

2010 MAC MID-YEAR ACCOMPLISHMENTS - EXECUTIVE DETAIL

JULY 2010

In the first six months of 2010, MAC achieved an historic victory by passing all three of its major legislative priorities – transportation, education and water. We also continue to attract companies and jobs despite a challenging national economy.

Below are major highlights of our 2010 accomplishments to date:

Economic Development

Business Recruitment

- MAC's economic development team, working with our partners at the Georgia Department of Economic development, Georgia Power and local chambers of commerce and development authorities, reports year-to-date progress as follows:

Landed Projects

- Landed **33 projects creating** an estimated **3,400 jobs** from new company locations or relocations – against a year-end goal of 50 new companies and 5,000 jobs.
 - 16 are U.S.-headquartered
 - 17 have a foreign corporate parent, including: Canada, Korea, Germany, France, Belgium, the United Kingdom, Denmark, India and Japan
- These companies and jobs represent:
 - average annual **salaries of nearly \$60,000**
 - annual **payroll of about \$160 million**
 - initial **capital investment approaching \$261 million**
 - nearly **2.9 million square feet** of commercial real estate space absorbed

Major landed companies year to date include:

- GE Smart Grid Technology Center of Excellence headquarters and research center, Cobb County – 400 jobs
- CardioMEMS corporate headquarters, City of Atlanta – 400 jobs
- TASQ Technologies headquarters and manufacturing center, North Fulton County – 350 Jobs
- HydroPhi Technology headquarters, DeKalb County – 300 jobs
- De Wafelbakkers manufacturing center, Henry County – 240 jobs
- Outcomes Health Information Solutions call center and headquarters, North Fulton County – 200 jobs
- Novelis North American headquarters, City of Atlanta – 150 jobs
- ANTs Software headquarters, North Fulton County – 100 jobs
- Craneware corporate headquarters, City of Atlanta – 100 jobs

Pipeline

- We continue to work a **significant number of active projects** from across the country and the world that are actively considering the placement of new business facilities in metro Atlanta.
- Executed **marketing trips** calling on site selection consultants and targeted company executives in Europe, India, China, Korea, Israel, Chicago, San Francisco, Boston, Dallas, Orlando, Cleveland, Washington, D.C., and New York.

Organic Growth

- Calling on **200 targeted companies** in metro Atlanta this year that represent targeted industry clusters recommended by the New Economy Task Force.

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Supply Chain

- Landed **5 companies** creating **550 jobs**.
- **Positioned metro Atlanta as a global supply chain center** to key audiences through exhibitions at the Retail Industry Leaders Association Conference (Orlando), Material Handling and Logistics Europe Conference (Barcelona), 3PL & Chief Supply Chain Office Summit (Atlanta) and with Hartsfield-Jackson Atlanta International Airport (HJAIA) at the Transport Logistics Conference (Shanghai).
- Managed contracts and budget for **The International Air Cargo Association (TIACA) Air Cargo Forum** 2010 dinner and 2012 Atlanta conference, which Atlanta will host. This conference is the "Olympics" of the air cargo industry. Exhibit pavilion vendor selected and contracted. Host committee consists of MAC, Delta Air Lines, HJAIA and UPS.
- HJAIA won Air Cargo News' "**air cargo airport of the year**" for the second year in a row.
- Completed rebranding of **Supply Chain Leadership Council** with new booth, banner signs and collateral.

Technology

- Recruited **5 tech companies** creating **870 jobs**: GE Smart Grid, TASQ Technologies, Centrotherm Photovoltaics, ANTs Software and MagVenture.
- Conducted tech **marketing trips** to Boston and San Francisco.
- Executed **New Economy Task Force** recommendations focused on selected technology industry clusters, including software development and engineering, Internet content and services, and online transaction processing.
- Organized and recruited industry, government, and academic leaders for the **MAC Technology Leadership Council** chaired by Paul Garcia, chairman and CEO of Global Payments; Michael D. Capellas, CEO, ACADIA Enterprises, LLC; and John Yates, partner and chair of the technology group for Morris Manning and Martin. **Recruited 50 CEOs** from tech companies to serve on this council.

Bioscience

- Recruited **5 bioscience companies** creating **895 new jobs**, including: HINRI Labs, CardioMEMS, Craneware, HydroPhi Technology and PreventX.
- Conducted **marketing trips** to Boston, San Francisco, San Diego, and North Carolina.
- Executed **New Economy Task Force** recommendations to focus on selected bioscience industry clusters including healthcare IT, vaccines and infectious diseases, and medical devices.
- Recruited industry, government, and academic leadership and organized the **MAC Bioscience Leadership Council** chaired by Donna Hyland, president and CEO of Children's Healthcare of Atlanta; Dr. Jay Yadav, chairman and CEO of CardioMEMS; and Fred Sanfilippo, chairman, Emory Healthcare Center. We have **recruited 50 CEOs** from tech companies to serve on this council.
- **Attended industry conferences** such as the JP Morgan Healthcare Conference in San Francisco, Bio Asia in India, Bio 2010 in Chicago, and Biomed in Israel.
- Hosted the **Healthcare Information and Management Systems Society (HIMSS) conference** in Atlanta, the largest health care IT industry conference in North America.

Global Commerce

Marketing & Business Recruitment

- **Recruited 13 companies** from Germany, Canada, France, Japan, the UK, Belgium, and Israel -- creating nearly 300 jobs.
- Hosted **business delegations** from Bahrain, China (Council for the Promotion of International Trade, Shandong, Hubei and Wujin Provinces), India, Panama, and Russia.
- Conducted country-specific **CEO Forums** with company executives from Japan and Denmark.
- Conducted marketing and **business recruitment mission** trips to: India, China, and Europe and called on foreign companies with U.S. headquarters in California.
- Participated in several international industry conferences, including the Consumer Electronics Show and American Wind Energy Conference.

Assisting Existing Companies

- **Helped 13 companies** connect to business opportunities in China, Brazil, India, and Europe.
- Conducted **seminars and programs** for Panama, MERCOSUR (Brazil, Argentina) and Bahrain, and issue-based seminars such as the Global Business Forum: "Back to Basics" (with Georgia Tech CIBER), EB-5 (seminar for partners and members), and Visa and credit forums for expats.
- Conducted high-impact events such as the **Global Impact Awards** and the **U.S.-India Business Summit**, which was attended by the Indian ambassador and numerous Indian CEOs and included a cross-cultural CEO forum with Gov. Perdue.
- Partnered closely with CIFAL, the City of Atlanta and the U.S. Department of Commerce for the **Americas Competitiveness Forum** in 2010.

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Public Policy

Environment

- Helped pass the **Water Stewardship Act of 2010** and an interconnectivity study bill, which were a direct result of the Governor's Water Contingency Planning Task Force.
- Helped secure **full funding for the region's water district** with support from local elected officials.
- Engaged **Georgia Water Alliance** members to ensure full funding was appropriated for the statewide water plan and baseline water assessments were fact-based.
- Launched the first **corporate sustainability roundtable** attended by key corporate sustainability officers from the region.
- **Stopped harmful water policies** in the Georgia General Assembly that would halt growth across Georgia.

Transportation

- Helped pass **transportation funding legislation** in the 2010 General Assembly.
- Helped establish organizational structure and complete legal filings for regional transportation funding **referendum campaign**.

Education

- Helped **Pass SB 84** - the Commission for School Board Excellence's recommendations for improvements to local school board governance that will lead to improved student achievement. Hosted event at MAC for Gov. Sonny Perdue's signing of SB 84.
- Distributed **school board governance** press release nationally to 5,500 business, political and education reporters. More than **64 news outlets** across the nation ran the story, including Forbes.com, and outlets in Boston, New York, Los Angeles, etc. The headline "Georgia Leads Nation in Comprehensive School Board Reform" appeared on the Reuters **billboard in Times Square**.
- Partnered with the DeKalb Chamber to implement "**EduKALB**" (modeled after EduPAC) for the purpose of selecting the best candidates to run for the school board for the DeKalb School System.
- **Recruited 16 new businesses** to serve as strategic partners to support the Atlanta Public Schools.
- Revamped existing programs and events -- **A+ Awards and Principal For A Day** -- to be more strategically aligned with the Atlanta Public Schools' goals for student success.

Economic Development Policy

- Helped **secure \$5 million** in state deal-closing funds.
- Helped facilitate passage of an **angel investor tax credit** to encourage technology and bioscience investments.

Government and External Affairs

- Secured MAC's "**three for three**" legislative wins through advocacy on key issues such as water, transportation and education.
- **Leveraged relationships** with regional leaders to strengthen partnerships for action on transportation.
- Managed the **Committee for a Better Atlanta** to evaluate and promote qualified candidates for the 2010 Fulton County Commission election. CBA is a coalition of Atlanta business organizations that regularly evaluates candidates running for City of Atlanta and Fulton County races.
- Participated in the **Regional Business Coalition**, a group of 14 chambers of commerce in the metro region focused on transportation and water issues.

Atlanta Sports Council

- Helped Atlanta get selected as one of the 18 Host Cities that the U.S. Bid Committee put forth in its bid to host the **2018/2022 FIFA World Cup™**.
 - With it comes an estimated economic impact of **\$400 million to \$600 million** per city during 31 days of activities.
 - In addition, Atlanta is prominently positioned to potentially host the International Broadcast Center, which could result in an **\$80 million** economic impact to Atlanta because an estimated 9,000 members of the world's media would be spending 325,000 nights in hotels in Atlanta.
- Won the bid to be the Host City for the WWE's **2011 Wrestlemania 27**, which will bring an estimated economic impact of **\$50 million** to the city of Atlanta. It also boasts visitors from 26 countries and draws more than 2 million on pay-per-view, which would generate substantial visibility for Atlanta.
- Profitably managed the **Atlanta Sports Awards** and **Naismith Awards Banquet** events.

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Membership Development & Services

Service to Members

- Attracted more than **9,502 members** to attend **152 activities** and events to network and establish business connections with other MAC members. Engaged members renew their membership.
- Connected with **1,855 new and renewing members** through the Retention Committee.
- Recruited **42 new Board of Advisors** members.

Funding

- **Raised** more than **\$1.5 million** to date against a year-end target of \$2.75 million through the **Chairman's Fundraising Campaign** with 500+ volunteers from 20 companies.

Small Business

- In partnership with the *Atlanta Business Chronicle*, **Small Business Day** recognized Debbi Shapiro, president, Henderson Shapiro Inc., as the **24th Annual Small Business Person of the Year Award** recipient and featured 50+ vendor displays and 500+ in attendance.
- Partnered with MySupplies to extend up to an **80% discount** on office products and furniture to help members lower business costs.
- Expanded our **health insurance program** for small businesses to more than 250 groups, insuring more than 4,000 lives.
- **Engaged 250 members** in regular lead generation and referral exchange.
- Attracted **5,000 attendees** and **1,200 companies** through events and activities specifically created for the wants and needs of small business members, including:
 - Power Networking Luncheons (16), Chamber Connections (6), Leads to Business (6), Business Growth Series (3) and Special Speaker Events (2)
- Engaged **30 small businesses** in volunteer activity with Bolton Academy through Atlanta Partners for Education (APFE).
- Engaged **25 small business owners** in monthly **CEO Roundtable** meetings with problem-solving through a peer "board of advisors."
- Continued to expand member engagement through a **new structure of the Small Business Growth Council**. Under the leadership of Mary Moore, President, The Cook's Warehouse, we have opened meetings to all MAC members to facilitate greater involvement, member satisfaction and increased attendance.

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