

CATLYST

Community Resources Committee

July 13, 2017





- National economic development strategists
- Serving 100+ communities since 2005
- Headquartered in Austin, Texas
- 80+ years of combined experience

<u>Services</u>

- Economic development strategies
- o Customized research
- Organizational strategies
- Workforce studies
- o Marketing plans
- Facilitation







Strategists for the nation's Charleston / top performing economies COLUMBUS GRFA 2020 CHAMB WA FortWorth ND MI CHAMBER ND OR CHARLOTTE ID SD WY IA 🖲 NE NV UT CO CA KS • Greater Miami ۲ **Gainesville Area** ΔR NM 🗩 AZ CHAMBER OF COMMERCE HOUSTON THE CITY WITH NO LIMITS FO UNDATION avalanche ATLANTA REGIONAL COMMISSION vo regional impact + local relevance The Beacon Council Upstate
 SCAlliance foundation ONGMONT FLORIDA Plum Creek lèam ECONOMIC ving Value from Exceptional Resource DEVELOPMENT PARTNERSHIP lexas The Perfect Climate For Business. **Economic Alliance** INNOVATION Ma **Houston Port Region** GREATER West Chambers County EAST END RESEARCH ECONOMIC DEVELOPMENT FOUNDATIO DISTRICT BASTROPTX DECATUR ALLEY THE PEOPLE BEHIND **CenterPoint**_® BUSINESS. TEXAS STYLE. AREA ROANOKE REGIONAL Energy www.BastropEDC.org ECONOMIC DEVELOPMENT COUNCIL PARTNERSHIP ENERGY GROWS HERE **BAY AREA** F DEVELOPMENT SEELS LIKE HOM Rowlett IIC DEVELOPMENT CORPORATION economic alliance MONTANA Economic Partnership SARASOTA COUNTY

About CATLYST Data Review CATLYST Survey Next Steps





Objectives

CATLYST will serve as Metro Atlanta's next 5-year roadmap on issues related to **regional competitiveness**.

• Next Level Strategy

Unlimited by priorities of the past

Regional Strategy

A coordinating strategy for the entire region; ARC convenes and everyone has a role

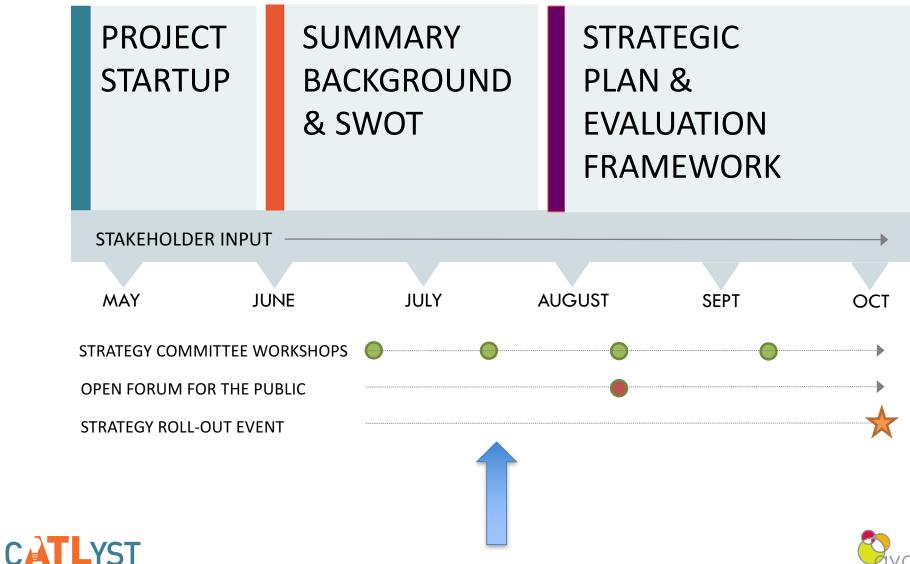
Connected Strategy

Un-siloed, highly collaborative approach, seeking solutions at the connecting points among issues





Planning Process





Strategy Website and Public Survey

CATLYST: A Regional Economic Competitiveness Strategy



The Atlanta Regional Commission (ARC) is updating its regional competitiveness strategy, and renaming it CATLYST. As part of this update, ARC wants you to help determine the Atlanta region's future and to help determine and address the most critical regional challenges for the next five years.

Voice your opinion on the future of our region's economy by taking a brief survey.

About the CATLYST Strategy

Through this engagement process, CATLYST builds on the 2012 Regional Economic Competitiveness Strategy. It will provide updated goals and objectives to further advance the economy of the 10county region and provide more opportunities for its residents.

The planning process will begin with regional data analysis, and will include extensive outreach throughout, including interviews, focus groups, public forums, and workshops with members of the Strategy Committee. The committee is a group of 65 public, private, and nonprofit leaders from across the Atlanta region.

+CATLYST Strategy Committee Members



CATLYST Homepage:

http://atlantaregional.org/catlyst/

CATLYST Community Survey:

www.surveymonkey.com/r/ cATLystStrategy



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Historically, population and employment gains outperform the U.S. average.

EMPLOYMENT GROWTH 1992 - 2017

Metro Atlanta



30.1% US

POPULATION GROWTH 1992 - 2016

Metro Atlanta





SOURCE: BUREAU OF LABOR STATISTICS, US CENSUS BUREAU; AVALANCHE CONSULTING

The housing collapse exposed vulnerabilities.

EMPLOYMENT GROWTH



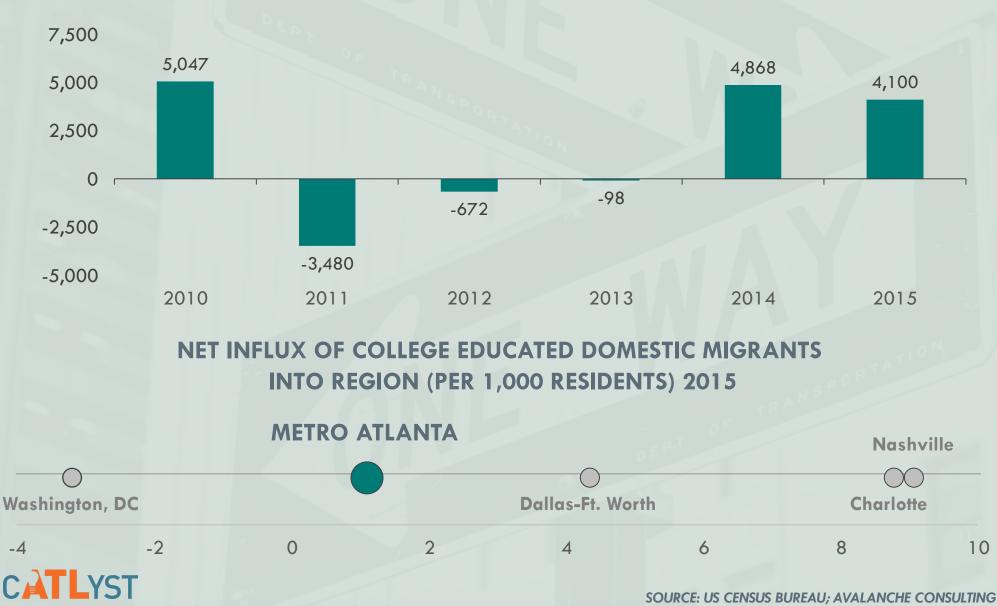
SOURCE: EMSI, NATIONAL ASSOCIATION OF REALOTRS; AVALANCHE CONSULTING

Wage gains in Metro Atlanta are disproportionately enjoyed by high income individuals



SOURCE: BUREAU OF LABOR STATISTICS; AVALANCHE CONSULTING

Talent attraction has been uneven and trails other regions.



NET INFLUX OF COLLEGE EDUCATED MIGRANTS INTO METRO ATLANTA

There are sizable economic disparities between racial and ethnic groups.

METRO ATLANTA POVERTY RATE, 2015

Hispanic

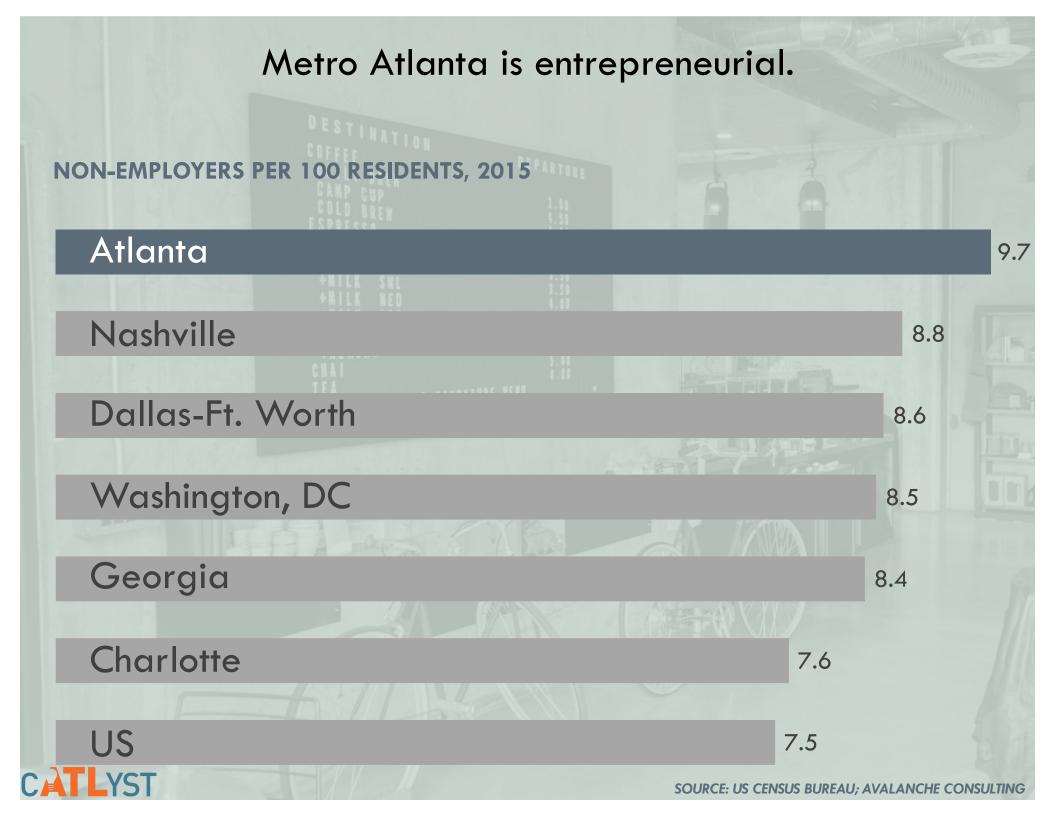


Black/African-American 19.2%

White

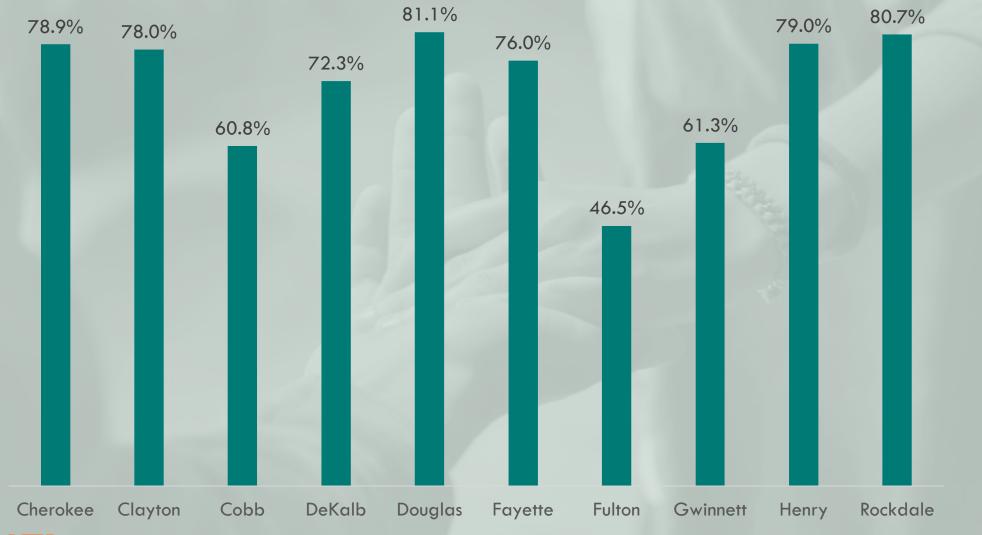






The Metro is deeply interconnected.

SHARE OF RESIDENTS WORKING OUTSIDE THE COUNTY, 2014





SOURCE: US CENSUS BUREAU; AVALANCHE CONSULTING

Leadership



Global

Global Business Environment





Economic development must think holistically and consider the interconnectivity between many topics.





Entrepreneurship

& Innovation

Infrastructure & Mobility

Affordability





Economic Mobility



What we heard

Economic Mobility and Talent & Education

Growing social inequity and a PK-12 inequities are self-reinforcing—school inequities contribute to social inequities and vice versa.

Affordability and Infrastructure & Mobility

Expansion of transit options between job centers will increase affordability, housing options, and overall quality of life for residents

Global Business Environment and Talent & Education

Businesses want to participate in local workforce development, but they want to make sure their existing investments are getting a good return



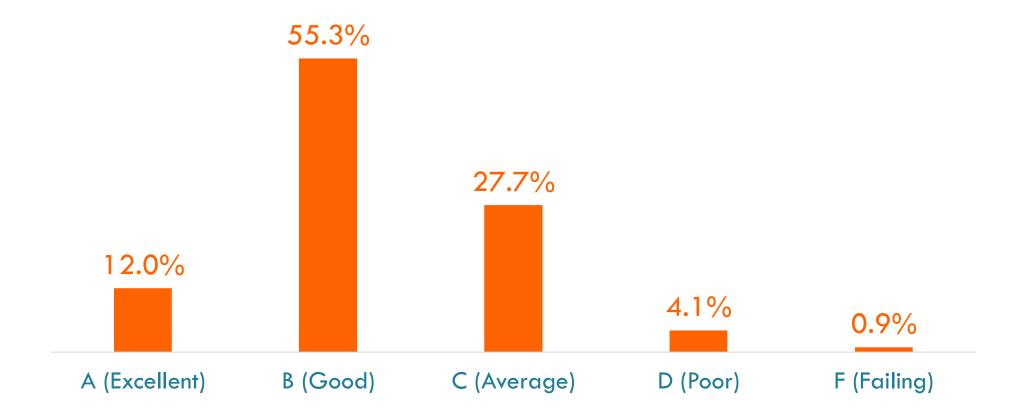


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How do you grade Metro Atlanta's economic performance over the past 5 years?







How do you grade Metro Atlanta's <u>general economy?</u>



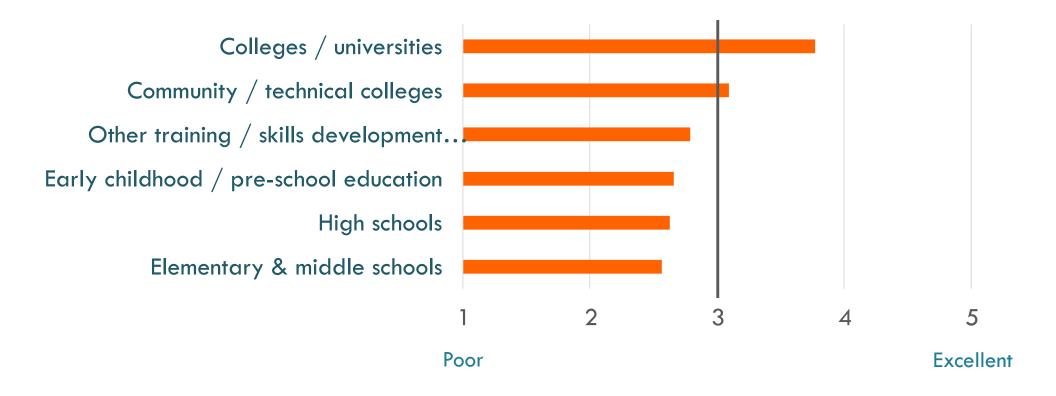
Poor





Excellent

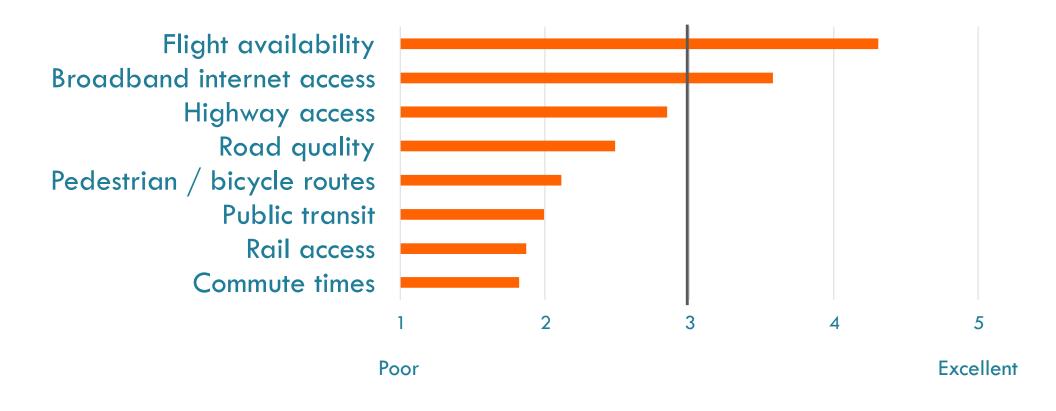
How do you grade Metro Atlanta's <u>education & workforce development</u>?







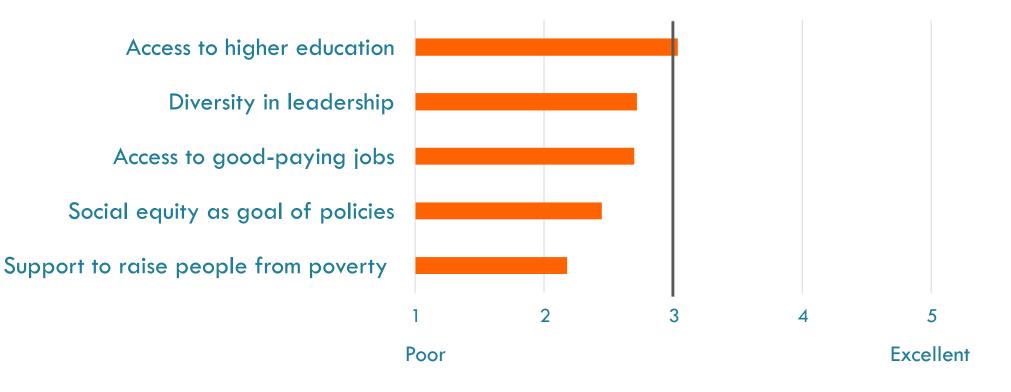
How do you grade Metro Atlanta's <u>transportation & infrastructure?</u>







How do you grade Metro Atlanta's <u>economic mobility?</u>







How do you grade Metro Atlanta's quality of place?

Dining options **Entertainment options Retail options** Family environment Appeal to young professionals **Outdoor** recreation Image of region as place to live Healthcare availability Arts & culture Community spirit / cooperation Cost of living Public safety 2 3 5 4 Excellent

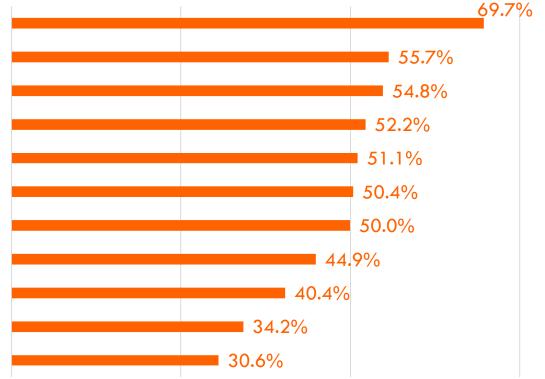
Poor





What are Metro Atlanta's top economic priorities?

Expanding our infrastructure Helping existing businesses grow Expanding economic opportunity for all Improving quality of life Supporting startups & entrepreneurs Recruiting new businesses into the region Creating higher-paying jobs Increasing our pool of qualified workers Addressing diversity & inclusion issues Increasing positive perceptions of our region Diversifying the economy







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What's ahead?

Upcoming Consultant Visits and Events

- August 8-9* Open Houses around the Region
- September 6-7
- Week of October 17 Roll Out



Contact Us

ARC Community Partnerships Group

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