**CULTURE VS. COMFORT**

Atlanta’s L5P seeks to stay funky amid change

Significant changes are coming this year to Findley Plaza in Little Five Points. Property owners, landlords and residents are considering the cultural future of the eclectic east-side commercial district as well.

Sitting along Moreland Avenue where Atlanta’s Inman Park and Candler Park neighborhoods meet, Little Five Points has long been a bastion of counterculture. It is increasingly an island in a sea of development that, spurred by the construction of the Atlanta Beltline’s Eastside Trail, has brought a wave of high-dollar commercial and residential real estate projects in the past decade.

Findley Plaza takes up a tenth of an acre at the intersection of Moreland, Euclid and McClendon avenues. Trees are scattered throughout the public space, which is backed by a long row of businesses such as the Porter Beer Bar, Euclid Avenue Yacht Club (a much drier establishment than the name would indicate), Criminal Records,所以在下一页。

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**NEW BILL WOULD ALLOW COLLEGE ATHLETES TO BE PAID FOR NAME, IMAGE AND LIKENESS**

BY ERIC JACKSON

esjackson@bizjournals.com

The amateur athletics model that the NCAA has defended for decades may be coming to an end.

Democratic representative Billy Mitchell is sponsoring a bill that would allow college athletes in Georgia to be paid for their name, image and likeness and the proposed legislation will be considered during a committee hearing soon with the General Assembly session beginning on Jan. 13. Mitchell is confident that House Bill 743 will have bipartisan support heading into the 2020 session.

“Without a doubt we’ll have as many Republicans, if not more, than Democrats,” Mitchell told Atlanta Business Chronicle. “[Supporters] of this proposal, which will pay college athletes, recognize that if it’s going to happen then we need to have a law in place because it would certainly place Georgia at a disadvantage if other states did pass something and we did not.”

The NCAA Board of Governors opened the door for college athletes to profit from their name, image and likeness in October, flipping from their longtime stance on the issue. The historic move came in the wake of California Gov. Gavin Newsom signing a law which prevents the NCAA from punishing college athletes who hire agents and earn money from endorsements.

Georgia is one of the states that has followed California in creating similar ‘Fair Pay to Play’ legislation.

Despite the NCAA changing its policy, president Mark Emmert said last month that he would rather the solution come in form of a federal law, as opposed to various states like Georgia passing competing laws. Ten states have already introduced ‘Fair Pay to Play’ bills at the intersection of Moreland, Euclid and McClendon avenues. Trees are scattered throughout the public space, which is backed by a long row of businesses such as the Porter Beer Bar, Euclid Avenue Yacht Club (a much drier establishment than the name would indicate). Criminal Records,所以在下一页。

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**MAKING THE GRASS GREENER**

Atlanta ranks just 42nd of 100 big cities for its parks. But a new plan could point the way upward.

By Maria Saporta • 12A
We are excited to announce the inaugural Leaders in Corporate Citizenship Award honorees. This program recognizes individuals who have found the perfect intersection of social good and corporate success. Enjoy cocktails and hors d’oeuvres at this special awards event where we will spotlight leaders for their strong commitment to corporate responsibility practices, engagement in the community and dedication to making a difference.

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Josh Lieberman, President, KMS Technology

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Vivian Greentree, Senior Vice President - Head of Global Corporate Citizenship, Fiserv
John C. Hamilton, Executive Director, Marsh & McLennan Agency
Terri Hendley, Director, Troutman Sanders

EXECUTIVE CHAMPION (LARGE COMPANY)
Dan Amos, CEO, Aflac
Shane Jackson, President, Jackson Healthcare
Dan Kurzius, Co-founder and Chief Customer Officer, Mailchimp

EXECUTIVE CHAMPION (SMALL COMPANY)
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Maurice Baker, Manager - Community Relations, Georgia Natural Gas
Erica DeChicchis, Senior Vice President and Director of Client and Community Relations, PNC
Shannon Gerber, Executive Director, The Home Depot Foundation

LIFETIME ACHIEVEMENT
Ann Cramer, Senior Consultant, Coxe Curry & Associates and retired Director - Corporate Citizenship, IBM

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Prime Midtown property returns to the market

BY DOUGLAS SAMS
dsams@bizjournals.com

A New York real estate company seeking to develop the tallest residential tower in Midtown will put much of the property back on the market.

An affiliate of Olympia Heights Management owns the 4-acre trophy site at 14th Street, which it bought more than five years ago and where it continues pre-development work on more than 50-story condo towers.

It calls the project No. 2 Opus Place. As Olympia Heights tries to line up pre-sales for the planned condo units, it’s now seeking developers for the remaining 2.2 acres around the project. The balance of the site is large enough to contain more than one million square feet of additional office, apartments and retail space, according to preliminary marketing materials.

Olympia Heights has retained commercial real estate services firm Cushman & Wakefield to market the 2-plus acres. When reached for more details, Cushman & Wakefield could not comment.

The site is expected to generate a significant amount of interest among potential developers, especially considering it’s surrounded by some of the city’s most architecturally significant towers including 1180 Peachtree.

It’s also one of just a handful of relatively large, undeveloped sites remaining in Midtown. Another, the roughly 4-acre heritage Spring Hill Mortuary, just sold for $325 million. Prominent Atlanta developer Portman Holdings was the buyer.

Just over five years ago, Olympia Heights bought the property, often referred to as “The Symphony Center” site, for $22 million, according to Fulton County property records. The property’s name stems from a 2002 plan to build a new symphony hall on the site.

Olympia Heights in 2011 went before the Midtown Development Review Committee to present a long-term plan project that featured a $650 million mixed-use project that could include three new residential towers.

Over the past several years, it has looked at various concepts. For example, the project was once proposed to soar up to 74 stories, then scaled back to 232 units, then changed again to about 189 units in 2017. Site work, also known as pre-development, has been underway for some time.

Architect Perkins + Will is designing the towers.

OHM Atlanta, the real estate affiliate of Olympia Heights, is listed as the owner of the Symphony Center property, which it bought from Robert Woodruff Arts Center Inc., according to Fulton County records.

OHM Atlanta has a $22 million loan on the entire 4-acre site that is set to mature this month, though a provision in the loan documents allows for an extension, according to Fulton County deeds. OHM has been able to take time developing the property, in part, because it bought the land several years ago when real estate prices were still recovering from the Great Recession.

“This site continues to be one of the most desired in the city of Atlanta,” said Alan Wexler, CEO of Atlanta real estate property research firm Databank Inc. “OHM has an acquisition basis in this property that is extremely low based on today’s Midtown Atlanta land values.”

Rendering of tower proposed for site.

ALLEGES A SCHEME TO ‘CHANNEL STUFF’

Mississippi retirement fund sues Mohawk Industries

BY DAVID ALLISON
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Mohawk Industries Inc. is being sued by a Mississippi retirement fund that claims the Georgia-based flooring giant deceived investors.

In a complaint filed Jan. 3 in federal court in Rome, Ga., the Public Employees’ Retirement System of Mississippi claims Mohawk (NYSE: MHK) “engaged in a scheme to ‘channel stuff’ its Conventional Flooring Products — a market in which the company has historically dominated the industry.”

Mohawk spokesperson Robert Webb told Atlanta Business Chronicle the company does not comment on pending litigation.

The fund claims that because of Mohawk’s alleged scheme, it paid artificially inflated prices when it invested in Mohawk shares, allegedly violating federal securities law.

Mohawk on Oct. 24 reported results for the first nine months of 2019.

In the announcement, Lorberbaum said Mohawk announced second quarter results on July 25. Commenting on the results, Mohawk CEO Lorberbaum noted that, “Most markets we operate in remain soft, with pressure on volume and pricing, and we anticipate the environment to remain difficult.”

“Given the uncertainties in our markets, we are taking actions to improve our business” he added. “We are streamlining our operations, consolidating facilities and taking out higher cost assets. We are reducing production to control inventory levels, introducing new product categories and increasing promotions to address changing markets. We are reducing overhead structures and controlling investments.”

Mohawk announcement said the company’s third quarter operating results “were in line with our expectations, though we are not satisfied with our performance. As anticipated, our U.S. businesses presented the greatest challenges during the period given soft retail demand, the impact of LVT, a stronger dollar and excess ceramic industry inventories. Trends in our other major markets weakened, creating a more competitive environment. We expect the present conditions to persist and will further adjust our strategies as needed.”

Jeffrey Lorberbaum, CEO of Mohawk Industries Inc., left, and Frank Boykin, chief financial officer of Mohawk Industries.
Chick-fil-A to chop its breakfast sausage, decaf coffee in 'modified menu' tests

Chick-fil-A is slimming down for the New Year as part of its first seasonal menu experiment of 2020.

The Atlanta-based chicken chain said it will test a “modified menu” starting Jan. 13 at some Charlotte, N.C.-area and Arizona restaurants that removes a handful of notable offerings.

Among the experimental menu cuts: the breakfast sausage, original chicken strips, side salad and decaf coffee. The participating restaurants will also limit some items to only one size — e.g. just 5-count kids nugget meal, small “Iced-cream” cones and small coffees.

Chick-fil-A said the limited-menu experiment aims to let the company “maintain a focus on serving high quality food and make room for future offerings.”

“For us to continue providing the food and service you know and love, we are testing this modified menu to see if it improves your experience in our restaurants,” the company wrote on its website.

Here is the full list of the cuts in the trial:

**BREAKFAST**
- Sausage
- Sunflower Multigrain Bagel

**ENTREES AND SIDES**
- Original Chick-n-Strips
- Grilled Cool Wrap
- Side Salad
- Beverages
- Decaf Coffee

Chick-fil-A said the market-wide test also includes adding three spicy entrées — spicy chick-n-strips, a spicy chick-n-strip biscuit and the grilled spicy chicken deluxe — to participating restaurants in Charlotte. Chick-fil-A last year tested a variation of these spicy chicken options in Arizona.

While Chick-fil-A’s sales vaulted to third among all restaurant chains in 2019, it faces increasingly stiff competition in terms of its bread-and-butter — the chicken sandwich. That includes fast-food giant McDonald’s Corp., which started testing a version of Chick-fil-A’s staple sandwiches in December, plus the much-hyped offering from Popeyes Louisiana Kitchen.

Chick-fil-A regularly tests new menu items, dozens of which never make it past the chopping block. The company last year also tried differentiating itself from the pack with new technology, its “dine-in mobile ordering” option, and environmental initiatives, cutting antibiotics from its chicken supply chain and further spreading its wings on a composting program at its stores.
Coca-Cola buys Fairlife, applauding the brand’s response to animal abuse video

Coca-Cola’s vision for a broader beverage portfolio includes dairy brand Fairlife, which the company backed last year after reports of animal abuse at one of its suppliers.

The Coca-Cola Co. (NYSE: KO) said Jan. 3 it bought 100% of Fairlife LLC, a milk beverage company it’s held a minority stake in since 2012. Financial details of the deal were not released.

Fairlife will continue to operate as a stand-alone business based in Chicago.

Coca-Cola in 2012 purchased a 42.5% minority stake in the brand as part of a national distribution deal with Select Milk Producers, the sixth-largest milk cooperative in the world. They distributed a product called Athletes HoneyMilk started by Fairlife CEO Tim Doelman. Coca-Cola and Select Milk re-branded and re-launched the product as Core Power, which ultimately led to the creation of Fairlife.

Coca-Cola said sales of Fairlife’s ultra-filtered milk have produced annual double-digit growth since its 2014 debut. Coca-Cola extended the brand’s reach in part by using its Minute Maid distribution system.

Fairlife launched in Canada in 2018 and expects to start local production and sourcing in Ontario in spring 2020. The company plans to expand U.S. production capability with a new facility that’s under construction in Goodyear, Ariz. According to Nielsen AMC, Fairlife surpassed $500 million in retail sales last year.

In June 2019, Coca-Cola and Fairlife addressed video showing animal abuse at Fair Oaks Farm, an Indiana-based supplier for Fairlife. The undercover video released by nonprofit ARM shows Fair Oaks Farm employees kicking, throwing, stomping on and hitting cows with plastic bottles. There is also footage of calves left in extreme heat and branded with hot irons. Fairlife said following the video’s release it suspended deliveries from that farm.

Coca-Cola released a statement at the time condemning the treatment of the animals and pledged to start independent investigations of all Fairlife suppliers.

Mike Saint John, Fairlife’s then-CEO and a long-time Coca-Cola employee, has since retired and is now a consultant to Fairlife, according to Coca-Cola spokesperson Kent Landers. The retirement was planned and unrelated to the incident, Landers said.

Following the Jan. 4 deal announcement, Coca-Cola North America President Jim Dinkins said everyone at Coca-Cola was “shocked and heartbroken” after the abuse reports, and that the company took an active role in resolving the issue. That included hiring a third-party auditor of Fairlife’s supplying farms.

“We were—and still are—impressed by and supportive of the quick action Fairlife took to not just address the situation, but to set out on a journey to continuously improve standards at their supplying farms,” Dinkins said on Coca-Cola’s website.
Boy Scouts Golden Eagle Luncheon
The Atlanta Area Council of the Boy Scouts of America held its Golden Eagle Luncheon on Dec. 13 at Cobb Galleria Centre, featuring keynote speaker Ed Bastian, CEO of Delta Air Lines Inc. On hand were Dave Moody, president and CEO of CD Moody Construction, left; and Bastian.

Paul Jacobson, executive vice president and chief financial officer of Delta Air Lines, from left; Kathy Waller, retired executive VP and CFO of The Coca-Cola Co.; and Richard Peretz, retired CFO of United Parcel Service.

Tracy Techau, Scout Executive/CEO of the Atlanta Area Council BSA, left; and Jim Hannan executive vice president and CEO of Koch Enterprises.

Jim Clark, president and CEO of Boys and Girls Clubs of America; and Carol Yancey, executive vice president and CFO at Genuine Parts Co.

John Dwyer, president of AT&T Prepaid and Cricket Wireless, left; and David Eidson, president and CEO of Coxe Curry & Associates.
Lidl now has four stores in Georgia.

Lidl to invest $100M, create 270 jobs for Georgia regional distribution center

Lidl’s presence in Georgia is picking up steam.

The German discount grocery chain will build a regional distribution center in Covington, Ga., that involves a $100 million investment and 270 new full-time jobs, according to a Jan. 3 news release from Gov. Brian Kemp’s office.

The 925,000-square-foot facility is to serve as a regional headquarters, supplying products to Lidl stores around the area. It will be Lidl’s fourth U.S. regional distribution center, according to Lidl US Chairman Roman Heini.

Heini said the company valued the Newton County location in part because of its proximity to Interstate 20.

“This centrally located facility will allow us to efficiently deliver outstanding quality products to our customers at the lowest possible prices and expand our network of stores across the region,” Heini said in the release.

Lidl (pronounced “lee-dle”) first established its U.S. headquarters in Virginia in June 2015 and operates more than 70 stores across nine East Coast states. In June 2017, then-Gov. Nathan Deal’s office announced Lidl would build a regional headquarters and distribution center in Cartersville. Supermarket News reported Lidl felt Covington is a better site to serve its current and future customer base.

Lidl is spending $2.9 million on the project, which will have an estimated design fee of $50,870,000. The state of Georgia is also seeking to hire a builder for the project, a job estimated at $40.3 million.

After a slower than anticipated start in the Peach State, Lidl entered the Atlanta market in January 2019 and began ramping up its new store development in metro Atlanta, where the company says possible prices and expand our network of stores around the area, it refused to pay.

In January 2020, it refused to pay. Southwire says the hacker’s website lists 27 victims of its malware that declined to pay the ransom. The hacker has threatened to expose further Southwire confidential information if the payment is not made “in coming days.”

State of Georgia names three design firms finalists for new $50M UGA residence hall

The state of Georgia said Jan. 6 it’s recommended three Atlanta firms as finalists to design a new $50 million residence hall at The University of Georgia.

The firms in ranked order are 1) Beck Architecture Georgia LLC; 2) Thompson, Ventulett, Stainback & Associates Inc. Architects, and 3) Collins Cooper Carusi Architects Inc. Twenty firms applied for the project, which will have an estimated design fee of $2.9 million. Construction is anticipated to begin in January 2021 with completion by June 2022.

The state is negotiating with the top-ranked firm, Beck Architecture, to award the project. If a contract isn’t executed with Beck, the state would then try to contract with the other firms in ranked order.

The new UGA first-year student residence hall would be about 120,500 square feet and have 525 beds.

The total project cost is estimated at $49,870,000. The state of Georgia is also seeking to hire a builder for the project, a job estimated at $40.3 million.

Lidl now has four stores in Georgia.

**WEB BRIEFS**

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**SIZZLING PERFECTION FROM START TO FINISH.**

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The Georgia Chamber of Commerce views 2020 much like an important football game.

"We will play offense and defense," said Chris Clark, president of the Georgia Chamber, when talking about the coming year.

The business organization will hold its annual Eggs & Issues Breakfast on Jan. 15 at the Georgia World Congress Center where it will install Peter Carter, chief legal officer for Delta Air Lines Inc., as its 2020 chair. He succeeds Sonny Deriso, chairman of Atlantic Capital Bank.

On offense, the Chamber will be doing it all can to protect Georgia’s film tax credits, an incentive that is facing new scrutiny at the state legislature.

“We will play a lot of defense,” Carter said in a telephone interview on Jan. 8. “We need to do all we can to encourage the film industry to grow and not be small-minded about tax credits. We will do all we can to keep Georgia open for business.”

Deriso agreed, saying the Chamber will work closely with Gov. Brian Kemp to make sure the state remains a business-friendly state.

“I see tremendous benefit from the film tax credit,” he said. “I understand the governor will work with the industry to keep it strong.”

It also will be an especially busy political year for Georgia. Clark estimated there will be 30 competitive state House and Senate races, at least three competitive congressional seats, as well as having two U.S. Senate races.

“Who controls the U.S. House and the U.S. Senate could be decided in Georgia,” Clark said. “You’re probably looking at the most expensive year in Georgia’s political history.”

Deriso said the Georgia Chamber will be involved in trying to make sure good people are elected.

“The Chamber generally supports folks in either party who believe in job creation,” Carter said. “This will be a very exciting year for Georgia politics.”

In an effort to be proactive, the Chamber will launch a series of programs called “Future of…” The first will be the Future of Free Enterprise.

“One of my top priorities will be for the Chamber to focus on telling the story of the power of free enterprise, and how that’s helped alleviate poverty,” Carter said. “People take it for granted. My hope is that we can get the message out all over Georgia.”

On the defensive side, Carter said the Chamber will continue to fight any efforts for a state takeover of Atlanta’s Hartsfield-Jackson International Airport.

“The city has been a good steward of the airport over the decades,” said Carter, who praised airport General Manager John Selden and Mayor Keisha Lance Bottoms’ efforts for transparency in the procurement process. “The airport is such an important asset. To change the governance creates such risk. Why threaten to kill the golden goose?”

On that issue, Carter said both the Chamber and Delta are aligned.

When asked why he was willing to chair the Chamber, Carter said that “as a Delta executive, it’s important for us to give back and serve the communities where we live and work, and Georgia is our home.”

Carter also called Deriso’s year leading the Chamber as “spectacular.”

In 2019, the Chamber created a health insurance program for its members.

CONTINUED ON NEXT PAGE
A statewide organization formed to create closer alliances between cities and communities throughout the state – Georgia Forward – has a new managing director, Brenda Belcher. Belcher most recently has been leading government affairs and policy for the American Society of Safety Professionals. She succeeds Kris Vaughn, who left the nonprofit in August to teach school closer to her home in Macon, according to A.J. Robinson, president of Central Atlanta Progress who chairs the organization.

Previously Georgia Forward was housed at Central Atlanta Progress. One of its major goals has been to create a talent pipeline and to unite communities throughout the state. It fulfills this mission through its annual Georgia Forward Forum and through its flagship program, Young Gamechangers. The leadership-action program brings together Georgia’s emerging leaders to help solve community challenges.

“Georgia Forward is a relatively young organization with large aspirations to improve the lives of all Georgians,” Robinson said. “We have chosen to partner with GMA at this point in our history because GMA has been a wonderful supporter of our work since our inception, and we know that together we can help take our Young Gamechanger programs to the next level.”

Larry Hanson, GMA’s executive director, said the new partnership is another opportunity for the association to serve its 538 member cities. It also will complement GMA’s Placemaking Collaborative, the Georgia Cities Foundation and its other programs that serve its economic and community development partners.

“GMA is privileged to enter into this agreement and welcome Brenda and her wealth of knowledge, experience and passion for building civic and community identity to the association,” Hanson said in a statement.

Belcher was tapped because of her experience in external affairs and nonprofit management. In her new role, Belcher will be a catalyst of cross-sector, statewide conversations and partnerships.

Robinson went on to say that “GMA has been a wonderful supporter of our work since our inception, and we know that together we can help take our Young Gamechanger programs to the next level.”
The historic Spring Hill Mortuary, one of the most prized development sites in Midtown, sold for $38.5 million, according to property deeds.

Prominent Atlanta developer Portman Holdings last month bought the nearly 4-acre funeral home and gardens, which occupy a high point in Midtown at Spring and 10th streets.

The nearly $40 million deal between Portman Holdings and the owner of the property, an affiliate of Houston-based Service Corp. International (NYSE: SCI), closed on Dec. 19, according to Fulton County real estate records. Fulton County valued the property at close to $8 million.

The Spring Hill Mortuary has been a sought-after site in Midtown for years. It stands on a hilltop overlooking Technology Square, which is centered on 5th Street and has grown into one of the country’s top innovation districts — fueled by the expansion of Georgia Tech and its powerful engineering school. Tech Square raises the profile of Midtown Atlanta as a vibrant technology hub in the Southeast, one that is catching the attention of brand name West Coast companies.

Midtown Alliance, an influential group of planners and business leaders, estimates over 21,000 jobs have been announced in Midtown over the past five years.

It’s easy to imagine any new office tower that eventually rises on the funeral home site will have an opportunity to land a major headquarters. Early concepts being discussed by Portman

HISTORIC SITE
PRIZED MIDTOWN SITE WAS SOLD TO PORTMAN HOLDINGS FOR $38.5M

CONTINUED ON NEXT PAGE
STILL CALLING SUBURBS HOME

Midtown and The Eastside Trail got attention last year when companies announced major expansions. However, big leases were still done in the Atlanta suburbs.

CONTINUED FROM PREVIOUS PAGE

Holdings include a 600,000-square-foot office tower, a 300-unit residential building and a hotel.

“This is an opportunity for an iconic, skyline-impacting project,” said Mark Toro, chairman of the Midtown Alliance board of directors. “And it’s right at Georgia Tech’s front door.”

That said, a portion of the Spring Hill property remains protected from development.

Portman Holdings will preserve the exterior of the more than 90-year-old funeral home and its gardens, which received landmark designation in 2018 and is operated by H.M. Patterson & Son funeral services.

The Tudor manor home was designed by renowned architect Philip Shutze, known for his work on other Atlanta historic properties including the Swan House.

“It is great that a piece of the city’s history will be preserved,” said Kevin Green, president and CEO of Midtown Alliance. “They are getting pretty scarce.”

Toro, also chairman of the real estate company North American Properties, which is modernizing the mixed-use development Colony Square at 14th and Peachtree, said “Midtown is now large enough that it can have multiple neighborhoods.”

DEALBOOK, THE BIG ACQUISITIONS AND LEASES ACROSS ATLANTA

- Multifamily investment company Cortland bought the 287-unit apartment project known as “The Hill,” paying $79.5 million, according to property deeds. The apartments are part of the Hill Hill area of Sandy Springs. Cortland has rebranded the project as Cortland at the Hill. North American Properties was the seller. Cortland now owns 37 assets and more than 11,900 units in metro Atlanta.

- Grubb Properties purchased 5995 Windward Parkway, a property that was owned and occupied by Change Healthcare. A price associated with the sale of 5995 Windward was not disclosed. The mid-rise property has served as a corporate campus, but Grubb Properties plans a comprehensive renovation to create a building with multiple tenants and new amenities. CBRE Group Inc. (NYSE: CBRE) arranged the sale.

- MarketSource, an Alpharetta-based marketing and sales-solution provider, expanded to 121,000 square feet at Royal Centre IV. At the adjacent Royal Centre III, Control Scan, an Alpharetta managed security and compliance provider, leased 15,000 square feet. Bridge Investment Group acquired Royal Centre III and IV almost two years ago. It has since invested more than $6 million in major capital improvements. Its leasing team completed over 220,000 square feet of deals in 2019.
The city of Atlanta is launching an effort to create a world-class system for parks — from the ground up.

The City’s Department of Parks and Recreation is working on a comprehensive master plan for the city’s parks system with a goal of nearly doubling the city’s amount of green space by 2030 to 10,000 acres.

The grassroots effort to create and maintain quality parks in Atlanta is being led by Park Pride, a nonprofit that has been focused on improving the city’s green space for the past 30 years.

Park Pride will partner with the city’s parks department to handle public engagement aspects for the master plan, thanks to a $250,000 grant from the Robert W. Woodruff Foundation.

The Woodruff Foundation also has committed another $2.5 million to continue funding Park Pride’s Legacy Grants program. Park Pride provides matching grants to smaller parks groups — primarily Friends of Parks organizations — throughout the city.

Park Pride also works with those community organizations to develop a vision for how they want their parks to enhance their neighborhoods.

“The Woodruff Foundation has invested more than $10 million in Park Pride over the years,” said Russ Hardin, president and CEO of the Woodruff Foundation. “Parks are for everyone. Park Pride matches our gifts with public and private funds to improve parks large and small across the city.”

The 2020 comprehensive planning effort will incorporate the most robust public engagement process in the history of Atlanta’s parks.

“We want to have a world-class parks and recreation system,” said John Dargle, who was named the city’s parks and recreation commissioner in October 2018. “Our idea of public engagement is to do it before, during and after the process. There’s going to be ongoing engagement and feedback.”

Compared to major cities across the country, the city of Atlanta’s parks system ranks in the middle of the pack. A key measure is the percent of the city’s population that lives within a 10-minute walk of a public park.

“About one-third of Atlantans do not live within a 10-minute walk of a park,” said Michael Halicki, Park Pride’s executive director. “We want to get everyone involved — those who are using parks and those who want to use parks. We will include recreation, athletics and all the different users of parks.”

Dargle said Atlanta “definitely has a lot of potential” because of the support from Mayor Keisha Lance Bottoms, other elected officials, nonprofits, community friends groups as well as foundations and philanthropists.

“There’s public and private support interested in providing safe, clean and accessible parks,” Dargle said. “We have got a lot of potential for growth within our community.”

But Dargle readily admitted “there are some voids in our system, and there are some park deserts out there.” The Trust for Public Land’s 2019 ParkScore ranking showed that out of the 100 largest cities in the country, Atlanta was ranked 42nd, up one notch from the previous year’s ranking of 43.

“We are fully aware of where we rank among the major cities in the country.”

Park Pride Executive Director Michael Halicki and Annie Moore, ‘parks ambassador’ for Lindsay Street Park.
focused on improving the city's green
Parks and Recreation
of Atlanta's parks.
public engagement process in the history
large and
Pride matches our gifts with public and
president and CEO of the Woodruff   Foun-
over the years," said
munity organizations to develop a vision
friend groups as well as foundations
(bottoms)
A PLACE
FOR
ATHENS,
Cover

Kids have a place to play at Lindsay Street Park in the English Avenue neighborhood.
Dargle said. “The comprehensive plan will
private recomms for parkland acquisition, development, maintenance and operations. It will help us determine how we can best accommodate the needs of the community.”
Dargle said he is willing to turn the the parks and recreation department “inside-out” to see how the city can improve its parks system.

The new comprehensive plan, under the direction of GAI Consultants based in Orlando, Fla., will take about a year to complete. It will help identify those com-
munities without parks with a goal of getting more Atlantans within a 10-minute walk of a park.

“We are at about 70 percent right now,” Dargle said. “Our challenge is how do we get to 100 percent. We need to look at everything under the sun – accessibility, greenways, easements, waterways. Creeks and rivers connect every neighborhood. I don’t think anything is going to be left off the table.”

The effort is being done in conjunction with the Atlanta City Design project as well as the Urban Ecology Framework.

Dargle said his department will work other city agencies – planning, watershed, public works, transportation – to help lay out a vision for how Atlanta can signifi-
cantly improve its parks profile. Atlanta has been a leader in dual purpose parks – providing greenspace in combination with storm water retention. Examples include the Historic Fourth Ward Park and Cook Park, which is currently under construc-
tion in Vine City.

But it also includes neighborhood parks, such as Lindsay Street Park in English Ave-
which opened in 2015.

Proctor Creek goes through the mid-
dle of the park, and it was developed and designed to help address flood-
ing, water quality issues while providing community greenspace. The Conser-
vation Fund, Park Pride and numerous other organizations worked with the community to design the park from the ground up.

Annie Moore has always loved parks, but she didn’t feel any responsibility to help maintain them. She moved to Atlanta from New Jersey where the parks depart-
ment took care of all the maintenance of parks. Moore, who is the “parks ambassa-
dor” for Lindsay Street Park, said that in Atlanta community groups “are actually
responsible for their own parks.” Both she and her son got involved by cleaning and maintaining the park.

“Last year, I personally planted 300 daf-
fodils in the park,” said Moore, who lives next door. “Now I’m a parks person.” That’s a story that Halicki has seen replicated throughout the city. The Legacy Grants program began in 2007 to provide match-
ing funds to local parks. At the time, the grants were about $20,000, and today they are at least $100,000. In all, Woodruff has provided $7.7 million to support the init-
itiative, and that has been matched with $22.5 million.

“We have raised a three-to-one match for a total of $30 million in what happens to be Park Pride’s 30th year,” Halicki said, adding that Park Pride works with the 66 “Friends” groups across the city, providing back-office support for organizations that usually are run by volunteers.

“We are the fiscal agent for small parks groups. We play a project management and fiduciary role.”

Park Pride also has conducted 44 visioning plans for smaller parks. The Leg-
ncy grants most often is invested in parks that have a “friend’s group” with a com-
munity vision.

Pretty phenomenal, and it’s empowering,” Halicki said. “There are not enough public resources for all we need in our parks. The community is at the table – not only in raising dollars, but in being involved in the process. They are investors in the vision.”

Dargle said he is excited about the opportunity to do a deep dive on Atlanta’s parks system.

“Everything is being done through an equity lens – social equity, health and wellness and environmental steward-
ship,” Dargle said. “Our goal is to have a world-class parks and recreation system. We want to look at the voids and figure out how we do this together with the community.”

COBB COASTLINE CHRONICLE
The popular Star Community Bar – better known by patrons as “Star Bar” – recently closed in Little Five Points. But, a revival may be forthcoming.

Anna Foote, outgoing chair of the Little Five Points Community Improvement District, told Atlanta Business Chronicle Point Center Partners LLC, the property owner at 437 Moreland Ave. NE, is in “active negotiations” with a prospective tenant and an announcement could come “this month.” Point Center Partners is hoping for continuity in terms of cultural fit with the eclectic commercial district that sits between Atlanta’s Candler Park and Inman Park neighborhoods. A representative for the company declined to comment.

Kahle Davis, who took ownership of Star Bar in 2013, announced in a since-deleted statement posted on Facebook his lease was not renewed by the building’s landlord.

“Last Thursday we got our walking papers,” the Dec. 31 statement read. “The landlord has decided to rent the space to someone else, giving our employees five days to find new jobs. If you know any bars that are hiring please send us a Facebook message. Tonight is your last chance to party at the Star Bar. Let’s do it up right.”

Foote, who described Davis as a personal friend, said the statement did not tell the whole story.

“There was an agreement that this needed to come to an end for a variety of reasons,” she said. “Both of them had known that this was pending for several years. I think Kahle’s feelings were hurt. I think sometimes, what happens is you just have to be given a deadline to move things forward,” Foote continued. “I think a final deadline was provided after years of knowing that there was an inevitability to this.”

Foote said Point Center Partners had previously lowered Davis’ rent with the understanding it would eventually return to market rate. A new tenant will pay that rate, but Foote said any rumors regarding an inevitability to this.”

Regardless of who moves into the space and whether the Star Bar name remains – Foote could not speak to the legalities regarding this issue – structural improvements are needed. Expanding the building’s footprint, expanding the building’s footprint, and adjacent to Little Tart Bakeshop.

Maepole, planned for Georgia Avenue in Summerhill, will serve a fast-casual menu that features lots of vegetables and high-quality meats.

Maepole, a fast-casual, health-conscious venture from Athens-based chef Peter Dale, is targeting a late-2020 debut on Georgia Avenue in Summerhill. The restaurant will set up shop in the commercial redevelopment’s 11,000-square-foot second phase, which is scheduled to break ground this month across from Wood’s Chapel BBQ and adjacent to Little Tart Bakeshop.

Flip’d, IHOP’s forthcoming fast-casual brand, will make its market debut in the Atlantic Station mixed-use development. The restaurant will take over Suite 7101 at 232 19th St. NW, according to plans filed with the City of Atlanta. This space is currently occupied by locally based coffee chain Land of a Thousand Hills. Representatives for the chain did not comment on the location’s impending shutter.

Flip’d is scheduled to come online in spring 2020, Atlanta Business Chronicle reported. The restaurant will offer IHOP staples with a focus on to-go and delivery services.

IHOP plans to launch new concept Flip’d in Atlanta in spring 2020.
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**PROJECT OF THE DECADE**
- Atlanta Beltline, one of the largest urban redevelopment projects in the country and a model for the new emphasis on multi-use trails and open space across metro Atlanta.

**DESIGN DEAL OF THE YEAR**
- CODA, a mixed-use project in Tech Square by Portman Holdings which will include a 17-story spiral staircase.
- Kendeda Building, developed by Georgia Tech and the Kendeda Fund will feature 47,000 square feet of classroom, lab space and gathering space constructed to the highest standards for building performance.
- T3 West Midtown, a timber office building developed by Hines at Atlanta Station which has reportedly drawn interest from Tesla and Facebook.

**INDUSTRIAL DEAL OF THE YEAR**
- Amazon for its first robotics fulfillment center in Georgia, a facility that will add 1,000 jobs.
- GoodYear for its massive warehouse and distribution center South of Atlanta.
- Stitch Fix for its new and nearly 1 million square foot industrial real estate project west of Atlanta.

**LAND DEAL OF THE YEAR**
- Atlanta Humane Society for the purchase of land for its new campus on Atlanta's Westside.
- Brock-Built Homes for the land acquisitions, including more than 40 acres on the west side of the city near Proctor Creek and land in the Bankhead area.
- Chick-fil-A for its acquisition of 50-acres of industrial land near Cartersville where it broke ground on its first-ever distribution center.

**MIXED-USE DEAL OF THE YEAR**
- Halcyon, a 135-acre mixed-use project bringing more urban, mixed-use approach to development in Forsyth County.
- Midtown Union, the mixed-use project at Spring, 17th and West Peachtree Streets led by MetLife Investment Management which plans to add hundreds of jobs.
- The Interlock, a project in West Midtown that is transforming the Howell Mill Road corridor.

**OFFICE DEAL OF THE YEAR**
- 725 Ponce Office Tower developed by New City, LLC replacing an aging Kroger store along Ponce de Leon and the Atlanta Beltline Eastside Trail.
- Google for committing to take five floors, or about 135,000 square feet at 1105 West Peachtree.
- Jones Day for occupying an entire six-story building planned for the corner of Peachtree and 15th Streets which brought hundreds of jobs and provided another spark for the redevelopment of the mixed-use project in Midtown.

**REHAB/RENOVATION DEAL OF THE YEAR**
- Atlanta History Center for the relocation and restoration of the Cyclorama.
- City of Alpharetta for the rehabilitation of the North Point retail area.
- The Met, a 1.1 million-square-foot redevelopment of a former cotton warehouse by real estate company Carter.

**RESIDENTIAL DEAL OF THE YEAR**
- Encore, a project in Duluth by Ashton Woods which plans for seven new communities.
- RangeWater, formerly Pollack Shores, for its apartment projects along the Southside Trail.
- Toll Brothers for its array of projects across Atlanta and its ongoing expansion into the housing market.

**RETAIL DEAL OF THE YEAR**
- Asana Partners, for its series of investments in retail-heavy projects along the Beltline and throughout the Edgewood District.
- Carter for the redevelopment of Georgia Avenue which will revitalize an area around the former Turner Field.
- Jamestown for the purchase of the Shops Buckhead Atlanta, a pivotal real estate deal for Buckhead.

**SPECIAL USE DEAL OF THE YEAR**
- The new 3,500 seat Atlanta Hawks Gateway Arena.
- The expansion of BlackHall Studios making it the largest movie studio in Georgia.
- Emory University Hospital Midtown and the Winship Cancer Institute for breaking ground on the 17-story building at Peachtree Street and Linden Avenue.
The founders of SlumberPod, a Columbus, Ga.-based startup that designs a quick-assembly privacy pod that helps babies and toddlers sleep, appeared on the show to pitch a 20% stake in their company in exchange for a $400,000 investment. The episode with mother-daughter founders Lou Childs and Katy Mallory premiered on ABC Jan. 5 to kick off the show’s return.

SlumberPod was designed to fit and enclose playards, travel cribs, cots and even toddler mattresses to give toddlers and parents a dark, quiet and safe sleeping environment. According to the company’s website, the pod is bottomless to fit around cribs or playyards, lightweight and compact with a travel bag that can fit in a carry-on, made of breathable fabric and lamination windows and easy to quickly set up and disassemble. The pods were designed with the thought of parents and others in mind who share a hotel room or bedroom with toddlers, who typically need complete darkness to sleep.

During the pitch to the sharks, Childs and Mallory demonstrated their product with a toddler in tow to showcase the ease and efficiency of their sleep pod. “Whether you’re in a hotel room or crashing at grandma’s, it can be a nightmare to share a room with a little one … Parents don’t deserve to be sleep-deprived and miserable on trips,” Childs pitched the sharks. The SlumberPods sell for $149.99 each.

SlumberPod was founded in 2016 after Mallory searched endlessly for a product that would help curb the sleepless nights from sleeping in the same room as her first daughter while visiting family or staying in a hotel. The company began selling the pods in 2018 following a Kickstarter campaign that outsold its goal by nine times. The company has done $556,000 in sales and became profitable in February, according to the episode.

The mother and daughter’s appearance on the show ended with a $400,000 investment from Corcoran Group founder and shark Barbara Corcoran for a 20% stake in equity.

“Making a deal with Barbara, it’s a dream come true,” Mallory told the audience. “She’s a female shark, which is what we were hoping for and she just seems like she’d be an incredible partner.”

“We’re so fortunate we’re one of the few that made it to the show,” she said.

The mother-daughter team flew to Dallas for the show’s second casting call where they were among hundreds who had a minute to pitch in front of casting directors.
ATHLETES CONTINUED FROM PAGE 1A

while at least eight more are set to introduce bills during this year’s upcoming session, according to USA TODAY.

Mitchell said he’s been in conversation with other state reps around the nation about the issue.

He’s also been in talks with David Perdue (R-Ga.), who is leading the charge with other senators like Mitt Romney (R-Utah) by forming a bipartisan group to examine college athletics programs while the NCAA’s working group prepares to introduce recommendations for the policy change later this year.

Mitchell said he considered not pre-filing the bill but was motivated to do so after Ohio State star Chase Young was suspended for borrowing money to fly his girlfriend to the Rose Bowl. That was the final straw for Mitchell—who said, if anything, his bill will help put an end to the nationwide parity issue.

The NCAA generates at least $1 billion a year, with a hefty chunk coming from the Division 1 Men’s Basketball tournament known as March Madness.

This season, 10 college football coaches made at least $6 million, including The University of Georgia’s head coach Kirby Smart at $6.7 million.

“At the end of the day, the model for doing stuff for kids has got to change,” Georgia State University Athletic Director Charlie Cobb said, “strictly because the economics for athletic programs has changed, coaching salaries in particular. It’s really more about a discussion probably for the top 10 percent than it is for the mid-major programs. Every kid is like ‘hey if it’s going to put more money in my pocket, let’s do it’ but we’ve got to do it in a way that respects the opportunity of being a college athlete. But I’m a little bit old school in that way.”

Cobb and other administrators agree that gaining a competitive edge on the recruiting trail is a key motivator for state lawmakers in getting behind ‘Fair Pay to Play’ bills. It was only a matter of time that other states would follow suit behind California’s bill. Like California, Georgia’s bill wouldn’t take effect until 2023, if it’s passed by the General Assembly and signed by Gov. Brian Kemp.

Tony Mulrain, an Atlanta-based sports and entertainment attorney, echoed Cobb’s sentiments about preserving amateurism.

But also said that elite college athletes should be allowed to earn money from sponsorships, especially with institutions capitalizing financially from their efforts.

“I think this is a great thing in terms of them being able to profit from their name, image and likeness,” he said. “Because I think what it’ll happen is there will be some individuals, popular players, those are the ones who will be able to make a buck and take care of their family. As a result, it’s like ‘hey I don’t have to take this huge risk of declaring for the draft when I’m not ready’.”
construction will open up the plaza by moving greenery and benches out to the curb. The vacated space will allow for pop-up markets and other community events. With the Atlanta City Council recently passing legislation to allow sidewalk dining at restaurants, Findley Plaza is likely to seat eaters and drinkers as well.

The City of Atlanta, which owns Findley Plaza, has put out a request for proposals for the work, which is expected to cost $600,000 to $800,000. Money from Renew Atlanta bonds, local fundraising and a Park Pride grant will pay for the redevelopment. A groundbreaking is targeted for spring with the hope of completing construction by the end of 2020.

The Georgia Department of Transportation has begun sidewalk reconstruction along Moreland Avenue and will re-stripe the street. Improvements on Euclid Avenue also are in the works.

Anna Foote, outgoing chair of the Little Five Points CID, told Atlanta Business Chronicle the organization has been working toward these plans for years.

“It’s like building a house. The house doesn’t look like a house until the last 25% of all the work you’ve done on it.”

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**LSP CONTINUED ON NEXT PAGE**
Foote said. “It’s kind of the same thing here. We’ve spent a lot of time building the under part and the base of a sustainable house that we now hope to build into a fabric that will mold with the established Little Five Points that will make it even more of a great place that people want to come to.”

In addition to the patrons of local businesses, Findley Plaza for years has been populated by homeless individuals, panhandlers and so-called “train kids,” who hop off the nearby CSX line and set up with packs and animals. To some, this is all part of what makes the diverse area what it is. Others question their safety in Little Five Points. As the east side of Atlanta continues to change, this is a growing tension.

In December 2009, the median home value in Inman Park was $300,000, according to calculations by real estate listing website Zillow. Ten years later, that number surged to $533,000. Molly Gunn, who has lived in Inman Park since 2006 and opened the Porter Beer Bar in 2008, said Inman Park “used to be a Volvo neighborhood, and now it’s a Tesla neighborhood.” The Beltline and the opening of the Krog Street Market and Inman Quarter mixed-use developments have been catalysts for the skyrocketing property values.

Making everyone welcome in Little Five Points is a key point for the CID. The organization, along with neighborhood groups, business and property owners, and the Little 5 Alliance, are discussing upgrades to security, which may include police officers and cameras already in place, as well as plainclothes “ambassadors” who would work to discourage anti-social behavior. Individuals engaging in illegal activities or harassing others would be the priority for security operations, but it is a complicated issue.

Homeless individuals sleeping or occupying space in front of businesses may be asked to move, but there is no intention to police homelessness or kick these individuals out of Little Five Points. Still, Foote admitted balancing the cultural history of the area with the comfort of visitors is a struggle.

“Nobody wants to make it a homeless-free zone, but we do need for it to feel safe,” Foote said. “If you have a 5-year-old and a 3-year-old and you live within walking distance in Candler Park, then you want to be able to walk up to see your doctor, because there’s a beautiful pediatrician in Little Five Points, and if you don’t feel comfortable doing that, that’s a problem.”

Accountability for one’s actions extends to the business owners, Foote stressed. If someone is tarnishing Little Five Points by improperly disposing of garbage, for example, they too will face consequences.

It is not uncommon to find a supporter of Little Five Points who is wary of even the smallest changes. Community organizers know this and try to clearly communicate the upgrades coming in 2020 are just that. Remaining a destination for residents of Inman Park and Candler Park is paramount for Little Five Points to continue to exist as it always has. Shops and restaurants require the regular business locals provide. If the people who live closest to Little Five Points were to deem the area as no longer desirable, that is when the real change would arrive.

“All that stuff is to just position Little Five Points to continue doing what it’s doing even better,” Foote said. “It is not an attempt to change it or turn it into Virginia-Highland.”

A rendering shows one vision for Little Five Points' Findley Plaza, a city park which will be redeveloped.
# ATLANTA’S 25 LARGEST HOTELS
RANKED BY NUMBER OF ROOMS

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<th>Hotel Website</th>
<th>Address Phone</th>
<th>Number of rooms</th>
<th>Number of suites</th>
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1 Rates vary depending on occupancy and are subject to change.
2 Hartsfield-Jackson Atlanta International Airport

SOURCES: Atlanta Business Chronicle research and Atlanta Convention & Visitors Bureau 2019-20 Convention Planner
NATHAN HUMPHREY

Georgia cuts red tape for small businesses

When you’re an entrepreneur or run a family business, small things can make a big difference. Case in point: Georgia has made it a lot easier to file annual paperwork with the secretary of state’s office.

This is the first year businesses can register with the office for three years at a time. Until now, they had to register every year.

The change may seem small, but it’s going to help Georgia businesses save time and money by eliminating a lot of red tape. Instead of filling out forms and paying registration fees every year, owners can submit the forms once and spend the next three years focused on running their businesses.

This commonsense solution to a frustrating problem dates to 2017, when then-Rep. Brad Raffensperger introduced House Bill 87. The measure extended the validity of business registrations for up to three years. Even in a time of hyper-partisanship, the bill passed the House on a broad, bipartisan basis and passed the Senate unanimously. Now, as Georgia’s secretary of state, Raffensperger is making sure this is available to all Georgia businesses.

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Georgia film tax credit program needs more oversight, new audit finds

Georgia’s multi-billion-dollar film tax credit, which has made the state an international star in TV and movie production, needs more oversight to prevent abuses, a new audit says.

“As Georgia’s largest and arguably most generous credit, the film tax credit must be accompanied by sufficient controls to ensure that production companies are entitled to the credits granted,” says an audit of the Georgia Department of Revenue (DOR).

“The compliance cost of filing taxes, for example, adds another burden to the men and women fighting to make their businesses work. In 2019, Americans spent $193.7 billion to file federal taxes. This astronomical sum broke down to 52 hours per taxpayer on average, or 8 billion hours annually, a decrease of 40 million hours from 2018.”

Understanding that regulations can inhibit business growth, Secretary Raffensperger is working hard to cut red tape. According to data compiled by the think tank Mercatus Center, the Georgia Code contains 2,468 restrictive rules relating to the Secretary of State’s office. Of those, 165 have to do with the filing of documents. Sixty-seven have to do with organization names.

Luckily, the number of federal-level regulations has dropped precipitously, thanks to a business-oriented administration in Washington. The regulatory cuts on the national level are estimated to have lowered regulatory costs by $50 billion. Together, we are working to bring down the cost of doing business in Georgia as well. In 2019, Site Selection magazine ranked Georgia as the top business climate in the country. Georgia was also named the No. 1 state for business by Area Development magazine for the sixth year in a row.

We know that a healthy business environment does not happen by accident. Efforts to cut bureaucratic red tape, like allowing businesses to save time and money through multi-year registrations, make it easier for small businesses to grow and create jobs.

This year’s session of the General Assembly begins Jan. 13. My organization, NFIB, is committed to working with our elected leaders to make our tax code more generous.

The film tax credit is Georgia’s largest tax credit. More than $3 billion in Georgia film credits were generated from 2013–2017, with the amount increasing each year, more than $915 million in 2017.

“While the state has granted billions in credits,” the auditors reported, “it does not have an adequate system of controls to prevent the improper granting of credits. We found issues with the credit’s administration by the Departments of Revenue (DOR) and Economic Development (GDECD). The issues can be attributed to limited requirements and clarity in state law, inadequately designed procedures, insufficient resources, and/or agency interpretation of laws that differ from our own.”

In response to the audit’s findings, the Georgia Department of Revenue agreed there is a need for stronger controls and agreed with most of the recommendations in the report related to these controls.

A spokesperson for the Georgia Department of Economic Development told Atlanta Business Chronicle in an email, “The film industry has had a tremendously positive impact in Georgia, and GDECD looks forward to continuing to work with the legislature to enhance the documented success of the film tax credit and improve the administration of the credit along with our partners at the Department of Revenue.”
GOLDEN GLOBES VS. OSCAR GOLD

Well, we’re in it now, as my husband would say. He’s usually talking about the dogs and their various health problems.

I’m talking about award season. It seems like another century – actually, I think it may have been another century – when the Oscars took place in late March/early April. This year, they’re February 9th.

There are numerous theories as to why they got moved up. Theories mostly about multiple award shows that didn’t used to be televised, making the Oscars seem almost anti-climactic.

Personally, I always thought it was because the telecast tended to collide with either Passover (very big in Hollywood) or the Final Four (very big with either Passover (very big in Hollywood) or the Final Four (very big everywhere).

Or maybe it’s true; fans did get award-fatigue. More likely, they got tired of the politically-themed acceptance speeches.

Anyway, the Golden Globes’ dubious lineage has increasingly been eclipsed by their longevity – there are movie writers who weren’t born when Pia Zadora won a Golden Globe – and by their unabashed blend of alcohol-enhanced glamor and tastelessness.

And since they divide their movie nominees into two categories, Drama and Comedy/Musical, their chances of “predicting” Oscar nominations are doubled.

By now, last Sunday’s Globes are old news. Attention in the movie community has moved on to the upcoming SAG Awards (Screen Actors Guild) on January 19 and to the Oscar nominations themselves, which will be announced January 13.

But just to give a tip of the hat to the dear ol’ Golden Globes, here’s my takeaway. Winners Joaquin Phoenix and Rene Zellweger are likely to take home Oscar’s Best Actor and Best Actress. Are they deserving? Probably. Do I ever want to hear anything from either ever again after listening to their acceptance speeches?

I’d rather hear from Pia Zadora (Google her, kids). He rambled and she ranted. Or was it the other way around?

No matter. Both were Actor Ego In Extremis on full display.

On the plus side, Brad Pitt won Best Supporting Actor for “Once Upon A Time… in Hollywood” and was simultaneously glamorous funny and gracious.

Ditto Laura Dern, also a Best Supporting winner for “Marriage Story” (though it could’ve just as well been for “Little Women”).

The Atlanta History Center has a great set-up for showing movies, but rarely takes advantage of it. So try to check out the screening of “Ali’s Comeback” on Jan. 17. It’s a documentary about Atlanta’s role in Muhammad Ali’s comeback fight in 1970 after being stripped of his title and convicted of draft evasion.

Last Chance: The Atlanta Botanical Garden’s remarkable “Garden Lights, Holiday Lights” closes after Jan. 11.
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The beginning of each new year is traditionally a time to stop and assess the current status of an organization, whether it’s a city or a business. In this special section, Atlanta Business Chronicle provides a number of statistical snapshots for metro Atlanta and the state of Georgia. You’ll find a wealth of information about where we currently stand in key topic areas: economy, housing, education, population and health. We’ve tried to put Georgia into national perspective where possible, showing how the state compares to others. For readers seeking to dive even deeper into the data, we’ve provided links to the sources at the bottom of most charts. We hope you will find this section interesting and informative.

—David Allison, Editor

CONTINUED ON PAGE 26A

ECONOMY

GEORGIA’S TOP 15 COUNTIES WITH THE LARGEST GROSS DOMESTIC PRODUCT, 2018

<table>
<thead>
<tr>
<th>RANK</th>
<th>COUNTY</th>
<th>2018 GDP</th>
<th>% CHANGE FROM 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fulton</td>
<td>$152,383,941,000</td>
<td>2.4%</td>
</tr>
<tr>
<td>2</td>
<td>Cobb</td>
<td>$45,417,267,000</td>
<td>2.6%</td>
</tr>
<tr>
<td>3</td>
<td>Gwinnett</td>
<td>$44,198,573,000</td>
<td>2.4%</td>
</tr>
<tr>
<td>4</td>
<td>DeKalb</td>
<td>$37,396,329,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>5</td>
<td>Chatham</td>
<td>$16,849,129,000</td>
<td>3.2%</td>
</tr>
<tr>
<td>6</td>
<td>Clayton</td>
<td>$16,751,712,000</td>
<td>(1.5%)</td>
</tr>
<tr>
<td>7</td>
<td>Richmond</td>
<td>$11,603,709,000</td>
<td>1.1%</td>
</tr>
<tr>
<td>8</td>
<td>Muscogee</td>
<td>$9,713,550,000</td>
<td>1.6%</td>
</tr>
<tr>
<td>9</td>
<td>Hall</td>
<td>$8,764,977,000</td>
<td>3.8%</td>
</tr>
<tr>
<td>10</td>
<td>Forsyth</td>
<td>$8,676,090,000</td>
<td>2.7%</td>
</tr>
<tr>
<td>11</td>
<td>Bibb</td>
<td>$7,980,755,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>12</td>
<td>Clarke</td>
<td>$6,890,589,000</td>
<td>2.1%</td>
</tr>
<tr>
<td>13</td>
<td>Cherokee</td>
<td>$6,203,380,000</td>
<td>3.5%</td>
</tr>
<tr>
<td>14</td>
<td>Houston</td>
<td>$6,039,600,000</td>
<td>2.5%</td>
</tr>
<tr>
<td>15</td>
<td>Whitfield</td>
<td>$5,604,981,000</td>
<td>1.4%</td>
</tr>
</tbody>
</table>


METRO ATLANTA’S GROSS DOMESTIC PRODUCT, IN MILLIONS OF DOLLARS, 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance, insurance, real estate, rental and leasing</td>
<td>$86,383</td>
</tr>
<tr>
<td>Professional and business services</td>
<td>$55,085</td>
</tr>
<tr>
<td>Information</td>
<td>$41,266</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>$33,541</td>
</tr>
<tr>
<td>Government and government enterprises</td>
<td>$31,577</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$30,252</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>$21,090</td>
</tr>
<tr>
<td>Retail trade</td>
<td>$20,975</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>$18,833</td>
</tr>
<tr>
<td>Construction</td>
<td>$17,030</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation, and food services</td>
<td>$12,033</td>
</tr>
<tr>
<td>Total</td>
<td>$385,542</td>
</tr>
</tbody>
</table>

METRO ATLANTA HAS THE 10TH LARGEST GDP AMONG MAJOR U.S. METRO AREAS, 2017

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>GDP (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York - Jersey City, N.Y./N.J./Penn.</td>
<td>$1,717,712</td>
</tr>
<tr>
<td>Los Angeles-Long Beach-Anaheim, Calif.</td>
<td>$1,043,735</td>
</tr>
<tr>
<td>Chicago-Naperville-Elgin, Ill./Ind./Wisc.</td>
<td>$679,699</td>
</tr>
<tr>
<td>Dallas-Forth Worth-Arlington, Texas</td>
<td>$535,499</td>
</tr>
<tr>
<td>Washington-Arlington-Alexandria, D.C./Va./Md./W.V.</td>
<td>$529,990</td>
</tr>
<tr>
<td>San Francisco-Oakland-Hayward, Calif.</td>
<td>$500,710</td>
</tr>
<tr>
<td>Houston-The Woodlands-Sugar Land, Texas</td>
<td>$490,074</td>
</tr>
<tr>
<td>Philadelphia-Camden-Wilmington, Penn./N.J./Del./Md.</td>
<td>$444,975</td>
</tr>
<tr>
<td>Boston-Cambridge-Newton, Mass./N.H.</td>
<td>$438,683</td>
</tr>
<tr>
<td>ATLANTA-SANDY SPRINGS-ROSWELL, GA.</td>
<td>$385,542</td>
</tr>
</tbody>
</table>

SOURCE: BUREAU OF ECONOMIC ANALYSIS, HTTPS://APPS.BEA.GOV/ITABLE/INDEX_REGIONAL.CFM

CONTINUED ON PAGE 26A
GEORGIA’S EXPORTS SURPASSED $40 BILLION IN 2018

<table>
<thead>
<tr>
<th>YEAR</th>
<th>EXPORT VALUE IN MILLIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$38,596</td>
</tr>
<tr>
<td>2016</td>
<td>$35,673</td>
</tr>
<tr>
<td>2017</td>
<td>$37,221</td>
</tr>
<tr>
<td>2018</td>
<td>$40,613</td>
</tr>
</tbody>
</table>


METRO ATLANTA BANK DEPOSITS HAVE GROWN 60% IN 10 YEARS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>BANK DEPOSITS IN METRO ATLANTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$110,797,152,000</td>
</tr>
<tr>
<td>2011</td>
<td>$115,906,857,000</td>
</tr>
<tr>
<td>2012</td>
<td>$121,243,866,000</td>
</tr>
<tr>
<td>2013</td>
<td>$123,584,192,000</td>
</tr>
<tr>
<td>2014</td>
<td>$132,643,790,000</td>
</tr>
<tr>
<td>2015</td>
<td>$146,148,125,000</td>
</tr>
<tr>
<td>2016</td>
<td>$156,210,441,000</td>
</tr>
<tr>
<td>2017</td>
<td>$166,887,814,000</td>
</tr>
<tr>
<td>2018</td>
<td>$173,054,575,000</td>
</tr>
<tr>
<td>2019</td>
<td>$177,260,712,000</td>
</tr>
</tbody>
</table>

SOURCE: FEDERAL DEPOSIT INSURANCE CORP., SUMMARY OF DEPOSITS, HTTPS://WWW.FDIC.GOV/BANK/STATISTICAL/

HOW MANY CARS ARE IN GEORGIA?
(Motor vehicle registrations issued in Georgia, by category, 2018)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Cars</td>
<td>6,279,580</td>
<td>1,977,924</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trucks</td>
<td></td>
<td>1,243,511</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorcycles</td>
<td></td>
<td></td>
<td>203,639</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus</td>
<td></td>
<td></td>
<td></td>
<td>35,965</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>228</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: BUREAU OF ECONOMIC ANALYSIS, HTTPS://APPS.BEA.GOV/ITABLE/INDEX_REGIONAL.CFM

HOW PER CAPITA PERSONAL INCOME IN METRO ATLANTA HAS GROWN IN 10 YEARS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>PER CAPITA PERSONAL INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$38,057</td>
</tr>
<tr>
<td>2010</td>
<td>$38,379</td>
</tr>
<tr>
<td>2011</td>
<td>$40,825</td>
</tr>
<tr>
<td>2012</td>
<td>$41,625</td>
</tr>
<tr>
<td>2013</td>
<td>$41,817</td>
</tr>
<tr>
<td>2014</td>
<td>$44,744</td>
</tr>
<tr>
<td>2015</td>
<td>$46,757</td>
</tr>
<tr>
<td>2016</td>
<td>$48,052</td>
</tr>
<tr>
<td>2017</td>
<td>$50,269</td>
</tr>
<tr>
<td>2018</td>
<td>$52,473</td>
</tr>
</tbody>
</table>

SOURCE: BUREAU OF ECONOMIC ANALYSIS, HTTPS://APPS.BEA.GOV/ITABLE/INDEX_REGIONAL.CFM

HOW EMPLOYMENT AT ATLANTA’S 10 LARGEST PUBLIC COMPANIES CHANGED OVER FIVE YEARS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>2013 EMPLOYEES</th>
<th>2018 EMPLOYEES</th>
<th>PERCENT CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WestRock Co.</td>
<td>25,800</td>
<td>51,100</td>
<td>98.1%*</td>
</tr>
<tr>
<td>Genuine Parts Co.</td>
<td>37,500</td>
<td>50,000</td>
<td>33.3%</td>
</tr>
<tr>
<td>United Parcel Service Inc.</td>
<td>395,000</td>
<td>481,000</td>
<td>21.8%</td>
</tr>
<tr>
<td>Delta Air Lines Inc.</td>
<td>78,000</td>
<td>89,000</td>
<td>14.1%</td>
</tr>
<tr>
<td>The Home Depot Inc.</td>
<td>365,000</td>
<td>413,000</td>
<td>13.2%</td>
</tr>
<tr>
<td>Southern Co.</td>
<td>26,300</td>
<td>29,192</td>
<td>11%</td>
</tr>
<tr>
<td>Norfolk Southern Corp.</td>
<td>30,103</td>
<td>26,662</td>
<td>-11.4%</td>
</tr>
<tr>
<td>SunTrust Banks Inc.</td>
<td>26,281</td>
<td>22,899</td>
<td>-12.9%</td>
</tr>
<tr>
<td>The Coca-Cola Co.</td>
<td>130,600</td>
<td>62,600</td>
<td>-52.1%</td>
</tr>
</tbody>
</table>

*WESTROCK WAS FORMED IN 2015 BY THE MERGER OF ROCK-TENN CO. AND MEADWESTVACO CORP. SOURCE: FORM 10Ks FILED WITH THE SECURITIES AND EXCHANGE COMMISSION.

GEORGIA’S TOP 10 EXPORT DESTINATIONS, 2018

<table>
<thead>
<tr>
<th>RANK/COUNTRY</th>
<th>VALUE OF EXPORTS FROM GEORGIA IN MILLIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Canada $6,317</td>
</tr>
<tr>
<td>2</td>
<td>Mexico $3,908</td>
</tr>
<tr>
<td>3</td>
<td>China $2,978</td>
</tr>
<tr>
<td>4</td>
<td>Germany $2,295</td>
</tr>
<tr>
<td>5</td>
<td>Singapore $1,634</td>
</tr>
<tr>
<td>6</td>
<td>United Kingdom $1,591</td>
</tr>
<tr>
<td>7</td>
<td>Japan $1,480</td>
</tr>
<tr>
<td>8</td>
<td>Netherlands $1,315</td>
</tr>
<tr>
<td>9</td>
<td>South Korea $1,038</td>
</tr>
<tr>
<td>10</td>
<td>Brazil $844</td>
</tr>
</tbody>
</table>


WHERE AMBITION IS A NATURAL RESOURCE

Devoted to supporting economic development, SelectCobb is in the business of attracting top-tier enterprises and talent. With our county’s impressive array of competitive advantages, we’re excited to welcome even more of the world’s trailblazers and industry leaders.

SELECTCOBB selectcobb.com
### Housing

**Metro Atlanta Home Sales in 2019**  
(11-county area)

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,866</td>
</tr>
<tr>
<td>February</td>
<td>3,464</td>
</tr>
<tr>
<td>March</td>
<td>4,699</td>
</tr>
<tr>
<td>April</td>
<td>5,134</td>
</tr>
<tr>
<td>May</td>
<td>5,999</td>
</tr>
<tr>
<td>June</td>
<td>5,464</td>
</tr>
<tr>
<td>July</td>
<td>5,938</td>
</tr>
<tr>
<td>August</td>
<td>5,299</td>
</tr>
<tr>
<td>September</td>
<td>4,509</td>
</tr>
<tr>
<td>October</td>
<td>4,707</td>
</tr>
</tbody>
</table>


**Metro Atlanta’s Inventory of Homes for Sale in 2019**  
(11-county area)

<table>
<thead>
<tr>
<th>Month</th>
<th>Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12,894</td>
</tr>
<tr>
<td>February</td>
<td>12,806</td>
</tr>
<tr>
<td>March</td>
<td>13,046</td>
</tr>
<tr>
<td>April</td>
<td>13,856</td>
</tr>
<tr>
<td>May</td>
<td>14,827</td>
</tr>
<tr>
<td>June</td>
<td>15,127</td>
</tr>
<tr>
<td>July</td>
<td>14,975</td>
</tr>
<tr>
<td>August</td>
<td>14,917</td>
</tr>
<tr>
<td>September</td>
<td>14,971</td>
</tr>
<tr>
<td>October</td>
<td>14,576</td>
</tr>
</tbody>
</table>


**Metro Atlanta’s Average Home Sales Price in 2019**  
(11-county area)

<table>
<thead>
<tr>
<th>Month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$318,000</td>
</tr>
<tr>
<td>February</td>
<td>$319,000</td>
</tr>
<tr>
<td>March</td>
<td>$344,000</td>
</tr>
<tr>
<td>April</td>
<td>$350,000</td>
</tr>
<tr>
<td>May</td>
<td>$358,000</td>
</tr>
<tr>
<td>June</td>
<td>$367,000</td>
</tr>
<tr>
<td>July</td>
<td>$368,000</td>
</tr>
<tr>
<td>August</td>
<td>$340,000</td>
</tr>
<tr>
<td>September</td>
<td>$338,000</td>
</tr>
<tr>
<td>October</td>
<td>$334,000</td>
</tr>
</tbody>
</table>


### Education

**Georgia’s Top 10 Public Universities**  
(Ranked by fall 2019 enrollment)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>Fall 2019 Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Georgia State University</td>
<td>53,619</td>
</tr>
<tr>
<td>2</td>
<td>University of Georgia</td>
<td>38,290</td>
</tr>
<tr>
<td>3</td>
<td>Kennesaw State University</td>
<td>37,807</td>
</tr>
<tr>
<td>4</td>
<td>Georgia Institute of Technology</td>
<td>36,489</td>
</tr>
<tr>
<td>5</td>
<td>Georgia Southern University</td>
<td>26,054</td>
</tr>
<tr>
<td>6</td>
<td>University of North Georgia</td>
<td>19,748</td>
</tr>
<tr>
<td>7</td>
<td>University of West Georgia</td>
<td>13,238</td>
</tr>
<tr>
<td>8</td>
<td>Georgia Gwinnett College</td>
<td>12,831</td>
</tr>
<tr>
<td>9</td>
<td>Valdosta State University</td>
<td>11,270</td>
</tr>
<tr>
<td>10</td>
<td>Augusta University</td>
<td>9,274</td>
</tr>
</tbody>
</table>


**The Top 10 Degrees at Georgia State University, Fiscal 2019**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Degree</th>
<th>Total Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Liberal Arts and Sciences/Liberal Studies</td>
<td>2,083</td>
</tr>
<tr>
<td>2</td>
<td>Psychology, General</td>
<td>502</td>
</tr>
<tr>
<td>3</td>
<td>Biology/Biological Sciences, General</td>
<td>399</td>
</tr>
<tr>
<td>4</td>
<td>Computer and Information Sciences, General</td>
<td>348</td>
</tr>
<tr>
<td>5</td>
<td>Registered Nursing/Registered Nurse</td>
<td>325</td>
</tr>
<tr>
<td>6</td>
<td>Accounting</td>
<td>290</td>
</tr>
<tr>
<td>7</td>
<td>Computer Science</td>
<td>283</td>
</tr>
<tr>
<td>8</td>
<td>Marketing/Marketing Management, General</td>
<td>259</td>
</tr>
<tr>
<td>9</td>
<td>Finance, General</td>
<td>253</td>
</tr>
<tr>
<td>10</td>
<td>Multi/Interdisciplinary Studies, Other</td>
<td>250</td>
</tr>
</tbody>
</table>

PEOPLE
GEORGIA HAS THE 8TH LARGEST POPULATION AMONG U.S. STATES

<table>
<thead>
<tr>
<th>RANK</th>
<th>STATE</th>
<th>JULY 2019 POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Georgia</td>
<td>10,617,423</td>
</tr>
<tr>
<td>2</td>
<td>Texas</td>
<td>28,995,881</td>
</tr>
<tr>
<td>3</td>
<td>Florida</td>
<td>21,477,377</td>
</tr>
<tr>
<td>4</td>
<td>New York</td>
<td>18,453,561</td>
</tr>
<tr>
<td>5</td>
<td>Pennsylvania</td>
<td>12,801,956</td>
</tr>
<tr>
<td>6</td>
<td>Illinois</td>
<td>12,671,821</td>
</tr>
<tr>
<td>7</td>
<td>Ohio</td>
<td>11,689,100</td>
</tr>
<tr>
<td>8</td>
<td>North Carolina</td>
<td>10,488,084</td>
</tr>
<tr>
<td>9</td>
<td>Michigan</td>
<td>9,986,857</td>
</tr>
<tr>
<td>10</td>
<td>Other</td>
<td>8,950,075</td>
</tr>
</tbody>
</table>

Georgia had the 5th-largest numeric population growth from 2018 to 2019

<table>
<thead>
<tr>
<th>RANK</th>
<th>STATE</th>
<th>APRIL 1, 2018</th>
<th>JULY 1, 2018</th>
<th>JULY 1, 2019</th>
<th>NUMERIC GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texas</td>
<td>25,146,091</td>
<td>28,628,666</td>
<td>28,995,881</td>
<td>367,215</td>
</tr>
<tr>
<td>2</td>
<td>Florida</td>
<td>18,804,564</td>
<td>21,244,317</td>
<td>21,477,377</td>
<td>233,420</td>
</tr>
<tr>
<td>3</td>
<td>Arizona</td>
<td>6,392,288</td>
<td>7,158,024</td>
<td>7,278,717</td>
<td>120,693</td>
</tr>
<tr>
<td>4</td>
<td>North Carolina</td>
<td>9,535,751</td>
<td>10,381,615</td>
<td>10,488,084</td>
<td>106,469</td>
</tr>
<tr>
<td>5</td>
<td>Georgia</td>
<td>9,668,729</td>
<td>10,511,131</td>
<td>10,617,423</td>
<td>106,292</td>
</tr>
<tr>
<td>6</td>
<td>Washington</td>
<td>7,624,540</td>
<td>7,523,869</td>
<td>7,614,893</td>
<td>91,024</td>
</tr>
<tr>
<td>7</td>
<td>Colorado</td>
<td>5,029,319</td>
<td>5,619,287</td>
<td>5,758,736</td>
<td>67,449</td>
</tr>
<tr>
<td>8</td>
<td>South Carolina</td>
<td>4,625,366</td>
<td>5,084,156</td>
<td>5,148,714</td>
<td>64,558</td>
</tr>
<tr>
<td>9</td>
<td>Tennessee</td>
<td>6,346,276</td>
<td>6,771,631</td>
<td>6,829,174</td>
<td>57,543</td>
</tr>
<tr>
<td>10</td>
<td>Nevada</td>
<td>2,700,677</td>
<td>3,027,341</td>
<td>3,080,156</td>
<td>52,815</td>
</tr>
</tbody>
</table>

HEALTH
EMERGENCY ROOM VISITS IN GEORGIA INCREASED 22% IN THE PAST 10 YEARS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ER VISITS IN GEORGIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>3,326,582</td>
</tr>
<tr>
<td>2009</td>
<td>3,542,787</td>
</tr>
<tr>
<td>2010</td>
<td>3,532,010</td>
</tr>
<tr>
<td>2011</td>
<td>3,622,288</td>
</tr>
<tr>
<td>2012</td>
<td>3,844,892</td>
</tr>
<tr>
<td>2013</td>
<td>3,723,408</td>
</tr>
<tr>
<td>2014</td>
<td>3,784,511</td>
</tr>
<tr>
<td>2015</td>
<td>3,850,345</td>
</tr>
<tr>
<td>2016</td>
<td>3,952,553</td>
</tr>
<tr>
<td>2017</td>
<td>4,016,971</td>
</tr>
<tr>
<td>2018</td>
<td>4,059,666</td>
</tr>
</tbody>
</table>

SEXUALLY TRANSMITTED DISEASE CASES IN GEORGIA ROSE 46% OVER 10 YEARS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>STD cases by year (except congenital syphilis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>61,336</td>
</tr>
<tr>
<td>2009</td>
<td>56,260</td>
</tr>
<tr>
<td>2010</td>
<td>62,620</td>
</tr>
<tr>
<td>2011</td>
<td>69,064</td>
</tr>
<tr>
<td>2012</td>
<td>66,146</td>
</tr>
<tr>
<td>2013</td>
<td>62,378</td>
</tr>
<tr>
<td>2014</td>
<td>68,764</td>
</tr>
<tr>
<td>2015</td>
<td>76,109</td>
</tr>
<tr>
<td>2016</td>
<td>85,619</td>
</tr>
<tr>
<td>2017</td>
<td>92,086</td>
</tr>
<tr>
<td>2018</td>
<td>89,975</td>
</tr>
</tbody>
</table>

SOURCE: GEORGIA DEPARTMENT OF PUBLIC HEALTH ONLINE ANALYTICAL STATISTICAL INFORMATION SYSTEM, HTTPS://OASIS.GA.GOV/OASIS/WEBQUERY/DRTOP.ASPX

THERE HAVE BEEN 285,000 ABORTIONS IN GEORGIA OVER THE PAST 10 YEARS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ABORTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>30,930</td>
</tr>
<tr>
<td>2009</td>
<td>31,315</td>
</tr>
<tr>
<td>2010</td>
<td>29,558</td>
</tr>
<tr>
<td>2011</td>
<td>28,036</td>
</tr>
<tr>
<td>2012</td>
<td>27,456</td>
</tr>
<tr>
<td>2013</td>
<td>26,112</td>
</tr>
<tr>
<td>2014</td>
<td>25,294</td>
</tr>
<tr>
<td>2015</td>
<td>24,551</td>
</tr>
<tr>
<td>2016</td>
<td>23,984</td>
</tr>
<tr>
<td>2017</td>
<td>23,407</td>
</tr>
<tr>
<td>2018</td>
<td>22,055</td>
</tr>
</tbody>
</table>


SEXUALLY TRANSMITTED DISEASE CASES BY YEAR (EXCEPT CONGENITAL SYPHILIS)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$225,339,000</td>
</tr>
<tr>
<td>2009</td>
<td>$206,431,000</td>
</tr>
<tr>
<td>2010</td>
<td>$225,339,000</td>
</tr>
<tr>
<td>2011</td>
<td>$206,431,000</td>
</tr>
<tr>
<td>2012</td>
<td>$225,339,000</td>
</tr>
<tr>
<td>2013</td>
<td>$206,431,000</td>
</tr>
<tr>
<td>2014</td>
<td>$225,339,000</td>
</tr>
<tr>
<td>2015</td>
<td>$206,431,000</td>
</tr>
<tr>
<td>2016</td>
<td>$225,339,000</td>
</tr>
<tr>
<td>2017</td>
<td>$206,431,000</td>
</tr>
<tr>
<td>2018</td>
<td>$225,339,000</td>
</tr>
</tbody>
</table>

METRO ATLANTA IS SAFER THAN MANY OTHER LARGE CITIES

<table>
<thead>
<tr>
<th>CITY</th>
<th>VIOLENT CRIMES PER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Newton, Mass./N.H.</td>
<td>284.4</td>
</tr>
<tr>
<td>Washington-Arlington-Alexandria, D.C./Va./Md./W.V.</td>
<td>264.8</td>
</tr>
<tr>
<td>Minneapolis-St. Paul-Bloomington, Minn.</td>
<td>253.4</td>
</tr>
</tbody>
</table>


MORE THAN 1,400 PEOPLE DIE ON GEORGIA'S ROADS EACH YEAR

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FATALITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1,508</td>
</tr>
<tr>
<td>2009</td>
<td>1,299</td>
</tr>
<tr>
<td>2010</td>
<td>1,250</td>
</tr>
<tr>
<td>2011</td>
<td>1,236</td>
</tr>
<tr>
<td>2012</td>
<td>1,199</td>
</tr>
<tr>
<td>2013</td>
<td>1,191</td>
</tr>
<tr>
<td>2014</td>
<td>1,170</td>
</tr>
<tr>
<td>2015</td>
<td>1,432</td>
</tr>
<tr>
<td>2016</td>
<td>1,561</td>
</tr>
<tr>
<td>2017</td>
<td>1,549</td>
</tr>
<tr>
<td>2018</td>
<td>1,515</td>
</tr>
<tr>
<td>2019</td>
<td>1,428</td>
</tr>
</tbody>
</table>

SOURCE: GEORGIA DEPARTMENT OF TRANSPORTATION, DRIVE ALERT DRIVE ALIVE, HTTPS://WWW.DOT.GA.GOV/DS/SAFETYOPERATION/DAAA
You can make anything, anywhere in Georgia

It is a great time to be in business in Georgia. For the seventh year in a row, Georgia has been named the No. 1 State for Business by Site Selection, a record-breaking distinction that no other state has earned seven consecutive times.

Our labor environment, workforce training programs, speed of permitting, and business-friendly state government have received the highest levels of recognition from distinguished publications like Area Development Magazine, and leading national business experts see opportunities for growth across the state.

That success is possible because of our partnership approach to economic development, working with communities, economic developers, private sector partners and other state agencies to create jobs and investment opportunities throughout Georgia.

Whether it is the unmatched growth we have seen in the private sector, a thriving film industry that makes us one of the busiest production centers in the world, a booming tourism industry, vibrant arts community, or our strength on the international stage, there is no doubt that Georgia rises above the rest, and the numbers prove it.

In fiscal year 2019, the Georgia Department of Economic Development supported the creation of nearly 29,000 new jobs, generating over $7.4 billion in investment to communities from Dalton to Bainbridge. Growing industries include manufacturing, FinTech and health IT, highlighting our economic diversity and status as a top competitor for investment.

Simultaneously, 399 productions filmed in Georgia. Some of those productions – like “Avengers: Endgame” and “Stranger Things” – broke viewership records at the box office and on streaming services. From the beautiful mountains of North Georgia to our breathtaking coastline, the impact of Georgia’s tourism industry cannot be overstated.

In 2018, we wel-
Tony Garrett does what he loves

BY ERIC JACKSON
epjackson@bizjournals.com

Athletic departments nationwide are continually looking to improve ticket sales and enhance revenue, and many universities partner with third-party organizations to help accomplish these goals. The Aspire Group, an Atlanta-based global sports and entertainment firm, has built a strong reputation in the field, having partnered with over 200 brands worldwide.

Tony Garrett is the senior vice president of fan relationship management at Aspire. He has been with the firm since 2011.

What led you to your career? Around the time I graduated, people kept telling me, “Follow your passion, love what you do and do what you love.” I sat down and really thought, what am I passionate about and what do I love? I graduated from the University of Memphis [with a] degree in marketing, and I definitely had a passion for that. And [during college] before I ever did any homework whatsoever, I was procrastinating looking at sports. So I just put the two together and said, “All right, I’m going to be a sports marketer.” I lived in Memphis at the time and I volunteered for everything, just trying to figure out what my lane was going to be.

You were promoted last month to senior vice president; how does your role change now? The main difference is thinking more globally for the Aspire Group. I’m overseeing regional directors now. When I first got promoted, I was a regional vice president and I had about 15 different FRMCs [fan relationship management centers] and college properties. Now I’m taking a step back from overseeing [college] properties to thinking globally about the future of our business, and how we serve our clients and employee better and continue to generate results.

Who was the biggest influence in your career? Around that time I graduated, people kept telling me, “Follow your passion, love what you do and do what you love.” I sat down and really thought, what am I passionate about and what do I love? I graduated from the University of Memphis [with a] degree in marketing, and I definitely had a passion for that. And [during college] before I ever did any homework whatsoever, I was procrastinating looking at sports. So I just put the two together and said, “All right, I’m going to be a sports marketer.” I lived in Memphis at the time and I volunteered for everything, just trying to figure out what my lane was going to be.

How much did your experiences working for NBA teams help prepare you for your role at Aspire today? Every job you’ll ever have, there’s going to be adversity. When I went to the New Orleans Hornets, I didn’t know that three months [later] Hurricane Katrina was going to happen and that it was going to be the greatest national disaster to ever hit the country. In overcoming that adversity, we created the model for what’s now the Oklahoma City Thunder. (The Hornets temporarily relocated to Oklahoma City due to the hurricane.) When I came to Atlanta, I was actually recruited to the Hawks by people who worked for the Hornets. Within four or five months, they were all gone. What I’ve learned from all of my experiences is that you have to embrace adversity in order to overcome it. How helpful was your experience leading the fan relationship management center at Tulane? Because I oversee managers and directors of FRMCs, I tell them that I’ve been there before. I can relate. My experience is there, so that gives me credibility. (Tulane) was my first leadership experience and I had to learn a lot of key leadership tools, such as what may motivate one person may demotivate another person. You have to lead with questions and find out what people’s goals are, and once you find out and help them achieve their goals, you’ll be achieving your goals. I had to learn that.

What is your biggest challenge in your career? I guess the most challenging part is that at every [higher] level, you lose a little bit of control. When I was a manager of a fan relationship center, my scope of work was just that fan relationship center. (But) when you become regional vice president, you’re not there day to day. So, there’s a little bit of control that’s lost. At the same time, you have to have trust in your hiring, training and systems of accountability. Once you do that, you just delegate, knowing that the structure you built is strong and that people can thrive in that structure. You lose control but if you’ve done your job and hired the right people, it’s not really a loss; it’s a gain.

How much have trust and leveraging relationships helped you secure new deals? Your clients don’t have to work for you; you have to serve them. You have to do a good job of finding out what their goals are and what they want to achieve, then work with them to reach those goals. You have to communicate when you’re facing adversity and work with them to overcome it. I think it’s just constant communication. I have clients that call me at 11 o’clock at night or on holidays. It doesn’t matter. I need to serve them because without them, we don’t exist.

What’s the hardest business lesson you’ve learned? There’s a quote, “Change is inevitable, growth is optional.” With a lot of college properties, change is very hard. Coming in and being more aggressive with [ticket] pricing, you have some people that don’t want to raise prices. It doesn’t even have to be about price but can be about business practices. Bringing us on campus for [clients] is a sign that they do want to change but saying you want to do something and actually doing it are two different things completely.

Is Aspire more effective nowadays with the abundance of fan behavior data available? It definitely helps having so much data, but you have to be able to use and mobilize that data and not be too intrusive. I think that’s that balance between your personal preferences and people actively utilizing the preferences in an intrusive way. Nobody likes to feel like they’re being bombarded, and that’s when you begin to unsubscribe from things, and that’s no good for the business either.

There’s been a recent dip in college football attendance. What do you think one of the solutions is to improve that? It is definitely making our role more important as ticket sellers. To me, it’s all about relationships. We have employees across the country actively working to build relationships with fans. It starts with your core fan base. A lot of schools wish us to come in and build their fan base. If we’re generating 10,000 new season tickets and you’re losing 10,000 season tickets because you’re not servicing your core fans, then we’re not building your fan base. It always starts with making sure you have a strong relationship with your core fans. You have to win them back each year.
PAID ADVERTISING

PEOPLE ON THE MOVE
IN METRO ATLANTA

ARCHITECTURE
Promotion
Eric Schunk
Senior Designer
Rule Joy Trammell + Rubio LLC
RJTR has named Eric Schunk Senior Designer. Passionate about great design and driven to exceed client expectations, Eric uses both hand sketches and digital media to communicate ideas throughout the life of a project. Over 25 years of experience in hospitality, mixed-use, office, and multifamily projects have allowed him to refine his programming, master planning, and conceptual design skills. Eric thrives in a collaborative environment and aims to creatively satisfy each client’s project needs.

ARCHITECTURE
Promotion
Hyeon-Seob Shin
Senior Designer
Rule Joy Trammell + Rubio LLC
RJTR has promoted Hyeon-Seob Shin to Senior Designer. Hyeon specializes in conceptual design, master planning, and space planning studies. He excels at envisioning and illustrating three-dimensional solutions for complex and limited sites. During his design process, Hyeon focuses on aesthetics, functionality, and the user experience of the spaces. With over 16 years of experience and 14 years at RJTR, he has had an important role in numerous projects throughout the firm’s history.

ARCHITECTURE
Promotion
Matt Greist
Senior Associate
Rule Joy Trammell + Rubio LLC
RJTR has promoted Matt Greist to Senior Associate. With over 20 years of experience, Matt has been involved with many project types including: multifamily, with an emphasis on wood construction; high-rise, mixed-use office and hotels; renovations; and parking decks. He has experience in every phase, from schematic design through contract administration. With a mind for detail and a pragmatic approach to problem-solving, Matt’s strengths include construction detailing and technical production.

ARCHITECTURE
Promotion
Blake Simmons
Senior Associate
Rule Joy Trammell + Rubio LLC
RJTR has named Blake Simmons Senior Associate. Blake has over 14 years of architectural experience in mixed-use, multifamily, casinos & gaming, and corporate office. With an emphasis on client and project team collaboration, Blake is a detail-oriented problem solver with a keen ability to help clients achieve their project goals. He also manages RJTR’s BIM implementation, working with project teams to provide a deeper understanding of how to use Revit to achieve successful project delivery.

ARCHITECTURE/ENGINEERING
Promotion
Earl Smith
Senior Associate
CROFT & Associates
CROFT announces the promotion of Earl Smith, a 35-year veteran of the industry, to the position of Senior Associate. Smith will assume greater responsibilities for overall management of local government and municipal project pursuits. He will also oversee the production of the construction documents through award and completion including development of final punch list and close-out documentation for owners. Smith holds a Bachelor of Design from the University of Florida.

ARCHITECTURE/ENGINEERING
Promotion
Vincent L. Mazzei P.E.
Senior Associate
CROFT & Associates
CROFT announces the promotion of Vincent L. Mazzei P.E., to the position of Senior Associate. Mazzei leads the Engineering Department and his responsibilities include lead generation, profitability, mentoring, production and quality control of the engineering group. His recent projects include Dalton State College Sequoya Hall, Cobb County School District Instructional Support Center; Cobb County Police Training Facility; and The Grant Building.

ARCHITECTURE/ENGINEERING
Promotion
Stacey Chapman
Vice President, Corporate Strategy
CROFT & Associates
CROFT & Associates announces the promotion of Stacey Chapman to the position of Vice President, Corporate Strategy. Chapman is the first woman to be a member of the company’s leadership team. As vice president, Chapman assumes greater responsibilities for business development and the deployment of the company’s overall corporate strategy. She will continue to oversee all marketing activities for the company. Chapman holds a Bachelor of Business Administration from Georgia State University.

ARCHITECTURE/ENGINEERING
Promotion
Dan Ryan
Director of Conservation
The Nature Conservancy
Dan Ryan has been named director of conservation for The Nature Conservancy in Georgia. He leads the organization’s statewide land and water conservation strategies and manages conservation scientists, program managers and community engagement staff whose work benefits the people and nature of Georgia. A native Georgian, Dan earned a Master of Public Administration from the University of North Carolina Wilmington and a B.S. in environmental studies from University of North Carolina Asheville.

MANUFACTURING
New Hire
Brian Spickard
Business Development
Winter Construction
Brian Spickard has joined Winter Construction to help achieve the company’s longer term growth objectives. Brian will focus on Winter’s core markets, including office, mixed-use, and hospitality. He will help elevate the firm’s profile within the Atlanta real estate community and build on relationships that will deliver new and diverse opportunities for growth.

ENGINEERING
New Hire
Leigh Ann Vogel
Associate Partner and Supervising Engineer
Syksa Hennessy Group, Inc.
Ms. Vogel, who has 25 years of experience in engineering, manages multi-disciplinary projects, spearheads business development, and provides technical leadership.

TO SUBMIT YOUR INFORMATION: Contact Tom Sander | tsander@bizjournals.com | 404-249-1744 | www.atlantabusinesschronicle.com/potm

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**THE COURTS**

**Bankruptcies**

ATLANTA DIVISION

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**GWINNETT COUNTY**

First Citizens Bank & Trust vs. Mark Bank & Trust vs. GE Industries Inc./George E. Steen Jr. dba Franklin Co. Inc. $1,469,379, plaintiff, case No. 19C 70292, 12/16/19.

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**Fulton County**

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Atlanta Business Chronicle

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Ballewley PKC PLLC to John Stephen Munn, 1475 W. Paces Ferry Rd. NW, Atlanta 30305; 2035 Peachtree Def SE, Atlanta 30303, Lot 3, Block B, 1400 9, $868,100.

Joshua M. Mudd to Alison Allen, 1575 Hightower Dr., Johns Creek 30096, Lots 84-88 Block M, 1400 9, $1,480,000.

Parcels

Sam Cameron to J & J Development, LLC to TPG Realhouse Acquisitions LLC, 140 South Parkway East, Johns Creek 30098, Lot 29, Block D, $2,310,000.

John Andrew Williams and Ryan B. Andrew Homes to Greg D. and Nivah S. Berger, 905 Brookvalley Ct. NW, Atlanta 30327, Lot 13 Block F, 1401 10, $1,440,000.

Cory Hardaway to Benjamin Alex Alkire, 1261 Riverwalk Dr., Hoschton 30548, Lot 3 Block B, 1401 10, $250,000.

Zara M. and Michael E. Krave to David G. and Samantha B. Stead, 750 Park Ave. NE, Atlanta 30305; 3519 Roxboro Rd. NE, Atlanta 30305, Lot 23 Block G, 1401 10, $1,135,000.

Ann Leah Holland to Stephanie Ide III, 4182 Auburn Ave. NE, Atlanta 30314, Parent Parcel, $1,245,000.

Belle Reve Development Group LLC to Stephanie Ide III, 4182 Auburn Ave. NE, Atlanta 30314, Parent Parcel, $1,245,000.

Marian Ogunleye Martins to F. Deke Johnson, 5915 Peachtree Dunwoody Rd. NE, Atlanta 30342, Land Lots 21-22 16th District, 1401 10, $745,000.

Joshua M. Mudd to Kim H. Smith and Sherri L. Smith to Baek and Whitney H. Lee, 1742 Parkview Ln. NE, Atlanta 30342, Land Lot 186 17th District, 1401 10, $880,000.

William C. Hoke to Hollis T. Wakefield III, 4123 Peachtree Rd. NW, Atlanta 30319, Lots 8-9 Block J, 1401 10, $975,000.

Clyde D. H. and Roy L. Williams to the City of Atlanta, 5224 Univeristy Dr., Atlanta 30310, Lot 19 Block U, $1,475,000 (Part of Parcel).

Suzanne Stewart and Toni Dr. NE, Atlanta 30324, Lot 1 Block E, 1401 10, $1,100,000.

Ballymore Creekwoods #3 to the City of Atlanta, 5224 Univeristy Dr., Atlanta 30310, Lot 19 Block U, $1,475,000 (Part of Parcel).

Dr. NE, Atlanta 30324, Lot 1 Block E, 1401 10, $1,100,000.

Thornapple Ct. NW, Acworth 30101, 1350 Crestwind Rd. NW, Kennesaw 30152, Lot 23 Block C, 1401 10, $515,566.

Mark and Patricia G. Chinn to Eric L. and Jennifer K. Motley, 755 Juniper St. NE, Atlanta 30306, Lot 5 Block H, 1401 10, $700,000.

Ahmed M. Ali to Mahtab M. Ali, 2404 Sycamore Ridge Dr., Johns Creek 30022, Land Lot 18 16th District, 1401 10, $440,000.

Brenda V. and J. Sai Haithco Sr. to Chancellors Bogula Lakehouse, LLC to 1143 Woodlands Mill Pond, Dunwoody 30338, Lot 1 Block J, $1,061 000, 1400 9, $451,000.

Simon Frost to Julia H. and Matt R. Kinnan, 1448 Cat Property ID 15 212 001, 1400 9, $450,000.

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David J. and Joseph J. professors to Anthony and Sue Hooper, 6954 Long Island Dr., Duluth 30096, Lots 21-22 Block G, 1400 9, $545,000.

Claudia Basumol and Thomas B. Evers to Iris Canizla Arellano and Carlos E. Arellano, 6144 Draper Drive SE, Johns Creek 30022, Lot 10 Block F, 1400 9, $550,000.

David D. and Jennifer A. Smith to Raymond and Nakkia S. Edwards, 2710 Blackwell Rd. SE, Smyrna 30082, Lot 3 Block B, 1400 9, $360,000.
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