



# MOVING FORWARD TOGETHER

## 2020 ANNUAL REPORT



AEROTROPOLIS  
ATLANTA

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[www.aeroatl.org](http://www.aeroatl.org)



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# PRESIDENT'S MESSAGE



**Shannon James**  
President & CEO

The past year was unlike any other in our lifetimes, as COVID-19 forced us to reconsider the way we live, the way we work, the way we communicate and so much more. Simultaneously, an awakening of social justice would reverberate across the country after the deaths of George Floyd, Breonna Taylor, and Ahmaud Arbery; as a result, triggering our Board of Director's to publish its "Commitment to Social Justice". Our official statement commits to actions that serve as a voice of hope and reason, and as a proponent of solutions that advance the eradication of social and economic inequality.

Like many, we shifted our focus during these extraordinary times to support stakeholders withstand the test before us. The Alliance expanded its bandwidth to coordinate resources, host COVID-19 Small Business webinars, and distribute face masks to public partners in our region.

I'm encouraged by what we were able to accomplish through the many challenges of 2020. We stood together. As we embark on a new year, your engagement and support is needed now more than ever. I look forward to the future.

Yours truly,

**Shannon W. James Sr.**  
President & CEO  
Aerotropolis Atlanta Alliance





## OUR TEAM



**Robert Herrig**  
Senior Project  
Manager



**Charlie Vaughn**  
Marketing &  
Communications  
Director



**Kyana Cannon**  
Executive  
Administrative  
Assistant



**Clinton Covington**  
Business Outreach and  
Program Manager



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# OUR BOARD

## EXECUTIVE COMMITTEE

Dr. Stuart Gulley  
Chairman  
Woodward Academy

Lynne Scroggins  
Vice Chair  
WellStar

Joe Pella  
Treasurer  
Truist

Audrey King  
Secretary  
Georgia Power

George Feygin  
Porsche Cars North America

Kweku Forstall  
Annie E. Casey Foundation

Doug Hooker  
Atlanta Regional Commission

Gerald McDowell  
Aerotropolis Atlanta CIDs

Nathan Regan  
Invest Atlanta

Michael Smith  
Hartsfield-Jackson Atlanta  
International Airport

Honorable Jeff Turner  
Clayton County Board of  
Commissioners

Larry Vincent  
Development Authority of  
Clayton County

Carol Waddy  
Chick-fil-A Foundation

David Werner  
Delta Air Lines



MOVING FORWARD

## BOARD OF DIRECTORS

Bruce Abraham  
City of Forest Park

Michelle Arrington  
Verizon

Stacy Blakley  
The ATL Airport Chamber

Honorable J. Clark Boddie  
City of Palmetto

Honorable Bianca Motley Broom  
City of College Park

Honorable Elizabeth Carr-Hurst  
City of Fairburn

Ben Casey  
Clayton County Chamber

Honorable Joy B. Day  
City of Jonesboro

Katrina DeBerry  
Community Foundation for  
Greater Atlanta

Honorable Ronald Dodson  
City of Lake City

Odie Donald  
City of South Fulton

Preston Etheridge  
Truist

Honorable Alan Hallman  
City of Hapeville

Ben Harris  
Metro Atlanta Chamber

Honorable Deana Holiday  
Ingraham  
City of East Point

Andy Macke  
Comcast

Kent Mason  
Prologis

Cedric Matheny  
T. Dallas Smith & Company

Ryan Millsap  
Blackhall Studios

Al Nash  
Development Authority of Fulton  
County

Honorable Robb Pitts  
Fulton County Board of  
Commissioners

Honorable Tom Reed  
City of Chattahoochee Hills

Michelle Taylor-Willis  
South Fulton Chamber

Natalie Tyler-Martin  
Duke Realty

Randy Weisburd  
Atlantic Pacific Companies

Honorable Vince Williams  
City of Union City

Honorable Evelyn Wynn-Dixon  
City of Riverdale





# MOVING FORWARD TOGETHER

## OUR COVID-19 RESPONSE

Our COVID-19 response focused on advocating for our community members, sharing information when helpful, and assisting with economic recovery.

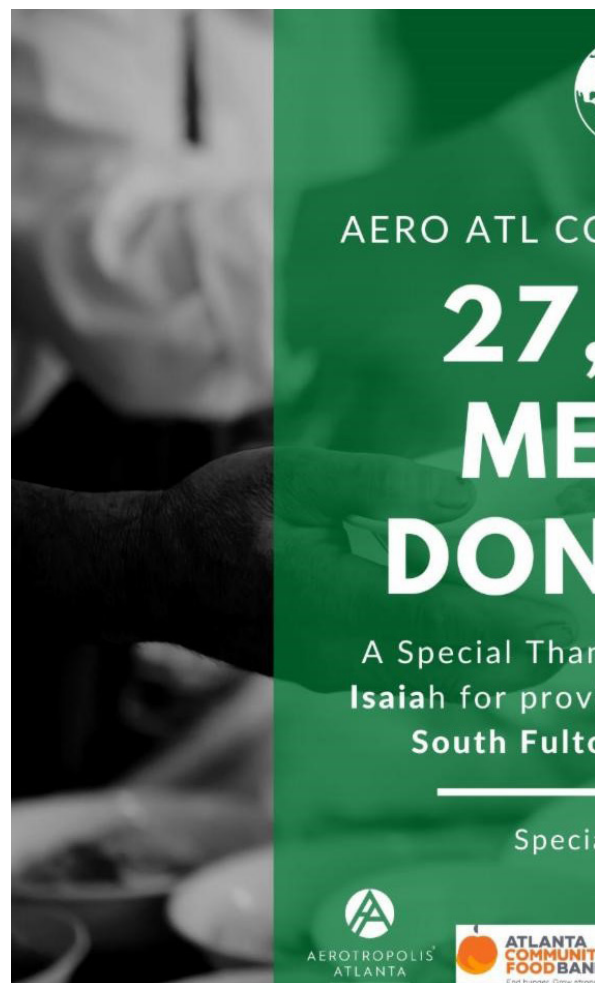
We partnered with United Way of Greater Atlanta and the Atlanta Community Food Bank to keep thousands of meals in the Aerotropolis region as jobs declined and food insecurity skyrocketed.

We received a donation of 2,000 medical-grade face masks from our international partners at the Beijing New Aerotropolis and an additional 5,000 cloth face coverings from Chick-fil-A Foundation, which we distributed to all our local governments in Clayton and South Fulton County.

Sharing information on economic recovery and other resources was key for area businesses and non-profits, as we all dealt with impacts on revenues and struggled to transition to remote work.

Through it all, our partners stepped in to support one another, providing sites for COVID-19 testing, grants for economic relief, and resources to sustain us through a difficult year.

*Clockwise from top: Number of meals diverted to Clayton and South Fulton County; Small business relief webinar hosted in partnership with our local chambers; Small business relief webinar; City of Palmetto receiving face coverings.*







COVID-19 RELIEF

**5,000 MEALS**

**RELATED**

Thank You to Project  
Providing meals to the  
Community

al Partners

**EAST POINT** GEORGIA

**LIVE UNITED**  
United Way  
Greater Atlanta



# COVID-19 Small Business Relief WEBINAR

Registration is Required

Hosted by: Aerotropolis Atlanta Alliance

For small business owners located in Fulton County, City of Atlanta and Clayton County in search of COVID-19 Economic Recovery Assistance.

**Tuesday, June 9th | 12:00 PM - 1:00 PM**

#### Featured Guest Speakers



# COVID-19 Small Business Relief WEBINAR

CLICK HERE TO RSVP

Hosted by: Aerotropolis Atlanta Alliance

For small business owners located in South Fulton and Clayton County (Aerotropolis Region) in search of COVID-19 resources in accounting, SBA lending and grant funding.

**Thursday, May 12th | 12:00 PM -1:00 PM**

#### Featured Guest Speakers







# ECONOMIC DEVELOPMENT



Despite the challenges brought on by the pandemic, the work in our three focus areas—economic, workforce, and community development—continued through adversity.

Our Economic Development Collective met monthly throughout the year to coordinate resources and continue promoting the region for quality growth.

In partnership with Atlanta Regional Commission, the Collective worked to acquire a \$150,000 grant through the Economic Development Administration's CARES Act to develop Blueprint 2.0. This effort will bring us together in 2021 to update our collective vision for growth in the airport area.

The Collective supported groundbreakings large and small, held roundtables with developers and investors to promote sites and incentives throughout the Aerotropolis.

Most notably, College Park's Six West mixed-use development would culminate the year with a groundbreaking ceremony in November.

This development is projected to yield an economic impact of \$2 billion for the region, bringing us closer to the vision of a central business district around the airport.

Mountain View in Clayton County, the area around Porsche Cars North America in Hapeville, and the Gillem Logistics Center in Forest Park are additional key projects in the pipeline that will have positive implications for our future.



*Aerotropolis Atlanta Blueprint 1.0*



*Six West College Park Groundbreaking*



## THE NEXT PREMIER BUSINESS DISTRICT

Promoting regional economic competitiveness around the world's busiest airport

- 13 MM SF of Office Space
- 90,000+ Acres of Undeveloped Land
- 144+ MM SF of Industrial Space



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*AeroATL Ad in GA Trend Magazine*





# WORKFORCE DEVELOPMENT



The Workforce Development Collective established new leadership in 2020, with John Helton, Executive Director of Atlanta CareerRise, and Brett Lacy, Workforce Division Manager at Select Fulton, taking on the roles of Co-Chair and bringing a new sense of urgency to our workforce efforts.

Under their leadership, the Collective restructured its work by placing the former Education Collective as a sub-committee underneath its focus, further integrating the region's Career, Technical, and Agriculture Education (CTAE) programs into our workforce efforts.

The Alliance began leveraging its intellectual capital by convening all post-secondary institutions in the region to bring the existing talent development ecosystem into focus for the Collective. This group will function as a sub-committee.

This restructuring will allow the Alliance to fully integrate talent development in the airport area into its workforce efforts, connecting the technical and occupational skills students are learning in CTAE programs in high school to the post-secondary institutions with robust workforce training and certification programs to industry present in our region.

The Workforce Collective also hosted its inaugural AeroATL Career Fair, providing the connection between job-seekers in the region and business looking for talent.

Thanks to our partners at Metro Atlanta Industry Partnerships and GoodWill of North Georgia, the Alliance engaged over 1,100 job-seekers, connecting them to 41 employers and resource providers in the airport area and over 2,600 job openings.



**AERO ATL  
VIRTUAL  
CAREER FAIR**

**SEPTEMBER 10, 2020  
10:00 AM - 2:00 PM**

EMPLOYERS IN SOUTH METRO  
REGISTER BY SEPT 2ND

(Employer Spots are Limited)  
(Job Seeker Registration Date Coming Soon)

For More Info: [www.aeroatl.org/career-fair](http://www.aeroatl.org/career-fair)

Hosted By   

*AeroATL Virtual Career Fair Flyer (above) and Results (below)*



**NEXT AERO ATL CAREER FAIR  
SPRING 2021**





# COMMUNITY DEVELOPMENT



In 2020, seven jurisdictions undertook the next step towards implementation of the AeroATL Greenway Master Plan, a vision for a network of multi-modal trails and greenways in the Aerotropolis region.

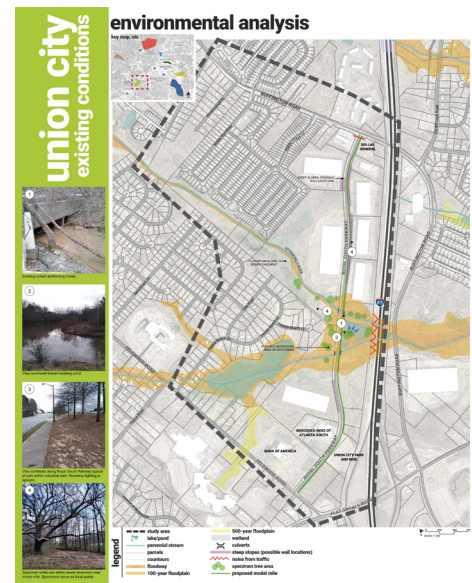
Through the Atlanta Regional Commission's Livable Centers Initiative (LCI), the Alliance, along with seven local governments, including the Cities of Atlanta, East Point, Forest Park, Hapeville, South Fulton, and Union City, as well as Clayton County, was granted \$350,000 for the AeroATL Model Mile Feasibility Study.

With the help of Pond & Co, each community developed design concepts for a "model mile" length of trail in their respective communities. The plan analyzed the public's preferred route, engineering constraints, cost estimates, and overall feasibility of the trail.

As the Alliance aims to promote regional connectivity and alternative modes of transportation, bringing multi-modal paths and nature trails to the southside is a key component that could also improve our communities' quality of life, create unique places, and strengthen our civic infrastructure.

After completion of the plan, the Alliance will seek to leverage additional funding in partnership with its local government partners to begin building the network of trails.

Finally, the Alliance received technical assistance from ARC in 2020 to develop a plan for updating the Aerotropolis Atlanta Blueprint. The update, called Blueprint 2.0, will be developed in 2021.



*Existing Conditions Analysis for Union City's Model Mile*



*AeroATL Model Mile Feasibility Study Kickoff Meeting*



*AeroATL Model Mile Site Visit in City of Atlanta*

# SOTA 2020

## MOVING FORWARD TOGETHER

The 5th Annual State of the Aerotropolis event, like most events in 2020, went completely virtual. Thanks to the production team of TMG Media, this year's event was pre-recorded and featured key updates from our Board members and partners. Incoming Board Chair, Lynne Scroggins, kicked off the event with a sobering message about the perseverance of the frontline workers at the WellStar hospital in East Point, as our region and the globe grappled with the challenges of COVID-19. John Selden, General Manager of Hartsfield-Jackson Atlanta International Airport, then spoke about how the airport adjusted to make it through a challenging year in the aviation industry. Finally, Shannon James, the President and CEO of the Alliance, gave the keynote address, explaining how COVID-19 presented the Alliance with its greatest challenge yet, and that collectively we kept MOVING FORWARD TOGETHER.



**154 VIEWERS**



**FROM 7 COUNTRIES**



**1 AWARD PRESENTATION**







This year, the Alliance honored Dr. Stuart Gulley, President of Woodward Academy, for his dedicated service as Chairman of the Board from 2018-2020. Under his tenure, the Alliance officially hired its President & CEO, expanded

its footprint, hired additional staff, undertook a 3-year strategic plan, and much more. Dr. Gulley will remain an active member of the Board, taking on the role of Chairman Emeritus, as the Alliance continues to grow.

## THANKS TO OUR TITLE SPONSORS



Thanks to David Thornton and Chayim Usher of TMG Media for producing a great event!



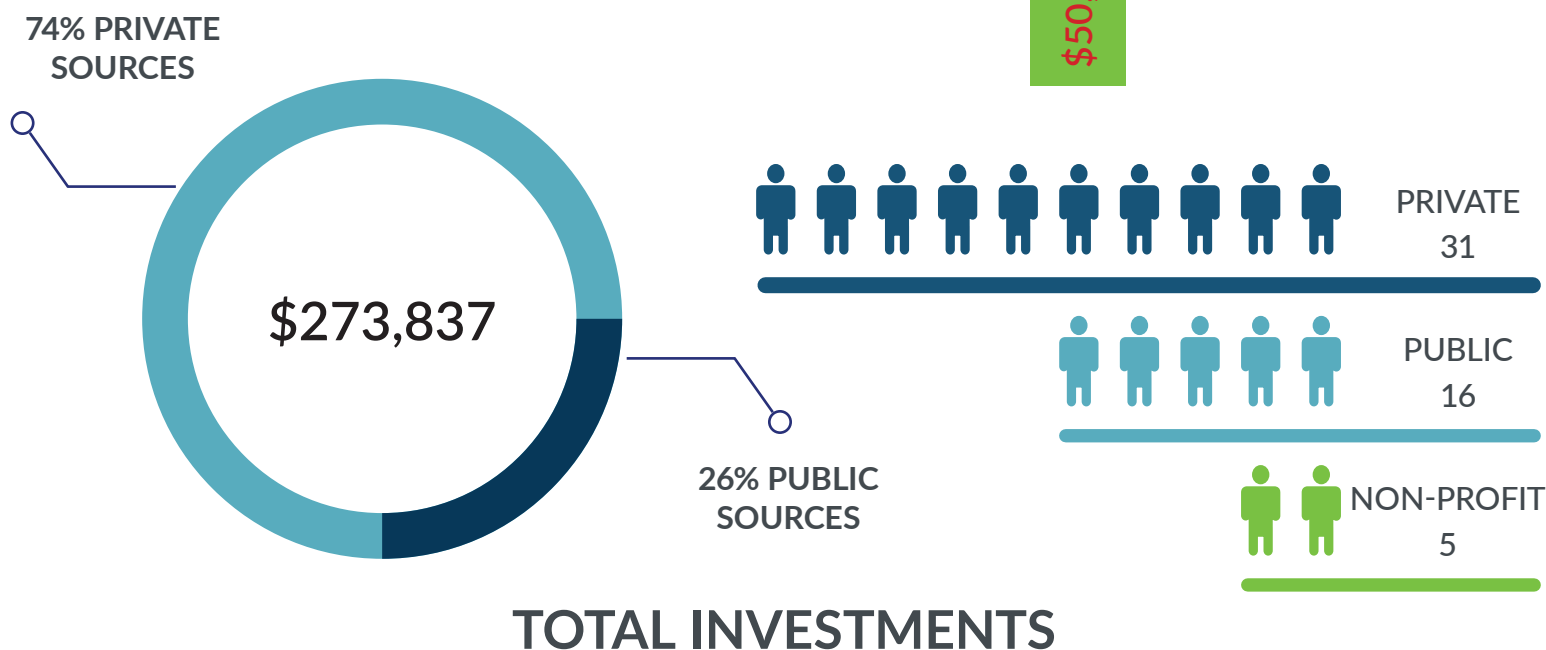
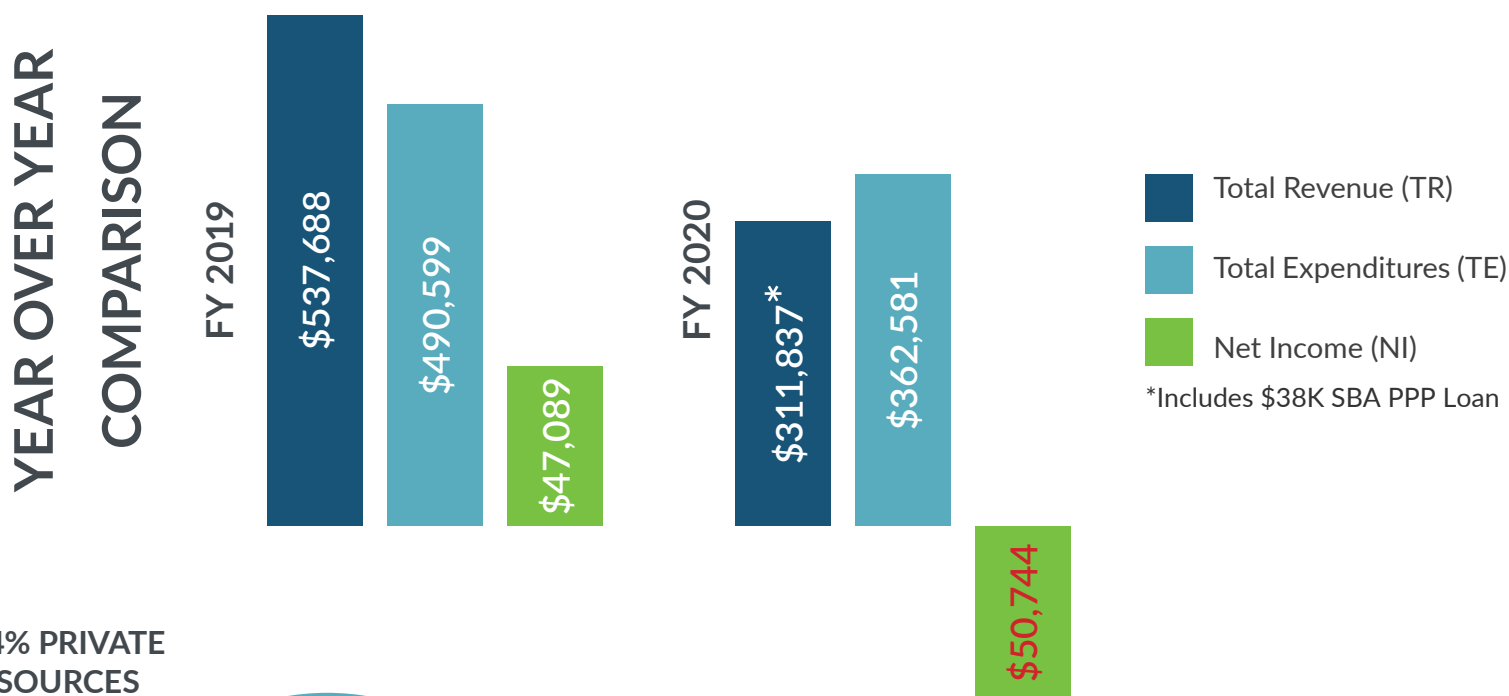
# FINANCIALS

COVID-19's impact on the Alliance extended to its finances, presenting our organization with challenges throughout the year that forced us to scale back spending, adjust our budget, and look for other sources of funding to bridge gaps.

Effective March 13th, Aerotropolis Atlanta closed its offices to the public, and like most of the world, staff transitioned to working remotely. During the

first three months of the pandemic, the Alliance shifted its focus to helping its partners source face masks, divert food bank meals to those in need, and navigate federal stimulus programs.

Then, as the pandemic dragged on, drastically impacting the global economy, reliable sources of revenue for the Alliance from years past began to decline. As our investing members struggled



through revenue losses and budget cuts, much of the Alliance's annual revenue decreased as a result. Even many of the revenue-generating in-person events planned for the year were canceled. Year over year, the Alliance experienced a 58% loss in total revenue, going from earning \$537,688 in 2019 to earning only \$311,837 in 2020.

The Alliance was forced to rely on capital reserves and apply for federal stimulus funding to survive the fiscal year. With the help of Truist and Loggins, Kern, & McCombs, the Alliance received a loan for \$38,000 through the Small Business Administration's Paycheck Protection Program (PPP).

The pandemic forced the Alliance to become nimbler and more efficient in its operations, leveraging virtual meeting platforms to convene key stakeholders around initiatives to move our region forward.

In April of 2020, the Alliance, in partnership with the Tri-Cities and Finding the Flint, was awarded a \$200,000 LCI grant to study the Willingham Drive corridor. In August of 2020, the Alliance received \$150,000 from the Economic Development Administration (EDA) to update the Aerotropolis Atlanta Blueprint. These grants illustrate the Alliance's ability to creatively obtain alternative sources of capital.

Although COVID-19 severely impacted the global economy and ultimately forced the Alliance to drastically scale back its expenditures, the commitment of our supporting members

remained strong. Thank you to all our investors, as your support is keeping our region MOVING FORWARD TOGETHER.

## REGIONAL EVENTS AND MEETINGS



# 95 TOTAL



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# INVESTORS

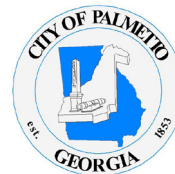
## Legacy Investors



PORSCHE



## Champion Investors



# INVESTORS

## Visionary Investors



## Supporting Investors

Boulevard CID

Council for Quality Growth

South Fulton CID



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Building 1400, Suite 132  
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