

CHOOSEATL

ATTRACTING TALENT TO METRO ATLANTA

Metro Atlanta Chamber

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

BUSINESS FRIENDLY ENVIRONMENT

DYNAMIC WORKFORCE



GROW

ADVOCATE

PROMOTE



CHOOSEATL



Vision

TO BE A TOP-TIER GLOBAL
REGION FOR EMERGING
TALENT

Mission

TO ATTRACT AND RETAIN
EMERGING TALENT TO METRO
ATLANTA

CHOOSE **ATL**

FACING THE CHALLENGE

**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 MILLENIALS ARE LIKELY TO CHANGE JOBS IN 3 YEARS

ESTABLISHING A CREDIBLE BRAND

KEY RANKINGS

1B Paid and earned media impressions

1.5M Millennials reached through live experiences

25K Social media followers across all platforms

#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

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Bloomberg

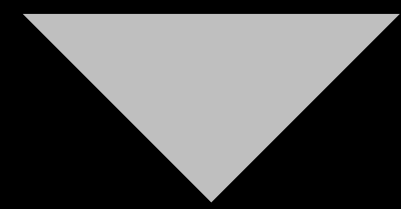
Forbes

VOGUE

ATTRACTING TALENT

FRAMEWORK TO ATTRACT AND RETAIN

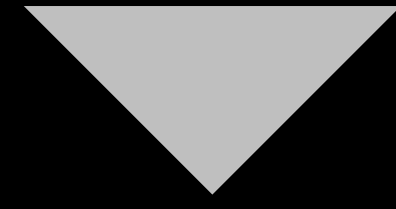
RAISE
AWARENESS



CULTURE

THINGS TO THINK
ABOUT: FOOD,
OUTDOOR, MUSIC,
UNIQUE SUB-
CULTURE

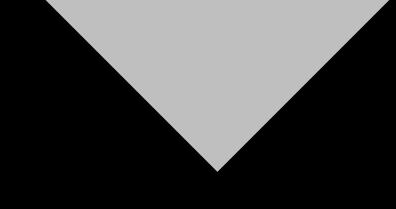
TARGET
CURIOSITY



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

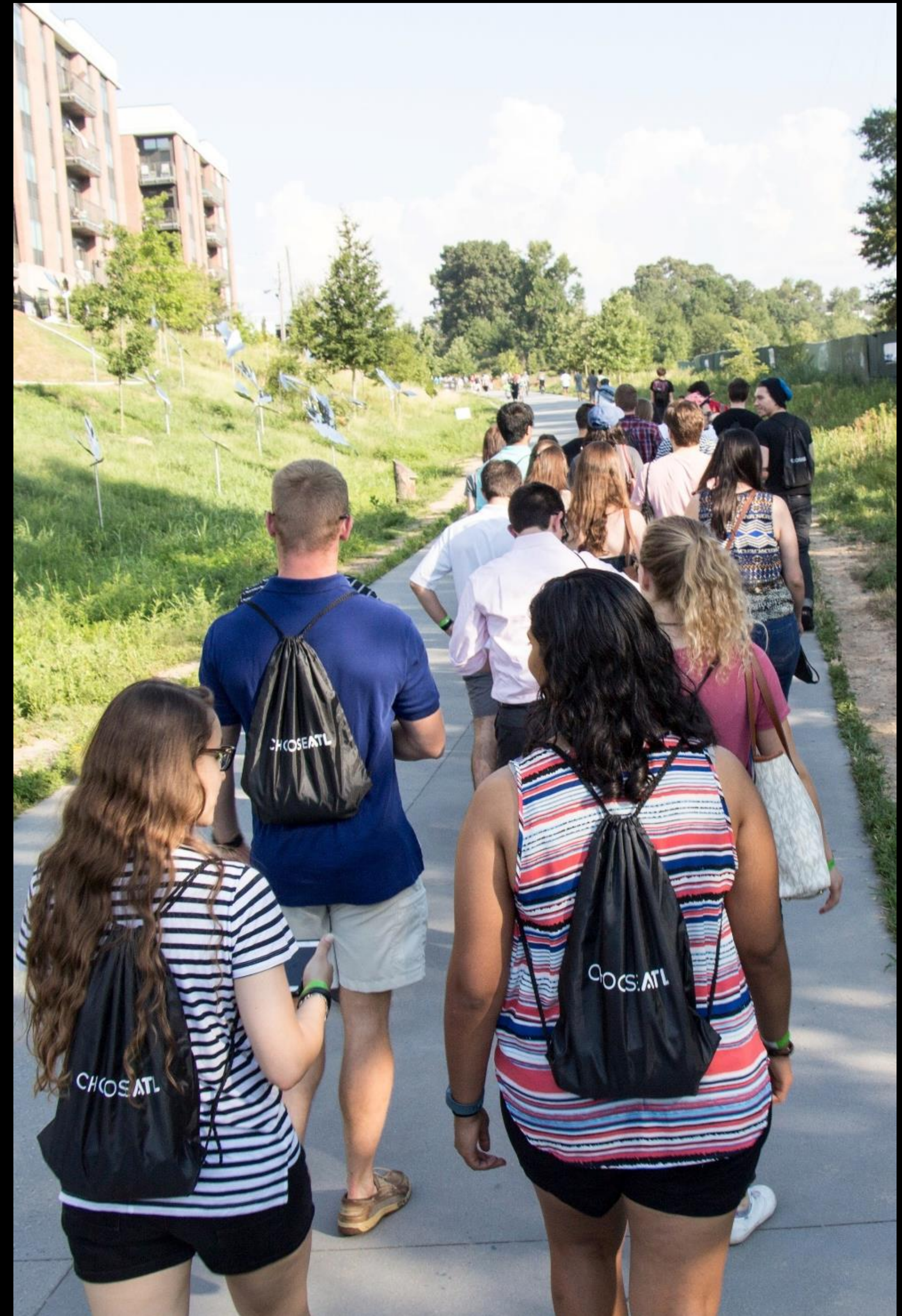
- FOSTER CONNECTION TO CURRENT WORKFORCE DEMAND
- ELEVATE SMALL BUSINESS AND ENTREPRENEURS
- CONNECT THE TWO



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

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THANK YOU