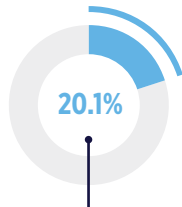
—Metro Atlanta CEO

Atlanta's tech-talent labor pool is the ninth-largest nationally, with 146,720 workers, according to CBRE.



EDUCATION ATTAINMENT RATE¹

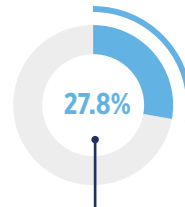
57 REGIONAL COLLEGES AND UNIVERSITIES¹⁰



POPULATION CONCENTRATION OF MILLENNIALS⁶ (2019)

10%

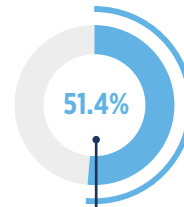
MILLENNIAL GROWTH PER YEAR¹ (SINCE 2013)



TECH TALENT LABOR POOL GROWTH¹ (2014-2019)

146.7K

TECH TALENT TOTAL¹



TECH DEGREE GROWTH¹ (2014-2018)

7.7K

TECH DEGREE COMPLETIONS¹ (2018)

BETWEEN 2013-2018, ATLANTA ADDED NEARLY 32K TECH JOBS, 2ND ONLY TO SF³

ATLANTA RANKED 7TH IN THE NATION FOR TOTAL TECH-DEGREE COMPLETIONS WITH 7,731 IN 2018¹

GEORGIA TECH IS THE 8TH RANKED ENGINEERING SCHOOL IN THE US¹⁴

:COST

Most affordable Cost of Living of the Top 10 US Metros¹⁵

—Invest Atlanta

Affordable and World Class

GROSS DOMESTIC PRODUCT 2018⁷

\$357B

STARTUP INVESTMENT 2019⁸

\$1.8B

AVERAGE OFFICE RENT³

ATLANTA **\$27.5 FT²** SAN FRANCISCO **\$66.6 FT²**

COST OF LIVING INDEX C2ER 2020²

NATIONAL AVG.

100.0

ATLANTA **102.3**

SAN FRANCISCO **197.6**

AVERAGE TECH SALARY¹

\$96.6K ATLANTA

\$125.4K SF

AVERAGE INDUSTRIAL RENT⁴

ATLANTA **\$4.4 FT²** SAN FRANCISCO **\$16.2 FT²**

MEDIAN HOUSE PRICE⁵

ATLANTA **\$299K** SAN FRANCISCO **\$1.4M**

AVERAGE SUPPORT SALARY¹

\$50.9K ATLANTA

\$72.1K SF

MEDIAN VALUE FOR TOP TIER HOME⁵

ATLANTA **\$637K** SAN FRANCISCO **\$2.2M**

AVG MONTHLY APARTMENT RENT IS \$1200¹¹

MEDIAN LISTING PRICE FOR ACTIVE-SALE HOMES \$334,386¹¹

OVERALL COST OF DOING BUSINESS IS 92.1 VERSUS 100 US AVERAGE¹¹

QUALITY OF LIFE

OUTDOORS



Most heavily-forested urban area in the country
—The National Forest Service

CULTURE



Top 100 globally for quality of life
—Mercer

SPORTS

& MORE

CONNECTION

#1 Most Travelled Airport
—Invest Atlanta

NONSTOP DESTINATIONS⁹
See full list at nsflight.com

AKRON	1 hr 15 min
ALBANY	30 min
ALBUQUERQUE	2 hrs 40 min
ANCHORAGE	7 hrs 10 min
ASHEVILLE	35 min
AUGUSTA	30 min
AUSTIN	1 hr 50 min
BALTIMORE	1 hr 20 min
BOSTON	2 hrs
BOZEMAN	3 hrs 35 min
BUFFALO	1 hr 35 min
CHARLESTON	1 hr
CHARLOTTE	3 hrs 20 min
CHICAGO	1 hr 25 min
CINCINNATI	1 hr
CLEVELAND	1 hr 15 min
COLUMBUS	1 hr
DALLAS	1 hr 45 min
DENVER	2 hrs 45 min

DES MOINES	1 hr 40 min
DETROIT	1 hr 25 min
EL PASO	2 hrs 35 min
FORT LAUDERDALE	1 hr 30 min
GAINESVILLE	50 min
GRAND RAPIDS	1 hr 25 min
HILTON HEAD	45 min
HONOLULU	8 hrs 45 min
HOUSTON	1 hr 40 min
INDIANAPOLIS	1 hr
KANSAS CITY	1 hr 40 min
KNOXVILLE	30 min
LAS VEGAS	3 hrs 40 min
LOS ANGELES	4 hrs
MEMPHIS	55 min
MIAMI	1 hr 30 min
MINNEAPOLIS	2 hrs 10 min
NASHVILLE	40 min
NEW ORLEANS	1 hr

NEW YORK	1 hr 45 min
NEWARK	1 hr 40 min
OAKLAND	4 hrs 30 min
OMAHA	1 hr 55 min
ORLANDO	1 hr
PENSACOLA	45 min
PHILADELPHIA	1 hr 35 min
PHOENIX	3 hrs 25 min
PITTSBURGH	1 hr 15 min
PORTLAND	4 hrs 40 min
RALEIGH/DURHAM	1 hr
SACRAMENTO	4 hrs 20 min
SALT LAKE CITY	3 hrs 30 min
SAN ANTONIO	1 hr 55 min

SAN DIEGO	3 hrs 55 min
SAN FRANCISCO	4 hrs 30 min
SAN JOSE	4 hrs 25 min
SEATTLE	4 hrs 45 min
ST. LOUIS	1 hr 15 min
SYRACUSE	1 hr 40 min
TAMPA	1 hr
TUCSON	3 hrs 10 min
WASHINGTON	1 hr 20 min

+ OVER 120 DOMESTIC AND 55 INTERNATIONAL FLIGHTS NOT SHOWN

RANKED #8 FOR INTERNATIONAL CONNECTIVITY, AMONG THE WORLD'S LARGEST AIRPORTS⁸

#2 MOVING DESTINATION IN THE NATION¹⁶

#3 CITY FOR WORK-FROM-HOME CONDITIONS¹²

STRATEGIC SECTORS



AUTOMOTIVE

- Center of the Southeast for the automotive industry
- 6th largest automobile processing port in the nation



FINTECH

- Known as "Transaction Alley"
- More than 70% of the \$5.3 trillion in credit, debit and gift card transactions in the U.S. handled by companies based in Atlanta



BIOSCIENCE AND HEALTH IT

- Medical device
- Health IT
- Cardiovascular R&D
- Vaccine R&D
- Regenerative medicine
- Pharmaceuticals



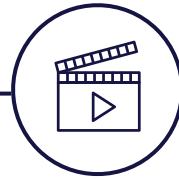
TECHNOLOGY & MOBILITY

- Wireless applications and services
- Software development and engineering
- Financial transaction processing
- Internet and network security
- Digital media and content



SUPPLY CHAIN & MANUFACTURING

- Supply chain management software
- Hardware
- Air cargo carriers, services
- Distribution services
- Transportation and logistics



FILM & ENTERTAINMENT

- Georgia is the most popular film and television location in the U.S.
- Atlanta is a destination for film, digital media and music production

EXPANDING HERE

Atlanta's economy is built on a diverse mix of industries and strategic focus.

Recent investment in the region includes:



REGIONAL HQ

Southwest Regional HQ opening in 2022



36K ft²

36,000 ft² in new T3 building



\$75M

Investing \$75mm and hiring 1,500



GE Digital

HIRING 200

Hiring 200 technology workers



3K WORKERS

Will eventually hire 3,000 workers in Atlanta



HIRING 800

Opened two offices and hiring 800 technology workers



78K ft²

78,000 ft² and 1000 employees



750K ft²

750,000 ft² and 5,000 employees



STARBUCKS

\$16M

500 fulltime office jobs, with a total expected investment of \$16M



globalpayments

\$220M

Investing \$220 million in new Atlanta Headquarters



100 EMPLOYEES

Hiring 100 employees in Atlanta



HQ TO ATLANTA

Moving HQ, investing \$575M and 3,000 jobs

SOURCES

¹ 2020 Scoring Tech Talent, cbre.us; ² C2ER, coli.org; ³ Cushman and Wakefield Atlanta Office MarketBeat Report Q2 2020; ⁴ Cushman and Wakefield Atlanta Industrial MarketBeat Report Q2 2020; ⁵ Zillow.com; ⁶ Statisticalatlas.com; ⁷ Statista.com; ⁸ The Business Journals, bizjournals.com; ⁹ nsflights.com; ¹⁰ Atlanta Convention & Visitors Bureau, atlanta.net; ¹¹ Metro Atlanta Chamber, metroatlantachamber.com; ¹² WalletHub; ¹³ Business Insider, businessinsider.com; ¹⁴ U.S. News & World Report, usnews.com; ¹⁵ Invest Atlanta, investatlanta.com (by population); ¹⁶ Penske;