

BRINGING NEW JOBS

- The Mayor's role in economic development must be hands-on and completely engaged. As a small business owner, I am the only candidate to actually bring a national franchise to Atlanta that created new jobs in the City. I recruited the WNBA to authorize a franchise in Atlanta, convened a group of supporters to locate the funding and secure a location for play and I helped launch the Atlanta Dream, which boasted one of the top attendance records in the nation in its first year of operation.
- I would follow a similar formula as Mayor: (1) identify a target industry, like biomedical, (2) leverage local and national relationships to build a coalition, and (3) collaborate with entities like the Metro Chamber, the Atlanta Development Authority and the Georgia Department of Economic Development to attract companies and secure funding.
- We should focus on other industries as well, such as green technologies, energy and IT and our premier research universities. We must also use existing projects, like the TADs, to reignite our development sector. We can pair development and sustainability to create projects like Glenwood Park or the redevelopment of Fort McPherson, and this can help make Atlanta a natural target for federal and private funds.

BUILDING CAPACITY

- Economic development too often skips over our hardest hit communities. As Mayor, I would establish a microcredit finance program utilizing TAD funds in key areas in cooperation with programs like Grameen America. These funds would be managed in cooperation with local universities, nonprofits and banks to provide start-up funds for micro-businesses. Low-income recipients without assets or good credit ratings who receive loans of up to \$2,000.

- Through this micro-credit program, I would initially target existing TADs:
 - Campbellton Road
 - Hollowell/ML King
 - Metropolitan Parkway
 - Perry Bolton
 - Princeton Lakes
 - Stadium Area
- TADs work in Atlanta to drive economic development. The City of Atlanta has issued \$410 million in TAD bonds since 2001, which has leveraged \$2.3 billion in private investment and created more than 2,400 construction jobs and 6,500 permanent positions. I will continue to employ this tool, with careful monitoring and annual reviews.

MOVING AROUND ATLANTA

- MARTA is the city's rapid transit backbone and the sole means of transportation for a large number of city residents. It is also the hub of the transit system used by the entire region. Yet, it is funded primarily by a one percent sales tax in the City of Atlanta and Fulton and DeKalb counties.
- I will work in conjunction with MARTA to access federal resources and to advocate on the state level to open the lock-box that restricts their use of funds. I will also build on regional relationships to encourage broader participation in MARTA, as resources across the country become more consolidated.
- I will aggressively support the Beltline – a project that will increase mobility, connect neighborhoods, add greenspace, and spur economic growth.
- I will advocate adoption of the Regional Transportation Funding mechanism at the Capitol to allow the metro region to fund its own transportation initiatives.