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INTERCITY VISIT 2024



ATLANTA

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SPECIAL THANK YOU



INTRODUCING ATLANTA.....	2-3
TRIP AGENDA	4-14
REGIONAL COMPARISONS	16-28
TOURISM & AMATEUR SPORTS COMPARISONS	30-31
DELEGATES	32-36



World of Coca-Cola ©World of Coca-Cola



chamber **RVA**
INTERCITY VISIT 2024

ATLANTA

APRIL 30–MAY 2, 2024

LET'S GO, ATLANTA! The capital city of the peach state of Georgia, Atlanta is a city brimming with history, food, music and sports. From its place in the Civil Rights Movement to championship college football, Atlanta has something for everyone. There are more than 490,000 people living inside city limits, and the metropolitan area boasts over 6.2 million people. The area's economy is the 8th largest in the U.S. and is home to headquarters of some of the world's most recognizable brands including The Coca-Cola Company, Home Depot, Chik-fil-A, Mercedes-Benz USA and Norfolk Southern Railway.

Business categories in this southern town include logistics such as shipping, and the fact that Atlanta started as a railroad hub still influences business to this day. In addition to rail giants Norfolk Southern and CSX, Hartsfield-Jackson Atlanta International Airport helps move goods all over the country. Media, including CNN (Cable News Network), various Turner broadcasting channels, and Cox Enterprises, the nation's third largest cable television provider all make their homes here.

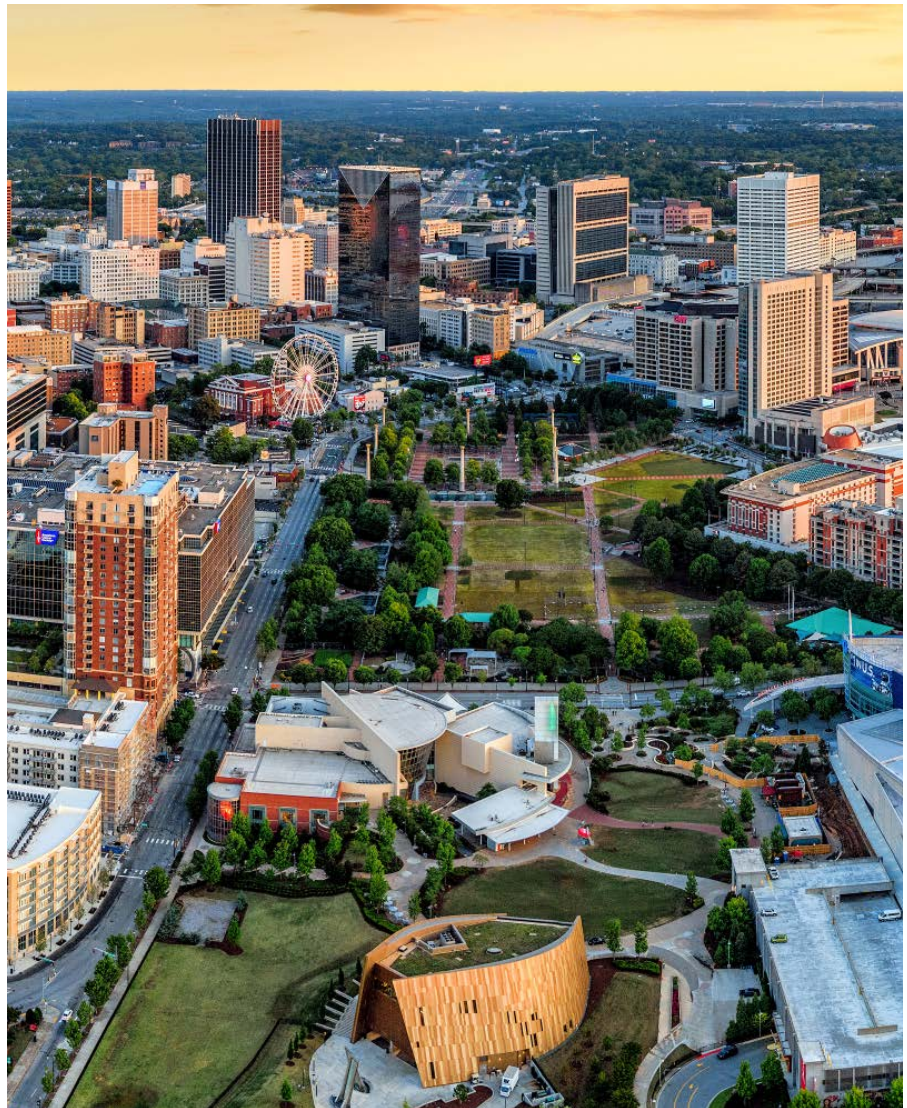
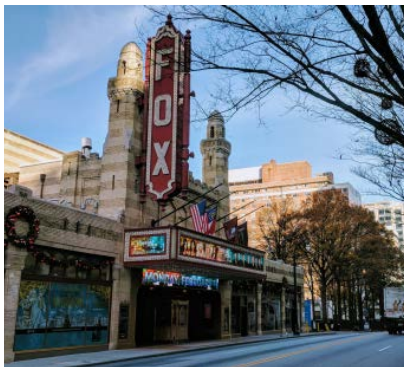
A racially diverse city, Atlanta has seen an ebb and flow of population from pre-Civil War to the New Great Migration to today's booming suburbs and business climate. Because of the Fortune 500 companies that make up part of the city's business fabric, people from all over the world relocate to Atlanta and establish their lives and families here. In 2021, the median age in Atlanta of 33 years old and the median household income is just over \$69k. The city is also known for its commitment to making LGBTQ residents and visitors feel at home.

History is woven into the fabric of this city, and you can't think of Atlanta without thinking of how it has seen our nation change. The Atlanta History Center in the Buckhead area is a 33-acre site that concentrates on Atlanta's and Georgia's place in U.S. history and is a great place to discover more about the state and city. If you want to learn more about the Civil Rights era, The Martin Luther King, Jr. National Historical Park is an excellent place for visitors. You can also tour his home

with the National Park Service, and get a guided tour of the Vine City neighborhood where Dr. Martin Luther King Jr. grew up. Other notable sites in Atlanta include Centennial Olympic Park, the Margaret Mitchell House, the Herndon Home, and The Museum of the Jimmy Carter Library.

Today, Atlanta is booming and it shows. The city welcomes large corporations and scrappy start-ups by offering a lower cost of doing business than other cities its size. The presence of organization-centric amenities and a growing, diverse workforce allows businesses to flourish in this southern city. This includes the presence of a favorable tax structure, robust logistics, higher education hubs, travel access, technology, and infrastructure that helps businesses reach their goals.

During our visit to Atlanta, we will share ideas about business, community and culture with Atlanta's representatives to expand and strengthen RVA's economic and social fabric to help our region move forward.



Pictured top-left, counter-clockwise: Glenn Hotel Mural ©Chris Watkins, Fox Theatre ©ACVB Marketing, Georgia Aquarium ©Georgia Aquarium, The Varsity ©Chris Watkins, Atlanta Downtown ©Gene Phillips, Courtesy of ACVB & AtlantaPhotos.com

Spring is a great time to be in Atlanta. After you arrive and get settled into our beautiful downtown hotel, why not kick things off with a fun activity with a couple of your RVA friends?

The Georgia Aquarium

The largest aquarium in the Western Hemisphere, the Georgia Aquarium, is a perfect place to immerse yourself under the sea. The Ocean Voyager gallery is a good place to start with its large viewing window, bubble window and domed tunnel. From there, you can gaze at the sharks, laugh at the penguins and get a thrill as a manta ray glides past.

Vine City Walking Tour

Venture out for a walking tour of the Vine City residential district which was home to cultural heroes such as Martin Luther King, Jr. It was founded in the mid-1800s and was known as a place for Black residents to build houses and businesses. Today it includes beautiful homes, street art, Rodney Cook Sr. Park and a variety of local places to eat and drink.

Brewery Tour

For something different, check out a Brewery Tour and sample different beers and other beverages as you become familiar with Atlanta's neighborhoods. Whether you're partial to an IPA, a hard cider or something in between, you can find it in the city's bubbling beer culture.

DAY 1 | TUESDAY, APRIL 30

✈ ALL DAY TRAVEL TO ATL

BONUS TIP: After you get off of the plane, consider taking Atlanta's MARTA (Metropolitan Atlanta Rapid Transit Authority) train into the city. It's fast, economical and drops passengers less than a block away from our hotel.

1:00 – 5:00 PM

Participant Check-In | Ritz-Carlton

World-class service and an ideal location in the heart of downtown are why we've chosen The Ritz-Carlton, Atlanta for our stay. Make yourself at home in newly renovated guest rooms and suites featuring elegant Southern design, stunning views and integrated technology. The modern bar and steakhouse, AG, is a premier place to meet up with old friends and new acquaintances. Or stop by the Jittery Joe's Coffee Bar to get ready for your day. You can also grab a nightcap at the Lumen Lounge featuring food, drinks and entertainment that are locally sourced and globally inspired. There's also a fitness center open to those who want to maintain their workout schedule while they're here.

5:00 – 7:00 PM

Welcome Reception: The Gathering Spot

Sponsored by Hirschler

Welcome Remarks from Mayor Adre Dickens

Welcome to The Gathering Spot for our evening reception. This private club features a full restaurant, bar, co-working space and event venue, and is meant to bring people of the diverse community together in Atlanta. Located in the North Yards Business Park, it's part of an historical railroad landmark harkening back to the days of the city's railroad culture.

Mayor's Welcome | Get a unique perspective on Atlanta from Mayor Dickens who is dedicated to serving his community.

A proud native of our host city, Mayor Dickens was sworn in in January 2022. Before that he served as an at-large member of City Council and sat as Chairman of the Transportation Committee. Mayor Dickens focus is to help the city become a community of safe, health, connected neighborhoods with a culture of equality, upward mobility, youth empowerment and a dependable government all moving toward a city poised for the future.

Join us as we start the week in this exceptional venue that celebrates and powers the community of this city.

DAY 2 | WEDNESDAY, MAY 1

ECONOMIC DEVELOPMENT

7:00 AM

Breakfast

Join conference attendees in The Grand Ballroom from 7:00 to 8:30 am. If you're interested in a quick start to the day, you can pop into Jittery Joe's Coffee Bar located in The Ritz-Carlton.

8:00 AM

Welcome Remarks

8:15 AM

Welcome to ATL!

Sponsored by Gresham Smith

Christ Clark, President & CEO, Georgia Chamber (Invited)

Georgia Chamber Welcome | For over 100 years the Georgia Chamber of Commerce has worked to keep, grow and create jobs to make Georgia a better state for business. Chris Clark will provide a unique perspective on expanding Georgia's global competitiveness in attracting new investment and creating opportunity and prosperity for all.

8:45 AM

Business Investment in ATL

Sponsored by Meta

Business is big in Atlanta whether you're talking about Fortune 500 companies, tech start-ups or the entrepreneurs that you'll find all over this region. Join this moderated chat with leaders from some of Atlanta's largest companies as we explore the impact these organizations have had on the growth of the city thanks to decades of continual investment by the business community. You'll hear how years of partnerships and planning has spurred development to strengthen the city and its economic fabric.

RVA TAKEAWAY | *Business is an important driver for our region and the push to bring new organizations to town — and keep the ones that we have — is vital to our growth into the next decade.*



9:35 AM

One Great Region

Sponsored by Greater Richmond Partnership

Mike Alexander, Chief Operating Officer, Atlanta Regional Commission

Moderator: Martha Shickle, Executive Director, PlanRVA

The Atlanta Regional Commission (ARC) helps the Atlanta region work for everyone so residents can have a brighter future. It assists local governments with community planning including regional transportation, aging services, water resources management, workforce development, and homeland security through data-informed planning and investments.

Hear Mike Alexander, COO of ARC, speak on how economic mobility and inclusion are part of Atlanta's path forward. From changes in population growth, education and entrepreneurship to housing challenges, job opportunities and racial disparities, Atlanta and other metro regions are feeling the pressures. His discussion will highlight how cities have changed over time and how residents and communities will have to adapt to be a welcoming equitable place for all. After, there will be a moderated Q&A session.

RVA TAKEAWAY | *Our region has a diverse and growing population with a wide range of incomes, education and abilities. By understanding how ARC approaches their opportunities, we can learn how to include all residents in our planning.*

10:20 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

10:35 AM

Building Black Wealth

Sponsored by Altria

Jay Bailey, President & CEO, Russell Innovation Center for Entrepreneurs (RICE)

Moderator: Kathryn Fessler, Senior Director, Community Impact, Altria

While Atlanta is the center for the nation's highest number of Black entrepreneurs per capita, Black people have been largely excluded from the economy. That's what drives Jay Bailey to ensure RICE provides a sense of belonging, increased direct spend and collaboration, readiness and tools to scale and sustain to aspiring Black entrepreneurs. Hear his perspective during an informative presentation and then enjoy a moderated Q & A including how Atlanta business leaders are working to encourage and build Black wealth.

RVA TAKEAWAY | *With a Black population of over 40%, Richmond is poised to nurture and support Black businesses. Let's explore how we can drive opportunities further in RVA.*

11:20 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

11:35 AM**Atlanta BeltLine: Connecting All***Sponsored by Richmond Region Tourism*

Clyde Higgs, President & CEO

More than walking trails, Atlanta's BeltLine is one of the most wide-ranging urban redevelopment programs in the U.S. The extensive system of public parks, multi-use trails, transit, and affordable housing is set along a 22-mile former railroad corridor.

For this morning session, Clyde Higgs, President & CEO of BeltLine will speak to the history of the project and how it is helping to make the city of Atlanta a shining example of how to conceive, plan, and execute an urban project that is equitable, inclusive and sustainable.

With the addition of the BeltLine and its continuing growth, the city has seen \$10 billion in economic development, 50,000 permanent jobs, 5,600 units of affordable workforce housing, 1,100 acres of environmental clean-up, 1,300 acres of new greenspace plus public art, improved streetscapes and miles of pedestrian-friendly rail transit. Learn how Atlanta's drive and commitment helped make this city gem a reality.

RVA TAKEAWAY | *Our region has wonderful areas such as the Virginia Capital Trail, the low-line trail and the Fall Line Trail (under construction) for our residents. This session can help generate additional ideas that we can take home with us about how to strengthen the spaces we have and develop more over time while ensuring that everyone has the opportunity to benefit from these assets.*

12:15 PM**Lunch | The Carter Center***Sponsored by Bon Secours*

Founded on the humanitarian principles of Founders Jimmy and Roslyn Carter, The Carter Center is committed to waging peace, fighting disease and building hope. Located on the same grounds as The Jimmy Carter Library and Museum, The Center is known as a place for sharing ideas, research and connecting organizations and leaders to help move the mission forward.

Join us as we gather to reflect on the impact that we all can have on lives in our cities and around the world.

1:45 – 4:00 PM**AFTERNOON TRACKS****TRACK 1****The Battery Atlanta®***Sponsored by TowneBank*

Dana Johnson, Chief Operating Officer, Cobb Chamber of Commerce
Lauren Abernathy, Vice President, Marketing, Atlanta Braves

Billed as the South's preeminent lifestyle destination, The Battery Atlanta® offers a year 'round entertainment experience with Truist Park, home of the Atlanta Braves™, at the center of it all. From baseball games and name-brand shopping to a 4,000-seat music venue at Coca-Cola Roxy™, acclaimed restaurants and unique nightlife, The Battery has something for everyone.

For this experience, there will be a walking tour of The Battery followed by a discussion at the Cobb Chamber of Commerce with Braves and Chamber representatives. Learn how this urban space was developed and transformed into a successful family-friendly (and dog welcoming!) entertainment destination that both residents and visitors enjoy. Then, link these learnings to our own city. Richmond's Diamond District is poised to be the next big redevelopment site in the city and there are a ton of opportunities waiting to be unlocked. This discussion in Atlanta is fuel for our vision of what's to come.

Location: *Cobb Chamber of Commerce, 1100 Circle 75 pkway #1000, Atlanta, GA 30339*

TRACK 2 **Cultivating Entrepreneurs at RICE**

Sponsored by West Cary Group

Building Black businesses and Black wealth is the focus of the Russell Innovation Center for Entrepreneurs (RICE). As a business generator it helps small business owners and entrepreneurs who are ready to innovate and grow. Its mission is to open pathways to all the possibilities that Black business people need to be their most successful by offering education, expert mentors, in-house partners, and a welcoming coworking environment.

Take a tour of the facility during this track and learn about the impact RICE is making in Atlanta. Since its inception in 2019, RICE has served more than 350 full-time stakeholder entrepreneurs and reached over 10,000 people with extended outreach and networking. As a city that is moving swiftly toward the future, Atlanta is lucky to have RICE as a beacon to Black business owners, Black leaders and all who call the city home.

Location: *Russell Innovation Center for Entrepreneurs - RICE, 504 Fair Street SW, Atlanta, GA 30313*

TRACK 3 **The Aerotropolis Atlanta Blueprint**

Sponsored by ColonialWebb

Shannon James Sr. President & CEO, Aerotropolis Atlanta Alliance, Inc.

Gerald McDowell, Executive Director, Atlanta Airport Community Improvement District

Cities like Atlanta and Richmond are working to attract businesses, create more jobs and nurture an environment that's welcoming to organizations and their workforce. The Blueprint from Aerotropolis Atlanta is the culmination of research, partnerships and strategies that can guide economic investment, job growth and quality of life in the Hartsfield-Jackson Atlanta International Airport area. The lynchpin is the zone surrounding the busiest and most efficient airport in the world. As Georgia's largest employer, it generates \$34.8 billion in economic impact for metro Atlanta and provides more than 63,000 jobs on-site.

During this track, there will be a bus tour of Aerotropolis and a panel discussion. You'll learn how the Blueprint was conceived and what its goals are. Spearheaded by Aerotropolis Atlanta Alliance, a public-private partnership, the Blueprint guides, connects and helps the region as it evolves for the future. Focus areas for the project are economic development, workforce development and community development.

Location: *Woodward Academy, 1662 Rugby Ave, College Park, GA 30337*

TRACK 4

Braven at Spelman

Sponsored by Boys and Girls Clubs of Metro Richmond, Communities in Schools of Richmond, and YMCA of Greater Richmond

Che Watkins, Executive Director, Braven

Venetta Coleman, Ph.D., C'88, Director of Institutional Effectiveness, Director of the Quality Enhancement Placement, Spelman College

Tim Cairl, Senior Director, Educated Workforce, Public Policy, Metro Atlanta Chamber

Braven's mission is to empower promising, underrepresented young people—first-generation college students, students from low-income backgrounds, and/or students of color—with the skills, confidence, experiences, and networks necessary to transition from college to strong first jobs, which lead to meaningful careers and lives of impact.

During this track, Spelman students will offer guided tours of the campus and then participate in a panel discussion. Highlights will focus on the how the support of this organization helps students make the most of their higher education and contributes to their success along with the success of their families, community and employers after graduation.

Location: *Spelman College, 350 Spelman Ln SW, Atlanta, GA 30314*

6:00 – 7:30 PM

Evening Reception | National Center for Civil and Human Rights

Sponsored by Dominion Energy



National Center for Civil and Human Rights ©Chris Watkins

Atlanta is a cradle of history for the civil rights movement and many leaders, including Dr. Martin Luther King Jr. called the city home. The National Center for Civil and Human Rights is both a museum and home to a vibrant human rights organization that gives voice and power to all fighting for justice for citizens around the world. Here visitors can experience everything from performances and book talks to lectures. This evening's reception allows you to immerse yourself in the hope for justice and dignity for all while being surrounded by immersive exhibits that will educate and inspire.

Optional Group Dinners

This evening, gather together with colleagues and new acquaintances for small group dinners throughout the area. ChamberRVA has made special reservations at several venues and you can sign up with your track registration.



Fried Chicken ©Sheretha Bell, ACVB

DAY 3 | THURSDAY, MAY 2

INCLUSIVE GROWTH

7:00 AM

Breakfast

Dig into a breakfast buffet with other conference attendees for a casual start to the day in The Grand Ballroom or grab a coffee at Jittery Joe's.

8:30 AM

Opening Remarks

Start the day with our quick touch-base remarks as we introduce discussions and activities available today.

8:35 AM

Building Prosperity: Investing in Affordable Housing

Sponsored by Astyra and Richmond Association of REALTORS®

Panelists:

Joel Dixon, Co-Principal, urban Oasis Development and President, Catalyst Investment Partners

Sarah Kirsch, Managing Director, Housing Funds, Community Foundation for Greater Atlanta

John O'Callaghan, President & CEO, Atlanta Neighborhood Development Partnership

Moderator: Jovan Burton, Executive Director, Partnership for Housing Affordability

Housing is an essential issue for growing metropolitan areas. As employers expand and population increases, most regions are faced with how to create an attractive environment to live for future residents while ensuring that existing residents are not pushed out. According to rental website Zumper, rent for a one-bedroom apartment in Atlanta has increased 50% since 2014 and has outpaced wage growth. And the Atlanta Regional Commission reports that there is a 26% gap between White and Black homeownership levels in the Atlanta metro areas. Despite these challenges, prioritizing housing has been shown to positively impact economic growth and GDP in metropolitan areas.

Listen to a moderated discussion as leaders from the Atlanta area highlight the impact that investing in housing has had on their growth, attractiveness, and overall quality of life. Groups such as the Atlanta Neighborhood Development Partnership, HouseATL and The Community Foundation for Greater Atlanta are all working to make sure that every person in the area has a safe, comfortable and affordable place to live.

RVA TAKEAWAY | *Richmond's rents are rising and affordable housing is needed for our residents. It will take both inspiration and effort to make sure we are serving all who need homes.*

9:20 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

9:45 AM**Workforce Intermediary: Connecting Atlanta Residents to Equitable, High-Demand Opportunities***Sponsored by WorkforceCoalitionRVA***Panelists:**

John Helton, Executive Director, CareerRise

S. Michelle Jacobs, Associate Vice President, College & Career Ready, United Way Atlanta

Moderator: Barbara Sipe, President & CEO, United Way of greater Richmond and Petersburg

This panel discussion concentrates on workforce solutions for Atlanta by intermediaries and organizations working together. CareerRise helps to strategically connect employers with training providers, support services, job seekers and funding groups. The group works to find workforce partnerships along with industries, makes investment in training to prepare workers, collaborates to reduce racial inequities, connects resources, champions skill building and affects policy change. CareerReady ATL is a youth-centered program that fosters and creates apprenticeships and works with high-demand occupations for economic growth and success for participants.

RVA TAKEAWAY | *Bringing workforce players together can help to develop a robust workforce ecosystem to propel Richmond into the next phase of economic growth.*

10:30 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

10:15 AM**Learn 4 Life***Sponsored by I-64 Innovation Corridor | RVA757 Connects***Panelists:**

Ken Zeff, EdD, Executive Director, Learn4Life

Anona Shugart Walker, Tech Education Outreach Lead, Atlanta Google

Moderator: Takein Cooper, Executive Director, Richmond Public Schools Education Foundation

Join an informative discussion that touches on education and opportunity for students in the metro Atlanta area. Learn4Life is passionate about creating meaningful life outcomes with students in Atlanta's five core counties. Their focus is on cradle-to-career as they partner with school districts to make sure that children – including those of color and from low-income situations – have the tools and learn the skills needed to prepare for a successful outcome. Through education, Learn4Life addresses gaps and systemic inequities utilizing resources from communities, businesses and nonprofits. The organization works to engage partners, create shared understanding through data and amplify “Bright Spots” across the region. This all helps to ensure that our next generation of leaders and the workforce are ready to meet challenges.

RVA TAKEAWAY | *Helping our students at critical times in their education can make a real difference in the trajectory of the city and its workforce.*

11:00 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

11:15 AM

Prosperity Starts with Place: The Stories of East Lake, Vine City and Grove Park

Sponsored by Truist

Participants:

John Ahmann, Vice President, Real Estate Development, Westside Future Fund
Ron Alston, Senior Vice President, Not-For-Profit & Government Banking Leader, Truist Bank

Carol Naughton, President & CEO, Purpose Built Communities

Moderator: Reginald Gordon, President & CEO, Richmond Memorial Health Foundation

Black neighborhoods and their residents are the heartbeat of the city of Atlanta. However, for decades these communities were neglected and divested of investment and resources. Thankfully, Atlanta has turned this around and through a concerted effort of businesses, philanthropy and nonprofits, these communities are growing and thriving. Through Purpose Built Communities, an organization that believe that every neighborhood should have the resources and amenities worthy of every resident, changes have been strategically prioritized so that the outcomes will match the vision.

Three different legacy neighborhoods and their residents have benefited from these efforts. Grove Park, East Lake and Vine City have all seen changes that are helping to create a healthy, equitable, sustainable and vibrant community. With an eye toward keeping residents in the areas where they already lived, improving schools, linking jobs and fostering a safe area, these neighborhoods can thrive as they once did. Today, these areas are filled with housing, coffee shops, retail shopping and businesses.

Join this panel discussion as leaders share success and challenges of revitalization and investment as well as the impacts of gentrification.

RVA TAKEAWAY | *Neighborhoods need to be cared for, nurtured and appreciated. For Richmond, that means understanding the history of the past and the trajectory of the future.*

11:45 AM

RVA PERSPECTIVE | *Roundtable to gather insights and discuss how we can use information gleaned from this informative session.*

12:00 PM

Lunch | The Ritz-Carlton

Sponsored by Atlantic Union Bank

Take a break from the hustle and bustle of the conference and relax with a delicious lunch prepared in The Ritz-Carlton kitchens by award-winning chefs. The menu will focus on local flavors and regional growers.

1:30 – 3:30 PM**AFTERNOON TRACKS****TRACK 1****Take a Trek on the Atlanta BeltLine***Sponsored by GRTC*

Get a true taste of Atlanta by going on a walking tour of the amazing BeltLine and Ponce City Market. The most ambitious redevelopment project in Atlanta, the idea was originally laid out by Georgia Tech student Ryan Gravel for his graduate thesis in 1999. It proposed to use old railroad lines and land and turn it them into public infrastructure for economic development. Thanks to civic leadership and city partners, along with a publicly funded tax allocation district (TAD), the project was implemented through two organizations, Atlanta BeltLine, Inc. and the Atlanta BeltLine partnership.

Built with the future in mind, the BeltLine connects 45 neighborhoods on a 22-mile loop, fostering culture and assisting with equitable growth. There are numerous connector trails to help move people onto the BeltLine from various parts of the city. As the project evolves, it will keep an eye on environmental sustainability with additions such as new greenspace and clean-ups of land. In addition to its famous parks and trails, the BeltLine is rich with community programming including affordable housing workshops, job training and promoting health communities. Adding to the dynamic is public art that is curated and changed year to year.

Location: *Ponce City Market Capital One, 675 Ponce de Leon Ave NE, Atlanta, GA 30308*

TRACK 2**There's Power in Art***Sponsored by Richmond Performing Arts Alliance (RPAA)*

Jennifer Barlament, Executive Director, Atlanta Symphony Orchestra

Art is powerful and city residents and their communities all benefit from the joy, strength and inspiration that the arts and culture can deliver. Join us for a tour of Woodruff Arts Center and a discussion with leaders from three renowned artistic institutions: The Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art.

These renowned groups are a major part of the fabric that makes Atlanta a premiere Arts & Culture destination. Together they present arts and education programming that transforms lives and impacts their community in a powerful way. Panelists to include the Atlanta Symphony, High Museum and the Alliance Theater. The focus will be on these organizations' outreach efforts into underserved communities similar to what our RSO and Richmond Ballet execute in the River City.

Location: *Woodruff Arts Center, 1280 Peachtree St NE, Atlanta, GA 30309*

TRACK 3**Unique Approaches to Affordable Housing***Sponsored by Xponent21*

Affordable housing is a major topic in many large cities and Atlanta and Richmond are no exception. Invest Atlanta makes an impact in the city by assisting homebuyers, homeowners, renters, businesses, developers and site selectors. An official economic development authority, its focus is to strengthen Atlanta's standing economically to help increase opportunities for residents.

The city, in partnership with various groups including Invest Atlanta, is working on 40 public land projects through the administration's Housing Strike Force to secure affordable housing units to add to the current low inventory. One approach is repurposing underutilized properties, especially in the downtown corridor. Two of these examples are 2 Peachtree Street, an historic building that is transforming into affordable residential and mixed-use space and The Melody, a rapid housing initiative that features 40 converted shipping containers to provide unhoused people a permanent home.

Join us on a tour of the Melody and subsequently panel discussion at 2 Peachtree Street as we hear from representatives from the city of Atlanta and Invest Atlanta as they share ideas and progress as they work to meet Mayor Andre Dickens's goal to build or preserve 20,000 affordable housing units during his eight year-term.

Location: 2 Peachtree Street

TRACK 4

West Side Works

Sponsored by Capital One

Presenter: Quasandria "Q" Turner, Director, Westside Works

Being job-ready is imperative for those looking to add their contribution to the workplace. Westside Works is a neighborhood-based program that helps Atlanta residents in the Westside community and the greater Atlanta metro area sharpen skills and open doors. The organization works to increase access to training, education services and jobs. This includes career accelerator workshops that help participants increase skills, training programs that concentrate on high-demand industries, a digital learning lab that teaches technical skills, and career advisement services.

Location: West Side Works: 261 Joseph E. Lowery Blvd NW

5:30 – 8:30 PM

Closing Reception & Dinner | Federal Reserve Bank of Atlanta

Sponsored by King's Dominion & MCV Foundation

Make your last evening in Atlanta one to remember! Join the group for our official closing reception and dinner at the Federal Reserve Bank of Atlanta, one of 12 in the country. Share a seated dinner in this impressive building while you converse with new contacts from the Atlanta region and share learnings with colleagues from Richmond.

DAY 4 | FRIDAY, MAY 3

ALL DAY

Departures to Hartsfield-Jackson Atlanta International Airport (ATL)

Thank you for attending! We hope that you've come away with valuable information that you can use back in RVA.

BUILDING CONFIDENCE. ONE MATTER AT A TIME.

Sound legal advice is only one dimension of the service we provide. Trust is earned and strong working relationships are developed through a shared commitment to achieving the best results.

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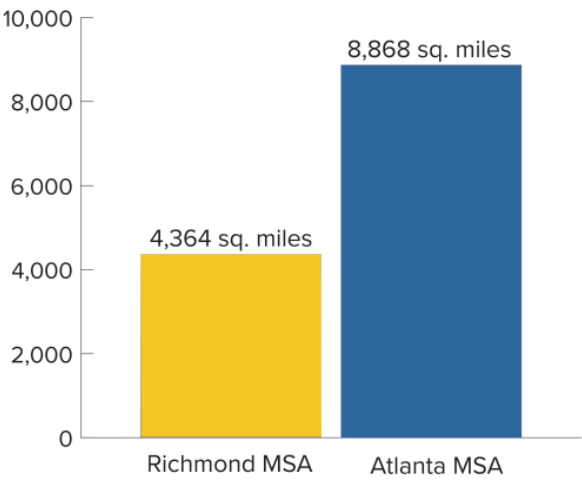
The Richmond MSA is comprised of 17 counties and independent cities spanning 4,364 square miles compared to the Atlanta MSA's 24 counties and 8,868 square miles. Atlanta's footprint is more than double the size of Richmond's.

45% of Americans live within a day's drive of the Richmond MSA, including 24 of the most populous cities in the nation such as New York City, Boston, Chicago, Washington D.C. and Orlando.

44% of Americans live within a day's drive of the Atlanta MSA, including major cities like Nashville, Washington D.C., Orlando, and Miami.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates, VEDP

Land Area



Richmond MSA



Atlanta MSA



MSA Population

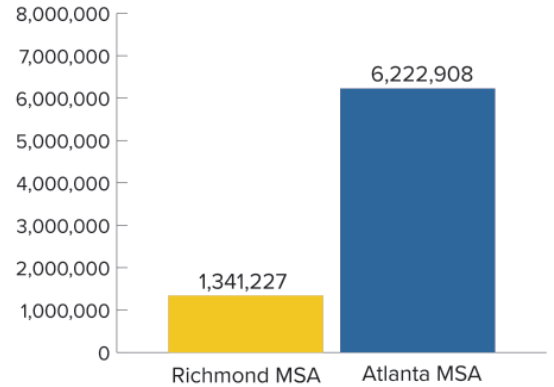
The Atlanta MSA has a larger population than the Richmond MSA by 78% or 4,881,681 people. Atlanta is the 8th largest MSA in the country whereas Richmond is the 44th largest.

Richmond has 307.3 people compared to Atlanta's 716.5 people per square mile (2022). Atlanta is 57% more dense than Richmond with a difference of 409.2 people per square mile.

The Richmond MSA's population is 48.5% male and 51.5% female while the Atlanta MSA's population is 48.6% male and 51.4% female.

The Richmond MSA's median age of 38.7 is 1.4% older than the Atlanta MSA's median age of 37.3.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates

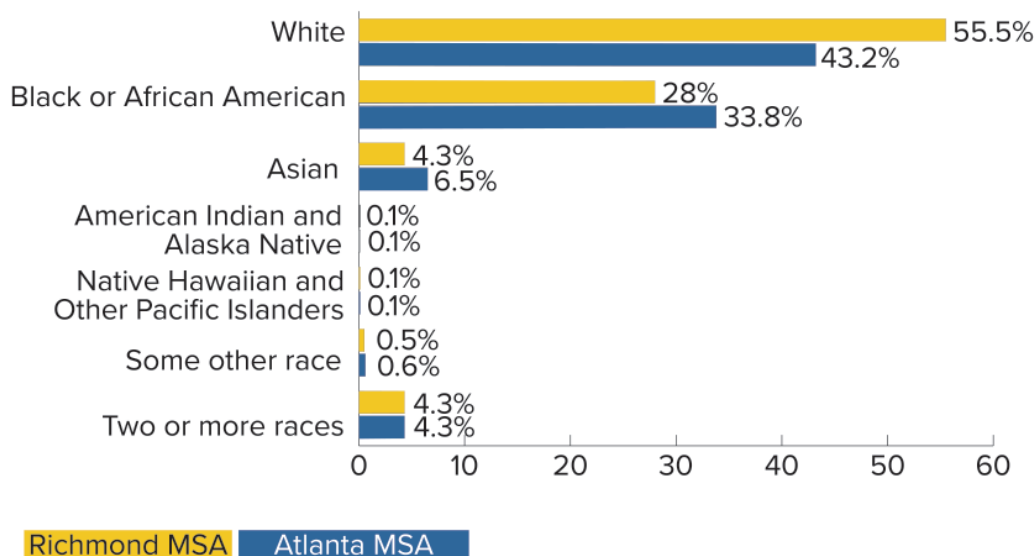


Racial Diversity

Both the Richmond and Atlanta metros are more diverse than the national average at 57.7% white. The Richmond MSA is 2.2% more diverse than the national average with a 55.5% white population, and the Atlanta MSA is 14.5% more diverse than the national average with a 43.2% white population. The Black or African American population in the Richmond MSA is 17% less than the amount in the Atlanta metro. Atlanta either has equal or more people in each non-white category than Richmond.

The Richmond MSA has a thriving Black and African American population, with the 8th highest percentage of Black-owned businesses in the nation. Atlanta is the top of this list with the highest percentage of Black-owned businesses in the nation. (American Community Survey 2022).

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates



Educational Attainment

The Richmond MSA is home to over 931,000 people aged 25 and older. Of the people 3 years and older enrolled in school, 27.0% are enrolled in college or graduate school.

More than 4,190,000 people aged 25 or older live in the Atlanta MSA. Of the people 3 years and older enrolled in school, 25.1% of them are enrolled in college or graduate school.

Both MSA's educational attainment are on par with one another. The categories with the largest variation are high school graduate or higher, less than 9th grade and high school graduate.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates

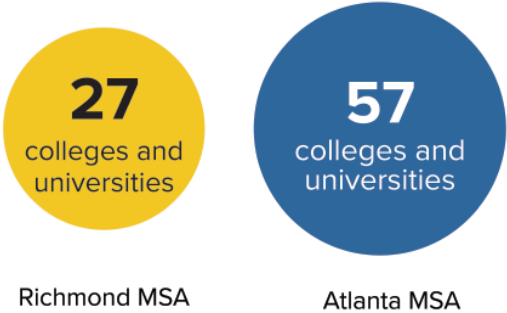
	Richmond MSA	Atlanta MSA
Less than 9th grade	2.4%	3.6%
9th to 12th grade, no diploma	4.7%	4.9%
High school graduate or equivalent	24.5%	23.3%
High school graduate or higher	92.9%	91.5%
Some college, no degree	18.8%	18.2%
College or graduate enrollment	27.0%	25.1%
Associate degree	7.5%	8.2%
Bachelor's degree	25.7%	25.4%
Bachelor's degree or higher	42.1%	41.8%
Graduate or professional degree	16.4%	16.4%

Higher Education

The Richmond MSA has a total of 27 institutions of higher learning. Some of the larger institutions include Brightpoint Community College, Randolph-Macon College, Reynolds Community College, Richard Bland College, University of Richmond, Virginia Commonwealth University, Virginia State University (HBCU) and Virginia Union University (HBCU). The Richmond metro is highly educated with 42.1% of the population aged 25 and older having a bachelor's degree or higher, which is 6.4% higher than the national average.

On the other hand, the Atlanta metro is home to 57 institutions of higher learning including the Art Institute of Atlanta, Atlanta Metropolitan State College, Clayton State University, Emory College, Georgia Institute of Technology, Georgia State University, Morehouse College (HBCU), and Spelman College (HBCU). The Atlanta metro is also highly educated with 41.8% of the population 25 and older having a bachelor's degree or higher, which is 6.1% higher than the national average.

Source: Greater Richmond Partnership, NCES College Navigator, 2024 and Metro Atlanta Chamber



Industry Employment

The industry employment breakdown for the Richmond MSA and the Atlanta MSA is fairly similar with both metros top three industries including:

1. educational services, health care and social assistance,
2. professional, scientific, management, administrative and waste management services as well as
3. retail trade.

The Richmond MSA has higher educational services, and health care and social assistance; public administration; and finance and insurance, and real estate and rental and leasing; and agriculture, forestry, fishing and hunting, and mining than the Atlanta MSA.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates

	Richmond MSA	Atlanta MSA
Educational services, and health care and social assistance	23.4%	19.2%
Professional, scientific, and management, and administrative and waste management services	13.5%	15.7%
Retail trade	10.5%	11.1%
Finance and insurance, and real estate and rental and leasing	9.5%	7.3%
Public administration	7.5%	4.3%
Arts, entertainment, and recreation, and accommodation and food services	7.4%	8.3%
Manufacturing	7.0%	8.8%
Construction	6.4%	6.7%
Transportation and warehousing, and utilities	5.5%	8.0%
Other services, except public administration	4.7%	4.8%
Wholesale trade	2.5%	2.6%
Information	1.6%	2.9%
Agriculture, forestry, fishing and hunting, and mining	0.6%	0.3%

Income

While the Atlanta metro has 77% more households than the Richmond metro, the two metros' income brackets are fairly similar. In the Richmond MSA, 69.8% of households make at least \$50,000 while 71.8% of Atlanta's households earn at least \$50,000.

The Richmond metro's median household income is \$81,388 which is \$3,488 less than the Atlanta metro's median household income of \$84,876. The per capita personal income for the two metros has slightly less variation with the Richmond MSA's per capita personal income at \$44,526 and the Atlanta MSA's at \$43,561, a difference of \$965. With a lower cost of living in Richmond, the Richmond MSA's +2% difference in per capita personal income reflects a higher quality of life having more income per person and having to spend less of it on living expenses.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates

	Richmond MSA	Atlanta MSA
Less than \$10,000	5.3%	4.5%
\$10,000 - \$14,999	3.1%	2.6%
\$15,000 - \$24,999	5.5%	5.3%
\$25,000 - \$34,999	6.7%	5.9%
\$35,000 - \$49,999	9.7%	9.9%
\$50,000 - \$74,999	16.2%	16.1%
\$75,000 - \$99,999	12.5%	13.5%
\$100,000 - \$149,999	19.6%	18.9%
\$150,000 - \$199,999	9.6%	9.9%
\$200,000+	11.9%	13.4%
Number of households, 2022	538,478	2,311,639
Median household income, 2022	\$81,388	\$84,876
Per capita personal income, 2022	\$44,526	\$43,561

Fortune 500 and 1000 Companies

As a mid-sized metro, the Richmond MSA punches above its weight class when it comes to Fortune 1000 company headquarters with 0.0000082 Fortune 1000s per capita, almost 40% more per capita than Atlanta. The Richmond metro has 11 Fortune 1000 companies in its MSA, eight of which are Fortune 500s. The Atlanta MSA has 31 Fortune 1000 companies, 17 of which are Fortune 500s.

Source: Greater Richmond Partnership, Fortune 1000 2023 list



Top Employers

The Richmond MSA and the Atlanta MSA both have flourishing industries and plentiful employers. The presented data omits state government employment. The Richmond MSA's largest employer is Virginia Commonwealth University Health System with 13,500 employees closely followed by Capital One with 13,000 employees.

Both MSA's top eight employers, outside of general public state and county entities, primarily consist of health care, financial services, information technology and logistics – totaling 69,130 employees in the Richmond MSA and 187,384 in the Atlanta MSA.

The Richmond metro has a diverse set of thriving industries. Major industries in the Richmond MSA include advanced manufacturing, corporate services, data centers, e-commerce and logistics, finance and insurance, food and beverage, information technology and life sciences.

Major industries in the Atlanta metro include cleantech, creative industries, life sciences and healthcare, supply chain and advanced manufacturing, and technology.

Source: Greater Richmond Partnership, Largest Employers Brochure, November 2023, Accessed February 2024; Metro Atlanta Chamber, Metro Atlanta Top Employers 2022-2023, Accessed February 2024

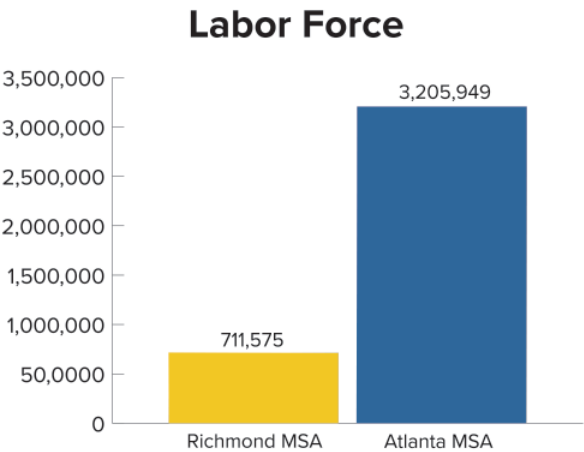
Richmond MSA	Employees	Atlanta MSA	Employees
Virginia Commonwealth University Health System	13,500	Delta Air Lines	39,550
Capital One Financial	13,000	Emory University	33,497
HCA Virginia Health System	11,200	Piedmont Healthcare	25,110
Bon Secours Richmond	8,516	Northside Hospital	24,500
Virginia Commonwealth University	7,832	Publix Super Markets, Inc.	22,390
Dominion Energy	5,433	The Home Depot	21,310
Amazon	5,100	AT&T	11,000
Truist	4,549	Childrens Healthcare of Atlanta	10,027

Labor Force +
Unemployment Rate

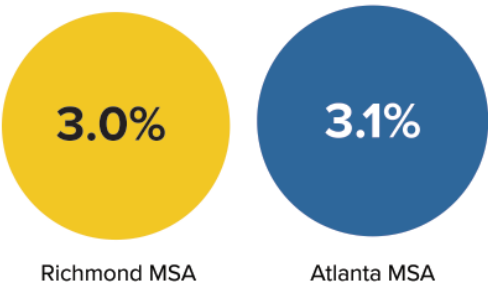
Due to the larger population in the Atlanta MSA, this metro also has a larger total workforce. 53% of the Richmond MSA's population makes up the labor force, while only 52% makes up Atlanta's labor force. The variance between the two metros' unemployment rates is minor with only a 0.1% difference.

Richmond was one of five cities that “benefited primarily from robust employment growth between 2021 and 2023” (Milken Institute 2024).

Source: Greater Richmond Partnership, Chmura Economics & Analytics, JobsEQ, 2023Q3



Unemployment Rate

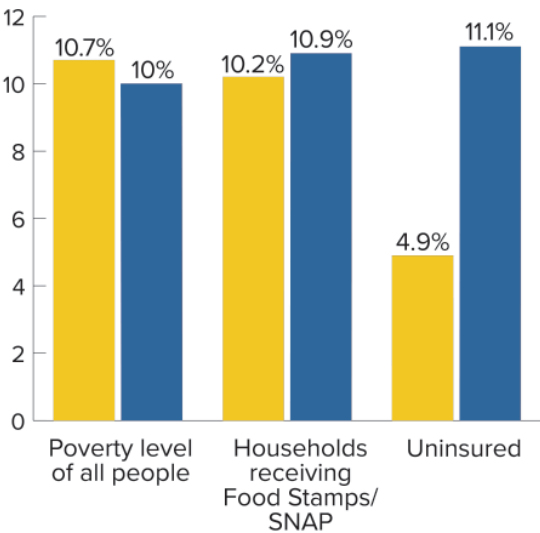


Poverty

There is only a 0.7% difference in the percentage of people living below the poverty line in the two MSAs, with the Richmond metro having a slightly higher poverty rate. However, the Atlanta MSA had 0.7% more households receiving food stamps.

In contrast, the Richmond MSA has 6.2% less people lacking health insurance than the Atlanta MSA, with 11.1% of the Atlanta metro's population not having insurance.

Source: Greater Richmond Partnership, American Community Survey 2022 Estimates



Average Annual Wages

Due to the larger size of the Atlanta MSA's overall population, the employment numbers for each core industry are higher. Wages in the Atlanta MSA are higher on average, with the only two industries with higher wages in Richmond: manufacturing and other services (except public administration). For all industries, employers can expect to pay an average of \$6,094 (8.48%) per worker annually less in the Richmond MSA than in the Atlanta MSA.

Location quotient is an algorithm of data that determines the health of an industry in a metro and grades the likelihood of expanding companies' success. Management of companies and enterprises is the industry with the highest location quotient for the Richmond MSA at 2.10. The Atlanta MSA's highest location quotient is unclassified at 3.02. The next highest location quotient for the Richmond MSA is unclassified at 1.36, and there is a tie for second between management of companies and enterprises and information at 1.58 for the Atlanta MSA.

Source: Greater Richmond Partnership, Chmura Economics & Analytics, JobsEQ 2023Q3

Richmond MSA				Atlanta MSA		
	Avg. Annual Wage	Employment	Location Quotient	Avg. Annual Wage	Employment	Location Quotient
Management of Companies and Enterprises	\$134,021	22,578	2.1	\$158,182	76,533	1.58
Finance and Insurance	\$124,437	36,685	1.33	\$123,814	128,259	1.03
Professional, Scientific, and Technical Services	\$97,273	49,671	0.97	\$110,433	262,408	1.14
Utilities	\$94,684	2,680	0.76	\$122,706	10,453	0.66
Wholesale Trade	\$84,019	23,735	0.9	\$97,641	141,283	1.2
Real Estate and Rental and Leasing	\$83,169	13,611	1.09	\$80,576	65,280	1.17
Mining, Quarrying, and Oil and Gas Extraction	\$80,711	447	0.18	\$86,686	1,653	0.15
Information	\$77,877	7,904	0.58	\$135,453	96,647	1.58
Manufacturing	\$77,022	32,438	0.58	\$74,272	180,882	0.72
Public Administration	\$74,826	41,668	1.28	\$76,011	123,907	0.85
Construction	\$70,341	48,780	1.15	\$71,742	188,560	0.99
Health Care and Social Assistance	\$64,290	98,908	0.97	\$68,350	359,402	0.78
Transportation and Warehousing	\$56,390	38,473	1.14	\$65,496	217,692	1.44
Unclassified	\$53,808	2,167	1.36	\$76,918	21,580	3.02
Educational Services	\$53,136	52,043	1.03	\$62,096	227,827	1.01
Administrative and Support and Waste Management and Remediation Services	\$50,751	45,348	1.04	\$55,756	235,602	1.2
Other Services (except Public Administration)	\$43,348	34,233	1.15	\$40,308	135,651	1.02
Agriculture, Forestry, Fishing and Hunting	\$39,643	2,695	0.29	\$40,319	5,947	0.14
Retail Trade	\$39,107	67,571	0.99	\$42,807	307,228	1
Arts, Entertainment, and Recreation	\$26,175	19,508	1.33	\$41,419	53,654	0.81
Accommodation and Food Services	\$25,522	52,945	0.86	\$27,801	275,109	1
Total - All Industries	\$65,728	694,087	1	\$71,822	3,115,555	1

Special thank you to the Greater Richmond Partnership (GRP) for preparing the demographic and comparison data.

Cost of Living

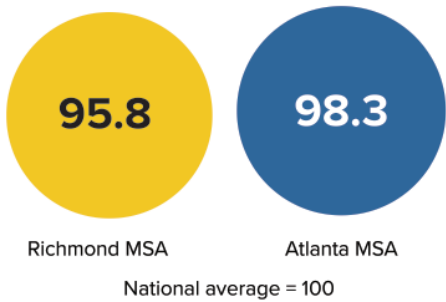
The Atlanta MSA's 98.3 overall cost of living index is 2.5 points higher than the Richmond MSA's 95.8 index. The Atlanta metro's overall cost of living is 1.7% below the national average and the Richmond metro's overall cost of living is 4.2% below the national average.

Indexes fluctuate between the two MSAs. Groceries, transportation, and miscellaneous goods and services are comparable. However, Atlanta's healthcare is 13.6% more expensive, along with Atlanta's housing.

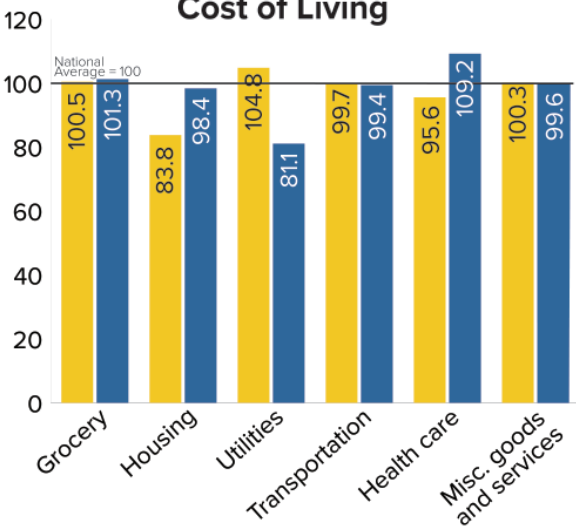
Housing in the Richmond MSA is 16.2% below the national average, an index of 83.8. Atlanta's housing is only 1.6% the national average. Housing is Richmond's most affordable category, while utilities is Atlanta's. The utility index for the Atlanta MSA is 81.1, 18.9% below the national average, while Richmond's is 4.8% above the national average. The utility index represents residential utility rates.

Source: Greater Richmond Partnership, C2ER Cost of Living Index 2023 Annual Average

Overall Cost of Living Index



Cost of Living



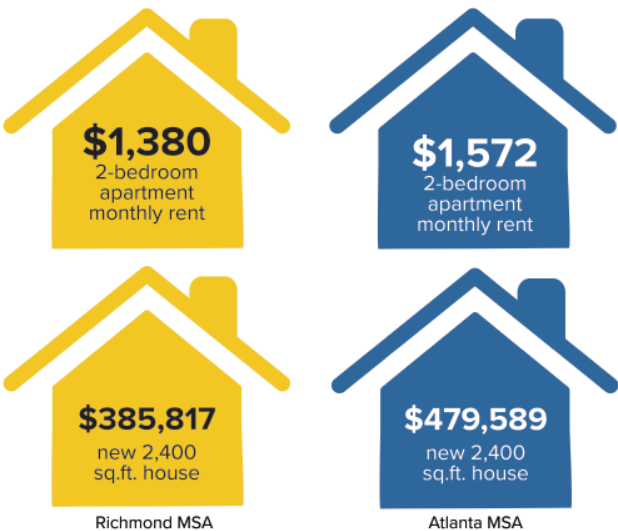
Housing

Housing costs in the Richmond MSA are more affordable than in the Atlanta MSA. Both metro area's average home price is below the national average but the Atlanta MSA's rent price is above the national average.

The Atlanta MSA's rent for a 2-bedroom apartment is \$1,572, \$60 above the national average of \$1,512. In comparison, the Richmond MSA's average rent is \$1,380, \$132 less than the national average.

Both metros' average home prices are below the national average. On average, it costs \$489,924 to buy a new 2,400 square foot house in the United States. House prices in the Richmond MSA are \$104,107 less than the national average at \$385,817 and are \$10,335 less than the national average in the Atlanta MSA at \$479,589.

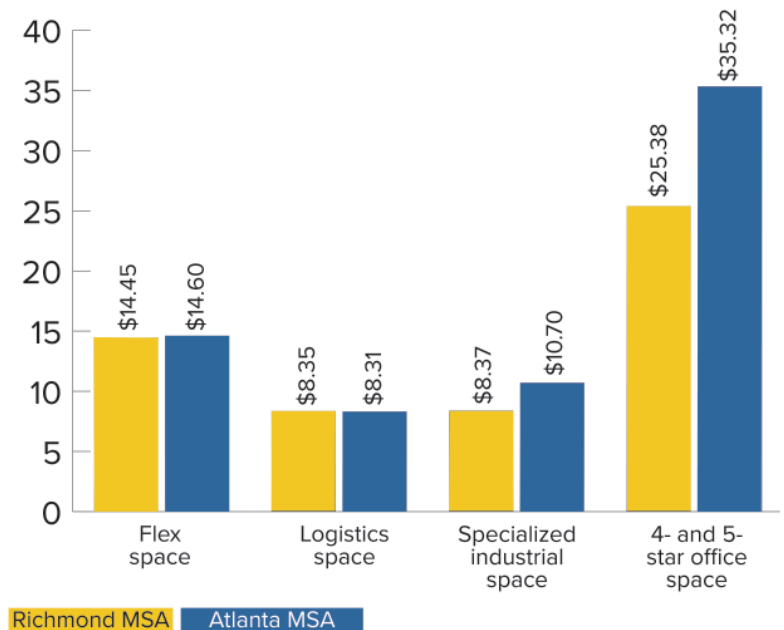
Source: Greater Richmond Partnership, C2ER Cost of Living Index 2023 Annual Average



Rent Per Square Foot

On average, the Richmond MSA's, the flex, specialized industrial, and office rent are all more affordable than the Atlanta MSA, with Richmond's specialized industrial rent being on average \$2.33 less than Atlanta's and the 4&5 star office rent being \$9.94 less than Atlanta's. Rent for logistics space is comparable between the two metros with Atlanta's average rent only being \$0.04 more affordable.

Source: Greater Richmond Partnership, CoStar Office and Industrial Market Reports, February 2024

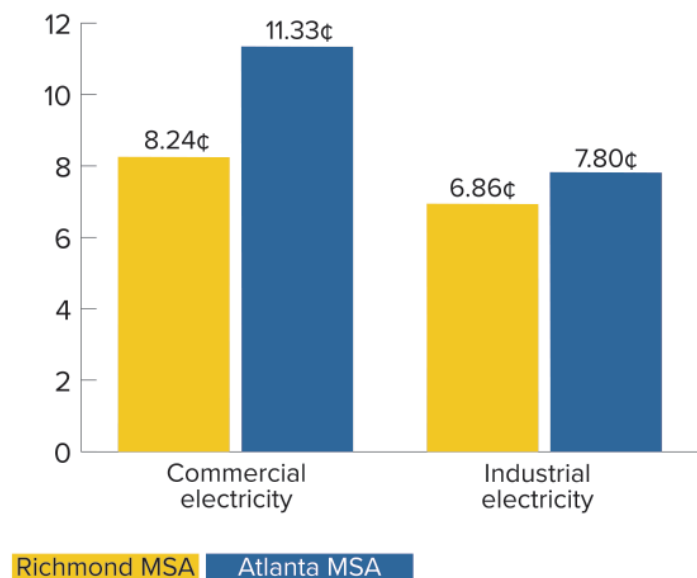


Electricity Rates

Commercial and industrial utilities are more competitive in the Richmond MSA than in the Atlanta MSA with a commercial electric rate 3.09 cents more affordable at 8.24 cents per kWh, compared to Atlanta's 11.33 cents per kWh. Additionally, the Atlanta MSA's has an industrial electric rate of 7.08 cents per kWh, while the Richmond MSA has a rate of 6.86 cents per kWh, 0.94 cents more affordable.

The Richmond MSA's commercial electric rate is 27% below the Atlanta MSA's rate and its industrial rate is 12% below the Atlanta MSA's rate.

Source: Greater Richmond Partnership, Edison Electric Institute, Typical Bills and Average Rates Summer 2022



Infrastructure

The Atlanta MSA is within a 2-hour flight of 80% of U.S. metros. With more than 110 million passengers a year, the Hartsfield-Jackson Atlanta International Airport offers 152 direct domestic flights and 231 direct international flights. More than 20 all-cargo air carriers service the region out of the airport, carrying more than 650,000 metric tons of cargo annually. The Atlanta MSA has access to two ports: the Port of Savannah, North America’s fastest-growing single-container terminal, just 250 miles from Atlanta and the Port of Brunswick, the nation’s second-busiest port for vehicle import and export, 300 miles away from Atlanta. More than 1.7 million people in the Atlanta metro use the Metropolitan Atlanta Rapid Transit Authority (MARTA) to get around by train, streetcar and bus, connecting to 38 rail stations and 101 bus routes, while communities across the region offer express lines to the heart of employment centers. Interstates I-75, I-85, and I-20 all meet at the heart of the central business district, keeping people and goods moving through Atlanta.

One of Greater Richmond’s key advantages for business is its strategic location on the East Coast’s longest thoroughfare, Interstate 95, while sitting midway between Maine and Florida. Richmond International Airport (RIC) has 33 direct flights with more than four million passengers and about 160 million pounds of cargo handled annually. Richmond International Airport was named the #1 most efficient airport in North America in 2023 (ATRS 2023). Interstates 64, 95 and 85 converge in the metro and I-81 is easily accessible just west of Richmond. Residents in the Richmond metro typically experience less than one hour of congestion during rush hours compared to 4.6 hours in Atlanta and 4.7 hours in Baltimore with an average commute time of only 25.6 minutes. More than 100 motor freight companies and brokers serve Greater Richmond including CSX and Norfolk Southern, two of the nation’s largest railroad ds, which both offer freight services. Amtrak provides passenger rail service with 11 northbound and 12 southbound trains each weekday. Operated by The Port of Virginia, the Richmond Marine Terminal is Central Virginia’s domestic and international multi-modal freight and distribution gateway on the James River serving waterborne, rail and truck shippers throughout the mid-Atlantic states. The terminal is within 100 miles of The Port of Virginia, the deepest wharf and most advanced port along the East Coast.

Source: Greater Richmond Partnership, flightconnections.com for Richmond International Airport and Hartsfield-Jackson Atlanta International Airport, Metro Atlanta Chamber, February 2024



State + MSA Rankings

Many publications have recognized and awarded the Richmond MSA, the Atlanta MSA and their respective states this past year. Virginia was ranked the #2 Best Overall State for Business by CNBC while Georgia ranked #4. Additionally, CNBC ranked Virginia #1 in Education and Georgia #1 in Infrastructure. Comparing MSAs, Business Facilities Magazine ranked Richmond #9 for Corporate Headquarters and Atlanta ranked #3. Site Selection Magazine ranked Richmond #8 for Best U.S. Cities for HQ Projects and Atlanta #2.

Source: Greater Richmond Partnership, CNBC Best State for Business 2023, Business Facilities 2023, Site Selection Magazine 2024

CNBC State Rankings

	Virginia	Georgia
Best State for Business	2	4
Education	1	21
Infrastructure	10	1
Business Friendliness	6	35

MSA Rankings

	Richmond MSA	Atlanta MSA
Best U.S. Cities for HQ Projects, Site Selection Magazine, 2024	8	2
Best MSA, Corporate HQs, Business Facilities, 2023	9	3

Taxes

The Atlanta metro features a competitive cost of doing business. The corporate income tax rate in Georgia is 5.75% and 6% in Virginia. Georgia has zero gross receipt taxes, whereas Virginia has a range from 0.02% to 0.58%. Georgia's sales tax rate is lower than Virginia's by 1.3%.

The average overall state and local sales tax rates in Richmond are 1.62% less than the rate in Atlanta.

Source: Greater Richmond Partnership, Tax Foundation 2023 State Business Tax Climate Index

	Richmond, Va.	Atlanta, Ga.
State Corporate Income Tax Rate	6%	5.75%
Gross Receipts Tax Rate	0.02% - 0.58%	N/A
State Sales Tax Rate	5.3%	4%
State and Average Local Sales Tax Rate	5.75%	7.37%

Tourism + Sports

Richmond, Va., has something to offer for people of all ages and all walks of life. Modern happenings like the cutting-edge shows at the CenterStage and the pop art displays at the Virginia Museum of Fine Arts come together with historic sites such as the Edgar Allen Poe Museum and the Maggie L. Walker National Historic Site to form a cosmopolitan region rooted in rich cultural heritage. Richmond is home to the Flying Squirrels, a minor-league affiliate to the San Francisco Giants, the Richmond Kickers, a minor league soccer team, and NASCAR's Richmond Raceway. The James River, which features the only urban class IV rapids in the U.S., flows through the center of the city. With rafting, whitewater kayaking, swimming, tubing and guided tours, the river is a focal point for many. Numerous arts, music and food festivals fill Richmond's calendar year-round such as the Folk Festival, Dominion Energy's RiverRock and the Carytown Watermelon Festival. With over 40 craft breweries, meaderies, cideries, distilleries and wineries in the region, countless local restaurants prepare food from all over the globe, making Richmond a culinary gem.

Metro Atlanta was named the Best Place to Live in the U.S. by Money Magazine in 2022-2023. Atlanta attracts people from every corner of the globe. The city's culture is as rich and diverse as its population, with a legacy built by the country's civil rights leaders. A culinary cornucopia and center for music and film production, Atlanta's world-class stadiums regularly attract events like the Super Bowl and the World Cup. Home to 17 professional sports teams, Atlanta has a team for every fan, at every level of play. Both the Atlanta United MLS team and the Atlanta Falcons football team play at the iconic Mercedes-Benz Stadium, a venue for the 2026 FIFA World Cup. The Atlanta Hawks and the Atlanta Dream play show-stopping basketball at State Farm Arena and the Gateway Center Arena. NASCAR fans watch races at the world-class track at Atlanta Motor Speedway in Hampton. And the iconic Atlanta Braves fill up the baseball stadium at Truist Park in the center of the Battery Atlanta entertainment district. A temperate climate means year-round sunshine. With 50% tree coverage in the region, Atlanta has earned the name "City in a Forest". Among those trees are miles of parks, lakes, mountains, rivers, and national recreation areas and trails to explore. Some major attractions include: the Atlanta Beltline, the Atlanta Botanical Garden, the Carter Center, the College Football Hall of Fame, the Georgia Aquarium, the World of Coca-Cola, the Fox Theater, the Martin Luther King, Jr., Center and National Historic Park, and the National Center for Civil and Human Rights. In addition to these attractions, major events include the Atlanta Dogwood Festival, Atlanta Film Festival 365, Atlanta Jazz Festival, Atlanta Pride Festival and Parade, Decatur Craft Beer Festival, DragonCon, Taste of Atlanta and many more.

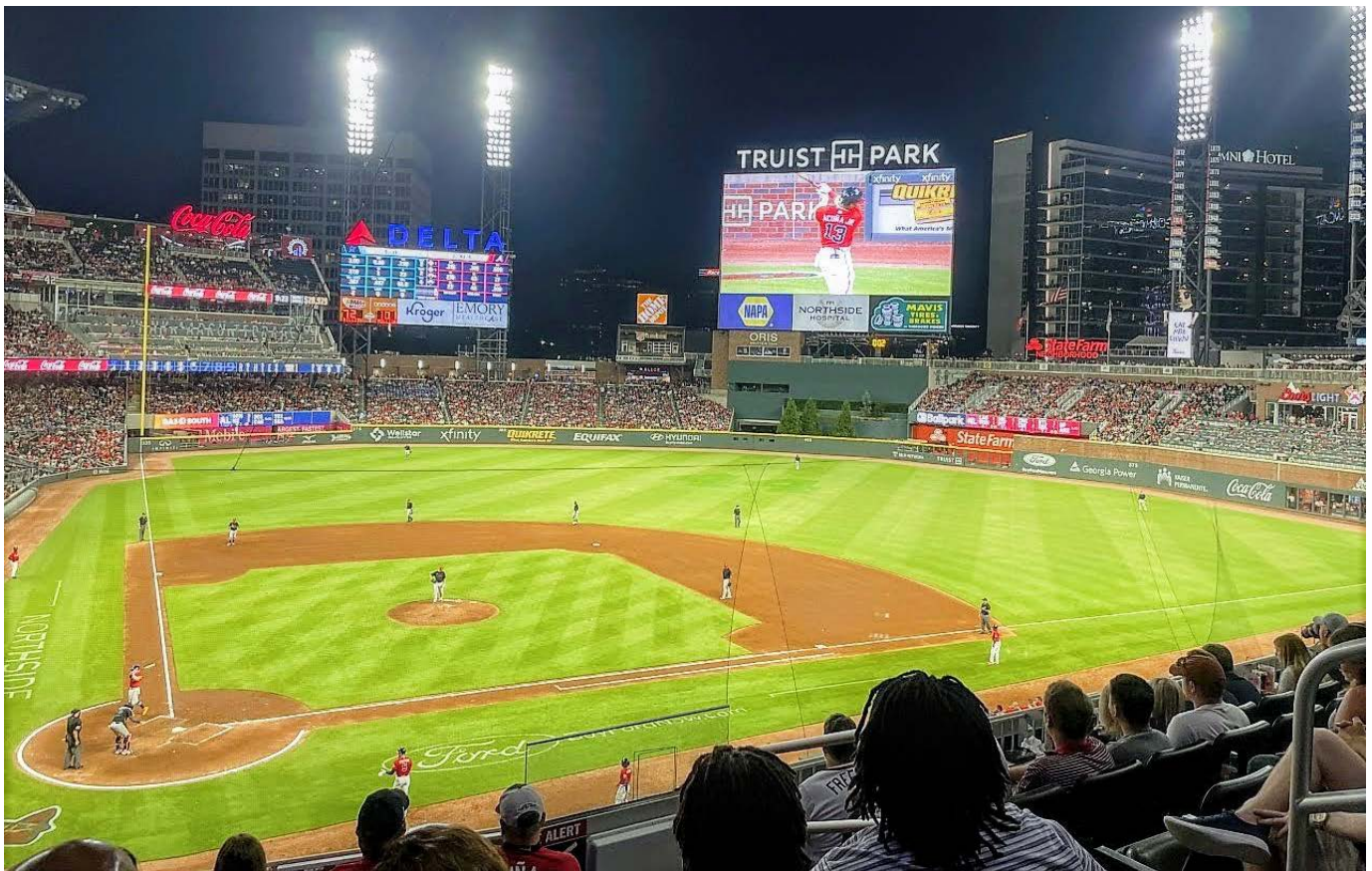


To great leaders, it's always half full.



At Dominion Energy, we're committed to investing in the leadership skills of people who choose to see the world for all that it can be.

Leadership requires the vision to see what others often can't. At Dominion Energy, we support the people who have this unique ability. By funding programs that recognize leadership abilities, develop leadership skills and promote diversity, we're helping make our communities stronger today and better prepared for tomorrow. To learn more about how we're putting our energy to work strengthening leadership in the communities we serve, visit DominionEnergy.com/Foundation.



	RICHMOND REGION TOURISM	ATLANTA CONVENTION & VISITORS BUREAU
BUDGET	\$9.0 million (FY 22 -23)	\$40 million (CY 23)
FUNDING SOURCE	98% transient occupancy tax 2% partners & programs	76% hotel occupancy tax 24% partners & programs
REGIONAL FOOTPRINT	Counties of Chesterfield, Hanover, Henrico, the City of Richmond, Colonial Heights, New Kent, and the Town of Ashland	Tax collections are from the city of Atlanta area
MEETINGS, CONVENTIONS & TOURNAMENTS HELD IN PREVIOUS REPORTING YEAR	176,486 estimated room nights	1,223,168 room nights 'on-the-books' <i>i.e. blocked for 2023</i>
MARKET SEGMENTS	Conventions/Meetings: 27% Sports: 73%	Not Directly Tracked
	Greater Richmond Convention Center	Georgia World Congress Center
	<ul style="list-style-type: none"> • 750,000+ total square feet • 178,000 sq. ft. exhibit hall • 30,550 sq. ft. grand ballroom • 36 meeting rooms • Built in 2001 • Two adjacent full-service hotels: Marriott and Hilton, with 650 total rooms • 17 downtown hotels with 2,681 rooms 	<ul style="list-style-type: none"> • 1.7 million sq. ft of exhibit + meeting space • 1.5 million sq. ft. prime exhibit space • 12 exhibit halls • 98 meeting rooms • 2 ballrooms • 2 high-end board rooms • 3 fixed-seat auditoriums • 3 landscaped outdoor plazas • Complemented by Centennial Olympic Park and Mercedes-Benz Stadium • The Omni (1,067), Signia (976) connect to the Convention Center with a total of 2,043 rooms. • 37 downtown hotels with 13,200+ rooms
VISITOR SPENDING IN 2022	\$3.5 billion	\$17.7 billion (for Metro region)
NUMBER OF VISITORS IN 2022	17.5 million visitors 38% stay overnight	48.5 million visitors (for Metro region) 52.9% stay overnight
TOURISM SUPPORTS	27,634 jobs annually	Not Tracked
TOURISM SAVES LOCAL TAXPAYERS	\$583 annually	Not Tracked
HOTELS (CURRENT)	191	112 (for city, likewise values below)
HOTEL ROOMS (CURRENT)	19,495	27,268
LOCAL TAXES COLLECTED IN 2022	\$165,000,000	\$85,000,000 (Hotel occupancy tax collections, includes short-term rentals)
AVERAGE DAILY RATE IN 2022	\$105	\$180.56
OCCUPANCY IN 2022	63%	60%
HOTEL TAXES (CURRENT)	14%	16.9% + \$5
HOTEL TAXES BREAKDOWN (CURRENT)	<ul style="list-style-type: none"> • 6% sales tax • 8% transient occupancy tax 	<ul style="list-style-type: none"> • 8.9% sales tax • 8% hotel occupancy tax • \$5 nightly hotel fee

**Above are taxes that would be seen on hotels within city limits*

RICHMOND REGION TOURISM

ATLANTA CONVENTION & VISITORS BUREAU

TOP VISITED TOURISM ATTRACTIONS

- Children's Museum of Richmond
- Cultural Arts Center at Glen Allen
- James River Park System
- Lewis Ginter Botanical Garden
- Maymont
- Meadow Farm
- Three Lakes Park & Nature Center
- Virginia Capital Trail
- Virginia Museum of Fine Arts
- Virginia Museum of History & Culture

- Not Tracked

TOP SPORTS TOURNAMENT FACILITIES

- Henrico Sports Complex and Events
- Dorey Park
- Glover Park
- Greater Richmond Convention Center
- Horner Park
- RF&P Park
- River City Sportsplex
- Stuart C. Siegel Center
- SwimRVA
- Ukrop Park/Mary B. Stratton Park
- Virginia State University Multipurpose Center

- Not Tracked

A special thank you to Richmond Region Tourism for preparing the tourism data.

HOMELESS POINT-IN-TIME COMPARISON

Point-in-time Count in 2023

Per capita (per 10,000 households)

RVA (Greater Richmond region)

690

6.0

ATLANTA (includes Fulton, Cobb and Dekalb)

3,891

12.2

The point-in-time count includes individuals and families staying in shelters and living outside or in other places not meant for habitation. The per capita rate shows the number of people experiencing homelessness per 10,000 people in a given community.

Data Sources and Methodology:

Methodology — www.endhomelessness.org/homelessness-in-america/homelessness-statistics/state-of-homelessness/.

2023 Data:

www.hudexchange.info/programs/hdx/pit-hic/#pit-count-and-hic-data-and-reports

www.census.gov.

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