



AMBITION, UNLEASHED

**20
25**



**IMPACT
REPORT**



Atlanta

means everything to me.
Getting drafted here in 2008
changed my life...I think it's an
amazing place. No matter what
you're into—sports, arts, music,
food—you can find it here.”

Matt Ryan

Atlanta Falcons Ring of Honor
Quarterback and CBS Sports Analyst



ABOUT THE CHAMBER

The Metro Atlanta Chamber 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. **The Metro Atlanta Chamber 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

Even in a year marked by economic uncertainty and rapid change, metro Atlanta continues to chart a steady course. Grounded in our shared purpose and vision, we are shaping the region's future as we lead with intention to fuel business growth, build vibrant communities, and create more opportunities than ever before.

The Metro Atlanta Chamber works to ensure our region's position as one of the world's most competitive and innovative places to do business. By attracting new investment and fueling job creation, nurturing the workforce of the future, and leveraging the global spotlight to tell our story, together we are building a region that delivers opportunity to all who call metro Atlanta home.

This Impact Report showcases the reach and results of the Metro Atlanta Chamber's efforts across our core strategic imperatives: Economy, Talent, and Community. Each year we build on our momentum—elevating talent as the engine of business growth in 2023, reimagining community to create a more vibrant and connected region in 2024, and now, in 2025, harnessing those foundations to accelerate economic growth and cement metro Atlanta's place on the global stage.

As you read this Impact Report, take pride in the role you play in unleashing Atlanta's ambition. Together we will chart the course for a stronger economy and an even brighter future for metro Atlanta.

With gratitude,

Kati Kinlepatu Ryan FGmckey



Katie Kirkpatrick
President & CEO

Ryan Marshall
2025 Board Chair

Rich McKay
2026 Board Chair

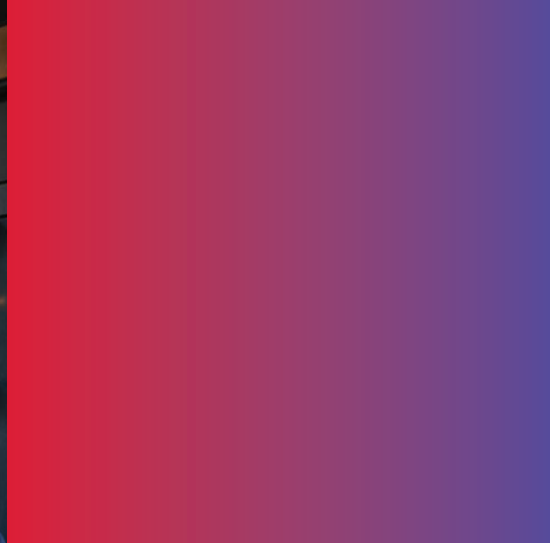


In 2025, we doubled down
on ambition, focused our efforts,
and reaffirmed our commitment
to fulfilling the promise of the
future. Together, we set lasting
change in motion.

**#1 BEST STATE
FOR BUSINESS
12 YEARS
IN A ROW¹**

Area Development





TOP **10** TALENT
HUB IN
THE U.S.²
JLL

#2 BEST CITY
TO LIVE
IN THE U.S.³
Forbes

EXECUTIVE GOVERNING COMMITTEE



Ed Bastian
CEO
Delta Air Lines
Past Chair

Kim Greene
Chairman,
President & CEO
Georgia Power
2028 Chair

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

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

Katie Saez
Georgia and
Alabama
Regional President
Truist Bank
Treasurer

Richard McPhail
Executive Vice
President & CFO
The Home Depot
2027 Chair

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

The work of the Chamber is fueled, inspired, and guided by our investors and partners, who provide their time and expertise to inform everything we do.





Metro Atlanta has the friendliest business environment I've seen anywhere. Here, your fellow business leaders want to see you thrive and succeed. There's a belief that we should collectively thrive."

Ryan Marshall
President and CEO of PulteGroup
and 2025 Metro Atlanta Chamber
Board Chair

The background of the page is a photograph of a city street scene, likely in New York City. On the left, there is a tall, light-colored building with many windows. In the foreground, a statue of an eagle perched on a column is visible. To the right, there are trees and a street lamp. The entire image has a blue tint. Overlaid on the right side is a large red graphic element consisting of several parallel diagonal lines.

ECONOMY

The promise of building the best and most inclusive place to do business.

A region founded on the principles that groundbreaking ideas can come from anywhere, and that business works best when our business community works together. In 2025, we are a global center for innovation because we are united by our ambition for a brighter future, and **we're building it together.**



#2 BEST STATE
TO START
A BUSINESS⁴

#3 BEST
CITY FOR
HEADQUARTERS⁵

#3 BEST
CITY FOR
ENTREPRENEURS⁶

THE STATE OF THE REGION IN **MACRO**view™

This year, the Metro Atlanta Chamber developed **MACRO**view: a new online tool to understand the region, together. Through **MACRO**view, businesses, nonprofits, and policymakers can access accurate, up-to-date, open-source data on metro Atlanta's economy, talent, and community.

Empowering data-driven decision-making is critical to our shared success. Because when we see the trends shaping the trajectories of our 29 counties, we can be **a region that rises as one.**



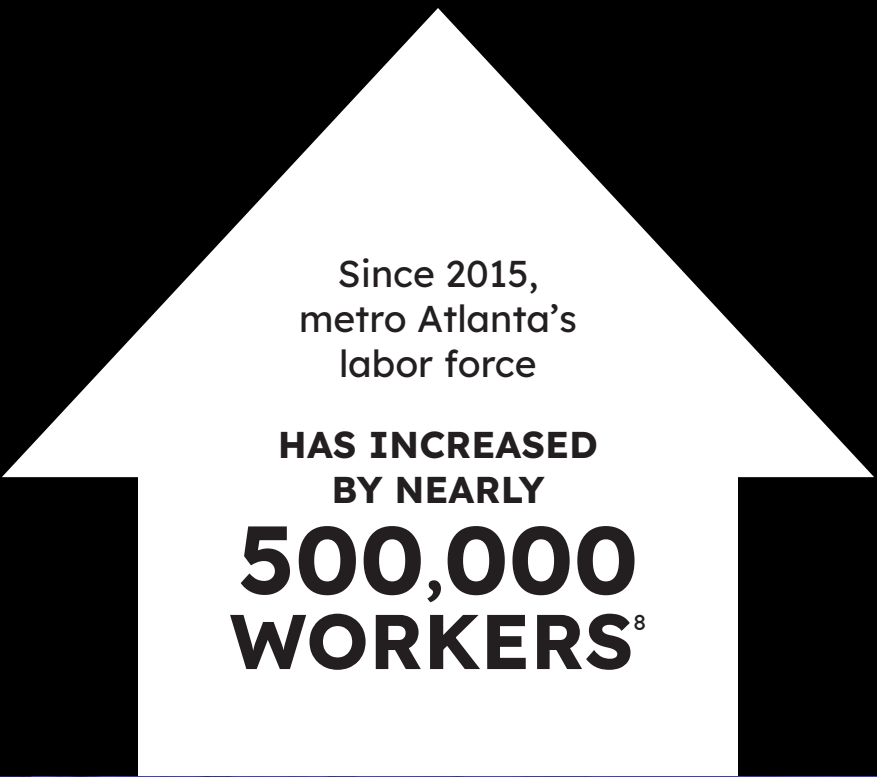
See metro
Atlanta in
MACROview™





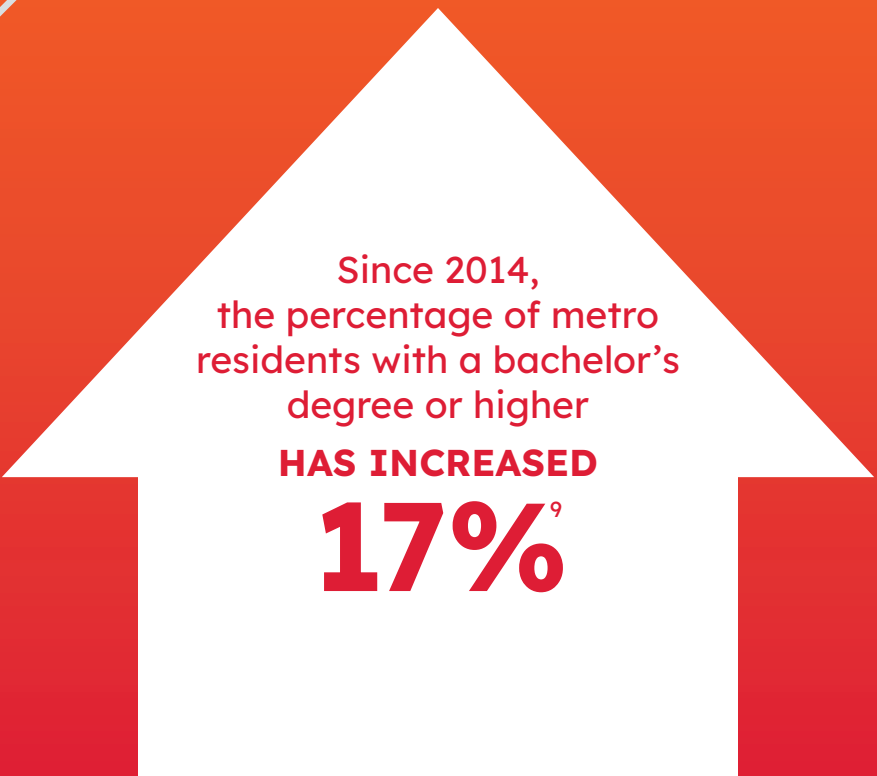
In 2025,
Georgia tourism hit an

**ALL-TIME
HIGH**⁷



Since 2015,
metro Atlanta's
labor force

**HAS INCREASED
BY NEARLY
500,000
WORKERS**⁸



Since 2014,
the percentage of metro
residents with a bachelor's
degree or higher

**HAS INCREASED
17%**⁹



For every 10 students in the metro,
one more is graduating high school
on time today than

10 YRS AGO¹⁰

IN 2025, WE ADOPTED A NEW GAME PLAN FOR ECONOMIC DEVELOPMENT

We're focusing our efforts to better complement the work of our partners. By zeroing in on strengthening existing industries and recruiting new businesses, we're supporting the success of our region and our state.





CRH

Fortune 500 building materials solutions provider CRH expanded its regional presence with a new shared services center in Roswell, opening 300 new skilled financial roles.

DURACELL

The world's #1 battery company established its new global HQ for R&D at Science Square, bringing 110 jobs and \$56M in investment to Midtown Atlanta.

FLOCK SAFETY

Georgia-founded technology company Flock Safety opened a new manufacturing facility in Smyrna, nearly doubling its metro workforce with 210 new jobs.

MERCEDES-BENZ

Mercedes-Benz cemented Sandy Springs as its new North American HQ, bringing 500 jobs and a new state-of-the-art R&D facility to the region.

RIVIAN

Rivian selected Atlanta for its new East Coast HQ and broke ground on a \$5B electric vehicle factory near Social Circle. The first vehicles are expected to roll off the production line in 2028.

SHRINERS CHILDREN'S

Shriners Children's chose Atlanta's Science Square for its new pediatric medical research facility, a \$150M investment expected to generate 470 roles in tech.

TRINET

Leading HR solutions provider TriNet established a new corporate center in Dunwoody, creating 750 positions to support small and mid-sized metro businesses.

ECONOMY

METRO ATLANTA SURGES IN AEROSPACE INNOVATION

CHAMBERS ADVOCATE FOR UPGRADE TO DOBBINS C-130 FLEET

The Metro Atlanta Chamber and the Cobb Chamber called on Congress to prioritize Dobbins Air Reserve Base for a C-130J upgrade. Dobbins plays a critical role in national defense and our local economy, but is one of only three Reserve installations still flying outdated aircraft. As the aircraft would be built at Lockheed Martin's historic Marietta plant, home to every C-130 ever produced, the impact of this investment would be felt across the region.

GLOBAL AEROSPACE MANUFACTURER LANDS IN METRO ATLANTA

PBS Aerospace selected Roswell for its new North American HQ. The global manufacturer of small turbojet engines chose metro Atlanta for its unique strategic advantages, including proximity to the world's busiest airport and leading universities. Once fully operational, the new HQ and R&D facility will employ 150 individuals in advanced aerospace roles.



GA TECH OPENS CUTTING-EDGE AVIONICS LAB

The Georgia Institute of Technology completed the Aircraft Prototyping Lab, a new facility to develop and test advanced aviation tech. Here, the school will work with organizations like NASA to conduct cutting-edge research on projects ranging from vertical takeoff and landing to large-scale prototype aircraft. It's forward-thinking partners like these that cement our status as a nexus of innovation.



ATLANTA GROWTH COLLECTIVE CELEBRATES 2ND YEAR

Atlanta Growth Collective, metro Atlanta's only community exclusively for founders and CEOs of mid-market, high-growth companies, entered its second year. Created in partnership with renowned entrepreneur David Cummings, the program provides rising business leaders representing 2k+ jobs and \$500M+ in revenue with a local, trusted network of peers and mentors to support their success.



Growth Collective is all about making sure that the next generation of entrepreneurs really has that opportunity to be in deep community with each other. Because when we work together, we can create amazing things.”

Ryan Wilson
CEO and Cofounder of
The Gathering Spot





EXPORT CHALLENGE NEARS \$1M MILESTONE

Since 2016, the Metro Export Challenge (MEC) has helped strengthen our region's position as a global business hub by providing vital financial and mentorship support for local businesses expanding to international markets. Kicking off the program's ninth year at its Annual Pitch Day, MEC organizers celebrated \$920k in grants awarded to 149 companies to date.



INNOVATL KEEPS THE MOMENTUM GOING

Now in its third year, InnovATL spotlighted the bold thinkers and diverse voices driving metro Atlanta's innovation ecosystem. Over 11 days of programming, anchored by Rowen Convergence Summit, Venture Atlanta, and Avant South, thousands gathered to celebrate the region's growing global influence.

THE CHAMBER SUPPORTS LEGISLATION TO KEEP GA #1 FOR BUSINESS

As committed advocates for policies that advance metro Atlanta's business climate, passing tort reform legislation constituted a top priority for the Chamber in 2025. This critical policy will help ensure Georgia remains the nation's top state for business by creating a more predictable and equitable legal environment. We extend our gratitude to Governor Brian Kemp for his leadership and to the members of the Georgia General Assembly who worked to advance this landmark legislation.



INVESTORS OF THE CHAMBER CELEBRATE MAJOR MILESTONES

For 166 years, it has been the honor and privilege of the Metro Atlanta Chamber to unleash Atlanta's ambition and help our region thrive. In 2025, we celebrate the milestones of metro businesses, organizations, and nonprofits who've been with us every step of the way.



DELTA
AIR LINES
100 YEARS



GOODWILL OF
NORTH GEORGIA
100 YEARS



HARTSFIELD-JACKSON ATLANTA
INTERNATIONAL AIRPORT
100 YEARS



UNITED
DISTRIBUTORS
100 YEARS



NAPA AUTO PARTS
95 YEARS



PULTEGROUP
75 YEARS



WAFFLE HOUSE
70 YEARS



MOREHOUSE SCHOOL
OF MEDICINE
50 YEARS



THE ATLANTA
SPORTS COUNCIL
40 YEARS



THE COOK'S
WAREHOUSE
30 YEARS



INTERCONTINENTAL
EXCHANGE
25 YEARS



GEORGIA
AQUARIUM
20 YEARS



Our region's talent is our greatest asset. As leaders of metro Atlanta's business community, it is our responsibility and our privilege to do everything we can to help them thrive."

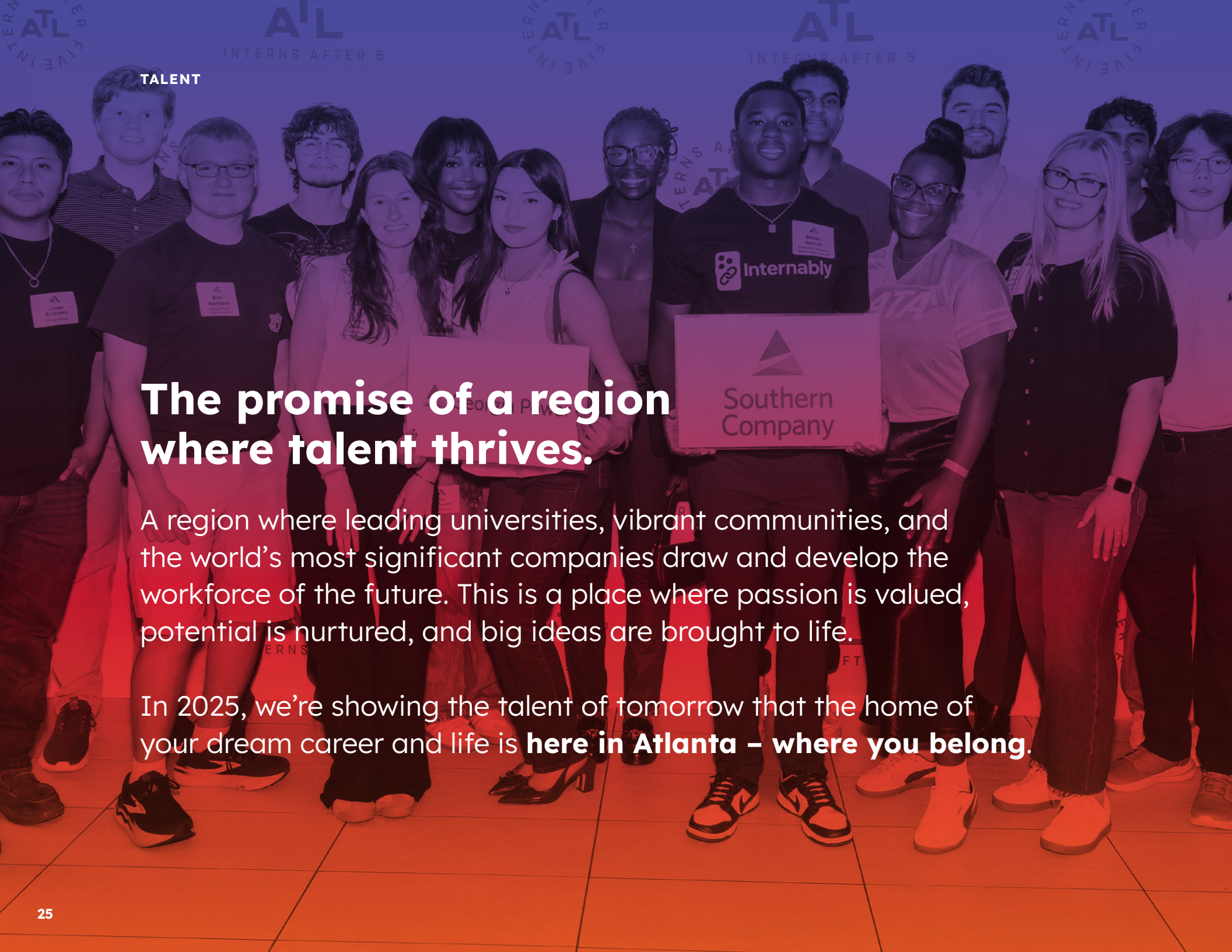
Kim Greene
Chairman, President, and CEO
of Georgia Power and 2028
Metro Atlanta Chamber Board Chair





TALENT





TALENT

The promise of a region where talent thrives.

A region where leading universities, vibrant communities, and the world's most significant companies draw and develop the workforce of the future. This is a place where passion is valued, potential is nurtured, and big ideas are brought to life.

In 2025, we're showing the talent of tomorrow that the home of your dream career and life is **here in Atlanta – where you belong.**



#1 BEST CITY
FOR YOUNG
PROFESSIONALS¹¹

#2 MOST
EDUCATED
CITY¹²

#4 BEST METRO
FOR STEM
PROFESSIONALS¹³

TALENT

ATLANTA

WHERE YOU BELONG

In 2024, the Metro Atlanta Chamber worked to cement our region's status as a top destination for talent with the launch of a new brand: "Atlanta - Where You Belong." This year, we spread that message far and wide.

SHOWCASING OPPORTUNITY

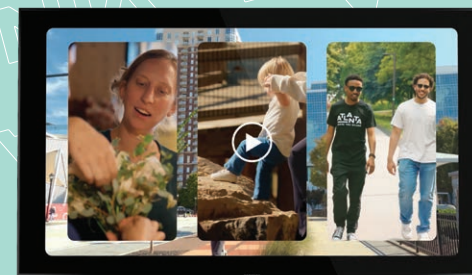
Telling the stories of young professionals at top metro companies through "A Day in the Life"-style videos.

SHARING CULTURE

Highlighting ATL's vibrancy through social content and collabs with iconic brands like Atlanta United.

SPOTLIGHTING COMMUNITY

Welcoming everyone to the neighborhood with community tours, interviews, and profiles on local-favorite spots.



ATLANTA - WHERE YOU BELONG TV COMMERCIAL

Featured during the TOUR
Championship and Premier
League Summer Series.



10

ACTIVE BRAND
PARTNERSHIPS



GUIDED BY OUR REGION'S TOP MARKETING MINDS

28 marketing leaders serve on the Metro Atlanta Chamber CMO Advisory Board, guiding how the brand inspires young professionals to live and grow in the region.

MAKING A SPLASH

In 2025, Atlanta – Where You Belong social media generated:

1,666%
INCREASE
IN IMPRESSIONS

1,075%
INCREASE
IN ENGAGEMENT



TALENT

CREATING A HOME FOR THE NEXT GENERATION OF TALENT

Metro Atlanta is opening doors to opportunity for young talent.



INTERN APP CONNECTS TALENT WITH OPPORTUNITY

The Georgia Intern App, an initiative connecting stand-out young talent to career-launching internships, celebrated its first year. Through the platform, aspiring interns can access hands-on resume and interview readiness support and apply to positions statewide with one application. With an emphasis on reaching rural talent, the program has engaged 5,000+ students spanning 279 campuses and attended 40 career fairs.



1,000+ ATTEND ATLANTA – WHERE YOU BELONG INTERNSHIP FAIR

The Metro Atlanta Chamber hosted 1,011 students and recent grads at the Delta Flight Museum for an in-person internship fair. With 33 top metro companies in attendance, the event offered aspiring interns the opportunity to connect with prospective employers and explore all the career paths metro Atlanta has to offer.



88.4%

of Interns After 5
participants are now
interested in starting
their career in
metro Atlanta

ATL INTERNS AFTER 5 EXPANDS ACROSS THE METRO

Building robust talent pipelines is about more than just connecting young talent to opportunities; it's about helping them feel they belong. That is the mission of the Chamber's signature young-talent program, ATL Interns After 5. With an expanded calendar of events catering to summer interns across the metro and new programs including virtual career counseling, ATL Interns After 5 continues to evolve to better support our region's vibrant and diverse talent pool.

1,905 INTERNS

REPRESENTING

76 companies

243 colleges
and universities



PROMOTING TALENT DEVELOPMENT ACROSS THE REGION

In 2025, we're working to ensure that the opportunity that lives in metro Atlanta is available to all.



PROGRAM HELPS BREAK DOWN HIRING BARRIERS

Launched in February 2025, Connect to Work GA continues to make progress in connecting Georgians to quality employment opportunities. This year, the program prioritized frontline warehousing and logistics roles, connecting candidates to career-building opportunities with top employers such as Carter's and Porsche North America.



HIRING EVENT PLACES JOB SEEKERS IN LONG-TERM ROLES

As part of the new Connect to Work GA program, the Chamber hosted an in-person Connect to Opportunity Career Fair for entry-level warehouse and logistics opportunities at Carter's. Currently, the program maintains an offer-to-submittal ratio of 69% and a hire-to-submittal ratio of 61%, reflecting strong alignment between candidate skills and employer needs.



TALENT

248 RISING STARS DEEPEN CONNECTIONS TO METRO BUSINESS COMMUNITY

Two years after the relaunch of ATLeaders, our signature young professionals program continues to strengthen. Now including 248 members, the program convenes rising stars selected by their employers for small-group learning sessions and in-person events. From luncheons with top metro CEOs like Kim Greene, Donna Hyland, and Paul Donahue to tours of South Downtown with Atlanta Ventures, ATLeaders aims to continue a culture of community and collaboration within our next generation of business leaders.





THE CHAMBER CHAMPIONS LEGISLATION FOR A STRONGER VETERAN WORKFORCE

The Metro Atlanta Chamber traveled to Fort Benning with metro business leaders in 2023 to find solutions to better support service members returning to civilian life. After learning that Georgia loses many military retirees to states with more favorable veterans tax policies, the Metro Atlanta Chamber took action to address the issue.

This year, the General Assembly took a major step to support our veteran workforce by passing House Bill 266, dramatically increasing tax exemptions on military retirement benefits, keeping skilled veterans working in Georgia, and enhancing our ability to retain top talent.





For The Home Depot, Atlanta is more than our home; it serves as the support center for more than 2,300 stores across North America. The sheer magnitude of talent, coupled with world-class infrastructure and a collaborative business community, makes Atlanta an indispensable economic engine for the Southeast and the entire country.”

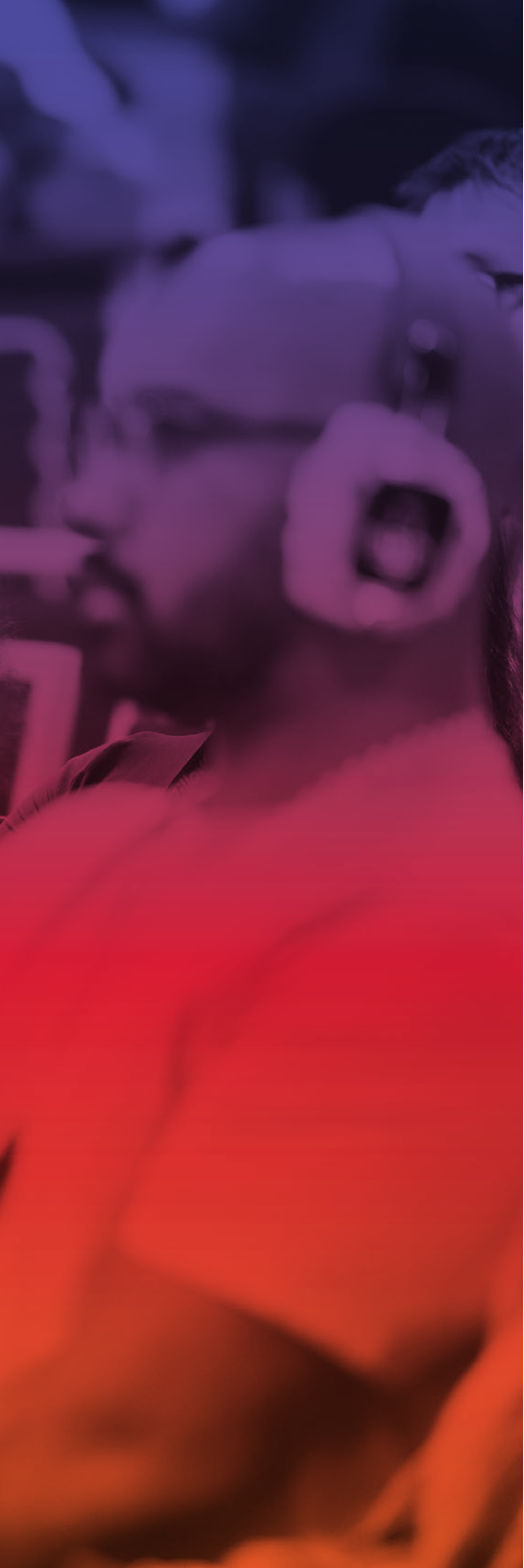
Richard McPhail
Executive Vice President and CFO
of The Home Depot and 2027
Metro Atlanta Chamber Board Chair

A photograph of a community event, possibly a fair or festival, with people, tents, and a sign that says "CITY SPRINGS". The image is overlaid with a solid blue color. A large, bold, white sans-serif text "COMMUNITY" is centered across the middle. The word "COMM" is on the top line and "UNITY" is on the bottom line. The right side of the image features a red graphic element consisting of several parallel white diagonal lines and a solid red rectangular area behind the letters "TY".

COMMUNITY

The promise of a region that rises as one.

A region built on the legacy of dreamers and changemakers whose unceasing commitment to progress still courses through our veins. Metro Atlanta has always been a place where people come together to do impossible things. And in 2025, **we're showing the world just how high we can rise.**



#1 “SMARTEST CITY”
IN THE U.S.¹⁴

#2 BEST CITY
TO LIVE
IN THE U.S.³

#2 TOP MOVING
DESTINATION
IN THE U.S.¹⁵

COMMUNITY



Chattahoochee Hills



Inman Park



Grant Park



Jonesboro



Woodstock



Douglasville



Alpharetta



Decatur



Covington



Midtown



Fayetteville



Roswell

COMMUNITY

NEW GUIDE PUTS ATL COMMUNITIES IN THE SPOTLIGHT

From Marietta to Old Fourth Ward, our region is home to culture and communities unlike any other. Through the Metro Atlanta Community Guide, we're working to showcase the vibrancy, beauty, and opportunity that lives in every corner of our region.



NORTHEAST | NORTHWEST | CENTRAL | SOUTHEAST | SOUTHWEST

Grant Park

Spirited, in every sense of the word.

CENTERED AROUND ATLANTA'S OLDEST GREENSPACE, WALKING THROUGH GRANT PARK FEELS LIKE STEPPING BACK IN TIME IN THE BEST WAY. **HERE, YOU CAN STROLL TO THE FARMERS MARKET DOWN SHADY STREETS LINED WITH 100-YEAR-OLD OAK TREES AND VICTORIAN COTTAGES, THEN DUCK INTO A COZY CAFÉ TO ESCAPE A SUMMER STORM.** IF LIVING IN A TENNESSEE WILLIAMS PLAY (WITH FRIENDLIER NEIGHBORS AND BETTER COFFEE) IS YOUR STYLE, GRANT PARK IS WHERE YOU BELONG.

Home sweet home

COLORFUL VICTORIAN COTTAGE WITH A TERRACE

IN YOUR BACKYARD...

TUNES FROM THE TOMBS

ENJOY A DAY OF MUSIC, FOOD, AND FUN AMONG THE MAUSOLEUMS AT HISTORIC OAKLAND CEMETERY.

Why you belong

- HISTORIC CHARM
- ARTSY ENERGY
- FAMILY-FRIENDLY
- AS GREEN AS IT GETS

Local landmarks

OAKLAND CEMETERY
JUST AS POPULAR WITH THE LIVING

ZOO ATLANTA
DON'T MISS BREW AT THE ZOO

GRANT PARK COMMUNITY GARDEN
DROP BY AND SAY HI TO THE GOATS

ZOO ATLANTA

IN YOUR BACKYARD...

WILLS PARK

AN EQUESTRIAN CENTER, ARBORETUM, PLAYGROUNDS AND PARKS, ATHLETIC FACILITIES, ART! WILLS PARK HAS IT ALL, AND THEN SOME.

belong

SUBURBAN LIVING
HOME ENERGY
BUSINESS DISTRICT
ED SCHOOLS

21

This is a regional storytelling effort delivered through a printed version that features 26 communities across the metro region and will ultimately expand to a digital experience that will highlight 115 communities across all 29 counties. Designed to inform and attract prospective employers and talent, this guide will help everyone discover truly where they belong.

NORTHEAST | NORTHWEST | CENTRAL | SOUTHEAST | SOUTHWEST

Fayetteville

(IS, TRILITH)

A two-century-old town with big plans for the future.

25 MINUTES SOUTH OF THE ATL AIRPORT YOU'LL FIND FAYETTEVILLE—A SMALL TOWN THINKING SO BIG THAT BY THE TIME YOU READ THIS BID, IT'S PROBABLY ALREADY OUT OF DATE. HERE, YOU CAN STROLL THROUGH THE CITY'S REVITALIZED DOWNTOWN, BUSTLING WITH NEW BUSINESSES AND A NEWLY FINISHED PARK NEXT TO THE NEW TOWN HALL. JUST UP THE ROAD, YOU'LL ARRIVE AT TRILITH: A WALKABLE, NEW-URBANIST COMMUNITY, HOME TO THE U.S. SOCCER FEDERATION'S NATIONAL TRAINING CENTER AND THE STUDIOS WHERE MANY OF THE FILM INDUSTRY'S BIGGEST MOVIES ARE MADE.

Local landmarks

THE VILLE
A ROCKIN' BYOB-FRIENDLY DOWNTOWN AMPHITHEATER

TRILITH LIVE
A HOME FOR BROADWAY-STYLE SHOWS, FILM FESTS, CONCERTS, & MORE

THE OLD COURTHOUSE
THE OLDEST COURTHOUSE BUILDING IN THE STATE. RIGHT IN DOWNTOWN FAYETTEVILLE™

Why you belong

- THE CENTER OF ATL'S FILM SCENE
- EPICENTER OF U.S. SOCCER
- GREAT PUBLIC SCHOOLS
- GROWING BY THE MINUTE

Home sweet home

- ✓ CHARMING FARMHOUSE WITH A WRAP-AROUND PORCH
- ✓ ARTSY LOFT APARTMENT NEXT TO A BREWERY
- ✓ GLOBALLY INSPIRED TOWNHOME, STEPS FROM A MOVIE STUDIO

IN YOUR BACKYARD...

WOOFSTOCK

COME OUT FOR A TAIL-WAGGING GOOD TIME AT FAYETTEVILLE'S FAVORITE DOG-FRIENDLY MUSIC FEST.

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DOWNTOWN— REIMAGINED

In 2024, the Metro Atlanta Chamber charted a course to reimagine Downtown by rallying community and government stakeholders. Today, we see continued progress across both private and public sectors.

\$120M INFRASTRUCTURE IMPROVEMENTS MAKING STRIDES

Thanks to a historic \$120 million investment approved by the Atlanta City Council in 2024, critical improvements to Downtown's street-level infrastructure are well underway. To date, nearly five miles of Downtown streets have been resurfaced, with extensive sidewalk and traffic signal improvements set to be completed early next year.





SOUTH DOWNTOWN REVITALIZATION TAKING SHAPE

South Downtown is coming alive with new energy. Joining local favorites like Tyde Tate Kitchen and Spiller Park Coffee will be Japanese-American fusion at Bottle Rocket, El Tesoro, Broad Street BBQ, and more. The South Downtown team's focus is on bringing local, unique, boutique spaces to the neighborhood.



FIRST CENTENNIAL YARDS TOWER OPENS DOORS

Three years after breaking ground in the Gulch, The Mitchell apartment tower at Centennial Yards is now completed and ready for residents. Soon to be followed by its neighbor, the Hotel Phoenix, the two towers are bringing 304 apartments and 292 hotel rooms to Downtown, creating a more connected, vibrant neighborhood for visitors and residents.



AZALEA FRESH MARKET OPENS IN HISTORIC DOWNTOWN BUILDING

Atlanta's first municipal grocery store is officially open for business. Created through a public-private partnership between the City of Atlanta, local grocer Savi Provisions, and community organizations, Azalea Fresh Market is bringing new life to the historic Olympia building and providing a vital resource to Downtown residents.



COMMUNITY

SPORTS IS MORE THAN SPORTS

From neighborhood fields to global tournaments, sports is part of metro Atlanta's DNA. But our thriving sports scene is more than just a passion, it's a catalyst for growth that unites communities and moves metro Atlanta forward.



COLLEGE FOOTBALL PLAYOFF GOES THE EXTRA YARD FOR GA TEACHERS

Atlanta became the first-ever repeat host city of the CFP National Championship. Since hosting the 2018 CFP National Championship, the Atlanta Football Host Committee, the CFP Foundation, and community partners have donated over \$8M to support educators throughout the state.



MARCH MADNESS DRIVES MAJOR ECONOMIC IMPACT

The NCAA® Men's Basketball Sweet 16 and Elite 8 came to State Farm Arena, bringing an estimated 34k fans to the region.





MLB ALL-STAR GAME CREATES A LEGACY BEYOND THE BALLPARK

100k+ fans descended on the Battery for All-Star Week. Beyond Truist Park, MLB pledged \$4M to support youth athletics, veterans, and food access across the metro.

TOUR CHAMPIONSHIP

Thousands flocked to East Lake Golf Club for the TOUR Championship. Since 2005, the Championship has donated \$65M+ to help create 1,000 affordable homes in the community.



FIFA CLUB WORLD CUP 2025™ SUPPORTS NEXT GENERATION OF FANS

Atlanta became one of 11 U.S. cities to host the first FIFA Club World Cup™ in North America. To mark the event, FIFA donated hundreds of tickets to underprivileged metro-area youth.



AJC PEACHTREE ROAD RACE RAISES \$53K FOR METRO CHARITIES

The 56th annual Peachtree Road Race drew 52k+ runners and thousands of attendees to the world's largest 10K, raising nearly \$53k for metro-area charities.



PREMIER LEAGUE SUMMER SERIES

Atlanta hosted the final double-header of the Premier League Summer Series. The league held a pro soccer clinic for young metro-area athletes in partnership with Soccer in the Streets.



READY FOR FIFA WORLD CUP 26™

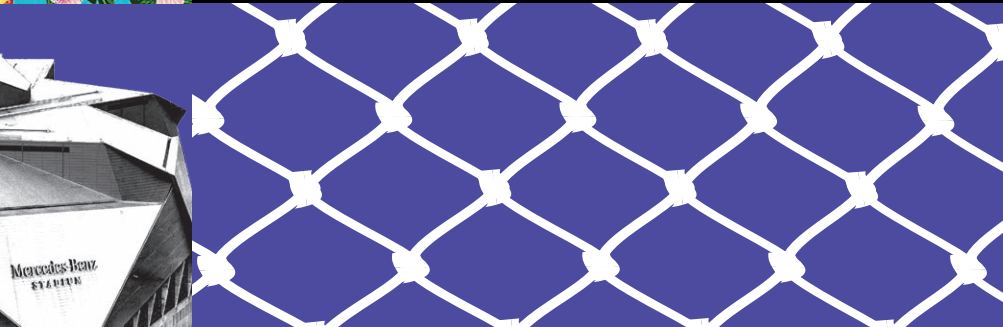
Hosting FIFA World Cup 26™ isn't just a milestone or a proud moment. It's the opportunity to build a legacy for our culture, our economy, and our future. As part of the Atlanta World Cup Host Committee, the Metro Atlanta Chamber works hand-in-hand with our Host City Sponsors, elected officials, and community organizations to support the success of this once-in-a-generation event and ensure its legacy will be felt for years to come.





“As the Olympics were thirty years ago, the World Cup can be another transformational event for Atlanta. In 2026, the world’s eyes are going to be on our region. And we’re going to give them something to see.”

Rich McKay
CEO of AMB Sports +
Entertainment and
The Atlanta Falcons



FIFA WORLD CUP 26™ LEGACY PROJECT

Ahead of the tournament, the Atlanta World Cup Host Committee will oversee development of a new StationSoccer field at the Hamilton E. Holmes MARTA Station. Created in partnership with Soccer in the Streets and the Host City Supporters, the space will serve as a community hub for youth programming, transportation, education, and sports.

FIFA FAN FESTIVAL

Thirty years after the 1996 Olympic Games, Centennial Olympic Park will be center field for sports fans once again at the official 2026 FIFA Fan Festival.

BOYS & GIRLS CLUBS OF GEORGIA STATEWIDE PROGRAMS

Beyond the city of Atlanta, the Atlanta World Cup Host Committee is partnering with the Boys & Girls Clubs of Georgia to deliver programs statewide, bringing the spirit and legacy of FIFA World Cup to every corner of Georgia.

MARTA STATION RENAMING SIGNIFIES NEW ERA FOR DOWNTOWN

We continue to reimagine Downtown Atlanta as a vibrant, connected neighborhood and premier event destination where a seamless transit experience is essential. As part of this effort, the Chamber partnered with key stakeholders to work with MARTA on renaming downtown’s GWCC/CNN Center Station to reduce confusion and make navigation easier for riders. MARTA has approved the new name “Sports, Entertainment, and Convention (SEC) District Station” with updated signage and branding scheduled to debut before the end of 2025.





#WEARE ATLANTA



METRO ATLANTA CHAMBER HELPS SECURE ADDITIONAL FUNDING FOR A SAFE WORLD CUP

Representing the Atlanta World Cup Host Committee, the Metro Atlanta Chamber teamed up with all other U.S. host cities to secure a \$625 million appropriation through the federal reconciliation process. The funding, backed unanimously by Georgia's congressional delegation and the White House Task Force on the FIFA World Cup 2026, supports public safety personnel and first responders to ensure a safe and memorable experience for participants, fans, and residents.

AND THERE'S EVEN MORE TO COME

Our work doesn't end with FIFA World Cup 26™. As the Atlanta Sports Council celebrates its 40th year, we're continuing our efforts to keep Atlanta the ultimate host city for sports. Today, we've locked in a lineup of events to keep metro Atlanta cheering for years to come.

2022

SUPER BOWL LXII

Atlanta hosts its fourth Super Bowl



2018

NCAA[®] Men's Final Four

The Final Four returns to Atlanta for a fifth time

2031

Mercedes-Benz
STADIUM

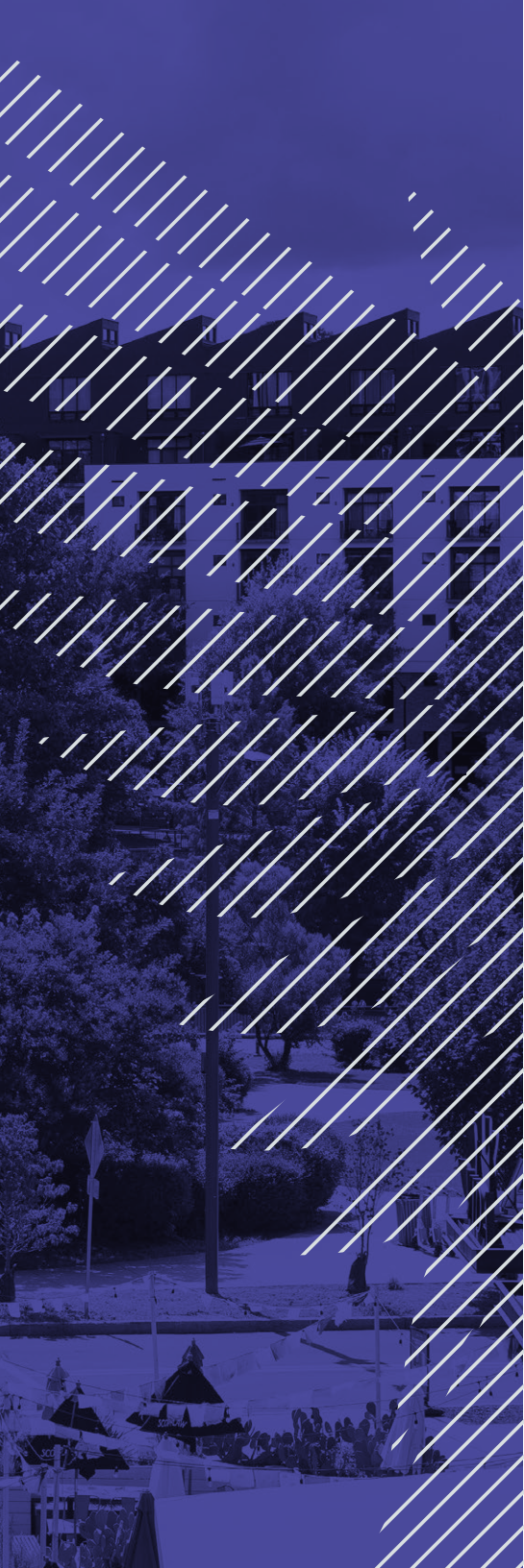


OUR NEW ERA BEGINS NOW

As we stand at the edge of a new era for metro Atlanta, we see a future full of promise. And we know that it is our duty to deliver on it. The work we do at this moment has the potential to create a legacy of prosperity for our region that will reverberate for generations, and we will rise to it, together.

Because we know that the promise of the future is more than a hope; it's a commitment.

And we're all in.



WHAT'S NEXT?

Metro Atlanta is built for business. It's where you belong. And as the world turns its eyes on us for FIFA World Cup 26™, we're ready to lead. That's why the Metro Atlanta Chamber is fueling momentum through innovation, industry growth, and global opportunity.



191 Peachtree Street NE, Suite 3400
Atlanta, Georgia 30303

METROATLANTACHAMBER.COM

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