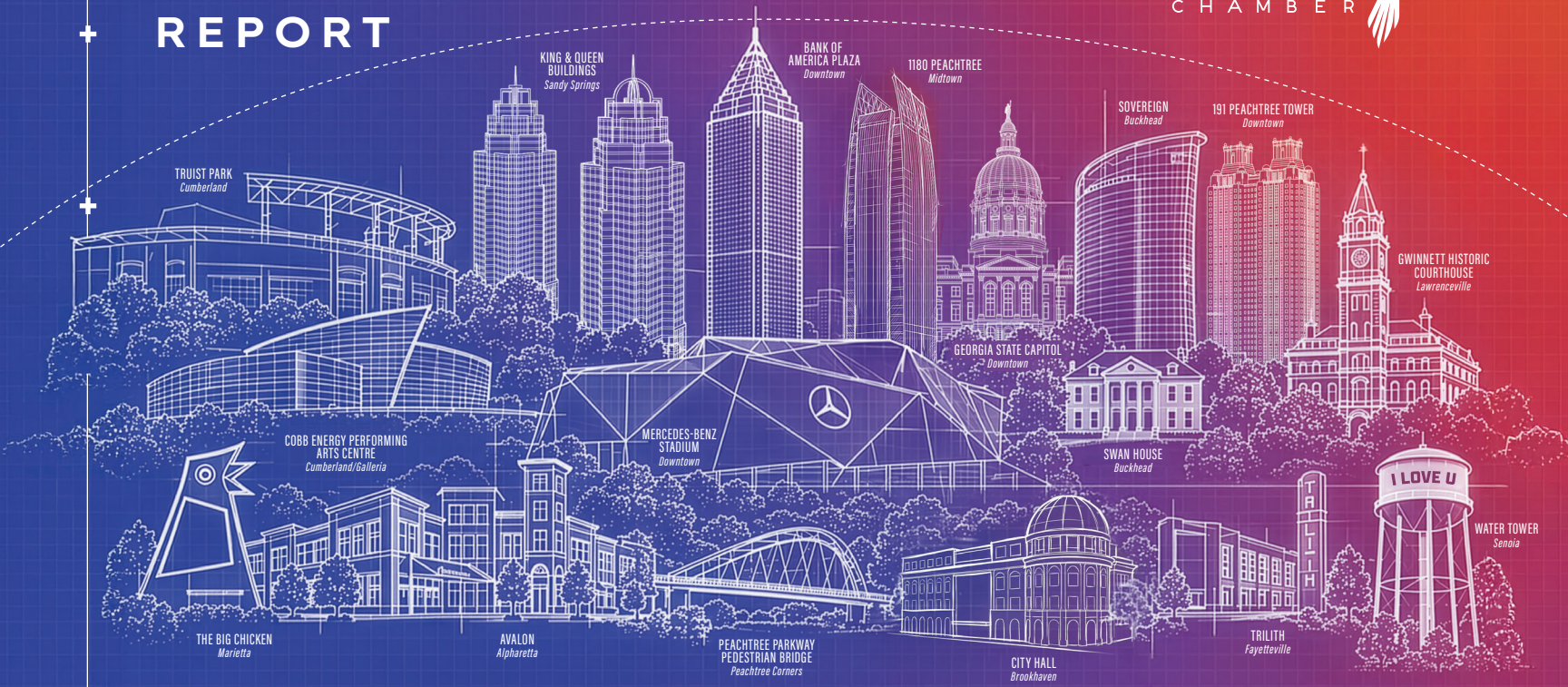
2026 IMPACT REPORT

UNLEASHING ATLANTA'S AMBITION

METRO ATLANTA CHAMBER

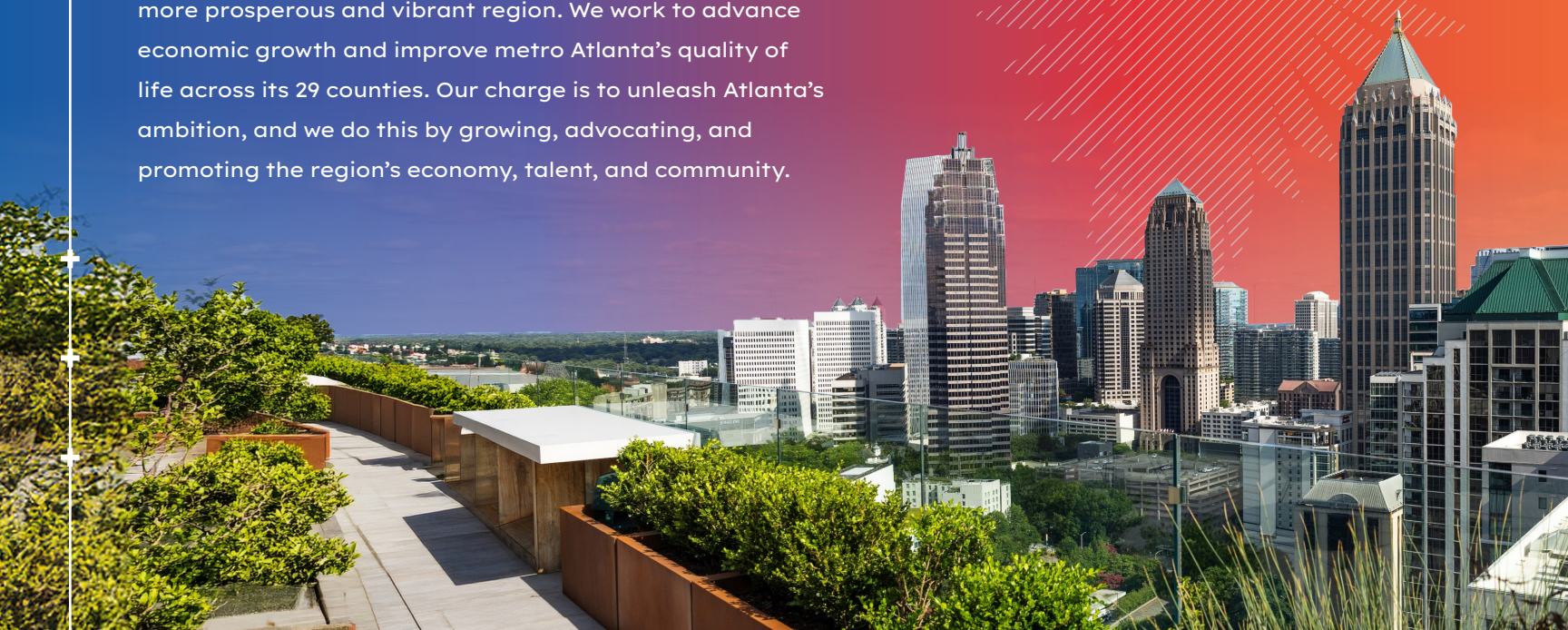


BUILDING WHAT'S NEXT

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.



EXECUTIVE GOVERNING COMMITTEE



Ed Bastian
CEO
Delta Air Lines
Past Chair

Carol Tomé
CEO
UPS
Past Chair

Ryan Marshall
President & CEO
PulteGroup
Past Chair

Katie Kirkpatrick
President & CEO
Metro Atlanta Chamber

Rich McKay
CEO
AMB Sports + Entertainment
2026 Chair

Richard McPhail
EVP & CFO
The Home Depot
2027 Chair

Kim Greene
Chairman, President & CEO
Georgia Power
2028 Chair

Katie Saez
Regional President, Georgia & Alabama
Truist
Treasurer

Chris Womack
Chairman, President & CEO
Southern Company
Past Chair

ECONOMY

BUILDING A MORE COMPETITIVE REGION

Businesses choose metro Atlanta because the region offers the right combination of infrastructure, talent and leadership, quality of life, and a competitive business environment.





GEORGIA IS THE

#1 STATE FOR BUSINESS

13 YEARS IN A ROW

(Area Development, 2026)[1]

FEATURED COMPANIES LANDED IN 2026

AUTHORITY BRANDS
$13M investment | 390 jobs
COBB COUNTY
COUNTRY OF ORIGIN USA

DELTAX
$141M investment | 250 jobs
WALTON COUNTY
COUNTRY OF ORIGIN SOUTH KOREA

glytec®
$1M investment | 500 jobs
COBB COUNTY
COUNTRY OF ORIGIN USA

Highline Warren
$170M investment | 160 jobs
HENRY COUNTY
COUNTRY OF ORIGIN USA

Hillphoenix A DOVER COMPANY
398 jobs
ROCKDALE COUNTY
COUNTRY OF ORIGIN USA

PFIFFNER
$18.5M investment | 60 jobs
HEARD COUNTY
COUNTRY OF ORIGIN SWITZERLAND

RAYONIER
$1.25M investment
100 jobs
FULTON COUNTY
COUNTRY OF ORIGIN USA

ucb
$2B investment | 330 jobs
GWINNETT COUNTY
COUNTRY OF ORIGIN BELGIUM

GEORGIA
SAF COALITION

THE FUTURE OF SUSTAINABLE AVIATION FUEL



Georgia built momentum around biofuels with the passage of HB 134, which creates forestry manufacturing tax incentives. That led to the launch of the Georgia SAF Coalition convened by MAC, Delta Air Lines, Georgia Farm Bureau, Georgia Forestry Association, and other partners. Additionally, new state funding was secured for a Georgia Research Alliance Eminent Scholar to support the forestry industry.

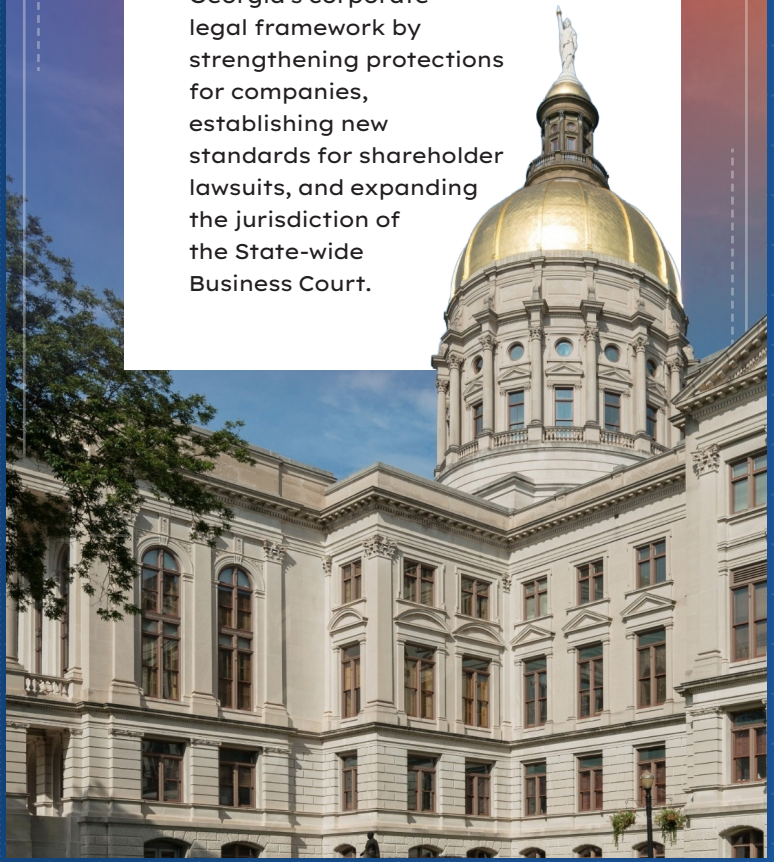


METRO EXPORT CHALLENGE

For 10 years, the MEC has helped small and medium-sized companies turn global ambitions into opportunities, awarding $1 million while providing the financial support and mentorship needed to expand into new international markets. Today, those companies collectively employ more than 4,400 people across metro Atlanta, with plans to add hundreds more jobs over the next three years.

PRO-BUSINESS CLIMATE

A strong business climate depends on a balanced and efficient legal system. HB 1185 modernizes Georgia's corporate legal framework by strengthening protections for companies, establishing new standards for shareholder lawsuits, and expanding the jurisdiction of the State-wide Business Court.



TALENT

CONNECTING TALENT TO OPPORTUNITY

Talent remains one of the region's greatest competitive advantages, and the Chamber continues connecting employers with the workforce they need.









ATL INTERNS AFTER 5

In 2026, ATL Interns After 5 brought together interns from near and far to connect with peers, grow their professional networks, and experience the region as a place where they can belong, build careers, and shape their futures.

1,760 INTERNS

114 COMPANIES

336 COLLEGES & UNIVERSITIES



2026 TALENT SUPPLY REPORT

The report identifies logistics, healthcare, technology, and professional services as key drivers of metro Atlanta employment.

DREAMS SCHOLARSHIP

Through the DREAMS Scholarship, we expanded access to opportunity with the state's first needs-based scholarship award of its kind.



GEORGIA CONNECT

MAC continues to support the development and implementation of a career navigation tool designed to help students, families, and jobseekers explore education, training, and career opportunities.





ATLANTA RANKS AMONG THE NATION'S TOP 5 COLLEGE TOWNS (WALLETHUB, OCTOBER 2026)[2]

COMMUNITY

CREATING PLACES WHERE PEOPLE THRIVE

Companies invest where talented people want to live, work, and visit. That's why creating vibrant places is essential to building a stronger economy.





GREATER ATLANTA EMERGENCY RELIEF FUND

Along with United Way, MAC launched a relief fund with $100,000 in seed funding to help workers facing sudden hardship from government shutdowns and other emergencies.

ATLANTA NAMED #2 AMERICAN CITY FOR LIVABILITY (THE ECONOMIST, 2026)[3]

ATLANTA

WHERE YOU BELONG

Atlanta – Where You Belong is a regional talent attraction initiative showcasing metro Atlanta's career opportunities, vibrant communities, and quality of life to attract young professionals.



In 2026 Atlanta - Where You Belong generated:

1180%
Increase in Social Media Followers

1298%
Increase in Social Media Impressions

15
Active Brand Partnerships

90+
Community Spotlights

1
Blooper Finding Belonging









FIFA WORLD CUP 2026™

ATLANTA WELCOMES THE WORLD

ONE GLOBAL STAGE. A REGION UNITED.

FIFA World Cup 2026™ showcased metro Atlanta's ability to collaborate across business, government, and community partners to welcome the world and leverage a global event to create lasting economic opportunity.



544,516
fans across eight matches at Mercedes-Benz Stadium

500,000+
FIFA Fan Festival™ Atlanta visitors

140M+
social media impressions

2,200+
media representatives from 89 countries across six continents

#1 Host city for positive media coverage[5]

150+
community events & watch parties

4.7M+
MARTA riders during the tournament period





USA TODAY NAMED ATLANTA STADIUM THE BEST 2026 FIFA WORLD CUP VENUE[4]



NEW YORK STOCK EXCHANGE BUSINESS DELEGATION

In March, Governor Kemp and Mayor Dickens rang the NYSE bell to mark 100 days out from FIFA World Cup 2026™ in Atlanta.

Building on the milestone, MAC led a business delegation and put metro Atlanta's economic development story in front of companies and consultants through a panel discussion and testimonials featuring U.S. Soccer, Cisco, FIS, and the Georgia Department of Economic Development.



$615.4M
ECONOMIC IMPACT



2,000+
FIFA volunteers contributing

55,000+
hours of service

4,500+
youth reached through Boys & Girls Clubs of Georgia soccer programming

200+
SCAD students and alumni contributing to art, social, and integrated wayfinding technology

WHAT'S NEXT?

Our work is far from finished. By growing, advocating for, and promoting metro Atlanta's economy, talent, and community, we are helping make this region known around the world for its ambition, opportunity, and competitiveness. We will continue elevating Atlanta's story, creating new opportunities for growth, and building a future that ensures our region rises as one.

METRO ATLANTA CHAMBER

191 Peachtree Street NE, Suite 3400
Atlanta, GA 30303

METROATLANTACHAMBER.COM

1. Area Development Editor's Desk, "Top States for Doing Business in 2026: Where Competitive Advantage Becomes Project Certainty," Area Development, Q3 2026, https://www.areadevelopment.com/Top-States-for-Doing-Business/q3-2026/where-competitive-advantage-becomes-project-certainty.shtml. 2. Adam McCann, "Best College Towns & Cities in America," WalletHub, October 20, 2026, https://wallethub.com/edu/e/best-worst-college-cities-and-towns-in-america/8974. 3. "The World's Most, and Least, Liveable Cities in 2026," The Economist, July 6, 2026, https://www.economist.com/graphic-detail/2026/07/06/the-worlds-most-and-least-liveable-cities-in-2026. 4. Victoria Hernandez, "Ranking All 16 World Cup Stadiums from Worst to Best," USA TODAY, June 9, 2026, https://www.usatoday.com/story/sports/soccer/2026/06/09/ranking-all-16-stadiums-for-the-2026-world-cup/90467625007/. 5. Atlanta World Cup Host Committee, "Atlanta Delivers Historic FIFA World Cup 2026™ from Kickoff to the Semifinal," FIFA World Cup 26 Atlanta™, July 17, 2026, https://atlantafwc26.com/atlanta-delivers-historic-fifa-world-cup-2026-from-kickoff-to-the-semifinal/.

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