**Mission**
To be a catalyst for a more vibrant and prosperous region

**Vision**
To position Atlanta as a top tier global region

**Job Creation Engine**
- Grow

**Business Friendly Environment**
- Advocate

**Dynamic Workforce**
- Promote

**ChooseATL**
Vision
TO BE A TOP-TIER GLOBAL REGION FOR EMERGING TALENT

Mission
TO ATTRACT AND RETAIN EMERGING TALENT TO METRO ATLANTA
Metro Atlanta’s labor force and jobs are growing at 4x the U.S.

- Jobs are going to continue to grow at 3% in the near future.
- 46% graduates continue to leave Atlanta for their first jobs.
- 60% of millennials are likely to change jobs in 3 years.
ESTABLISHING A CREDIBLE BRAND

Paid and earned media impressions: 1B
Millennials reached through live experiences: 1.5M
Social media followers across all platforms: 25K

KEY RANKINGS

#3 Best City for Young Entrepreneurs
#5 Market for Tech Talent
#5 Most Moved to Metro by Millennials
#3 Emerging Startup Hub to Watch

2017 NOTABLE MENTIONS | Bloomberg | Forbes | VOGUE
ATTRACTING TALENT
FRAMEWORK TO ATTRACT AND RETAIN

RAISE AWARENESS
- Culture
  - Things to think about: Food, outdoor, music, unique subculture

TARGET CURiosity
- Access to careers and opportunity
  - Things to think about: Jobs, quality of life, housing, cost of living

BUILD LOYALTY
- Community
  - Things to think about: Built environment, civic engagement, networking
TOP TIPS

• TIME TO BE INTENTIONAL ABOUT “TALENT” WHEN IT COMES TO GROWTH

• START BY ENGAGING THE YOUNG PEOPLE ALREADY IN YOUR AREA

• TRADITIONAL ADVERTISING IS NOT THE ANSWER

• BE AUTHENTIC, BUT ALSO CREATIVE AND OPEN TO NEW APPROACHES

• IF YOU BUILD IT, DON’T EXPECT THEM TO JUST COME
TODAY’S FOCUS

HOUSING AND COMMUNITY

CONNECTIVITY

INDUSTRY AND CAREERS
LET’S TALK HOUSING & COMMUNITY

#1 FOCUS: QUALITY OF LIFE - COST OF LIVING, LIVING CLOSE TO THEIR DAILY DESTINATIONS

• HOUSING

• COMMUNITY
LET’S TALK CAREERS

#1 FOCUS: INDUSTRY IS CHANGING, YOU DON’T HAVE TO ABANDON BUT CREATE ROOM FOR NEW TOO

• FOSTER CONNECTION TO CURRENT WORKFORCE DEMAND

• ELEVATE SMALL BUSINESS AND ENTREPRENEURS

• CONNECT THE TWO
LET’S TALK CONNECTIVITY

#1 FOCUS: LOOK AT EXPERIENCES AND OPPORTUNITY AS THEIR CURRENCY

- AMPLIFY CULTURE
- OPEN CHANNELS TO CONTINUED EDUCATION
- ENCOURAGE REGIONALISM
5 QUESTIONS TO HELP YOU GO FROM HERE

HAVE YOU BEGUN TO ENGAGE YOUNG PEOPLE IN YOUR AREA?
For Inspiration: Wisconsin YP Summit

HOW ARE YOU THINKING ABOUT YOUR BUILT ENVIRONMENT DIFFERENTLY: HOUSING, BUSINESS, PUBLIC SPACE?
For Inspiration: EPA.GOV Smart Growth for Rural Communities

IF YOU COULD HAVE ONE COMMUNITY EVENT OR FESTIVAL NEXT YEAR WHERE WOULD IT BE AND WHAT WOULD IT INCLUDE?
For Inspiration: Suds on the Square – the first craft beer festival in Fayetteville; BeltLine Lantern Parade – Atlanta

HOW ARE YOU PREPARING YOUR K-12 SCHOOLS FOR THE WORKFORCE OF THE FUTURE?
For Inspiration: Learn For Life (http://l4lmetroatlanta.org/)

HOW ARE YOU INCENTIVIZING START-UPS AND SMALL BUSINESS?
For Inspiration: The Clubhouse, Augusta; SparkMacon, Macon