

2008

ADA

Atlanta Development Authority

Annual Report

Letter from the Board Chair

Every day, ADA works to attract employers and investment to the city. ADA's board approved more than \$1 billion in business transactions in 2008. While net job numbers were down citywide, ADA was successful in adding 700 new jobs. More foreign firms had their eyes on Atlanta than ever before, with the life science and digital media sectors drawing the most interest.

In Atlanta we are proud to be a national best practice model for tax increment financing, or tax allocation districts as they are called here in Georgia. ADA's director of TADs is the co-chair of the Council of Development Finance Agencies' National TIF Coalition and is actively participating in the national conversation to refine this valuable economic development tool.

Unfortunately, Atlanta is among the top cities nationwide for foreclosures, which have negatively impacted home values and destabilized neighborhoods all across our city. ADA is an active member of a new citywide consortium of affordable housing advocates working to address the inventory of foreclosed homes and implement the national Neighborhood Stabilization Plan.

Economic development is vital for any healthy city. Our five-year goals, developed in 2004, called for adding 60,000 jobs and 24,000 airport-related jobs; adding 10,000 new units of workforce housing; adding 2,000 acres of parks and greenspace; improving the high-school graduation rate to 72 percent; decreasing crime to 5,600 crimes per 100,000 residents; and growing property values by \$26 billion.

Atlanta Public Schools' results have been very encouraging, with a graduation rate that is now 72 percent, up from 57 percent in 2004. Each high school graduate creates a total societal benefit of more than \$200,000, from higher tax revenues (based on higher salaries) and lower spending on public health, crime-related costs, and other temporary assistance programs. We are proud of Dr. Beverly Hall for being named Georgia's 2009 Superintendent of the Year and one of four finalists for 2009 National Superintendent of the Year.

Crime is another key indicator of economic development. Atlanta today has 1,786 sworn police officer positions, a 20 percent increase from 2001. The violent crime rate is down 38 percent since 2002. In fact, Atlanta has gone from having the second-highest crime rate in the U.S. to number 15 on the list. The city of Atlanta is safer today than it was in the 1970s, but even one crime is one too many. It is my goal to increase our police force to 2,000 by the end of 2009 and bring the crime numbers down even further.

ADA's mission is critical. I would like to recognize our 2008 Board of Directors and thank them for their commitment to economic development in the city of Atlanta. My fellow board members are:

Joe Brown, Centerline Capital Group

LaChandra Butler Burks, APS Board Member

Anna Foote, The Coca-Cola Family Federal Credit Union, effective December 2008

Emma Darnell, Fulton County Commissioner

Carlton Eccles, retired

Tracy Hankin, WebMD

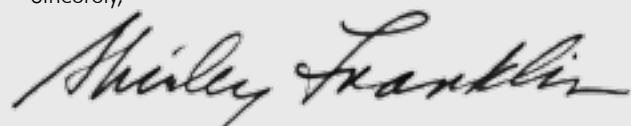
Jim Maddox, Atlanta City Council Member

Barney Simms, Atlanta Housing Authority, retired November 2008

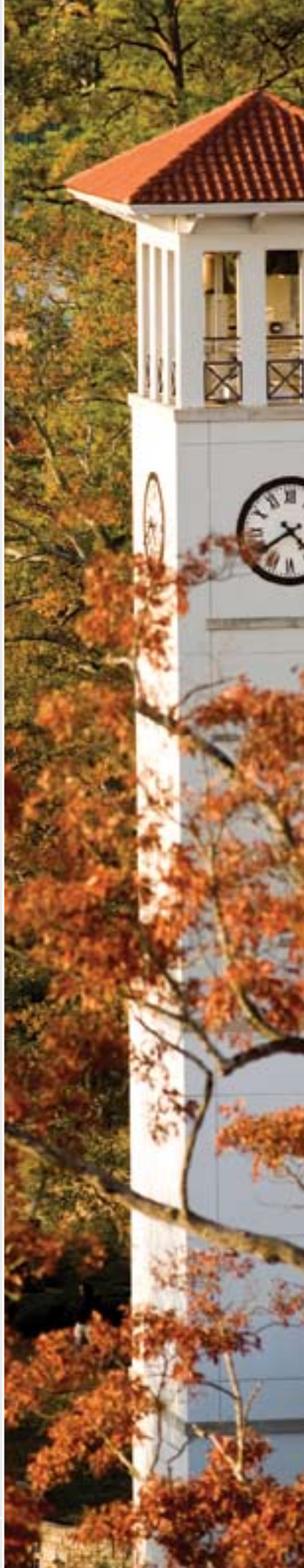
Alex Wan, Optima, Inc.

As my tenure as Mayor of Atlanta and Chair of ADA nears its close, it is my personal goal to provide the kind of leadership that will allow ADA to fulfill its mission and leave a legacy of which we can all be proud.

Sincerely,



Shirley Franklin, Mayor



Letter from the President

It is an honor to serve as the president of ADA and to work with our talented staff. I would like to thank our senior team for their leadership and commitment to our mission:

Tom DiGiovanni, Chief Financial Officer

Ernestine Garey, Managing Director of Housing Finance

Veronica Jones, General Counsel

Sonya Moste, Director of Marketing & Public Relations

Cheryl Strickland, Managing Director of Tax Allocation Districts

Charles Whatley, Director of Commerce & Entrepreneurship

We thank our employees for their focus every day on moving the city's economic development goals forward. We would also like to thank our board members for their commitment to our city and their continued leadership and good counsel. We also appreciate the support of the Atlanta City Council. Together, we have faced the challenges of 2008 and accomplished a lot.

We recognize the effective relationships we have with our economic development partners, more than 50 organizations. We thank our partners for their collaboration and commitment to achieving the vision and goals of the city's New Century Economic Development Plan.

The New Century Economic Development Plan continues to be our framework and report card for economic development. The remainder of this report explains the results of this year. Significant highlights include:

- Marketing and promotion of the city expanding locally, nationally and internationally, with tangible results
- The successful statewide referendum allowing school districts to participate in tax allocation districts
- The HOME Atlanta down-payment program, which helped 173 homebuyers purchase homes in the city
- The 2008 Westside TAD bonds, which funded five projects downtown and provided seed funding for the Center for Civil and Human Rights
- The steady progress of multi-year projects like the Atlanta BeltLine and the redevelopment of Fort McPherson
- International business development missions to India and China

In November, voters statewide affirmed tax allocation districts as an effective economic development tool for cities and counties, preserving a school district's option to participate in tax allocation districts. Within the city, the amendment passed in 84 percent of precincts – 63 percent of city residents voted in support of the amendment. Unfortunately, some additional legal challenges are temporarily hindering our ability to move forward. We are committed to the successful resolution of these matters.

Large multi-year projects like the Atlanta BeltLine and the redevelopment of Fort McPherson moved steadily forward in 2008. The Atlanta Beltline is already changing how Atlanta looks, and McPherson will be a major economic catalyst in southwest Atlanta and our region.

Two events in particular caught my attention in December and are molding our approach to 2009. The U.S. Treasury signaled to the country that it would use all the tools at its disposal to combat our recession. At the Midtown Alliance annual meeting, the CEO of The Coca-Cola Company challenged us to focus on what works, expand partnerships and push forward with resolve. In 2009, we will be investing in what works, using all the economic development tools available to us and strengthening our partnerships.

We thank you for your interest in our city and encourage you to join us as we push forward in 2009.

Sincerely,



Peggy McCormick, President

Economic Development Strategies

1. Build the foundation for sustainable job growth.

In 2008, ADA:

- Preserved TADs as an economic development tool by participating in statewide coalition supporting a referendum to allow school districts to participate in TADs.
- Issued \$80 million in BeltLine TAD bonds and \$65 million in Westside TAD bonds.
- Created a life science committee and joined the Innovation Crescent Regional Partnership.

2. Prepare for the influx of residents and development, and ensure that Atlanta’s infrastructure will support the city’s growth.

In 2008:

- The BeltLine received major TAD funding and opened its first trail segment
- ADA helped the private market create affordable intown housing

3. Make the city of Atlanta more livable, providing safe neighborhoods with excellent public schools, parks, commercial corridors and improved quality of life.

In 2008, ADA:

- Prepared an application for the Neighborhood Stabilization Program, a new HUD initiative.
- Created four commercial corridor TADs.
- Allocated significant public funding from the Westside TAD to the Center for Civil and Human Rights.
- Helped to eradicate homelessness through the Homeless Opportunity Fund.

New Century Economic Development Plan Dashboard

| EDP Goals | Base* | Best in Class Goals | Results | | | | |
|---|----------|---------------------|---------|-------|--------|-------------------|----------------|
| | | | 2005 | 2006 | 2007 | 2008 | 4 Year Total |
| Public High School Graduation Rate ¹ | 57% | 72% | 72% | 71% | 68% | 72% | 72% |
| Airport Jobs ² | 105,000 | add 24,000 | 13,340 | NA | NA | NA | NA |
| Property values ³ | \$42B | add \$26B | \$3B | \$5B | \$8B | Not yet certified | NA |
| Crime per 100,000 residents ⁴ | 10,800 | reduce to 5,600 | 7,929 | 7,916 | 8,543 | 8,619 estimate | 8,619 estimate |
| Jobs Growth ⁵ | 406,000 | add 60,000 | 5,715 | 7,512 | -3,227 | Available 2009 | NA |
| Workforce housing units created with City incentives ⁶ | 1,300/yr | add 10,000 | 1,632 | 804 | 1,085 | 1,009 | 4,530 |
| Acres of Parks & Greenspace ⁷ | 3,400 | add 1,900 | 92 | 226 | 107 | 92 | 517 |

Data Sources:

1. Atlanta Public Schools Office of Communications, as of December 9, 2008

2. HJIA Economic Impact Report 2005. The airport will conduct another economic impact study later in 2009.

3. Georgia Department of Revenue, Tax Digest Consolidated Summary – <http://www.etax.dor.ga.gov/PTD/cds/csheets/menu.aspx>

4. FBI for years 2005-2007. FBI 2008 numbers not yet released. Source for 2008 estimate: City of Atlanta COBRA report from 12/31/08. Population estimate used for city in 2008 was 535,753.

5. U.S. Census Bureau, QWI Online, accessed December 9, 2008 --<http://lehd.did.census.gov/led/datatools/qwiapp.html>

6. Workforce Housing Plan Production Database, City of Atlanta Bureau of Housing and ADA

7. City of Atlanta departments – Watershed and Parks

*Baseline Years: Jobs (2004), Airport Jobs (2003), Property Value (2003), Workforce Housing (2004), Crime (2003), HS Graduation Rate (2002), Parks (2004)

The BeltLine

Guided by Atlanta BeltLine, Inc., the BeltLine took significant steps in building the infrastructure needed to implement this major project. Ground was broken on the Historic Fourth Ward Park, and the first segment of BeltLine Trail at West End opened to tremendous excitement and celebration in the community. In October, the first BeltLine TAD bonds were sold, which sustained momentum for the transit and affordable housing components of the project. With the bond sale, ABI finalized the acquisition of the 4.5-mile section of transit right-of-way in the northeast corridor and financed the BeltLine Affordable Housing Trust Fund with \$8.8 million in bond proceeds. ABI also embarked upon a cooperative partnership with MARTA to complete the first phase of the Environmental Impact Study for the entire 22-mile transit corridor, and is looking forward to expanding the BeltLine-MARTA relationship in 2009.

Parks and Greenspace

Recent groundbreakings and acquisitions:

- Historic Fourth Ward Park groundbreaking
- Vine City Park groundbreaking and expansion, funded in part through the Westside TAD Neighborhood Fund
- Capitol Gateway Park expansion along Memorial Drive near Oakland Park Cemetery. This linear park will eventually connect Oakland to the state capitol.
- Lake Claire Park expansion
- Old Adamsville Park expansion
- Four Corners Park expansion

In addition, the city of Atlanta Greenway Acquisition Project was completed. This \$25 million program funded the acquisition and protection of properties adjacent to selected rivers and creeks within the Metro Atlanta area. These greenway properties will forever be maintained in a natural, undisturbed state.

Fort McPherson

With the guidance of the McPherson Planning Local Redevelopment Authority, the state of Georgia is seeking conveyance from the U.S. Army in order to repurpose almost one-third of the 500-acre site in southwest Atlanta as a bioscience center. This center is envisioned as a facility for interdisciplinary research and technology transfer, eventually containing more than one million square feet of office and research space and 2,000 units of high-density, mixed-income residential space in a campus-style environment. The center would be developed in partnership with public and private Georgia research institutions, the Centers for Disease Control, and private investors. Construction could begin after the Army vacates the fort, planned for 2011.

Historic Fourth Ward Park



Commerce and Entrepreneurship

ADA's business attraction efforts generated 66 serious investment leads for the city of Atlanta. Of these, 10 were closed, creating more than 700 new jobs. We concluded 2008 with 49 leads still active. We focused heavily on two industries: digital media and life sciences. Nearly a third of our leads fell under these two categories.

The leads are broken down by industry category as follows:

| Industry | # Leads | # Wins |
|-------------------------------|---------|--------|
| Life Science | 11 | 2 |
| Office/Retail | 11 | 1 |
| Digital Entertainment & Media | 7 | 1 |
| Manufacturing | 7 | 1 |
| Hotel/Tourism | 6 | 2 |
| Headquarters | 5 | - |
| Financial Institutions | 4 | - |
| Call Centers/Data Centers | 4 | - |
| Software | 4 | 1 |
| Distribution | 3 | 1 |
| Government | 1 | 1 |
| Other | 3 | - |

On the life science front, ADA created an advisory committee comprising leaders from industry, service providers, higher education and our economic development partners. ADA became a founding partner of the Innovation Crescent Regional Partnership, which promotes the area between Atlanta and Athens as a life science corridor.

Invest Atlanta, our quarterly e-newsletter with a distribution of almost 50,000 recipients, showcased Atlanta's many competitive advantages and helped to generate business relocation leads.

For the third year, a business development delegation from Atlanta led by Mayor Franklin attended the spring conference of the International Council of Shopping Centers, the premier retail development and leasing conference in the U.S.

At the BIO International 2008 show in San Diego, ADA exhibited inside the Georgia Pavilion. More than 20,000 people attended the conference.

ADA co-hosted eight senior executives from U.S. and foreign companies at the Atlanta Championship Invitational, a partnership led by the Metro Atlanta Chamber of Commerce and several other chambers and development authorities. The event included an exclusive welcome dinner and tickets to the PGA Tour at East Lake.

Global Commerce

In 2008, ADA's Commerce and Entrepreneurship department worked with international companies considering investments in the city of Atlanta from 13 countries, including China, Brazil, Germany, Israel, England, Finland, France, India, Ireland, Japan, Korea and the Netherlands. As a result, we celebrated two foreign wins: Toyoko Inn and Kemira.

The Commerce and Entrepreneurship department participated in a mission to China in December 2008 to form a collaborative alliance between ADA, the U.S.-China International Investment Association and several Chinese cities. The team pledged to enable the exchange of information and best practices between academia and the private sector regarding innovation, commercialization of technologies and trade promotion.

ADA partnered with many organizations in its business attraction efforts, including the Metro Atlanta Chamber of Commerce, the State of Georgia, Georgia Power and Central Atlanta Progress.

ADA partnered with the DeKalb County Department of Economic Development in hosting the International Economic Development Council's annual conference in 2008. Atlanta hosted more than 1,300 domestic and international economic development professionals. ADA designed various education tours for the attendees (behind the scenes at the airport, Georgia Tech's Technology Square) and organized the Cross Borders Connection Reception, where several local international consulates and bi-national chambers of commerce participated.

Successes

Kemira

A chemical company from Finland will open a research lab at Technology Enterprise Park in Downtown Atlanta adjacent to Georgia Tech, employing 80 workers with an annual payroll of about \$5.2 million. They leased 37,000 square feet of space, bringing TEP Building 1 to its full occupancy. They expect to be operational by the end of 2009.

Toyoko Inn

A Japanese hotel chain with close to 200 locations in Japan purchased land on Forsyth Street in Downtown Atlanta. They propose to build a business-budget hotel with up to 700 rooms. Once completed, it will be a 40-story building, and the sixth-largest hotel in Atlanta. Projected capital investment will be more than \$55 million. They will create 100 jobs and bring in \$2.4 million in annual payroll.

Tyler Perry Studios

Tyler Perry purchased the former Delta headquarters facility near Greenbrier Mall in southwest Atlanta and renovated it into a studio for television and film production. This is part of a growing digital media and entertainment sector in Atlanta, joining CNN, Turner and Savannah College of Art and Design in forming a robust cluster.

National Health Museum

With the support of the American Medical Association, this virtual museum launched a nationwide search for a bricks-and-mortar location. Atlanta won, beating out Philadelphia, New York, Boston, San Francisco, Chicago and Washington, D.C. The museum expects to locate in Downtown Atlanta near other significant tourist attractions. Governor Perdue was personally involved, as well as the Blank Foundation, in closing the deal. The museum still needs \$250 million and is in the process of raising these funds. It will employ up to 200 people when fully operational.

UTI

This distribution company leased 80,000 square feet of space in the newly constructed AMB facility near Southside Industrial Park. The site is the first Industrial Urban Enterprise Zone created in Atlanta in several years. UTI is projected to add 80 jobs with annual payroll of about \$4 million.

Nuclear Regulatory Commission

This federal agency has signed a lease for roughly 100,000 square feet of space in Peachtree Center in Downtown Atlanta. It will add approximately 100 highly skilled federal government jobs with an annual payroll of about \$7 million.

Small Business: Fostering an Entrepreneurial Spirit

It was a challenging year for financing start-ups and small business expansions. Small businesses are the foundation of a healthy economy. In fact, more than 80 percent of all jobs in the city of Atlanta are in small business. ADA received 50 applications for loan assistance in 2008. Unfortunately, due to the national credit crisis, two-thirds of our loan applicants either withdrew their applications or were declined because they were unable to pull together a viable finance package.

Despite the challenging environment, ADA helped finance 12 small business start-ups and expansions. Loan funds totaling \$887,000 were leveraged with \$3.9 million dollars from other sources for a total investment of \$4.8 million.

Loan recipients:

- 404 Custom Motorsport, Inc. – 884 Murphy Avenue
- Eat At Noon – 1080 Peachtree Street
- Forever Young & Healthy – 171 Auburn Avenue
- Le Creatif Design – 480 John Wesley Dobbs Avenue
- Lord, Jean-Charles & Lord – 3455 Peachtree Street
- Melissa Preston CPA – 1040 Boulevard SE
- Merritt Masterpieces, Inc – 171 Auburn Avenue
- Phat Phashuns, Inc – 3083 Martin Luther King Jr. Drive
- Space Atl, LLC – 1310-A White Street
- Sweet Auburn Bistro – 171 Auburn Avenue
- Utopia Trading, Inc – 860 Hank Aaron Boulevard
- Westside Storage LLC – 1310 White Street

ADA partnered with the Small Business Administration on its e200 initiative, an innovative executive training program, to enable promising firms to grow into companies that can have a significant impact on the inner-city economy of Atlanta. Fourteen small-business CEOs from Atlanta's inner city participated.

ADA was allocated \$2 million in Empowerment Funds from ACoRA, the management entity responsible for marketing the Renewal Community federal tax incentives. These funds are designed to stimulate investment in the Atlanta Empowerment Zone around the Old Fourth Ward and Auburn Avenue corridor. This will become a new program for ADA in 2009.



Homeownership

As part of the Housing Opportunity Bond Fund's HOME Atlanta program, ADA provided down-payment assistance to 173 families who were able to purchase an affordable home in the city limits. The average home price was \$165,000 and the average income of the purchaser was \$46,000. These results are remarkable given the challenges in the second half of 2008 with the crash of the residential and credit markets. The real estate community tells us that this program has been instrumental in allowing homebuyers to move forward in the face of limited liquidity.

The BeltLine Affordable Housing Trust Fund received its first installment of \$8.8 million in fall 2008. There are currently ten new condo or townhouse developments along the BeltLine. A component of this fund will offer down-payment assistance to qualifying buyers purchasing new-construction units. Incentives and low-interest loans will also be available to developers who invest in the BeltLine area. ADA held its first BeltLine Developer's Day in 2008 and attracted 80 area developers.

Homeless Opportunity Fund

In 2005, \$22 million was allocated to create permanent supportive housing units as part of a larger citywide plan to eradicate homelessness in Atlanta. These funds are an integral part of United Way's Blueprint to End Homelessness in Atlanta in Ten Years, which is a plan commissioned by Mayor Shirley Franklin that reflects national best practices as well as consensus across the metro region's business and civic communities.

In 2008, ADA funded six projects that received grant dollars totaling nearly \$6.3 million. This helped to leverage another \$44 million from other sources. Once completed, these projects will add 609 affordable residential units, with 254 of them set aside for permanent supportive housing for homeless individuals or families. Since the program's inception, 95 percent of the \$22 million has been committed. This grant program enables developers to build or renovate existing buildings.



Homeless Opportunity Fund Production Dashboard

| Project Name | Developer | Service Provider | Target Population | # Affordable Units | # Homeless Units | Grant Amount* | Total Construction Cost |
|--------------------------|------------------------|-------------------------------|--------------------------------|--------------------|------------------|---------------|-------------------------|
| Gates Park Crossing | RHA Housing Inc I & II | Achor Center | Grandmothers raising grandkids | 332 | 41 | \$1.6 million | \$33.5 million |
| City of Refuge | City of Refuge Inc | Fulton Co Dept Human Services | Women & children | 132 | 132 | \$1.5 million | \$1.8 million |
| Vineyard Court | Community Concerns Inc | Community Friendship Inc | Families | 32 | 32 | \$1.4 million | \$1.8 million |
| Quest Village | Quest, 35 Inc | Quest, 35 Inc | Men & women | 20 | 18 | \$800,000 | \$1.2 million |
| The Life Exchange Center | Gilgal | Gilgal | Women | 26 | 26 | \$709,000 | \$859,000 |
| Ashton Browns Mill | Ambling Development | Community Friendship Inc | Men & women | 100 | 5 | \$200,000 | \$11.4 million |

*program funded by 2005 Homeless Opportunity Bond issue backed by car rental tax

Multifamily Projects

Four multifamily projects have been postponed to 2009 or 2010 because of the 2008 credits crisis. Combined, these projects would have added almost 900 units of residential housing.

Tax Allocation District Activity

The city closed on the 2008 Westside TAD bonds, in process for over two years, in December. This bond issue provided seed funding for the widely anticipated Center for Civil and Human Rights, gap funding for five development projects downtown and funds for five public infrastructure projects in the downtown area. This contributed to \$429 million in new development projects in Downtown, around Centennial Olympic Park and in Castleberry Hill. Collectively, these projects will add 411 residential units, 195,000 square feet of retail/entertainment space, 173,000 square feet of office space and 237 hotel rooms. Projects include:

- Center for Civil and Human Rights (LEED certified)
- Technology Enterprise Park
- 45 Allen Plaza
- Castleberry Point in Castleberry Hill
- Northside Plaza
- Historic Westside Village

With every Westside TAD bond closing, 20 percent of bond proceeds generated by downtown projects are allocated to the Westside TAD Neighborhood Fund, which incentivizes projects that improve the quality of life in Vine City and English Avenue. In 2008, we celebrated the following Neighborhood Fund-sponsored activities:

- Groundbreaking for the Vine City Park
- Opening of the Fulton County Neighborhood Union Health Center
- Refurbishment of 47 homes by Rebuilding Together Atlanta

The Public Purpose Project Fund, into which 10 percent of bond proceeds generated by projects around Centennial Olympic Park is deposited, was established to provide funding for public projects that do not generate tax revenue in and of themselves but add value to the district as a whole. Projects anticipated to receive funding include:

- Andrew Young tribute in Walton Spring Park
- West Peachtree Place two-way conversion
- Downtown traffic signal upgrades

ADA is also pleased to report that in December, the Fulton County Board of Commissioners amended its original consent to the Westside TAD by extending its participation until 2018. This ensures the future viability of this essential tool and the continued revitalization of areas where investment is still needed, including Vine City, English Avenue, South Central Business District, the Gulch and Castleberry Hill. There are still significant redevelopment opportunities in these areas where challenging conditions persist. Fulton County's future participation in the TAD is essential to ensure continued redevelopment and revitalization.



New Markets Tax Credits

In partnership with Central Atlanta Progress, ADA applied for and won a \$60 million allocation in new markets tax credits from the U.S. Treasury in 2007. The team applied again in 2008 and was awarded another \$20 million. Combined, this \$80 million tax credit allocation will encourage development and new capital investment in Downtown Atlanta and in the city's four new commercial TADs.

Perry-Bolton TAD Update

The Perry-Bolton TAD was established in 2002 to facilitate the revitalization of more than 500 acres of under-developed real estate in northwest Atlanta, including the blighted Perry Homes public housing development. It has been our expectation that the first bond issue in this TAD would spur the creation of mixed-income housing; retail, including a much needed grocery store; a new fire station no. 28; neighborhood commercial development; and continued revitalization in West Highlands.

We have encountered a series of hurdles in our efforts to issue these bonds, including the revision of a previously unworkable affordable housing requirement, BeltLine TAD litigation and the related constitutional amendment, and, most recently, the unfolding of significant events in the financial markets and the nation's economy.

We have determined that the most feasible strategy for marketing and selling the Perry-Bolton TAD bonds is to wait until after the 2009 legislative session, when we anticipate Atlanta Public Schools' tax increment will be available. After reassessing both the capital and real estate markets, we hope to be in a better position at that time to fund all initial applicants, including those who were unable to move forward in a previously proposed 2008 bond issue. Those applicants include:

- West Highlands (1,297 residential units)
- Bolton Village (14,500 square feet of retail, 14,500 square feet of office space)
- Bolton Crossing (40,000 square feet of restaurant and retail space)
- Fire Station no. 28 (including police mini-precinct and community room)
- Moores Mill Village redevelopment (Publix-anchored mixed-use project)
- Perry Village (390 apartments)

Awards and Accolades

Oakland Park Condos, LEED Certified

Located in the Eastside TAD in Downtown Atlanta
Downtown Design Award from Central Atlanta Progress

The Ellis Hotel (formerly the Winecoff Hotel)

Located in the Eastside TAD in Downtown Atlanta
Downtown Design Award from Central Atlanta Progress

TWELVE Centennial Place

Located in the Westside TAD
2008 Superior Design Magnolia Award for Excellence in Housing

100th Eastside TAD Affordable Housing Closing

Oakland Park condo located on Memorial Drive
Purchased by a teacher

Columbia Tower

Located in the Capitol Gateway community on Memorial Drive
Best Affordable and Best Apartment Renovation
2008 Multifamily Project of the Year Award from Multifamily Executive Magazine

West Highlands by Brock Built

Located in the Westside TAD on Martin Luther King, Jr. Drive
Gold OBIE Award by the Greater Atlanta Home Builder's Association

Legacy Property Group for Hilton Garden Inn

Located in the Westside TAD in Downtown Atlanta
Multi-brand developer of the Year by Hilton Hotels

Sustainability

ADA is committed to sustainability. We support the city's sustainability initiative that all new buildings conform to green standards and strive to become a "zero waste" office. In 2008 we implemented the following green office practices:

- Telecommuting and flexible work schedules for employees
- Public transportation cost-sharing incentives
- Recycled stationery and business cards
- Use of green cleaning supplies
- Use of filtered water machines instead of bottled water

Marketing and Promoting the city of Atlanta

ADA is focused on marketing and promoting the city of Atlanta. In 2008, we:

- Directly pitched or contributed to 55 positive, nationally published print news stories with an advertising value equivalency of approximately \$800,000
- Increased circulation of ADA's monthly electronic newsletter, Pulse of Progress, from 20,000 to 25,000, with 40 percent of readers located out-of-state
- Gave more than 65 external presentations about ADA programs
- Hosted 200 prospective entrepreneurs at monthly small business information seminars
- Hosted more than 1,000 real estate agents and brokers throughout the year at our monthly Advantage Realtor Training sessions.

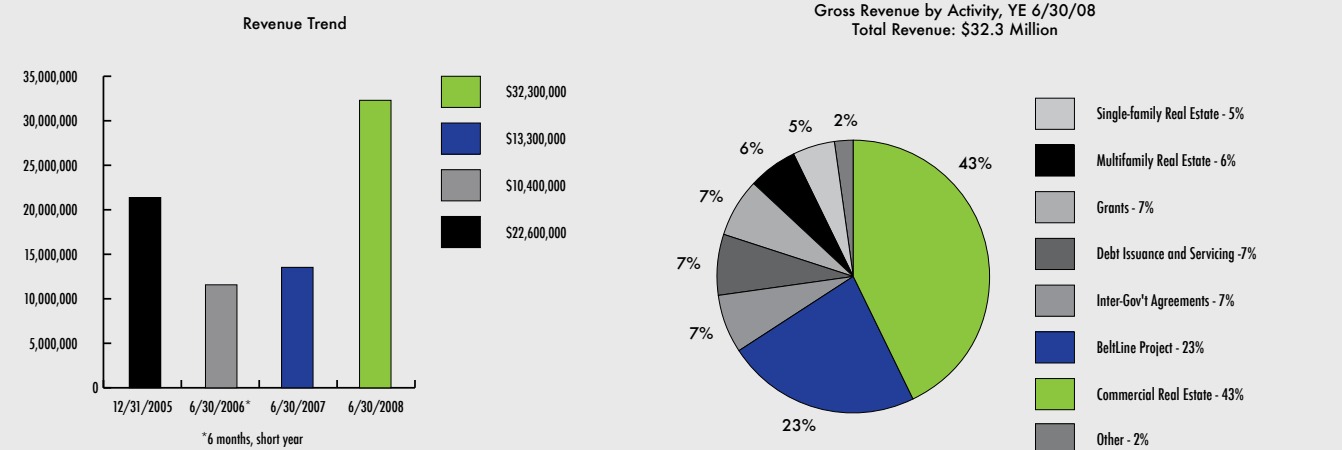
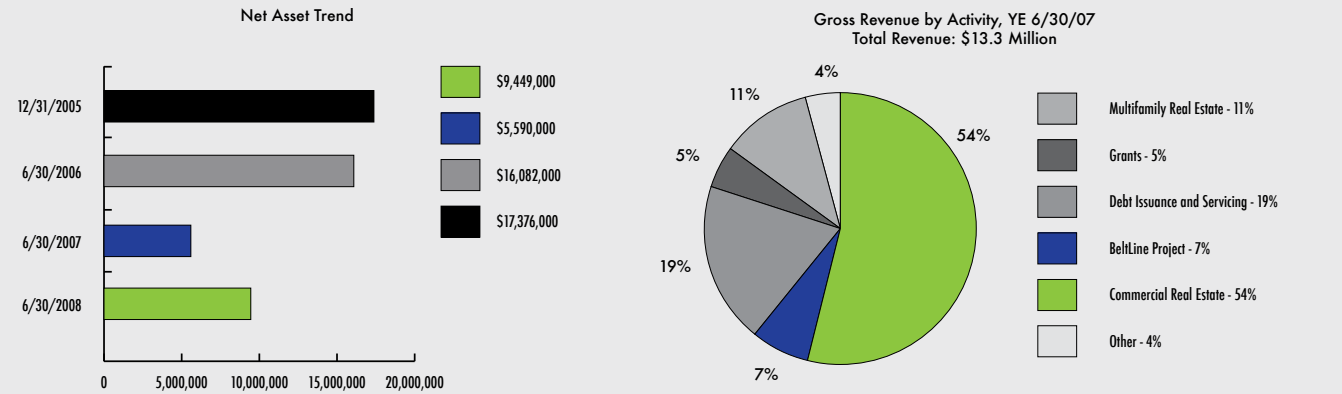
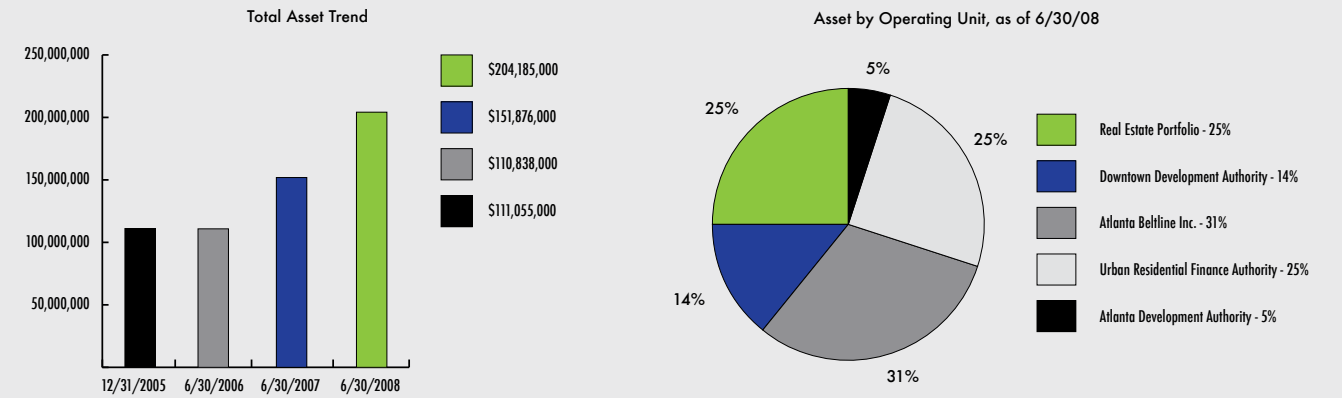


Financial Information (FYE June 30, 2008)

ADA's finances are well positioned to withstand the current challenging economic environment. ADA operates almost 60 separate accounting entities with total consolidated revenue of more than \$32 million for fiscal year ending June 30, 2008.

According to a recently completed financial audit by Mauldin & Jenkins, as of June 30, 2008, ADA's total assets were more than \$204 million. Its liabilities were just shy of \$195 million.

The below graphs show consolidated figures for ADA and all its sub entities and operating units.



Mission Statement:

The Atlanta Development Authority is the economic development agency for the city of Atlanta. ADA represents intown Atlanta, which has a population of 525,000 and growing. A research-based economic development organization, it focuses on residential, business, and investment growth in the city, as outlined in the New Century Economic Development Plan. ADA is governed by a nine-member board of directors, chaired by the mayor of Atlanta. ADA has 45 employees and partners regularly with more than 50 economic development partner organizations.

For more information about the Atlanta Development Authority, please visit us on the web at www.Atlantada.com.

**Atlanta Development Authority
at Underground Atlanta
86 Pryor Street, Suite 300
Atlanta, GA 30303
404-880-4100**

Economic Development Partners

Atlanta BeltLine, Inc.
Atlanta City Council
Atlanta Committee for Progress
Atlanta Convention and Visitors Bureau
Atlanta Coordination Committee for the Renewal Community
Atlanta Education Fund
Atlanta Housing Authority
Atlanta Neighborhood Development Partnership
Atlanta Police Department
Atlanta Police Foundation
Atlanta Public Schools
Atlanta Regional Commission
Atlanta Regional Council for Higher Education
Atlanta Sports Council
Atlanta Technical College
Atlanta Workforce Development Agency
Atlanta-Fulton County Recreation Authority
BeltLine Partnership
Brand Atlanta
Buckhead Coalition
Buckhead Community Improvement District
Central Atlanta Progress
CIFAL Atlanta
City of Atlanta Department of Finance
City of Atlanta Department of Fire Rescue
City of Atlanta Department of Law
City of Atlanta Department of Parks, Recreation and Cultural Affairs
City of Atlanta Department of Planning and Community Development
City of Atlanta Department of Public Works
City of Atlanta Department of Watershed Management
City of Atlanta Office of the Mayor
DeKalb County
Fulton County
Georgia BIO
Georgia Department of Community Affairs
Georgia Department of Economic Development
Georgia Institute of Technology
Georgia Power
Georgia Research Alliance
Georgia State University
Georgia World Congress Center
Hartsfield-Jackson Atlanta International Airport
Imagine Downtown, Inc.
Innovation Crescent Regional Partnership
Livable Communities Coalition
Logistics Innovation Council
MARTA
McPherson Implementation Local Redevelopment Authority
McPherson Planning Local Redevelopment Authority
Metro Atlanta Arts and Culture Coalition
Metro Atlanta Chamber of Commerce
Midtown Alliance
PATH Foundation
Technology Association of Georgia
Terwilliger ULI Center
Trust for Public Land

