

THROUGH COMMUNITY, WE THRIVE

2024 METRO ATLANTA CHAMBER IMPACT REPORT

**METRO ATLANTA ISN'T HAVING A MOMENT.
WE'RE BUILDING A MOVEMENT.**

**BACKED BY BUSINESS
FUELED BY TALENT
UNITED IN COMMUNITY**

**AND IN 2024, THE WORLD
IS TAKING NOTE**





ABOUT THE CHAMBER

The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. We work to advance economic growth and improve metro Atlanta's quality of life across its 29 counties. Our charge is to unleash Atlanta's ambition, and we do this by growing, advocating, and promoting the region's economy, talent, and community. MAC expands the region's thriving economy, advocates for a competitive business climate, and elevates metro Atlanta's story on a global scale to **ensure that this continues to be a region that rises as one.**

LETTER FROM LEADERSHIP

As we look back on a truly remarkable 2024, we are inspired by the business community's dedication to shaping the future of our region. Metro Atlanta remains vibrant and resilient thanks to your collective efforts — efforts that enhance our businesses, strengthen our communities, and give our people greater opportunities.

Together we have made great strides. But this journey is far from complete. The progress we achieved this year continues to drive our mission to unleash Atlanta's ambition. This Impact Report highlights the resonance of the Metro Atlanta Chamber's initiatives across our core strategic imperatives: Economy, Talent, and Community.

In 2024, MAC resolutely maintained our focus on those three areas. We continued our tireless work to be the best, most productive, and most inclusive place to do business. We expanded last year's talent work with new programs and a striking new brand to market the region to the kind of skilled talent that will fuel our economy for years to come. And this year we zeroed in on community, reimagining Downtown Atlanta with a plan to transform it into a world-class center for the region. Challenging and ambitious, this work creates a lasting legacy for metro Atlanta.

As you explore this report highlighting MAC's impact across Economy, Talent, and Community, we encourage you to reflect on how your continued support helps make metro Atlanta a region that rises as one.

With gratitude,



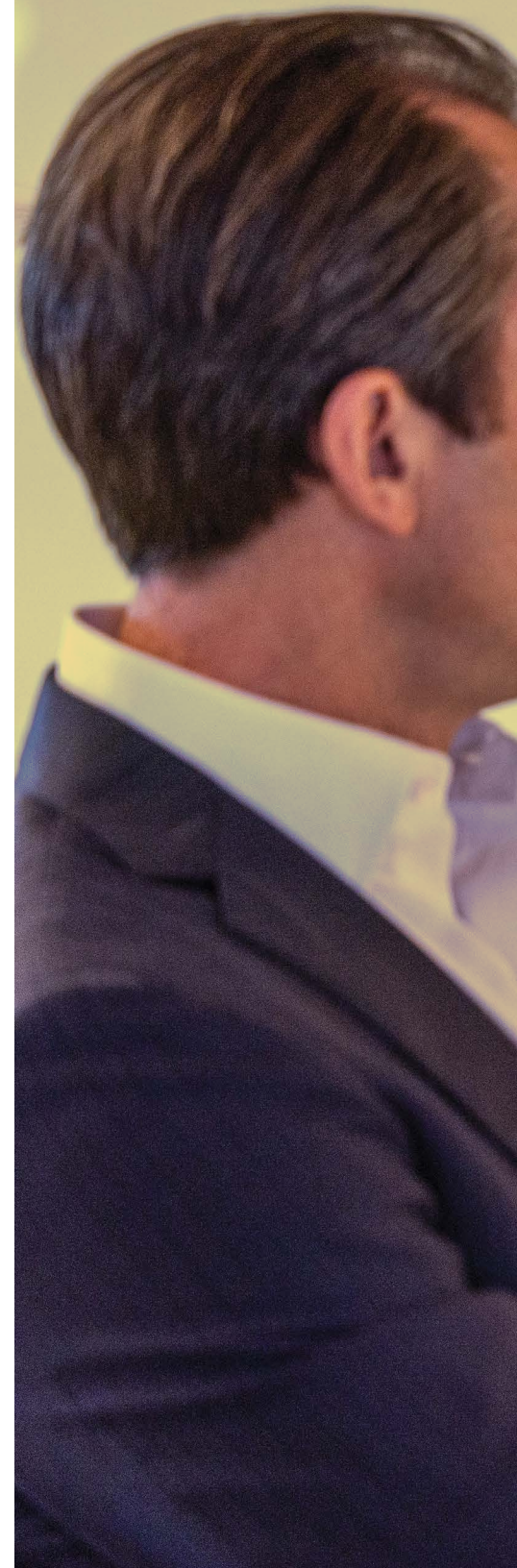
Katie Kirkpatrick
President & CEO



Chris Womack
2024 Board Chair



Ryan Marshall
2025 Board Chair







IN 2024, METRO ATLANTA IS ACCELERATING OUR MOMENTUM, BUILDING ON OUR SUCCESS, AND REIMAGINING WHAT'S POSSIBLE.

ECONOMY

#1 best state
to do business for
11 consecutive years
— Area Development¹

TALENT

#1 most educated city
in the U.S.
— Forbes Advisor²

COMMUNITY

#2 most livable city
in the U.S.
— The Economist³

EXECUTIVE GOVERNING COMMITTEE



Ed Bastian
CEO
Delta Air Lines, Inc.
Past Chair

Kim Greene
Chairman, President & CEO
Georgia Power
Treasurer Emeritus

Carol Tomé
CEO
UPS
Past Chair

Ryan Marshall
President & CEO
PulteGroup
2025 Chair

Katie Kirkpatrick
President & CEO
Metro Atlanta Chamber

Chris Womack
Chairman, President &
CEO
Southern Company
Past Chair

Paul Donahue
Executive Chairman
Genuine Parts Company
Past Chair

Venessa Harrison
President, Southeast
Coastal States
AT&T
Treasurer Emeritus

Katie Saez
Georgia Regional President
Truist Bank
Treasurer

Rich McKay
CEO, AMB Sports and
Entertainment & The Atlanta
Falcons
2026 Chair

Raphael Bostic
President & CEO
Federal Reserve Bank of
Atlanta
Past Chair





ECONOMY



WE ARE A REGION THAT WORKS TOGETHER

Home to a diverse and thriving economy fueled by shared ambition. This is a place where big ideas are met with open ears, and forward-thinkers find open doors within a vibrant and collaborative business community. In 2024, we are a global nexus of innovation and opportunity because our region's success is a team effort — and we're all in.

#1

best city

to start a business⁴

#1

place for young professionals

to start a career⁵

#6

metro for Inc. 5000 companies⁶

+70%


of Fortune 500 companies

have a presence in the metro⁷

“In metro Atlanta, our collaborative business community is at the heart of our vibrant economy. We are working together today to ready our region for the demands of tomorrow — and the decades ahead.”

KIM GREENE

Chairman, President & CEO
Georgia Power



ATLANTA GROWTH COLLECTIVE TAKES OFF

In fall of 2023, MAC worked with renowned entrepreneur David Cummings to strengthen our entrepreneurial ecosystem through the launch of Atlanta Growth Collective — a first-of-its-kind community for founders and leaders of metro Atlanta’s fastest-growing mid-market companies. Through monthly events ranging from roundtable discussions to a five-day Montana retreat sponsored by legendary business leader Arthur Blank, participants in the Collective have the opportunity to connect, learn, and share valuable experience with a network of trusted peers and mentors.

DAVID CUMMINGS
Partner
Atlanta Ventures



40,000+ ATTEND INNOVATL'S 2024 RETURN

Thousands gathered at InnovATL2024 this October for an up-close look at the innovations and ideas propelling metro Atlanta forward. In a 19-day series of events, InnovATL convened leaders across industries to witness innovations on the cutting edge of everything — from healthcare and higher education to sports, media, and entrepreneurship. Beyond showcasing metro Atlanta's role as a global hub of tech and creativity, InnovATL provides a platform for innovators of all kinds to connect, collaborate, and foster continued success — together.



EXPORT CHALLENGE DRIVES GLOBAL GROWTH FOR LOCAL BUSINESSES

This October, MAC kicked off the eighth year of our region's largest collaborative global economic development initiative, the Metro Export Challenge (MEC). Designed to fuel the global growth of local small- and mid-sized businesses, the MEC has provided 139 companies with hands-on mentorship and more than \$800,000 in funding to date. With success stories like a 2023 winner named the Small Business Administration's 2024 Exporter of the Year, the program is a key driver of metro Atlanta's global trade leadership.





SUPPORTING PRO-GROWTH POLICIES FOR A THRIVING ECONOMY

MAC's work under the Gold Dome helps keep Georgia the #1 state for doing business. Companies making investment decisions look for long-term stability and a business-friendly environment, so we support pro-growth policies and prevent passage of harmful legislation.

To ensure a competitive tax policy, MAC engaged our partners in 2024 to:

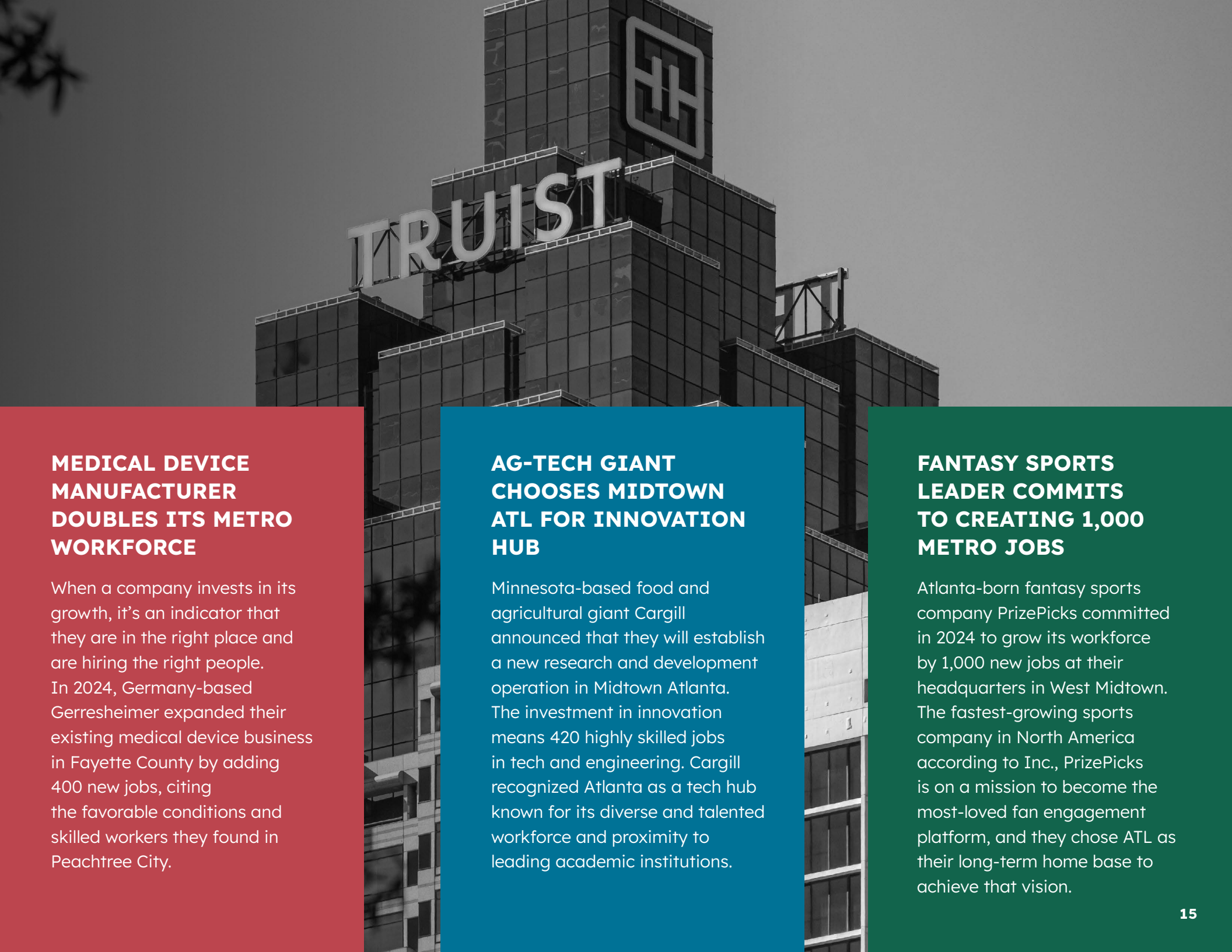
- **Protect** tax programs that lower the cost of doing business in Georgia
- **Lower** the corporate income tax rate to match the reduced personal income tax rate
- **Extend** the corporate tax filing deadline
- **Improve** the tax incentives review process
- **Maintain** essential competitiveness tools for economic developers

ECONOMIC DEVELOPMENT IS A TEAM SPORT

MAC creates momentum for action in partnership with the Georgia Department of Economic Development, Georgia Power, county and city leaders, local chambers, and so many others.

GLOBAL INSURANCE CARRIER TRIPLES REGIONAL FOOTPRINT

AIG, a leading global insurance and financial services firm, announced in October plans to create a new office hub in DeKalb County. The facility will triple AIG's current Atlanta-area footprint to accommodate over 1,000 employees, including 600+ new roles. AIG's expansion is a testament to what we've been saying for years: this region was built for business.



MEDICAL DEVICE MANUFACTURER DOUBLES ITS METRO WORKFORCE

When a company invests in its growth, it's an indicator that they are in the right place and are hiring the right people. In 2024, Germany-based Gerresheimer expanded their existing medical device business in Fayette County by adding 400 new jobs, citing the favorable conditions and skilled workers they found in Peachtree City.

AG-TECH GIANT CHOOSES MIDTOWN ATL FOR INNOVATION HUB

Minnesota-based food and agricultural giant Cargill announced that they will establish a new research and development operation in Midtown Atlanta. The investment in innovation means 420 highly skilled jobs in tech and engineering. Cargill recognized Atlanta as a tech hub known for its diverse and talented workforce and proximity to leading academic institutions.

FANTASY SPORTS LEADER COMMITS TO CREATING 1,000 METRO JOBS

Atlanta-born fantasy sports company PrizePicks committed in 2024 to grow its workforce by 1,000 new jobs at their headquarters in West Midtown. The fastest-growing sports company in North America according to Inc., PrizePicks is on a mission to become the most-loved fan engagement platform, and they chose ATL as their long-term home base to achieve that vision.

GLOBAL REACH, LOCAL IMPACT

Bringing the world to our region
and our region to the world.

INNOVATIONS.
CONNECTIONS.
SOLUTIONS.



ATLANTA HOSTS NATION'S LARGEST SUPPLY CHAIN EXPO

This year, metro Atlanta welcomed more than 40,000 attendees and two dozen companies for MODEx — North America's largest supply chain trade show. MAC President and CEO Katie Kirkpatrick delivered the opening keynote along with MAC investor company UPS. From leading sessions on evolving landscapes to hosting exhibitions of emerging technologies, MAC and metro Atlanta companies were heavily engaged in showcasing metro Atlanta's supply chain industry leadership to a global audience.



MAC WELCOMES DUTCH ROYALS TO ATLANTA

As a global business hub, metro Atlanta's business community extends far beyond our borders. In June, MAC helped arrange a royal visit from Dutch King Willem-Alexander and Queen Máxima to highlight the strong bilateral ties between the Netherlands and metro Atlanta. MAC'S Katie Kirkpatrick welcomed a roomful of Dutch business leaders at the state capitol, along with the royals and Governor Brian Kemp and First Lady Marty Kemp. The visit serves as one high-profile example of the dozens of international business delegations MAC welcomes each year in our work to raise the business profile of metro Atlanta around the world.



METRO BUSINESS COMMUNITY KICKS OFF COLLEGE FOOTBALL IN IRELAND

In August, MAC organized a major business mission to Dublin, Ireland to coincide with the opening game of the college football season — featuring Georgia Tech and Florida State. In total, MAC conducted more than a dozen international marketing missions to targeted sectors in 2024. Joined by our partners and investors, these visits give us a valuable chance to strengthen our connections overseas. They allow us to express our gratitude to the companies with operations already in Atlanta. And we are always looking to explore new opportunities for growth and partnership.





TALENT



WE ARE A REGION THAT CULTIVATES EXCELLENCE OF ALL KINDS.

Where creative minds can come from anywhere to chase their passion, find their people, and truly thrive. In 2024, our region has a message for the forward-thinkers, bold dreamers, and leaders of tomorrow:

**Welcome to Atlanta —
where you belong.**



#1
destination
in the South for recent college grads⁸

#1
workforce
training program
in the U.S. for 15 years⁹

#3
city for STEM
professionals¹⁰

4 out of 5
metro Atlanta residents moved
here from somewhere else⁷

“Atlanta has been my window to the world, offering the opportunity to learn and the freedom to chase my dreams.”



SOUHAIL GABOUTE
New Product Development
UPS

ATLANTA

WHERE YOU BELONG

Last spring, MAC celebrated the launch of “Atlanta — Where You Belong,”

a new brand and marketing strategy designed to drive talented young professionals and prospective grads to metro Atlanta. This year, we spread that message far and wide from social media to soccer matches to ensure the next generation of talent hears loud and clear: **Only Atlanta has your dream career and life.**





“Metro Atlanta really is a magnet for talent. People arrive seeking a sense of belonging. Because here you find more than a job — yes, you can grow your career, start a business, make your mark. But more than that, this is a place where you can thrive, where you can build a life.”

TIM MAPES
SVP & Chief Communications Officer
Delta Air Lines



MEDIAN ATLANTA SALARIES

\$102,891

Business Analyst

\$104,861

Data Scientist

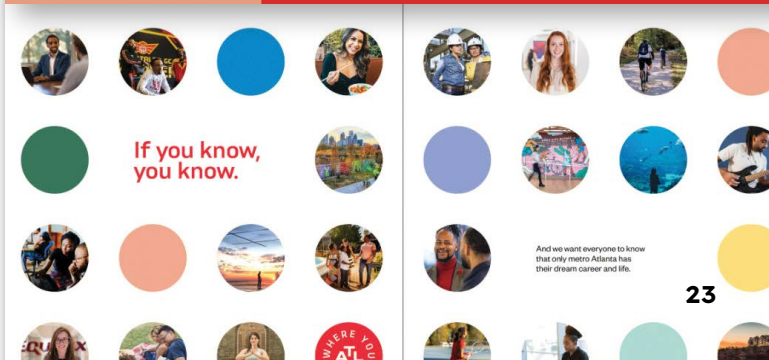
\$104,332

Computer Hardware Engineer

Source: Metro Atlanta Chamber

Just Sayin'

ATLANTA
WHERE YOU BELONG



219 METRO ATLANTA LEADERS BUILD CONNECTIONS WITH OUR BUSINESS COMMUNITY

Following the successful relaunch of ATLeaders last year, MAC's young professionals program returned in 2024 to support the success of our region's rising stars. Newly reformatted to emphasize small-group learning, this year's programming convened 219 hand-selected young professionals in a host of events ranging from CEO luncheons to tours of iconic metro locations like Trilith Studios — hosted by business leader Dan Cathy.

Beyond fostering connection among our region's young professionals, ATLeaders continues a culture of collaboration across our business community that will support our economic success for generations to come.



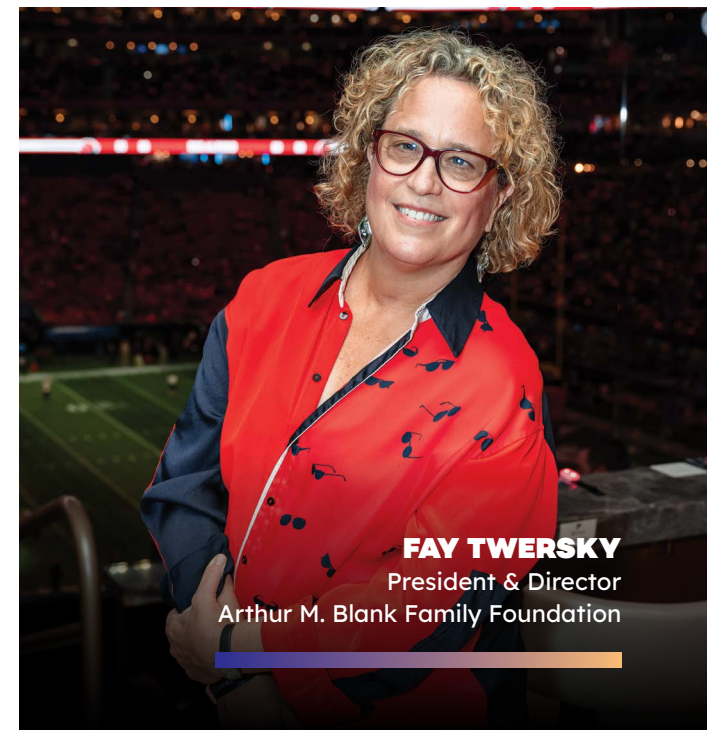
DAN CATHY
Chairman
Chick-fil-A

33 TOP TALENT EXECUTIVES JOIN FORCES FOR A ROBUST WORKFORCE

As the talent needs of our region evolve, our business community is working together to harness untapped talent and cultivate the workforce of tomorrow. Now nearing its third year, the ATL Talent Collaborative convenes top HR and hiring executives to create robust talent pipelines for our region's most in-demand roles. Since its launch in 2023, the Collaborative has cemented partnerships with 17 of Georgia's education institutions, added two new talent pipelines to its now five fields of focus — cybersecurity, skilled trades, software development, data analytics, and frontline warehousing — and grown its membership by 50%. In October, MAC brought 12 members to Phoenix to learn about a successful Arizona job placement program that will serve as the model for a new initiative here in Georgia.

NEW INITIATIVES CONNECT TALENT TO OPPORTUNITY

In 2024, thanks to a generous grant from the Arthur M. Blank Family Foundation, MAC shepherded the successful launch of three new initiatives targeting Georgia talent:



FAY TWERSKY

President & Director
Arthur M. Blank Family Foundation

CONNECT TO WORK GA

By connecting hiring managers to talent from marginalized and rural communities, Connect to Work GA is committed to overcoming hiring challenges and enhancing job opportunities across the state. Once fully operational, the program will place approximately 150 Georgians each year in entry-level positions across various sectors, including warehousing and cybersecurity.

GEORGIA CREDENTIAL LIBRARY

Created through collaboration with business, education, and government leaders, this initiative aims to help young talent confidently plan for their dream careers by providing a comprehensive and dynamic catalog of degrees and certifications commonly held in roles across industries.

GEORGIA INTERN APP

Young talent can now easily find and apply to internship opportunities through a centralized, intuitive platform. With a focus on rural and HBCU talent, the Georgia Intern App will place approximately 400 interns with leading metro businesses annually.



ATL INTERNS AFTER 5 — BACK AND BIGGER THAN EVER

This past summer, the Metro Atlanta Chamber's signature young talent program returned — with record numbers. In four events hosted by iconic metro companies and organizations, MAC brought together 1,667 interns from around the region and the world to build connections with our region's culture, business community, and their peers. And the results speak for themselves.

1,667 interns participated

- Representing
 - **21** countries
 - **179** colleges
 - **72** companies from the MAC board
- **45%** of interns attended colleges outside of GA
- **90%** now plan to start their career in Atlanta

“ATL Interns After 5 is all about helping young people preparing to start their careers feel at home here in metro Atlanta. By connecting them to the culture, community, and opportunities of our region, we’re showing the next generation of talent that metro Atlanta is invested in their success.”



BEA PEREZ

EVP & Global Chief Communications
Sustainability & Strategic Partnerships Officer
The Coca-Cola Company





SUSHI
AVENUE

Siam
Thai Restaurant

COMMUNITY

WE ARE A REGION THAT RISES AS ONE.

Where leaders, innovators, and dreamers are united by a shared ambition to see our community thrive. Where our historic roots feed our bold visions for the future. And where we work to ensure the opportunity that lives here is afforded to all. This is a place people come together to build something bigger than themselves.

And in 2024, we're thinking bigger than we ever have.

#1
city for
Black-owned
businesses¹¹

#3
fastest-growing
metro in the country¹²

#4
moving destination
in the U.S.⁷

#6
largest
metropolitan region
in the country¹³

“We all want the same thing — a good quality of life. Metro Atlanta’s strength lies in our ability to come together around our common purpose: to help our community thrive.”

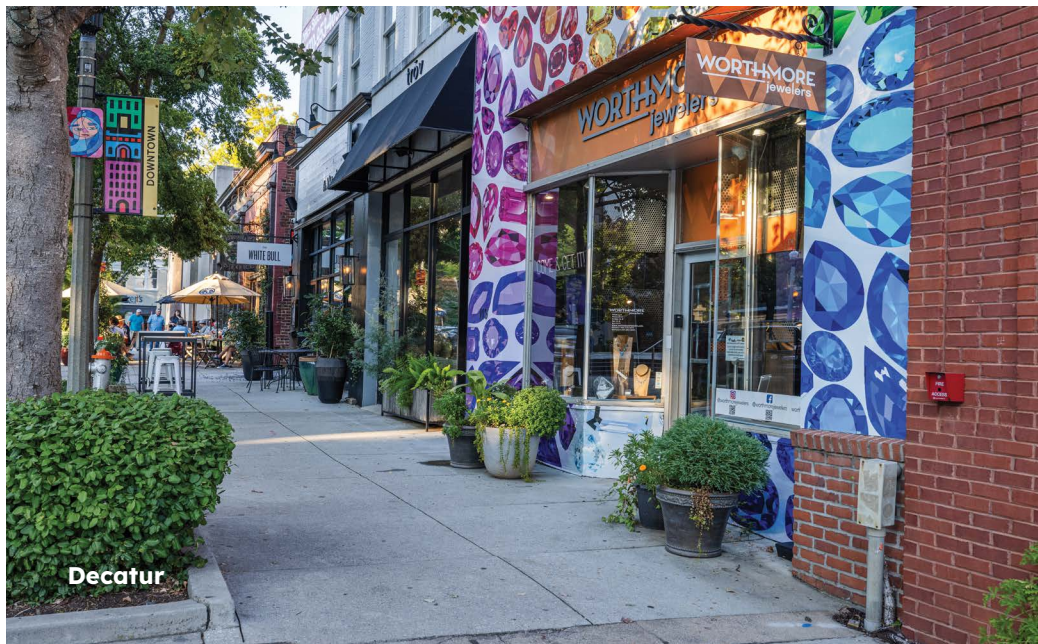
CAROL TOMÉ
CEO
UPS





Senoia

THROUGH COMMUNITY, WE THRIVE



Decatur



Covington



DOWNTOWN ATLANTA— REIMAGINED

Downtown Atlanta is the heart of the nation's sixth largest region and one of the fastest-growing metro areas in the United States. With more than 50 million visitors each year, the perception of downtown shapes the perception of our entire region. But right now, Downtown Atlanta is not the bustling destination it once was. So we're getting to work.

In 2024, we're charting a course to transform Downtown Atlanta into a neighborhood that supports a world-class entertainment scene, a vibrant living environment, and a bustling business community.



TRO
ANTA
MBER

OUR VISION

Experience

Create a downtown that's beautiful, clean, and safe both day and night

Livability

Cultivate a walkable, vibrant, and community-friendly environment

Perception

Raise the profile of the neighborhood as a destination worthy of frequent visits

Workability

Restore downtown's status as a thriving business center

Andre Dickens
Mayor of Atlanta

Rich McKay
CEO of AMB Sports & Entertainment
and CEO of Atlanta Falcons



BUILDING A VIBRANT GATEWAY TO OUR REGION

GSU BLUE LINE

UNDERWAY

GSU Blue Line | A modern 3.7-mile walking path that creates distinctive quads and knits together Georgia State University's network of dorms, libraries, research centers, and classroom buildings

THE STITCH

PHASE 1 COMING 2030

The Stitch | A planned 14-acre greenspace over the Downtown Connector that will stitch together long-disconnected neighborhoods split by highways

Georgia-Pacific

COMING SOON

Georgia Pacific Renovation | Transforming the 51-story Georgia-Pacific world headquarters and adjacent property into one of the country's largest mixed-use redevelopments

UNDERGROUND ATLANTA

UNDERWAY

Underground Atlanta | "The City Beneath the Streets" is a historic district in the heart of downtown, revitalized as a bustling scene for art, culture, and entertainment



**CENTENNIAL
YARDS**
ATLANTA

UNDERWAY

Centennial Yards | A 50-acre, mixed-use entertainment district set to be the largest of its kind in the Southeast



UNDERWAY

South Downtown | A historic center of Atlanta making up 56 buildings across 16 acres, stretching from Historic Hotel Row to Broad Street



COMING SOON

The Center | The 1.2M sq. ft. mixed-use development formerly known as CNN Center is set to become a retail, dining, and entertainment hub

2 PEACHTREE



COMING SOON

2 Peachtree | This former office skyscraper is on its way to being converted into a 44-story, mixed-use development of affordable housing and commercial space

WELCOME TO THE EPICENTER OF SOCCER IN THE U.S.

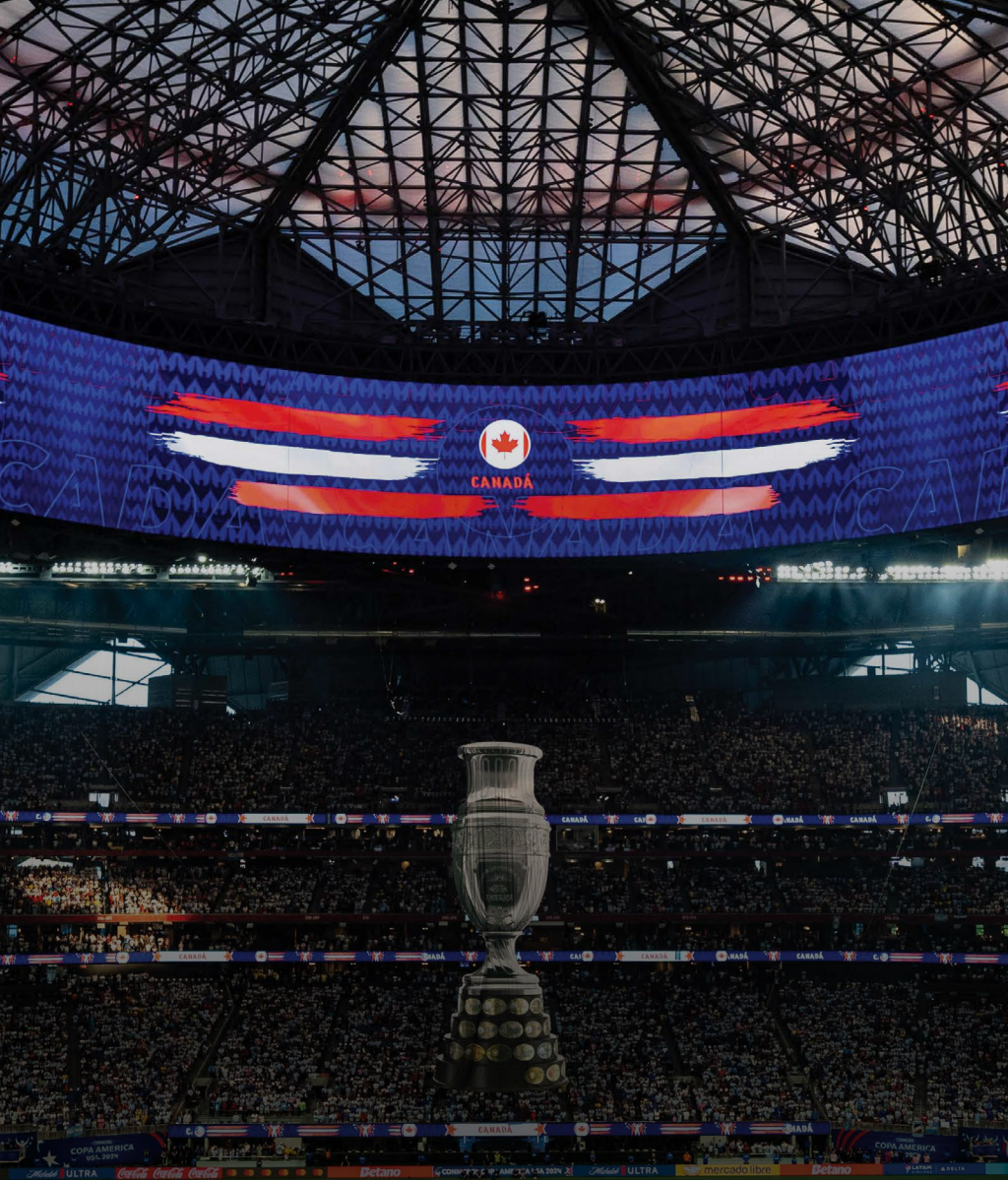
U.S. SOCCER FEDERATION LANDS IN FAYETTEVILLE

April 2024 saw the official groundbreaking of the new home of U.S. soccer in metro Atlanta. The world-class HQ and training facility — set to open in 2026 — is expected to create more than 400 jobs and bring \$200M in investment to Fayette County and the broader metro region.

“Metro Atlanta brings not only a passion for soccer, but also a distinctive vibrancy that makes it perfectly suited to inspire athletes and fans of all backgrounds. We couldn’t be prouder to be building the new home of U.S. Soccer right here.”



JT BATSON
CEO
U.S. Soccer Federation



METRO ATLANTA KICKS OFF COPA AMÉRICA 2024

June 2024: Mercedes-Benz Stadium hosted the Copa América 2024 opening match, kicking off the 48th edition of the world's oldest soccer competition for national teams.

ATLANTA SHEBELIEVES CUP MATCH BREAKS WOMEN'S SOCCER RECORD

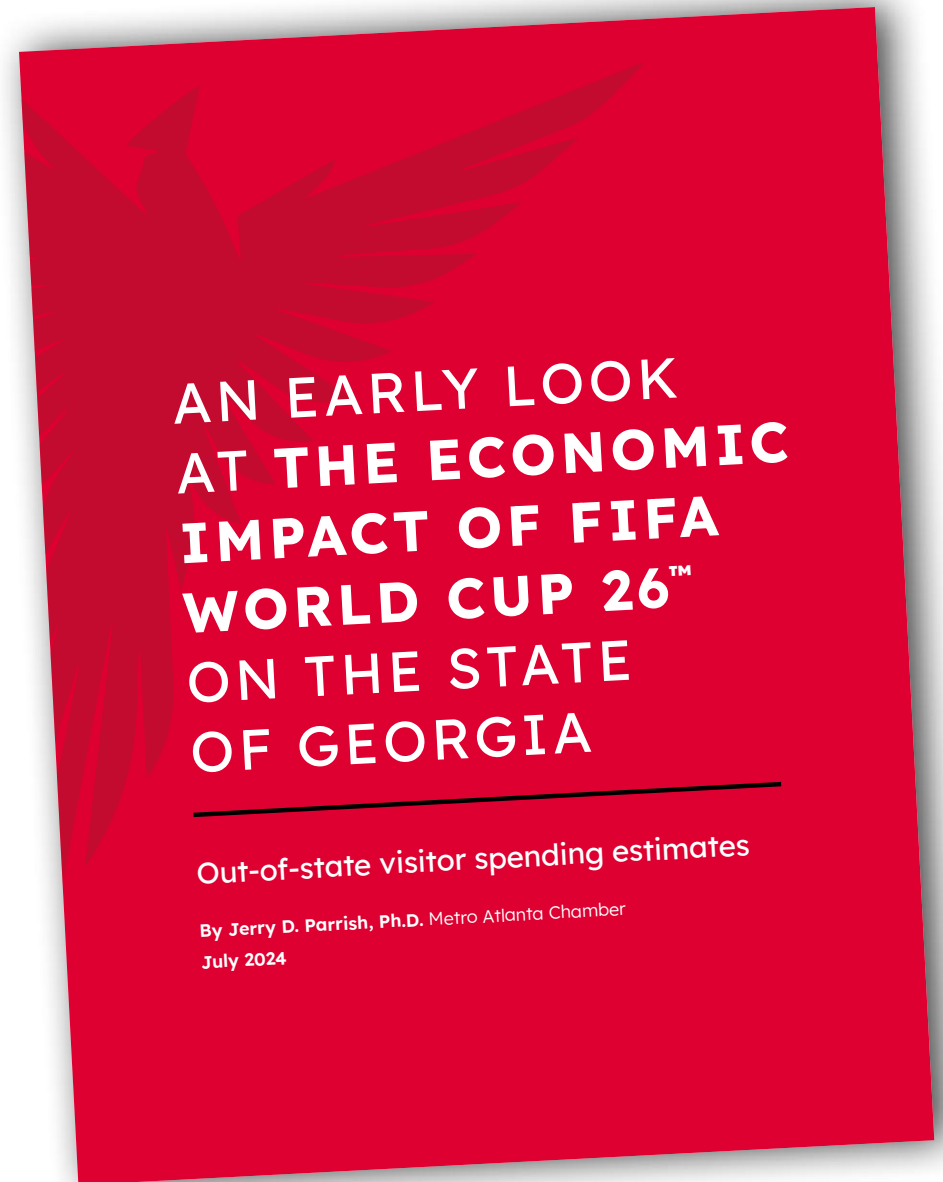
April 2024: Metro Atlanta drew a record-shattering 50,644 attendees for the U.S.-Japan semi-final of the 2024 SheBelieves Cup — the largest crowd for a home friendly in the history of U.S. Women's Soccer.



FIFA WORLD CUP TO HAVE SIGNIFICANT ECONOMIC IMPACT

As metro Atlanta gets closer to hosting eight matches of the historic FIFA World Cup 2026™, a clearer picture of the potential economic impact on our state is coming into view.

In July, MAC published a new analysis on the tournament, estimating an economic impact of more than \$503 million.





FIFA

TM

ATLANTA

METRO ATLANTA: THE ULTIMATE HOST CITY FOR SPORTS

In the 2024 legislative session, MAC and our partners successfully advocated to secure \$30M in state funding to help host the CFP National Championship and FIFA World Cup matches.

2025 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

Atlanta becomes the first repeat host city in the history of the championship

NOV DEC JAN FEB MAR

2025 NCAA MEN'S BASKETBALL SWEET 16 AND ELITE 8

State Farm Arena hosts the Regional Sweet 16 & Elite 8

NCAA MARCH MADNESS

BENZ STADIUM
25



2025 MLB ALL-STAR GAME

MLB All-Star Game and accompanying All-Star Week events come to Truist Park and the Battery



2031 NCAA® MEN'S D-1 BASKETBALL CHAMPIONSHIP

The Final Four comes to Atlanta

APR

MAY

JUN

JUL

AUG

2026

2027

2028

2029

2030

2031



FIFA WORLD CUP 2026™

Metro Atlanta hosts eight World Cup matches, including a semi-final



2028 SUPER BOWL LXII

Atlanta hosts its fourth Super Bowl

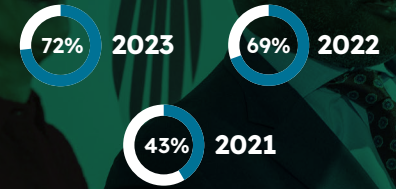
Mercedes-Benz
STADIUM

2024 RACIAL EQUITY REPORT PAINTS CLEAR PICTURE OF PROGRESS

We are committed to making metro Atlanta the best and most inclusive place to do business. ATL Action for Racial Equity works to advance that mission by uniting business leaders to create a more vibrant, equitable, and inclusive business community. In February, MAC published our third annual Assessment Report. And, while our mission cannot be accomplished overnight, this year's results show that our business community's sustained commitment to progress is moving metro Atlanta forward.

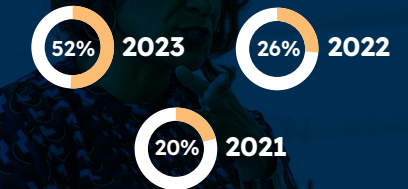
CORPORATE POLICIES

Respondents that have at least one Black leader represented in the C-suite



INCLUSIVE ECONOMIC DEVELOPMENT

Respondents that provided sponsorship and/or funding directly to a Black-owned or Black-founded company



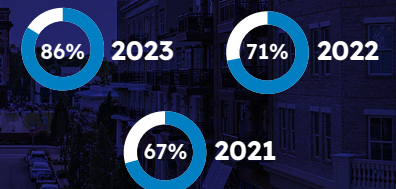
EDUCATION

Respondents that engaged in or encouraged employees to volunteer as mentors with organizations focused on Black youth



WORKFORCE DEVELOPMENT

Respondents that pay a livable wage for their location in metro Atlanta



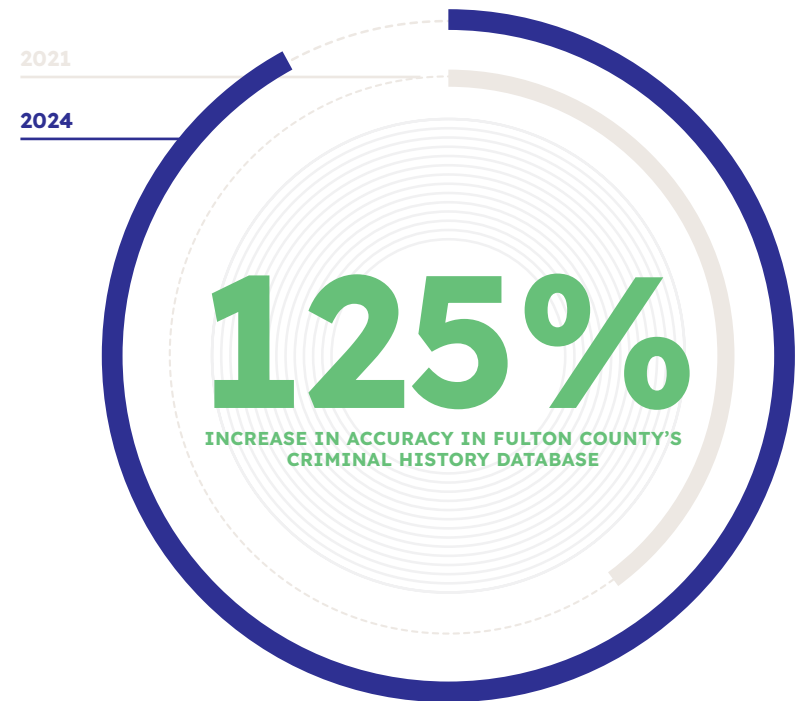
MAC-DEVELOPED STANDARDS FOR CRIMINAL HISTORY DATA TRANSMISSION ADOPTED STATEWIDE

After learning about more than one million incorrect charges within the Fulton County criminal history database in 2021, MAC and our criminal justice partners set out to find solutions to systemic data transmission issues. Late last year, Georgia's Criminal Case Data Exchange Board officially adopted the best practices MAC developed for all entities across the state. These changes are critical to prevent undue barriers to housing and employment and ensure our justice system is equipped with the accurate, up-to-date information it needs to support public safety. **Since the adoption of the new standards, the accuracy rate of Fulton County's criminal history database has increased from 40% to 90%.**

REGIONAL WATER PLANNING FOR A RESILIENT AND THRIVING FUTURE

No community can grow without water, and the time for long-term water planning is now. In 2024, MAC is laying the groundwork for a sustainable future by rallying our business community and securing funding for an in-depth analysis of regional water supply strategies for the future.

These are the kinds of hundred-year plans that are vital to our continued prosperity. As we celebrate 165 years of unleashing metro Atlanta's ambition, we are working in lockstep with our business and community leaders to ensure a resilient and thriving tomorrow.





OUR NEW ERA BEGINS HERE

Now is the time for hundred-year plans. For bold ambitions and generation-defining ideas. Now is the time to look back at the legacy of our accomplishments and push forward together with ambitions ten times their size.

Because we are a region that rises as one.



WHAT'S NEXT?

As we celebrate the great strides metro Atlanta has made this year, our work for 2025 starts now.

Over the next 12 months, the Metro Atlanta Chamber will turn our sights to our region's Economy — the core strategic imperative that grows from our solid foundation of Talent and Community. Together with our partners, we will work to galvanize our region's economic growth, advocate for pro-business policies, and promote prosperity for the six million individuals who call metro Atlanta home.



WHERE YOU BELONG

METROATLANTACHAMBER.COM

191 Peachtree Street NE, Suite 3400
Atlanta, Georgia 30303

METRO
ATLANTA
CHAMBER



1 <https://www.areadevelopment.com/Top-States-for-Doing-Business/q3-2024/top-states-for-doing-business-in-2024-a-continued-legacy-of-excellence.shtml>

2 <https://www.forbes.com/advisor/education/student-resources/most-educated-cities/>

3 <https://www.eiu.com/en/campaigns/global-liveability-index-2024/>

4 <https://www.11alive.com/article/news/local/atlanta-recognized-best-city-startup-businesses-2024/85-ac7b9beb-0c0a-4ddc-bf6e-ebd95aa40f6b>

5 <https://wallethub.com/edu/best-worst-cities-to-start-a-career/3626>

6 <https://www.inc.com/inc3000>

7 Metro Atlanta Chamber, data on file

8 <https://www.axis.com/local/atlanta/2024/04/12/atlanta-college-graduates-top-metro-south>

9 <https://gov.georgia.gov/press-releases/2024-09-13/gov-kemp-celebrates-top-state-business-ranking-workforce-summit>

10 <https://wallethub.com/edu/best-worst-metro-areas-for-stem-professionals/9200>

11 <https://www.lendingtree.com/business/small/black-owned-businesses-study/>

12 <https://www.census.gov/newsroom/press-releases/2024/population-estimates-more-counties-population-gains-2023.html>

13 <https://www.metroatlantachamber.com/atlanta-metro-area-now-6th-largest-in-the-us/>