



2024 MAC Goals

SUMMARY OF ORGANIZATIONAL GOALS

- **Secure revenue** of \$14,500,000
- Launch **Atlanta Where You Belong** talent attraction and retention brand
- Continue to position metro Atlanta and Georgia as a **leading hub for cleantech and fintech** and identify emerging clusters for targeted growth
- Launch an initiative to **reimagine the downtown experience**: convene stakeholders, generate ideas, and create a plan to improve downtown Atlanta to ensure it is a vibrant core of our region
- Execute MAC's public policy agenda: **promote pro-business legislation, oppose discriminatory legislation, and protect Georgia's reputation** as the #1 state for business

ECONOMY

- Continue to position metro Atlanta and Georgia as a leading hub for cleantech and fintech, and identify emerging clusters for targeted growth
- Serve as a subject matter expert on trade and investment for Georgia's business community, leading global initiatives and positioning MAC as the premier international economic development authority for trade and investment partners in the region and overseas
- Increase the visibility of MAC's Chief Economist through the monthly Georgia by the Numbers program and other platforms, positioning him as a go-to resource on macro- and microeconomic data for MAC investors, media, and the broader metro Atlanta business community
- Expand the Metro Export Challenge, the region's most significant collaborative global economic development initiative, and exceed \$825,000 in counseling and export grants to date for small and medium-sized businesses, supporting regional economic development partnership
- Operationalize Atlanta Growth Collective and increase engagement with its champions
- Expand the reach and scale of InnovATL and promote metro Atlanta's innovation ecosystem
- Execute MAC's public policy agenda: promote pro-business legislation, oppose discriminatory legislation, and protect Georgia's reputation as the #1 state for business, including:
 - Defeat adverse changes to economic development incentives
 - Prevent or mitigate the passage of discriminatory legislation
 - Ensure proposed workplace harassment legislation does not adversely impact business
- Launch new marketing content series and campaigns highlighting key industry clusters and ecosystems for economic development efforts

TALENT

- Launch Atlanta Where You Belong brand for talent attraction and retention
- Establish two new talent pipelines leveraging the findings of the ATL Talent Collaborative
- Execute MAC's public policy agenda, including:
 - Pass occupational licensing reform to improve workforce outcomes
 - Support updates to the High Demand Career Initiatives program
- Secure state funding for talent initiatives, including:
 - Additional \$10 million for college completion grants
 - Additional funding of \$110-125 million for children and parent services (CAPS)
 - Increase funding by \$3 million for computer science training and education



- Refine the ATLeaders and ATL Interns After 5 programs for 2024
- Develop and launch a talent matching platform that will allow for a more direct and streamlined connection between metro Atlanta's available workforce and the region's employers

COMMUNITY

- Launch an initiative to reimagine the downtown experience: convene stakeholders, generate ideas, and create a plan to improve downtown Atlanta to ensure it is a vibrant core of our region
- Amplify the results of the ATL Action for Racial Equity 2023 assessment report to share lessons learned and actionable data to advance racial equity across metro Atlanta as well as celebrate the third anniversary of the initiative
- Review ATL Action for Racial Equity as a whole and examine the data in the 2023 assessment report to identify opportunities to expand the initiative's focus in addition to the work already underway to support the Black community
- Grow ATL Action for Racial Equity's external engagement and partnership efforts, including securing 2 to 3 formal partnerships and supporting the DEI Roundtable
- Continue the Gapollworker.com initiative to facilitate investors' civic engagement
- Lead the effort to produce a successful Copa America 2024
- Manage the 2025 College Football Playoff National Championship Host Committee
- Increase voter education on and engagement in local election cycles
- Educate MAC investors on various community issues like the Atlanta Public Safety Training Center, education initiatives, transportation, and infrastructure
- Advance efforts in support of the Atlanta Public Safety Training Center to enhance metro Atlanta's public safety outcomes
- Execute MAC's public policy agenda, including:
 - Pass sports betting legislation
 - Secure state funding for FIFA World Cup 2026 and CFP National Championship
 - Support legislation to improve public safety outcomes

OPERATIONS

- Secure revenue of \$14,500,000
- Foster an inclusive and equitable environment where team members can bring their whole selves to work and thrive by amplifying MAC's DEI mission, strategy, and vision internally
- Identify new potential investors that align with MAC's pillars and our values of inclusiveness, diversity, and respect for all
- Drive cross-Chamber goals by guiding consistent, impactful, quality messaging strategy, including managing internal communications at an exceptional level
- Strengthen metro Atlanta's reputation as a top-tier global region by positioning MAC leadership as regional thought leaders and sought-after experts, as well as strengthening relationships with national/international and local media
- Produce 165th Annual Meeting and the 2024 Impact Report
- Execute at least one impactful CEO fly-in trip
- Deliver high-quality research to be used by MAC colleagues, investors, partners, legislators, and the media both proactively and by responding to requests in a timely manner

