



**ECONOMIC DEVELOPMENT
STRATEGIC PLAN
2025**

ACKNOWLEDGMENTS

The City of East Point Economic Development Team would like to thank the following individuals and stakeholders for their participation in the Economic Development Strategic Plan (EDSP) process:

City of East Point Mayor and City Council

Honorable Deana Holiday Ingraham - Mayor
Councilmember Sharon Shropshire - Ward A At-Large
Councilmember Eric Friedly - Ward A
Councilmember Shean L. Atkins - Ward B At-Large
Councilmember Carrie Ziegler - Ward B
Councilmember T. Starr Cummings - Ward C At-Large
Councilmember Tremayne Mitchell - Ward C
Councilmember Joshua B. Butler, IV - Ward D At-Large
Councilmember Dr. LaTonya Martin Rogers - Ward D

Internal City Staff

Redmond Jones - City Manager
Monique Melett - Deputy City Clerk
Maceo Rogers - Economic Development Director
Erin Rogers - Economic Development Specialist
Regina Scott-Carter - Economic Development Specialist
Rhonda Appleby - Economic Development Specialist

Advisory Group

Sonia Booker - Downtown Development Authority (DDA)
Carl Semien - Downtown Development Authority (DDA)
Stacy Dunson - Business and Industrial Development Authority (BIDA)
Kristin Jackson - Main Street Association
Leslie Zinn - Ardens Garden
Melanie Styles - Cultured South Fermentation Co./Atlanta Utility Works

Stakeholders

Tri-Cities High School
Woodward Academy
East Point Convention and Visitors Bureau (Visit East Point)
East Point Power
East Point Downtown Development Authority (DDA)
East Point Business and Industrial Development Authority (BIDA)
Aerotropolis Atlanta Alliance
ATL Airport CIDs
Prologis - Camp Creek Business Center
Worksource Fulton
Fulton County School Board
Metro Atlanta Chamber of Commerce
Atlanta Regional Commission
MARTA
Georgia Department of Economic Development

Consultant Team

KB Advisory Group (Lead)

Geoff Koski - Project Executive
Gabrielle Oliverio - Project Manager

Urban Pulse Community Solutions

Christopher Pike - Public Engagement Director
Daa'iyah Salaam - Public Engagement Manager

GMC Network

Kalanos Johnson -Strategic Advisor

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INTRODUCTION

The City of East Point engaged a consulting team led by KB Advisory Group to update its Economic Development Strategic Plan (EDSP), refining the city's strategy for long-term growth and opportunity. This plan builds on the foundation of a 2015 EDSP and aligns with East Point's evolving economic landscape to drive sustainable prosperity. An EDSP is not synonymous with a Comprehensive Plan, but rather serves as a more tailored complementary plan for the city's Economic Development Department. It helps ascertain what is currently influencing the city's economic ecosystem and what specific actions the city and Economic Development Department can take to bolster or pivot these trends to align with long-term economic development aspirations.

With all the local and regional changes over the past decade, this updated document will allow the City of East Point to reorient its economic development goals and strategy for the next 10 years. This update primarily looks at the interplay of three pillars of economic development:

People



- Attraction and retention of residents
- Education and training opportunities
- Entrepreneurship support
- Social connectivity

Built Environment



- Housing diversity
- Parks and civic spaces
- Recreational amenities
- Multi-modal connectivity
- Adequate infrastructure capacity

Industry



- Attraction and retention of businesses
- Industry diversity
- Well-paying jobs
- Quality mix of shopping and dining

The process and overarching questions for each piece of the EDSP are highlighted below:

Quantitative Analysis

Using industry-trusted data sources such as Esri, U.S. Census, and Costar to help answer the following questions:

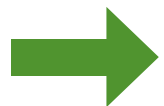
- Where does East Point stand today in terms of population and household growth? How does this compare to the rest of southern Fulton County?
- What industries make-up the city's economic base? How does this compare to the industries that current residents work in?
- What are East Point's educational and age trends that feed into its 'labor force readiness'?
- How is the city's existing commercial real estate inventory performing? Are there certain types that have maintained high demand?



Qualitative Analysis

Gathering input from residents, the business community, and stakeholders to uncover:

- What are East Point's current strengths? Its weaknesses?
- What are potential opportunities for continued economic growth? Are there any threats?
- What is East Point "missing"?
- What are ways that city staff can help improve East Point's economic base and quality of life?
- What should the Economic Development team prioritize over the next ten years?



Target Industries

Combining insights from localized economic trends and community sentiment to focus the lens on:

- Do the existing target industries still align with East Point's current economic ecosystem and city leadership priorities?
- What industry clusters within the Atlanta region are clustering in East Point? How has employment within these clusters changed over time?
- Given input from the data and the community, what industries could the city feasibly retain and recruit over the next ten years?

Implementation

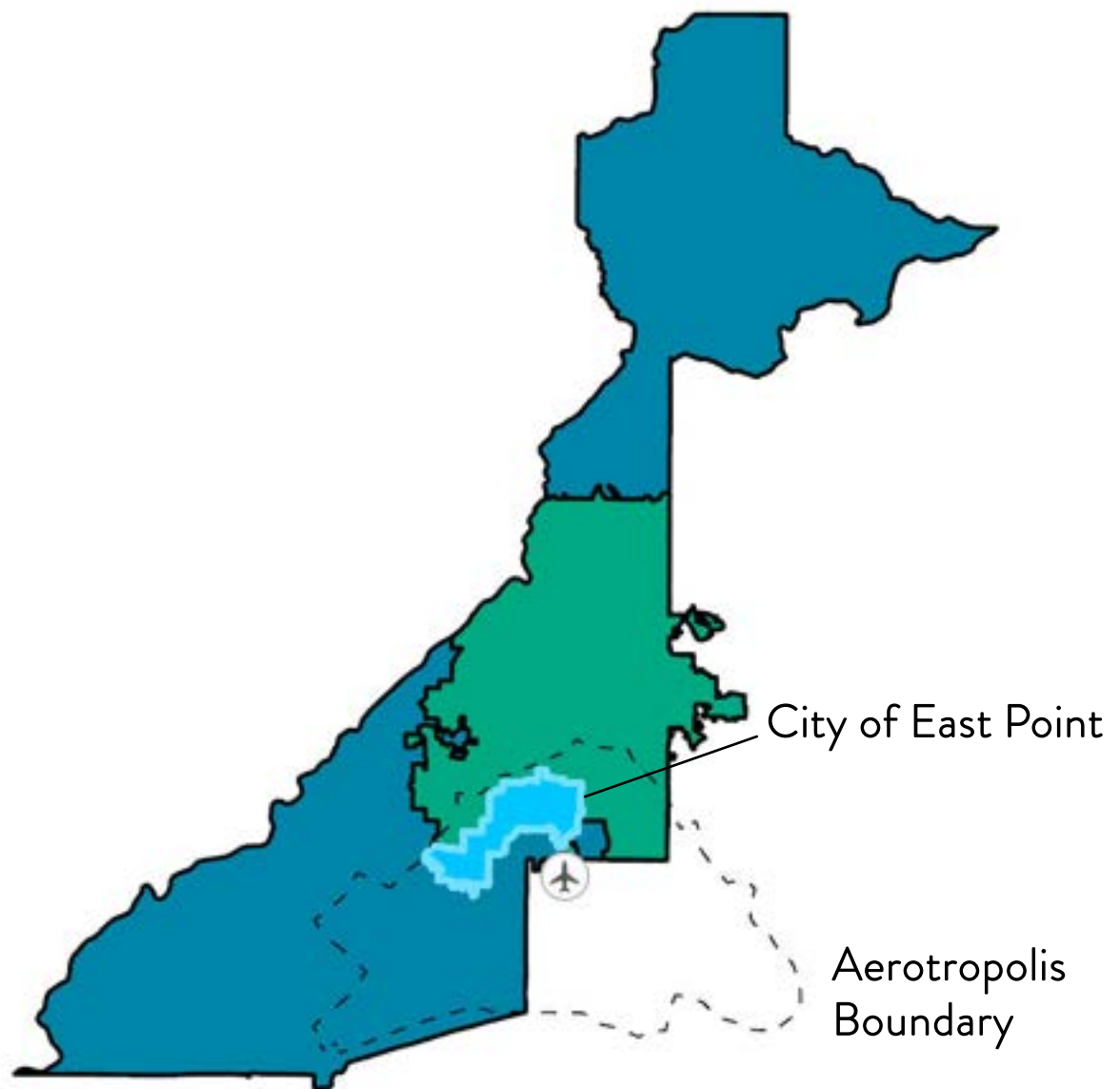
Building an **economic development** road map over the next ten years centered on goals and strategies:

- What are key sites that can serve as catalytic development over the next ten years?
- What are “next step” strategies to build-on successful completions from the previous EDSP?
- Are there initiatives from other plans that can be leveraged in this updated Action Plan?
- What are new economic development goals and objectives that East Point wants to accomplish over the next ten years? Who would be potential partners that the city could work with to achieve them?

PLAN OVERVIEW AND KEY FINDINGS

The City of East Point lies in southern Fulton County, directly adjacent to the City of Atlanta. It is also part of the 'Tri-Cities' area with the City of College Park and the City of Hapeville. Located directly north of Hartsfield-Jackson International Airport, it is also a key Aerotropolis community.

Officially chartered in 1887, the name "East Point" derives from the fact that this is the terminus of the Atlanta & West Point Railroad in the east; West Point Georgia, is the terminus where the rail line ends in the west. This settlement was founded as a railroad terminus with 16 families in 1870, but quickly became an inviting place for industry to develop.



East Point in the Numbers

Since 2010, the East Point community has grown to become home to over 38,000 residents, 16,300 households, and a labor force exceeding 19,000 working residents. Although the city's rate of growth has been slower than the region and southern Fulton County overall, it has exceeded 10% since 2010.



38,000+
residents

One in three residents are between the ages of 25 to 44 - synonymous with early- to mid-career working professionals and those typically searching for their first homeownership opportunity and expanding their families. Two in five residents over the age of 25 have at least a Bachelor's Degree.



16,300+
households

The city's 1,400 businesses employ approximately 16,000 workers. East Point's proximity to the airport still heavily influences its existing landscape: the largest share of the city's working residents are employed in the Transportation and Warehousing industries, the Accommodation & Food Service industry is the largest industry within the city's limits, and over half of the 30 million square of commercial real estate within East Point is dedicated to industrial/flex space.



1,400+
businesses

Over half of occupied housing units are renter households. Of those that do own their home in East Point, almost 50% have a home value between \$300,000-\$399,999. This is similar to the trend regionwide. Despite overall housing unit growth of 20% in southern Fulton County since 2010, East Point has only seen 5% growth. Slower delivery of new housing stock can limit the ability to retain and attract residents in the community. It can also work against efforts to recruit industries or amenities that rely on a large critical mass in order to be economically sustainable - such as a hospital or grocery store.



Almost 16,000
jobs



\$59,798
median household
income

East Point from the Community & Partners

From our community and two business meetings, community and business surveys, and 1-1 stakeholder conversations, the following strengths, weaknesses, opportunities, and threats were highlighted:

STRENGTHS

- Proximity to Atlanta and the Airport
- Location along major transportation routes and MARTA
- Proximity to major shopping and job centers
- Sense of community
- Relative affordability (residential and commercial)
- Responsiveness of Economic Development staff

WEAKNESSES

- Reputation of slow permitting processes
- Lack of “higher-end” and experiential amenities and businesses
- Not enough workforce and skills training opportunities
- Lack of citywide road gateway branding that helps create a ‘sense of place’ within East Point
- Aging infrastructure and utility concerns

OPPORTUNITIES

- Leveraging existing partnerships to help market East Point and communicate its story
- Building on existing retail nodes to expand growth throughout the city
- Working with the several higher-educational institutions nearby to connect residents to continuing education opportunities
- Strong interest from businesses to be connected with each other

THREATS

- Perception of lack of collective vision from city leadership
- Aging and vacant commercial spaces
- Perception of opposition to new development
- External perception of the level of crime
- Lack of socioeconomic diversity that helps support diverse businesses and amenities

Target Industries of Tomorrow

Through a combination of quantitative and qualitative research and feedback from stakeholders, the below targeted industries were determined. These industries will serve as guides for economic development recruitment and retention efforts over the next ten years.



Food & Wellness



Healthy food focused restaurants



Greenhouse, nursery, and flower growers



Grocery and specialty food stores



Medicine and supplement retailers



Bakeries and other food manufacturers



Ambulatory health care services (i.e. non-hospital medical care)



Full-service restaurants



Travel and tour operators



Convention and trade show operators



Tourism & Recreation



Arcades and family fun centers



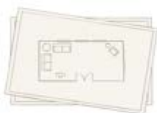
Fitness and recreational sports centers & sports teams/clubs



Film and video production (including post-production) & sound recording



Performing art companies



Custom manufacturing (set design and fabrication)

Make-up artists and stylists



Multimedia Production & Entertainment



Robotics automation engineering



Immersive technologies (ex. VR)



Video game design



Supply-chain management software developers (ex. SAP, Oracle)



Industrial and interior design



Graphic design



Digital Design & Automation

Ten Year Goals

Findings from the existing conditions, community and stakeholder conversations, and target industries culminate together to build an economic development road map over the next ten years centered on goals and implementable strategies. The updated EDSP Action Plan goals are:

1. Foster a robust business environment

Work with other departments and existing team members to support existing business retention and expansion within East Point.

2. Attract new industries and amenities

Help position and market East Point to recruit new businesses, new development opportunities, and support local tourism.

3. Cultivate a strong workforce and talent pool

Establish a talent pool within East Point that meets the needs of existing businesses and new desired industries.

4. Enhance the city's quality of life

Assist other departments in improving community well-being and citywide placemaking.

5. Support citywide initiatives

Continue working with other departments to implement strategies from other plans.

Implementation Strategy Snapshot

These updated ten-year goals are the foundation of the full Implementation Plan discussed in detail starting on page 96 and summarized in the matrix on page 118. Each goal has its own set of corresponding objectives and action items. East Point has been able to accomplish several of the previous objectives from the prior EDSP and this update bridges these successes to determine next steps as well as incorporates aspects of the prior plan that still need to be implemented.

Below is a snapshot of the action items that are either in progress or will be the focus in the short-term (within the next one to three years). This is based on feasibility given current staff capacity and resources. Action items identified to be implemented in the medium- and long-term can be found in the Implementation section.

	Lead Department	Supporting Partner
In Progress Action Items		
Institute a broad façade improvement program for downtown property owners	Planning and Community Development Department, Economic Development Department, Main Street Association, Architectural Overlay Review Board, Visit East Point	City Manager's Office, DDA, BIDA
Work with the East Point Planning and Community Development Department to improve permitting for existing businesses	Planning and Community Development Department	Economic Development Department
Support efforts to establish City of East Point gateway marketing and signage citywide	Public Works Department	Economic Development Department, DDA

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Add kiosks in Downtown and other areas of the City that includes a map of East Point, major retail and hospitality nodes, recreational assets, and upcoming events	Economic Development Department	DDA, Public Works Department, Visit East Point
Continue supporting (and utilizing for future initiatives) the East Point Farmers Market as an incubator, community food resource, and host location for educational resources (hosting programs like canning, bucket garden distributions, planting/harvesting demonstrations, community outreach, etc.)	Economic Development Department, UAC, Urban Agriculture Manager	
Work with partners to maintain clean commercial nodes and centers citywide	Public Works Department	Atlanta Airport CIDs, Economic Development Department, Visit East Point
Leverage existing Farm-to-School educational opportunities in East Point	LFEC, Urban Agriculture Manager, Local Schools	National School Lunch Program, Fulton County Farm-to-School Program, Greening Youth Foundation, Georgia Career, Technical, and Agricultural Education Program
Strengthen the Corridors by establishing a consistent development pattern through entitlements/zoning	Planning and Community Development Department	Public Works Department, Economic Development Department, City of Hapeville, City of College Park
Target economic development efforts to further elevate and locate food distribution centers	Economic Development Department, Urban Agriculture Manager	Planning and Community Development Department, UAC

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Establish an economic development strategy for re-use of industrially-zoned land	Economic Development Department, Planning and Community Development Department, BIDA	EPA Community Prospectus Development Assistance Program, EPA Brownfield Grant Contractors
Ensure that commercial redevelopments on city-owned land integrate provisions for local hiring/contracting, deep affordability requirements if mixed-use, and local small business incubation	City Manager's Office, Contracts and Procurement Department	Planning and Community Development Department, Economic Development Department
Develop a micro-vending program that supports pop-up markets for emerging small businesses, with a focus on diverse and women-owned vendors	Economic Development Department, City Manager's Office	DDA, BIDA, Main Street Association
Build staff capacity for economic equity	City Manager's Office	Economic Development Department
Remove barriers for small and local businesses in permitting, registration, and contracting	City Manager's Office, Contracts and Procurement Department, Planning and Community Development Department	Economic Development Department
Continue to pursue Fulton County BOE approval of Corridors TAD	Economic Development Department, Legal, City Manager's Office	City Manager's Office

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Focus on Commons Redevelopment Implementation	City Manager's Office	DDA, Economic Development Department
East Point Street and West Cleveland Avenue streetscape and pedestrian improvements	Public Works Department, GDOT, MARTA	Economic Development Department
Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list	Public Works Department, DDA	Economic Development Department
Identify and implement a capital improvement project for Willingham, Central Avenue, Eagan Park, River Park, East Washington areas	BIDA, Public Works Department	Economic Development Department
Identify and implement a capital improvement project along Cleveland Ave	BIDA, Public Works Department, Water and Sewer Department, East Point Power	Economic Development Department
Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment	City Manager's Office, Planning and Community Development Department, Economic Development Department	

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Downtown East Point Multimodal Improvements (Updated Streetscape Project)	Public Works Department, GDOT, MARTA	Economic Development Department
Brownfield Clean-Up and Remediation	Grants Manager, Economic Development Department, Planning and Community Development Department	City Manager's Office, EPA

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Short-Term Action Items		
Host or support Lunch & Learns for businesses across East Point at City Hall or rotating venues across the city with varying topics and speakers from around the region	Economic Development Department	Planning and Community Development Department, ARC, Aerotropolis Atlanta Alliance, Select Fulton
Create and administer a semi-annual business climate survey and present the results to City Council to better track and ensure citywide awareness of local business challenges	Economic Development Department	City Manager's Office
Develop Virginia Avenue Hotel District Master Plan that creates a cohesive Hotel District combining hospitality with diverse retail	Visit East Point	Economic Development Department
Establish and maintain relationships with local commercial real estate brokers and commercial property owners to help connect businesses who need to expand their physical footprint within East Point	Economic Development Department	Aerotropolis Alliance, Broker/RE Community
Coordinate with MARTA through its Station Zone Management Program to improve maintenance of the East Point MARTA station	Public Works Department, MARTA	Economic Development Department, BIDA, DDA, Visit East Point

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Continuously showcase East Point development and job opportunities with local and regional Economic Development partners via semi-annual bus tours and business visits	Economic Development Department, BIDA, Visit East Point	Aerotropolis Atlanta, South Fulton Chamber of Commerce, ATL Airport Chamber of Commerce, Metro Atlanta Chamber, Georgia Department of Economic Development
Implement a Target Industry Incentive Ordinance that establishes an agreed upon set of incentives for new businesses tied to the target industries that meet certain criteria (ex. number of jobs, wages, array of positions)	Economic Development Department	City Manager's Office
Create a "Make East Point Home" checklist that can be distributed to businesses that are interested in opening in East Point that provides steps and estimated approval timelines for each (ex. business licenses, permits, certificate of occupancy, safety inspections)	Economic Development Department, Planning and Community Development Department	Fulton County
Adopt policies and incentives to promote development of mixed-use office space in or around downtown	City Manager's Office, Economic Development Department	Planning and Community Development Department, ULI
Support the creation of a Community Improvement District within the Headland/Delowe Overlay District and Washington Road corridor	Planning and Community Development, BIDA, DDA	Economic Development Department
Market Georgia QuickStart, Worksource Georgia, and HOPE Career Grants to local residents and businesses	Economic Development Department	TCSG

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Disseminate partner skilling/reskilling opportunities in Economic Development newsletter and city social media	Economic Development Department	Aerotropolis Atlanta, Worksource Fulton, Communications Department, East Point Power
Assist in connecting current High School students to Work Based Learning opportunities with businesses within East Point and within City Hall	Tri-Cities HS, Aerotropolis Atlanta, Worksource Fulton	Economic Development Department, East Point Power
Connect employers with local High School students, parents, and teachers to help expand career pathways and work-readiness programs (ex. Career Days at Schools, Shadow Days or business site tours)	Tri-Cities HS, Aerotropolis Atlanta, Worksource Fulton	Economic Development Department, East Point Power
Host information sessions within East Point that help connect residents and recent graduates with certifications and degree programs at local technical colleges	Economic Development Department, Aerotropolis Atlanta	Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College
Improve pedestrian access and sense of safety between Downtown and Wagon/Buggyworks	Public Works Department, Police Department, DDA	Planning and Community Development Department, Economic Development Department, Main Street Association
Consider updating any existing corridor studies or market assessment's for those studies that are over five years old in order to ensure the action items from those plans align with the post-pandemic market environment	Economic Development Department, Planning and Community Development Department	City Manager's Office, BIDA, DDA, Visit East Point

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Help promote financial and homeownership literacy among existing residents	Affordable Housing Division, Planning and Community Development Department	Economic Development Department, Brokers & RE Community, Local Banks
Approve more housing options across type and income spectrum to boost the city's socioeconomic diversity and attract desired amenities and businesses	City Manager's Office, Planning and Community Development Department	Economic Development Department
Explore amending the existing zoning ordinance to expand the property classes that allow accessory dwelling units (ADUs) by-right in order to preserve housing affordability within the city	City Manager's Office, Planning and Community Development Department	Economic Development Department
Complete a Redevelopment Guide for focus projects within the LCI Study Area	Economic Development Department, Planning and Community Development Department	City Manager's Office
Develop an implementation coalition for the TOD Area	Planning and Community Development Department, Economic Development Department, Main Street Association	City Manager's Office, Property Owners, MARTA, Fulton County, DDA, BIDA
Focus on infill development opportunities [smaller-scale projects]	Planning and Community Development Department, Economic Development Department	City Manager's Office, Property Owners, MARTA, Fulton County, DDA, BIDA

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Develop a proactive marketing and recruitment strategy for the TOD Area	Planning and Community Development Department, Economic Development Department, Visit East Point	City Manager's Office, Property Owners, DDA, BIDA, Main Street Association
Increase code enforcement to address disinvested properties	Police Department, Planning and Community Development Department	City Manager's Office, Economic Development Department
Establish a Design Review Committee made up of representatives from each City and the CID	Planning and Community Development Department, City of Hapeville, City of College Park, ATL Airport CIDs	Economic Development Department
Create an Urban Agriculture Resource Database and How to Guide for urban growers	UAC, Urban Agriculture Manager	Other stakeholders (i.e. other urban growers and food advocates), Economic Development Department, Planning and Community Development Department, East Point Power
Conduct a zoning code audit to identify potential barriers to urban agriculture	Planning and Community Development Department, UAC, Urban Agriculture Manager	Economic Development Department

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Pursue local messaging opportunities	UAC, Urban Agriculture Manager	Economic Development, Destination Marketing Organization, ArtsXchange, East Point Farmers Market, City of East Point Healthy Point program, East Point Power
Create a dashboard to elevate transparency of procurement, land-use and economic development opportunities/actions	City Manager's Office, Planning and Community Development, Information Technology Department	Economic Development Department, DDA, BIDA
Adjust zoning to allow neighborhood retail (via Accessory Commercial Units) through the Unified Development Code rewrite process	City Manager's Office, Planning and Community Development	Economic Development Department
Explore the creation of a Community Improvement District on the Cleveland Avenue and Main Street Commercial Corridors	Planning and Community Development, BIDA, DDA, Main Street Association	Economic Development Department
Utilize local creatives in community beautification and placemaking efforts	Public Arts Division, Planning and Community Development Department	Economic Development Department, Main Street Association
Leverage philanthropic partners and other grants to support economic innovation	Grants Manager	Economic Development Department, Planning and Community Development Department

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Engage various partners to showcase youth talent and create career pipelines for local students	Local Schools, Aerotropolis Atlanta	High Musuem, Fulton County Youth Committee, Fulton County Opportunity Youth Initiative, Economic Development Department, Planning and Community Development Department
Establish a clear Equitable Economic Development vision for East Point	Economic Development Department, City Manager's Office	Planning and Community Development Department
Secure and implement additional USDA grants for community health initiatives	UAC, Urban Agriculture Manager	Grants Manager, Economic Development
Create a Willingham Corridor Task Force	Public Works Department, Police Department, Economic Development Department, Planning and Community Development Department	City Manager's Office, Aerotropolis Atlanta, City of College Park, City of Hapeville
Establish Headwaters Creative Hub	Economic Development Department, Planning and Community Development Department	City Manager's Office, Aerotropolis Atlanta, City of College Park, City of Hapeville, EPA

Implementation Strategy Snapshot

	Lead Department	Supporting Partner
Expand or Create a Tax Allocation District (TAD) [to include the Willingham Drive and Central Avenue areas]	Economic Development Department, City Manager's Office	Fulton County, Fulton County Schools, BIDA
Conduct Brownfield Assessment of Catalytic Sites	Grants Manager, Economic Development Department, Planning and Community Development Department	City Manager's Office

EAST POINT PROFILE

OVERVIEW

It is important to establish a current profile of the city to help determine the aspects of its people, industry, and built environment that will influence its trajectory over the next ten years. Each of the metrics observed influence the types of businesses, amenities, or jobs that are in East Point. This encompasses both historical and current trends on East Point's population and households, businesses and industries, and the built environment.

Population & Households

Future economic growth is partially dependent on the ability of the city to add new residents and households. If so, this creates a larger tax base that can help fund new projects and improvements for the city. This can also serve as a larger client base for the existing businesses and support the creation of new ones.

Demographic Composition

Understanding the demographic composition of a place can provide insights into the different needs and preferences residents have for spending and amenities. For example, a multicultural community will more likely increase the demand for restaurant options that offer varied cuisine while a community with an older population is more likely to put higher emphasis on strong healthcare options.

Educational Attainment

While not all well-paying jobs require a post-secondary degree, the share of the population that has pursued post-secondary education is an indicator of a local workforce that is often targeted by employers in knowledge industries such as Information, Professional Services, Finance, and Health Care.

Household Income

An area's household income is a key metric of both the local workforce and new business opportunities. From a workforce perspective, it can serve as the first indicator of whether residents are working in high-paying jobs. From a business perspective, this metric is often used in location decisions (i.e., would there be enough local spending to support that business?).

Labor Force and Job Mix

Discerning the jobs resident workers have (labor force) versus the jobs that exist within the community can uncover any mismatches between the local workforce and existing jobs. For example, if a large portion of the jobs within the community are in one industry but a small share of the local labor force is employed in that same industry, then that industry may be one to target for workforce initiatives.

Commuting Patterns

Building on any labor force and job mix mismatches, observing commuting patterns can help determine where resident workers are employed if they leave the city for work. It can also show in which local industries workers are being "imported". If a community has many in-commuters, this may be due to the land use mix between residential and commercial or a particular industry may be serving as a regional hub.

Real Estate

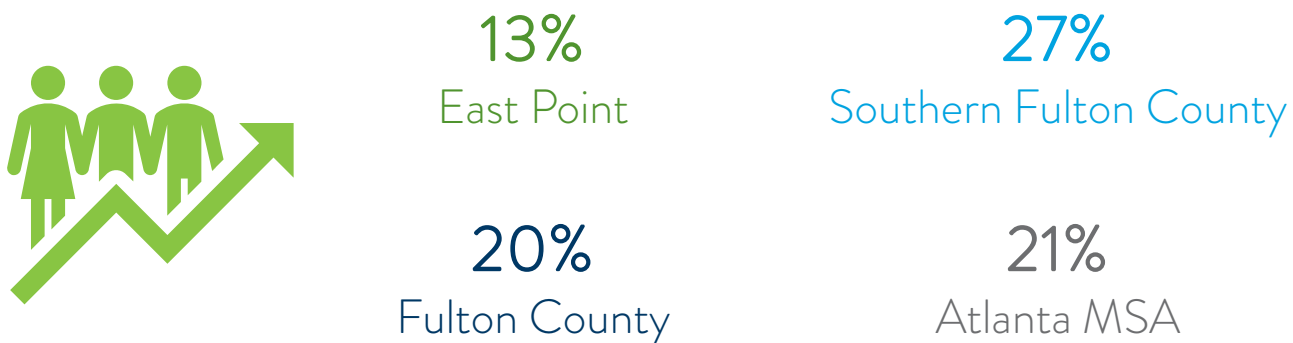
Observing the city's real estate trends provides key insights about the built environment that influence which industries and businesses can find a home within the city. It also serves as an indicator how and where East Point can accommodate its current and projected growth.

DEMOGRAPHIC PROFILE

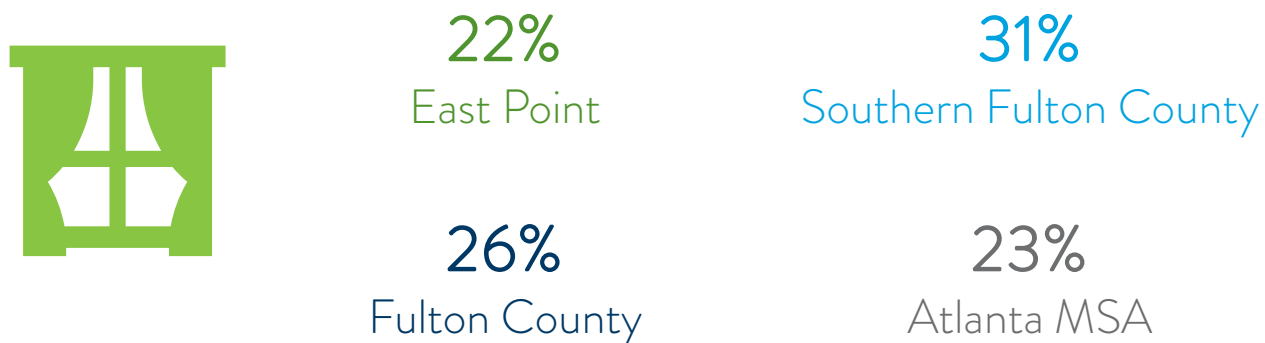
East Point is currently home to an estimated **38,074 residents**, 13% higher than in 2010. However, its rate of growth has been behind southern Fulton County, the county overall, and the entire Atlanta region. Since 2022 the population within the city has marginally declined, suggesting that there may be certain gaps forming between the preferences and needs of residents and what the city currently offers.

Similar to county and regional trends, household growth within East Point has exceeded its growth in population. This translates to smaller average household sizes - the average household size in East Point declined from 2.5 in 2010 to an estimated 2.3 in 2024. Even if new household creation is being spurred predominately from the existing community rather than new residents moving into East Point, this still puts pressure on housing demand as there are still more homes needed to accomodate the division of existing households.

Population Growth, 2010-2024

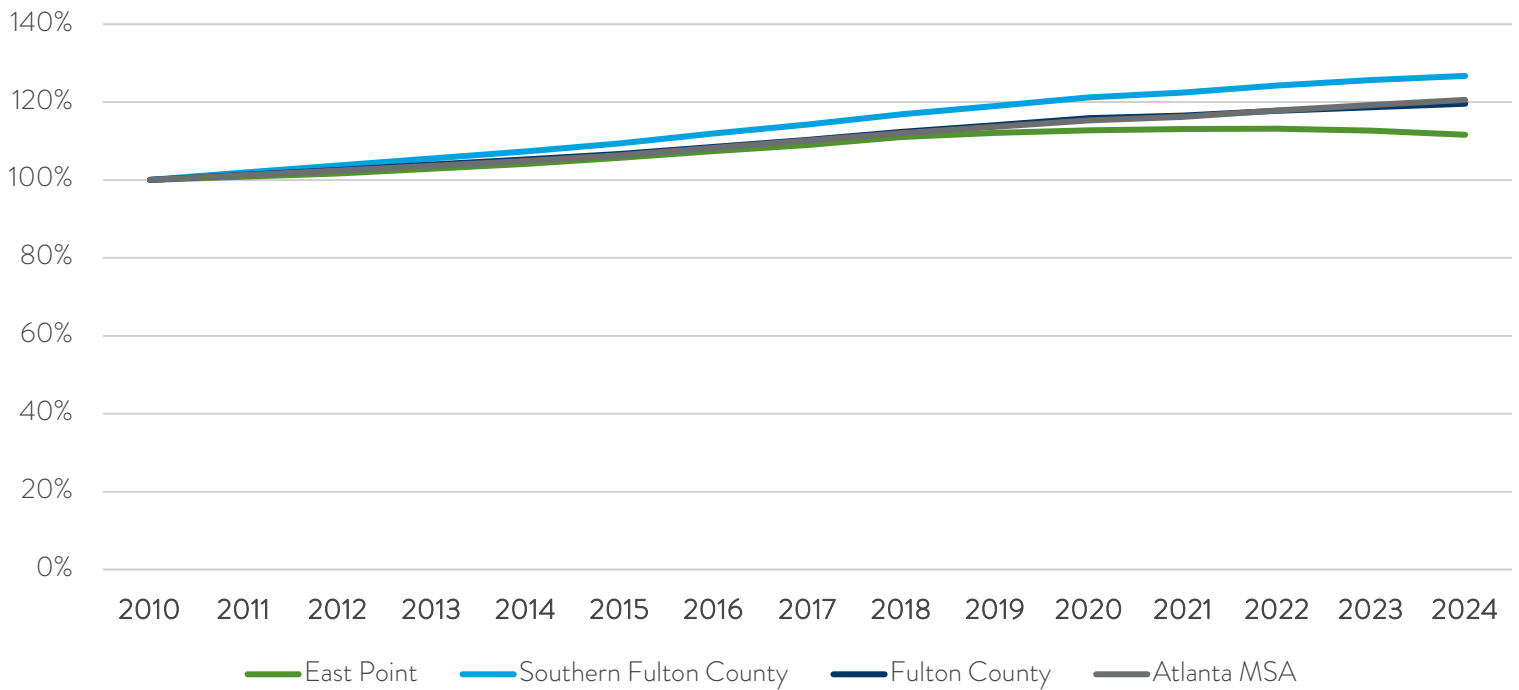


Household Growth, 2010-2024

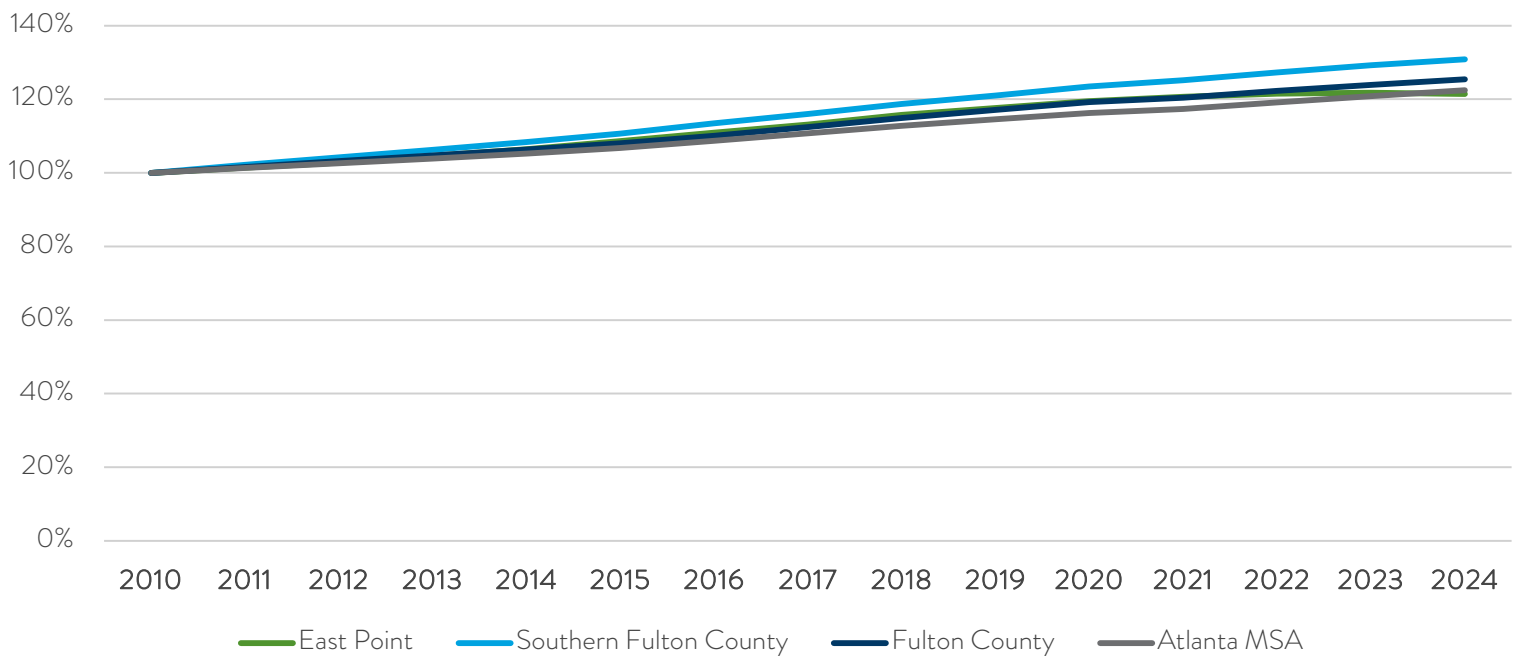


Source: KB Advisory Group with data from Esri

Relative Population Growth, 2010-2024



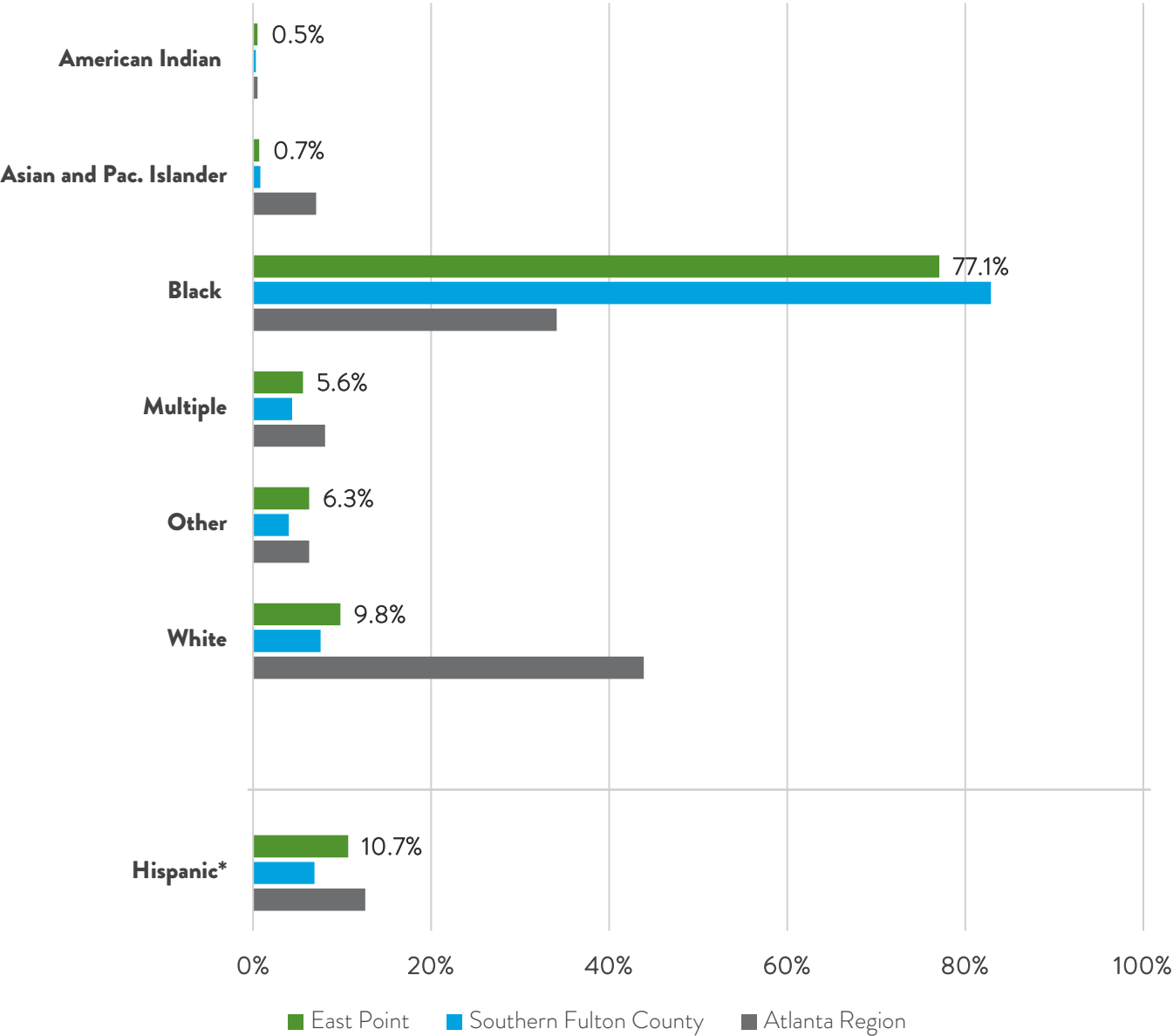
Relative Household Growth, 2010-2024



Source: KB Advisory Group with data from Esri

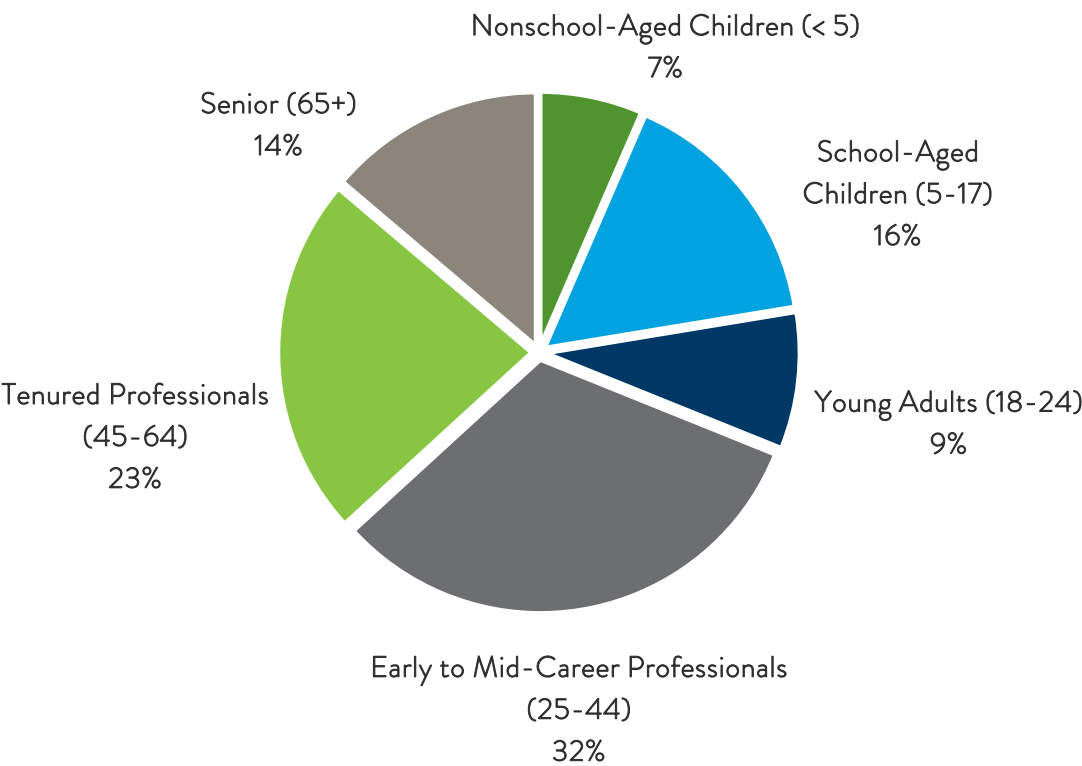
East Point also continues to be a diverse community among its southern Fulton County peers. The Diversity Index summarizes racial and ethnic diversity by measuring the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). While East Point is not as diverse at the region as a whole, it has a higher diversity index than southern Fulton County overall.

Diversity Index: 50.6 Southern Fulton County: 39.3 Atlanta Region: 74.8

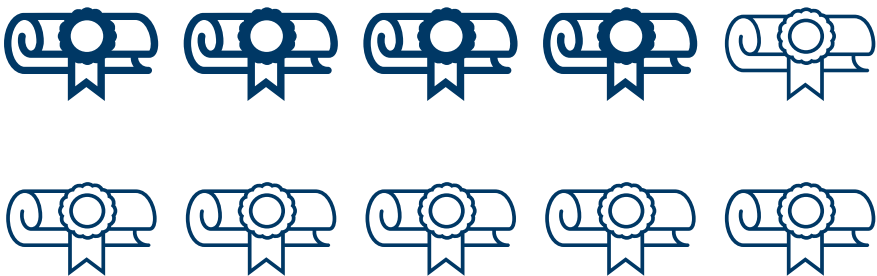


Almost a third of this diverse community are considered Early to Mid-Career Professionals, or between the ages of 25 and 44. This is similar to trends locally and regionally. Within East Point, this cohort is led by residents who are at the typical age of beginning their professional careers (25-34). However, less than 4 out of every 10 residents 25+ within East Point have at least a 4-year degree or higher. With almost 30% of residents having only a High School diploma or similar as their highest level of educational attainment and another 16% having only attended some college, opportunities exist within the city for further local workforce opportunities.

Share of Population by Age Cohort, 2024

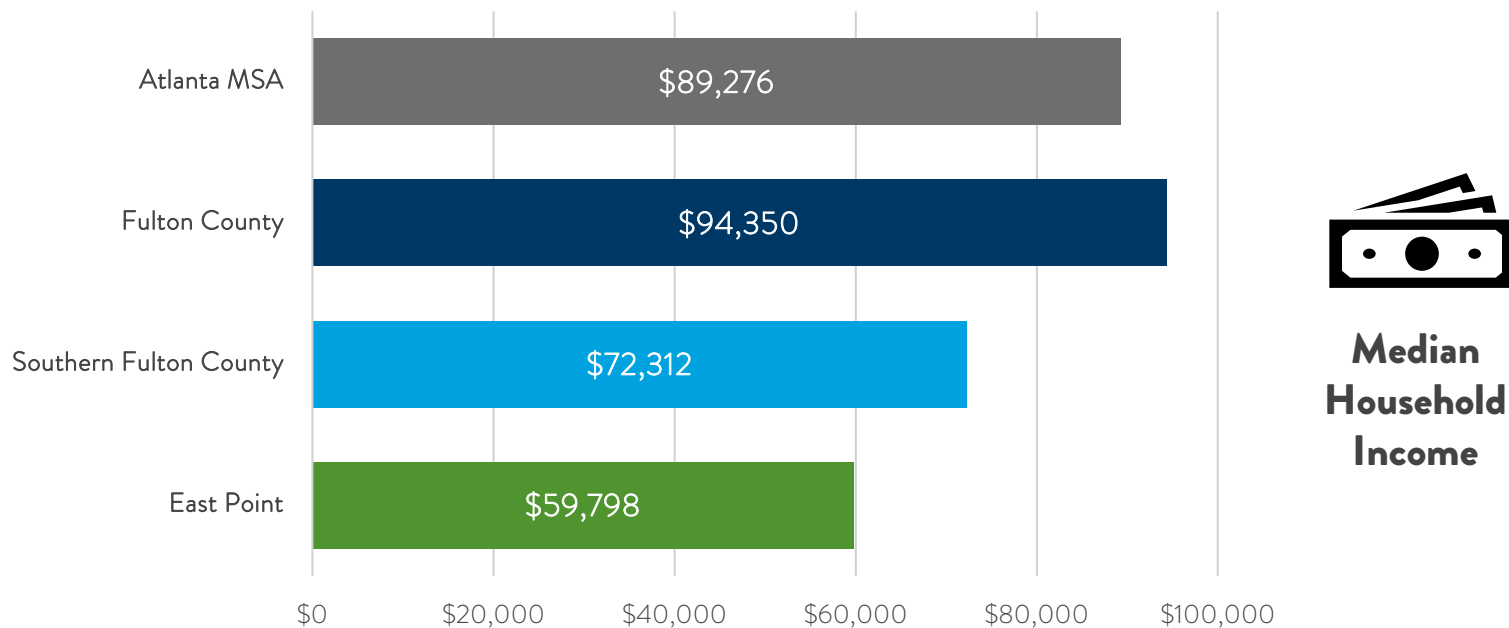


Almost **4** out of every 10 residents over the age of 24 have a 4-year or advanced degree

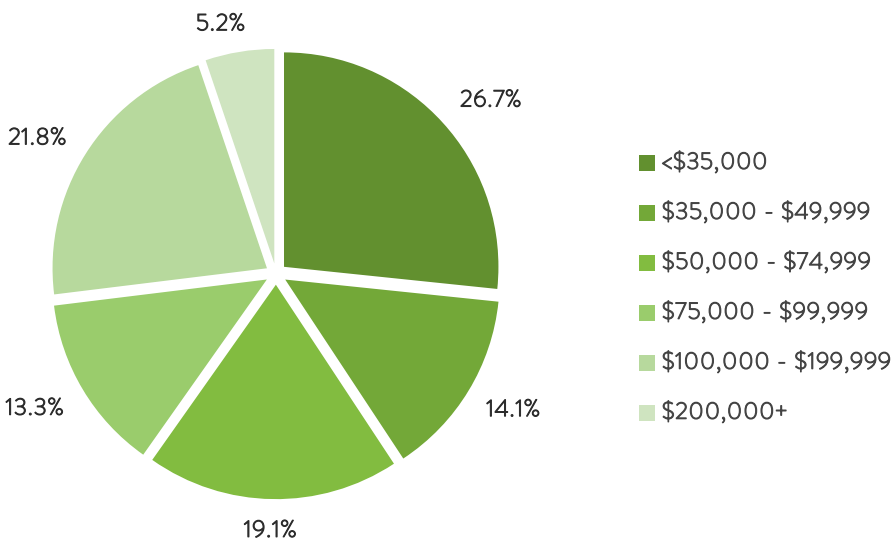


ECONOMIC PROFILE

East Point has a median household income of almost \$60,000 across its over 16,000 households. As the median, half of East Point households earn less and half earn more. With over a quarter of households within the city earning less than \$35,000 annually, the median disposable income, or after-tax household income, is estimated at \$49,998.



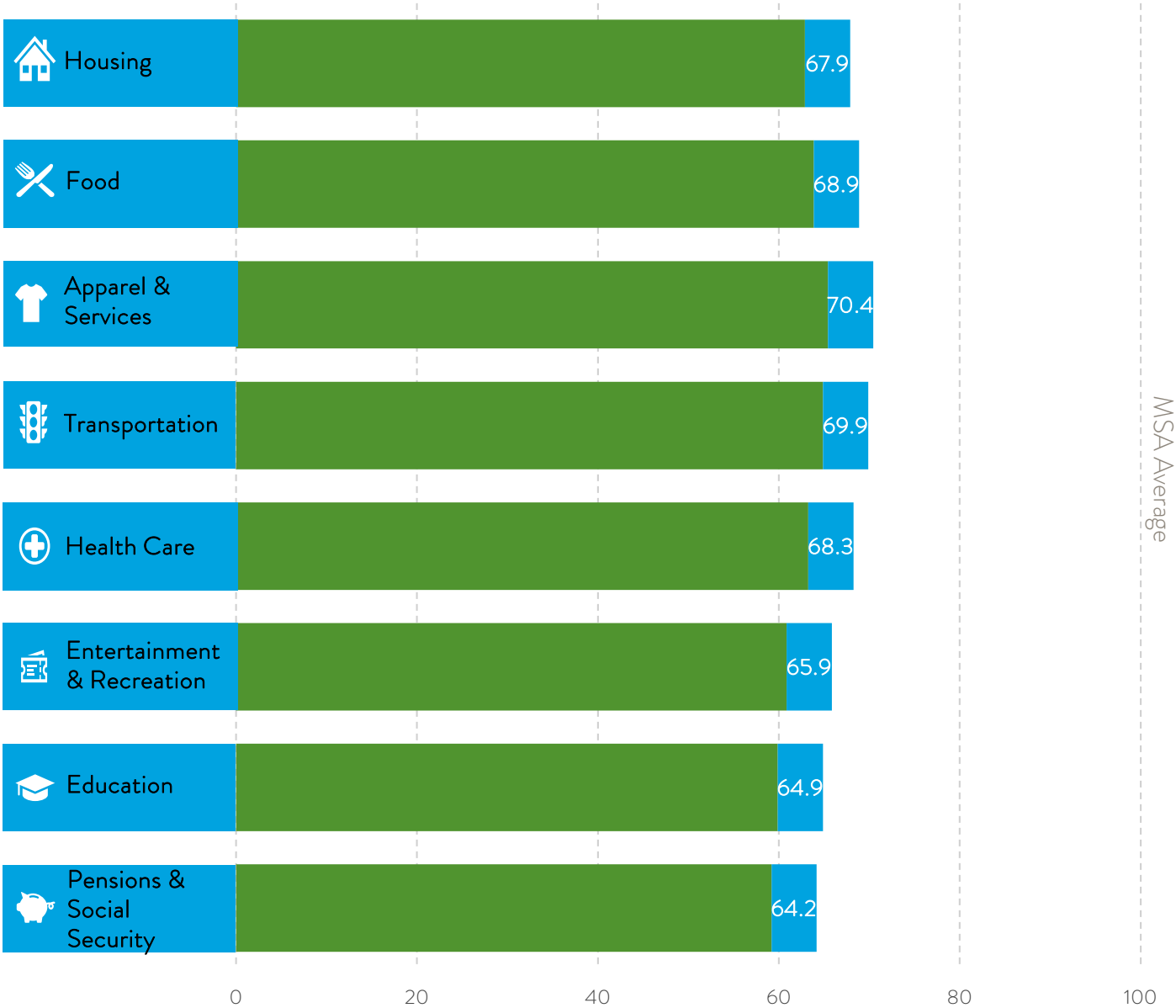
Share of East Point Households by Income, 2024



Source: KB Advisory Group with data from Esri

Due to this, East Point households spend less than the average household regionwide on most major categories. The spending potential index compares the average amount spent by East Point households for the indicated categories to the average amount spent by all MSA households. An index of 100 is the MSA average. An index of 50 shows that average spending by households in East Point is 50 percent below the MSA average. With a lower average than the region, this further highlights the importance of investing in workforce development so that residents have the education and skills that are in demand for higher-paying jobs. Higher-paying jobs will also raise the spending potential of households within East Point which will further attract and retain new businesses.

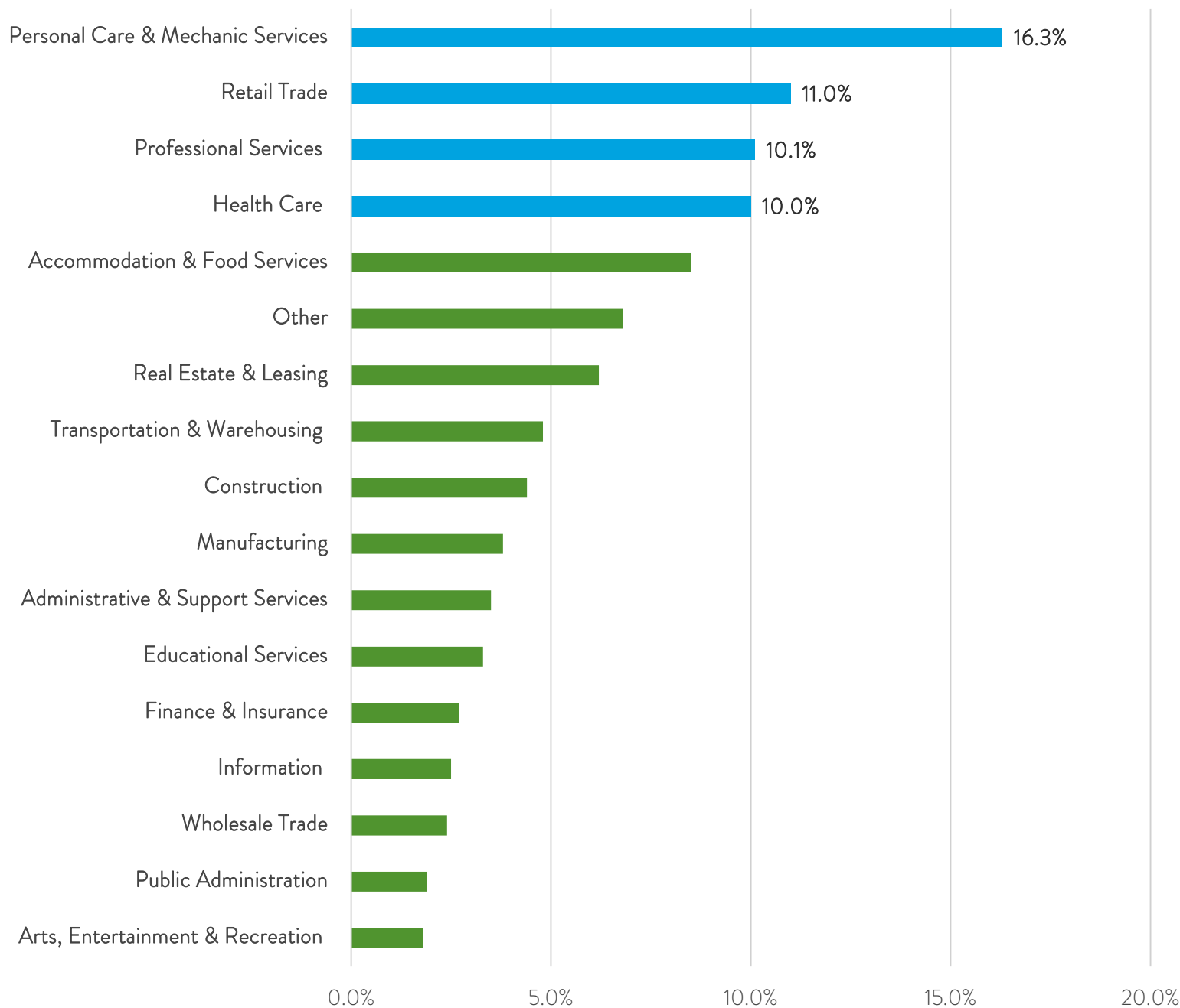
Spending Potential Index (100 = MSA Average)



Source: KB Advisory Group with data from Esri

As of 2024, East Point hosts an estimated **1,412 businesses** - the largest share are in Personal Care Services, Retail Trade, Professional Services, and Health Care*. Other notable shares of the city’s business base include Accommodation & Food Services, Real Estate & Leasing, and Transportation & Warehousing.

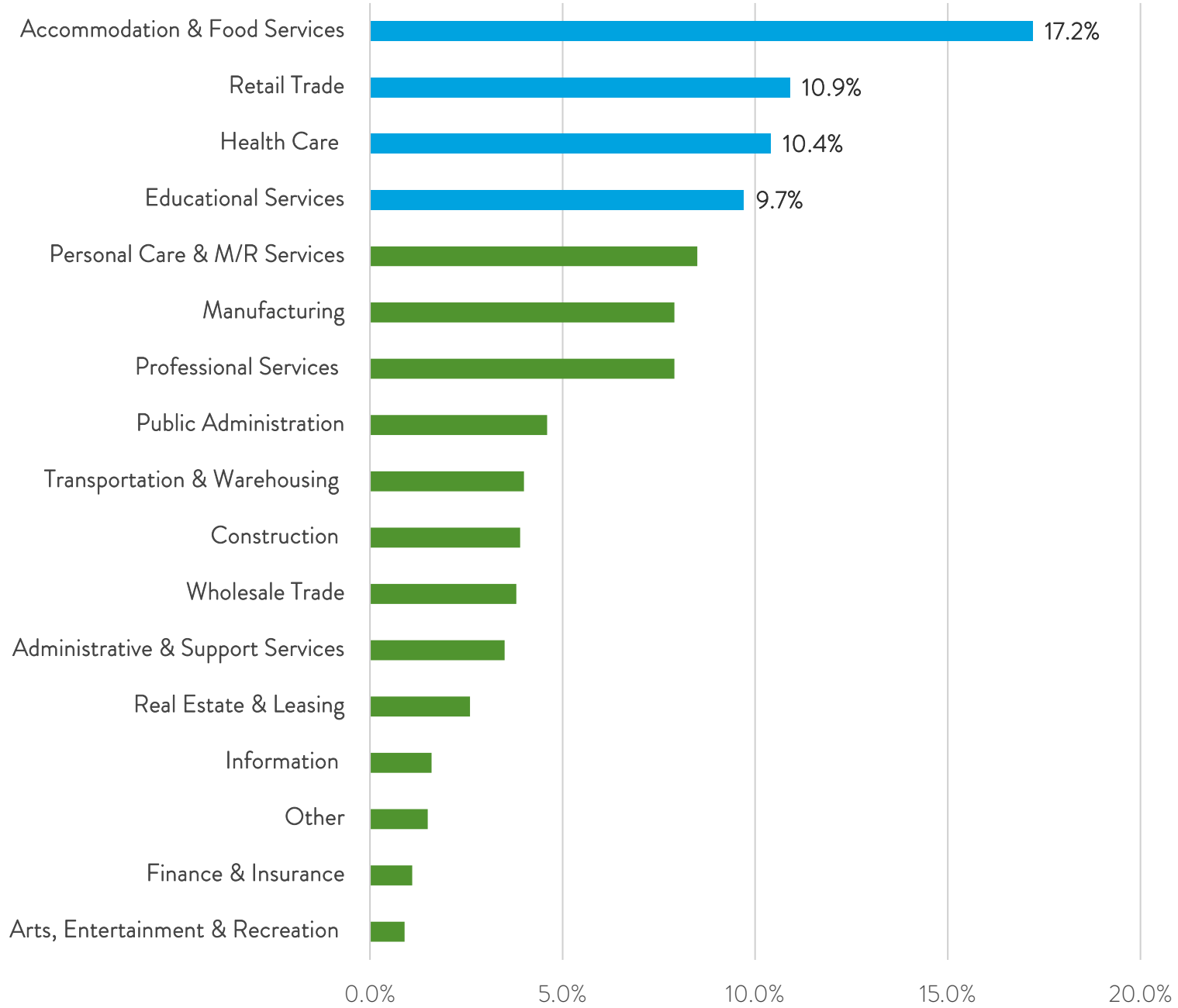
Share of Businesses by Industry, 2024



**With the closure of Atlanta Medical Center South at the beginning of 2024, these estimates may be higher than actual numbers
Source: KB Advisory Group with data from Esri*

These businesses support an estimated **15,949 jobs**. The largest employment sectors in East Point are Accommodation & Food Services, Retail Trade, Health Care*, and Educational Services. Other notable shares of the city’s job mix include Personal Care Services, Manufacturing, and Professional Services.

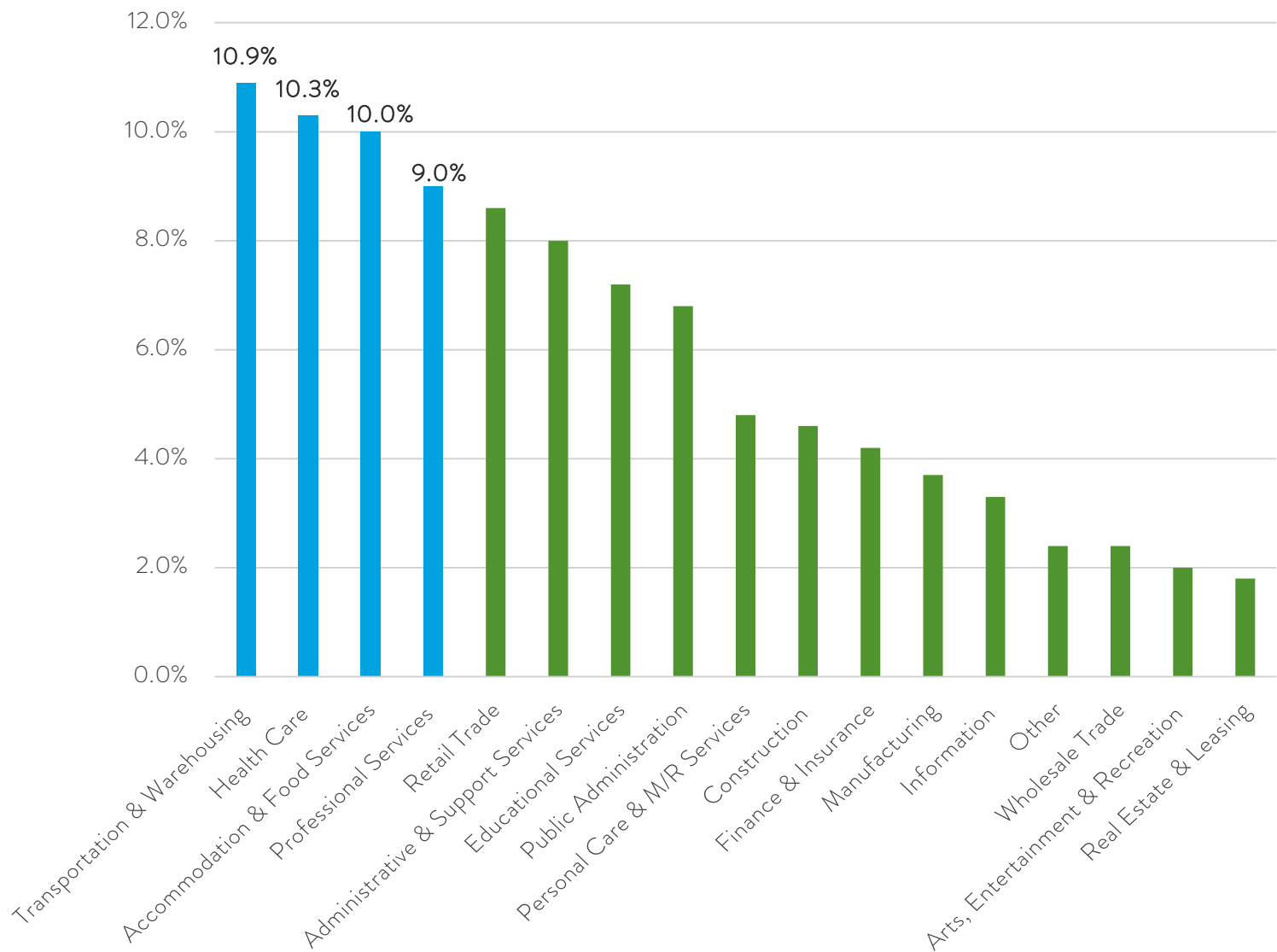
Share of Jobs by Industry, 2024



**With the closure of Atlanta Medical Center South at the beginning of 2024, these estimates may be higher than actual numbers*
Source: KB Advisory Group with data from Esri

East Point is also home to an estimated **labor force of 19,089**. These working residents are concentrated in the Transportation & Warehousing, Health Care*, Accommodation & Food Services, and Professional Services industries. For every 100 residents, 10 are in a management role, 13 are in office or administrative support, and 14 are in a transportation or material moving role.

Share of Labor Force by Industry, 2024



67.0%

Labor Force
Participation Rate

6.3%

Unemployment
Rate

62.8%

Employment-
Population Ratio

**With the closure of Atlanta Medical Center South at the beginning of 2024, these estimates may be higher than actual numbers
Source: KB Advisory Group with data from Esri*

The local labor force in East Point exceeds the number of jobs, characterizing East Point as a “bedroom community” or where many working residents within East Point commute outside of the city for work. The largest mismatch between local jobs and labor force is in the Transportation & Warehousing industry, likely due to the city’s proximity to Hartsfield International Airport. For some of the city’s largest industries, the number of jobs exceed the number of working residents employed in that same industry so workers from other areas are being employed to fill these jobs.

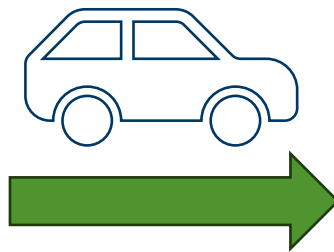
Jobs v. Labor Force by Industry, 2024



Given East Point's location in the metropolitan region, workers commute to and from the immediate surrounding area. With an estimated daytime population of 36,425, East Point has more people commute out of the city than commute in on average. Based on 2021 commuting patterns, 30% of working residents work in Atlanta whereas only 11% of workers in East Point are coming from there.

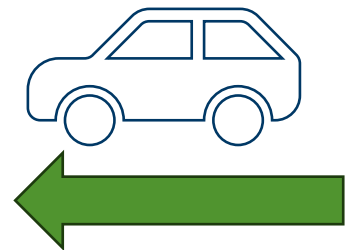
The top places that workers commute into East Point from:

- Atlanta (10.5%)
- South Fulton (5.4%)
- Macon-Bibb County (1.8%)



The top places where working residents are employed:

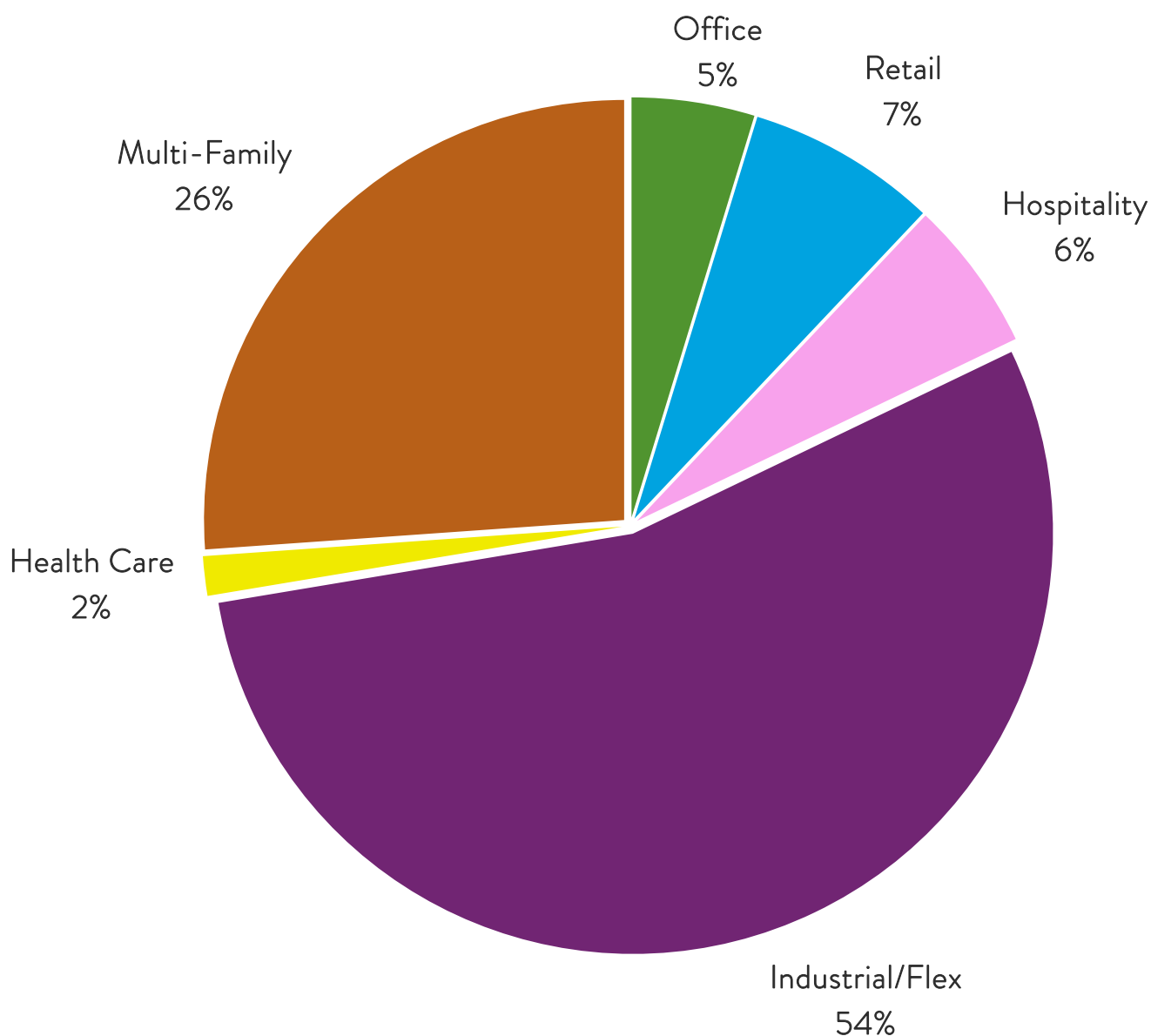
- Atlanta (30.4%)
- College Park (6.0%)
- Sandy Springs (3.5%)



REAL ESTATE PROFILE

East Point hosts almost **30 million square feet (SF) of commercial real estate**. Of that, industrial/flex space dominates East Point's commercial real estate inventory. The city has added significantly to its industrial inventory since 2020 and now has over 16 million square feet, almost 10% of countywide inventory. In addition to recent industrial growth, East Point has had a gradual increase in multi-family inventory over the past two decades. Multi-family now makes up about a quarter of East Point's commercial inventory. Office, retail, and hospitality space each represent less than 10% of all commercial space in the city.

Share of Commercial SF, Q2 2024



Source: KB Advisory with data from CoStar



RETAIL

	East Point	Fulton County
Existing SF	2,162,374	76,132,618
Avg. Rent/SF	\$16.27	\$24.35
Avg. Occupancy	98.2%	95.8%



OFFICE

	East Point	Fulton County
Existing SF	1,395,798	172,336,776
Avg. Rent/SF	\$26.86	\$33.49
Avg. Occupancy	94.5%	80.6%



MULTI-FAMILY

	East Point	Fulton County
Existing Units	6,952	202,023
Avg. Effective Rent/Unit	\$1,231	\$1,662
Avg. Occupancy	82.1%	87.8%



HOSPITALITY

	East Point	Fulton County
Existing Rooms	2,855	45,637
Avg. Daily Room Rate*	\$108	\$161
Avg. Occupancy*	68.1%	65.0%



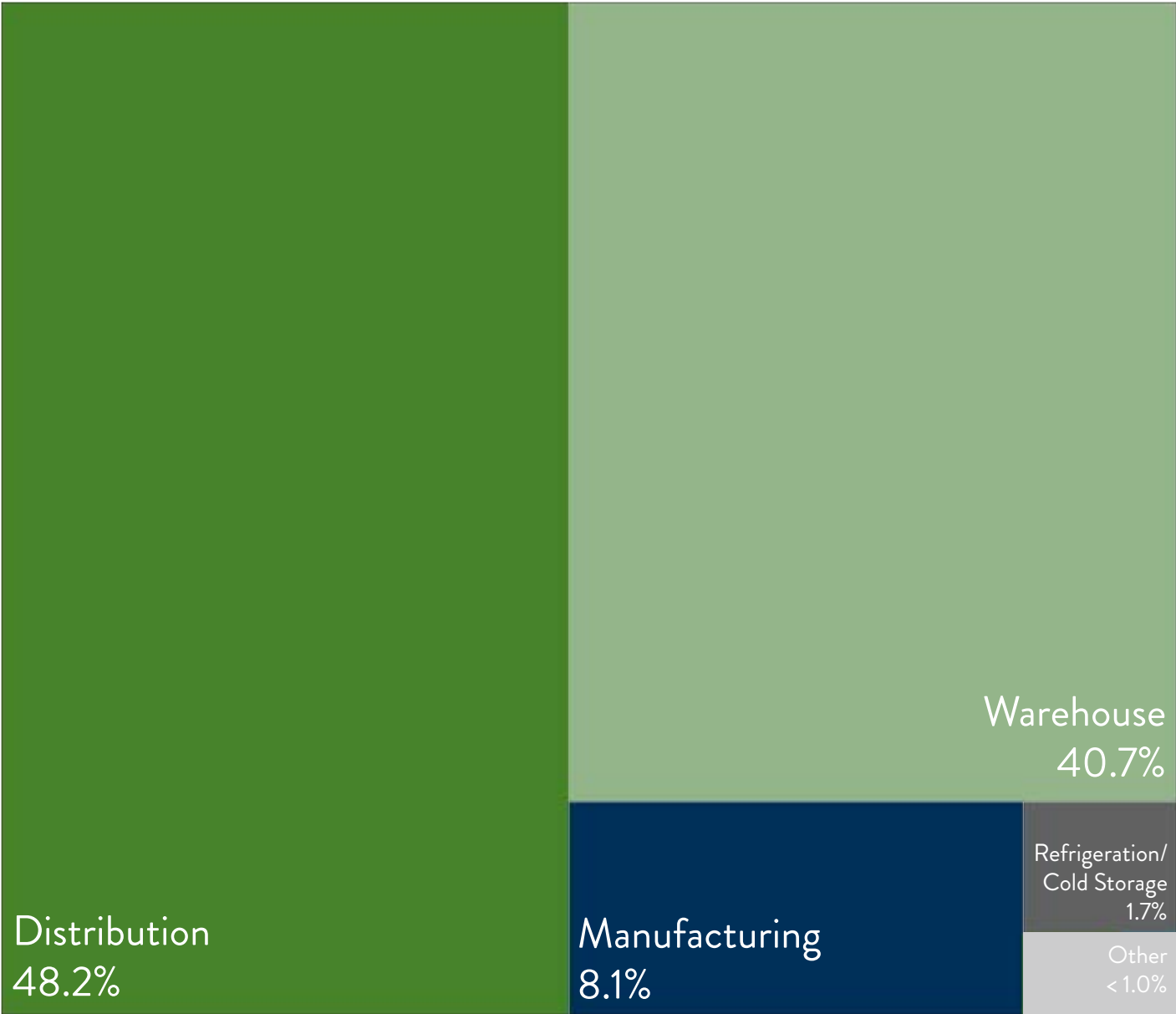
INDUSTRIAL/FLEX

	East Point	Fulton County
Existing SF	16,284,973	185,499,154
Avg. Rent/SF	\$7.74	\$11.50
Avg. Occupancy	90.4%	93.0%

**Metrics are submarket averages and are inclusive of all hospitality types
Source: KB Advisory Group with data from CoStar*

The largest portion of East Point’s industrial inventory is used for distribution, with warehousing and distribution making up nearly 90% of all industrial use in the city. Manufacturing is a smaller but still significant presence within the city, occupying nearly 1.3 million square feet of industrial space.

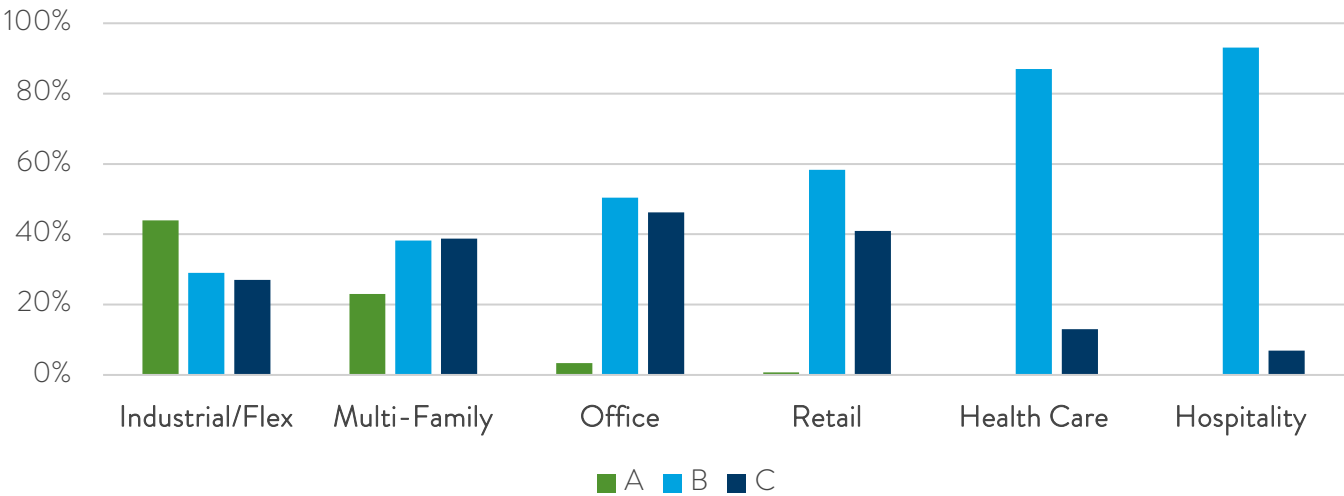
Industrial Uses by SF, Q2 2024



Source: KB Advisory with data from CoStar

East Point’s Class A inventory is concentrated in industrial properties, and to a lesser extent multi-family. These properties typically are the most updated, have multiple amenities, and are positioned in the most desirable locations. Within retail, office, and all other categories, East Point’s commercial real estate is made up of Class B and C buildings, which is typical of older stock.

East Point Inventory Types by Class, Q2 2024



Class A Property Examples



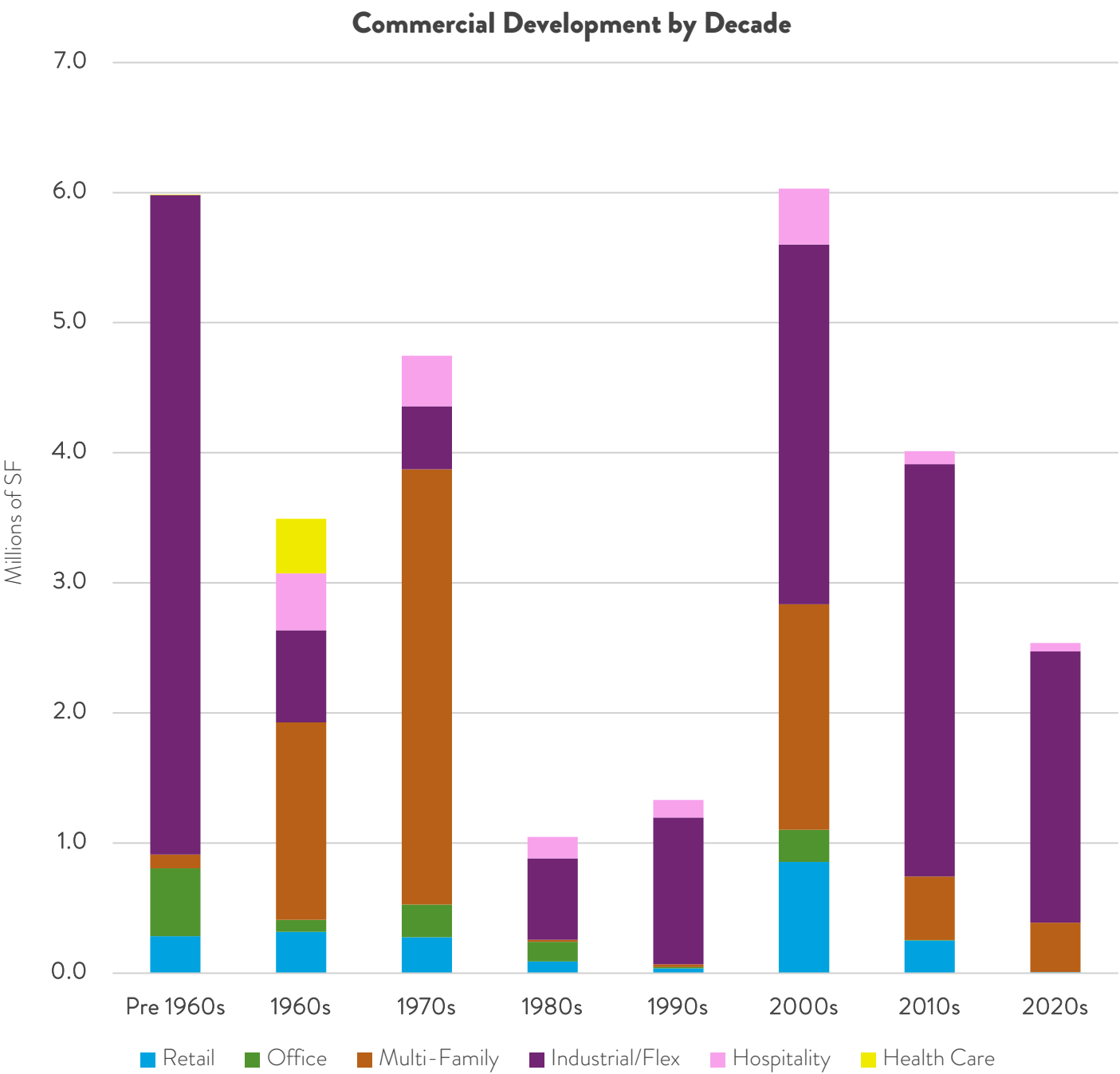
Airport Fulfillment Center
Image Source: CoStar



The Reserve at Redwine
Image Source: CoStar

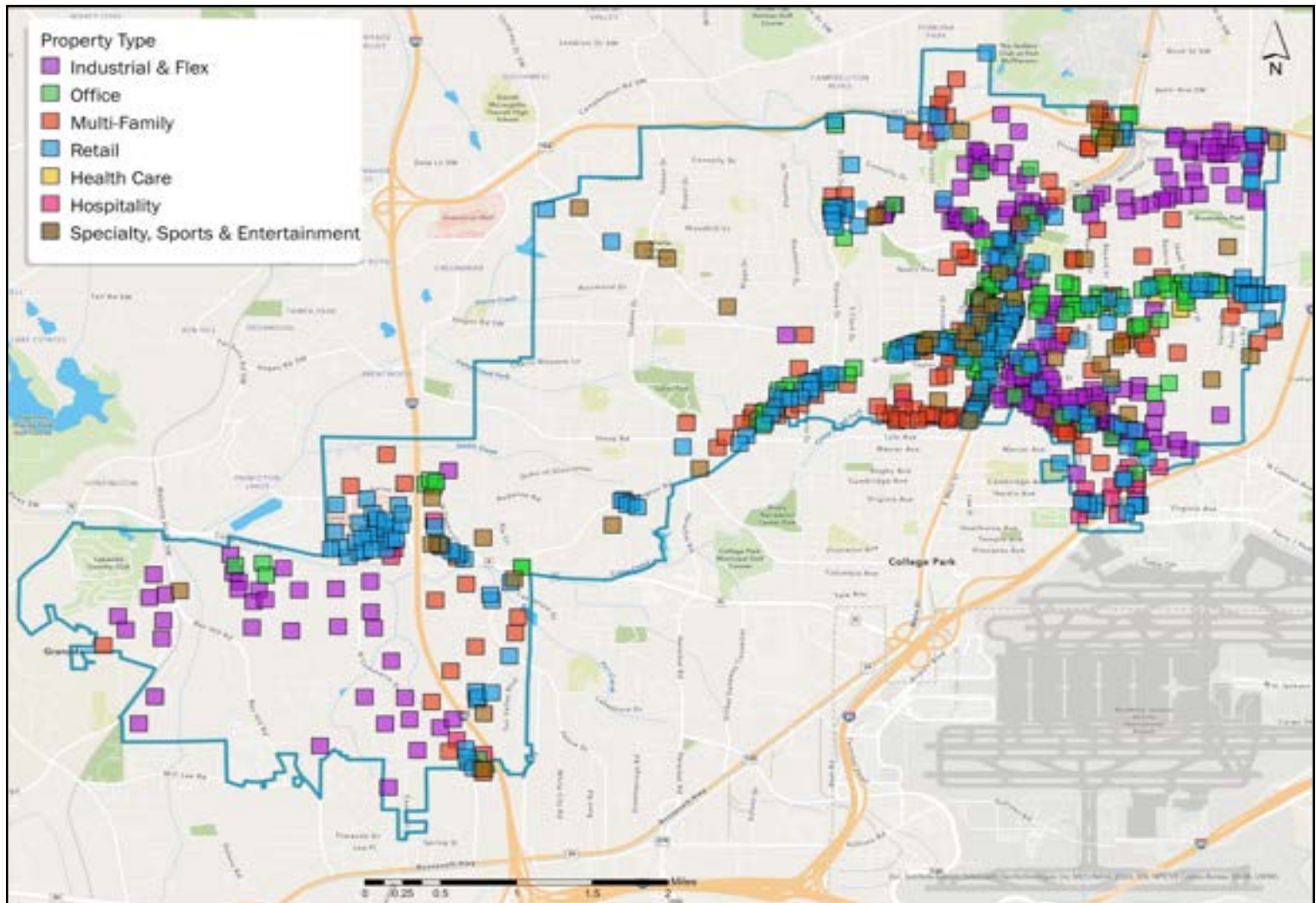
Source: KB Advisory with data from CoStar

Almost half of East Point’s commercial inventory was delivered prior to 1980. New construction rebounded in the 2000s, with industrial properties continuing to constitute a majority of new development since then. Multi-family developments peaked in the 1970s and have seen some new deliveries since 2000.



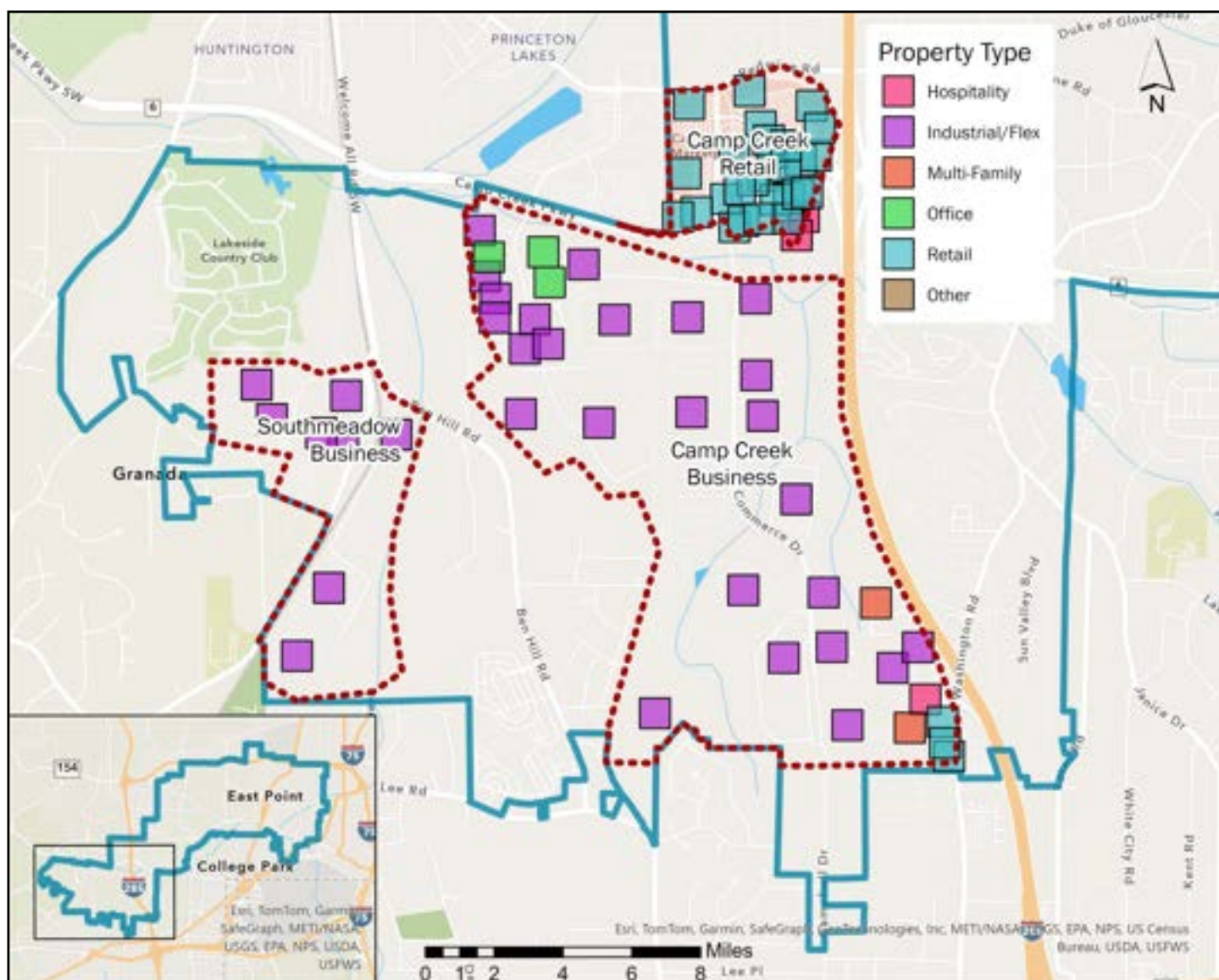
Source: KB Advisory with data from CoStar

Most of East Point's commercial real estate is clustered along Highway 29 and its arteries. There are strong concentrations of industrial buildings to the north, along Highway 166, and to the south, along the Willingham Drive corridor. Another heavily industrial area exists in southwest East Point, along I-285 and the Camp Creek corridor. Retail and office predominate downtown, with multi-family mostly concentrated to the south and west along Washington Road or I-285.



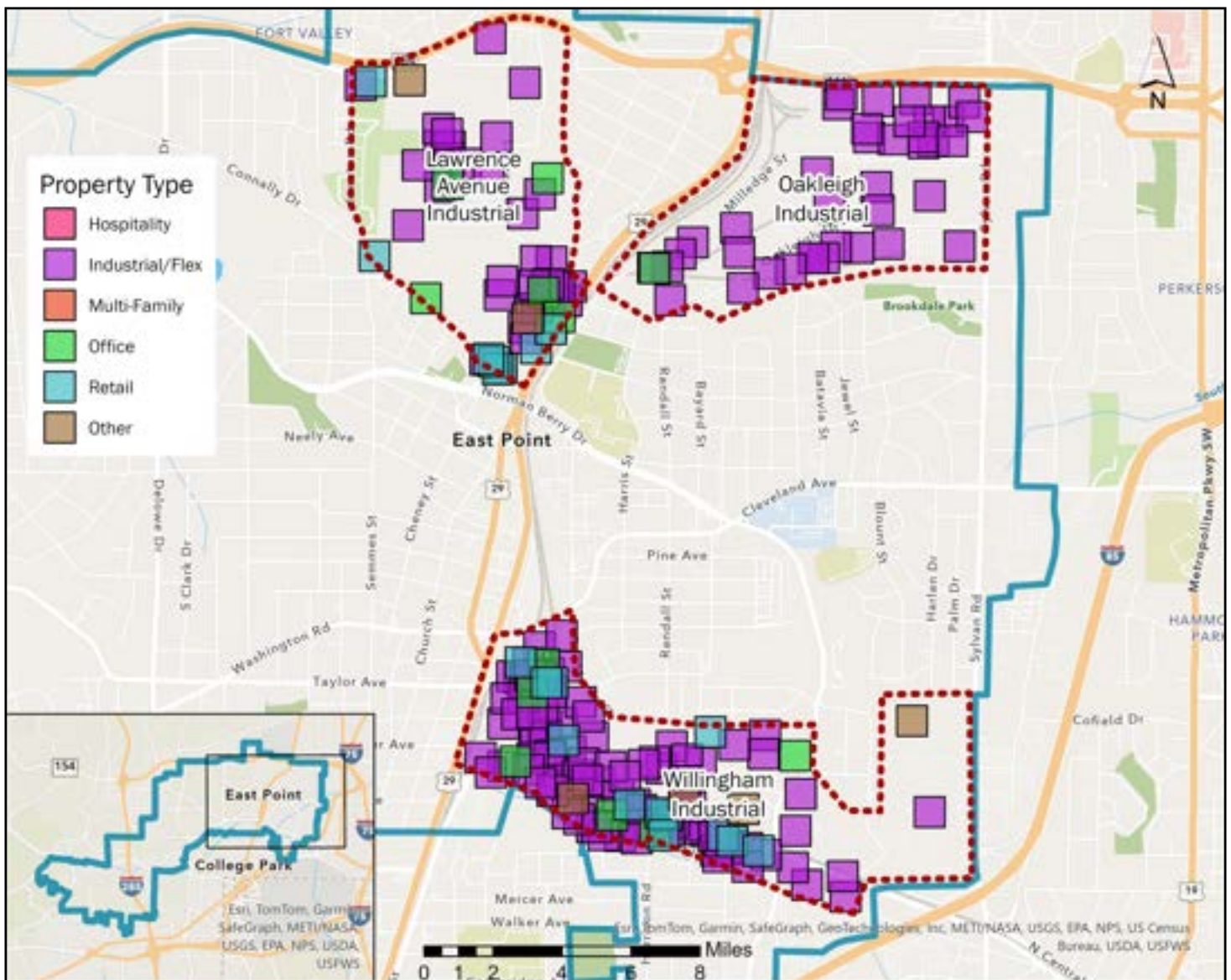
Source: KB Advisory with data from CoStar

East Point contains multiple nodes where economic activity is concentrated. Southwestern East Point, along Interstate-285 and Camp Creek Parkway, contains three major nodes of industrial and retail space. Outside of distribution and warehouse, South Meadow is also near the Georgia Sports Park and the future Microsoft Data Center Campus. The Camp Creek Business Center Park houses distribution for many national companies such as Home Depot, Duke Realty, Amazon, Piedmont Medical, Kuehne + Nagel, and Dicks Sporting Goods. Across Camp Creek Parkway is Camp Creek Marketplace which serves as the city's main retail and restaurant hub.



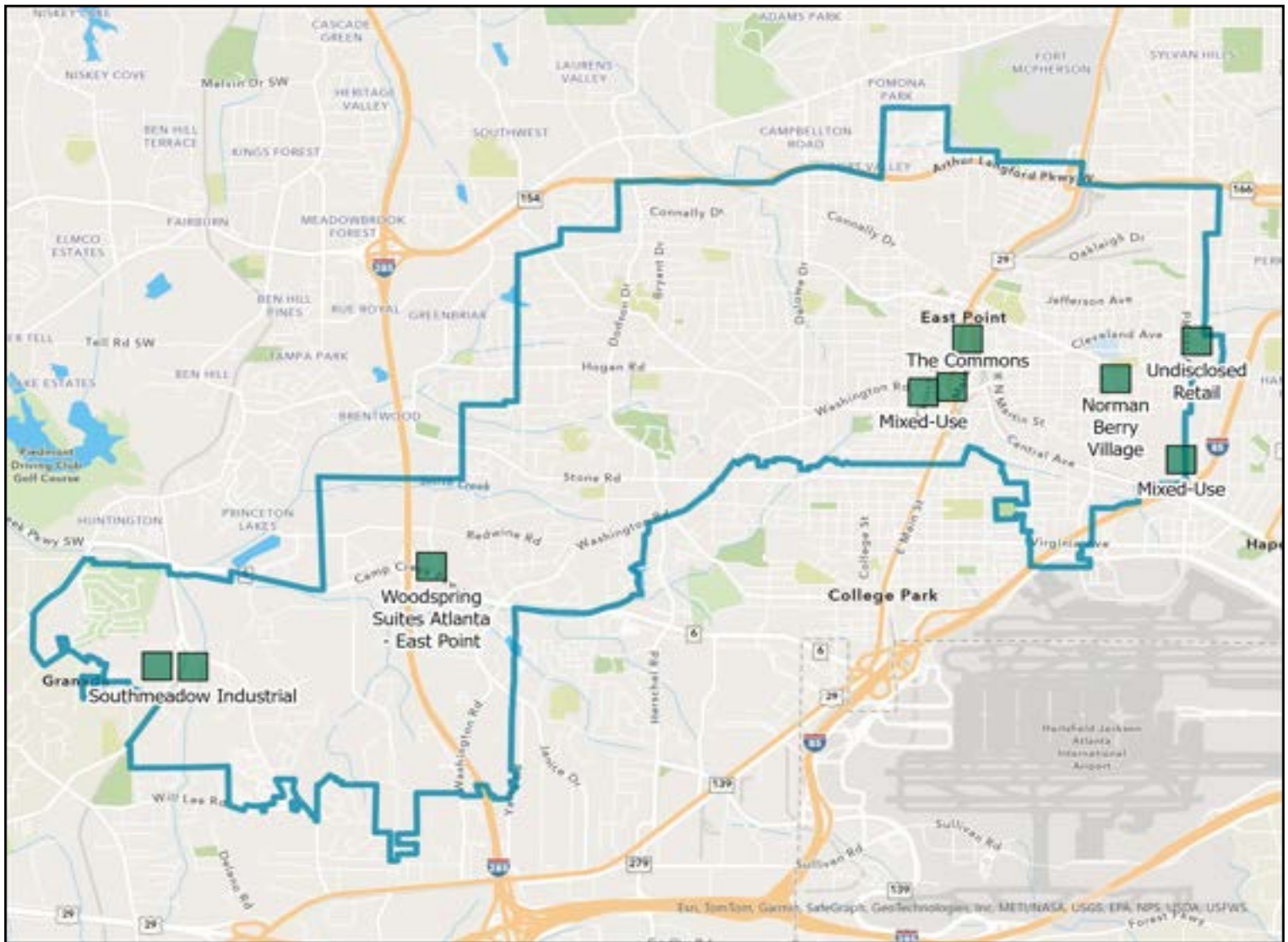
Source: KB Advisory with data from CoStar

The areas around downtown East Point contain multiple major industrial nodes that also have some mix of space. The Lawrence Avenue and Oakleigh Industrial area is home to a variety of commercial spaces such as the Creekside Distribution Center (anchored by PODS and Walmart), firms that support film production (such as REEL Supplies), Ardens Garden distribution and flex space, The Common Market Southeast fresh food wholesaler, and the Arts XChange. Willingham Industrial has a high concentration of commercial space that includes Atlanta Utility Works, East Point City Annex, and the East Point Housing Authority.



Source: KB Advisory with data from CoStar

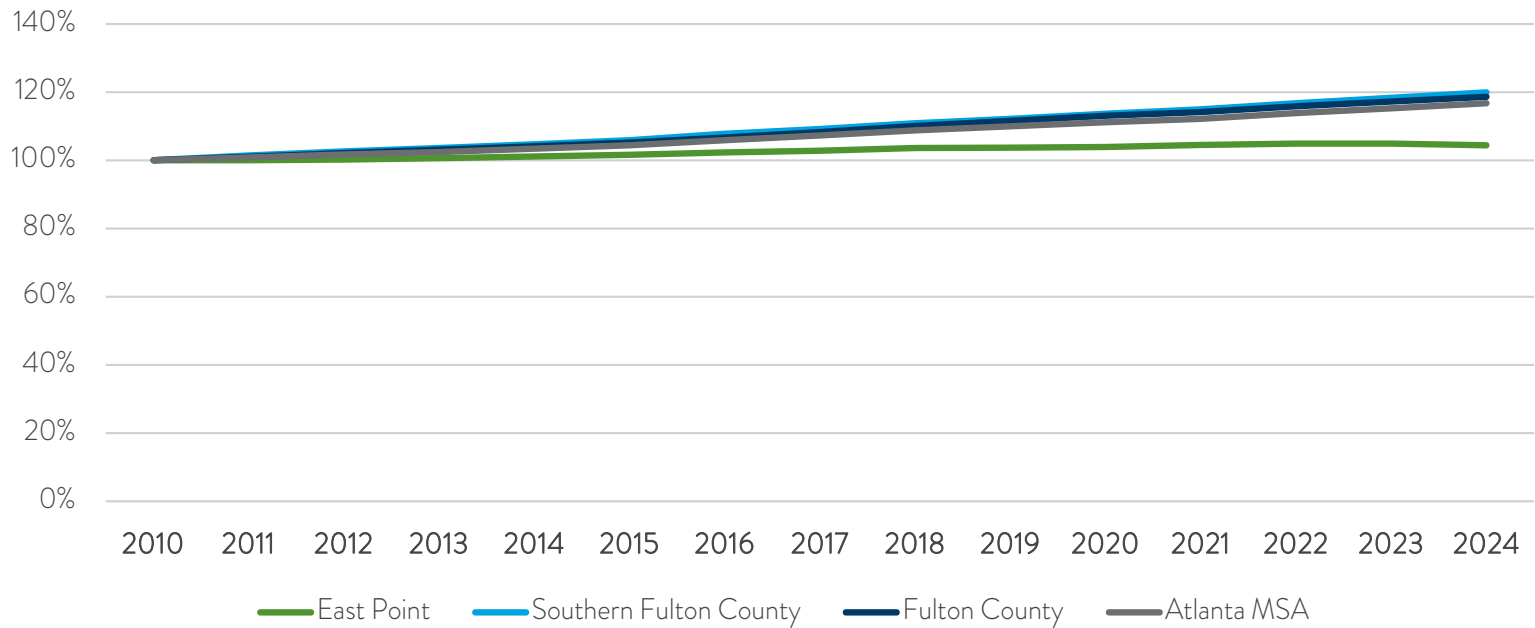
As of Q2 2024, there are nine properties in the commercial real estate pipeline in East Point. The pipeline notably includes The Commons project, which will add significantly to downtown East Point's multi-family and retail inventory while creating a “center of gravity” for the downtown area.



Source: KB Advisory with data from CoStar

In terms of overall residential, delivery of new housing units within East Point has been marginal since 2010. Despite housing unit growth of 20% in southern Fulton County since 2010, East Point has only seen 5% growth. Slower delivery of new housing stock can limit ability to retain and attract residents in the community.

Relative Housing Unit Growth, 2010-2024



5%

East Point

20%

Southern Fulton County

19%

Fulton County

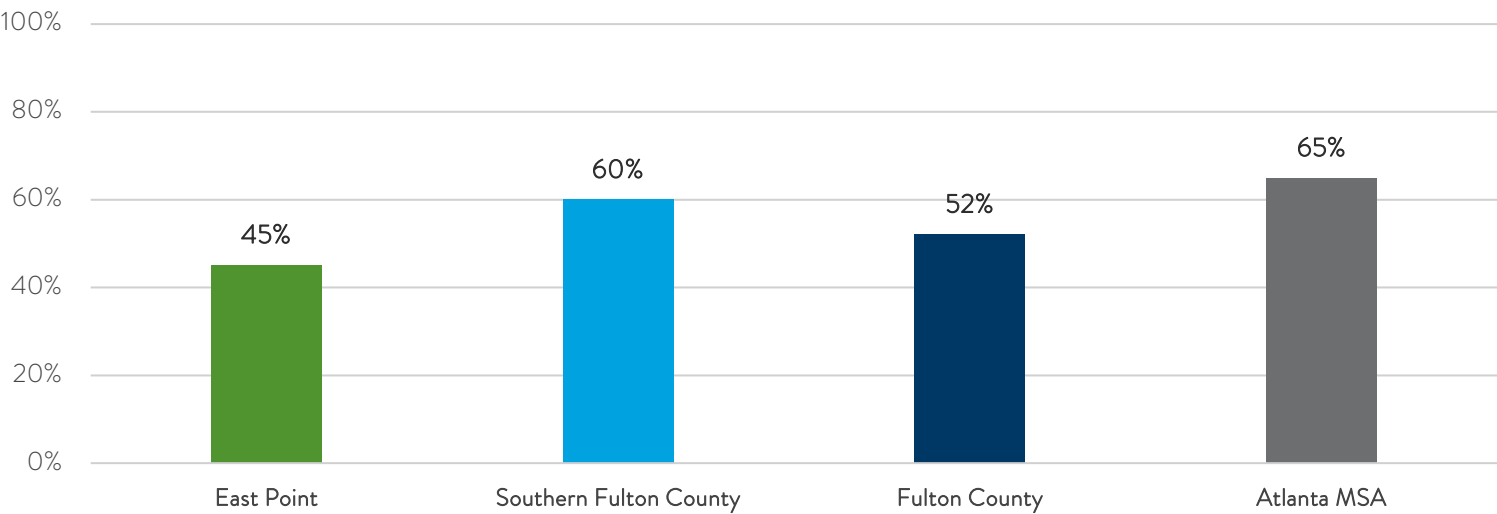
17%

Atlanta MSA

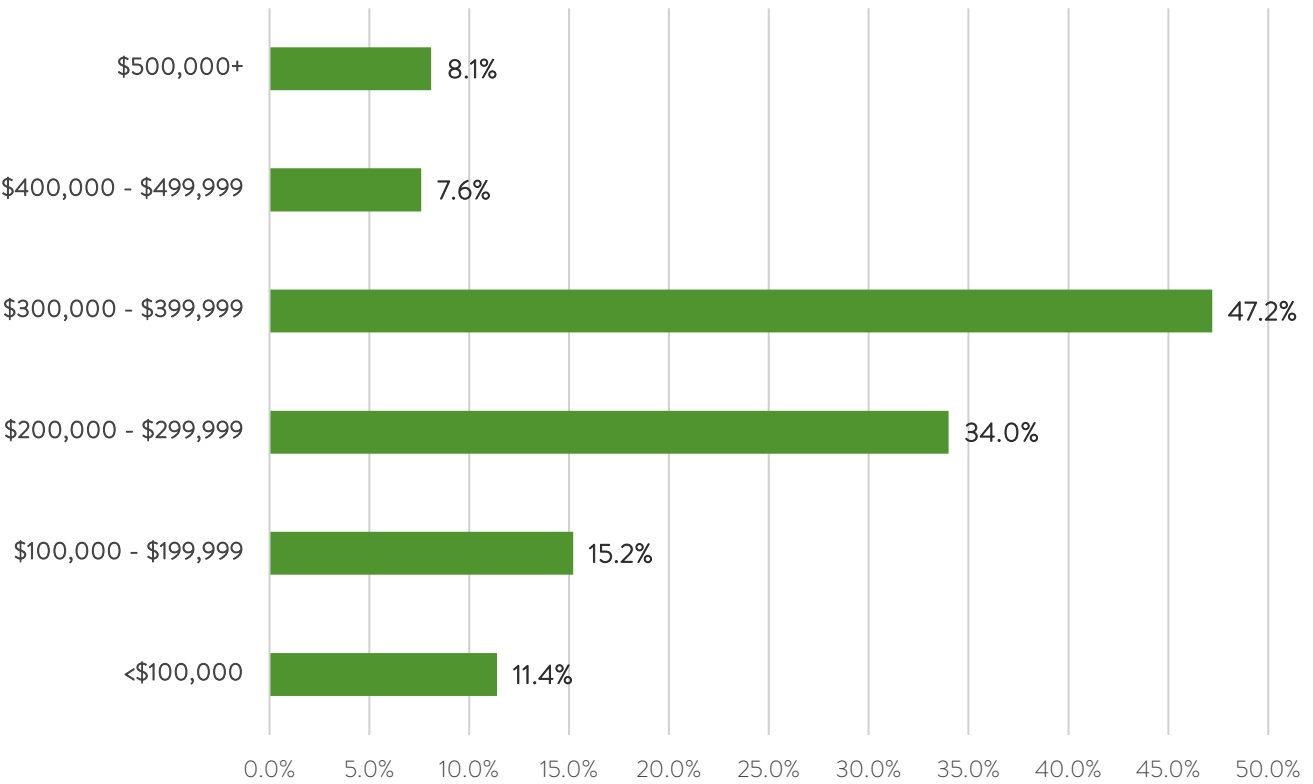
Source: KB Advisory with data from Esri

More residents within East Point rent than own their home. Only 45% of occupied housing units are owner-occupied. Of those that do own their home in East Point, almost 50% have a home value between \$300,000-\$399,999. This is similar to the region overall.

Share of Owner-Occupied Units, 2024

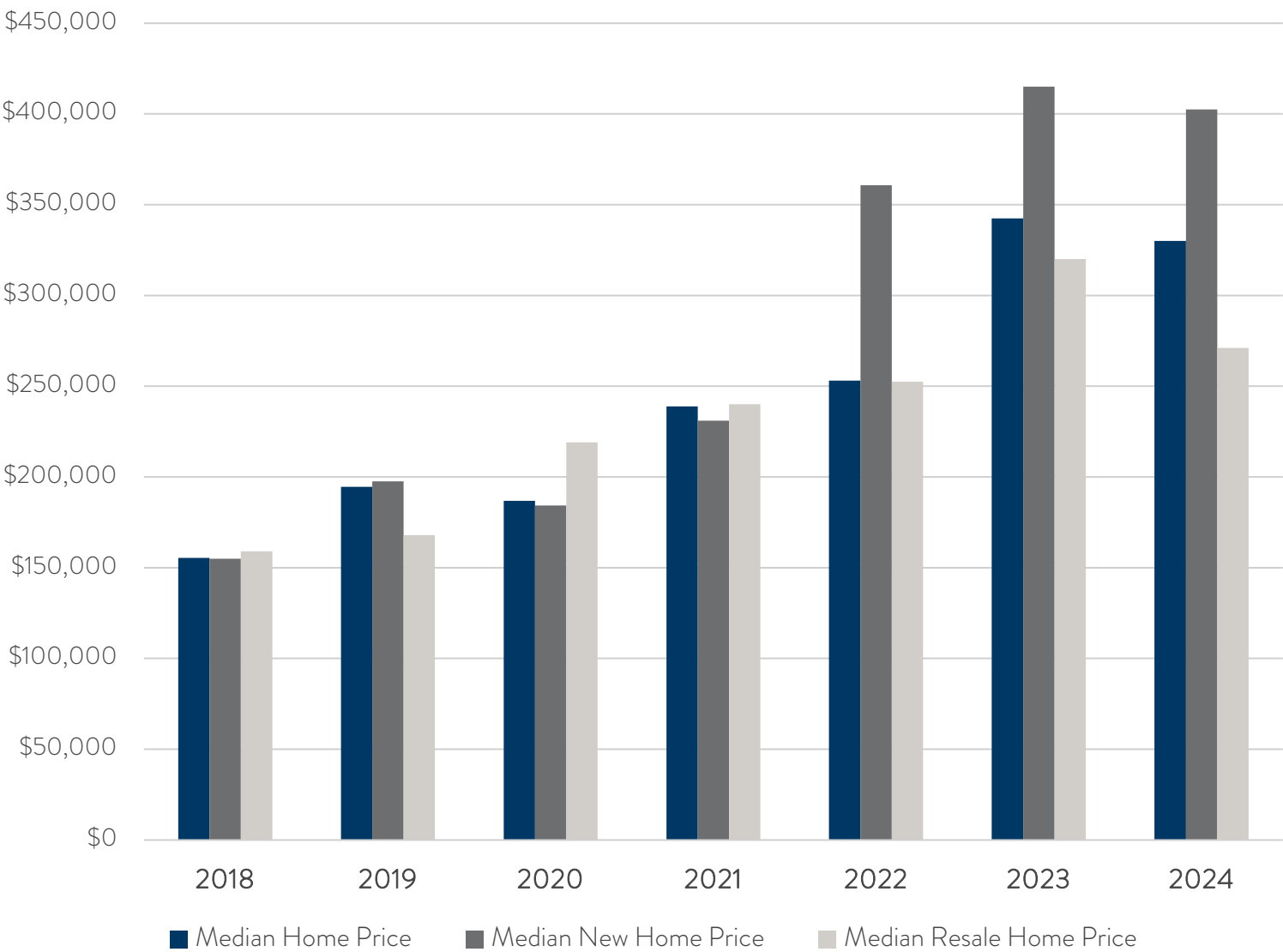


Owner-Occupied Units by Value, 2024



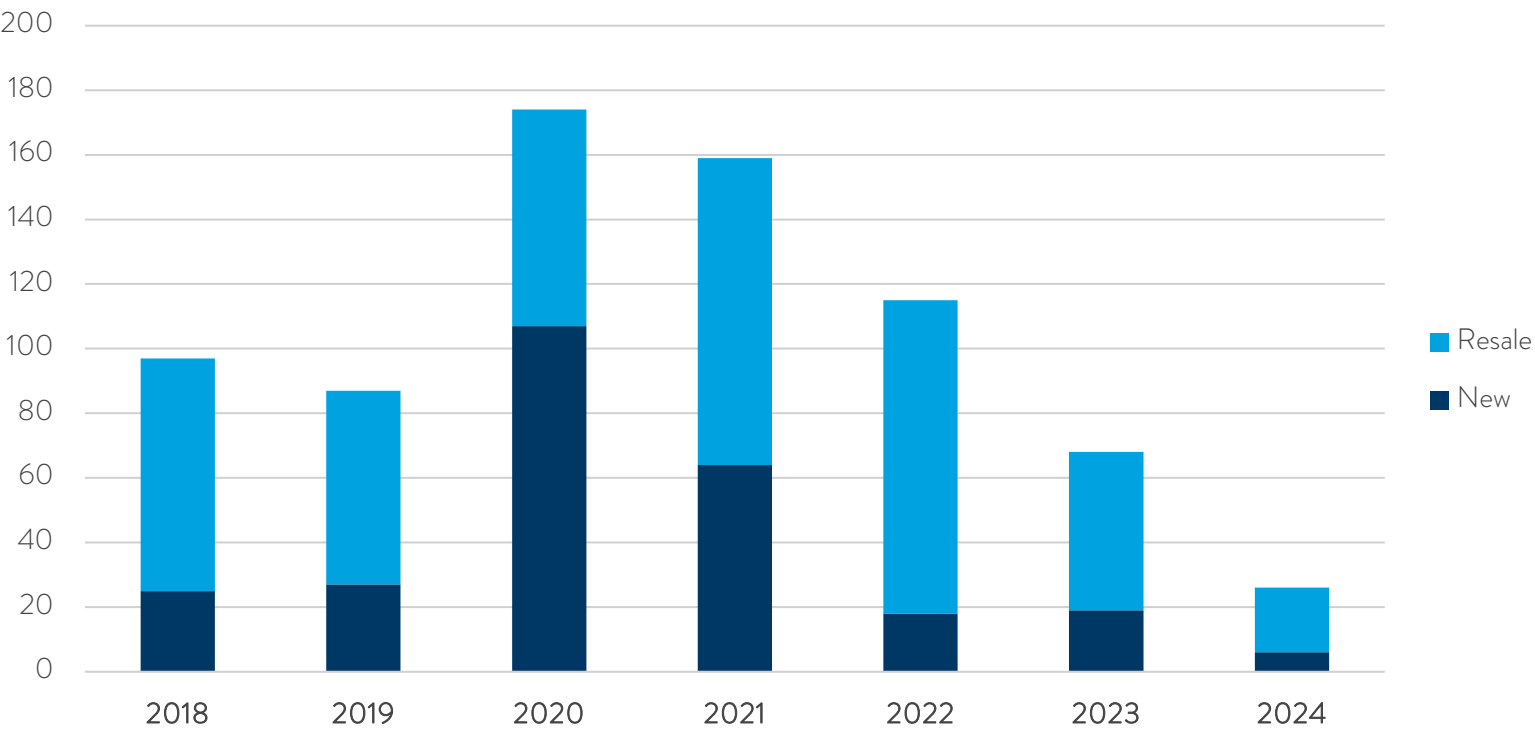
The housing market in East Point has followed similar pandemic trends as other parts of the region. Median home prices, for both new and resale, more than doubled between 2018 and 2023. Since 2022, the median price of new homes has far outpaced the median resale price.

New and Resale Home Sale Prices, 2018-2024



Overall home sales have declined since 2020, likely due to the tighter post-pandemic financial market. Despite a strong peak in 2020, overall home sales in East Point declined by 30% from 2018 to 2023. Due to higher lender costs and the challenges to new housing starts, resales have represented the higher share of home sales since 2021.

Sale Volume by Type, City of East Point, 2018-2024



- 82%

Annual New For-Sale
Supply
2020-2023

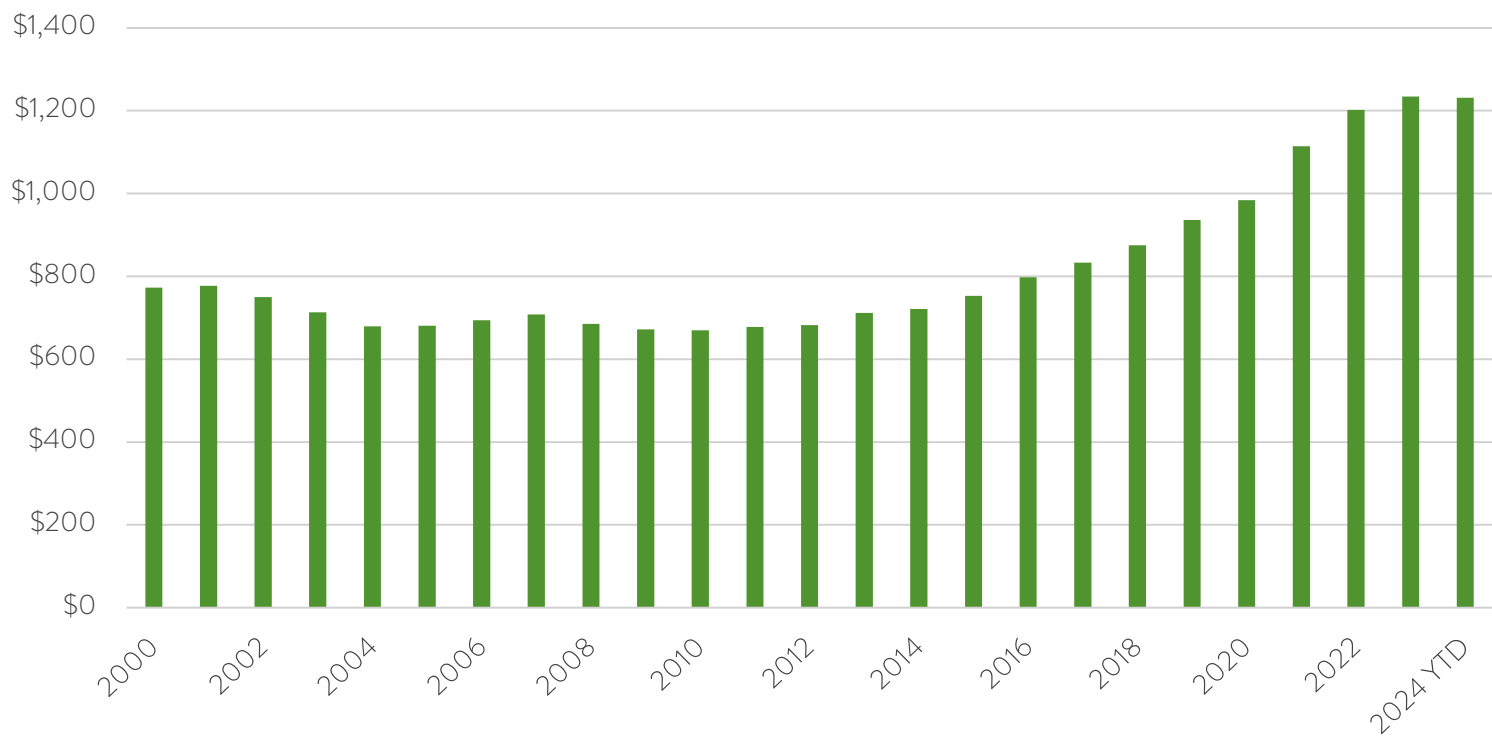


+102%

New For-Sale Home
Price
2020-2023

The multi-family rental housing inventory has grown moderately since 2000 and now represents a quarter of East Point’s commercial real estate inventory. Rents began to gradually rise starting in 2012, but saw a sharp rise after 2020. However, rents have remained relatively constant since 2023. Compared to the county overall, East Point’s rental multi-family market is more affordable with average rents \$400 lower per month.

East Point Effective Rent, 2000-2024



+6.5%

Rental Inventory
2017-2024



+48%

Effective Rental Rate
2017-2024

PUBLIC INPUT

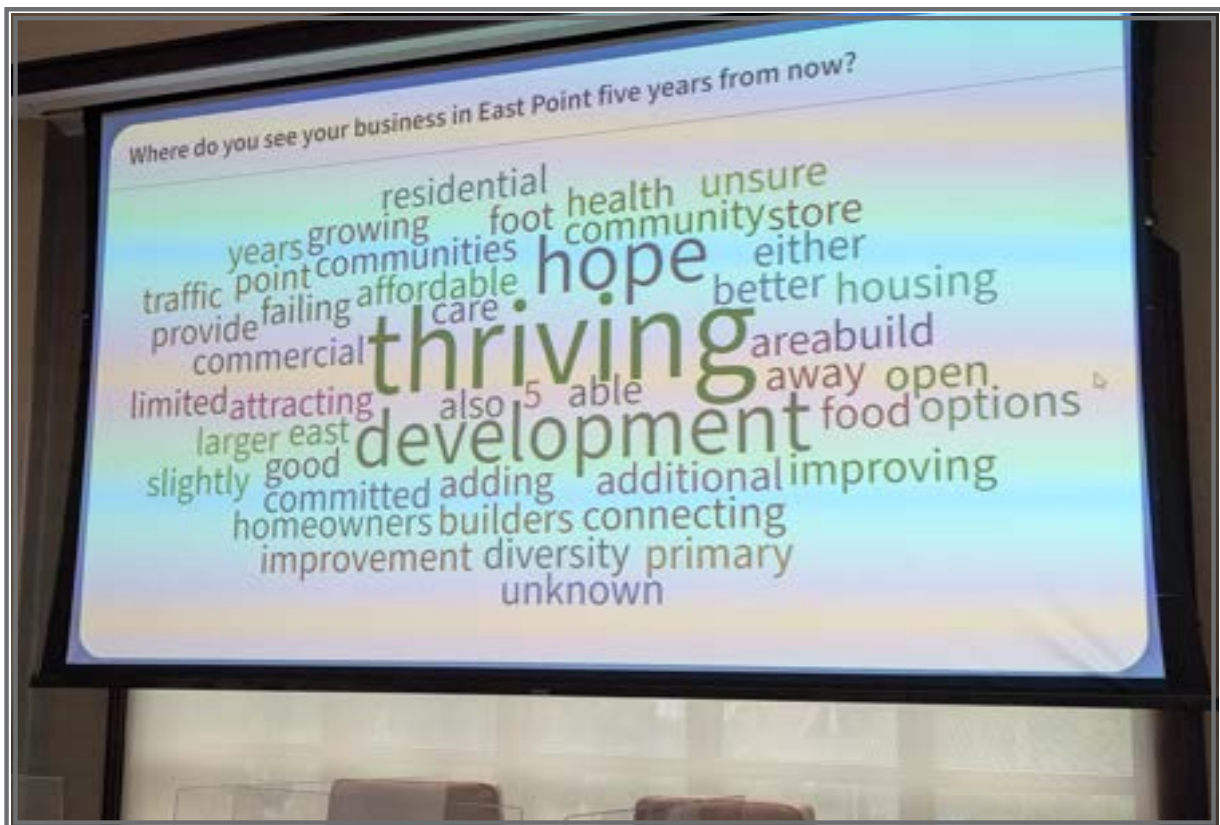
OVERVIEW

Led by Urban Pulse Community Solutions (UP), the EDSP team hosted three key public information sessions at City Hall aimed to gather input from community stakeholders and businesses to assess the city's current economic climate and future opportunities. The sessions included:

- Community Stakeholder Meeting (September 10, 6 PM - 8 PM)
- Small Business Luncheon (September 11, 12 PM - 2 PM)
- Large Business Luncheon (September 12, 12 PM - 2 PM)

The challenges and visions identified from these in-person meetings were also supplemented by both a Community and Business survey that ran from August 2024 through March 2025 as well as 1-1 stakeholder conversations with the consultant team. The feedback gathered from these sessions and virtual feedback formed the basis of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The SWOT was made public at the Public Open House on November 13, 2024 for final commentary.

All in-person sessions, surveys, and the Public Open House were advertised on the City's website and social media and were circulated as part of the Economic Development Department's e-newsletter. The survey information was also circulated in utility bills.



Community Stakeholder Meeting

The Community Stakeholder Meeting was attended by a diverse group of representatives, including local business owners and managers, faith-based organizations, government employees, community organizations, and property owners. This gathering provided a platform for various stakeholders to voice their perspectives on the city's economic development, contributing a range of insights that reflect the needs and aspirations of East Point's residents and businesses.

STRENGTHS

Proximity to Hartsfield-Jackson International Airport

The city's proximity to the airport was seen as a major asset, positioning East Point as a hub for logistics, travel, and commerce. This strategic advantage supports the local economy and enhances East Point's connectivity to global markets.

Strong Community Bonds

The community's sense of unity and involvement in local initiatives was frequently highlighted. Stakeholders emphasized that strong relationships among residents, businesses, and local organizations contribute to a positive living environment and foster collaboration.

Transportation and Accessibility

The city's accessibility, thanks to its proximity to major highways and public transit, was viewed as a strength. Easy access for both residents and businesses supports economic growth and enhances the city's appeal as a convenient place to live and work.

WEAKNESSES/CHALLENGES

Development Focused on Camp Creek Area Only

Concerns were raised about the concentration of development in the Camp Creek area. Community members expressed the need for more equitable distribution of development efforts throughout East Point to ensure balanced economic growth.

Reputation of East Point's Permitting Processes

The permitting process was described as slow and bureaucratic, creating challenges for businesses seeking to expand or establish operations in East Point.

Perceived Opposition to New Development

Some participants noted a perceived resistance from city leadership to certain types of new development, which has created barriers for businesses looking to invest in the area.

Lack of Higher-End Businesses

The community expressed a desire for more upscale retail, dining, and professional services, which are currently limited. This gap limits the city's ability to attract higher-income residents and professionals.

Missed Opportunities to Tell East Point's Story Globally

Participants noted that East Point is not leveraging its strategic location near the airport to tell its story on a global stage, missing opportunities to attract international investors and visitors.

Lack of Experiential Amenities or Vibrant Spaces

The absence of unique, vibrant spaces such as art galleries, live music venues, and cultural attractions was seen as a weakness that prevents the city from creating a lively, engaging environment for residents and tourists.

Lack of Collective Vision for Progress

Stakeholders voiced concerns over the absence of a unified vision for the city's future, which has created uncertainty about East Point's long-term development plans.

Insufficient Community Involvement in Public Endeavors

Although there is strong community support for local businesses, participants felt that broader community engagement in public projects and city planning is lacking.

OPPORTUNITIES

Workforce Development Programs

There is an opportunity to work with local educational institutions to develop workforce training programs that align with the needs of local businesses, particularly in high-demand industries.

Attracting Higher-End Businesses

The city has the potential to attract more upscale businesses, which would meet the demand for higher-end retail and dining options, enhance East Point's appeal, and contribute to the local economy.

Leveraging Location for Global Business

East Point's proximity to the airport presents a unique opportunity to market itself as a global gateway. Targeting international companies and industries that rely on airport logistics could bring significant investment to the city.

Expanding Experiential Amenities

Stakeholders saw potential in creating more experiential amenities, such as cultural centers, entertainment venues, and unique dining experiences, to attract visitors and improve the quality of

life for residents.

Parks and Recreational Spaces

There is a desire for more parks and recreational areas, which could improve the quality of life for residents and attract more visitors to the city.

Utilizing Current Assets within East Point

Participants suggested that the city better utilize its existing assets, including unused land, cultural heritage sites, and strategic locations, to spur economic growth.

Connect Leadership and Stakeholders with Subject Matter Experts

Stakeholders emphasized the need for city leadership to collaborate with subject matter experts in areas such as urban planning, transportation, and economic development to address existing challenges and develop more effective strategies.

Enhance Branding and Global Marketing

There is an opportunity to enhance East Point's branding efforts by positioning the city as a competitive small city with global connections, particularly by leveraging its proximity to Hartsfield-Jackson International Airport.

THREATS

Competition from Neighboring Cities

Neighboring cities with similar geographic advantages pose a competitive threat by attracting businesses and residents who might otherwise consider East Point.

Rising Costs of Development and Operations

As operational and development costs rise, businesses may find it more difficult to operate in East Point, particularly smaller businesses with limited margins.

Economic Instability and Inflation

Economic uncertainty, including inflation and market fluctuations, was noted as a threat that could impact both residents and businesses, particularly in terms of spending power and investment opportunities.

Perceived Disconnect with City Leadership

Some stakeholders felt that there is a lack of alignment between the city's leadership and its business community. If left unresolved, this disconnect could hinder future development efforts and limit the success of economic initiatives.

Live Poll Insights

During the meeting, a live poll was conducted to gather input on key priorities for economic development in East Point. When asked, **“What does economic development mean to you?”** respondents ranked their priorities as follows:



Attracting new businesses and investments to the area

This was seen as the top priority, with many stakeholders emphasizing the importance of bringing in new ventures to stimulate economic growth and create job opportunities.

Enhancing the local business environment and supporting small businesses

Participants recognized the need to nurture and expand existing local businesses as a critical part of economic development, ensuring that the city’s small business community thrives.

Improving the overall quality of life for residents

Improving the quality of life through enhanced public services, amenities, and community engagement was considered a vital component of East Point’s economic future.

Additionally, when asked, **“What industries or types of businesses should be prioritized for business retention and recruitment efforts in East Point?”** the results were as follows:

Retail and Dining

Respondents identified the need for more diverse retail and dining options to increase local spending and attract visitors.

Education and Training Institutions

Stakeholders expressed interest in prioritizing educational and workforce development institutions to address skill gaps and prepare residents for the local job market.

Local and Artisan Businesses

There was a strong desire to support unique, locally-owned businesses that add character to East Point and appeal to both residents and visitors.

Small Business Meeting

The Small Business Luncheon provided a forum for local business owners and entrepreneurs to discuss the economic climate in East Point and the specific challenges and opportunities they face.

STRENGTHS

Strategic Location near Major Transportation Routes

Small businesses emphasized the value of East Point's location near key transportation routes, including highways and the airport, which facilitates logistics and customer access.

Affordable Commercial Real Estate

East Point's relatively affordable commercial real estate was seen as a significant strength, making the city attractive for small businesses seeking cost-effective locations for operation and growth.

Community Support for Local Businesses

Local businesses benefit from strong community support, with residents showing loyalty to local enterprises, fostering a supportive environment for entrepreneurship.

Responsiveness of Economic Development Staff

Participants praised the city's economic development staff for being responsive and helpful, which aids small businesses in navigating regulatory requirements and city processes.

Recent Beautification of Downtown

Recent beautification efforts downtown have improved the aesthetics of the area, making it more appealing to both residents and visitors, and helping to attract more foot traffic.

Maintenance of Existing Parks and Recreational Facilities

The well-maintained parks and recreational spaces were noted as an important community asset that enhances the quality of life and provides areas for events and relaxation.

WEAKNESSES/CHALLENGES

Permitting Processes and Business Regulations

Small business owners expressed frustration with East Point's permitting processes, which they found slow and complex, creating obstacles to expanding or starting new businesses.

Limited Foot Traffic and Business Visibility

Several businesses noted challenges with limited foot traffic, particularly in areas outside the Camp Creek corridor, which affects their ability to attract customers and increase revenue.

Lack of Diverse Retail and Dining Options

The lack of variety in retail and dining options was seen as a limitation, reducing the appeal of East Point as a shopping and dining destination.

Lack of Gateway Branding

Participants expressed the need for more visible and cohesive branding at the city's gateways, which could help create a stronger identity for East Point and make it more recognizable to visitors.

Conflicts for Downtown Businesses During Other Events

Some downtown businesses reported experiencing conflicts when city-sponsored events or activities overshadowed regular business operations, leading to reduced foot traffic or access issues.

Safety Concerns

Safety, particularly in certain areas of the city, was identified as an ongoing challenge that affects businesses and discourages both customers and potential business owners from investing in the area.

Hurdles with Construction and Utilities

Participants also mentioned challenges with navigating construction-related issues and utility infrastructure hurdles, which complicate new developments and slow down business growth.

Diverse Customer Base

While diversity is seen as a strength in many respects, small businesses reported that catering to a wide range of customer needs can be challenging, particularly when trying to attract different demographic groups.

OPPORTUNITIES

Enhanced Marketing and Promotion for Local Businesses

There is potential for the city to offer more marketing and promotional assistance to small businesses, helping them increase visibility and attract customers. City-wide campaigns and business events could help boost engagement with local businesses.

Recruitment and Retention of Healthcare Facilities and Options

Participants saw an opportunity to attract and retain healthcare facilities and services, which would not only serve the local population but also stimulate economic growth by creating jobs and fostering partnerships.

Re-purposing Spaces for Film and Related Industries

Given the growth of the film industry in Georgia, there is an opportunity to re-purpose unused or underutilized spaces in East Point for filming or related industries, creating an additional revenue

stream for the city and local businesses.

More Workforce Initiatives

Small businesses suggested expanding workforce development initiatives, such as partnering with local educational institutions and technical colleges to create more tailored training programs that meet the needs of local businesses.

Increased Collaboration Between Businesses and the City

Small businesses expressed a desire for more collaborative engagement with city leadership. Regular meetings and feedback sessions could foster better communication and support business growth.

Leveraging the Airport for Business Growth

East Point's proximity to the airport presents an opportunity for businesses to develop services catering to travelers, airport workers, and logistics-related industries.

Expanding Local Events and Networking Opportunities

Businesses expressed interest in city-sponsored events that would bring the community together and promote local enterprises, such as fairs, festivals, or networking events.

THREATS

Rising Rent and Operational Costs

As East Point continues to grow, small businesses are concerned that rising rent and operational costs could strain their resources, making it harder to compete and remain sustainable.

Economic Uncertainty and Inflation

The broader economic environment, particularly inflation and fluctuations in consumer spending, poses a threat to the stability and growth of small businesses in the city.

Competition from Larger Retail Chains

Larger retail chains, which often offer lower prices and greater convenience, pose a significant threat to locally-owned small businesses by drawing away customers.

Limited Support for New Business Startups

There was concern about the lack of sufficient support for new business startups in East Point. Business owners feel that more resources, such as financial incentives or mentorship programs, are needed to help new businesses succeed.

Live Poll Insights

During the luncheon, a live poll provided further insights into the priorities of small business owners:

When asked, **“What is the primary reason your business is located in East Point?”** respondents cited Cost of Business and Originally Founded Here, each receiving 43% of the votes.

When asked, **“What does economic development mean to your business?”** the highest response (23%) was Attracting new customers and increasing revenue, followed by Enhancing the overall business environment, Improving infrastructure and access to resources, and Strengthening community partnerships and collaboration, all receiving 15%.

When asked to rank the importance of factors as they apply to their business, respondents prioritized:

- Population Diversity
- Operating Costs
- Presence of Colleges and Universities

When asked, **“What types of support or resources would be most beneficial for your business to thrive in East Point?”** respondents ranked:

- Access to Funding or Financial Incentives
- Marketing and Promotional Assistance
- Business Development and Training Programs



Large Business Meeting

The Large Business Luncheon focused on the concerns and opportunities for larger businesses and corporations in East Point. Representatives from various industries discussed their experiences and priorities for economic development in the city. A live poll provided valuable insights into the specific needs of these businesses.

STRENGTHS

Proximity to Hartsfield-Jackson Atlanta International Airport

Large businesses highlighted the strategic location of East Point near the airport as a key advantage. This proximity facilitates global connectivity and enhances logistics and transportation capabilities, which are essential for larger companies.

Access to Major Transportation Infrastructure

The city's extensive transportation network, including highways, railways, and public transit, was seen as a strength that supports the efficient movement of goods and services.

Available Commercial Real Estate

East Point offers affordable and accessible large commercial and industrial spaces, which are crucial for larger businesses seeking to expand their operations.

Small Town Feel

Despite its proximity to Atlanta, East Point maintains a “small town feel,” which is attractive to both employees and businesses seeking a more close-knit community environment.

Visibility and Responsiveness of Local Police

Businesses praised the local police for their visibility and quick response times, which contribute to maintaining a sense of safety and security for companies operating in the area.

WEAKNESSES/CHALLENGES

Worker Retention and Soft Skill Qualifications

Retaining qualified workers, particularly those with soft skills, remains a challenge for large businesses. This issue impacts productivity and operational efficiency.

Citywide Curb Appeal

The overall aesthetic appeal of the city was identified as needing improvement, with participants noting that a more attractive environment would enhance business operations and make East Point more welcoming.

Sidewalk Infrastructure

Inadequate sidewalk infrastructure, particularly in commercial areas, was noted as a hindrance to walkability and pedestrian access, which can impact foot traffic and customer engagement.

Complex Permitting Processes

Large businesses, like small businesses, expressed frustration with the city's permitting processes, describing them as overly complicated and slow. This is seen as a significant barrier to development and expansion.

Limited High-End Amenities and Services

The absence of high-end amenities such as premium restaurants, hotels, and entertainment options was highlighted as a challenge. These amenities are important for attracting top talent and creating a more vibrant business environment.

Perceived Opposition to New Development

Several participants noted concerns over a perceived lack of support from city leadership for new development projects, particularly those that require significant infrastructure or zoning changes.

Safety Concerns

Safety remains a recurring concern, especially in certain areas of East Point. Participants expressed a desire for ongoing improvements to ensure the safety of both employees and customers.

Available Space that Meets Growth Needs

Although there is available commercial real estate, some businesses noted that there is a lack of larger, modern spaces that meet their growth needs, particularly for manufacturing and logistics.

Attracting Workforce

Attracting a skilled workforce, particularly in specialized industries, continues to be a challenge. Businesses feel that East Point needs to do more to appeal to a broader labor pool.

Micro-mobility

The absence of micro-mobility solutions, such as bike-sharing programs and scooters, was mentioned as a limitation for enhancing accessibility and reducing traffic congestion.

Quality of Hospitality Services

Participants noted that the quality of hospitality services (e.g., hotels, restaurants) in East Point does not meet the expectations of business visitors or potential clients, which can affect business relationships.

Downtown Not as Welcoming Compared to Other Communities

Large businesses mentioned that East Point's downtown lacks the welcoming atmosphere seen in

neighboring cities, which could affect its attractiveness to both businesses and visitors.

Socioeconomic Diversity

The wide socioeconomic diversity in East Point creates challenges for businesses trying to cater to a broad demographic. This affects product offerings and customer engagement strategies.

OPPORTUNITIES

Partnerships with Educational Institutions

Large businesses identified opportunities to collaborate with local colleges and universities to develop tailored workforce training programs. These partnerships would help fill skill gaps and provide businesses with access to qualified local talent.

Assisting Businesses with Networking and Collaboration Opportunities

There is an opportunity for the city to facilitate more networking and collaboration among local businesses. Creating platforms for businesses to connect, share resources, and collaborate on projects could strengthen the local economy.

More Initial Communication About Other Local City Resources

Large businesses noted that better initial communication about available city resources, including business incentives, grants, and support services, would improve the overall business environment.

Create an Environment That Makes Doing Business Easier

Streamlining business regulations and making the city's processes more transparent and user-friendly would create a more attractive environment for large businesses to operate and expand.

Investing in a Large Auditorium or Convention Space

Participants suggested that East Point could benefit from investing in a large auditorium or convention space. Such a venue would attract conferences, trade shows, and large-scale events, providing additional economic opportunities for local businesses.

Investing in Amenities

Expanding amenities, such as high-end restaurants, hotels, and recreational spaces, would enhance the city's appeal to both businesses and their employees, helping to attract and retain top talent.

THREATS

Competition from Neighboring Cities

Neighboring cities pose a competitive threat to East Point, offering similar geographic advantages but with potentially more favorable business environments and amenities.

Rising Costs of Development and Operations

Rising costs related to land, utilities, and labor were seen as a growing threat. Larger businesses are concerned that these increasing expenses could limit expansion opportunities and affect profitability.

Global Economic Instability

Economic fluctuations, including inflation and supply chain disruptions, were identified as threats that could impact the stability and growth of large businesses operating in East Point.

Misalignment with City Leadership

Some larger businesses noted a lack of alignment between their growth strategies and the city's economic development plans. This misalignment could lead to missed opportunities for collaboration and hinder future development.

Live Poll Insights

During the luncheon, a live poll captured the priorities of large businesses:

When asked, **“What is the primary reason your business is located in East Point?”** 75% of respondents cited Originally Founded Here, and 25% mentioned Access to Distribution Networks.

When asked, **“What does economic development mean to your business?”** 67% of respondents said Attracting new customers, while 33% selected Strengthening community partnerships.

When asked to rank the importance of factors based on their experience, respondents prioritized:

- Logistics/Transportation
- Presence of Colleges and Universities
- Labor Costs

When asked, **“What types of support or resources would be most beneficial for your business to thrive in East Point?”** respondents ranked:

- Infrastructure Improvements
- Access to Skilled Labor
- Access to Funding or Financial Incentives

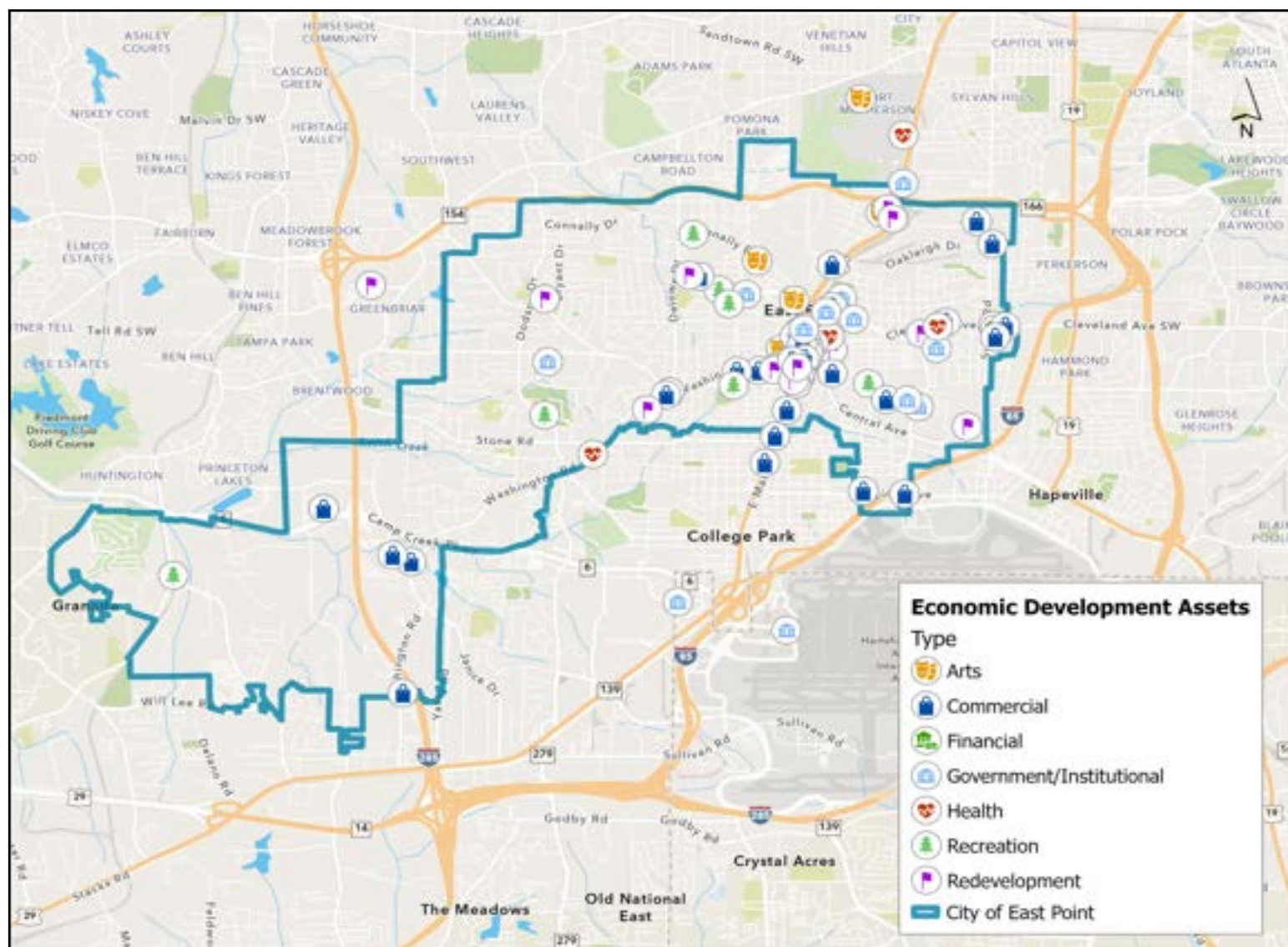


Economic Development Asset Map

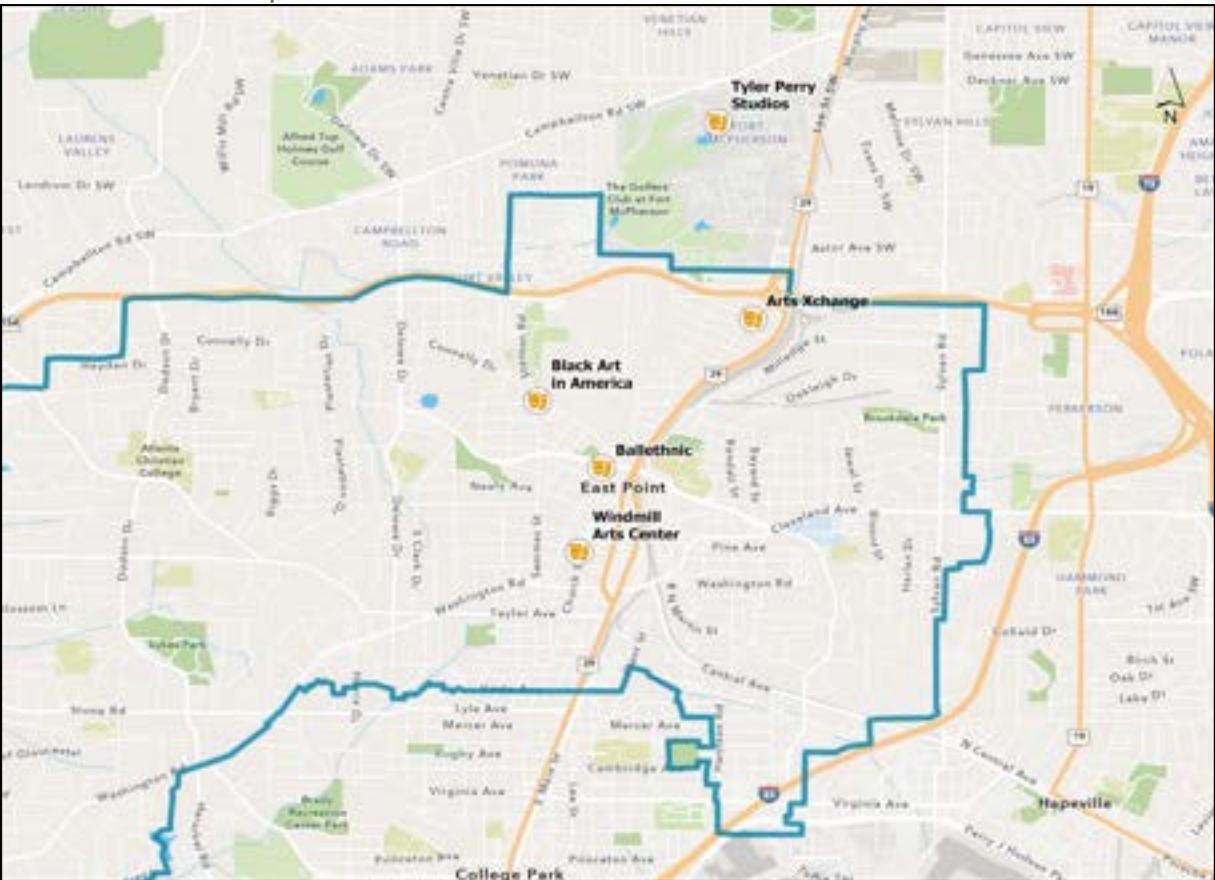
During the in-person events and on both online surveys, participants were asked to list any specific locations or places that they believe either currently or have the opportunity to serve as an economic asset to the city.

All identified specific locations are included in the maps below and are categorized by type. The three assets identified the most were East Point MARTA, Atlanta Utility Works, and the Windmill Arts Center. The ‘Redevelopment’ category is for explicitly stated sites that are either closed or vacant that could be reoccupied or redeveloped.

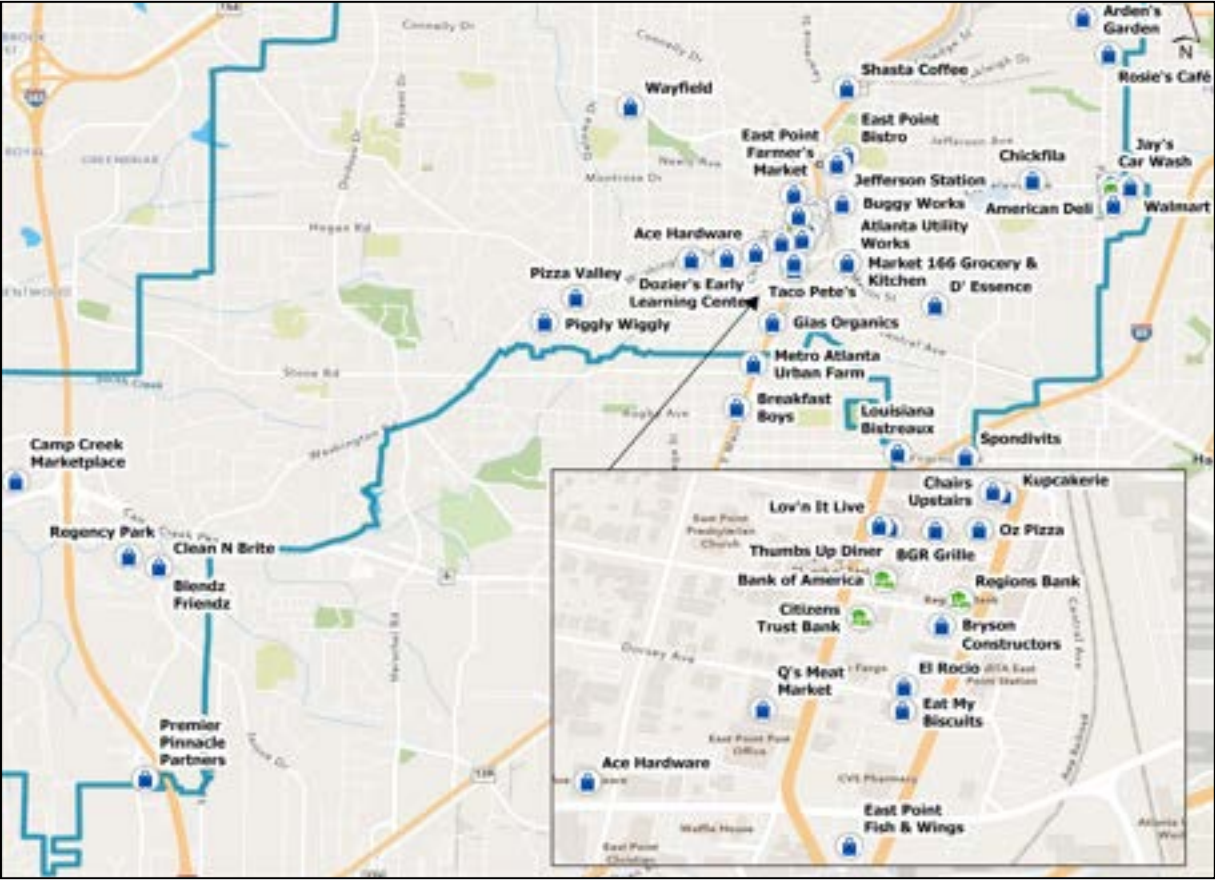
Key areas and corridors repeatedly referenced for growth and development were Downtown East Point, East Point Exchange, Virginia Avenue Hotel District, Main Street, Jefferson Park, Egan Park, Sylvan Road, Central Avenue, Oakleigh Drive, Willingham Road, Church Street, and Washington Road.



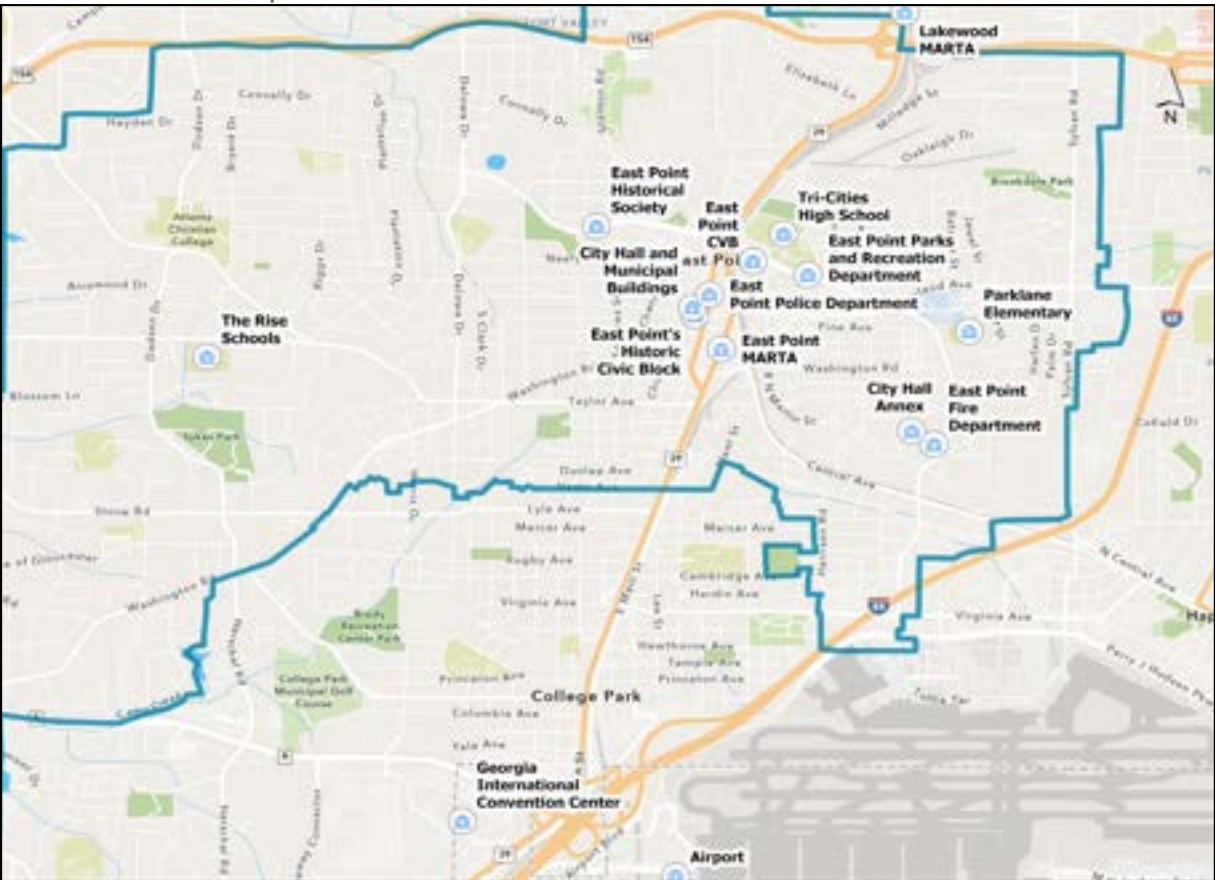
Economic Development Assets - Arts



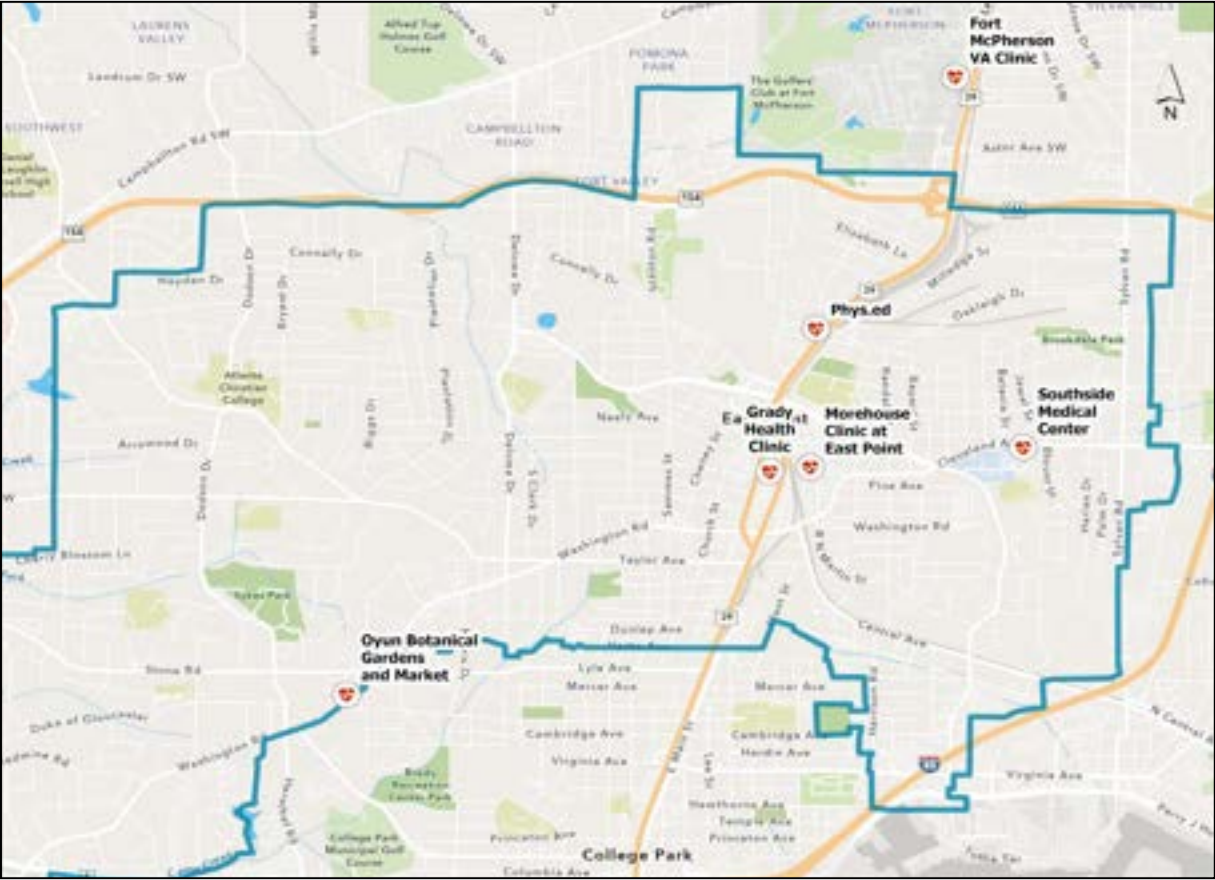
Economic Development Assets - Commercial and Financial



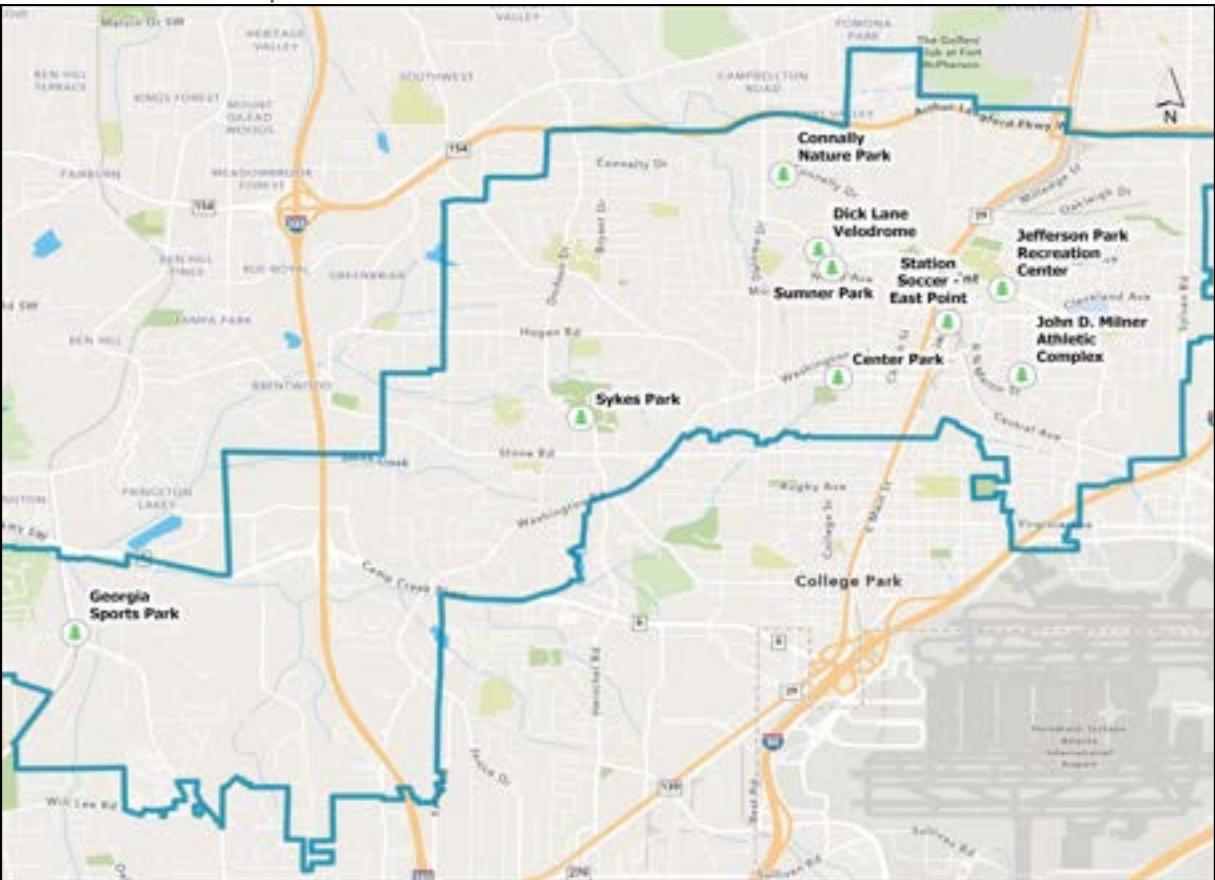
Economic Development Assets - Government/Institutional



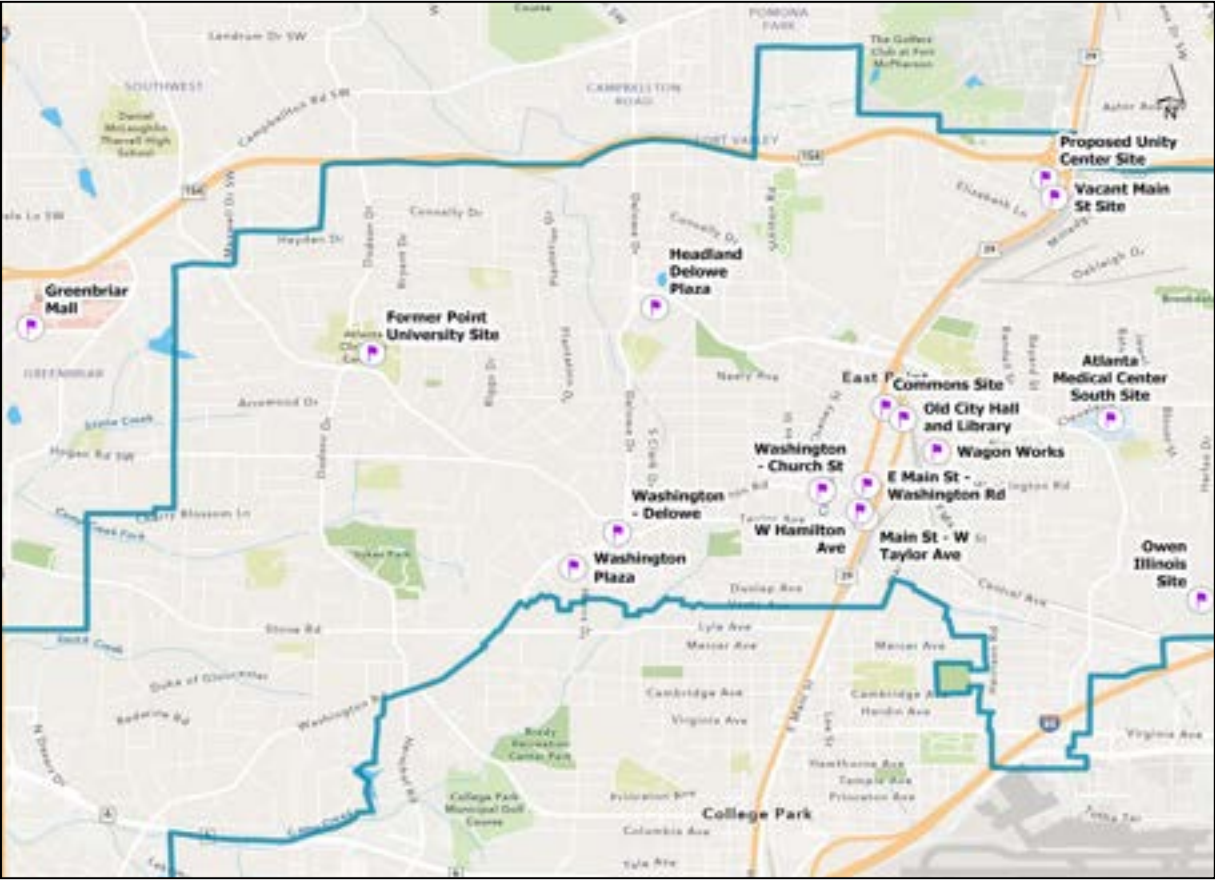
Economic Development Assets - Health



Economic Development Assets - Recreation



Economic Development Assets - Redevelopment



Recurring Themes

From our community and two business meetings, community and business surveys (results in Appendix), and 1-1 stakeholder conversations, the following strengths, weaknesses, opportunities, and threats were highlighted:

STRENGTHS

- Proximity to Atlanta and the Airport
- Location along major transportation routes and MARTA
- Proximity to major shopping and job centers
- Sense of community
- Relative affordability (residential and commercial)
- Responsiveness of Economic Development staff

WEAKNESSES

- Reputation of slow permitting processes
- Lack of “higher-end” and experiential amenities and businesses
- Not enough workforce and skills training opportunities
- Lack of citywide road gateway branding that helps create a ‘sense of place’ within East Point
- Aging infrastructure and utility concerns

OPPORTUNITIES

- Leveraging existing partnerships to help market East Point and communicate its story
- Building on existing retail nodes to expand growth throughout the city
- Working with the several higher-educational institutions nearby to connect residents to continuing education opportunities
- Strong interest from businesses to be connected with each other

THREATS

- Perception of lack of collective vision from city leadership
- Aging and vacant commercial spaces
- Perception of opposition to new development
- External perception of the level of crime
- Lack of socioeconomic diversity that helps support diverse businesses and amenities

TARGET INDUSTRIES

OVERVIEW

After evaluating the current demographic and economic profile of the city, strengths and leverage points can be recognized. These assets help shape “target” industries or broader job types that either are or have the potential to generate economic momentum in East Point.

Through a combination of quantitative and qualitative research and feedback from the community and stakeholders, the below targeted industries were determined. These industries serve as guides for economic development recruitment and retention efforts over the next ten years. These industries are meant to serve as focus areas for business development efforts and are not recommended to be the only industries that city staff and partners recruit for. The following pages discuss each of these in greater detail and how they were identified.



Food & Wellness



Tourism & Recreation



Multimedia
Production &
Entertainment



Digital Design &
Automation

INDUSTRY CLUSTERS

To assist in determining which industries East Point should target over the next ten years, an industry cluster assessment was conducted at both the city-level and the surrounding zipcodes.

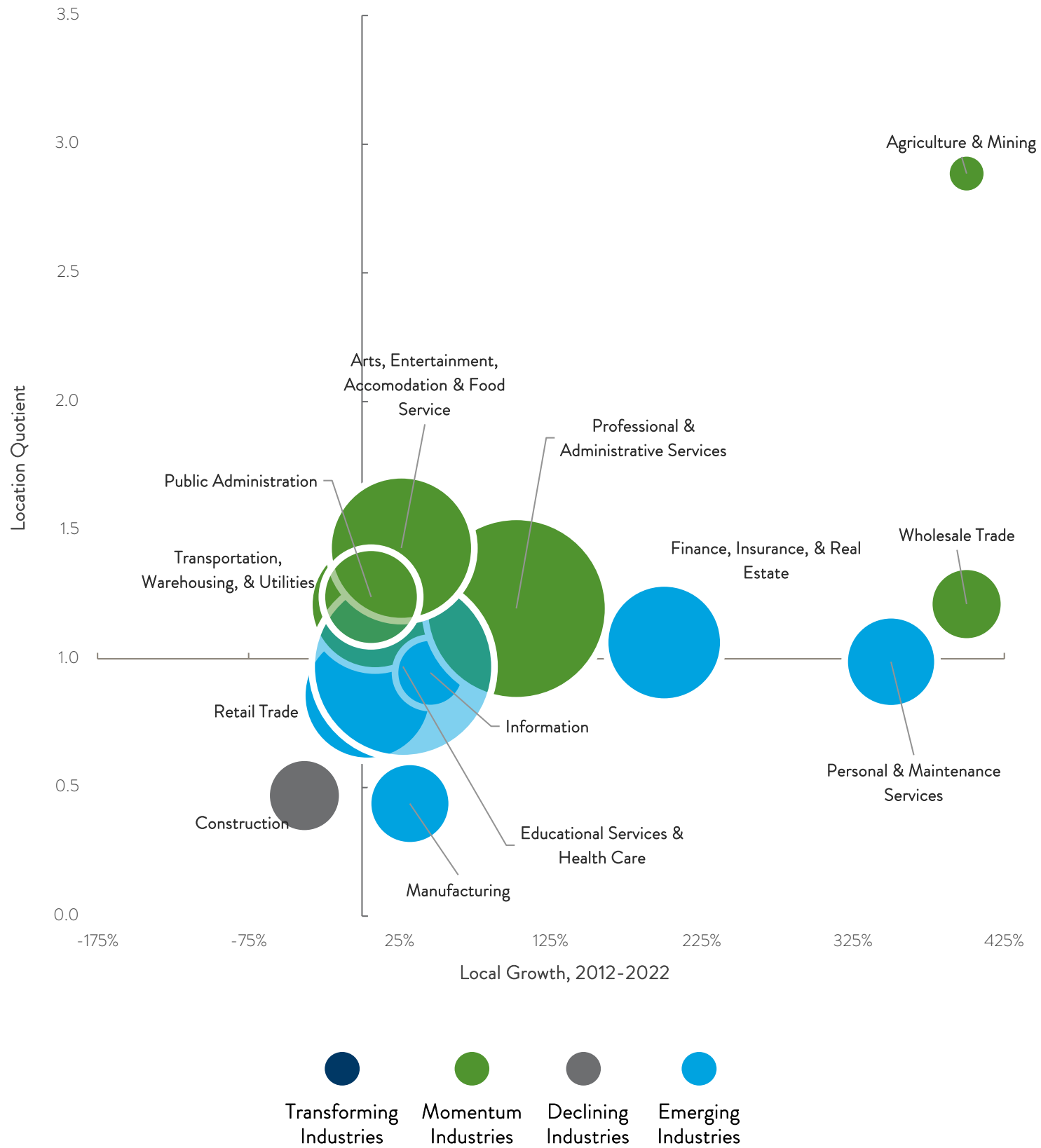
The assessment observed:

- Industry growth from 2012-2022
- “Uniqueness” of an industry to the East Point area, measured by the relative concentration of that industry in the area compared to that industry’s concentration within the Atlanta MSA (location quotient)

The industry clusters were then grouped based on the quadrant table below and sized by relative share of total employment.

	No Local Growth	Local Growth
Local Concentration	Transforming Industries	Momentum Industries
No Local Concentration	Declining Industries	Emerging Industries

INDUSTRY CLUSTERS - CITY OF EAST POINT



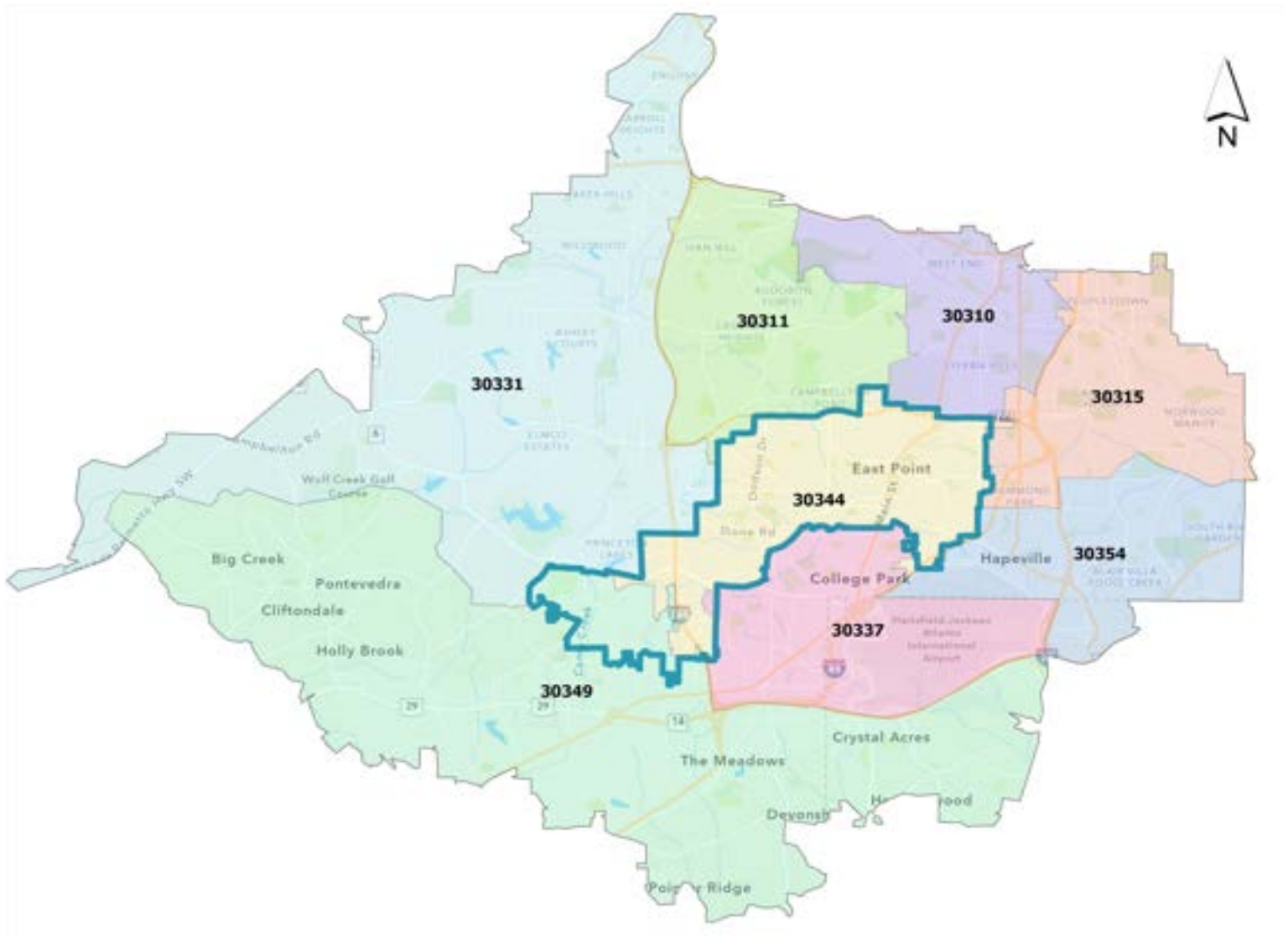
**With the closure of Atlanta Medical Center South at the beginning of 2024, Health Care estimates may be higher than actual numbers*
Source: KB Advisory with data from U.S. Census ACS (5-Year Estimates)

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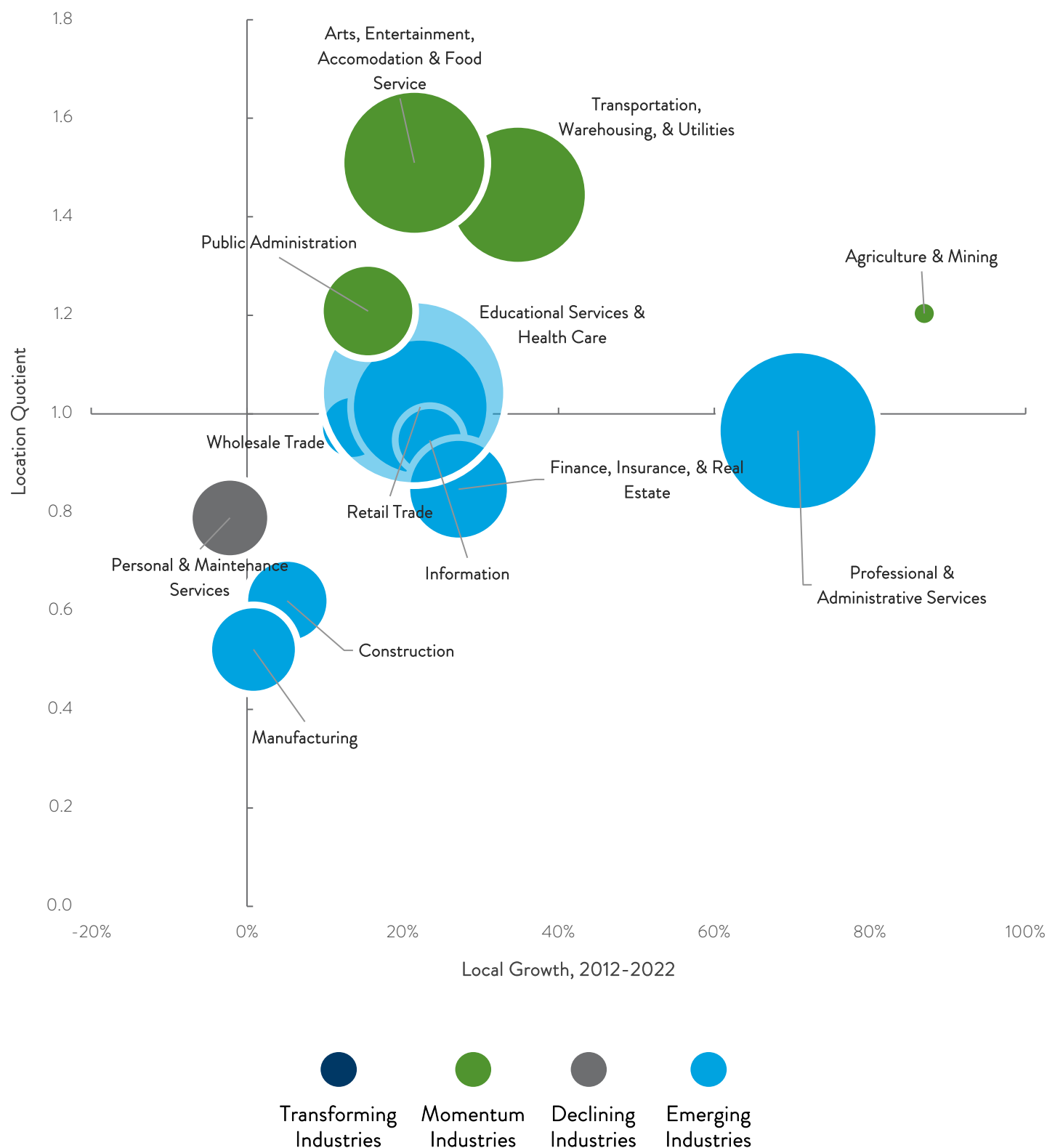
INDUSTRY CLUSTERS - ZIPCODE MAP

Since industry clustering does not confine itself to municipal boundaries, this analysis was also conducted using the zipcodes within and immediately around East Point:

- 30310
- 30311
- 30315
- 30331
- 30337
- 30344
- 30349
- 30354



INDUSTRY CLUSTERS - EAST POINT ZIPCODES



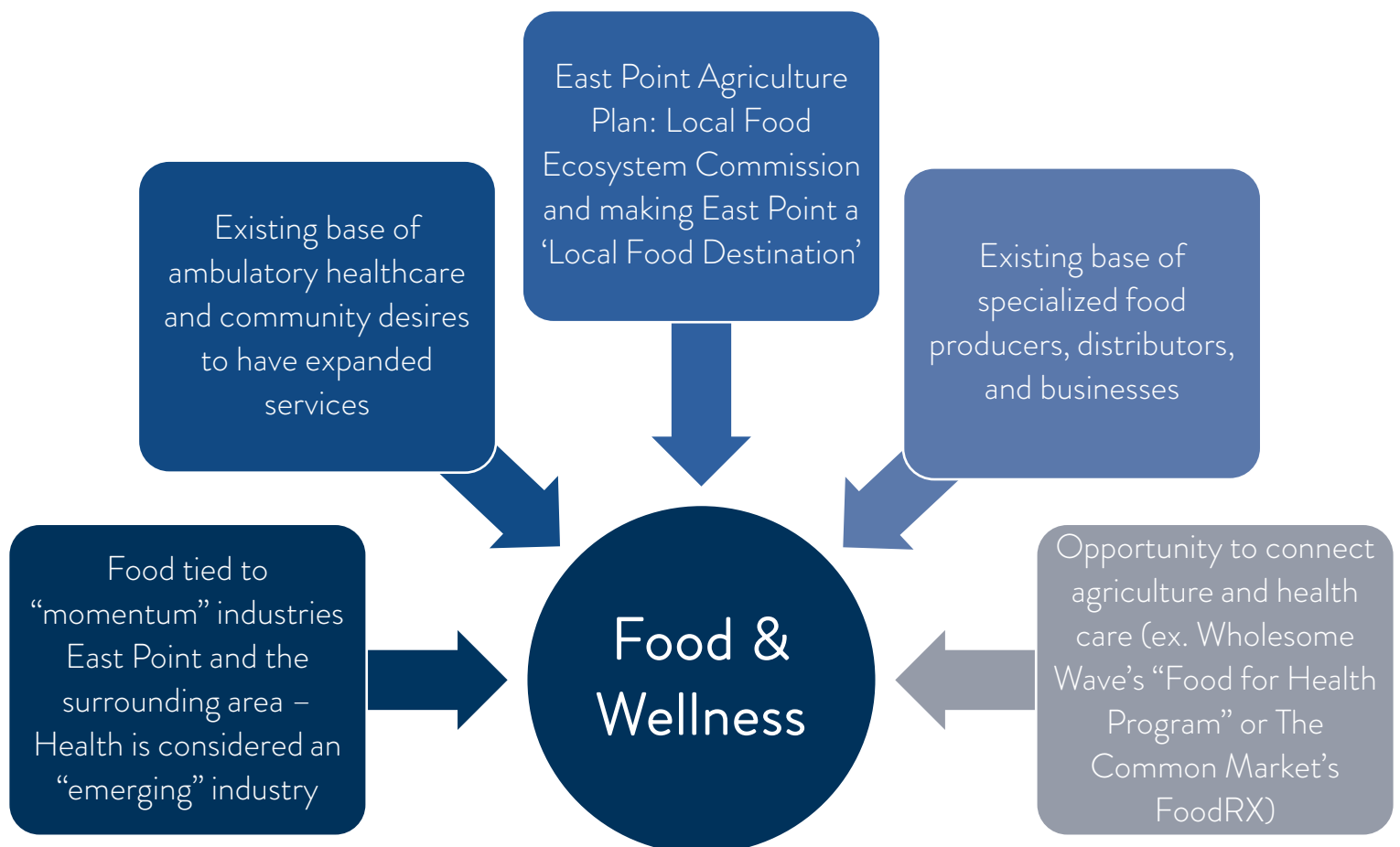
**With the closure of Atlanta Medical Center South at the beginning of 2024, Health Care estimates may be higher than actual numbers
Source: KB Advisory with data from U.S. Census ACS (5-Year Estimates)*

Food & Wellness



Businesses within this target industry range from those tied to food growers, producers, and retailers to healthcare clinics and medical offices.

Factors that lead to identification as a target industry:





This target industry includes the following types of businesses:



Food & Wellness



Healthy food focused
restaurants



Greenhouse, nursery, and
flower growers



Grocery and specialty
food stores



Medicine and
supplement retailers



Bakeries and other
food manufacturers



Ambulatory health care services
(i.e. non-hospital medical care)

Full NAICS list and description in the Appendix

Occupations that fall within this target industry include:

Occupation	Typical Education	2022-2032 GA Proj. Growth	%	MSA Median Annual Wage 2023
Food Service Managers	High school diploma or equivalent	1,060	12%	\$62,400
Medical and Health Services Managers	Bachelor's degree	3,100	35%	\$134,570
Environmental Scientists and Specialists, Including Health	Bachelor's degree	140	12%	\$80,540
Agricultural Technicians	Associate's degree	90	11%	\$48,980
Dietitians and Nutritionists	Bachelor's degree	210	13%	\$75,370
Physician Assistants	Master's degree	1,540	32%	\$115,500
Nurse Practitioners	Master's degree	4,600	58%	\$123,870
Clinical Laboratory Technologists and Technicians	Bachelor's degree	1,350	14%	\$63,980
Licensed Practical and Licensed Vocational Nurses	Postsecondary non-degree award	2,780	12%	\$58,200
Medical Assistants	Postsecondary non-degree award	5,930	23%	\$39,720
Chefs and Head Cooks	High school diploma or equivalent	790	20%	\$58,240
Food Preparation Workers	No formal educational credential	2,310	8%	\$30,620
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	No formal educational credential	2,260	7%	\$34,170
Bakers	No formal educational credential	1,310	17%	\$31,700
Food Batchmakers	High school diploma or equivalent	350	11%	\$45,100

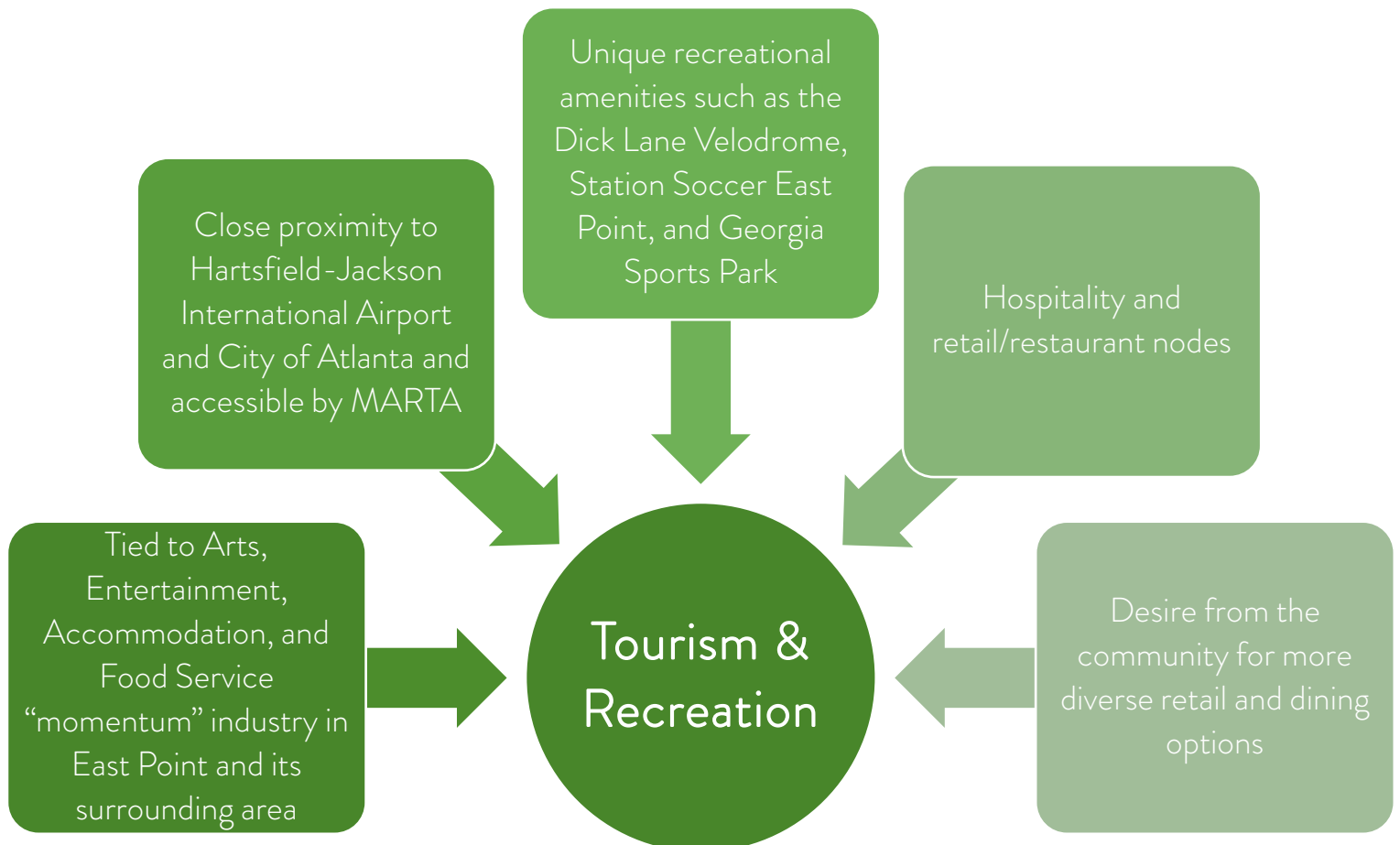
Full NAICS list and description in the Appendix
Source: Georgia Department of Labor, U.S. Census OEWS

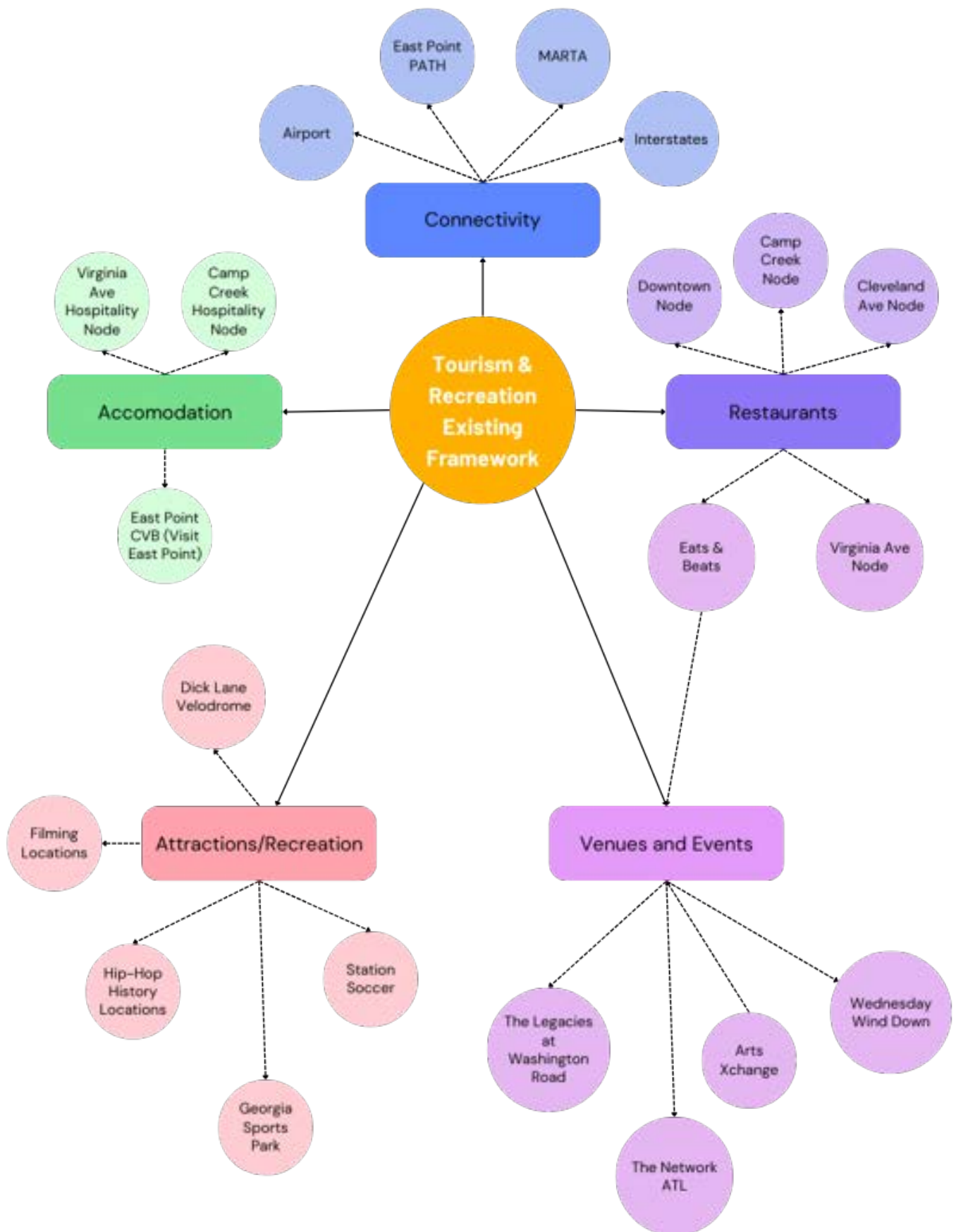
Tourism & Recreation



Businesses within this target industry range from those tied to hospitality and food services to sports and other recreational activities.

Factors that lead to identification as a target industry:





This target industry includes the following types of businesses:



Full-service restaurants



Tourism & Recreation



Travel and tour operators



Arcades and family fun centers



Convention and trade show operators



Fitness and recreational sports centers & sports teams/clubs

Full NAICS list and description in the Appendix

Occupations that fall within this target industry include:

Occupation	Typical Education	2022-2032 GA Proj. Growth	%	MSA Median Annual Wage 2023
Administrative Services Managers	Bachelor's degree	1,040	12%	\$107,970
Facilities Managers	Bachelor's degree	340	15%	\$112,300
Food Service Managers	High school diploma or equivalent	1,060	12%	\$62,400
Lodging Managers	High school diploma or equivalent	*	-	\$65,360
Meeting, Convention, and Event Planners	Bachelor's degree	620	15%	\$48,190
Entertainers and Performers, Sports and Related Workers, All Other	No formal educational credential	210	14%	*
Security Guards	High school diploma or equivalent	3,780	11%	\$35,110
Chefs and Head Cooks	High school diploma or equivalent	790	20%	\$58,240
Food Preparation Workers	No formal educational credential	2,310	8%	\$30,620
First-line Supervisors of Entertainment And Recreation Workers, Except Gambling Services	High school diploma or equivalent	870	25%	\$39,970
Tour and Travel Guides	High school diploma or equivalent	210	25%	\$35,740
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	1,500	32%	\$47,480
Recreation Workers	High school diploma or equivalent	720	12%	\$33,840
Hotel, Motel, and Resort Desk Clerks	High school diploma or equivalent	970	14%	\$29,810

*Suppressed data

Full NAICS list and description in the Appendix

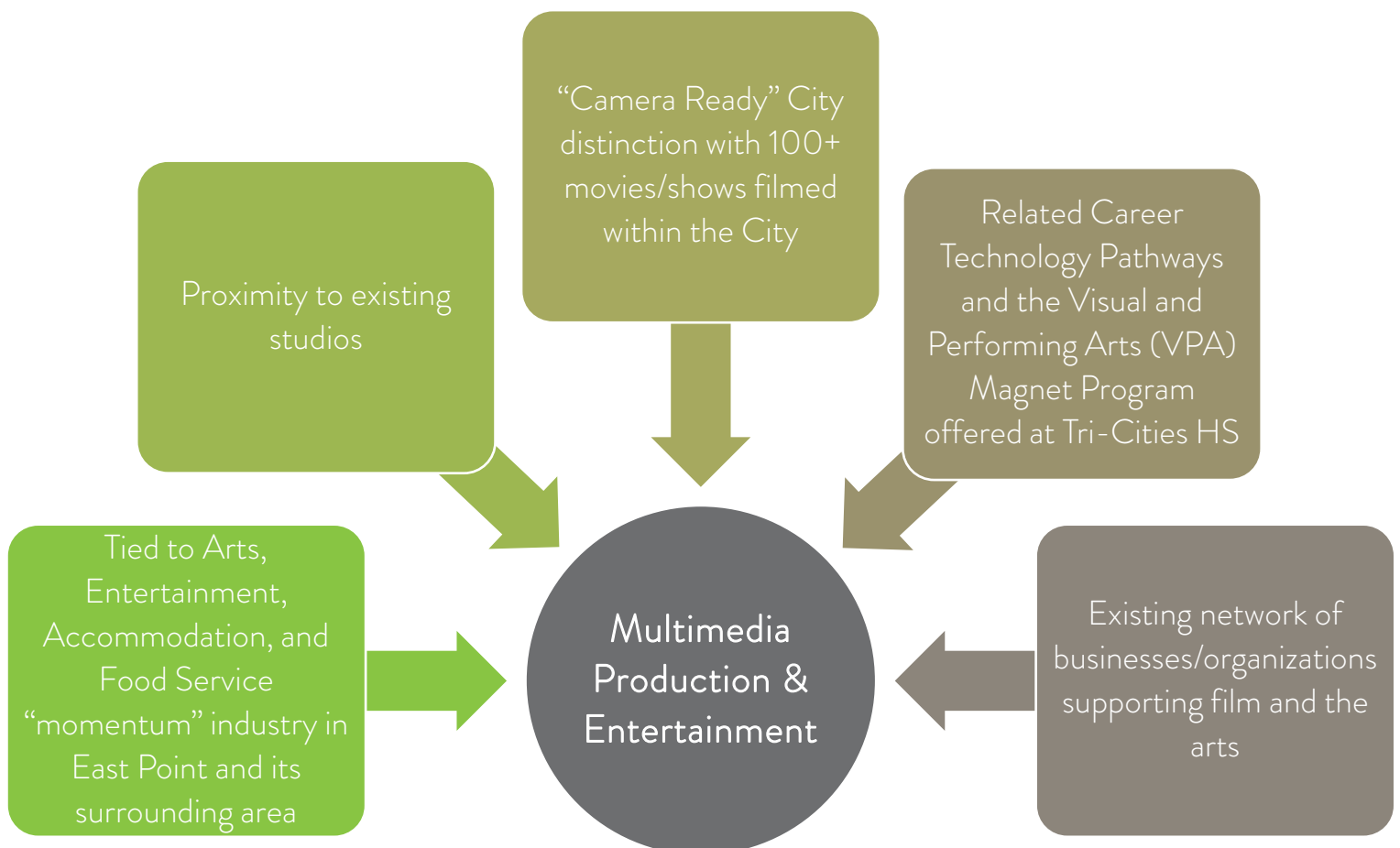
Source: Georgia Department of Labor, U.S. Census OEWS

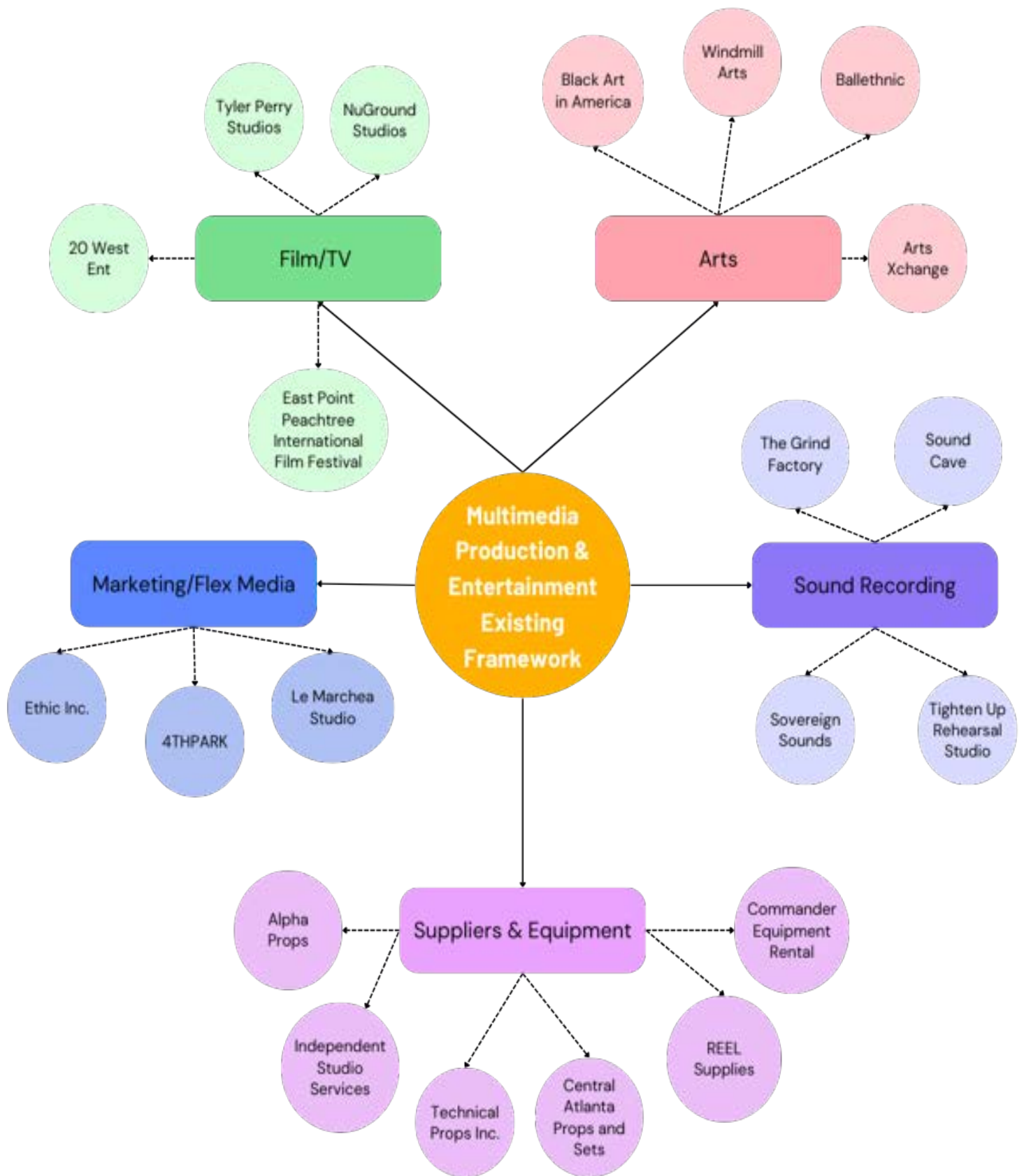
Multimedia Production & Entertainment



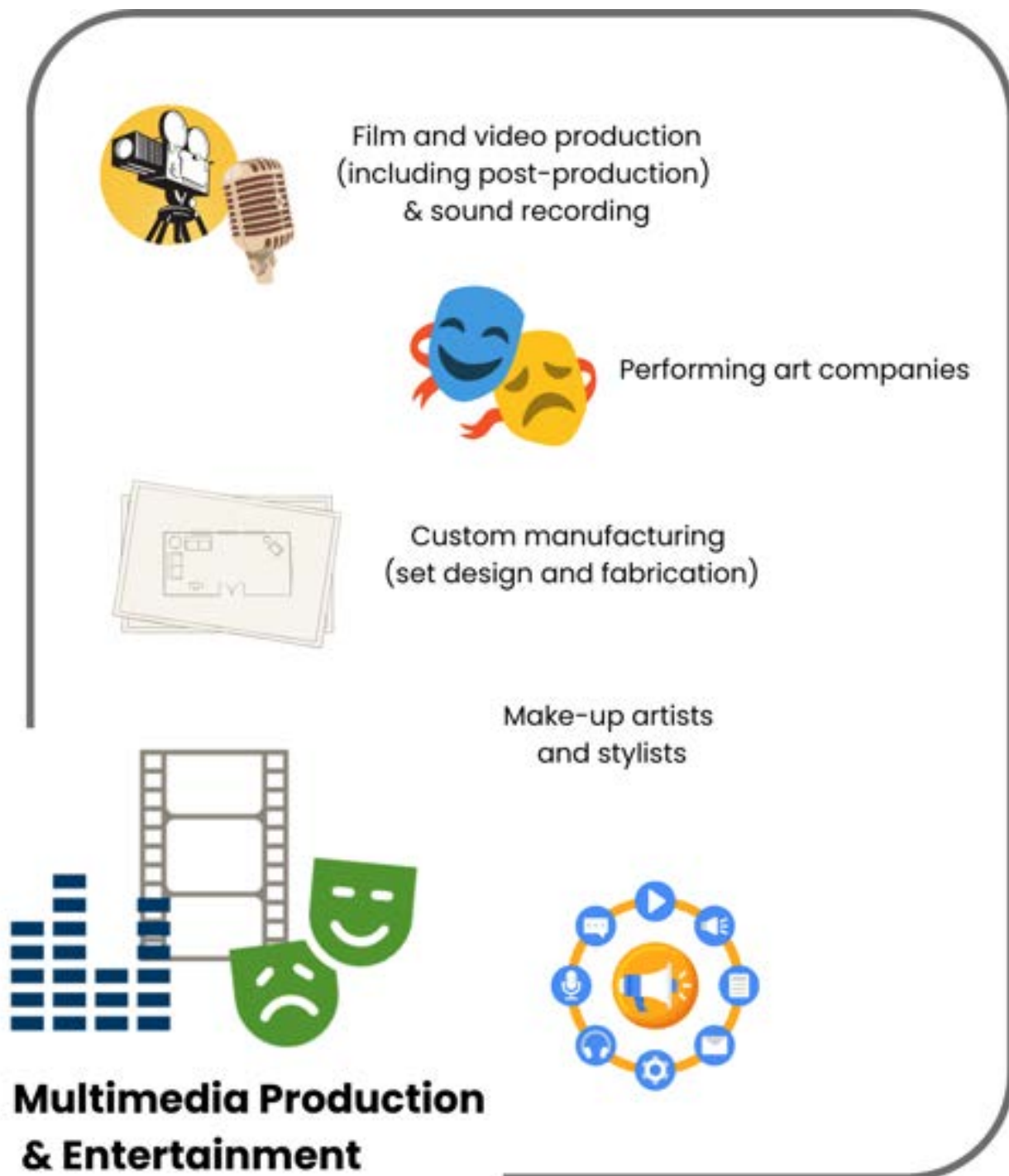
Businesses within this target industry range from those tied to direct filming and editing of movies/television to set design and the performing arts.

Factors that lead to identification as a target industry:





This target industry includes the following types of businesses:



Full NAICS list and description in the Appendix

Occupations that fall within this target industry include:

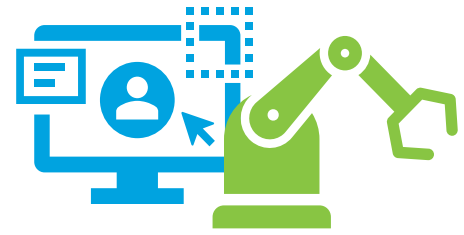
Occupation	Typical Education	2022-2032 GA Proj. Growth	%	MSA Median Annual Wage 2023
Special Effects Artists and Animators	Bachelor's degree	380	19%	\$71,570
Set and Exhibit Designers	Bachelor's degree	160	15%	\$65,110
Actors	Some college, no degree	1,020	14%	*
Producers and Directors	Bachelor's degree	610	15%	\$76,700
Media and Communication Workers, All Other	High school diploma or equivalent	100	9%	\$59,370
Audio and Video Technicians	Postsecondary non-degree award	200	11%	\$55,910
Camera Operators, Television, Video, and Film	Bachelor's degree	90	11%	\$62,390
Film and Video Editors	Bachelor's degree	100	13%	\$52,000
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary non-degree award	1,510	13%	\$32,330
Makeup Artists, Theatrical and Performance	Postsecondary non-degree award	*	-	-
Carpenters	High school diploma or equivalent	1,050	9%	\$49,380
Electricians	High school diploma or equivalent	3,500	17%	\$56,350
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	High school diploma or equivalent	200	11%	\$37,050
Welders, Cutters, Solderers, and Brazers	High school diploma or equivalent	2,370	17%	\$47,020
Woodworking Machine Setters, Operators, and Tenders, Except Sawing	High school diploma or equivalent	290	14%	\$40,460

*Suppressed data

Full NAICS list and description in the Appendix

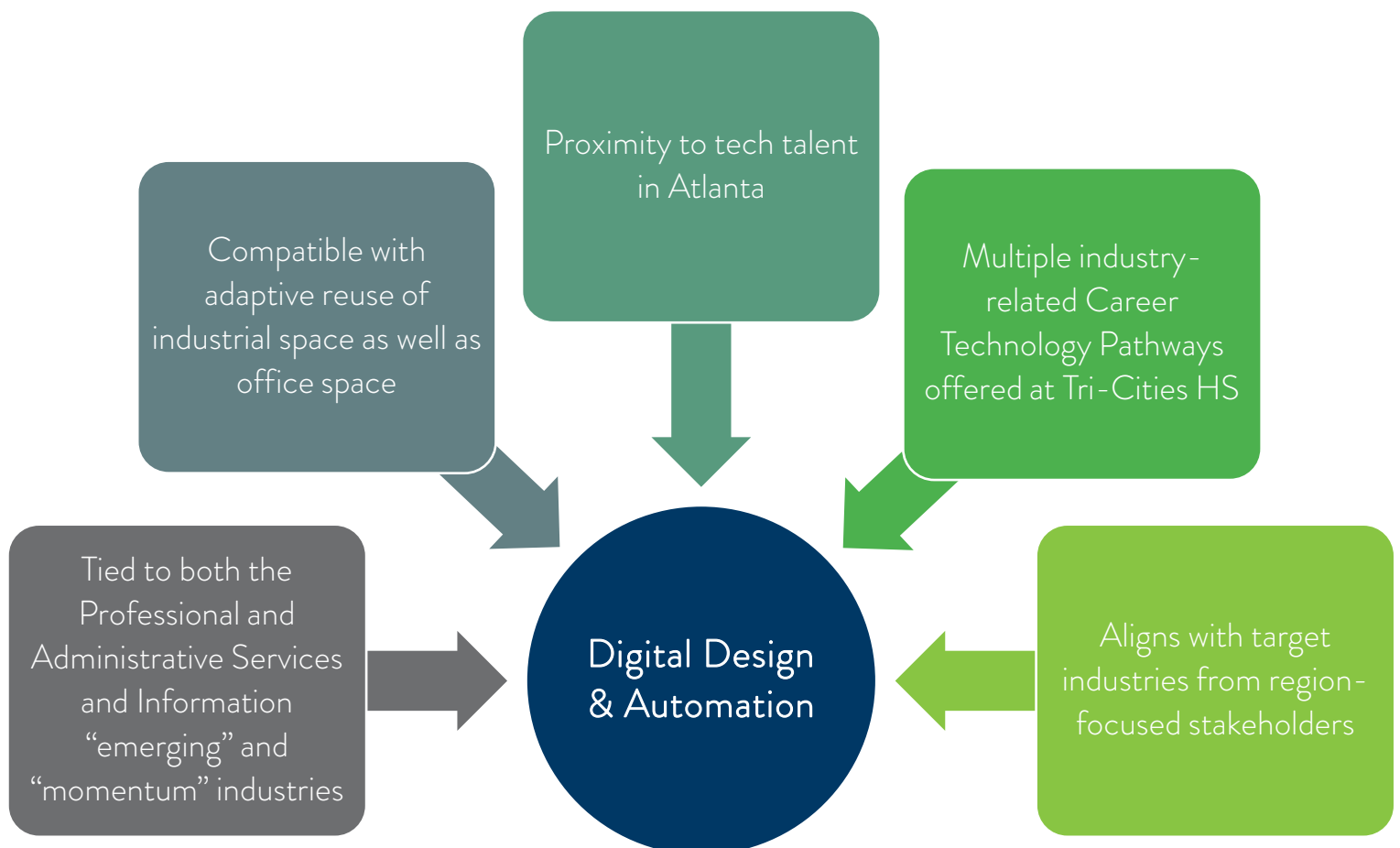
Source: Georgia Department of Labor, U.S. Census OEWS

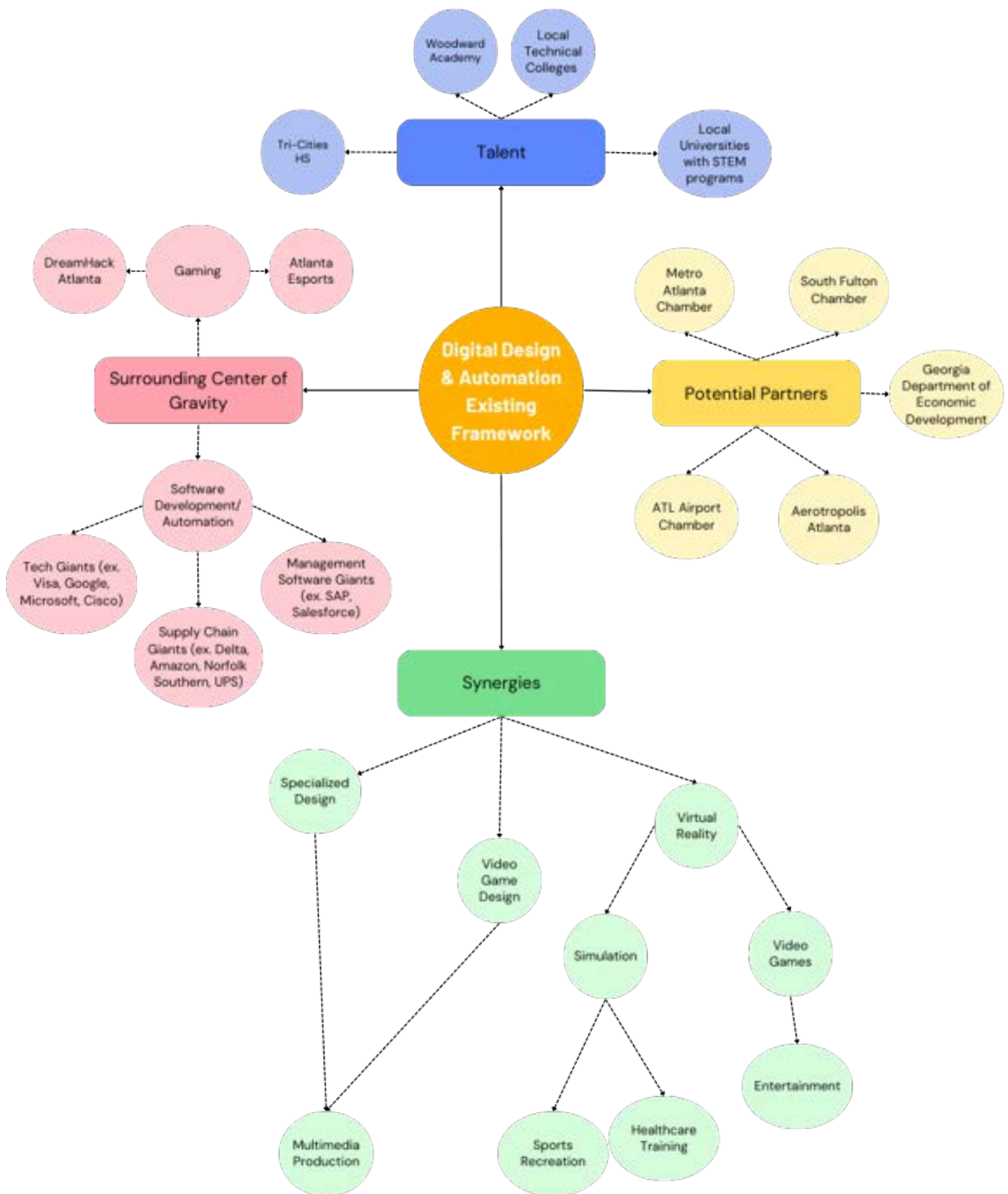
Digital Design & Automation



Businesses within this target industry range from those tied to digital and software design to robotics and automation.

Factors that lead to identification as a target industry:





This target industry includes the following types of businesses:



Full NAICS list and description in the Appendix

Occupations that fall within this target industry include:

Occupation	Typical Education	2022-2032 GA Proj. Growth	%	MSA Median Annual Wage 2023
Computer Network Support Specialists	Associate's degree	370	8%	\$82,530
Computer Network Architects	Bachelor's degree	190	3%	\$136,940
Database Architects	Bachelor's degree	430	16%	\$161,560
Network and Computer Systems Administrators	Bachelor's degree	590	8%	\$97,670
Software Developers	Bachelor's degree	13,800	29%	\$129,700
Software Quality Assurance Analysts and Testers	Bachelor's degree	1,080	25%	\$100,640
Web Developers	Bachelor's degree	340	24%	\$94,330
Web and Digital Interface Designers	Bachelor's degree	790	25%	\$101,920
Computer Hardware Engineers	Bachelor's degree	150	10%	\$106,460
Electrical Engineers	Bachelor's degree	470	10%	\$103,740
Industrial Engineers	Bachelor's degree	1,620	22%	\$97,780
Electrical and Electronics Engineering Technologists and Technicians	Associate's degree	370	14%	\$82,180
Industrial Engineering Technologists and Technicians	Associate's degree	140	9%	\$61,630
Commercial and Industrial Designers	Bachelor's degree	90	13%	\$76,150
Graphic Designers	Bachelor's degree	570	8%	\$61,500
Interior Designers	Bachelor's degree	380	12%	\$66,220

Full NAICS list and description in the Appendix
Source: Georgia Department of Labor, U.S. Census OEWS

IMPLEMENTATION ACTION PLAN

OVERVIEW

Determining the economic development goals in a community requires strategic thinking about all the interconnected pieces in East Point: residents, local businesses, and the built environment. The previous EDSP manifested these pieces into broad overarching goals with objectives to assist the city with creating a base for a ten-year strategy. Since then, East Point has been able to accomplish several of the previous objectives and strategies. This updated Action Plan builds on these successes to determine next steps as well as incorporates aspects of the prior plan that still need to be implemented.

The goals for this updated Economic Development Strategic Plan are:

1. Foster a robust business environment

Work with other departments and existing team members to support existing business retention and expansion within East Point.

2. Attract new industries and amenities

Help position and market East Point to recruit new businesses, new development opportunities, and support local tourism.

3. Cultivate a strong workforce and talent pool

Establish a talent pool within East Point that meets the needs of existing businesses and new desired industries.

4. Enhance the city's quality of life

Assist other departments in improving community well-being and citywide placemaking.

5. Support citywide initiatives

Continue working with other departments to implement strategies from other plans.

GOAL #1: Foster a robust business environment

Economic development is not just about attracting new businesses, it is also about maintaining and promoting the business landscape for the city's existing economic base. Therefore, the focus of this goal is for the Economic Development to work with other departments and existing team members to support existing business retention and expansion within East Point. The objective focus areas, corresponding action items, and lead/supporting entities are below. Some entities will be listed as both 'lead' and 'support' due to varying relevance and capacity for each action item. The full Action Plan matrix can be found at the end of this section.

#1 BUSINESS PROGRAMMING AND SERVICES

ACTION ITEMS

1. Host or support engagement sessions (ex. Lunch & Learns, forums, symposiums, etc.) for businesses across East Point at City Hall or rotating venues across the city with varying topics and speakers from around the region.
2. Create and administer a semi-annual business climate survey and present the results to City Council to better track and ensure citywide awareness of local business challenges.

LEAD & SUPPORT

Lead Role: Economic Development Department

Supporting Role: Planning and Community Development Department, City Manager's Office, Atlanta Regional Commission (ARC), Aerotropolis Atlanta, Select Fulton

#2 CITYWIDE BUSINESS SUPPORT

ACTION ITEMS

1. Work with the East Point Planning and Community Development Department to improve permitting for existing businesses.
2. Establish and foster relationships with local financial institutions to help facilitate small business lending.
3. Create a set-aside for small businesses in city procurement and events.

LEAD & SUPPORT

Lead Role: Economic Development Department, Planning and Community Development Department, Contracts and Procurement Department

Supporting Role: Economic Development Department, City Manager's Office, Business and Industrial Development Authority (BIDA), Downtown Development Authority (DDA), Local Banks

Economic Development Tool: Development Authorities

O.C.G.A. §36-42-1 and §36-62-1 provide the legal authorization for cities and counties in Georgia to create downtown, citywide, or joint development authorities whose purpose is to “develop and promote trade, commerce, industry, and employment opportunities for the public good and the general welfare and to promote the general welfare of the state.” This is often done through the purchase and sale of commercial real estate.

Development authorities are a quasi-governmental entity - they are not a formal part of the municipal or local government, but their board of directors act on behalf of the local city council or board of commissioners. Often, someone on the board will be an appointed liaison from the local governing entity. Many will receive funding from their local governmental authority, but they are also able to generate their own revenues.

#3 PROMOTE EAST POINT VIRGINIA AVENUE HOTEL DISTRICT

ACTION ITEMS

1. Develop a Virginia Avenue Hotel District Master Plan that creates a cohesive Hotel District combining hospitality with diverse retail.
2. Prioritize the development of a performing arts/convention center in close proximity to East Point's Hotel District to support the arts and large events.
3. Explore connectivity improvements and opportunities that can better connect downtown businesses with hotel patrons in the Virginia Avenue Hotel District.

LEAD & SUPPORT

Lead Role: Economic Development Department, Visit East Point, Public Arts Division, Planning and Community Development Department

Supporting Role: Economic Development Department, Planning and Community Development

Department, City Manager's Office, Visit East Point, Public Works Department, Grants Manager, Main Street Association, DDA, Brokers & Real Estate (RE) Community

Economic Development Tool: Hotel-Motel Taxes

O.C.G.A. §48-13-51 provides the legal authorization for cities and counties in Georgia to levy and collect excises taxes on lodging stays (referred to as a Hotel-Motel Tax). Most jurisdictions collecting these taxes have a rate of 5-8%.

These taxes are collected by the governing authority imposing the tax with the purpose of “promoting tourism, conventions, and trade shows” or the construction or maintenance of infrastructure and facilities that support these efforts (ex. hotels). If a governing entity, such as East Point, has a hotel-motel tax rate of 5% or higher, then a portion of those funds must be expended by a Destination Marketing Organization (DMO). This DMO cannot be a public entity such as a DDA and are often the local Convention and Visitor's Bureau - in East Point's case, Visit East Point.

#4 EXISTING BUSINESS RETENTION AND EXPANSION

ACTION ITEMS

1. Update the Cleveland Avenue Master Plan (2006) to incorporate the vision and strategy to retain the existing healthcare ecosystem around the former Atlanta Medical Center site.
2. Establish and maintain relationships with local commercial real estate brokers and commercial property owners to help connect businesses who need to expand their physical footprint within East Point.
3. Explore funding opportunities to assist in creating a fund to assist small businesses with tenant improvements needed to upgrade their existing space or the build-out of new space they have expanded into.

LEAD & SUPPORT

Lead Role: Economic Development Department

Supporting Role: City Manager's Office, BIDA, DDA, Aerotropolis Alliance, Georgia Department of Community Affairs (DCA), Broker and RE Community

GOAL #2: Attract new industries and amenities

The focus of this goal is to help position and market East Point to recruit new businesses, new development opportunities, and support local tourism. To do this, the Economic Development team will have to work alongside other departments and other partners. Over time, it may be necessary for the Department to add more team members - especially if the city takes an aggressive approach to recruiting for their updated target industries. The objective focus areas, corresponding action items, and lead/supporting entities are below. Some entities will be listed as both 'lead' and 'support' due to varying relevance and capacity for each action item. The full Action Plan matrix can be found at the end of this section.

#1 PHYSICAL BRANDING AND MARKETING

ACTION ITEMS

1. Support efforts to establish City of East Point gateway marketing and signage citywide.
2. Add kiosks in downtown and other areas of the city that includes a map of East Point, major retail and hospitality nodes, recreational assets, and upcoming events.
3. Support expanding beautification efforts to include all commercial nodes across East Point.
4. Coordinate with MARTA through its Station Zone Management Program to improve maintenance of the East Point MARTA station.

LEAD & SUPPORT

Lead Role: Economic Development Department, Public Works Department, MARTA

Economic Development Tool: Community Improvement District

State of Georgia Constitution Article IX §7 provides the legal authorization for the creation of a Community Improvement District (CID). This is a self-imposed taxing district for non-residential properties within the specified district. The CID millage (tax rate per \$1,000 of tax assessed value) is an additional property tax.

These additional property taxes are managed by the CID's board of directors and can only be spent on CID management personnel (such as an executive director) or for infrastructure improvements such as street/road construction and maintenance, parks and recreation facilities, storm water and sewage systems, water distribution facilities, public transportation, and parking facilities.

Supporting Role: Economic Development Department, Public Works Department, DDA, BIDA, Visit East Point, ATL Airport Community Improvement Districts (CIDs)

#2 RECRUITMENT

ACTION ITEMS

1. Continuously showcase East Point development and job opportunities with local and regional Economic Development partners via semi-annual bus tours and business visits.
2. Prioritize the recruitment of a food hall operator to East Point that will focus on hosting local businesses and access to fresh food/groceries.
3. Recruit operators that specialize in using creative technologies to transform open space or underutilized commercial/industrial spaces into experiential exhibitions, events, or concerts.

LEAD & SUPPORT

Lead Role: Economic Development Department, Visit East Point, BIDA

Supporting Role: City Manager's Office, Planning and Community Development, Aerotropolis Atlanta, South Fulton Chamber of Commerce, ATL Airport Chamber of Commerce, Metro Atlanta Chamber of Commerce, Georgia Department of Economic Development (GDEcD)

#3 BUSINESS/INDUSTRY ATTRACTION

ACTION ITEMS

1. Implement a Target Industry Incentive Ordinance that establishes an agreed upon set of incentives for new businesses tied to the target industries that meet certain criteria (ex. number of jobs, wages, array of positions).
2. Establish a small business and entrepreneurship incubator within East Point through a public-private partnership.
3. Create a "Make East Point Home" checklist that can be distributed to businesses that are interested in opening in East Point that provides steps and estimated approval timelines for each (ex. business licenses, permits, certificate of occupancy, safety inspections)

LEAD & SUPPORT

Lead Role: Economic Development Department, Planning and Community Development Department, BIDA, DDA

Supporting Role: City Manager's Office, Fulton County

Economic Development Tool: Incentive Ordinance

An Economic Development Incentive Ordinance gives the Economic Development Team a list of pre-approved incentives it can commit the city to without approval from the Council and Mayor. Some incentives include waiving specific fees, access to additional funding, or expedited application reviews.

In the case of a Target Industry Incentive Ordinance, these incentives would be specific to the recruitment of businesses whose North American Industry Classification Systems (NAICS) code matches those listed in the target industry NAICS list in the Appendix. It can also apply only in instances where the applicant or project meets certain thresholds.

#4 REAL ESTATE DEVELOPMENT

ACTION ITEMS

1. Adopt policies and incentives to promote development of mixed-use office space in or around downtown.
2. Work with property owners to position new and previously identified a small-scale catalytic sites in each of the identified nodes in the EDSP to spur increased economic activity and amenity creation across East Point.
3. Prioritize the adaptive reuse of under-performing or vacant industrial buildings through public-private partnership, land-banking, public purchase, or adoption/implementation of I-Mix zoning.
4. Support the creation of a Community Improvement District within the Headland/Delowe Overlay District and Washington Road corridor.

LEAD & SUPPORT

Lead Role: Economic Development Department, Planning and Community Development Department, City Manager's Office, BIDA, DDA

Supporting Role: Economic Development Department, Planning and Community Development Department, City Manager's Office, Broker and RE Community, Urban Land Institute (ULI)

Economic Development Tools for Redevelopment

Since the existing inventory of greenfield potential sites is low in East Point, most of the future projects will have to be the redevelopment of a site that currently or used to host an existing structure (also known as a brownfield). Most often, these properties require more capital than developing a site that had no previous structure (also known as a greenfield). The cost of redevelopment may act as a deterrent in getting a site redeveloped into a new business, a new home, or a new public amenity. There are several ways a municipal government can step-in to make redevelopment more feasible:



SET UP POSITIVE REGULATORY ENVIRONMENT

- Expedited permitting
- Compatible zoning and land use
- Cooperation with any tax credit programs (ex. LIHTC)
- Site marketing and outreach



OFFER FINANCING SUPPORT

- Tax Allocation District (TAD)
[See Appendix]
- Municipal bonds
- Development Authority
- Bond-for-Title
- Hotel-Motel Taxes



HELP MITIGATE RISK

- Buy and assemble small parcels into marketable parcels
- Buy aging or contaminated sites and clean them up
- Help a development partner write down land cost
- Purchase key redevelopment sites



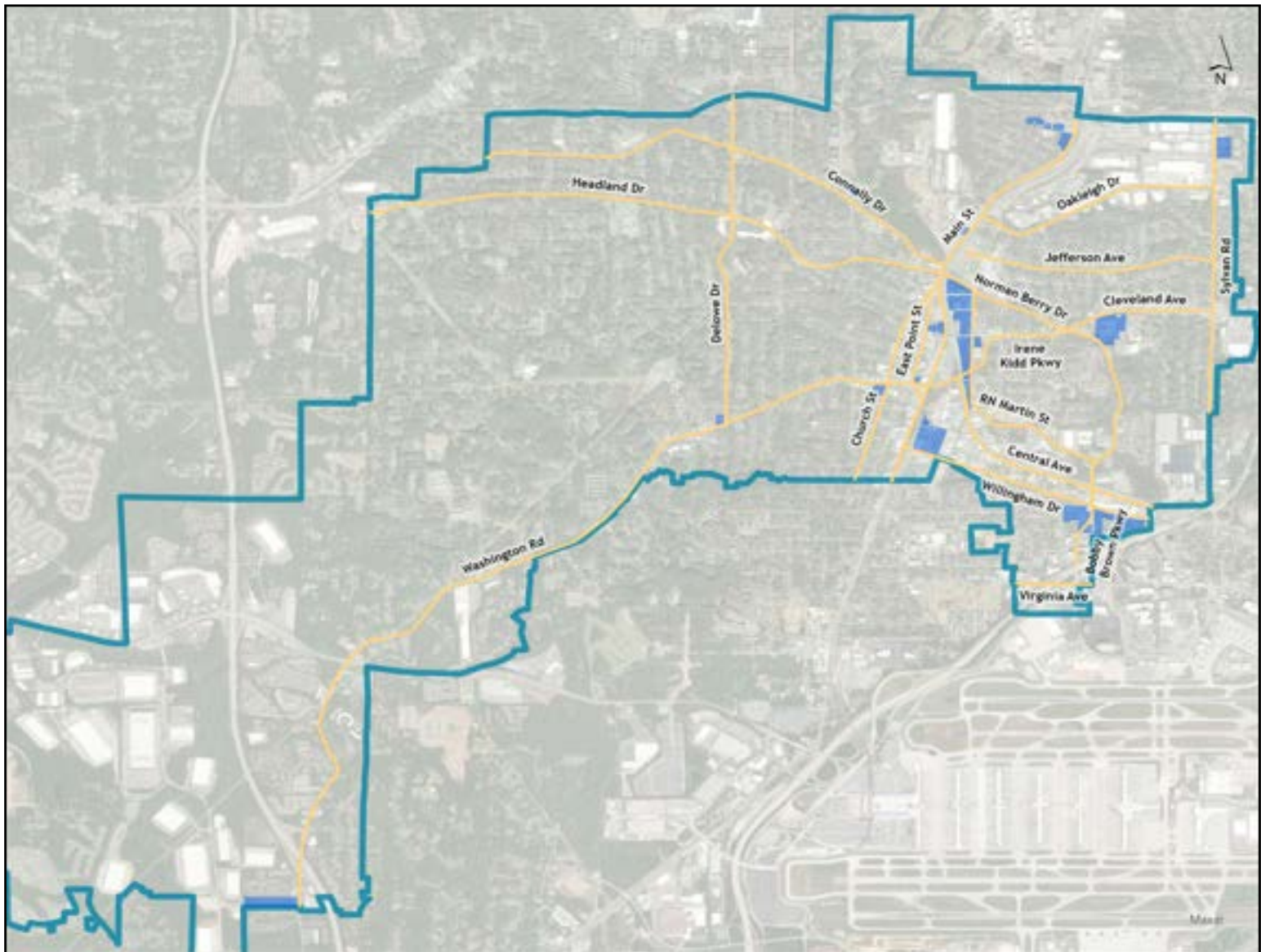
SUPPORT KEY PUBLIC INFRASTRUCTURE AND SITE PREPARATION

- Utility infrastructure
- Roads and trails
- Stormwater and sewer
- Environmental mitigation
- Parks, plazas, greenspace
- Place public uses on or near site (such as libraries, museums, visitor centers, or public offices)
- Enhance the public realm (streetscapes, buried utilities, parks & paths)

Redevelopment Area Potential

Based on areas previously outlined in prior East Point studies and conversations with stakeholders and the public, the areas below can serve as focus areas for East Point Planning and Economic Development staff for redevelopment. This includes a long Main Street, the former City Hall and library areas of Downtown, the Buggy and Wagon Works areas, the former hospital, and the northern part of the Virginia Avenue Hotel District on Bobby Brown Parkway.

It is important to keep in mind that small-scale redevelopments can also have catalytic effects, as they can often come to fruition faster and therefore begin their ripple impacts earlier.



Industrial Site Redevelopment Retrofitting Spectrum

Furthermore, the public input process revealed that there is a strong desire for the city to transition away from an industrial hub and envision these sites for other uses. The spectrum below exemplifies what these other uses could be. More information on these specific examples can be found in the Appendix. While the condition of the building(s) on each specific site will largely dictate redevelopment feasibility, this spectrum primarily serves as a broad comparison of potential uses.

Uses closer to the left typically require less retrofitting and can typically be built out within the shell of the existing building. Uses further to the right typically require more retrofitting, and therefore more capital, due to needing to replace or add to the existing structure, incorporate more in depth utilities for residential or restaurants, and stricter building codes for the final use.

Due to the costs and risks involved in retrofitting industrial sites, the city will likely have to use a multitude of the tools outlined in the prior pages to see these sites transition to uses further on the right of this spectrum.



GOAL #3: Cultivate a strong workforce and talent pool

This goal focuses on building upon existing initiatives, such as the Construction Ready Training program and the new Empowered By Getting Ahead pilot program, to establish a talent pool within East Point that meets the needs of existing businesses and new desired industries. Providing existing residents with enhanced skills and training will allow them to have access to higher-paying jobs and more comfortably maneuver ever-changing market conditions that can put pressure on home instability within the community. Workforce development involves continued and active engagement with local, regional, and statewide partners. As such, it may be necessary to expand the Economic Development team to include a designated Workforce Development Coordinator. The objective focus areas, corresponding action items, and lead/supporting entities are below. Some entities will be listed as both ‘lead’ and ‘support’ due to varying relevance and capacity for each action item. The full Action Plan matrix can be found at the end of this section.

#1 REGIONAL WORKFORCE CONNECTIONS

ACTION ITEMS

1. Market Georgia QuickStart, Worksource Georgia, and HOPE Career Grants to local residents and businesses.
2. Disseminate partner skilling/reskilling opportunities in Economic Development newsletter and city social media.
3. Explore adding a [Junior Achievement Center](#) or similar program temporarily or permanently within East Point that will help prepare local Middle School and High School students in the Tri-Cities area for work-readiness.

LEAD & SUPPORT

Lead Role: Economic Development Department, Tri-Cities HS, Paul D. West Middle School, Charter Schools

Supporting Role: Economic Development Department, City Manager’s Office, Communications Department, East Point Power, City of Hapeville, City of College Park, Aerotropolis Atlanta, Worksource Fulton, Technical College System of Georgia (TCSG)

#2 FOSTERING STUDENT ENGAGEMENT

ACTION ITEMS

1. Assist in connecting current High School students to Work Based Learning opportunities with businesses within East Point and within City Hall.
2. Connect employers with local High School students, parents, and teachers to help expand career pathways and work-readiness programs (ex. Career Days at schools, Shadow Days or business site tours).
3. Assist in coordinating bootcamps between local university students and Middle School and High School students to help introduce and enhance Career, Technical, and Agricultural Education (CTAE) skills.
4. Work with Worksource Fulton, City of College Park, and City of Hapeville to create an educator fellowship program similar to MADE in DeKalb that immerses educators from Tri-Cities Schools, through site visits to local businesses and talks with industry leaders tied to targeted industries, to better prepare student career-readiness in these fields.

LEAD & SUPPORT

Lead Role: Economic Development Department, East Point Power, Aerotropolis Atlanta, Worksource Fulton, South Fulton Chamber of Commerce, ATL Airport Chamber of Commerce, City of College Park, City of Hapeville, Tri-Cities HS, Woodland MS, Paul D. West MS, Camp Creek MS, Woodward Academy, Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College, Georgia State University, Georgia Institute of Technology, Morehouse College, Spelman College, SCAD Atlanta, Emory University

Supporting Role: Economic Development Department, City Manager's Office, East Point Power, Tri-Cities HS, Woodland MS, Paul D West MS, Camp Creek MS, Woodward Academy

#3 TALENT AND EDUCATION SUPPORT

ACTION ITEMS

1. Explore potential funding opportunities for local creatives to produce and showcase their work in East Point (ex. City of Atlanta Arts Grants).
2. Explore potential funding stipends for skills training and continuing education at local technical colleges and universities that pertain to the target industries.
3. Host information sessions within East Point that help connect residents and recent graduates with certifications and degree programs at local technical colleges.
4. Continue supporting (and utilizing for future initiatives) the East Point Farmers Market as an incubator, community food resource, and host location for educational resources (hosting programs like canning, bucket garden distributions, planting/harvesting demonstrations, community outreach, etc.).

LEAD & SUPPORT

Lead Role: Economic Development Department, City Manager's Office, Public Arts Division, UAC, Urban Agriculture Manager, Aerotropolis Atlanta

Supporting Role: Economic Development Department, Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College

GOAL #4: Enhance the city's quality of life

By working towards the three prior goals, the Economic Development Department will be fostering a robust and thriving business community and opportunities for local residents. All of these work alongside enhancing a city's quality of life. Moreover, there are additional ways that the Economic Development team can support the other departments in improving community well-being and citywide placemaking. The objective focus areas, corresponding action items, and lead/supporting entities are below. Some entities will be listed as both 'lead' and 'support' due to varying relevance and capacity for each action item. The full Action Plan matrix can be found at the end of this section.

#1 PUBLIC INFRASTRUCTURE

ACTION ITEMS

1. Work with partners to maintain clean commercial nodes and centers citywide.
2. Identify and prioritize repairs and upgrades of sub-standard infrastructure in priority Economic Development Areas.
3. Prioritize pocket parks and related green spaces in future corridor/node improvements.

LEAD & SUPPORT

Lead Role: Public Works Department, Water and Sewer Department, East Point Power, Parks and Recreation Department, Planning and Community Development Department

Supporting Role: Economic Development Department, City Manager's Office, ATL Airport CIDs, Visit East Point

#2 TRANSIT AND CONNECTIVITY

ACTION ITEMS

1. Improve pedestrian access and sense of safety between downtown and Wagon/Buggyworks.
2. Explore "first" and "last" mile transit options from MARTA and Virginia Avenue Hotel District to commercial nodes across East Point.

3. Support the extension and completion of East Point PATH - especially as it relates to identified catalytic sites.
4. Consider updating any existing corridor studies or market assessments for those studies that are over five years old in order to ensure the action items from those plans align with the post-pandemic market environment.

LEAD & SUPPORT

Lead Role: Economic Development Department, Public Works Department, Planning and Community Development Department, Police Department, Parks and Recreation Department, BIDA, DDA, MARTA,

Supporting Role: Economic Development Department, Planning and Community Development Department, Public Works Department, City Manager's Office, BIDA, DDA, Main Street Association, Visit East Point

#3 HOUSING

ACTION ITEMS

1. Help promote financial and homeownership literacy among existing residents.
2. Utilize the Office of Equity, Inclusion and Empowerment Human Services to control vacant/tax delinquent parcels and support redevelopment of abandoned properties.
3. Approve more housing options across type and income spectrum to boost the city's socioeconomic diversity and attract desired amenities and businesses.
4. Explore amending the existing zoning ordinance to expand the property classes that allow accessory dwelling units (ADUs) by-right in order to preserve housing affordability within the city.

LEAD & SUPPORT

Lead Role: Affordable Housing Division, Planning and Community Development Department, City Manager's Office, Office of Equity, Inclusion and Empowerment Human Services

Supporting Role: Economic Development Department, Brokers & RE Community, Local Banks

GOAL #5: Support citywide initiatives

While it is important to establish new objectives and action items to guide the Economic Development Department over the next ten years, it is just as important to not lose traction on economic development related action items from already approved plans. This last goal serves to reiterate that the Economic Development team should continue working with other departments to implement strategies from other plans. This prevents “reinventing the wheel” and serves as a reminder that the action items outlined in the prior goals will be tasks that the Economic Development Department will be leading or supporting in addition to these previously tasked items below. Prior plans, corresponding economic development action items, and lead/supporting entities are below. Some entities will be listed as both ‘lead’ and ‘support’ due to varying relevance and capacity for each action item. Due to when some of these plans were adopted, several of these action items have already begun. The full Action Plan matrix can be found at the end of this section.

#1 2012 MAIN STREET CORRIDOR TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN

ACTION ITEMS

1. Develop a professional and business services incubator program within the study area.
2. Complete a Redevelopment Guide for focus projects within the LCI Study Area.
3. Partner with Metro Atlanta Chamber of Commerce and Georgia Research Alliance to attract technology-oriented businesses.
4. Develop a Public Art and Cultural Resources Master Plan for Downtown.

LEAD & SUPPORT

Lead Role: Economic Development Department, City Manager’s Office, Planning and Community Development Department, BIDA, DDA, Public Arts Division, Main Street Association

Supporting Role: Economic Development Department, City Manager’s Office, BIDA, DDA, Metro Atlanta Chamber of Commerce, Georgia Research Alliance, ATL Chamber, South Fulton Chamber of Commerce, Aerotropolis Atlanta, Georgia Department of Economic Development (GDEcD)

#2

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN MARKET STUDY UPDATE

ACTION ITEMS

1. Develop an implementation coalition for the TOD Area.
2. Focus on infill development opportunities [smaller-scale projects].
3. Develop a proactive marketing and recruitment strategy for the TOD Area.
4. Institute a broad façade improvement program for downtown property owners.
5. Increase code enforcement to address disinvested properties.

LEAD & SUPPORT

Lead Role: Economic Development Department, Planning and Community Development Department, Main Street Association, Police Department, Visit East Point, Architectural Overlay Review Board

Supporting Role: Economic Development Department, City Manager's Office, Property Owners, MARTA, Fulton County, DDA, BIDA, Main Street Association

#3

2019 VIRGINIA AVENUE CORRIDOR STUDY

ACTION ITEMS

1. Strengthen the Corridors by establishing a consistent development pattern through entitlements/zoning.
2. Establish a Design Review Committee made up of representatives from each City and the CID.
3. Design and install both Virginia Avenue and Bobby Brown Parkway Streetscapes.
4. Design and install improvements for bridge crossings over I-85 on both Bobby Brown Parkway and Virginia Avenue.

LEAD & SUPPORT

Lead Role: Planning and Community Development Department, Public Works Department, City of Hapeville, City of College Park, ATL Airport CIDs

Supporting Role: Economic Development Department, Public Works Department, City of Hapeville, City of College Park

#4 2020 CITY OF EAST POINT AGRICULTURE PLAN

ACTION ITEMS

1. Leverage existing Farm-to-School educational opportunities in East Point.
2. Develop a Corner Store Incentive Program.
3. Support the creation of a full-service grocery store.
4. Advocate for urban agriculture in existing and new incentive programs.
5. Create an Urban Agriculture Resource Database and How to Guide for urban growers.
6. Create restaurant and institutional procurement incentives.
7. Conduct a zoning code audit to identify potential barriers to urban agriculture.
8. Target economic development efforts to further elevate and locate food distribution centers.
9. Pursue local messaging opportunities.

LEAD & SUPPORT

Lead Role: Economic Development Department, UAC, Planning and Community Development Department, City Manager's Office, Local Food Ecosystem Commission (LFEC), Urban Agriculture Manager, BIDA, DDA, Local Schools, East Point Farmers Market, Market 166

Supporting Role: Economic Development Department, UAC, Planning and Community Development Department, East Point Power, Market 166, Stakeholders from local East Point restaurants, Georgia Organics, Destination Marketing Organization, Arts Xchange, East Point Farmers Market, City of East Point Healthy Point program Morehouse Health System, Southside Medical Center, Grady East Point Health Center, Morehouse School of Medicine's Prevention

Research Center, Georgia State School of Public Health, Emory University School of Public Health, CDC, Fulton County Board of Health National School Lunch Program, Fulton County Farm-to-School Program, Greening Youth Foundation, Georgia Career, Technical, and Agricultural Education Program, Other stakeholders (i.e. other urban growers and food advocates)

#5 2021 EQUITABLE GROWTH & INCLUSION STRATEGIC PLAN

ACTION ITEMS

1. Create a dashboard to elevate transparency of procurement, land-use and economic development opportunities/actions.
2. Incentivize a green/healthy transition for current East Point industrial businesses.
3. Develop a Business Stewardship Council to formalize intentions for equitable balance in new era of industrial use.
4. Establish an economic development strategy for re-use of industrially-zoned land.
5. Ensure that commercial redevelopments on city-owned land integrate provisions for local hiring/contracting, deep affordability requirements if mixed-use, and local small business incubation.
6. Adjust zoning to allow neighborhood retail (via Accessory Commercial Units) through the Unified Development Code rewrite process.
7. Explore the creation of a Community Improvement District on the Cleveland Avenue and Main Street Commercial Corridors.
8. Utilize local creatives in community beautification and placemaking efforts.
9. Leverage philanthropic partners and other grants to support economic innovation.
10. Engage various partners to showcase youth talent and create career pipelines for local students.
11. Coordinate regional vendor fairs and development of a procurement forecasting tool.
12. Develop a micro-vending program that supports pop-up markets for emerging small businesses, with a focus on diverse and women-owned vendors.

13. Establish a clear Equitable Economic Development vision for East Point.
14. Build staff capacity for economic equity
15. Remove barriers for small and local businesses in permitting, registration, and contracting.

LEAD & SUPPORT

Lead Role: Economic Development Department, City Manager's Office, Planning and Community Development Department, Information Technology Department, Contracts and Procurement Department, Public Arts Division, Grants Manager, Main Street Association, BIDA, DDA, Aerotropolis Atlanta, Local Schools, Atlanta Regional Commission (ARC)

Supporting Role: Economic Development Department, City Manager's Office, Planning and Community Development Department, Main Street Association, BIDA, DDA, City of Hapeville, City of College Park, Aerotropolis Atlanta, Greenhouse Accelerator of the Green Chamber of the South, ARC Green Communities Program, EPA Community Prospectus Development Assistance Program, EPA Brownfield Grant Contractors, High Museum, Fulton County Youth Committee, Fulton County Opportunity Youth Initiative

#6 2022-2023 COMPREHENSIVE PLAN UPDATE

ACTION ITEMS

1. Continue to pursue Fulton County Board of Education (BOE) approval of Corridors TAD.
2. Focus on Commons Redevelopment Implementation.
3. East Point Street and West Cleveland Avenue streetscape and pedestrian improvements.
4. Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list.
5. Identify and implement a capital improvement project for Willingham, Central Avenue, Egan Park, River Park, and East Washington areas.
6. Identify and implement a capital improvement project along Cleveland Ave.
7. Secure and implement additional USDA grants for community health initiatives.

8. Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment.
9. Downtown East Point Multimodal Improvements (Updated Streetscape Project).

LEAD & SUPPORT

Lead Role: Economic Development Department, Legal, City Manager's Office, Public Works Department, Water and Sewer Department, Planning and Community Development Department, East Point Power, BIDA, DDA, UAC, Urban Agriculture Manager, GDOT, MARTA

Supporting Role: Economic Development Department, City Manager's Office, Grants Manager, DDA

#7 2023 WILLINGHAM CORRIDOR LCI STUDY

ACTION ITEMS

1. Create a Willingham Corridor Task Force.
2. Establish Headwaters Creative Hub.
3. Expand or Create a Tax Allocation District (TAD) [to include the Willingham Drive and Central Avenue areas].
4. Conduct Brownfield Assessment of Catalytic Sites.
5. Brownfield Clean-Up and Remediation
6. Parking Deck Feasibility Study and Design

LEAD & SUPPORT

Lead Role: Economic Development Department, City Manager's Office, Public Works Department, Planning and Community Development Department, Police Department, Grants Manager

Supporting Role: City Manager's Office, BIDA, Aerotropolis Atlanta, City of College Park, City of Hapeville, Fulton County, Fulton County Schools, EPA

FULL ACTION PLAN MATRIX

Goal 1

FOSTER A ROBUST BUSINESS ENVIRONMENT

		Lead Department	Supporting Partner	Begin Implementation
1.1	Business Programming and Services			
1.1.1	Host or support engagement sessions (ex. Lunch & Learns, forums, symposiums, etc.) for businesses across East Point at City Hall or rotating venues across the city with varying topics and speakers from around the region	Economic Development Department	Planning and Community Development Department, ARC, Aerotropolis Atlanta Alliance, Select Fulton	Short-Term (1-3 Years)
1.1.2	Create and administer a semi-annual business climate survey and present the results to City Council to better track and ensure citywide awareness of local business challenges	Economic Development Department	City Manager's Office	Short-Term (1-3 Years)
1.2	Citywide Business Support			
1.2.1	Work with the East Point Planning and Community Development Department to improve permitting for existing businesses	Planning and Community Development Department	Economic Development Department	In Progress
1.2.2	Establish and foster relationships with local financial institutions to help facilitate small business lending	Economic Development Department	Local Banks, BIDA, DDA	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
1.2.3	Create a set-aside for small businesses in city procurement and events	Contracts and Procurement Department	Economic Development Department, City Manager's Office	Medium-Term (4-6 Years)
1.3	Promote East Point Virginia Avenue Hotel District			
1.3.1	Develop Virginia Avenue Hotel District Master Plan that creates a cohesive Hotel District combining hospitality with diverse retail	Visit East Point	Economic Development Department	Short-Term (1-3 Years)
1.3.2	Prioritize the development of a performing arts/convention center in close proximity to East Point's Hotel District to support the arts and large events	Economic Development Department, Public Arts Division	Brokers & RE Community, Visit East Point, City Manager's Office	Medium-Term (4-6 Years)
1.3.3	Explore connectivity improvements and opportunities that can better connect downtown businesses with hotel patrons in the Virginia Avenue Hotel District	Economic Development Department, Planning and Community Development Department	Public Works Department, DDA, Main Street Association, Grants Manager	Long-Term (7-10+ Years)
1.4	Existing Business Retention and Expansion			
1.4.1	Update the Cleveland Avenue Master Plan (2006) to incorporate the vision and strategy to retain the existing healthcare ecosystem around the former Atlanta Medical Center site	Economic Development Department	City Manager's Office, BIDA	In Progress

		Lead Department	Supporting Partner	Begin Implementation
1.4.2	Establish and maintain relationships with local commercial real estate brokers and commercial property owners to help connect businesses who need to expand their physical footprint within East Point	Economic Development Department	Aerotropolis Alliance, Broker/ RE Community	Short-Term (1-3 Years)
1.4.3	Explore funding opportunities to assist in creating a fund to assist small businesses with tenant improvements needed to upgrade their existing space or the build-out of new space they have expanded into	Economic Development Department	City Manager's Office, DDA, BIDA, Georgia Department of Community Affairs	Medium-Term (4-6 Years)

Goal 2

ATTRACT NEW INDUSTRIES AND AMENITIES

		Lead Department	Supporting Partner	Begin Implementation
2.1 Physical Branding and Marketing				
2.1.1	Support efforts to establish City of East Point gateway marketing and signage citywide	Public Works Department	Economic Development Department, DDA	In Progress
2.1.2	Add kiosks in downtown and other areas of the City that includes a map of East Point, major retail and hospitality nodes, recreational assets, and upcoming events	Economic Development Department	DDA, Public Works Department, Visit East Point	In Progress
2.1.3	Support expanding beautification efforts to include all commercial nodes across East Point	Public Works Department	Economic Development Department, DDA, BIDA, ATL Airport CIDs	Medium-Term (4-6 Years)
2.1.4	Coordinate with MARTA through its Station Zone Management Program to improve maintenance of the East Point MARTA station	Public Works Department, MARTA	Economic Development Department, BIDA, DDA, Visit East Point	Short-Term (1-3 Years)
2.2 Recruitment				
2.2.1	Continuously showcase East Point development and job opportunities with local and regional Economic Development partners via semi-annual bus tours and business visits	Economic Development Department, BIDA, Visit East Point	Aerotropolis Atlanta, South Fulton Chamber of Commerce, ATL Airport Chamber of Commerce, Metro Atlanta Chamber, Georgia Department of Economic Development	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
2.2.2	Prioritize the recruitment of a food hall operator to East Point that will focus on hosting local businesses and access to fresh food/ groceries	Economic Development Department	City Manager's Office, Planning and Community Development	Medium-Term (4-6 Years)
2.2.3	Recruit operators that specialize in using creative technologies to transform open space or underutilized commercial/industrial spaces into experiential exhibitions, events, or concerts	Economic Development Department		Medium-Term (4-6 Years)
2.3	Business/Industry Attraction			
2.3.1	Implement a Target Industry Incentive Ordinance that establishes an agreed upon set of incentives for new businesses tied to the target industries that meet certain criteria (ex. number of jobs, wages, array of positions)	Economic Development Department	City Manager's Office	Short-Term (1-3 Years)
2.3.2	Establish a small business and entrepreneurship incubator within East Point through a public-private partnership	Economic Development Department, BIDA, DDA	City Manager's Office	Medium-Term (4-6 Years)
2.3.3	Create a "Make East Point Home" checklist that can be distributed to businesses that are interested in opening in East Point that provides steps and estimated approval timelines for each (ex. business licenses, permits, certificate of occupancy, safety inspections)	Economic Development Department, Planning and Community Development Department	Fulton County	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
2.4	Real Estate Development			
2.4.1	Adopt policies and incentives to promote development of mixed-use office space in or around downtown	City Manager's Office, Economic Development Department	Planning and Community Development Department, ULI	Short-Term (1-3 Years)
2.4.2	Work with property owners to position new and previously identified a small-scale catalytic sites in each of the identified nodes in the EDSP to spur increased economic activity and amenity creation across East Point	Economic Development Department	Planning and Community Development Department, City Manager's Office	Medium-Term (4-6 Years)
2.4.3	Prioritize the adaptive reuse of underperforming or vacant industrial buildings through public-private partnership, landbanking, public purchase, or adoption/implementation of I-Mix zoning	City Manager's Office, Economic Development Department, BIDA, DDA	Broker and Real Estate Community	Medium-Term (4-6 Years)
2.4.4	Support the creation of a Community Improvement District within the Headland/Delowe Overlay District and Washington Road corridor	Planning and Community Development, BIDA, DDA	Economic Development Department	Short-Term (1-3 Years)

Goal 3**CULTIVATE A STRONG WORKFORCE AND TALENT POOL**

		Lead Department	Supporting Partner	Begin Implementation
3.1	Regional Workforce Connections			
3.1.1	Market Georgia QuickStart, Worksource Georgia, and HOPE Career Grants to local residents and businesses	Economic Development Department	TCSG	Short-Term (1-3 Years)
3.1.2	Disseminate partner skilling/reskilling opportunities in Economic Development newsletter and city social media	Economic Development Department	Aerotropolis Atlanta, Worksource Fulton, Communications Department, East Point Power	Short-Term (1-3 Years)
3.1.3	Explore adding a Junior Achievement Center or similar program temporarily or permanently within East Point that will help prepare local Middle School and High School students in the Tri-Cities area for work-readiness	Tri-Cities HS, Paul D. West Middle School, Charter Schools	City Manager's Office, Economic Development Department, City of Hapeville, City of College Park	Long-Term (7-10+ Years)
3.2	Recruitment			
3.2.1	Assist in connecting current High School students to Work Based Learning opportunities with businesses within East Point and within City Hall	Tri-Cities HS, Aerotropolis Atlanta, Worksource Fulton	Economic Development Department, East Point Power	Short-Term (1-3 Years)
3.2.2	Connect employers with local High School students, parents, and teachers to help expand career pathways and work-readiness programs (ex. Career Days at Schools, Shadow Days or business site tours)	Tri-Cities HS, Aerotropolis Atlanta, Worksource Fulton	Economic Development Department, East Point Power	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
3.2.3	Assist in coordinating bootcamps between local university students and Middle School and High School students to help introduce and enhance CTAE skills	Tri-Cities HS, Woodland MS, Paul D. West MS, Camp Creek MS, Woodward Academy, Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College, Georgia State University, Georgia Institute of Technology, Morehouse College, Spelman College, SCAD Atlanta, Emory University, Aerotropolis Atlanta	Economic Development Department	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
3.2.4	Work with Worksource Fulton, City of College Park, and City of Hapeville to create an educator fellowship program similar to MADE in DeKalb that immerses educators from Tri-Cities Schools, through site visits to local businesses and talks with industry leaders tied to targeted industries, to better prepare student career-readiness in these fields	Economic Development Department, Worksource Fulton, Aerotropolis Atlanta, South Fulton Chamber of Commerce, ATL Airport Chamber of Commerce, City of College Park, City of Hapeville	City Manager's Office, Tri-Cities HS, Woodland MS, Paul D West MS, Camp Creek MS, Woodward Academy	Long-Term (7-10+ Years)
3.3	Talent and Education Support			
3.3.1	Explore potential funding opportunities for local creatives to produce and showcase their work in East Point (ex. City of Atlanta Arts Grants)	City Manager's Office, Public Arts Division	Economic Development Department	Medium-Term (4-6 Years)
3.3.2	Explore potential funding stipends for skills training and continuing education at local technical colleges and universities that pertain to the target industries	City Manager's Office, Aerotropolis Atlanta	Economic Development Department, Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
3.3.3	Host information sessions within East Point that help connect residents and recent graduates with certifications and degree programs at local technical colleges	Economic Development Department, Aerotropolis Atlanta	Lincoln Tech, Clayton State University, Clark Atlanta University, Atlanta Metropolitan State College, Atlanta Technical College	Short-Term (1-3 Years)
3.3.4	Continue supporting (and utilizing for future initiatives) the East Point Farmers Market as an incubator, community food resource, and host location for educational resources (hosting programs like canning, bucket garden distributions, planting/ harvesting demonstrations, community outreach, etc.)	Economic Development Department, UAC, Urban Agriculture Manager		In Progress

Goal 4

ENHANCE THE CITY'S QUALITY OF LIFE

		Lead Department	Supporting Partner	Begin Implementation
4.1	Public Infrastructure			
4.1.1	Work with partners to maintain clean commercial nodes and centers citywide	Public Works Department	Atlanta Airport CIDs, Economic Development Department, Visit East Point	In Progress
4.1.2	Identify and prioritize repairs and upgrades of sub-standard infrastructure in priority Economic Development Areas	Public Works Department, Water and Sewer Department, East Point Power	City Manager's Office, Economic Development Department	Medium-Term (4-6 Years)
4.1.3	Prioritize pocket parks and related green spaces in future corridor/node improvements	Parks and Recreation Department, Planning and Community Development Department	City Manager's Office, Economic Development Department	Medium-Term (4-6 Years)
4.2	Transit and Connectivity			
4.2.1	Improve pedestrian access and sense of safety between Downtown and Wagon/Buggyworks	Public Works Department, Police Department, DDA	Planning and Community Development Department, Economic Development Department, Main Street Association	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
4.2.2	Explore "first" and "last" mile transit options from MARTA and Virginia Avenue Hotel District to commercial nodes across East Point	Economic Development Department, Planning and Community Development Department, BIDA, DDA, MARTA	Public Works Department, Main Street Association	Long-Term (7-10+ Years)
4.2.3	Support the extension and completion of East Point PATH - especially as it relates to identified catalytic sites	Planning and Community Development Department, Parks and Recreation Department	Economic Development	Medium-Term (4-6 Years)
4.2.4	Consider updating any existing corridor studies or market assessments for those studies that are over five years old in order to ensure the action items from those plans align with the post-pandemic market environment	Economic Development Department, Planning and Community Development Department	City Manager's Office, BIDA, DDA, Visit East Point	Short-Term (1-3 Years)
4.3	Housing			
4.3.1	Help promote financial and homeownership literacy among existing residents	Affordable Housing Division, Planning and Community Development Department	Economic Development Department, Brokers & RE Community, Local Banks	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
4.3.2	Utilize the Office of Equity, Inclusion and Empowerment Human Services to control vacant/tax delinquent parcels and support redevelopment of abandoned properties	Office of Equity, Inclusion and Empowerment Human Services, City Manager's Office, Planning and Community Development Department	Economic Development Department	Long-Term (7-10+ Years)
4.3.3	Approve more housing options across type and income spectrum to boost the city's socioeconomic diversity and attract desired amenities and businesses	City Manager's Office, Planning and Community Development Department	Economic Development Department	Short-Term (1-3 Years)
4.3.4	Explore amending the existing zoning ordinance to expand the property classes that allow accessory dwelling units (ADUs) by-right in order to preserve housing affordability within the city	City Manager's Office, Planning and Community Development Department	Economic Development Department	Short-Term (1-3 Years)

Goal 5

SUPPORT CITYWIDE INITIATIVES

		Lead Department	Supporting Partner	Begin Implementation
5.1	2012 Main Street Corridor Transit Oriented Development (TOD) Plan			
5.1.1	Develop a professional and business services incubator program within the study area	Economic Development Department, City Manager's Office	BIDA, DDA	Medium-Term (4-6 Years)
5.1.2	Complete a Redevelopment Guide for focus projects within the LCI Study Area	Economic Development Department, Planning and Community Development Department	City Manager's Office	Short-Term (1-3 Years)
5.1.3	Partner with Metro Atlanta Chamber of Commerce and Georgia Research Alliance to attract technology-oriented businesses	Economic Development Department, BIDA, DDA	Metro Atlanta Chamber of Commerce, Georgia Research Alliance, ATL Chamber of Commerce, South Fulton Chamber of Commerce, Aerotropolis Atlanta, Georgia Department of Economic Development	Medium-Term (4-6 Years)
5.1.4	Develop a Public Art and Cultural Resources Master Plan for Downtown	Public Arts Division, DDA, Main Street Association, Planning and Community Development Department	Economic Development Department	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.2	2015 Transit Oriented Development (TOD) Plan Market Study Update			
5.2.1	Develop an implementation coalition for the TOD Area	Planning and Community Development Department, Economic Development Department, Main Street Association	City Manager's Office, Property Owners, MARTA, Fulton County, DDA, BIDA	Short-Term (1-3 Years)
5.2.2	Focus on infill development opportunities [smaller-scale projects]	Planning and Community Development Department, Economic Development Department	City Manager's Office, Property Owners, MARTA, Fulton County, DDA, BIDA	Short-Term (1-3 Years)
5.2.3	Develop a proactive marketing and recruitment strategy for the TOD Area	Planning and Community Development Department, Economic Development Department, Visit East Point	City Manager's Office, Property Owners, DDA, BIDA, Main Street Association	Short-Term (1-3 Years)
5.2.4	Institute a broad façade improvement program for downtown property owners	Planning and Community Development Department, Economic Development Department, Main Street Association, Architectural Overlay Review Board, Visit East Point	City Manager's Office, DDA, BIDA	In Progress

		Lead Department	Supporting Partner	Begin Implementation
5.2.5	Increase code enforcement to address disinvested properties	Police Department, Planning and Community Development Department	City Manager's Office, Economic Development Department	Short-Term (1-3 Years)
5.3	2019 Virginia Avenue Corridor Study			
5.3.1	Strengthen the Corridors by establishing a consistent development pattern through entitlements/zoning	Planning and Community Development Department	Public Works Department, Economic Development Department, City of Hapeville, City of College Park	In Progress
5.3.2	Establish a Design Review Committee made up of representatives from each City and the CID	Planning and Community Development Department, City of Hapeville, City of College Park, ATL Airport CIDs	Economic Development Department	Short-Term (1-3 Years)
5.3.3	Design and install both Virginia Avenue and Bobby Brown Parkway Streetscapes	Planning and Community Development Department, Public Works Department	Economic Development Department, City of Hapeville, City of College Park	Medium-Term (4-6 Years)
5.3.4	Design and install improvements for bridge crossings over I-85 on both Bobby Brown Parkway and Virginia Avenue	Planning and Community Development Department, Public Works Department	Economic Development Department, City of Hapeville, City of College Park	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.4	2020 City of East Point Agriculture Plan			
5.4.1	Leverage existing Farm-to-School educational opportunities in East Point	LFEC, Urban Agriculture Manager, Local Schools	National School Lunch Program, Fulton County Farm-to-School Program, Greening Youth Foundation, Georgia Career, Technical, and Agricultural Education Program	In Progress
5.4.2	Develop a Corner Store Incentive Program	UAC, Urban Agriculture Manager, Economic Development Department, Planning and Community Development Department	Market 166, Morehouse Health System, Southside Medical Center, Grady East Point Health Center, Morehouse School of Medicine's Prevention Research Center, Georgia State School of Public Health, Emory University School of Public Health, CDC, Fulton County Board of Health	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.4.2	Support the creation of a full-service grocery store	East Point Economic Development, Market 166, Urban Agriculture Manager, City Manager's Office, BIDA, DDA	UAC, Planning and Community Development Department	Medium-Term (4-6 Years)
5.4.4	Advocate for urban agriculture in existing and new incentive programs	UAC, Urban Agriculture Manager, City Manager's Office	Planning and Community Development Department, Economic Development Department	Medium-Term (4-6 Years)
5.4.5	Create an Urban Agriculture Resource Database and How to Guide for urban growers	UAC, Urban Agriculture Manager	Other stakeholders (i.e. other urban growers and food advocates), Economic Development Department, Planning and Community Development Department, East Point, Power	Short-Term (1-3 Years)
5.4.6	Create restaurant and institutional procurement incentives	UAC, Urban Agriculture Manager	Stakeholders from local East Point restaurants, Georgia Organics	Medium-Term (4-6 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.4.7	Conduct a zoning code audit to identify potential barriers to urban agriculture	Planning and Community Development Department, UAC, Urban Agriculture Manager	Economic Development Department	Short-Term (1-3 Years)
5.4.8	Target economic development efforts to further elevate and locate food distribution centers	Economic Development Department, Urban Agriculture Manager	Planning and Community Development Department, UAC	In Progress
5.4.9	Pursue local messaging opportunities	UAC, Urban Agriculture Manager	Economic Development, Destination Marketing Organization, ArtsXchange, East Point Farmers Market, City of East Point Healthy Point program, East Point Power	Short-Term (1-3 Years)
5.5	2021 Equitable Growth & Inclusion Strategic Plan			
5.5.1	Create a dashboard to elevate transparency of procurement, land-use and economic development opportunities/actions	City Manager's Office, Planning and Community Development, Information Technology Department	Economic Development Department, DDA, BIDA	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.5.2	Incentivize a green/healthy transition for current East Point industrial businesses	City Manager's Office	Economic Development Department, Greenhouse Accelerator of the Green Chamber of the South, ARC Green Communities Program	Medium-Term (4-6 Years)
5.5.3	Develop a Business Stewardship Council to formalize intentions for equitable balance in new era of industrial use	Economic Development Department, Planning and Community Development Department, City Manager's Office, BIDA	Aerotropolis Atlanta	Medium-Term (4-6 Years)
5.5.4	Establish an economic development strategy for re-use of industrially-zoned land	Economic Development Department, Planning and Community Development Department, BIDA	EPA Community Prospectus Development Assistance Program, EPA Brownfield Grant Contractors	In Progress
5.5.5	Ensure that commercial redevelopments on city-owned land integrate provisions for local hiring/contracting, deep affordability requirements if mixed-use, and local small business incubation	City Manager's Office, Contracts and Procurement Department	Planning and Community Development Department, Economic Development Department	In Progress

		Lead Department	Supporting Partner	Begin Implementation
5.5.6	Adjust zoning to allow neighborhood retail (via Accessory Commercial Units) through the Unified Development Code rewrite process	City Manager's Office, Planning and Community Development	Economic Development Department	Short-Term (1-3 Years)
5.5.7	Explore the creation of a Community Improvement District on the Cleveland Avenue and Main Street Commercial Corridors	Planning and Community Development, BIDA, DDA, Main Street Association	Economic Development Department	Short-Term (1-3 Years)
5.5.8	Utilize local creatives in community beautification and placemaking efforts	Public Arts Division, Planning and Community Development Department	Economic Development Department, Main Street Association	Short-Term (1-3 Years)
5.5.9	Leverage philanthropic partners and other grants to support economic innovation	Grants Manager	Economic Development Department, Planning and Community Development Department	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.5.10	Engage various partners to showcase youth talent and create career pipelines for local students	Local Schools, Aerotropolis Atlanta	High Museum, Fulton County Youth Committee, Fulton County Opportunity Youth Initiative, Economic Development Department, Planning and Community Development Department	Short-Term (1-3 Years)
5.5.11	Coordinate regional vendor fairs and development of a procurement forecasting tool	Aerotropolis Atlanta, ARC	Economic Development Department, Contracts and Procurement Department, City of Hapeville, City of College Park	Medium-Term (4-6 Years)
5.5.12	Develop a micro-vending program that supports pop-up markets for emerging small businesses, with a focus on diverse and women-owned vendors	Economic Development Department, City Manager's Office	DDA, BIDA, Main Street Association	In Progress
5.5.13	Establish a clear Equitable Economic Development vision for East Point	Economic Development Department, City Manager's Office	Planning and Community Development Department	Short-Term (1-3 Years)
5.5.14	Build staff capacity for economic equity	City Manager's Office	Economic Development Department	In Progress

		Lead Department	Supporting Partner	Begin Implementation
5.5.15	Remove barriers for small and local businesses in permitting, registration, and contracting	City Manager's Office, Contracts and Procurement Department, Planning and Community Development Department	Economic Development Department	In Progress
5.6	2022-2023 Comprehensive Plan Update			
5.6.1	Continue to pursue Fulton County BOE approval of Corridors TAD	Economic Development Department, Legal, City Manager's Office	City Manager's Office	In Progress
5.6.2	Focus on Commons Redevelopment Implementation	City Manager's Office	DDA, Economic Development Department	In Progress
5.6.3	East Point Street and West Cleveland Avenue streetscape and pedestrian improvements	Public Works Department, GDOT, MARTA	Economic Development Department	In Progress
5.6.4	Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list	Public Works Department, DDA	Economic Development Department	In Progress
5.6.5	Identify and implement a capital improvement project for Willingham, Central Avenue, Eagan Park, River Park, and East Washington areas	BIDA, Public Works Department	Economic Development Department	In Progress

		Lead Department	Supporting Partner	Begin Implementation
5.6.6	Identify and implement a capital improvement project along Cleveland Ave	BIDA, Public Works Department, Water and Sewer Department, East Point Power	Economic Development Department	In Progress
5.6.7	Secure and implement additional USDA grants for community health initiatives	UAC, Urban Agriculture Manager	Grants Manager, Economic Development	Short-Term (1-3 Years)
5.6.8	Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment	City Manager's Office, Planning and Community Development Department, Economic Development Department		In Progress
5.6.9	Downtown East Point Multimodal Improvements (Updated Streetscape Project)	Public Works Department, GDOT, MARTA	Economic Development Department	In Progress
5.7	2023 Willingham Corridor LCI Study			
5.7.1	Create a Willingham Corridor Task Force	Public Works Department, Police Department, Economic Development Department, Planning and Community Development Department	City Manager's Office, Aerotropolis Atlanta, City of College Park, City of Hapeville	Short-Term (1-3 Years)

		Lead Department	Supporting Partner	Begin Implementation
5.7.2	Establish Headwaters Creative Hub	Economic Development Department, Planning and Community Development Department	City Manager's Office, Aerotropolis Atlanta, City of College Park, City of Hapeville, EPA	Short-Term (1-3 Years)
5.7.3	Expand or Create a Tax Allocation District (TAD) [to include the Willingham Drive and Central Avenue areas]	Economic Development Department, City Manager's Office	Fulton County, Fulton County Schools, BIDA	Short-Term (1-3 Years)
5.7.4	Conduct Brownfield Assessment of Catalytic Sites	Grants Manager, Economic Development Department, Planning and Community Development Department	City Manager's Office	Short-Term (1-3 Years)
5.7.5	Brownfield Clean-Up and Remediation	Grants Manager, Economic Development Department, Planning and Community Development Department	City Manager's Office, EPA	In Progress
5.7.6	Parking Deck Feasibility Study and Design	Economic Development Department, Planning and Community Development Department	City Manager's Office	Medium-Term (4-6 Years)

APPENDIX

TARGET INDUSTRY NAICS CODES

Food & Wellness		
NAICS	Name	Description
4452	Special Food Retailers	This industry group comprises establishments primarily engaged in retailing specialized lines of food not for immediate consumption.
44511	Supermarkets and Other Grocery Retailers	This industry comprises establishments generally known as supermarkets and other grocery retailers (except convenience retailers) primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.
722513	Limited-Service Restaurants	This U.S. industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.
3113-3115, 3118-3119	Food Manufacturing	Industries in this subsector transform agricultural products into sugar & confectionery, preserved fruit & vegetable, dairy, bread & bakery, snack, nut, and/or coffee & tea products for intermediate or final consumption.
1114	Greenhouse, Nursery, and Floriculture Production	This industry group comprises establishments primarily engaged in growing crops of any kind under cover and/or growing nursery stock and flowers. "Under cover" is generally defined as greenhouses, cold frames, cloth houses, and lath houses. The crops grown are removed at various stages of maturity and have annual and perennial life cycles. The nursery stock includes short rotation woody crops that have growth cycles of 10 years or less.
456110, 456191	Health and Personal Care Retailers	This industry comprises establishments primarily engaged in prescription or nonprescription drugs and medicines, or food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.
621	Ambulatory Health Care Services	Industries in this subsector provide health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process.

Tourism & Recreation

NAICS	Name	Description
5615	Travel Arrangement and Reservation Services	This industry group comprises establishments primarily engaged in one of the following: (1) travel agency services; (2) arranging and assembling tours; or (3) other travel arrangement and reservation services.
722511	Full-Service Restaurants	This U.S. industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing carryout services, or presenting live nontheatrical entertainment.
561920	Convention and Trade Show Organizers	This industry comprises establishments primarily engaged in organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place).
7139	Other Amusement and Recreation Industries	This industry group comprises establishments primarily engaged in operating golf courses and country clubs; skiing facilities; marinas; fitness and recreational sports centers; bowling centers; and providing other amusement and recreation services.
71312	Amusement Arcades	This industry comprises establishments primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.
7112	Spectator Sports	This industry comprises (1) sports teams or clubs primarily participating in live sporting events before a paying audience; (2) establishments primarily engaged in operating racetracks without casinos; (3) independent athletes engaged in participating in live sporting or racing events before a paying audience; (4) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (5) establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium, or other facility for presenting their games or other spectator sports events.

Multimedia Production & Entertainment

NAICS	Name	Description
5122	Sound Recording Industries	This industry group comprises establishments primarily engaged in producing and distributing musical recordings, publishing music, or providing sound recording and related services.
5121	Motion Picture and Video Industries	This industry group comprises establishments primarily engaged in the production and/or distribution of motion pictures, videos, television programs, or commercials; in the exhibition of motion pictures; or in the provision of postproduction and related services.
332323, 337122, 337212	Custom architectural woodwork and metalwork manufacturing	These industries comprise establishments primarily engaged in (1) manufacturing ornamental and architectural metal work, such as staircases, metal open steel flooring, fire escapes, railings, and scaffolding; (2) manufacturing nonupholstered wood household-type furniture and freestanding cabinets (except television, stereo, and sewing machine cabinets; and (3) manufacturing custom designed interiors consisting of architectural woodwork and fixtures utilizing wood, wood products, and plastics laminates.
7111	Performing Arts Companies	This industry group comprises establishments primarily engaged in producing live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, and other performing artists.
8121	Personal Care Services	This industry group comprises establishments, such as barber and beauty shops, that provide appearance care services to individual consumers.
238	Specialty Trade Contractors	This industry comprises establishments whose primary activity is performing specific activities (e.g., pouring concrete, site preparation, plumbing, painting, and electrical work) involved in building construction or other activities that are similar for all types of construction, but that are not responsible for the entire project. The work performed may include new work, additions, alterations, maintenance, and repairs. The production work performed by establishments in this subsector is usually subcontracted from establishments of the general contractor type or for-sale builders, but especially in remodeling and repair construction, work also may be done directly for the owner of the property. Specialty trade contractors usually perform most of their work at the construction site, although they may have shops where they perform prefabrication and other work. Establishments primarily engaged in preparing sites for new construction are also included in this subsector.

Digital Design & Automation

NAICS	Name	Description
5414	Specialized Design Services	This industry group comprises establishments providing specialized design services (except architectural, engineering, and computer systems design).
5415	Computer Systems Design and Related Services	This industry comprises establishments primarily engaged in providing expertise in the field of information technologies through one or more of the following activities: (1) writing, modifying, testing, and supporting software to meet the needs of a particular customer; (2) planning and designing computer systems that integrate computer hardware, software, and communication technologies; (3) on-site management and operation of clients' computer systems and/or data processing facilities; and (4) other professional and technical computer related advice and services.
5132	Software Publishers	This industry comprises establishments primarily engaged in software publishing. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only. These establishments may publish and distribute software through subscriptions and/or downloads.
5182	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	This industry comprises establishments primarily engaged in providing computing infrastructure, data processing services, Web hosting services (except software publishing), and related services, including streaming support services (except streaming distribution services). Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.
541330	Engineering Services	This industry comprises establishments primarily engaged in applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. The assignments undertaken by these establishments may involve any of the following activities: provision of advice, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

INDUSTRIAL RE-USE EXAMPLES

COWAREHOUSING	Saltbox (Atlanta, GA) Located in Upper Westside, Saltbox is a full service co-warehousing company that provides warehouse and coworking space for growing business of various sizes. Saltbox bridges the gap between traditional storage and small business needs through their capabilities. Unique perks include loading docks, conference rooms and community space, studio space, and logistic solutions for all of your ecommerce needs. This location opened in 2020.
FLEX SPACE	Arden's Garden HQ (East Point, GA) Arden's Garden HQ is a multi-purpose facility that serves as a headquarters, production facility, and retail juice bar. A true Atlanta staple, Ardens Garden has grown into a regional favorite, with retail locations all over North Georgia and offerings in many grocery store chains. This location opened in 2020.
CREATIVE PRODUCTION	Atlanta Filmworks Studio (Doraville, GA) In a state recognized for its booming entertainment sector, hubs such as Atlanta Filmworks Studio in Doraville, GA are key. Opening in 2013, Atlanta Filmworks Studio is a 57,000 square foot studio with office, stage, flex space, conference rooms, and many other amenities. It has become a go-to for many creative professionals and companies including the AMC Channel.
MAKER SPACE	Freeside Atlanta (Hapeville, GA) Opening in 2009 by volunteers, Freeside Atlanta is a 9,000 square foot non-profit makerspace facility located in Hapeville, GA. They cater to creatives by providing access and knowledge to support their craft. Amenities include 3D printing, laser cutting, electronics space, ceramics studio, metal shop, woodshop, and many others.

EVENT/EXHIBITION SPACE	The Westside Warehouse (Atlanta, GA) Opening in 2018, The Westside Warehouse is a 6,400 square foot converted warehouse offering a blend of industrial charm and modern facilities that create a stunning event space. Featured on Married at First Sight and The Real Housewives of Atlanta, The Westside Warehouse is a sought after, stylish, and functional wedding venue.
OFFICE AND ENTERTAINMENT	Armour Yards (Atlanta, GA) Armour Yards is a 275,000 square feet office and entertainment complex with modern office and retail space. Repurposed from a former industrial area, Armour yards is home to various food and beverage shops, recreation areas, and entertainment venues. It was developed by Third and Urban (adaptive re-use focused CRE development firm) partnered with Matchstic and opened in 2016.
MARKET	The Municipal Market (Atlanta, GA) Opening in 1924, The Municipal Market, also known as Sweet Auburn Curb Market, is a historic market offering a diverse range of items including fresh produce, meat, baked goods, prepared food, and beverages. The greater Atlanta community now enjoys beloved restaurants – Grindhouse Killer Burgers, Bell Street Burritos, Sweet Auburn Barbeque and Arepa Mia – that got their start here. The building is currently owned by the City of Atlanta to help the Municipal Market team offer affordable temporary or full-time leased space for vendors and merchants.

RETAIL/RESTAURANT	Olive and Pine (Avondale Estates, GA) Developed by 6 Olive Development LLC and opening in 2022, Olive and Pine is a mixed use development built upon the former Mann Mechanical building in Avondale Estates, GA. It is home to many businesses and restaurants, including a music school, salon, coffee and tea bar, among other offerings.
RESIDENTIAL	Fulton Cotton Mill Lofts (Atlanta, GA) Once home to the Fulton Bag and Cotton Mills, Fulton Cotton Mill Lofts was converted from an industrial space into vibrant apartments by Aderhold Properties. The redevelopment preserved much of the site's historic character, and it is now a residential space that was able to address the city's growing demand for unique housing options.
HOSPITALITY	JW Marriott (Savannah, GA) Developed by Richard C. Kessler of the Kessler Collection and opening in 2022, the JW Marriot in Savannah, GA is a luxury 419 room hotel in a historic area that once housed a power plant. JW Marriot is filled with high end accommodations and dining experiences including three rooftop bars, an art gallery, a variety of restaurants, and a full spa.
RESIDENTIAL MIXED-USE	The Works ATL (Atlanta, GA) Developed by Selig Development and the first phase having opened in 2020, The Works ATL is an 80-acre mixed-use residential development planned to encompass 350,000 square feet of retail and entertainment, 500,000 square feet of office space, 500 residential units and 200 hotel rooms. Before the adaptive re-use project, it was an industrial area with a collection of warehouse and manufacturing buildings from the turn of the 20th century.

QUICK GUIDE: GEORGIA WORKFORCE DEVELOPMENT PROGRAMS

Georgia Quick Start

- Description: Internationally acclaimed provider of workforce training solutions for businesses creating and saving jobs in Georgia.
- Scope: Customized training for various industries, including manufacturing, distribution, headquarters operations, and more.
- Approach: Utilizes the Quick Start Process involving detailed discussions, job analysis, and tailored workforce training.

Intellectual Capital Partnership Program (ICAPP)

- Description: Economic development program of the University System of Georgia.
- Focus: Utilizes resources of Georgia's public colleges and universities to enhance the state's economic development.
- Target: Addresses skills gaps through customized, accelerated education and knowledge for workers in high demand and short supply.

Workforce Investment Act (WIA)

- Description: Business-led boards developing strategic plans using federal workforce development resources.
- Structure: Divided into twenty workforce areas, each with a local board making decisions on supported training.
- Objective: Meet business needs for skilled workers and individual needs for training, education, and employment.
- Contact: Georgia Dept. of Economic Development, Workforce Division - workforce@georgia.gov

Tax Credit for Adult Basic Skills Education

- Description: Encourages businesses to provide or sponsor basic skills education programs for employees.
- Credit Calculation: One-third of education costs per full-time equivalent student or \$150 per student, whichever is less for each employee that successfully completed an approved adult basic skills program.
- Eligibility: Employees attending 4 hours/week for 44 weeks. Focus on enhancing reading, writing, or mathematical skills.
- Administration: Managed by the Georgia Technical College System of Georgia.

QUICK GUIDE: GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT PROGRAMS

Description: The state supports entrepreneurs and the growth of small businesses with assistance from many agencies and through the Georgia Department of Economic Development (GDEcD).

Scope: Resources for small businesses, including direct services to small companies, business-to-business opportunities, local community support, and business and community association connections.

Direct Services to Small Companies

- Tax credits for jobs, investment, research and development and tax exemptions.
- One-on-one interaction for resources, connections, incentives and regional expertise. See regional map on following page for contact information.
- Connecting technology-oriented businesses and start-ups with direct access to university and technical college applied research, commercialization, resources, incubation, technology connections, matching grant funds and potential investor networks www.georgia.org/center-of-innovation
- Export assistance provides knowledge and connections to get Georgia products to the world www.georgia.org/international/trade/exporter-services
- Web-based small business resource directory www.georgia.org/smallbusiness

Business-to-Business Opportunities

- Georgia Suppliers: Matches Georgia suppliers with other in-state companies.
- Mentorship Program: Facilitates a mentorship program linking small Georgia companies with larger businesses and global corporations. [Georgia Mentor-Protege Connection](#) or [Georgia MPC](#)
- Entertainment Industry Directory: Maintains a comprehensive directory of businesses in Georgia's entertainment industry for filmmakers and production companies. [Georgia Film](#)

Local Community Support

- Resource Equipping: Provides resources and tools to all Georgia communities, fostering local business growth and sustaining an entrepreneurial environment.
- Best Practices: Shares best practices to support growing businesses and encourage entrepreneurial efforts.
- Professional Development: Offers professional development and community strategic planning. [Entrepreneurial Communities](#)

QUICK GUIDE: GEORGIA ENVIRONMENTAL FINANCE AUTHORITY (GEFA)

GEFA assists local governments in constructing and rehabilitating water, sewer, and solid-waste facilities for public and commercial development. Finances land acquisition for permanent conservation status.

Georgia Fund Program

The Georgia Fund Program is the best suited for economic development projects because of its flexibility and turnaround time.

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Water and sewer capital improvements projects (excluding stormwater).
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties.
- Funds Available: Varies yearly, averages \$50 million; max. loan from Georgia Fund per year is \$3 million.
- Deadline: Applications accepted anytime; first-come, first-served basis.

Clean Water State Revolving Fund (SRF)

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Various wastewater and sewer projects; land conservation projects.
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties. Because funds are federal, the projects must include facility planning, environmental review, public participation, project inspection, and minority/women's business participation.
- Funds Available: Multiple projects funded; max. loan per year is \$25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.

Solid Waste Facilities Loan Program

- Eligible Applicants: Georgia local governments with recycling and solid-waste facilities.
- Eligible Projects: Collection, treatment, recycling, composting, or disposal of solid waste.
- Loan Conditions: Interest rate based on most recent general obligation bond sale; max. 20 years term; 1% closing fee.
- Funds Available: Max. \$3 million per loan; priority for recycling and waste management.

Drinking Water State Revolving Fund (DWSRF)

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Ensure public health and compliance for water systems.
- Loan Conditions: Interest rates fluctuate, visit GEFA for the most up to date information; 1% closing fee; max. 20 years term. Simple interest loan with no prepayment penalties. Because funds are federal, the projects must include facility planning, environmental review, public participation, project inspection, and minority/women's business participation.
- Funds Available: Multiple projects funded; max. loan per year is \$25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.

Environmental Emergency Loan Program

- Eligible Applicants: Cities, counties, water, and sewer authorities.
- Eligible Projects: Water or sewer capital improvement for emergencies threatening health or safety.
- Loan Conditions: 2.0% interest rate; max. 10 years term; 1% closing fee.
- Funds Available: Max. \$300,000 per year per community.
- Deadline: Applications accepted anytime; first-come, first-served basis.

QUICK GUIDE: CITY & LOCAL ECONOMIC DEVELOPMENT TOOLS

Tax Allocation District (TAD) / Urban Redevelopment Powers Act

- Enactment: O.C.G.A. §36-44-1 et seq
- Purpose: Revitalize blighted areas; use future taxes for infrastructure.
- Implementation:
 - Local legislation authorization.
 - Local referendumCreation of redevelopment agency.
- Revenue Set Aside: Up to 10% of local tax base.
- Funds Use: Broad range for development activities.
 - Renovate, construct, preserve, restore expand or demolish buildings for business, commercial, industrial, government, education, public or private housing, social activity, governmental services
 - Historic properties
 - Green spaces
 - Mass transit and pedestrian facilities
 - Telecommunications infrastructure
 - Water and sewer lines; streets; sidewalks; parking facilities; public parks; building construction; building rehabilitation, housing, and land assembly

Land Bank Authorities

- Enactment: O.C.G.A. 48-4-60 et seq (1996)
- Purpose: Acquire tax-delinquent properties; manage, sell, or dispose.
- Creation: Intergovernmental cooperative agreement between cities and county.
- Property Acquisition: Direct purchase or bid at tax sale.
- Composition: Four members; two appointed by mayor, two by county commission.
- Tax Forgiveness: Considered upon sale; focus on low-income housing benefits.

Development Authorities (DAs) [ex. BIDA]

- Enactment: O.C.G.A. §36-62-1 et seq (1963)
- Purpose: Develop and promote trade, commerce, industry, and employment opportunities.
- Creation Steps:
 - Pass a resolution declaring the need for a DA.
 - Appoint seven to nine directors; file resolution copies with authorities.
- Board Composition: Seven to nine directors; must be taxpayers residing in the county or municipality creating the authority; staggered four-year terms.
- Powers:
 - Sue and be sued.
 - Adopt a corporate seal.
 - Make/execute contracts; buy/sell/lease property.
 - Administer trusts.
 - Acquire real and personal property; dispose of real property for fair market value.
 - Finance projects; issue revenue bonds.
 - Borrow money.
 - Apply for government grants.
 - Appoint officers and retain professionals such as accountants and attorneys.

Downtown Development Authorities (DDAs)

- Enactment: O.C.G.A. §36-42-1 et seq (1981)
- Purpose: Develop and promote trade, commerce, industry, and employment opportunities; revitalize central business districts.
- Creation Steps:
 - Pass a resolution declaring the need for a DDA.
 - Designate downtown area boundaries.
 - Appoint seven directors; file resolution copies with authorities.
- Board Composition: Seven directors; at least four with an economic interest in redevelopment; staggered six-year terms.
- Powers:
 - Sue and be sued.
 - Adopt a corporate seal.
 - Make/execute contracts; buy/sell/lease property.
 - Finance projects; issue revenue bonds.
 - Borrow money (with city council permission).
 - Apply for government grants.
 - Receive city tax monies.
 - Employ an executive director.
 - Prepare plans for downtown.
 - Serve as an urban redevelopment agency.

Community Improvement District (CID)

- Enactment: Georgia Constitution Article IX, Section 7
- Purpose: Self-imposed tax for district improvements; leverages state and federal funds.
- Creation Steps: Local act, city/county consent, written consent from property owners.
- Assessment Limit: Cannot exceed 2.5% of assessed property value.
- Debt: Permitted; not an obligation of the State.
- Funds:
 - Street/road construction and maintenance
 - Parks and recreation facilities
 - Storm water and sewage collection and disposal systems
 - Water development, storage, treatment, purification and distribution facilities; public transportation
 - Terminal and dock facilities; and parking facilities
- “Such other services and facilities as may be provided for by general law”

Business Improvement District (BID)

- Enactment: O.C.G.A. §36-43-1 et seq
- Purpose: Taxing property owners for expanded services in designated districts. BIDs are special districts in which property owners agree to be taxed at a higher rate than the rest of the community in order to pay for expanded services that are not already being provided to the city as a whole.
- Creation Steps:
 - Petition with area plan, agreement of 51% taxpayers.
 - Plan must include boundaries, services, millage (1 to 3 mil max), budget, time frame.
- Sunset: 10-year sunset, renewable.
- Funds Use:
 - Advertising
 - Promotion
 - Sanitation
 - Security
 - Business recruitment and retention

QUICK GUIDE: GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS PROGRAMS

Community Development Block Grant (CDBG) Program

- Description: Economic development component focused on expanding opportunities for low- and moderate-income individuals. Funds viable projects that create or retain jobs for low- and moderate-income persons that would not take place without CDBG funds.
- Scope: Eligible applicants include units of general-purpose local government (excluding certain cities and counties).
- Approach: Projects may include real property acquisition, public facilities construction, site improvements, and private business loans. Loans usually below-market rates, with favorable terms. Job creation is a significant competitive factor.

Employment Incentive Program (EIP)

- Description: Capitalized with State CDBG funds for private businesses to carry out economic development projects that focus on employment opportunities for low- and moderate-income individuals.
- Scope: Three eligible activities: public infrastructure, loans to sub-recipient businesses, and assistance to local development entities.
- Approach: Maximum grant or loan amount: \$500,000. Each dollar in EIP funds must leverage a minimum of one private dollar.

Regional Economic Business Assistance (REBA) Program

- Description: Specialized economic development tool for significant projects. Targets non-rural counties, supporting local, regional, or statewide initiatives.
- Scope: General-purpose local governments, local-government authorities, regional development centers, and state agencies.
- Approach: Funds can be used for public land acquisition, site development, infrastructure improvements, and publicly owned assets. Assistance amounts vary based on recommendation from Georgia Department of Economic Development.

Downtown Development Revolving Loan Fund (DDRLF)

- Description: Provides below-market-rate financing for capital projects in historic downtown areas to support efforts to revitalize and enhance downtown areas.
- Scope: Targets municipalities and counties with a population less than 100,000 and development authorities. Applicants should demonstrate a clearly identified project.
- Approach: Maximum grant or loan amount: \$250,000, typically ten-year repayment period.

Funds can be used for real estate acquisition, development, rehabilitation, and purchase of equipment.

Redevelopment Fund (RDF)

- Description: Provides flexible grants and loans for challenging economic and community development projects. Focus on eliminating slum and blight, supporting public/private partnerships.
- Scope: General-purpose local government (excluding certain cities)
- Approach: Maximum grant or loan amount: \$500,000. Loans underwritten with standard commercial procedures, collateralized, interest rates determined case-by-case.

Local Revolving Loan Funds (RLF)

- Description: Aims to create job opportunities for low- and moderate-income persons. Capitalized with CDBG Employment Incentive Program (EIP) grants for new or expanding businesses.
- Scope: For-profit businesses, local development authorities.
- Approach: Local RLF committee reviews applications based on locally adopted policies. Competitive applications emphasize job creation, financial commitments, debt servicing ability, personal guarantees, and collateral.

Equity Fund

- Description: The Equity Fund is a flexible financing tool providing financial assistance, including grants and loans, to eligible rural communities for economic development. It aims to enhance citizens' health, welfare, safety, and economic security by developing and retaining employment opportunities and improving infrastructure.
- Scope: Eligible recipients include general-purpose local governments, local government authorities, and joint or multi-county development authorities in rural counties with high poverty rates. Sub-recipients may be for-profit or non-profit entities. Grants/Loans range from \$500,000 to \$1,000,000 per project, depending on regional impact, support from neighboring counties, and local investment.
- Approach: Grant funds require local investment, demonstrating potential return on investment. Business growth loans have a 3% interest rate, 5-7 years for machinery and equipment, and 20 years for real estate. Speculative building loans are interest-free for five years, requiring a marketing plan and local investment.

Entrepreneur and Small Business Loan Guarantee Fund (ESB)

- Description: The ESB Loan Guarantee Program provides loan guarantees to accredited Georgia financial lenders to encourage gap financing for small business growth in economically stressed counties.
- Scope: Eligible lenders include state or federally chartered banks in Georgia. Businesses must be for-profit, located in eligible rural counties, and meet specific criteria.
- Approach: ESB guarantees up to 50% of private bank loans (\$35,000 to \$250,000) with a 10% equity injection by the borrower.
- Funds Available: Multiple projects funded; max. loan per year is \$25 million.
- Deadline: Applications accepted anytime; pre-application period usually November 1 – December 31.

Economic Development, Growth, & Enterprise (EDGE) Program (OneGeorgia)

- Description: The EDGE Fund is a specialized economic development tool providing “deal-closer” funds for competitive projects in rural counties with high poverty. It aims to attract significant economic development projects to Georgia, creating jobs and generating private investment.
- Scope: Targeted for competitive projects in rural counties. Eligible applicants include general-purpose local governments, local government authorities, and joint or multi-county development authorities. Projects should retain or create jobs in Georgia.
- Approach: Funds are not limited in amount and require recommendations from the Georgia Department of Economic Development. Eligible activities include public land acquisition, site development, infrastructure improvements, and more.

State Small Business Credit Initiative (SSBCI)

- Description: SSBCI, created under the Small Business Jobs Act of 2010, allocates funds to Georgia for state-administered programs to increase credit availability for small businesses
- Scope: Designed as a delegated lending model, each program aims to provide capital to small businesses, particularly in underserved markets.
- Approach: Georgia Loan Participation Program (GA LPP), Georgia Small Business Credit Guarantee Program (SBCG), Georgia Funding for CDFIs, Georgia Capital Access Program (GCAP) ranging from \$100,000 to \$500,00+ in funding.

Georgia Downtown Renaissance Fund

- Description: The Georgia Downtown Renaissance Fund supports local governments, authorities, and nonprofit organizations in revitalizing downtown districts through financing and technical assistance.
- Scope: Eligible lenders include state or federally chartered banks in Georgia. Businesses must be for-profit, located in eligible rural counties, and meet specific criteria.

- Approach: ESB guarantees up to 50% of private bank loans (\$35,000 to \$250,000) with a 10% equity injection by the borrower.

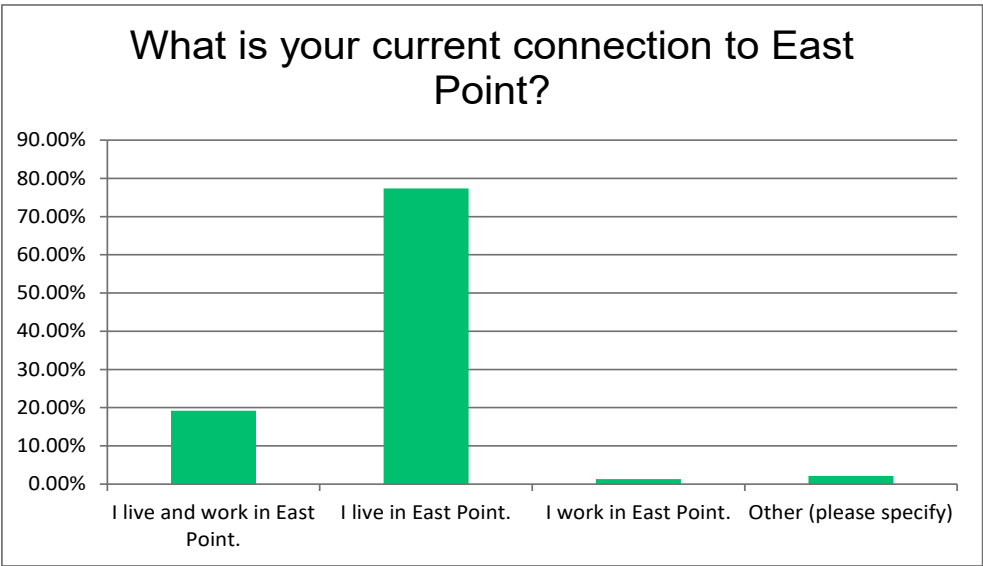
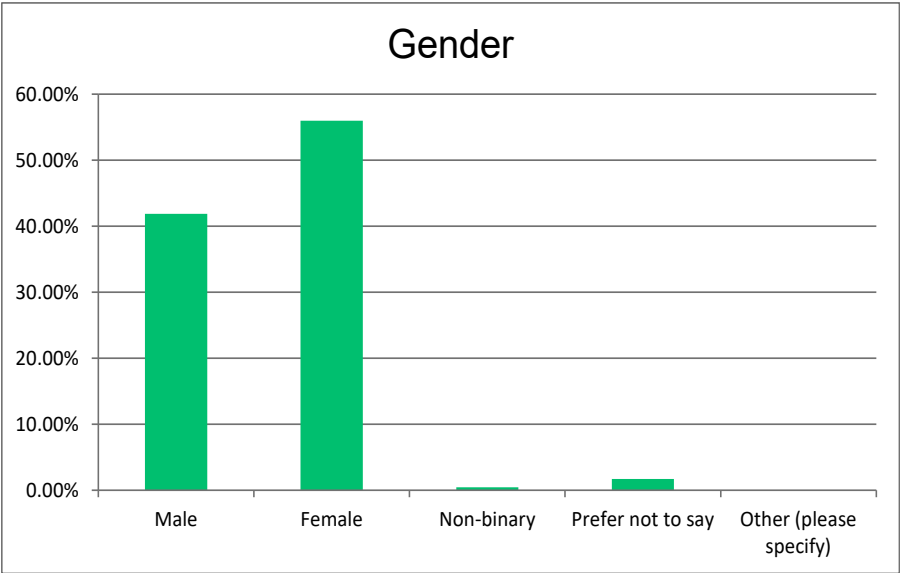
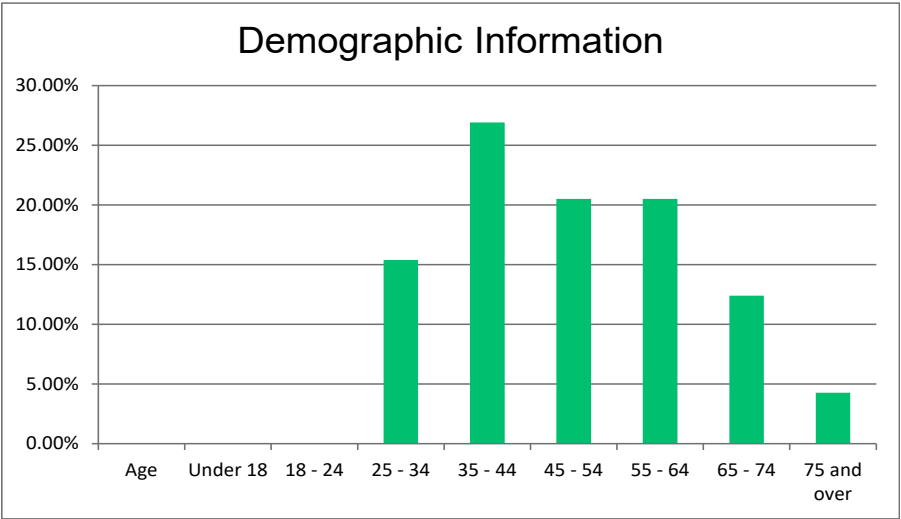
Tourism Development Act

- Description: The Georgia Tourism Development Act (GTDA) offers state sales and use tax incentives for tourism projects to create jobs. The incentive allows recovery of a percentage of the project's development costs over a ten-year period.
- Scope: Approved companies and development authorities can apply for the GTDA sales and use tax refund for projects with a minimum investment of over \$1 million. Eligible construction of a new tourism attraction or expansion should have the ability to attract at least 25% of more of its visitors from out-of-state after the third year of operation.
- Approach: The Act defines tourism attractions as:
 - a) cultural or historical sites;
 - b) recreation or entertainment facilities;
 - c) a convention hotel and conference center;
 - d) an automobile race track with other tourism amenities;
 - e) a golf course facility with other tourism amenities;
 - f) marinas and water parks with lodging and restaurant facilities; or
 - g) a Georgia crafts and products center.

COMMUNITY SURVEY RESULTS

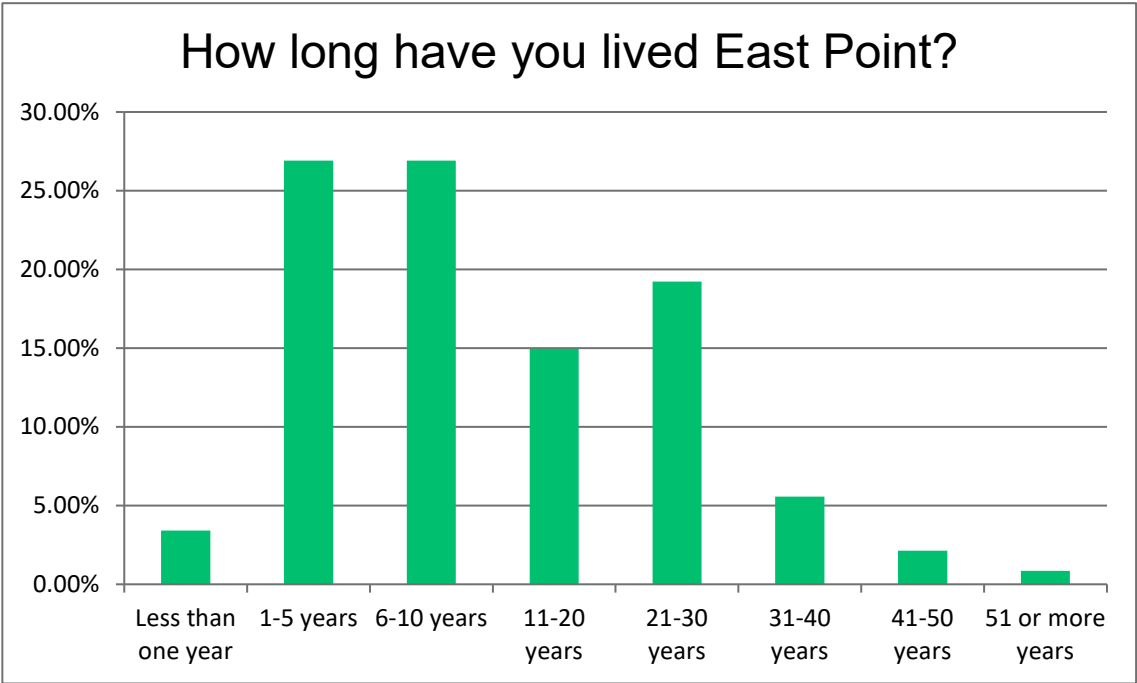
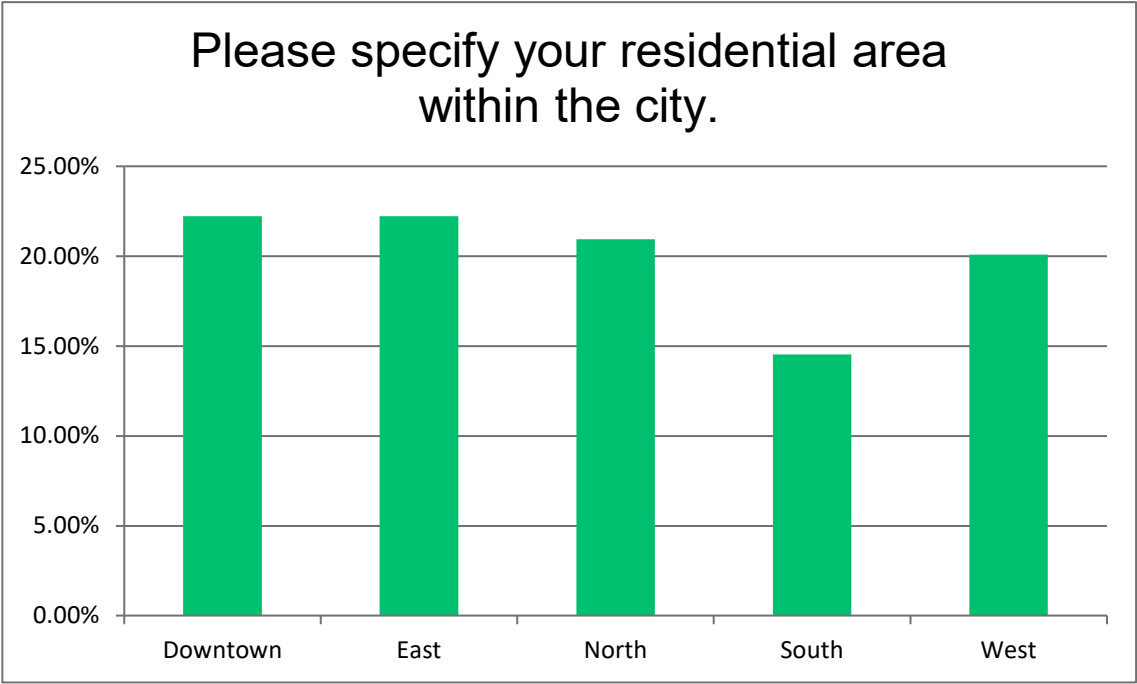
TOTAL SURVEY RESPONSES: 234

CONTAINS RAW SURVEY RESPONSES



- Other:**
- Property owner
 - property manager in East Point
 - Retired to home in East Point
 - Have my business at Eastpoint
 - I live and work from home in East Point

COMMUNITY SURVEY RESULTS



COMMUNITY SURVEY RESULTS

What are the primary reasons you have chosen to move to or stay in East Point? Open Ended.

- To operate my laundromat business and to improve the development of the community
- Affordability, type of home, nice community, proximity to the airport and Marta
- Proximity to downtown
- I moved to East Point because I got a great deal on a house in a very nice and stable community. All neighbors know and communicate with each other. Great sense of community
- I enjoy my neighborhood, my proximity to events and work. Also, the cost of my home was reasonable and for my needs.
- I love the small town feel that is away from the hustle and bustle of Atlanta, yet its proximal to the big city.
- Our rent was increasing in the city of Atlanta, and we were priced-out of being able to buy anywhere in the city where we wanted to live. East Point had an affordable house to purchase.
- I love the neighborhood feel and layout. It's convenient to get to other parts of the metro. It's nice and quiet on our street despite how close we are to Downtown Atlanta.
- Affordable
- I moved here for work and the proximity to the MARTA train line. Also for the promise of growth on Main St but that hasn't happened.
- My partner owns our home outright
- Historic district. Close to downtown area.
- East point has low price rentals
- I moved here for easier access to the Atlanta airport.
- Affordability, while also being in close proximity to the airport, Marta and downtown ATL.
- I was born and raised in East Point. I didn't choose it. East Point Chose Me.
- Safety, less busy, close to airport and midtown
- Proximity to airport, affordable housing, development potential
- Convenient location to work.
- This city does not seem to care very much about the needs of its citizens, especially the seniors.
- It is fairly convenient to get most places around Atlanta and I was able to afford a house here on a decent street when I was looking to purchase a house.
- Because I purchased a home here and it's proximity to BeltLine, Marta, airport and atlanta.
- ltp, large lots, easy to walk to Marta
- Affordable and accessible
- Affordable
- Quite neighborhood, great police department and close to downtown Atlanta and airport.
- Close proximity to the airport
- It was affordability at first but now that we're here we love it. Small town feel, walkability, great community.
- I bought my home here
- Affordable homes
- Good value given proximity to metro Atlanta. Sense of community in certain areas.
- 1988. Nice area
- Convenience to airport, and to Atlanta proper.
- I found a house close to my friend's. Who have all move away due to the high cost of utilities, lack of police present and poor sewage maintenance.
- Location
- Lower cost of living (although the ever-increasing property taxes and unpredictable and volatile energy rate spikes are why I steer people away from moving into East Point).
- Proximity to Atlanta
- Affordability and location. It is only 8 miles from midtown and we love the Conley hills neighborhood vibe
- Availability.
- location + promise of more development (community)
- Affordability and home ownership is why I stay. Eccentricity and community is why I chose to move to.
- i like my house, the community & easy access to

COMMUNITY SURVEY RESULTS

- many areas of Atlanta.
- Public transportation access, both bus and rail service; Vehicle travel access to major interstate routes; Close proximity to the city of Atlanta; Affordable home purchase
- Growth opportunity, close to airport, not far from city, affordable
- affordable housing that maintains historic character
- I love my neighborhood and my neighbors.
- We live in East Point to be close to family and moved here because it was more affordable than Atlanta. Although we love our home, we most likely will not stay forever due to the lack of progress, the industrial area adjacent to our neighborhood with businesses like PPG who emit toxic fumes.
- Close to Clark Atlanta University
- We moved here because of the proximity to Atlanta and lower taxes.
- Affordable housing. Conviente location
- Affordability, proximity to Atlanta city/ Hartsfield-Jackson Airport, and small town vibes.
- Convenience to Atlanta and Airport.
- Next to Atlanta but lower taxes, better services.
- strong activist/community organizing tradition
- I could own a fixer upper home inside the perimeter for under 200k and still be close to all of the amenities and restaurants I enjoyed around atlanta without being house poor. I was also able to locate near marta and use that to get to work up in buckhead. I think what solidified it for us is the area - downtown specifically - seemed like an area with alot of future development potential for retail and restaurants.
- work
- Proximity and accessibility to major highways to travel for work or pleasure. Neighborhoods that are not transient. Residents care about their property and their community.
- Nice stock of affordable older homes with MARTA access in walking distance, close to airport, close to Atlanta/West end.
- Housing was affordable
- East Point is an easy connection to the various highways and an easy drive to downtown Atlanta. It's not as crowded as some areas.
- Work/School. Lower rent and decent neighborhood
- MARTA, affordability close to downtown.
- Hope for innovative future
- Convenience to Atlanta and Airport.
- It's beautiful and small. It has a few nice parks, places to eat, etc. But it's also close to College Park and Atlanta, so it still feels in town.
- I used to like EP. The city has went downhill. Residents streets are all broken up and all EP does is put a bandage over them instead of completely redoing them. Some streets are HORRIBLE! Holes all over everywhere. EP is not what it used to be. The mayor's that we have had do not even make their selves noticed. Mayor's in the 90's did make their selves noticeable. That's why I am trying to move and get to a cleaner city.
- Moved to East Point when it was thriving downtown and felt safe walking. Used to Eat outside at the downtown restaurants but now with all the vapes shops and people harassing us while we eat. We usually go to hapeville to hang out or eat out. Love our house and street.
- Affordability of homes
- Wonderful home, good extended community with CP and Hapeville. Proximity to Atlanta.
- Proximity to airport
- I found a great house in Eastpointe
- It's a completely city and its proximity to downtown Atlanta
- Access to public transportation and affordable housing.
- It's a convenient location and it's close to where I work.
- Inexpensive housing when I purchased and I saw growth potential in sw atl

COMMUNITY SURVEY RESULTS

- Very close to my job at Hartfield-Jackson International Airport, still within reasonable distance of Atlanta areas, and cheaper rent costs, at least until the last few years.
- inside the perimeter, close to Atlanta, quiet, affordable
- Excellent Quality of life and neighborhood
- Affordable housing, proximity to downtown Atlanta and the airport
- I originally moved here because of a personal relationship, but now I just like it here.
- Cant afford to move any place else
- There were a new development of houses that were affordable.
- Price of home, location, it WAS a great bedroom community and had low crime, and no city taxes when I moved here.
- Affordable housing at the time
- Affordable housing and proximity to the airport.
- It's a completely city and its proximity to downtown Atlanta
- Convenient location and quiet in my subdivision
- Price and commute to downtown
- Community. Cost of living.
- Landed in EP because it's where I found home that met all my criteria. I plan to stay because I have great neighbors, a couple friends live in the area, there are some hidden gems and investing places to visit nearby. I'm also look guard to growth opportunities
- Great location
- Accessibility to work in Atlanta. Great neighbors. Affordable.
- Convenience and subtle charm
- Close to the Airport
- To operate my laundromat business and to improve the development of the community
- Family and work proximity
- friendly neighborhoo
- Proximity to downtown and airport. Used to include hospital. Senior friendly
- Central location and community
- Housing cost and proximity to downtown Atlanta.
- It is close to the city and still affordable. My partner commutes to work and it's in a good location for her. When we were looking at houses we were told of the then upcoming plans for the commons and tyler perry's plans to create a mixed use venue. We've stopped holding our breath for both.
- Nice neighborhoods affordable houses
- Cheaper housing and accessible location
- The cost of my rental is affordable.
- Home prices
- Family
- I'm a retired employee of the city of East Point, so the short commute was the original attraction. Proximity to the airport and Atlanta became another positive aspect.
- Close to work and like the small city feel
- Wonderful sense of community and small town feel even though we are right next to Atlanta
- Proximity to the city and affordability
- Home ownership
- live with parents in childhood home
- Bought an affordable house with nice neighbours
- I like my neighborhood
- Affordability. Proximity. Beauty (old growth trees, established landscaping, lush a green) Houses and yards with space.
- Good price on house
- We have chosen to stay here because our children grew up here, we bought a affordable home and love the community feel and proximity to Atlanta.
- Work primarily. Then convenience of location.
- It's affordable, and I feel safe here. I love how historically black the neighborhood and the city is and I love to see black homeowners. In my opinion, East Point is one of the least -- if not minimally-- gentrified areas of the Atlanta Metro. In addition, the area where I live is accessible (I presume) to seniors, and I think that

COMMUNITY SURVEY RESULTS

is very important for East Point to be inclusive to such vulnerable populations.

- Proximity to Downtown Atlanta. Small community with Downtown Decatur like potential.
- 25 years ago it was reasonably priced. we love our home. great Architecture
- Small community within the city limits and close to airport.
- Bought a home.
- I love the neighborhood and the community around me
- Affordable
- Affordability, dad grew up here
- Affordable real estate. Proximity to Atlanta. Great neighbors.
- Proximity to the Airport, Downtown, and access to i-85 and i-285
- Proximity to work (downtown and near airport).
- Jefferson Park! Love the sense of community. People are the biggest reason I've stayed.
- Marriage to a born and raised here person.
- Hometown
- Diverse and welcoming neighbors and residents, semi-walkable to the MARTA station, we found a little house that was just right for us (700SF)
- The opportunity of growth.
- affordability, and the community
- I chose to move to East Point because of easy access to public transportation, a hospital, and downtown Atlanta. However, I'm not sure that I'm going to stay because there is a lot that needs to be addressed with the city such as infrastructure, trash, the need for mixed income and businesses that will create more tax revenue, etc.
- access to transportation and city
- Retirement
- Affordable housing; proximity to Marta (train station)
- Centrally located in Atlanta, close to the airport, affordability
- Affordability and diversity.
- It is close to work and close to the city
- Home prices, safety, community feel
- Community
- "Affordability". Still far from affordable, it's about as inexpensive as I can find ITP. If I could afford to move closer to town, I would.
- Love our home and neighborhood
- Affordability, proximity to Marta, small-town feel within Fulton County
- Affordability; Neighborhood HOA; Proximity to Atlanta and the Airport; New construction
- Small town feel, close by airport, racial makeup, close by family
- The sense of community.
- The price of housing was affordable
- Resurgence the number one charter school in Ga.
- I worked in the Greenbriar area at the time of purchase
- Proximity to the airport and downtown ATL
- Previously affordable cost of housing and the potential for a vibrant, walkable downtown business district, neither of which have worked out. Staying here because I can't afford to move.
- It was strategically located for my job. It is strategically located for the areas i attend frequently.
- neighborly Small town feel that is close to a major city
- Home price. Proximity to airport.
- Affordability, inside 285, close to airport, historic neighborhood
- Attractive residential architecture, active neighborhood association, responsive city government, diverse and accepting population.
- Location. Mayor. Cleanliness. Police. Neighborly. Senior Center. Restaurants.
- Proximity to metro Atlanta
- Location, community, affordability
- affordable real estate
- I have live in EP for 34 years and downtown has

COMMUNITY SURVEY RESULTS

only changed at 20% rate - I have watch the growth of the city entirely as a former realtor/ my husband a builder we have seen no major improvements - the vision for EP development has been a slow process for reasons unknown! Hopefully we get it right in the next 5 years! Or we will still Mayberry RT!

- Walkability, access to MARTA, the velodrome
- Doing my research this is one of the next cities to be reformed and I needed to jump in before the houses prices went up. I thought the city was going to build the commons and speaking with a lot of my neighbors I now found out that the city council people are corrupt and liars. Hopefully this changes asap. I didn't purchase a house to live around slums!!!
- Affordable house close to Atlanta and the hope that the city was on the right path to grow and become better developed
- Affordability, property taxes, convenient location to work and Atlanta.
- Low cost of housing, public transit
- Cost of housing, potential for growth
- Love that it's a quiet, green city, with well maintained streets, and the city's central proximity to all other cities in all directions.
- Moved here for a smaller town feeling while still being inside the perimeter. Stayed here due to fantastic neighbors and proximity to surrounding towns with amenities.
- Cost of living; Housing supply; ease of access to MARTA; promise of development in EP based on what's happening in College Park and Hapeville, along with announcements about development downtown
- I enjoy the small town feel to this metropolitan city.
- Housing cost and proximity to downtown
- Convenient to Atlanta.
- Convenience
- We have decided to stay in EP for only another 5 years so we can be close to the airport.

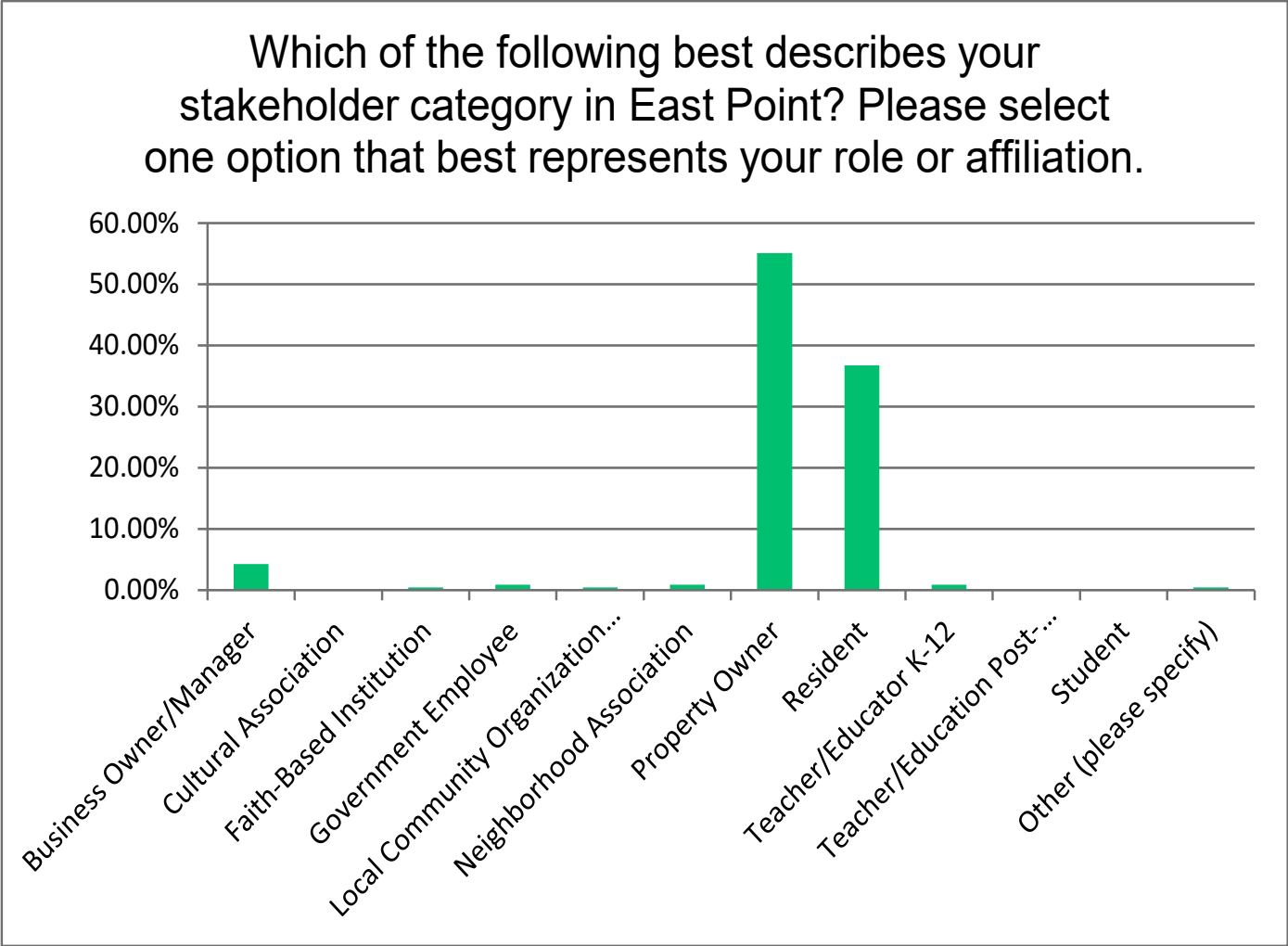
- location - proximity to atl, access to marta
- affordability
- kid in school
- Cost of home ownership is relatively low for metro Atlanta and the area seems ripe for investment.
- I love the people, close to MARTA, close to ATL and South side
- Affordable. Close to interstate- minimal traffic.
- Proximity to airport and city of Atlanta, access to transit, suburban environment
- The main reasons I moved here were because of it's proximity to Atlanta, and the transit system.
- We moved here because we saw the potential in this city. We've stayed in the hopes that we get competent leadership who can help this city excel. So far, we haven't seen much improvement.
- I live near my work, and I love my neighborhood.
- Closer to work
- Location to airport and downtown. Close nit neighborhoods.
- Home prices
- Convenient location to work and airport for travel.
- The proximity to the City of Atlanta (Downtown), SW Atlanta, Midtown. And Buckhead. Also the close proximity to Hapeville and the Atlanta Airport. As a native Atlantan (born and raised), the Southside (South Fulton) is where my roots are, so I am also close to family as well. I love the small town feel of East Point as well.
- It was affordable, Jefferson Park is also a strongly progressive, inclusive, forward thinking community. The area has a lot of potential making it also a good investment into the future.
- Convenient to airport. Nice neighborhoods
- Economics
- The ability to be close to two main major shopping areas Campcreek Marketplace and Walmart near I 85.

COMMUNITY SURVEY RESULTS

- Location to my job and the airport and access to downtown Atlanta.
- The cost of living in East Point is affordable compared to the rest of ITP and I see great economic potential in the city.
- East Point is in a good location, has strong sense of community, culture and is in a great location.
- We moved to be near our kid's school. We don't want to stay. We are stuck here for now due to high interest rates.
- Affordable, older home, bigger lot, close to downtown atlanta
- Proximity to the city without being IN the ATL city limits; access to airport; house is now mortgage free
- bought a town home.
- I wanted to live in a smaller city so that if something happened crime wise, I would have a better chance of the police showing up.
- I love my neighborhood. If I was to buy another house I'd buy in this area. It's a quiet area. Convenient to everything. cost efficient. Diverse area of people.
- I bought a house in East Point because it was close to a MARTA station (within walking distance) and within walking distance of a downtown with restaurants (although we need a lot more).
- I saw potential growth. Like restaurants, grocery stores, small businesses
- Home affordability (when I purchased here versus prices today). Location in the metro. Accessibility to airport and other metro amenities, MARTA accessibility.
- My job
- Good community, affordability (comparative to other atl neighborhoods), historic character, Marta and access to public transit, proximity to airport, seems like a budding neighborhood
- Close proximity to work
- Beautiful, friendly neighborhood; decent commute to my job in midtown; MARTA access.
- I wanted to purchase an affordable home and the neighborhood I selected felt safe, walkable, charming with welcoming neighbors. I like the diversity of my neighborhood and this location is close to other desirable areas that were financially out of reach when I was looking to purchase a home.
- Wonderful community, great location, and my home which I purchased 7 years ago
- Jefferson Park neighborhood. I rented in this neighborhood and decided to buy here.
- We love our home and neighborhood (Jefferson Park)
- We moved here because the housing was affordable and it was convenient to getting into town for our jobs at the time. We'd like to move but we don't have much left to pay on our house and our mortgage rate is so low it doesn't make sense to leave right now.
- Close proximity to airport and city of atlanta
- Close to downtown and affordable housing
- Close to city/airport ... hopeful that downtown area would eventually be vibrant.
- Location to the state capital, easy to get to interstates for travel and easy access to the airport.
- I like being close to the the belt line, airport, and Atlanta. I love the charm of the older homes in our neighborhood. The people here make me want to stay forever!
- Family needed me. Not much else here.
- It was affordable and close to the city of atlanta
- I enjoy the local restaurants and green spaces in EP
- Housing cost
- The cost of living while being extremely close to ATL
- Charm of historic neighborhood, close to ATL/airport with the independence of ATL restrictions. Was looking forward to all the development that was planned, and has yet to occur.

COMMUNITY SURVEY RESULTS

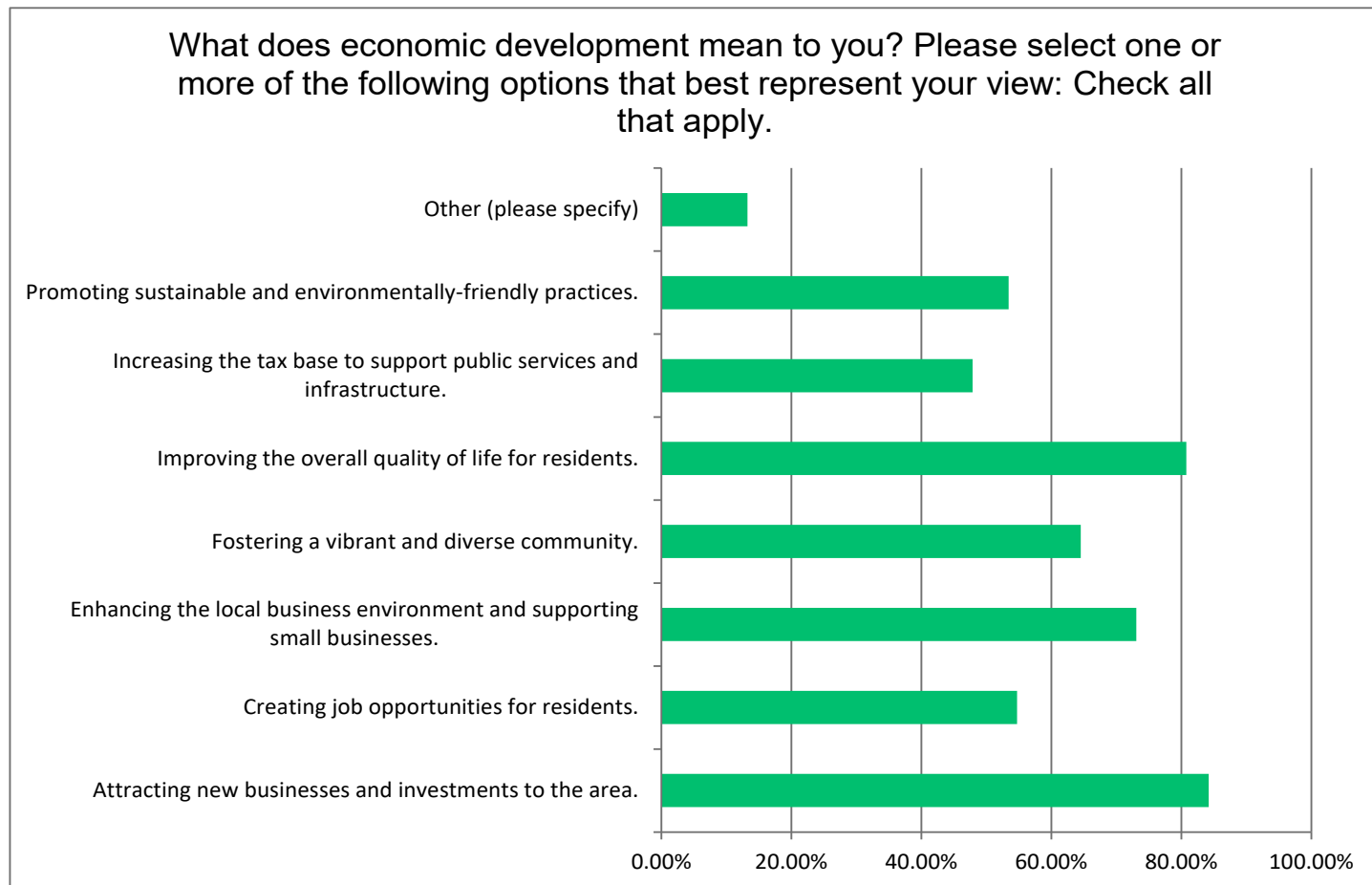
- I cannot afford to move to a better area.
- Small town feel, access to major highways.
- Walkability and future development opportunities
- Its great!
- Proximity to both airport and city, quiet and residential, access to transit.



Other:

- Resident property owner

COMMUNITY SURVEY RESULTS

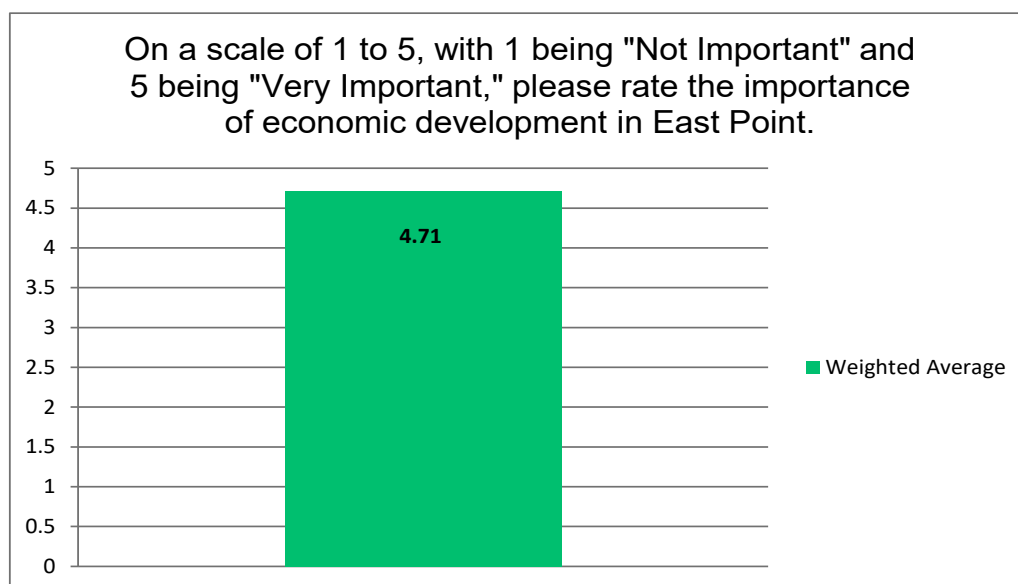


Other:

- Town is run poorly little investment will come here
- More townhome communities. NO APARTMENTS.
- Ensure infrastructure improvements and development and attracting quality development that sustain and improve quality residential outlook
- Stop patronizing people who do not have the ability to purchase and contribute to the enhancement of property values. Why is the city paying wind downs when street lights are out? This is a dark city.
- better police presence and practices with criminal activity
- Family friendly venues
- Promoting businesses that benefit the community.
- Intentional, strategic investments (fiscal, policy, or communal) that enable residents to live and work in the community and thrive while inviting commerce and business to invest in the community
- walkability and access for pedestrians
- Creating opportunities for residents to learn and develop new skills that empower self-sufficiency and the chance to make a living wage.
- The more traditional definition would be any increase in the East Point's productivity (the GEPP, or Gross East Point Product).
- Walk ability, strong public transit
- particularly close to neighborhoods so you don't have to drive
- Developing an identity around community for East Point and its varied populations.
- Promoting a safe community to encourage business and patrons to frequent East Point

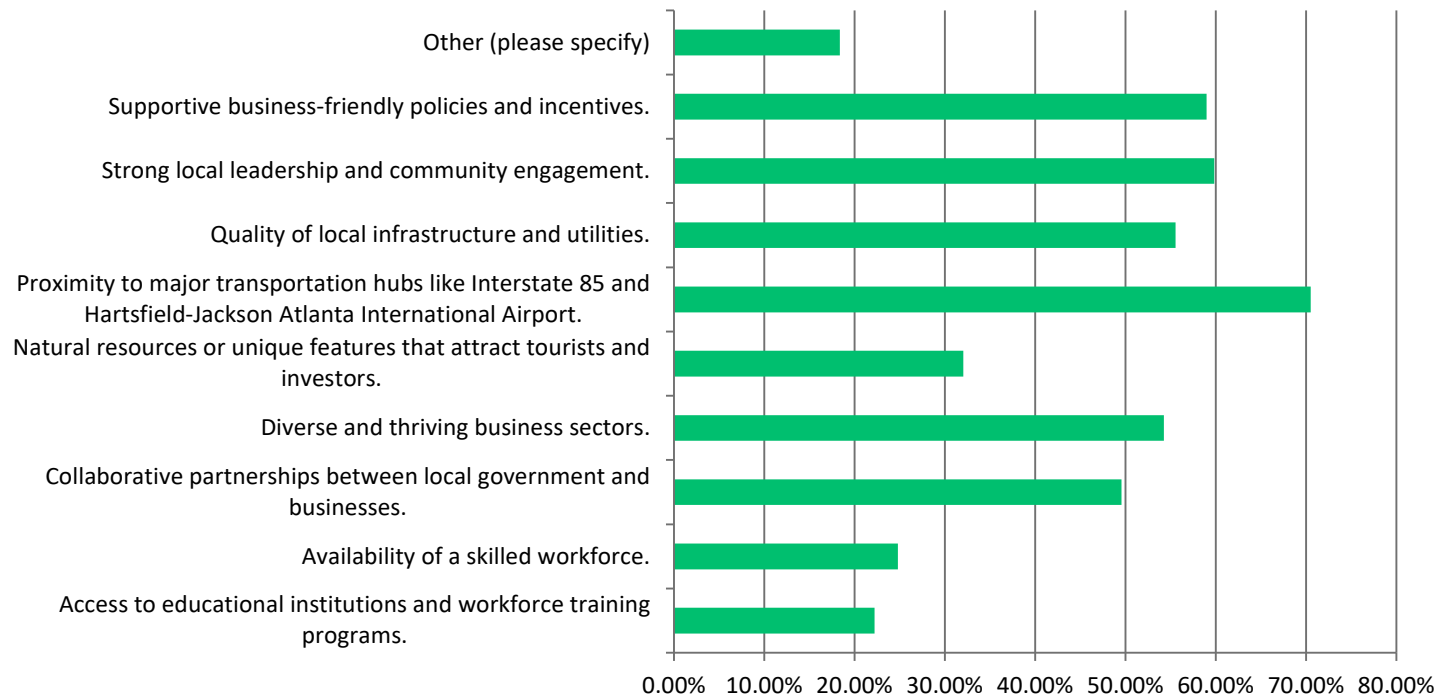
COMMUNITY SURVEY RESULTS

- Ability to draw new residents to the area.
- Creating safe communities for seniors
- creating a more aesthetic, diverse, walkable, bikeable community hub in downtown East Point
- Helping local businesses grow and thrive and stay committed to East Point; attracting new businesses not by giving away tax incentives but by making East Point a great place to live and do business.
- Better police presence in the Marta station. And around the city.
- Looking out for legacy residents
- Celebrating, protecting, and investing in our rich history. Past regimes have pushed propaganda that says new development is the way to bring in business and culture. Or first priority should be to preserve and restore the culture we have!
- Attracting quality businesses and investments that improve quality of life.
- Housing Equity: More small 4 sided brick ranch style homes with garages and NO HOA. I am tired of all of these townhomes and HOA communities.
- Yes, all of the above. It is in everyone's best interest to create inclusive economic opportunity. That is sustainable, reliable, and not a deterrent to our environment and well being. If it's not, it isn't economical development.
- Welcoming public art and placekeeping
- Want to attract businesses OTHER THAN recycling or light industrial, car tow yards, dollar stores
- Our downtown area along with the Sylvan Road in Cleveland Avenue area could stand to have far more businesses that actually serve the people. We don't need any more white industrial businesses. We need restaurants and shops to serve the people of East point and to draw people to East point.
- Sustainable urban density, transit oriented development, caring for nature while creating sustainable places for people to live in.
- Incentives for local businesses that build community and create culture that is welcoming and diverse
- Building in the Cleveland avenue corridor, between Sylvia and Main street. Promoting walkable access to food, entertainment and shopping.



COMMUNITY SURVEY RESULTS

What do you believe are the key drivers of economic development in East Point? Check all that apply.



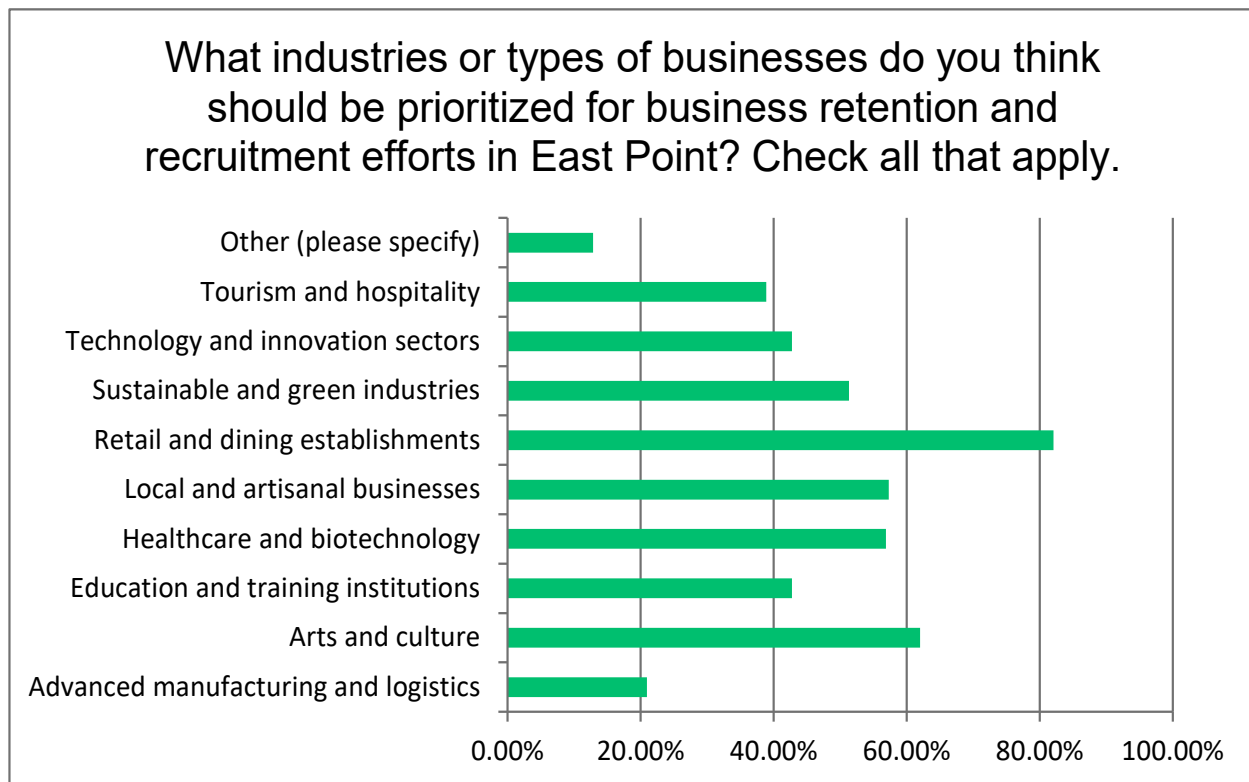
Other:

- Attract new people to purchase homes in the area
- Ease in processing permits
- What economic development?!
- A beautiful thriving downtown
- All neighboring cities more prosperous
- All of the above are important. Goofy question!
- better street conditions are needed
- Family friendly environments
- Policies, ordinances, and laws that support business development.
- A permitting office that supports requesters, and knows what the Heck they're doing. Need to replace lazy staff with some who give a damn and want to SERVE the public.
- None of these apply
- Diverse is an overused term. We need more attractors like good restaurants and shopping downtown.
- Professionally trained police force and clearing and removal of blighted residential properties.
- Incentives to bring residents to work in EP
- investment in services that improve aesthetics and quality of life for residents, eg trash pickup, code enforcement, sidewalks, traffic calming infrastructure
- Emphasis on diverse business sectors. Thriving communities require hyper local, walkable/ accessible communities where expensive infrastructure like roads and vehicles are not required. We need to promote mixed commercial-residential areas where people can live where they work and work where they live.
- I'm not sure if the question is asking what the key drivers of growth *could* be or what they actually are at present time.
- Permit processes that are clear and streamlined
- Stop making it near impossible for new businesses to come to East Point.

COMMUNITY SURVEY RESULTS

- good website, easy to understand process, easy to get to: parking in close proximity or ability to walk, and diversity of offering, affordability.
- Proximity to Marta
- Note that these are things I wish we had!
- Safety from violent crime
- lessen the bureaucratic steps required to open and maintain a business (especially a restaurant or bar) in East Point!
- The complete ABSENCE of the qualities above make this question seem like a joke. When I look at the place, I see the opposite of the virtues listed and my guess is that's what potential development also sees. Like "quality of local infrastructure and utilities"?! Cmon. EP is embarrassingly and dangerously behind on this.
- Most of the above seem like great ideas that COULD drive development, but we don't actually have them here in EP.
- Proximity to MARTA station
- Diversity in participation
- Green spaces, bike paths and public art
- Doing what nobody has been able to do yet: substantially cutting down the time and cost of opening a small business in East Point
- Marta access, airport/interstate access, so much area currently underutilized
- Safe, clean environments for businesses to thrive.
- I think EP is failing in this area. I don't see forward movement, and it seems that Council and the Mayor continue to hamstring efforts to improve the city's planning approvals, to encourage quality businesses to move to EP, and to support local business owners who have taken the leap to be in EP. And it is a leap when Hapeville is SO MUCH more business friendly.
- I say there's a cavit to supporting business friendly policies. Companies that pollute,. Whether it's air, noise, water. There's no tax revenue worth the destruction they cause. I1 and especially I2 have no business being beside a residential area. I2 (heavy industrial) is a blight on East Point, it doesn't create very many jobs, definitely not quality jobs, it doesn't add anything to the community. There should be a permanent moratorium on I2. And ask I2 frees up it should be redesignated to mixed use and let this mistake fade into history. The best example I can give is to take a look at Westside beltline trail, boxcar, wild heaven, Monday Night Brewery. I wish my example didn't have to have East Point.
- Support for local small businesses
- Have GOT to grow the median income to attract businesses, move away from trying to keep the city unattractive to consumer-focused business
- Please quit scaring away, businesses and developers who want to do something new in our city. We have enough affordable housing. It's time to bring something to the table other than affordable housing.
- Surprised public transport access at the downtown isn't listed here. We are at such an advantage to have a MARTA stop at our downtown that is only 15 min. away from downtown ATL.
- Safety
- The ability to walk to a variety of business that support the community and home owners. Places to have a cocktail, or a meal. A place to lucre. To music and an outdoor setting. Staying away from manufacturing and industrial business to encourage community use of accessible green space between Sylvia and main street on Cleveland Ave. lots of potential.
- Currently there is very few economic drivers in the city. Definitely not leadership. Infighting and divisive leadership currently is stopping any growth
- Permitting processes (currently inhibiting progress)

COMMUNITY SURVEY RESULTS



Other:

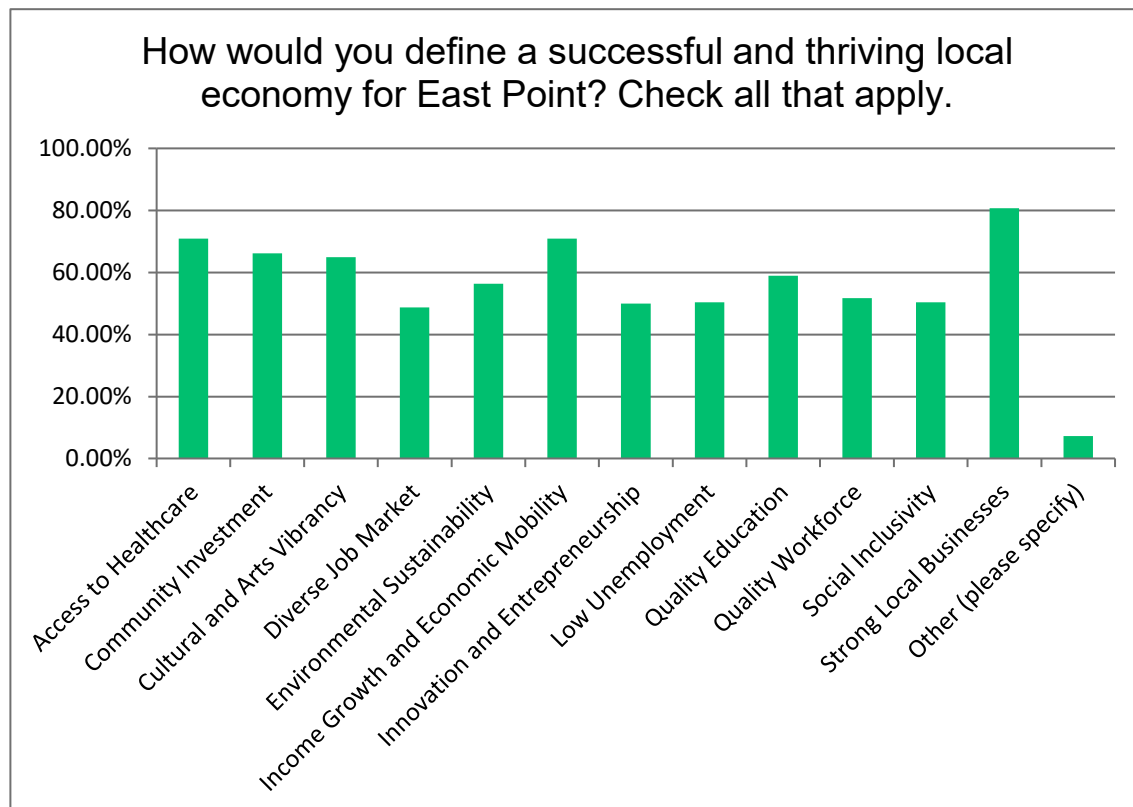
- Anything that would clean up the disastrous eye-sore that is downtown
- Almost all investment is not in east point.. it's poorly run
- I would love to see an Audi, as well as an economical workout facilities such as planet fitness.
- Family friendly venues
- All
- We need better stocked grocery store and farmers market.
- Affordable, safe and accessible food and housing options
- Grocery, child care services, public entertainment district
- Easy Point should pivot away from polluting industries that leave large swaths of property as blighted brownfields. The future of East Point is in its art, cultural resources, and smart people.
- Types of retail are very important. We have an excess of some types.
- Grocery, child care services, public entertainment district
- Parks that are safe. Better grocer options, restaurants and retailers
- a mix
- Contractors/remodelers - so many great houses in East Point that are the perfect age for updating for the next generation
- East needs a core industry which compliments City of Atlanta. Attract Fortune 1000 company to spure growth similar to Hapeville
- Grocery store downtown
- LOCAL fare and offerings that make both residents and visitors feel WELCOME—EP got plenty of industrial, we're good there. Also, and this is where EP can't seem to get it right—SAFE. People gotta feel safe and based on the sirens and daily gunshots, that

COMMUNITY SURVEY RESULTS

ain't happening.

- Organic grocery store
- Anything that will make our downtown more vibrant
- Yoga studios and boutique gyms. Removal of fast foods like Krystal's oh and having three grocery stores in one corner is nonsense. Also open up a sprouts or Trader Joe's piggly wiggly and Wayfield are not quality supermarkets.
- Grocery store
- Places people want to spend money: restaurants, bars, breweries, coffee shops. No more dollar stores or convenience stores, please. We have plenty.
- Manufacturing can be left to OTP. No form of manufacturing should be done ITP at this point. Residents do not benefit from manufacturing being in their communities. Full stop. I2 (heavy industrial) is a blight on the communities with Superfund sites and brown sites bring their only legacy. Rivers we might never fix. Air in Jefferson Park and I suspect else where being questionable at best. More than likely cancerous. What tax revenue is worth any of it?? We're better off with quality jobs that also enhance our community. The fact Sylvan Road has had so little development is shocking. Mix use would do exceptionally well especially if we could do anything at all to change our perception, getting rid of at least making hard for I2 to continue to operate inside East Point is in every residents best interests. Anything else would be an improvement.
- Just about anything that would increase the tax base.
- EP used to be a very blue collar haven.....that has GOT to change with the times, move AWAY from manufacturing
- NO MANUFACTURING, NO INDUSTRIAL
- NO HEAVY MANUFACTURING OR INDUSTRIAL, WAREHOUSES ETC
- Small independent retailers
- Local establishments that neighbor want to access in a regular basis. Go and enjoy where you can meet up and make new friends!
- We need better grocery options in Ward A!

COMMUNITY SURVEY RESULTS

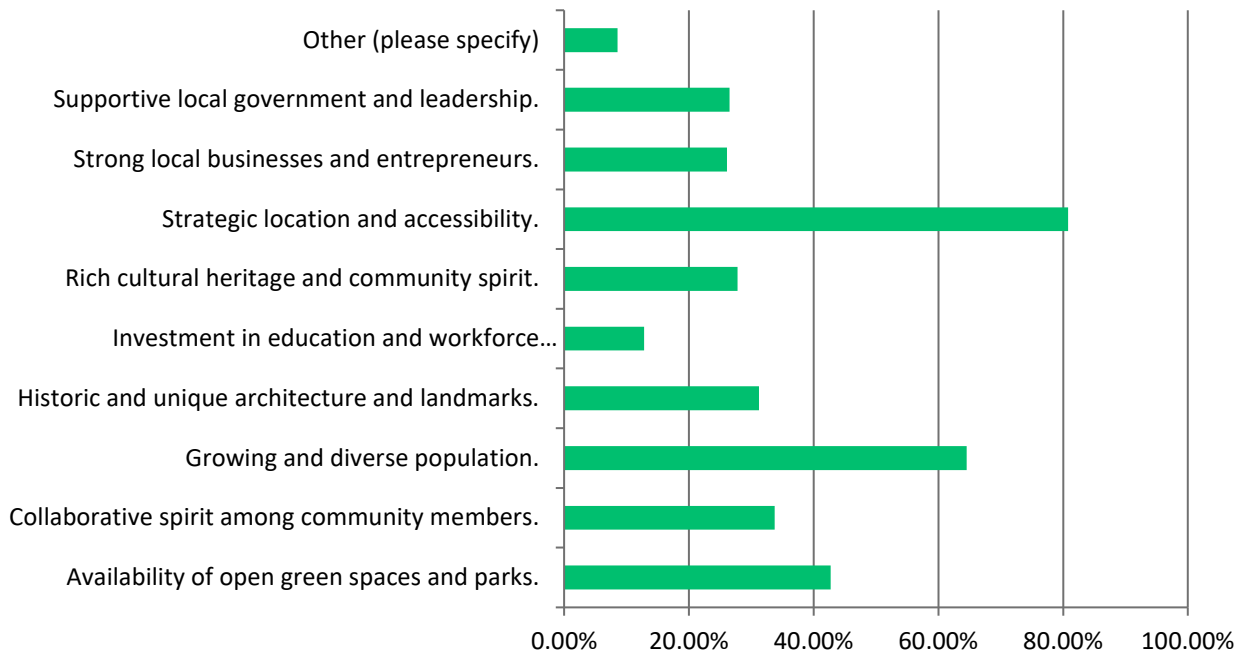


Other:

- Keeping citizens spending within our community
- invest more resources into the various communities
- Family friendly venues
- Improved police force.
- high levels of home ownership by residents
- Renewing and reusing historic locations, emphasizing restoring ecological areas and preserving historical landmarks.
- The boxes I have checked are what actually define a thriving economy. The others are wonderful things that will result from a thriving economy. That's an important distinction in terms of policy.
- Safer parks
- affordability and being to being able to walk there
- Safety from violent crime
- We need more diversity in income.
- It says SO MUCH that a feeling of safety is absent from this list. None of this matters when EP continues to be, well, EP!
- Open up better supermarket and clean up those areas with open spaces
- Pretty much all the options above...
- Active and thriving downtown. The state of a community's downtown speaks to its overall health. our downtown is not economically poppin off, its sad and under capitalized.
- Something like ponce city market or Krog market

COMMUNITY SURVEY RESULTS

Strengths and Opportunities: What do you believe are East Point's greatest strengths or assets that can contribute to economic growth and development? Check all that apply.



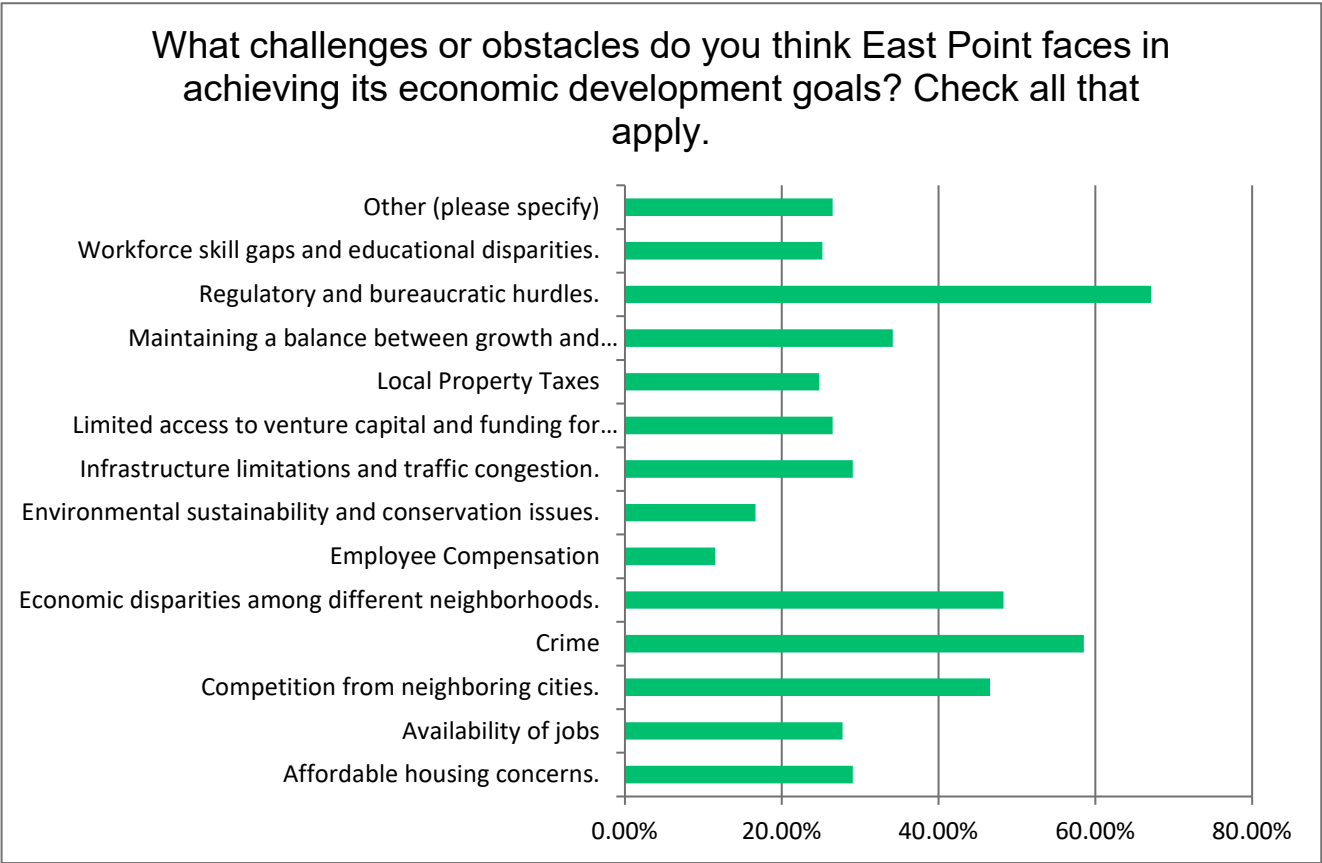
Other:

- Location and proximity to Atlanta and the airport
- There are no strengths and opportunities that I see. The proximity to the airport may be the only positive attribute.
- I like the Mayor. She doesn't get involved in a lot of silliness like what's going on in the City of South Fulton
- None of these apply our local government and leadership is in adequate.
- Location location location: MARTA, airport, Atlanta & Affordable homes
- Local government being visible
- There arent many
- Still waiting 25 years to see the strengths
- i no longer have an idea. east point is spread out, and there is something for everyone
- Velodrome
- None of these make up for the unfortunate culture of city staff
- Economics— EP is a mess. Sorry, but it is. Messy can't charge what vibrant charges, so EP is cheap. And it's staying that way bc of crime, shady government and zero amenities.
- I feel quite opposite. It seems that East point actually halts the progress of business that could bring improvement to the city and just keep allowing business that will maintain the status quo
- With this location, this town should be thriving. Current leadership needs to be replaced.
- I wish I could have checked more boxes. I think there is a spirit of wanting our local government to do better. But at the end of the day we lost what little tax revenue we had to a scam or corruption probably

COMMUNITY SURVEY RESULTS

both. That happened and we need to do better. I believe like most places we have those that would be entrepreneurs if given the opportunity. Heck, my neighbor would love to start his own restaurant with his wife but struggle to get loans or support and guidance. They resort to a food truck instead of flourishing in our community. We need to not only designate areas away from I2 to mixed but also give the support financially and the guidance so that entrepreneurs within our community can take advantage of the opportunities that are created. We all want a better stronger community but part of that isn't letting venture capital or those only with the know how and means to take advantage of it. There needs to be room for both. Tax breaks perhaps to those that live in East Point on their businesses in East Point. There already paying taxes to be here, give them an incentive to do business here and a leg up from those outside the community. On another note, we have an opportunity in East Point to develop while maintaining green spaces. We know the health and economic advantages to doing so. Let's create mixed use while requiring space for trees and outdoor spaces. The best mixed development is the one that sees the value in not everything being concrete. Let's look ahead and be sure to keep it in consideration so we don't make a similar mistake as the one made with I2. As in zero consideration to the communities health and the environments well being.

- Great new DMO
- Local government is not supportive of new development. People don't want to build or do business here because of permitting.
- Nothing
- Strength is it is still affordable to attract Econ development opportunities



COMMUNITY SURVEY RESULTS

Other:

- Having a talented economic developer that is actually able to have a real vision for our community and that will work well with the city manager. I wish that person lived here to know what the true needs are.
- City Council and Mayor.
- It's run poorly with corrupt police chief Buchanan..high crime
- Well, talking to some local businesses I hear that the bureaucracy of getting businesses approved is ridiculously long because of Political in fighting.
- Not walkable (sidewalks)
- Too many [people] around with pants off the *** and smelling like weed. I don't do stores here because of this. I don't feel safe.
- Unhoused population
- A mayor and city council who over the past few years attacked local residents who had great plans to develop VW lot. And the permitting office which should be completely overhauled.
- unaccountable leadership
- Poor police enforcement and lack of any code enforcement.
- On regulatory issues, contractors for residential and commercial buildings struggle with the exorbitant permitting systems that are unique to EP.
- absentee landlords and vacant blighted properties; corporate ownership of housing
- I worry the fight against "gentrification" ultimately serves to get in the way of making any progress to turn this area and the community forward such that we all prosper here. The fact is our economy works on cash. Lets be strategic with the businesses that we bring in but remember when they come so does more revenue for us to invest more in programs to continue to support the community and grow the area further.
- Support for downtown and Jefferson Park but infrastructure and code enforcement are poor in other neighborhoods - sidewalks, speeding, traffic running signs, litter and lack of trash cans and city cleaning, large trucks parking on sidewalks, falling I. And abandoned houses, lack of concern and bureaucrat red tape for maintenance, enforcement, and community concerns
- Ineffective city government/ management
- Utilities in East Point are the highest in the state
- People need to be connected to good income first and foremost.
- Brjng down *** high taxes which are unecesary
- Crime!!!
- Permits are very hard to get. Service providers pick not to service East point for that reason
- East Point City Hall closing at lunch, instead of having employees do rotating lunch to ensure customers can get help during normal business hours.
- city council members concerned with lining their own pockets as opposed to growing our city. EP looks like an undeveloped city with abandoned broken buildings while cities around us thrive.
- Building permit system causes delays and prevents revitalization
- City is difficult to work with in permitting and certain city council members are corrupt (Shropshire and Butler to be specific)
- A dysfunctional city government
- No clearly articulated vision/visual that I can recall. I'm talking literally and example of what it could look like. Where are the potential hubspots for people to hang out? How many people could actually hang out there. We currently seem to either favor the breakfast or late night crowd. Main Street through downtown is designed to be a thoroughfare, there is nothing that says 'slow down', look out, there is something interesting here to stop. Benches to sit at. Business along the train have to deal with both traffic noise and train noise - difficult to talk. traffic & signs to

COMMUNITY SURVEY RESULTS

- direct traffic. visual appeal. safety (speeding)
- Perceived Crime. I don't think it is worse here than most metro places, but there is a stigma
- Compared to our neighboring cities, we lag behind and the EP govt is widely seen as an obstacle to development
- Utilities and the way the department is handled. Reputation needs improvement.
- Too much affordable housing campaigns which have decreased our tax base, thereby further placing the tax burden on property owners
- Lack of transparency with government officials. From the outside there appears to be much corruption. Be transparent and prove us wrong.
- Zoning code constraining tax base 70% large lot single family zoned
- I just wanted to add that I don't think East Point should grow in the same manner or as quickly as Hapeville. I don't want the city to lose its character and become overly modern or overcrowded. However, we do need more growth in businesses and more aesthetically pleasing areas throughout the city.
- Improving the elementary, middle, and high schools to attract more families. Availability of childcare with specific needs. Woodward being next door is a high attract for people to go to College Park
- CORRUPTION. A smoke and mirror mentality rather than making actual improvements
- Attracting strong businesses to the city.
- Permitting and other city red tape and city council opposition to development.
- For recreational purposes an EpiCenter (bowling, eating, etc)
- Local government city leaders, city council
- REITs or other "investors" buying up single family homes and leaving them vacant / derelict or otherwise not making them available for affordable rent / purchase
- This is hard to know. It seems like EP starts and stops initiatives constantly. Not sure what's going on there. Why do we have such difficulty?
- low walkability & lack of attractions
- Difficulty with Planning and Zoning, businesses don't want to come here because of the hassle in dealing with our city. Homeowners have the same problems too.
- Negative impression of the city
- Planning process is onerous. EP's bureaucracy scares quality businesses away, but rewards not-so-upstanding ones and those whose owners are connected to city employees and city representatives.
- The services rendered are not commiserate with the high property taxes. I might as well move over to Hapeville with these high taxes.
- Crime, it's a symptom that keeps you sick. Cleveland Avenue will never get better till the crime does. The crime will never get better till Cleveland adventure gets better. It's a catch 22. You start small. Broken widow syndrome. Clean up lots, pick up trash, fix broken windows, well lit, police presence, encouraging new business. Getting rid of CVS's, bond shops. Cleveland will be a work in progress for another decade. What will help will be supporting areas around Cleveland that don't have so many issues and starting fresh, like Sylvan Road. Bring prosperity to the community and it has a bouncing affect. A dollar spent in our community will raise incomes will advance education, and upward mobility. This is how you fix areas like Cleveland. No one is going to go to a community if they don't feel safe. You couldn't pay me to walk around in front and around our Kroger at night. It's just not safe, that's a problem. I drive to Publix off of Hank Aaron to go grocery shopping because I've had too many incidents at our Kroger. Hank Aaron and that area use to have the same problems. It's a good road map of how to address cleaning up Cleveland avenue. You first have to bring in mixed development near by and change the

COMMUNITY SURVEY RESULTS

perception of the area. Sylvan road would be the perfect place for this. I feel like a broken record. I hear and have experienced nothing but regulatory and bureaucratic hurdles for housing and land development. It seems we have a problem with getting things approved. I myself felt like no one cares when I have tried to have something addressed. I know builders that refuse to work with East Point. Even something as simple as Park maintenance. There was a green space down the street that got butchered. It was done under misguidance, lack of knowledge, misrepresenting of problems and solutions and it was heavy handed with a load of no [care] given. If we can't even maintain our green spaces that are in good shape...? We have a problem. Lastly, there's some infrastructure problems, I for one pay a storm drainage fee. Yet we don't have any storm drainage. And it's causing a foundation issue. (Completely avoidable). But I get 2 streets worth of water and I have no power to fix it myself. I even pay for the solution without having it. These sort of issue build up. Why are there no sidewalks? We want commerce we're going to need sidewalks and bike paths... Maybe we can start with a side walk on Sylvan and work on getting anyone to follow stop lights and this lane for right turn only road laws. You want to fund everything, just put a cop at Sylvan and Oakleigh that intersection is so bad I have come to expect drivers to ignore both the right lane is for turning and that light in general. But lastly, I think the largest hurdle is the pickle our communities have put ourselves in by surrounding our residential areas with I2. There should be laws against it nationally. They just don't mix. As the popularity of mixed use becomes apparent it could eventually be an asset so long as we have the bravery to step away from I2 and support mixed use.

- LEADERSHIP!!!

- Lacks visual attractiveness/landscaping.
- City government officials are not qualified to do what's best for the city. We are charged high taxes and don't receive quality services or city leadership in return.
- THE SINGLE BIGGEST obstacle is the city's anti-business posture that I can only surmise is to keep EP a haven for lower income residents
- East Point property taxes are too high.
- Fear of gentrification and impact of legacy residents is a major problem in East Point
- City leadership that does not want to see East Point change
- Local government.
- Everyone seems to believe the city's government is difficult to work with.
- Negligent leadership and divisive behavior of the current leaders
- Permitting and corruption. Businesses try to invest and grow here and are told no at every turn, so they leave with incomplete projects and empty lots
- The city council and mayor
- Affordable housing, but in the sense that there is too much - the amount of nonowner occupied homes (particularly Ward A) is very high - too many renters in homes not being properly maintained
- Litter; homelessness
- Zoning issues and underutilization of church buildings in the downtown sector. Use them or lose tax exemption

COMMUNITY SURVEY RESULTS

Are there any other concerns related to economic development that you would like to share? Open Ended.

- Yes- why has downtown been so ignored for the past 30 years?! It makes no sense to me!
- Promote making it easy to do business in East Point. Eliminate old stigmas.
- If the city cannot maintain proper stripping on the roads, it leads me to believe that either our money is being mishandled, our officials don't take pride in the upkeep of our city, or we don't have proper funding to do the jobs. If economic development (more businesses in the city) will bring in the revenue needed to properly address these long standing concerns, I am all for it.
- Our leadership is afraid of all economic development and has made "gentrification" the boogeyman. As a daughter who was displaced, I understand the real implications that development can inversely have on Black wealth but there has to be a path forward. We need to get the fear mongering leaders out of office who are shackling our city to 1980s. They are doing no good for Black wealth but shutting out all opportunities for us to grow.
- What happened to the East Point Commons development project? There was no transparency and communication about this failed project given to the residents.
- I applaud the efforts of the City to include low income housing development but it's important to have a mix of incomes, races, incomes, and growth to have a thriving city. East Point has really let itself go in the past few years and I have hopes that we can have better economic development and growth in the future. Downtown could be a thriving place where more people would visit and with a very few exceptions it just isn't. I do enjoy my town and it's residents I just see so much unmet potential here!
- Stop allowing smoke shops and alcohol shops.
- Raise the bar!! Invest in al fresco dining. Invest in making downtown beautiful!!!
- No investment will come here as this city is known as a nightmare and poorly run
- It is difficult to understand why I see so much growth and Hapeville and very little growth in East Point. There is no reason why our growth shouldn't be just as vibrant if not MORE vibrant with out access to MARTA and downtown Atlanta. They seem to be attracting high-end townhome and apartments developers. This is not happening in East Point. Why?
- Stop doing stupid stuff!!!!
- I'd like to know about a program that financially protects legacy residents from being displaced by taxes & other financial hardships.
- EP government makes it hard for businesses and property owners to do much. The utilities dept is a mess, the services provided to the property owners is low, there are literal rats running around the city, getting a permit to do anything is a disaster. I would likely never buy a property again in EP
- We need good/clean restaurants, coffee shops, parks, retail
- Consult with Hapeville, it's beautiful over there. They're doing everything right.
- Development that is not toxic or hazardous to residents. Also projects that do not impede resident quality of life. No more warehouses.
- As a resident of East Point, I would love to have opportunities to spend my money here rather than having to go to College Park and Hapeville.
- Outsource the permitting function!!! Replace their lazy, ineffective staff with people who want to work and who know what the Heck they're doing. SHAMEFUL compared to Hapeville and College Park.

COMMUNITY SURVEY RESULTS

- Economic development helps to add diversity however it is concerning to customer when they do not feel safe because of the lack of police protection and the overall lack of concern when the residents report crime. Additionally, the high cost of our utilities would certainly prevent me from starting a business in East Point.
- Businesses want to come to East point but the city manager and administration make it impossible. Contractor and business don't want to come here because they don't want to deal with the city's red tape.
- There's an immense lack of accountability and transparency in the local government leadership. I really don't see a future with East Point if things continue the way they have.
- Need restaurants, shops.
- can't think of any specifically
- I'm all for economic development. I want to do it in a way that protects the people & preserves the culture. Leave some Atlanta in Atlanta.
- Permitting process is a huge and persistent problem. Residents and businesses just give up due to the difficulty.
- Curious about no progress with the Commons project downtown. The bureaucracy hurdles have held back progress and prevented the city from being a desirable place to live. We pay high taxes but have no real benefits in return. The city has spent taxpayer money on events that don't appeal to everyone. I hear gun shots all the time and it prevents me from feeling comfortable in my own home.
- Inadequate policing, inaction by city code enforcement, no oversight of blighted properties.
- Grocery store options are few and vary widely in quality and pricing; food deserts are a threat to economic developmen; Limited quality healthcare providers available in the community creates loss in revenue and healthcare business opportunities
- We need to look at the city as a whole and just not different sub-populations focus on the needs of the total community.
- Please reconsider the zoning inclusion and minimum standards for upkeep of properties specifically serving convenience stores and vape shops. I think there are far too many of these around and are a detriment to the perception of our city. I also think we need to reconsider speeds on roads around downtown. If we can make roads feel safer, we can bet more pedestrians will want to be out walking and biking around. 35mph roads lead to people driving +10mph easily. Compare that against a person walking at 3mph and youve got up to a 42mph delta. That is well above the fatality threshold. This sets up an opportunity for businesses to consider more locations around the city to be able to take in pedestrian customers provided we get our city safely walkable.
- There are a number of blighted areas that are left unattended for too long, including abandoned houses and empty malls like Greenbriar or strip mall on Campbellton and Greenbriar Pkwy. These areas turn into eye sores and dumping grounds.
- East point is not developing as fast as other Atlanta cities and businesses seem to struggle
- One concern is the lack of green spaces, walking trails and parks.
- Vacant brownfields in our downtown sector are embarrassing. Particularly the properties north of the library and the former VW lot on Washington.
- We need to look at the city as a whole and just not different sub-populations focus on the needs of the total community.
- I'm not sure what education and training opportunities look like, but I think we have a lot of capable young people that will be going to

COMMUNITY SURVEY RESULTS

City of Atlanta to study and work if they can't get on the job training or education beyond high school here at home

- Yes, why so many empty buildings? When a business goes empty, the building just sits. Why?
- How do places like Peace mart get a business license? People we have spoken to who opened in Hapeville several years back all said there were to many hurdles in East Point
- A Slow city permitting process, that chases away anyone inappropriately deemed gentrifying.
- City Auditorium and old library should be maintained and highlighted for their historic significance
- Poor utilities like electricity, water and internet coupled with excessive hurdles to permits, etc drive businesses and home buyers to the much more attractive areas of Hapeville and College Park.
- I was like to see more choices at the Farmers Market and less money spent on summer concerts that all of Atlanta comes to see
- There is a lack of grocery, retail, and quality dining options outside of camp creek marketplace.
- East Point needs programs that support home ownership. Companies are buying up ATL real estate too quickly. Owning a home is out of reach for many, if not most. We need a vacant housing tax to encourage occupancy or selling the property to someone who will. Pair that with first time home buyers assistance and homestead exemptions to encourage homeownership.
- We need new & varied leadership to move the city forward instead of the same old tired thinking
- Economic development often gets confused with other types of development (social, cultural, etc.). But without a thriving economy, those other things won't stay around very long (if they ever get there).
- Taxes too high for anything to advance
- Crime, infrastructure (roads, utilities, etc), education
- There should a cap put on storefront churches, hair salons, and greasy spoon. There is no shortage of them anywhere.
- We need to attract more restaurants like Hapeville and College Park have done.
- Economic disparity, good education system, lack of public services like good parks and caring for communities and low income neighborhoods
- There is a lack of grocery, retail, and quality dining options outside of camp creek marketplace.
- Ineffective city government.
- Local government need to make it easier to get permits for construction
- Lack of upward mobility of East Point compared to surrounding.
- Lower tax rates, get rid of Wednesday Wind Down.
- I think the main concern around some is the worry that east point will become "gentrified", and that kind of thinking is cutting off our nose to spite our face. Improving the city is not necessarily gentrifying it.
- Too many smoke shops in downtown
- The permit process is hindered by excessive bureaucracy and significant delays.
- Improved electrical grid
- I would like the city of East Point to stop fighting economic development and instead embrace it. Our citizens deserve a city we can live, work and play in. We don't have that. I would like to see us be members of the aerotropolis and work together more with Hapeville and College Park.
- It'd be great to create a shared vision that can be communicated with a narrative that is repeated so people learn about the vision and can get excited. And please update the website so visitors can see what is exciting about east point.

COMMUNITY SURVEY RESULTS

same goes for small businesses -- have pages specifically for them.

- Ensure we have enough police presence
- I appreciate that current leadership is seemingly careful not to develop in a gentrifying way. But I believe that is something that should be worried about once any development starts happening because we are not getting anywhere currently.
- Hapevill and College park are right next door and have done so much more than EP. It's crazy that the area right by the ep Marta station is so undeveloped - this makes no sense.
- Safety is a big one. I do feel safe in my neighborhood, but I want everyone in all of EP to feel safe wherever they are.
- I do not want to see EP gentrified in the way that some other areas in the Atlanta Metro have. I hope that through economic development the area stays affordable and accessible to the populations that have and continue to call East Point home.
- Outside perception real or manufactured about East Point from the business and personal perspective.
- The city has a social and humanitarian focus vs economic development focus. Not remotely balanced!
- The mess around obtaining permits has impacted our ability to hire some professionals who refuse to come work in EP. Additionally, this has led to many people doing things without permits, which I believe impacts safety in home renovations as no inspections are conducted.
- Despite claiming to protect and provide green spaces, I have seen a definite decrease in trees and green coverage within EP in the 25+ years I have lived here. I see trees often cut down over the weekends, with little oversight from the city regarding permits to do so. Given our proximity to the airport, we need to be aggressive in helping maintain clean air for residents.
- Some areas do not have good access to public transit. The area near the intersection of R N Martin Street and Norman Berry Drive have more than a quarter mile to the nearest bus stop. I have suggested MARTA bring route 81 further down Norman Berry Drive to give bus coverage across R N Martin Street. Also, that bus service will give students at Tri Citi High School a closer bus to help reduce the number of students on the pedestrian bridge walking to and from the MARTA station.
- Finding away to bring new commerce to the area is important. downtown has so much potential to rival downtown Lawrenceville
- If we can get on the news for good reasons, that would go a long way towards improving east point's image. Additionally making it easier for businesses to relocate here or increasing flexibility in zoning may help
- East Point is a gem of opportunity and we are being left behind and our developed by our neighboring cities. It's very discouraging and makes me seriously consider leaving.
- Bureaucratic hurdles hamper growth when housing complexes are mandated to provide affordable housing rather than market rate housing. Businesses base investment decisions on area income levels so if city government wants affordable then it will hamper growth.
- Locally elected officials don't seem to be in touch with reality for the most part...city council gets it but leadership doesn't.
- Most of local government is only interested in themselves.
- It makes no sense for East Point to cave to GDOT on the physical design of Main Street and East Point Street Downtown. We have 19,000 ADT at the north end of the split and 19,000 ADT at the south end. Main Street in College Park has the same 19,000 ADT with just two lanes of slow traffic with a couple turn

COMMUNITY SURVEY RESULTS

lanes and lots of on-street diagonal parking.

GDOT's high speed design of the one way pairs puts a huge damper on what should be the most economically productive real estate within the borders of East Point. A built example of The Context Sensitive Street Design Manual adopted by GDOT can be seen down in College Park. We need to demand the same quality design --or better.

- The streets south of downtown/Washington have too many potholes and are not up to the standards like the streets near the police station and city hall. Property taxes increased. Street lights and drainage on Willam's ave/ semmes
- fix the bureaucracy. I don't mean firing people, just lessen the work they have to do! I don't own a small business, but I've heard from business owner friends that opening a business in downtown East Point is needlessly difficult, and that East Point can't compete with the convenience of opening in Hapeville or College Park.
- I think that economic development is affected by homeownership. If we promote the city as a great place to live for future homeowners, I think we'll have more participation from the community as far as how the city can grow economically. We have so many unique homes here, and I think that's a good start.
- East Point has a lot of potential for new businesses to revitalize the area but it is not as inviting as some other cities in the area like Hapeville which seems to be growing at the expense of East Point. I do like investments that are taking place like the waterline and the upgrade to the walking signs. I would like to see more Modern Apartment buildings which I think would invite businesses.
- I love the various things that we get to enjoy as East Point residents like free trash pick up,

street cleaning.

- Open your eyes. Drive through all of EP. Unless I'm a polluting industrial operator, EP has very VERY little to attract beneficial development, quality businesses, or true change. We need a complete reset and some leadership that's not trying to enrich themselves at the expense of residents. And as long as the crime here continues, good luck. Good luck.
- I wonder why Hapeville and College Park have outdone East Point by leaps and bounds when it comes to economic development?
- This should be a top priority and all city officials in leadership must ensure economic development initiatives are achieved. Less talk more results please. Time to move the city forward.
- The biggest obstacle to our growth is the lack of a City Manager with the expertise and willingness to hold city employees accountable for doing their jobs. Also, the ignorance of those city council members who are currently serving who voted for a developer for the Commons, who had absolutely ZERO experience with development.
- Productive activities for children
- Allowing homeowners to keep debris in street by their house when we report such it gets ignored not enough police presence in areas that have higher rates of renters allowing yards to go unkept allowing people to store broken down junk on our streets
- Downtown East Point could be every bit as vibrant as Hapeville or College Park if we developed robust public-private partnerships to support historic preservation and rehabilitation of existing structures, fixed the notorious and ongoing issues with permitting that make developers avoid EP like the plague, and actually hired and fairly paid city staff to address vacancies and turnover, which affect turnover

COMMUNITY SURVEY RESULTS

and business owners' ability to conduct business with the city.

- Our own Amphi-Theatre would really help
- sustainable alternative transportation (more bike routes) Camp Creek Area
- Shropshire and mayor need to go- they hold back progress, lack leadership skills and progressive vision. Can't wait to vote them off!
- Stop wasting tax dollars!! We'd wind down has to go! Audit the books and find the missing millions.
- The downtown area near the MARTA station needs to be the prime target for development in the immediate future.
- Over haul planning and zoning department for city
- No one building the commons area near city hall. I thought in December 2023 it was suppose to start. Build this place up it's just boring right now. I have to go to Summerhill to have a good time and go to Publix WHY?? or go to camp creek to go to Publix WHY?? There is so many open spaces to do better. Build up East Point allow investors to build up.
- Easy Point could be thriving like the nearby cities, Hapeville and College Park or neighborhoods such as Adair Park and West End. We need more incentive for good business that will attract people to spend their dollars here and take care of the things that we already have and are unique and are not well kept. For instance, the velodrome is a unique park that could be so more attractive and draw people to the city, but there is no food nearby, no place to sit and the place needs a lot of TLC.
- East Point has a reputation as being a difficult city to start a business in. City regulation and permitting has stifled new businesses and contractors from working here, instead flocking to College Park and Hapeville, even though we share many of the same assets.
- The largest hurdle in this town is getting a building permit
- There isn't a clear leader/vision for the city. Residents I talk to believe the focus should be on maintaining Residency and enticing GA/ATL/ tri-city tourism and not international/via airport tourism.. most residents do not have restraints, grocery, shopping done here
- The city needs to staff up experts and prioritize industrial and residential first, so that the commercial will follow. Older buildings downtown should remain via adaptive reuse, except for the tall eyesore in front of city hall. That can go. Thanks!
- East Point is losing out on opportunities left and right to places like Hapeville and Decatur that are open to change and economic development. Local government seems to go out of their way to deny and suppress development efforts in the name of preserving community character, but are doing a great disservice to their citizens by doing so.
- I've heard rumors that Wednesday Wind-Downs are extremely expensive to run. They're a lot of fun, but would rather see that money invested into long-term benefits to the community as opposed to just single-day festivities.
- Some very public areas, some near exits into the city in East Point are in a dilapidated state, and when that's the first thing you see coming into the city it can be a deterrent for potential residents or business owners.
- We need to stop spending money to build ugly, low-quality developments and invest in the wealth of historic architecture already available to our city. It's despicable that the McMansion-esque "Commons" project has received so much attention and city funding while our auditorium, historic library, etc. are quickly falling victim to our leadership's neglect.
- We don't need more affordable housing. East Point IS affordable. We need housing that

COMMUNITY SURVEY RESULTS

appeals to middle and upper income people -- which will drive the increase in businesses that appeal to these people. I have to go to Hapeville to eat in a nice restaurant, go to a nice bar, get a nice coffee and pastry. East Point should have all of these things and more.

- There seems to be an effort to make EP into Buckhead far south. I'm not interested in that. I want restaurants in Downtown where I can eat, drink coffee and have a sandwich. Retail shops and a grocery store. I do not want more places to smoke or drink at 4 am.
- Bring in quality businesses that will actually stick around and add value to the community. Also, clean up the crime and appearance of certain sectors of town in order to attract more businesses. Also, please stop requiring developers to develop HOA'S when issuing new builders permits for housing. No one wants to live in these criminally ran and abusive HOA'S.
- Our communities biggest mistake was allowing I2 beside our residential areas... The quality of jobs and the quality of jobs and the lack of community I2 creates is a blemish East Point will struggle with for decades to come. Putting a permanent moratorium on I2 and redesignating it to anything else but preferably mixed use is really the only way forward. Putting pressure on CVS/Rite Aid and the like companies that do not have the communities best interests at heart, limiting how many miles they can within our each other perhaps. Times are changing. As we change let's not repeat the mistake of forgetting about green space. Make it a requirement to have a certain amount of trees/green space with development. Curb to curb condominiums are not the answer anyone is looking for. Force them to invest in the community with communal green space. Cart Blanche economic development is short sighted. Prioritize water, electric, storm drainage, to support healthy communities that can thrive.
- Get tough on polluters, let them know if they can't change, they'll have to move. Finance local entrepreneurs with supportive loans and financial advice.
- Stagnation. I am not sure why this city has not progressed in the ways that neighboring cities have.
- Yes, when the city of East Point start implementing new growth in the downtown and surrounding areas.
- Qualified people in leadership positions with experience.
- Leadership
- Lack of up-scale establishments.
- City government officials are not qualified to do what's best for the city. We are charged high taxes and don't receive quality services or city leadership in return. City leadership should be able to attract new business to the city and work with them so that they can grow and develop without hoops to jump through.
- The negative reputation EP seems to have (from online comments) for supporting any type of improvement and growth. There seems to be a concerted effort to keep things 'the same'.
- Affordable 24-hour public transportation is needed to allow residents to get to and from jobs early mornings and late at nights.
- More restaurants and shops. I'm tired of spending all of my money and Hapeville and College Park.
- No to industrial or light manufacturing. We are already grappling with contamination issues from William Meredith and PPG, as well as historical pollution. This situation is detrimental to our health and property values. We need to reject any further industrial developments—absolutely not!
- More restaurants, different grocery stores (aldi, Trader Joe's)
- We need to be realistic on what options we currently have available in East Point versus

COMMUNITY SURVEY RESULTS

what is not available here. There is a negative emphasis on gentrification, there is an income dwelling here that is completely unsupported by development and opportunities currently available in East Point. We have a public housing glut, we need market rate opportunities. We need to bolster the tax base that can support aging infrastructure of our city. I have watched enough cycles to see repetition in East Point. The fear of money coming into our city needs to end and we need to move forward. Sister city Chamblee seems to be getting along just fine, why are we so stale.

- I do not see a need for anymore industrial and light manufacturing type of development.
- I think we need to balance existing industry with business that will service the needs and wants of the new and growing population. Environmental sustainability should be taken into account when approving new businesses.
- A major concern as a resident is the lack of actual leadership within the City. Currently we have too many “interim “ positions that it keeps the city hostage by its own doing. It’s embarrassing. Do better East Point.
- I have lived in East Point for 10 years and very little has changed. I want to see more thriving small businesses, less litter, less heavy industry. I’m exhausted by how many times we’ve been promised an exciting new economic development and then it hasn’t come to fruition.
- Hapeville and College Park seem to be running circles around East Point. There is no reason that a city that borders the world’s busiest airport and has direct Marta access should be struggling with attracting new business and development.
- We have a lot - like, A LOT - of chicken restaurants, braiding/hair salons, and poor upkeep of those spaces. We need to prioritize and make it easier for established businesses from other parts of town to add locations here. EP has to be friendlier to these businesses.

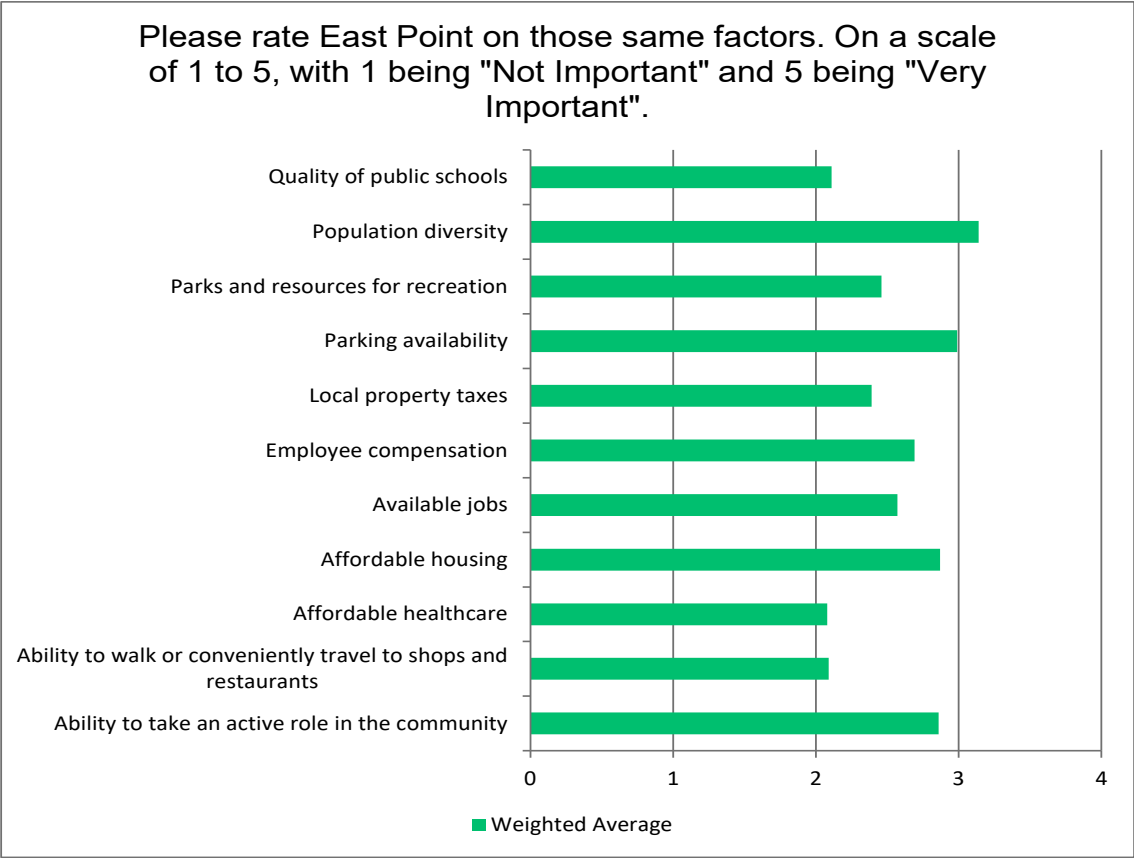
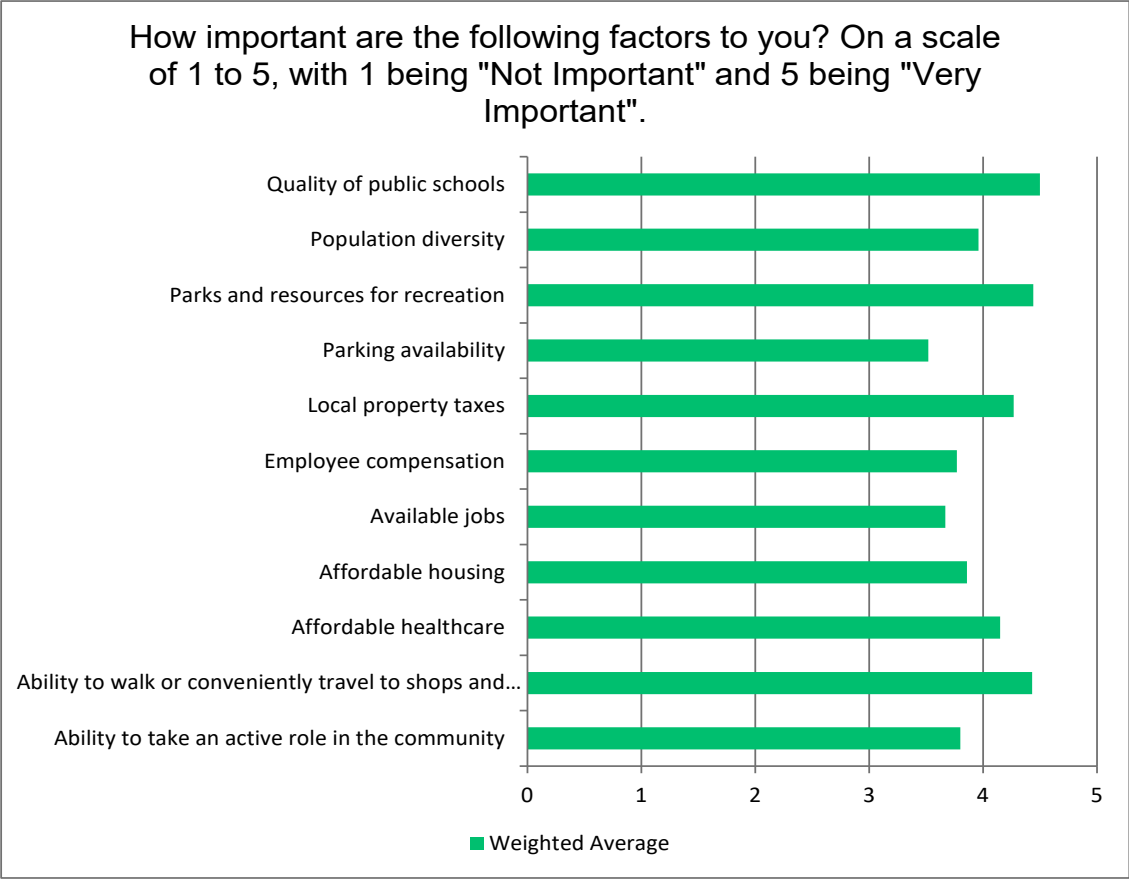
We must also insist on all business owners and landlords maintain their properties like residents are expected to maintain their properties.

- Need to work with developers and investors on a one on one in person conversations
- The permit process. The 50 worst houses list. Making it nearly impossible to improve ones home so that you can profit off of others misfortune.
- The construction of the path extensions is way too slow.
- Let the bureaucracy work for the city. make changes when needed and keep doing what works (City Sanitation is the beacon, they listen they follow up and the help when help is needed). The city needs to support growth and help those trying to grow to take advantage of what the city has to offer, don’t be a barrier.
- Lack of development and current leadership blocking all development. Unkept promises to the community. Poor management and choices by the current leaders. The fact that the mill rate has not been rolled back. Lack of city services
- The permitting process is horrendous. It causes would be business owners to sink a fortune into lawyers to navigate it all, just to be rejected. East Point is not a friend to progress.
- We should look for more mixed use communities and less affordable only units. A reduction/ management of property taxes,
- I understand our city is old, but many of the retail areas outside of Camp Creek Marketplace are extremely outdated. I’m 55 and remember going to McMahan Shoes as a little girl. Has that plaza at Headland-Delowe had a facelift (besides lot paving) since the early 1980s? I think presentation matters when attempting to lure new businesses/developers to East Point.
- The wrong types of businesses are being permitted in our downtown area. We don’t need more smoke shops, convenience stores and store fronts operating as fronts for other businesses.

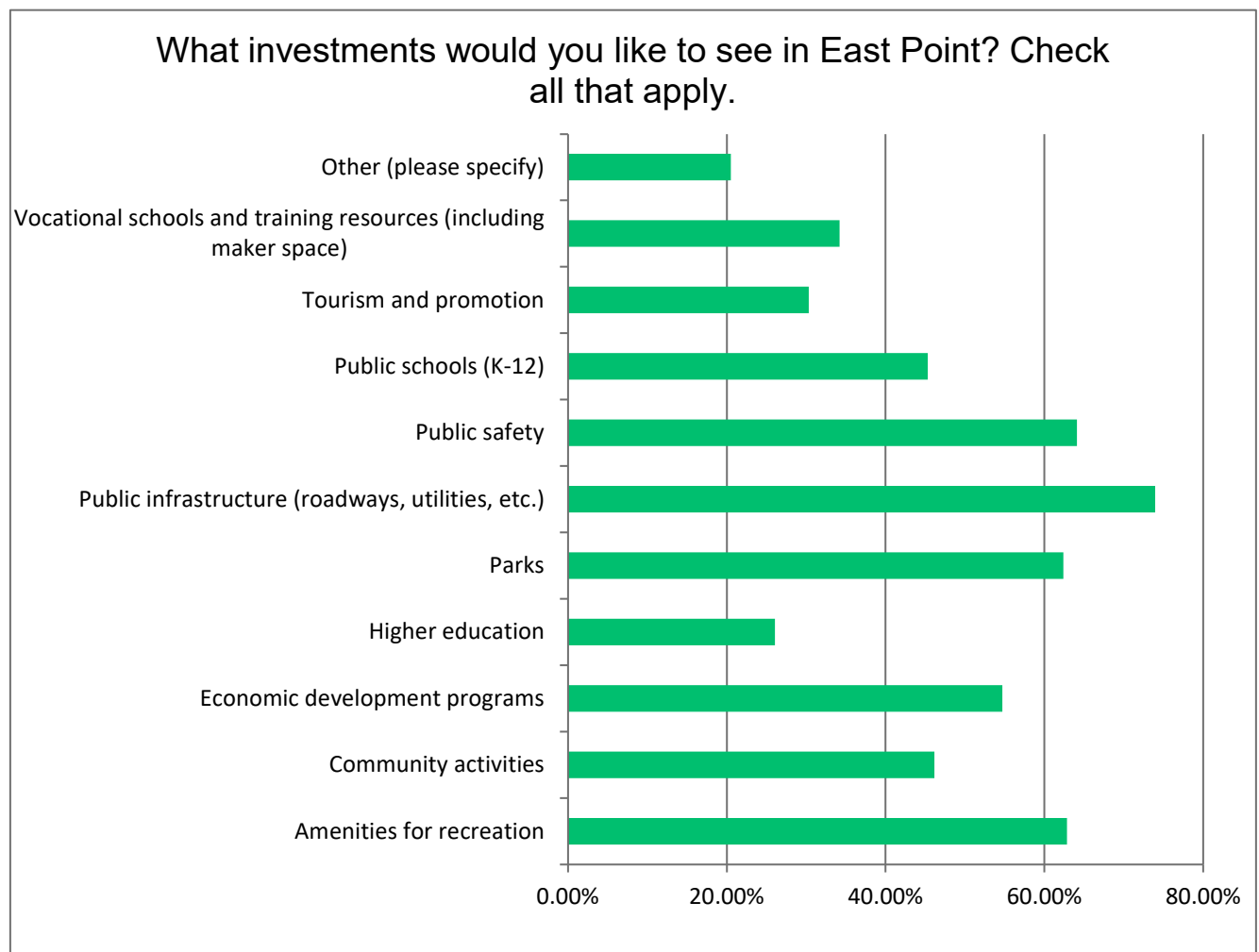
COMMUNITY SURVEY RESULTS

- We need spaces to gather. New affordable food destinations. Businesses that support one another
- No more fast food. More actual restaurants please.
- Would really like to see some meaningful progress on the Commons project/downtown revitalization. It would be great to see more shops and restaurants within walking distance of us, ESPECIALLY some better grocery/fresh food options.

COMMUNITY SURVEY RESULTS



COMMUNITY SURVEY RESULTS



Other:

- A decent grocery store near downtown
- Major Grocery option
- Investing in improving and developing downtown.
- Boys and Girls Club.
- Again Mayor Holiday herds to be removed if city is ever to get anywhere
- Some of these already exist which is good.
- Grocery store, more restaurants near “downtown”
- Grants/help to help homeowners with exterior needs and more family friendly venues
- Real revitalization of areas like downtown to attract businesses and people
- Independent small businesses and restaurants in downtown where we can walk to
- we need more diverse local businesses that aren’t smoke shops
- Sidewalks
- Grocery stores that are community centred
- sidewalks, crosswalks, traffic calming measures
- Increased after school and summer youth skill building and recreational activities throughout the year.

COMMUNITY SURVEY RESULTS

- Fix the **** sidewalks, enforcement of traffic and litter laws, help community members make repairs to their homes that could destroy them if they can't afford and will destroy homes (gutters roof), repair neighborhoods, organize with east neighborhood (your survey should have listed neighborhoods not downtown, east west etc) , build up parks in all neighborhoods and give kids a place to go and something to do outside (skatepark, basketball etc) every neighborhood not just Jefferson park, make absentee property owners do something with their property I stead of sitting on it, remove parking lots owned by the city and have community gardens with fruit trees for the community, out sound walls up in neighborhoods near highway, get rid of telephone pole company stinking up the air, burry the power lines!
- Job training for growing industries (ie: AI, Robotics, cybersecurity)
- Especially for all of EP's raggedy roads!
- Emphasis on makerspace! Also, East Point should prioritize reuse of blighted industrial properties. Revitalize them into green space and recreation as much as possible. Emphasize safe walking and biking through town and connect to recreational areas.
- Local businesses to downtown
- Active investment in Commons area. A complete overhaul of downtown. It's current set up is not conducive for a growing and thriving atmosphere
Fix crumbling dead end streets
- Streamlined permit process
- Public Swimming Pool that is not on or near Camp Creek Pkwy
- Retail and restaurants
- Active/Proactive Code Enforcement. Make downtown less of a thoroughfare. Make Main Street less of a highway. Make City Hall and City Hall front splash. Make downtown attractive. Add a communication board to City hall lawn, so drivers can learn about important upcoming events. More signage for drivers who don't know the area to direct them to interesting places.
- Downtown investment
- Better grocery stores, restaurants within the downtown area
- Intentional traffic calming of all street within the city
- New project being implemented. Is new downtown is still processing?
- pretend to open a restaurant in Hapeville. Then make that process easier to do in East Point than in Hapeville.
- We could definitely add trade schools here since there is a dire need for workers in those professions.
- Grocery store
- Bike paths
- A supermarket that has a variety of food. Like Publix or even Kroger I rather sprouts or Trader Joe's but I guess baby steps with East point community.
- reclaim east point's waterways
- Grocery stores, restaurants
- Historic Preservation
- quality business development
- Non corrupt and community based Police Force.
- Focus on driving community/customer traffic to local businesses.
- Public infrastructure needs to include

COMMUNITY SURVEY RESULTS

sidewalks, when we speak of roadways, we need to consider more than just a vehicle, what about individuals in wheelchairs, bicycles, walking.

- Safe and healthy grocery stores. Bike infrastructure connecting to city of Atlanta.
- The Commons sounded like a great idea- yet we are left disappointed again. However, more investments similar to that would be great.
- Sidewalks
- Extending the path and connect to the Beltline
- A city manager and full staff
- Grocery stores and restaurants

COMMUNITY SURVEY RESULTS

Do you have any additional comments, suggestions, or ideas related to economic development in East Point? Open Ended.

- Yes- please figure this out and do something!
- East Point has many of the necessary components of an independent city. From public services to utilities, East Point has a lot to offer. There needs to be a substantial investment in grocery and dining options. Brining in an Aldi or Trader Joe's to the Washington Plaza would do wonders for this city. More diverse cuisine options would by virtue attract visitors. We are loaded with Fish and Chicken spots. We need no more. We are lacking some of the key elements of a thriving suburb like diverse restaurants and small businesses that become the backbone of a communities identity. Beautification is also lacking outside of priority neighborhoods/ roadways. Strip malls and Plazas look dilapidated inside and out. Trash is thrown on the ground everywhere especially parking lots , citizens don't seem to care. Potholes all along Stanton road and many others.
- Don't give away any more land. Access as much land as possible. By all means necessary.. complete the Commons Development.
- These questions are very hard to answer and the survey design is poor. For example, I don't know if I'm geographically north, south or east in the city, but I know my ward. I had to select something before being able to move on. There are also a lot of select all options, maybe what you wanted was for me to rank order those preferences. Also, there was a question that asked if I was a resident or property owner, what if I am both, I was only able to select one option. I really don't know what you all are getting at but a student with some survey design could have helped you develop this so you could get better data.
- From my perspective, College Park and Hapeville are both experiencing terrific economic growth and development and there's no reason EP shouldn't be sharing in the growth. There's never been as much attention paid to actually improving our downtown - with exceptions for building a new city hall and the MARTA soccer field, and the unattractive Main St street-scape project - since I've lived here. There have been 3 proposals for downtown redevelopment since I've been here and NONE of them have materialized. What are we doing wrong? Also I wish there was a way to be informed of new proposals, developments, businesses happening here. Examples - Wagon Works conversion, the new brew pub/venue on Martin Street, redevelopment of the old industrial site in Hapeville on the EP border, business closures/openings.
- For EP to thrive the council and Mayor MUST believe in a diverse community. Embrace all people.
- This city is known as corrupt.. for years..it's why billions of dollars in investments made anywhere but east point
- I would love to see more indoor/outdoor restaurants, an Aldi or a Planet Fitness in the Jefferson Park area of the city. It would make our area more neighborly and walkable.
- The offices (specifically electric) need to be better. Communication is not good when outages occur (never get an eta). Needing a license to cut down a tree when the state of Ga and city of ATL do not require one is annoying especially since we have old trees that fall often (connected to electric) - residents should be able to take down trees without a license like the rest of the state. Official city websites need work... They are outdated and hard to navigate. Too much bureaucracy in my opinion. Also, sidewalks would be AMAZING! And less speed bumps.

COMMUNITY SURVEY RESULTS

- Yes. Stop doing stupid stuff!!
- EP needs to get more businesses and no more smoke shops. It looks ridiculous coming out the marta to smoke shops with police presence all the time. Relocate these businesses and get people to come to downtown for something unique
- Like the concert series, would be fun to have a weekly (or monthly) market or arts fair kind of thing. There are a lot of studio spaces popping nearby, we should support them
- We need to strive for QUALITY!
- We need a “Main Event” center here. Also bring back a movie theater, but make it so that anyone under 21 has to be accompanied by an adult at all times.
- We need to take a hard and honest look at why areas around East Point are thriving and we have barely changed in 20 years.
- Improve utility infrastructure so power outages lasting 1 hour to 6+ hours are not so common it is what East Point is known for by it's residents, as well as the volatile electricity rates, quality of water that smells like bleach. Reevaluate continually increasing property taxes. Maintain roads including painting lanes where completely worn down to obscurity, and fix broken pedestrian walking signals.
- It would be good to hear from the Mayor why she can't attract any retail, grocery stores or restaurants to come to EP. Hapeville and college park can do it.
- Make it walkable with sidewalks on every street.
- See above in other comments.
- I love East Point and would love to see others thrive here too
- Good job on the Wednesday wind Down program. That seems to be a big hit with the community. The music is not my scene but happy to see it gathers such a big crowd. I hope we are pushing local businesses to get out there and promote and sell to the patrons out there!
- Fix the community and enforce codes or no one will want to move here or stay. Location and infrastructure!
- East point electric needs to a major upgrade. They constantly lose power and when the bill is high there is no option but to pay the high price or be without power. That's a huge gap for a low income community.
- Better schools. Better investments in downtown East Points vacant lots.
- Strong education leads to safer streets and better economic outcomes for everyone! And not just in schools: libraries, art spaces, public educational programs (like speakers and expose), vocational programs, higher education and on the job training,
- Yes, we need to keep the city a little cleaner. Why don't we have street sweepers? Why do EP not come and clean the strand sidewalks once a week? You go to other cities and streets and sidewalks are neat and clean. EP tell residents that they can rake leaves in a pile in front of your house but it takes them weeks to come and suction up the leaves. Can we just opt in favor to have a cleaner city? Can we go back to the way this city used to be? We can do this together if everyone work together. What has happened to code enforcement? Nothing is done anymore to beautify and make this city a nice place to live in anymore. Let's start to do something to get our city the way it used to be. Thank you!
- It has just gone down hill since I moved here 20 years ago. We used to walk from our house at night. Now cars run red lights, rev their cars, speed, blast music and throw trash all down the main streets. People loitering on the streets bother you when you sit out at restaurants- Marta is way more sketchy. I don't ride like I used to. So really, if I were a business owner trying to appeal to tourist, or neighbors wanting to hangout I would. Not want to open here. It needs to look clean, feel safe and stop the street

COMMUNITY SURVEY RESULTS

chaos.

- In my opinion the biggest advantage to East Point is it is a true residential south side city inside the perimeter. It has its own, public safety, utility service, and at one time an ER/hospital system (which should come back). These are all major components to a complete and successful city to support its growth. Where we are lacking is access to grocery and healthy food options. Within city limits we have 1 wayfield foods, 1 Eden fresh market, and 1 Walmart for a population of 35k+ residents. I think we should invest in a Trader Joe's or Aldi and international store to fill the Headland Delowe plaza making a grocery hub. Reducing the number of fish and chicken restaurants in support of healthier, fine dining, and diverse cuisine options.
- We all want a happy, healthy East Point. I would love to see a focus on transitioning from industrial to cultural. From polluted space to green space. Give residents the freedom to live and earn money their way. Allow mixed use residential-commercial areas within neighborhoods and watch our neighborhoods thrive. Imagine local artisans, small grocery stores, eateries, and parks in every neighborhood. We can do that!
- East Point has potential due to its location but look at hapeville & west end who are moving those cities forward. East Point is stagnant in growth b/c of the same leadership with the same tired ideas not wanting to give up their place of power who look after themselves instead of the community as a whole.
- Not related to economic, but we cannot take pride in our town with graffiti tagged all over the place and garbage strewn across so many streets and sidewalks.
- The tax-credit policy for the film industry is a terrible policy in terms of losing money for tax payers, but since it's there, perhaps it's best to get as much out of it as possible. People do film here, so maybe that's something to lean into.
- We need an image makeover. East Point has become known as "ghetto" and full of crime. The fact is ... crime has risen. The first priority is to make us a safe city. Next the city is dirty. Trash on streets is horrible. Why can't we have not planters that are maintained? The city needs a facelift. We also cannot be the "catchall" and goal for everything related to low income populations if we are not going to encourage that population to become active, productive members of the community. They need to be educated and encouraged to change their situations. East Point has failed in that regard. Free food giveaways (which is great and needed) is the extent of working with low income families, but more can be done.
- Lacking of interest on community with Spanish community around east point
- I have heard that the permitting process for both businesses and residents is much too cumbersome and prevents investment in our community.
- In my opinion the biggest advantage to East Point is it is a true residential south side city inside the perimeter. It has its own, public safety, utility service, and at one time an ER/hospital system (which should come back). These are all major components to a complete and successful city to support its growth. Where we are lacking is access to grocery and healthy food options. Within city limits we have 1 wayfield foods, 1 Eden fresh market, and 1 Walmart for a population of 35k+ residents. I think we should invest in a Trader Joe's or Aldi and international store to fill the Headland Delowe plaza making a grocery hub. Reducing the number of fish and chicken restaurants in support of healthier, fine dining, and diverse cuisine options.
- Improve utilities and solar or green incentives. Better platforms within 2025
- Get rid of Wednesday Wind Down. The money

COMMUNITY SURVEY RESULTS

spent on that event can be used elsewhere in the City. There are local musicians, singers that will do Wednesday Wind Down. Get the people who perform during the Farmers Market.

- I think that if we can develop the downtown area and make it more pedestrian focused/friendly it will bring more visitors. If you look at something like streets alive, it can bring so many visitors to the area that normally wouldn't peg east point for a destination. A less car centric plan would make it easier for people to visit/discover local business that they may usually just pass by.
- Sidewalks on Connally Dr please!
- Psyched to see our beautiful city growing and developing
- We just need more reasons for people outside of East Point to want to come here and spend money here. I want to be able to go out to dinner regularly and not leave East Point to do so.
- Please consider and design for noise.
- The roads downtown are set up for a person to drive through as quickly as possible. This discourages foot traffic for small businesses in the area and makes it dangerous for Marta users. Is changing that in the City's power?
- The area by the Marta station is a perfect area for growth, yet it is neglected and underused- it needs apartments, mixed use, local business, etc. This needs to be a priority. It's embarrassing that that huge area that is just full of potential is so desperately underused. Why is that?
- Promote the farmer's market more, open up opportunities for small businesses to come into downtown. We need a variety of shops and restaurants in our downtown district
- I would love to see my art around the city, and like I mentioned before, the facilitation of community amongst the varied types of residents.
- Glad to participate in a survey of substance
- I HATE to see money spent on Wind Down Wednesdays while our taxes remain the highest in Fulton County. I would rather see our money spent more appropriately to address resident concerns. I see many people using MARTA to attend this event, spend no money in EP, and then leave again. We are not in a position to provide free entertainment for the metro area.
- I am also tired of the affordable housing argument. We need a higher tax base in order to be able to draw better businesses to our city."
- I suggest giving some buildings downtown a face lift to help attract more businesses.
- Finishing the commons is a good start. A grocery store is in dire need.
- This can't wait. Wasting time getting it started/ done.
- A plan to redevelop blighted parts of Cleveland Avenue, including green space and a road diet.
- The city can promote development by investing in public infrastructure like sidewalks, bike lanes, road resurfacing, and parks. Parks and facilities promote demand for living in East Point therefore improving demand for businesses. Businesses will not come if the community income doesn't fit their returns and if there's more bureaucratic hurdles in East Point versus College Park or Hapeville.
- Tourism is a non-starter. If we make East Point a great place for folks who live here, other people will want to visit. If we try to focus upon tourism over making East Point a place residents are proud of we will not see much tourism.
- Infrastructure, roads, drainage, street lights and a solution to power outages at least once a week
- pretend you're opening a restaurant in Hapeville. then make that process easier to accomplish in East Point than in Hapeville.
- Yes, I've been here for 13 years, and I'd like to see more growth and diversity in the kinds of customer oriented businesses we have. I liked the promotion of keeping East Point clean that we had a few years ago. I think that should be done again. We need another hospital, if that's

COMMUNITY SURVEY RESULTS

possible.

- I don't know if I answered the question of what part of the city I live in correctly but I live in Jefferson Park - might have been helpful to have defined what you meant by East/west, etc
- More restaurants!! Improve existing grocery stores (Kroger, Wayfield, etc) that do not feel safe to go alone.
- Focus on 3 items that make the largest difference in my opinion that is Public Schools (K-12), Infrastructure, and Community Activities
- Tighten up. I can't imagine what it's like to work for city government. But I can tell you when I've interacted with them, they're bitter as hell. That says it ALL. I can't be the only one either answering this survey like this. Please. Listen! Tighten up and work with the community and its people—ALL of us—as partners and not burdens. Stop with the nonsense feel good sayings about how EP is the most this or the best that... if it's not, it's not. And EP IS NOT any of that. Can we get there? YES. But not from chasing the next big whatever. FIX what is here first. Stop holding us up with high taxes and low, unsafe amenities, not to mention expensive utilities. Then let's talk.
- It's very hard to answer questions relating to employee compensation. I don't know what employees make. I believe people should be adequately compensated. I think employees need training. I think Chick-Fil-A is so successful because they have top notch customer service.
- It seems like we have our fair share of affordable housing compared to other communities.
- I could have checked all the boxes on many questions but we've got to be strategic. First, clean up the city and make it look like someplace you'd want to live or invest in and make it easier for people to do business in the city. I hear from so many contractors that they don't want to do business here because it's so difficult with permitting.
- Please share how results will be used.
- We need intelligent, qualified people working in the office of economic development who know how to bring businesses to the city and then a permitting office that isn't hell bent on stopping those businesses from coming. Again, we need a City Manager who will hold all of the city employees accountable for doing their jobs.
- We need more positive things for the children.
- I would like to see more programs design for senior citizens other than the senior center
- Look at Macon, GA's downtown revitalization over the past 10-15 years. It IS possible to do ethical, community- and equity-minded redevelopment of historic downtown areas. City leaders need to stop making excuses and get it done. EP is an embarrassment.
- Attract reputable quality businesses. It's not difficult to research and find those who are thriving. Banjo serves Georgia's only fair trade coffee and has their own in-house pastry team. They often sell out of food daily. Clearly they are doing something right. Same goes for Eats on Ponce. It would do well in East Point- great food and great price point. I'd love to be economic dev point person but not until city council, planning and permitting get their act together.
- More restaurants, bars, retail establishments, and a supermarket are badly needed in downtown East Point.
- Promote senior housing and services
- I think a vibrant downtown is key to community engagement and economic development. Hapeville is a great example of what art, theater, bike lanes and good restaurants, bars can do to stimulate an area socially and economically
- To many homeless people near Marta. Close down piggly wiggly and Wayfield and open a better supermarket. Stop allowing people open up grocery stores when there is already two across the street from one another. Clean up

COMMUNITY SURVEY RESULTS

downtown the rest there seems like they don't care about the store front it's just dirty like dirty windows and stuff. Thumbs up need a facelift and kup- something cupcake shop needs to clean their windows. Paint the downtown white to look cleaner and welcoming. Add some boutique shops. Farmers market need to be on a weekend in the morning. Everyone is too tired to leave work to visit three tables on a Wednesday. Let's look at other thriving neighborhoods like grant park and summer hill. They built up with businesses and residential buildings let the investors come in and build up and I'm not talking about the ones that are buying up houses I'm talking about the ones that want to build multi use apartment building. Do not open another storage unit building either. LETS GO EASTPOINT..... do something that makes people want to move here.

- Take better care of parks; have better programs regarding trash and loose dogs in the streets
- The only way to improve East Points economic development is to acknowledge and reverse the negative connotation the city has as a challenging place for new development and businesses.
- Please do online events and not all in-person events, each part of EP has different needs (each ward perhaps?) so please approach them differently
- The local perception is that city leaders want to keep East Point ****. That's wearing thin on the people that hear gunshots behind their house every week. Money is flowing in Georgia, East Point simply needs to take it.
- Let East Point grow like neighboring Hapeville!
- Get rid of Wed winddown
- Please prioritize the development of the East Point Commons project. We need better access to restaurants, groceries, etc. Desperate for a solid grocery store in the downtown area. We currently drive to Whole Foods on 14th St,

Glenwood Kroger/Publix, or Eden Fresh on Main St in College Park (its very expensive though). Grocery stores in Camp Creek are too far/ crowded/lack the quality of the stores in the city.

- Not much else. Clean streets, paved roads, street lights, sidewalks, bus benches; making an area look nice can go along way.
- Do better in attracting and supporting quality local businesses.
- There should be a sidewalk on every street.
- Please build more inclusive housing,affordable, and non HOA's. Until this happens, established residents will leave and new residents may be hesitant to move here.
- Sylvan Road and Oakleigh seem like prime candidates for development. With a burgeoning middle class community next door. Inclusion into the beltline or something similar seems like a no brainier for creating economic boom with the city of East Point. Sidewalks/storm drainage, bike paths. Seem like a minimal thing we should be implementing in our communities.
- Yes, will the City of East Point implement a similar walking facility around the city. Similar to the Beltline in the city of Atlanta.
- Must develop the downtown business district within a mile radius at a minimum of city hall. The city needs a total facelift.
- I don't know what to do, I'm not an expert. Hire competent experts. Pay them what they are worth. Follow their advice.
- More restaurants, grocery stores (traders joes , aldi, lindl)
- We have a great location and layout to make things happen here. We need to bring more money and people with money to East Point. I want to spend my weekends and evenings here, rather than constantly being required to travel to another metro location to spend my money.
- A quality grocery store close to downtown or on Sylvan or Cleavand that is clean, healthy and safe. Less industrial and less manufacturing

COMMUNITY SURVEY RESULTS

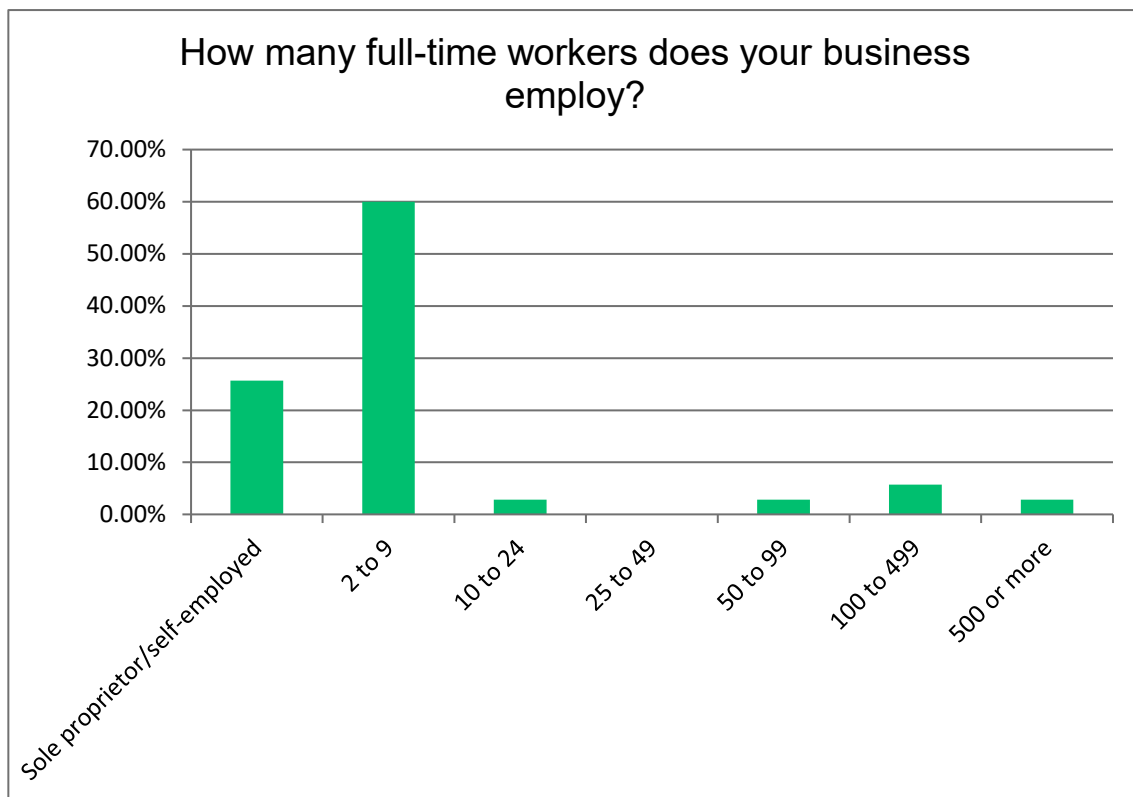
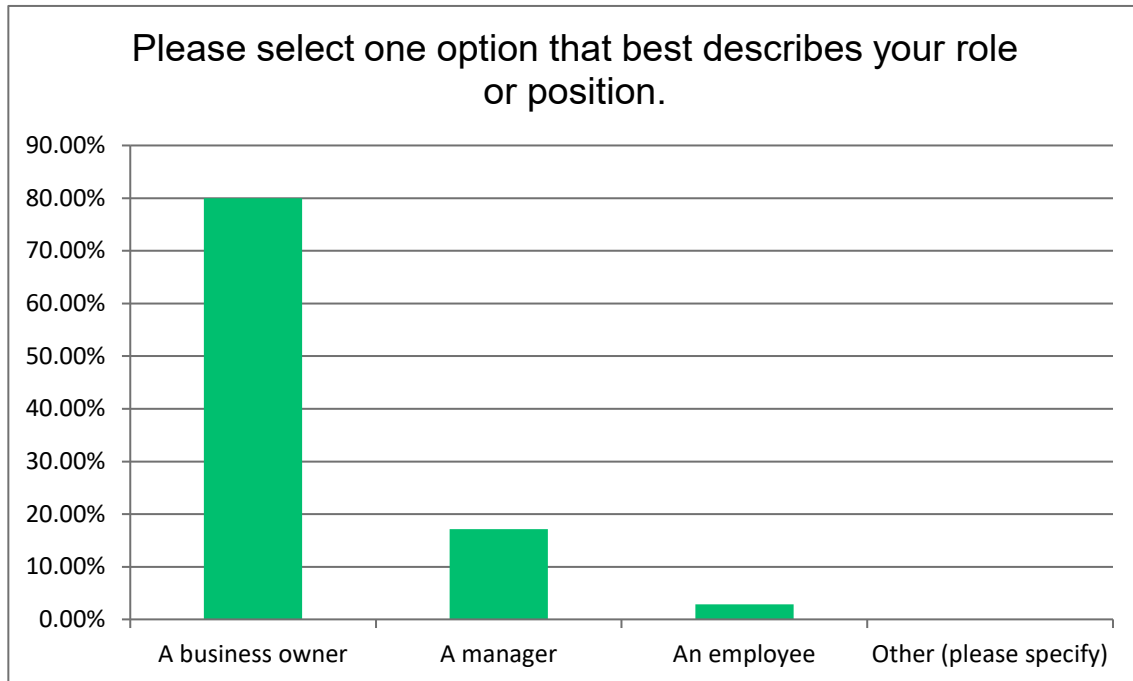
developments. Better support for local business, incentives to attract a wider variety of local business and a thriving downtown would make EP more desirable.

- Thank you for adding sidewalks recently (there are areas that aren't finished). I see them being used every day. It is so much safer for our residents!
- We are missing opportunities on Cleveland and Sylvan. These are busy thoroughfares that connect us to larger Atlanta. There is untapped potential there to make East Point shine and pull people in. We should not include any light industrial or manufacturing businesses on Sylvan or Cleveland. We need clean, beautiful spaces on these roads that welcome people to our city.
- Beautification projects can go a long way with attracting visitors and/or businesses.
- We need less manufacturing or industrial businesses and more technology/modern industry. Additionally, safety has to be a priority. What good is MARTA if you're afraid to walk home from there at night?
- what happened to oakleigh at first things seemed to be happening now i see underground and illegal night scenes
- I'm tired of taking this survey. Even this was a miss. Too long
- I think we have too many barriers for investors to take a gamble. Show the surrounding cities that we can support new business and allow investors to grow with support from the city. Don't be a barrier growth.
- Lower the property taxes for home owners, lower the cost of electricity and water and garbage. Move the government to the 21st century and reduce costs for the city, effectively.
- I believe EP needs to focus on the direct community. The people who have purchase, or want to purchase homes in EP. Investment needs to be recognized, people choosing and wanting to be a permanent part of the community. Don't focus on attracting tourists. Focus on the community, and the community will invest in help make EP a popular distinction for out of towners. Bring shops, restaurants, markets, etc.
- Please ease up on the filming, the constant road closures and disruptions are getting annoying. Would rather see the empty parking lots downtown turned into meaningful developments for residents versus just used for crew parking lots.

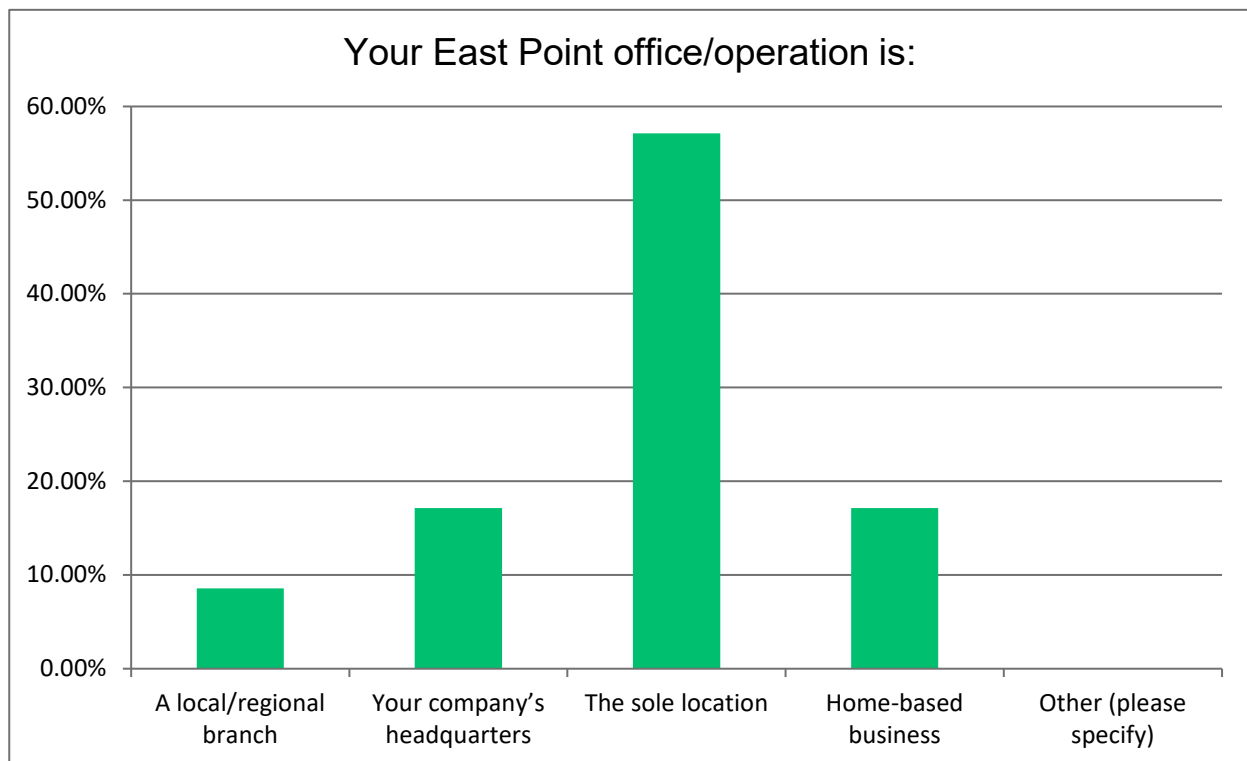
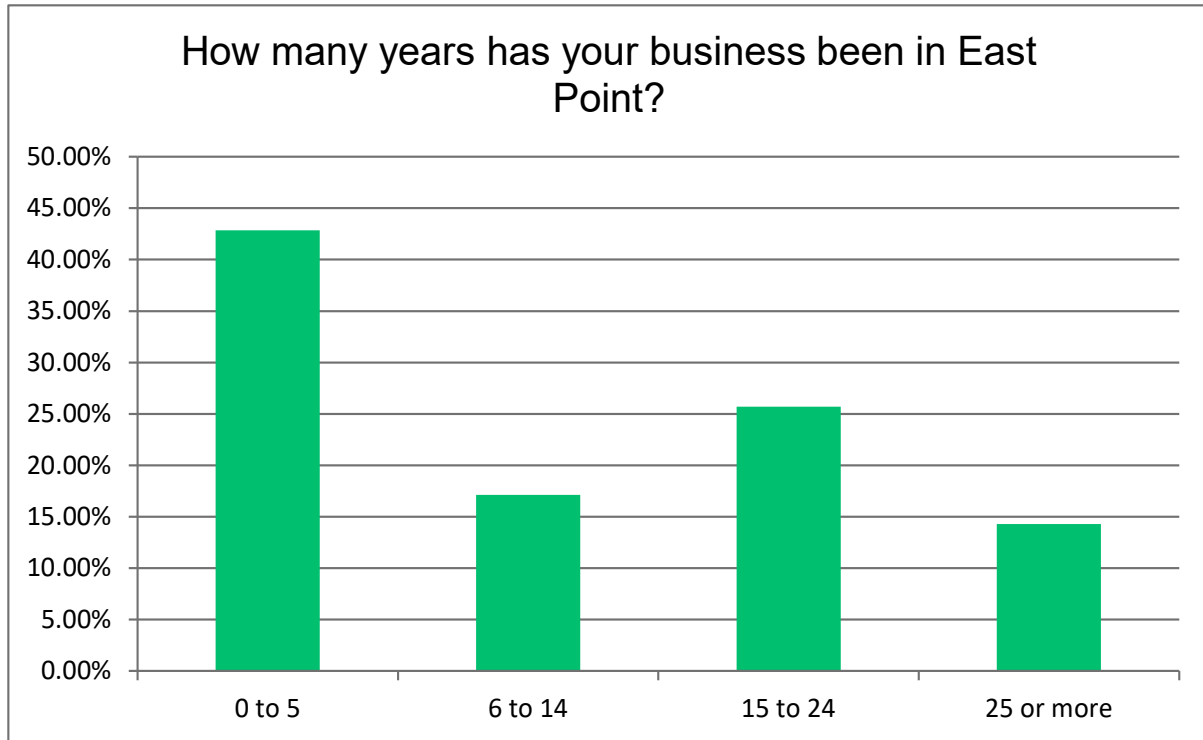
BUSINESS SURVEY RESULTS

TOTAL SURVEY RESPONSES: 35

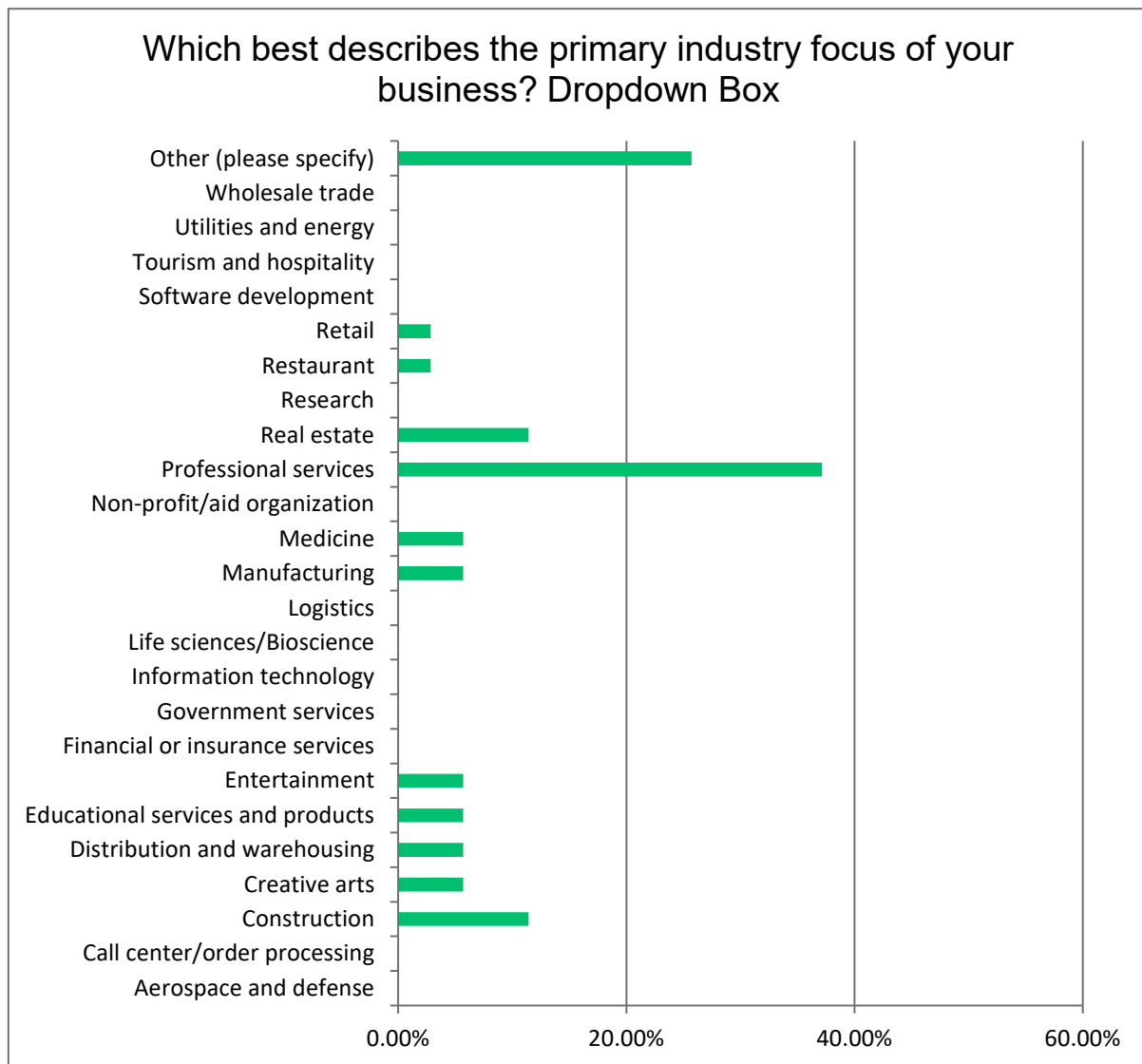
CONTAINS RAW SURVEY RESPONSES



BUSINESS SURVEY RESULTS



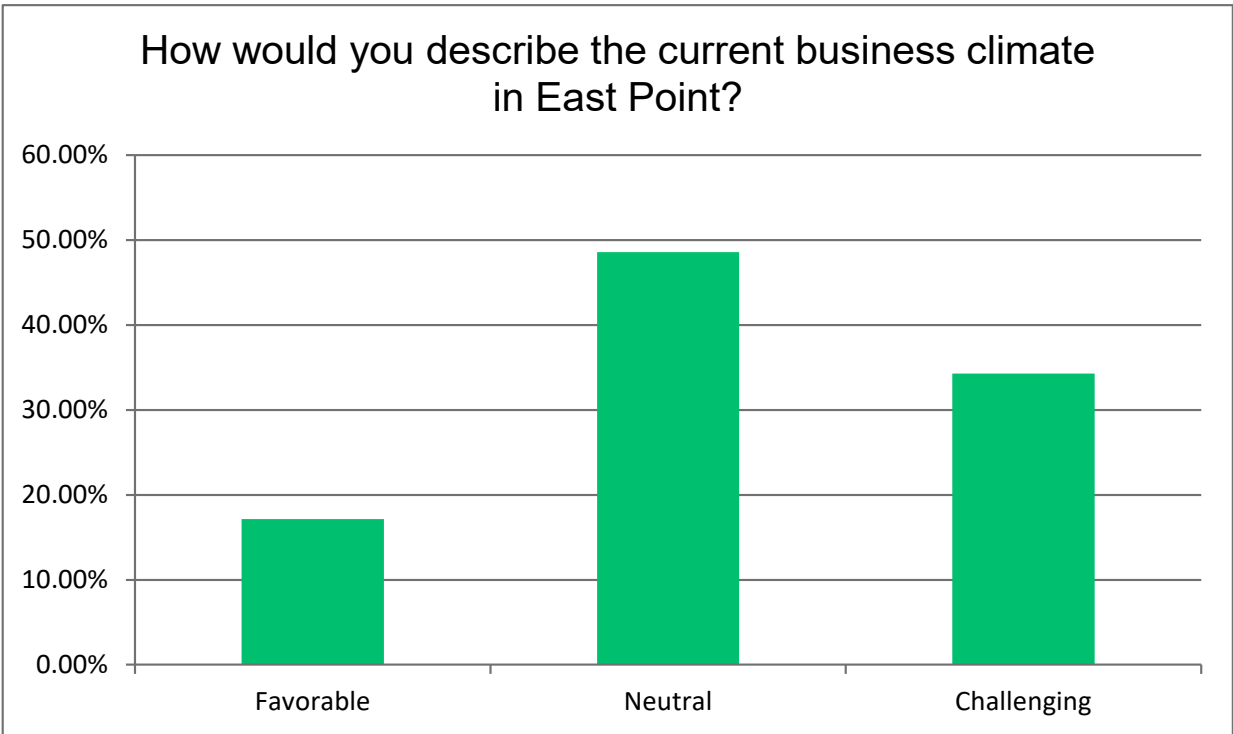
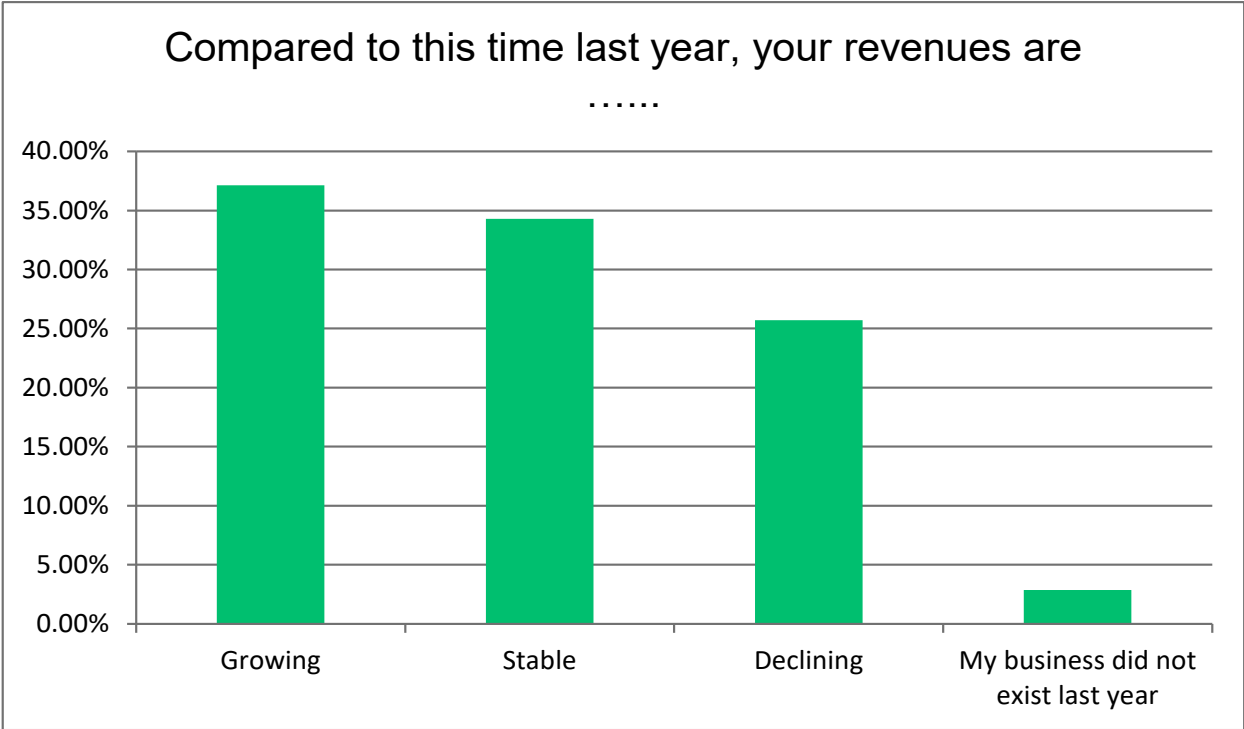
BUSINESS SURVEY RESULTS



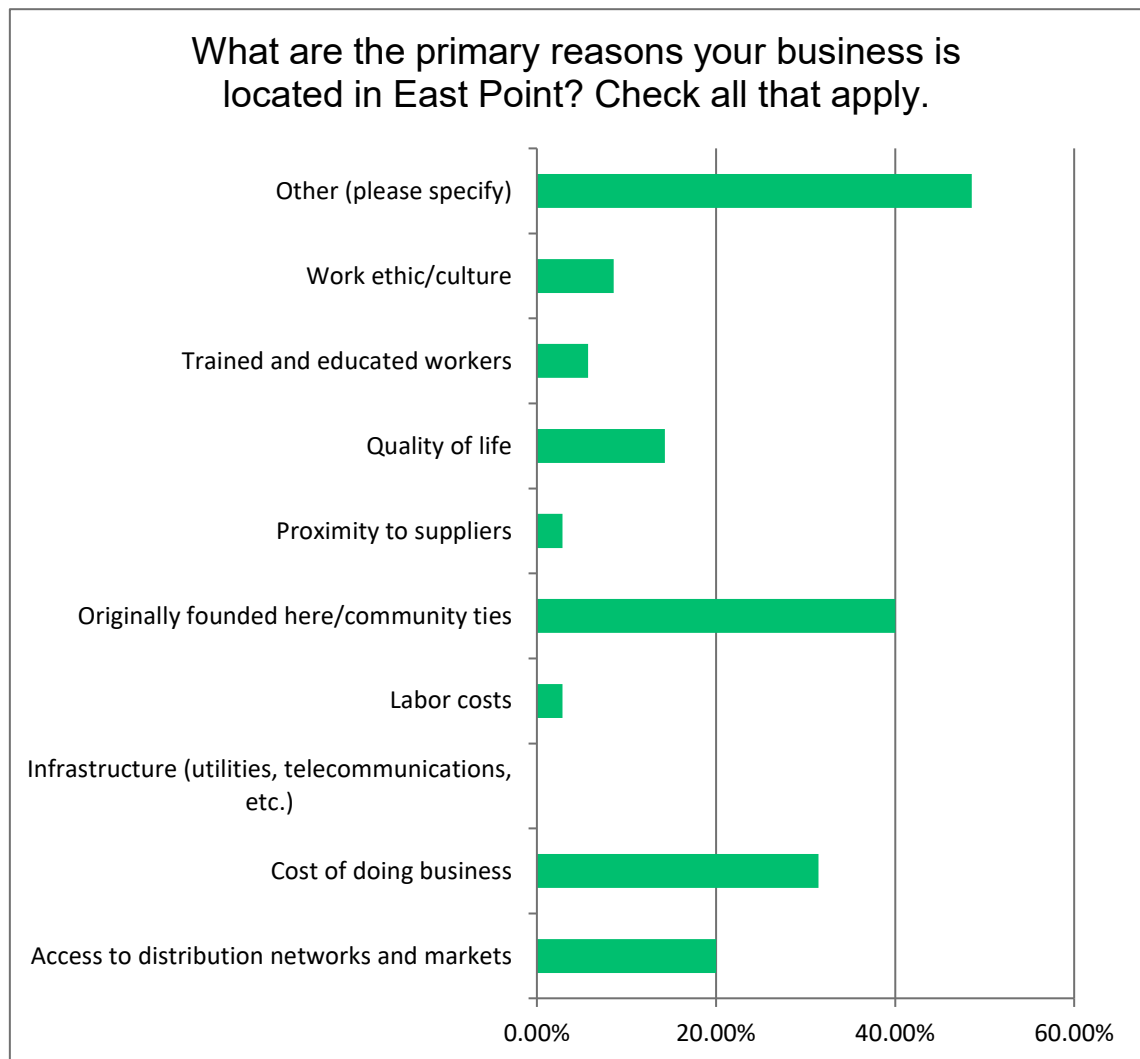
Other:

- Security guards and mobile patrol
- Law firm
- Law
- Accounting and Tax Services
- FORKLIFT REPAIRS AND RENTALS
- Education
- Autobody Collision Repair
- Janitorial Service and Property Maintenance
- Health and Beauty

BUSINESS SURVEY RESULTS



BUSINESS SURVEY RESULTS



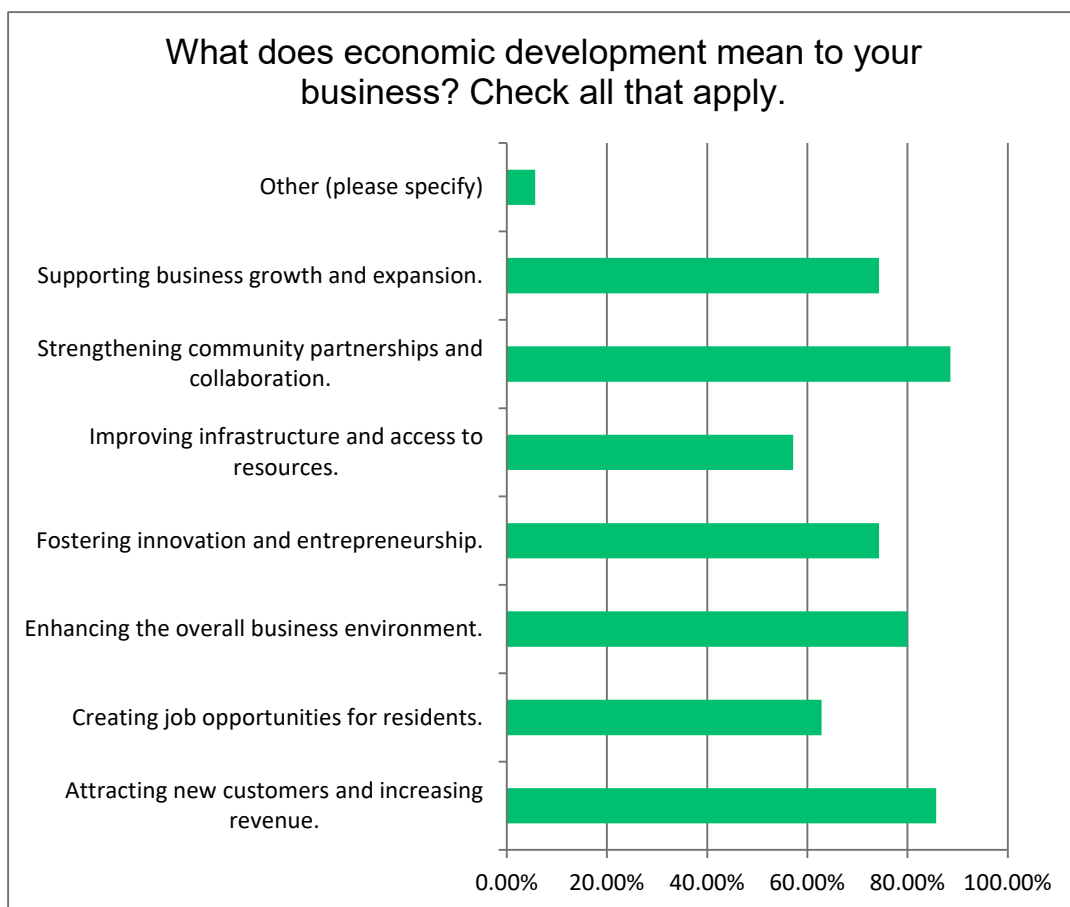
Other:

- Welcoming community development department and city govt
- Office availability
- I'm an East Point Resident
- Location to central Atlanta
- Live here and operated part time
- Primary care nonexistent due to hospital closures
- THIS BLDG CAME AVAILABLE AND WE COULD AFFORD IT.
- Easy access to potential customers
- Business is slow no construction contracts
- Convenient to home and airport
- Provide art services in East Point and south

Fulton County

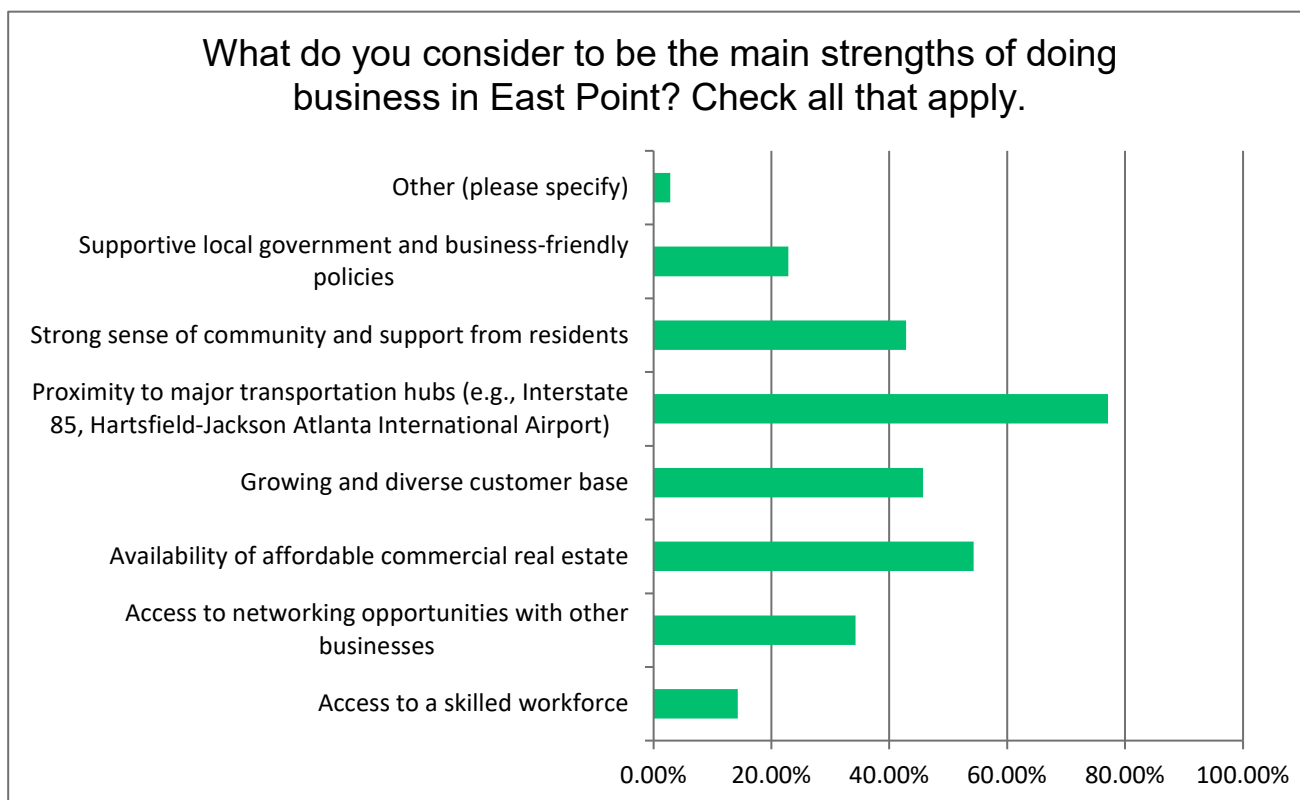
- Bought the building
- location next major highway
- Proximity to former office
- East Point is where we live, and we only need a small office.
- I live here

BUSINESS SURVEY RESULTS

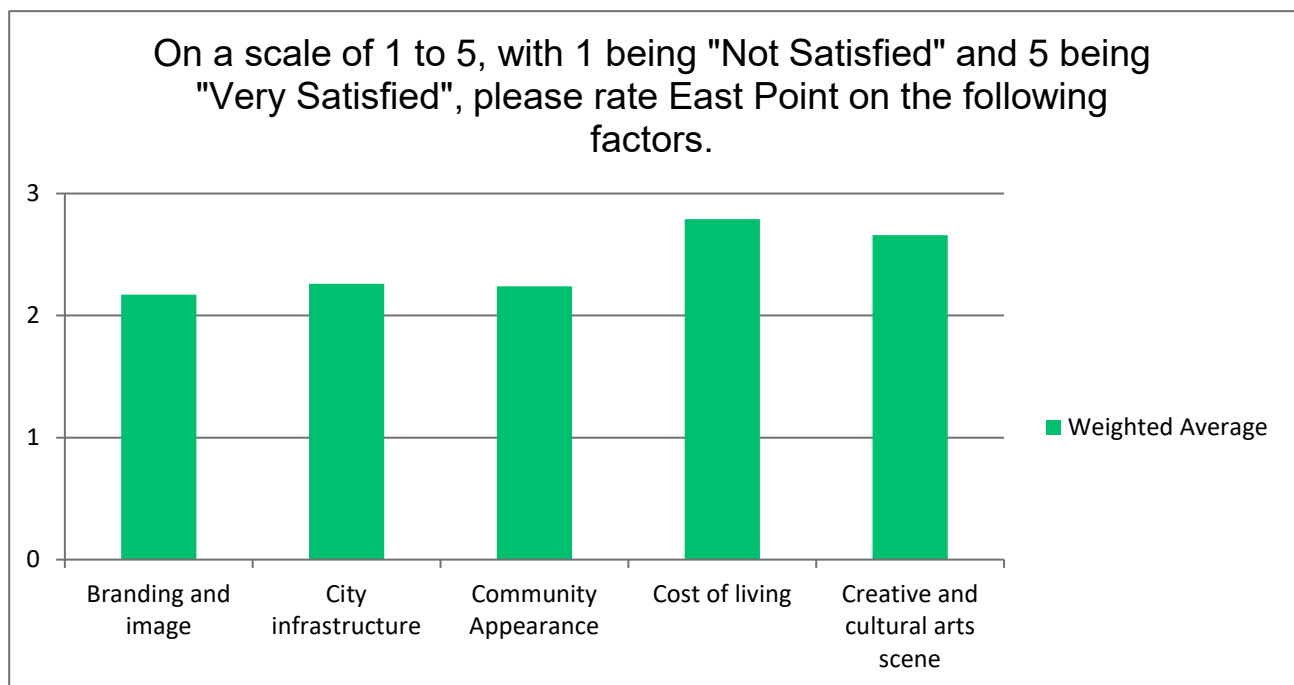
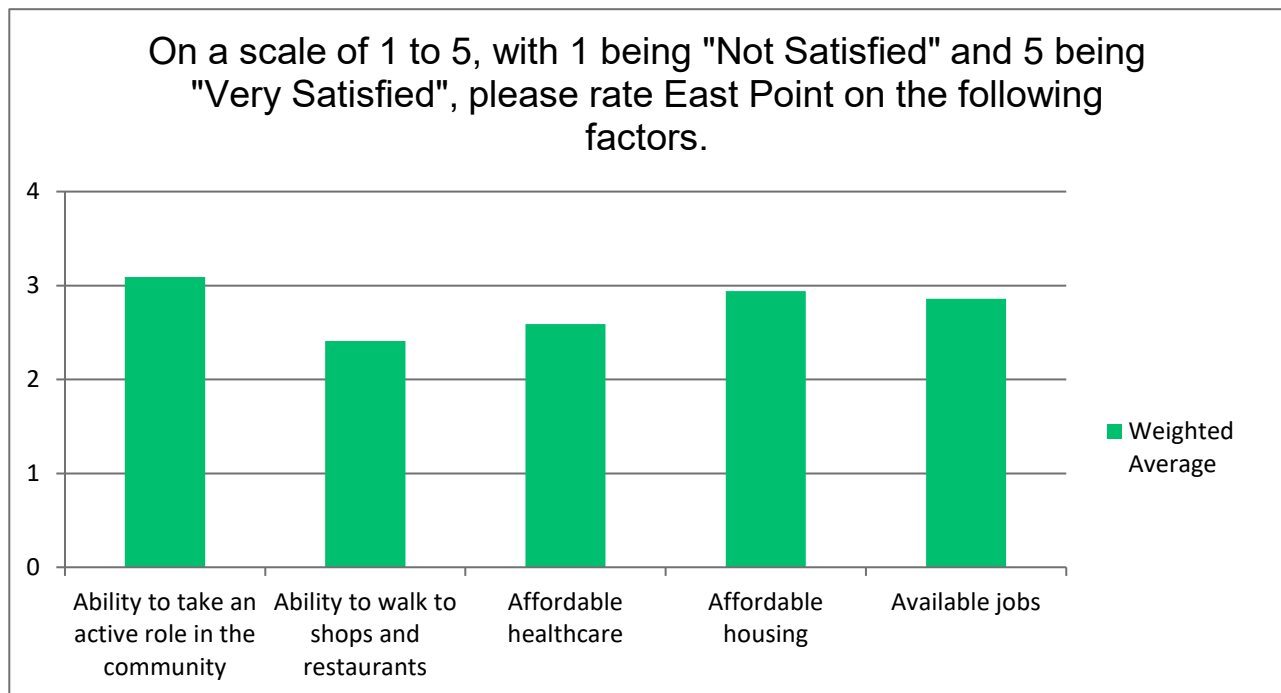


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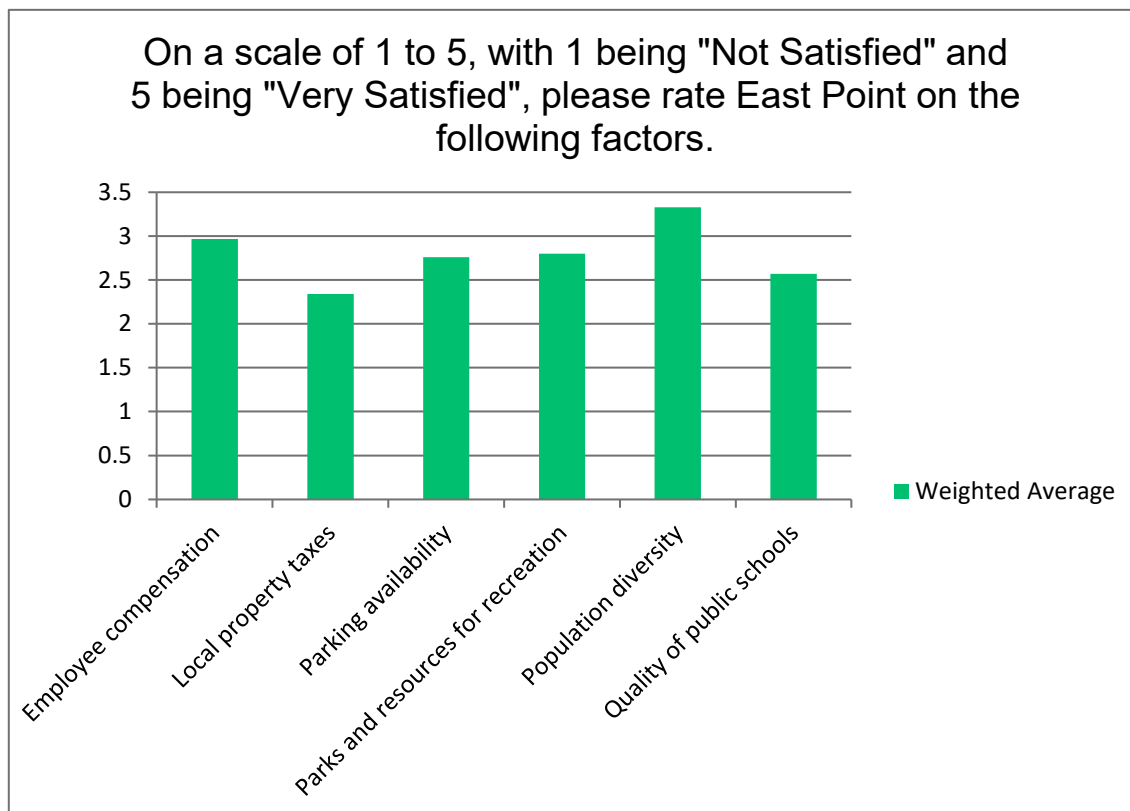
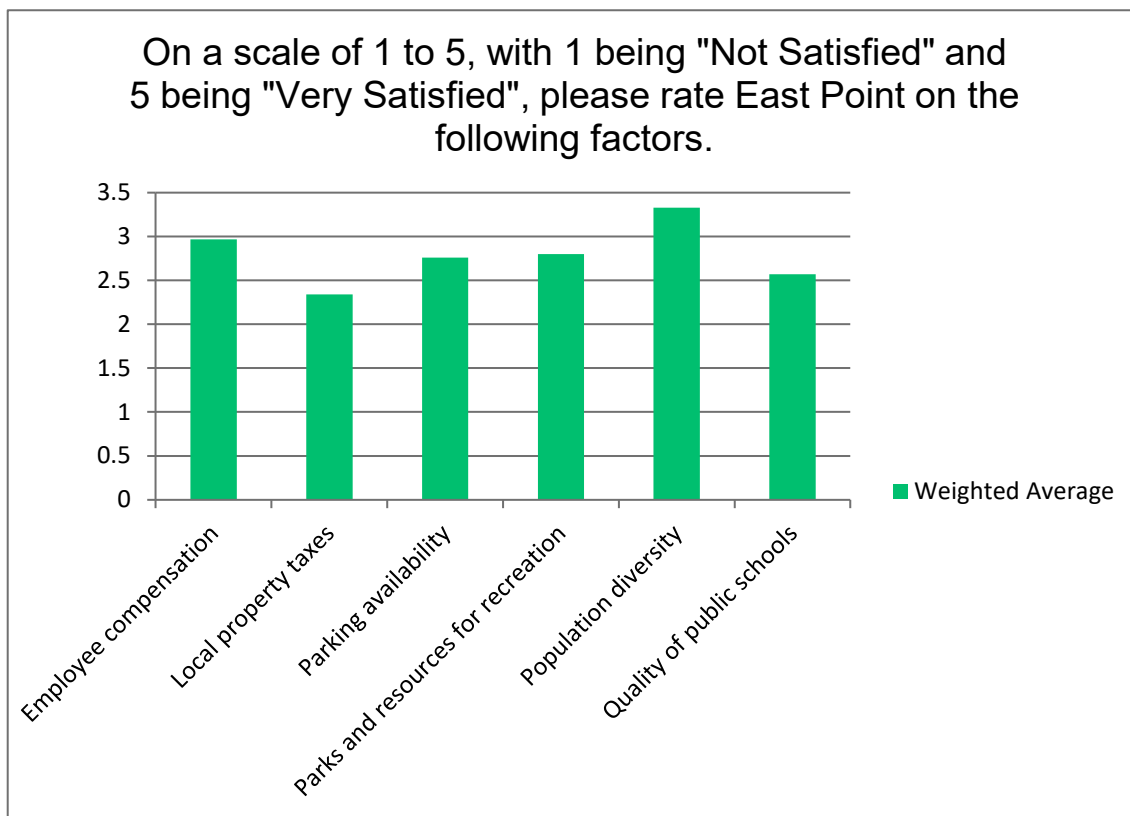
- Reducing crime, and more police presence.
- If the economy is strong, people are more likely to remodel or build homes



BUSINESS SURVEY RESULTS



BUSINESS SURVEY RESULTS

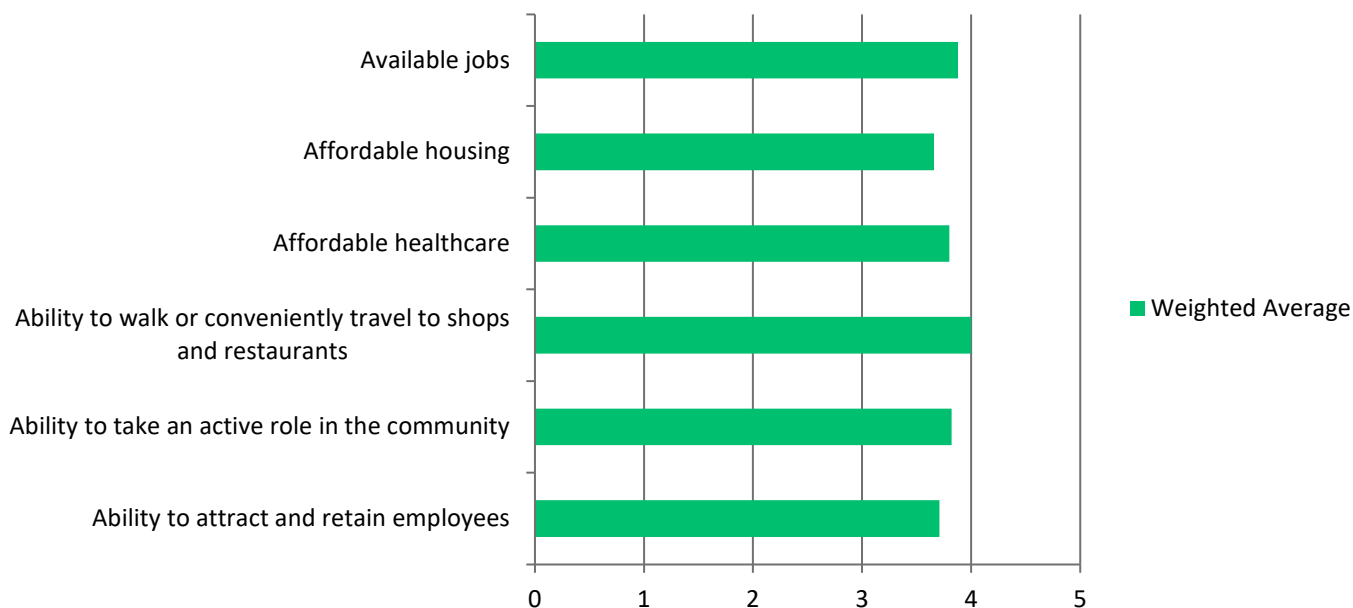


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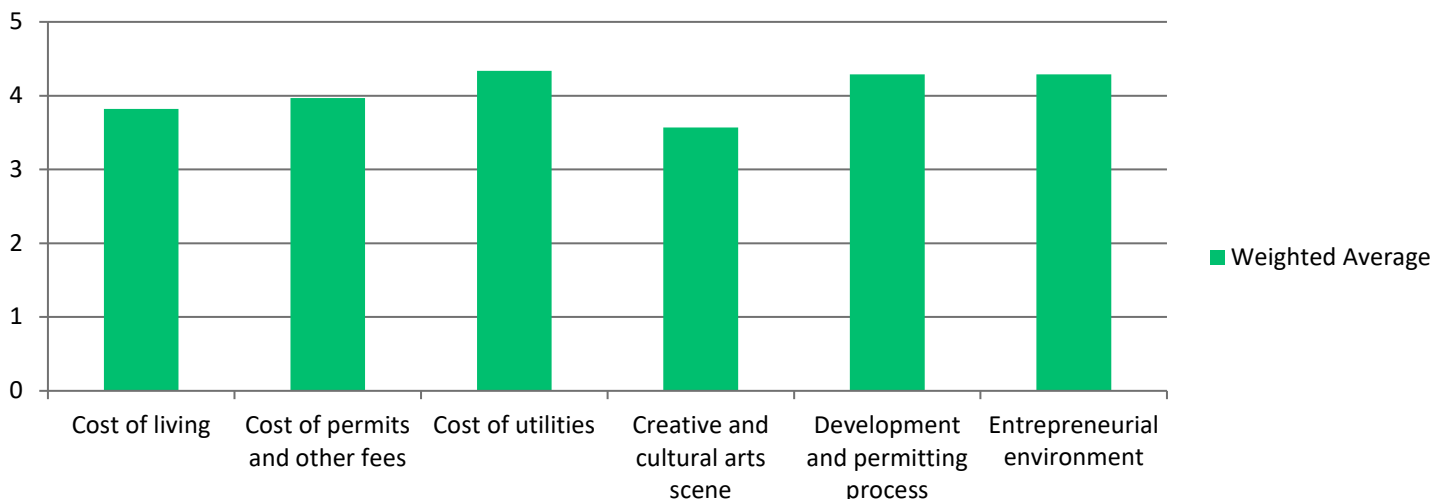
- Homeless population deters customers
- Keeping the city clean and crime free
- Businesses that draw potential customers to the city
- Loitering and Blighted Public walkways
- Crime

BUSINESS SURVEY RESULTS

On a scale of 1 to 5, with 1 being "Not Important" and 5 being "Extremely Important", based on experience, please rate the IMPORTANCE of each of these factors as it applies to your business success.

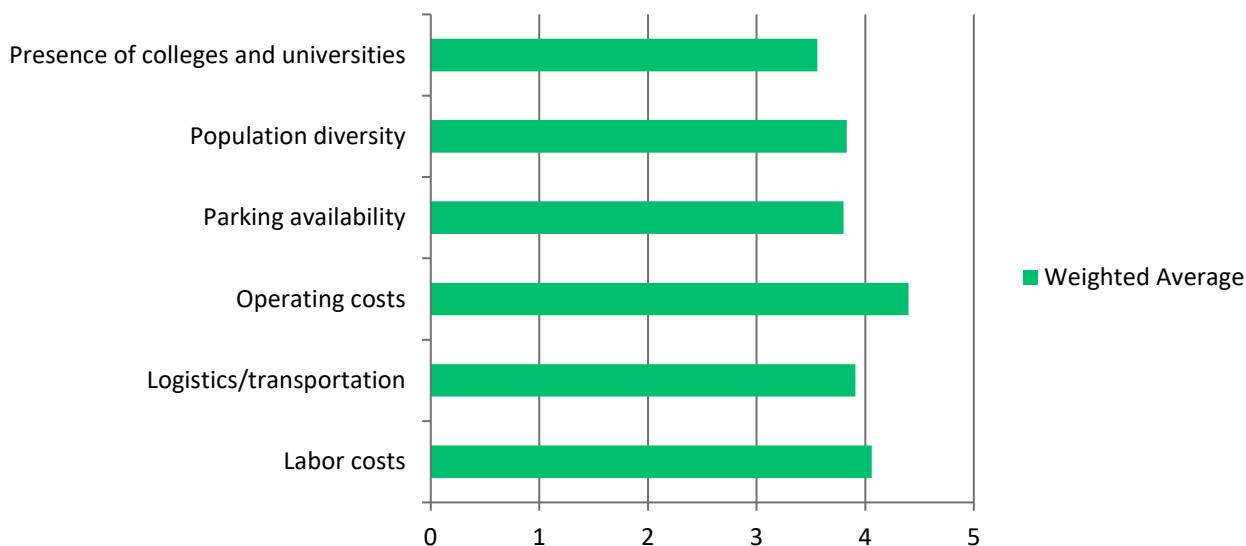


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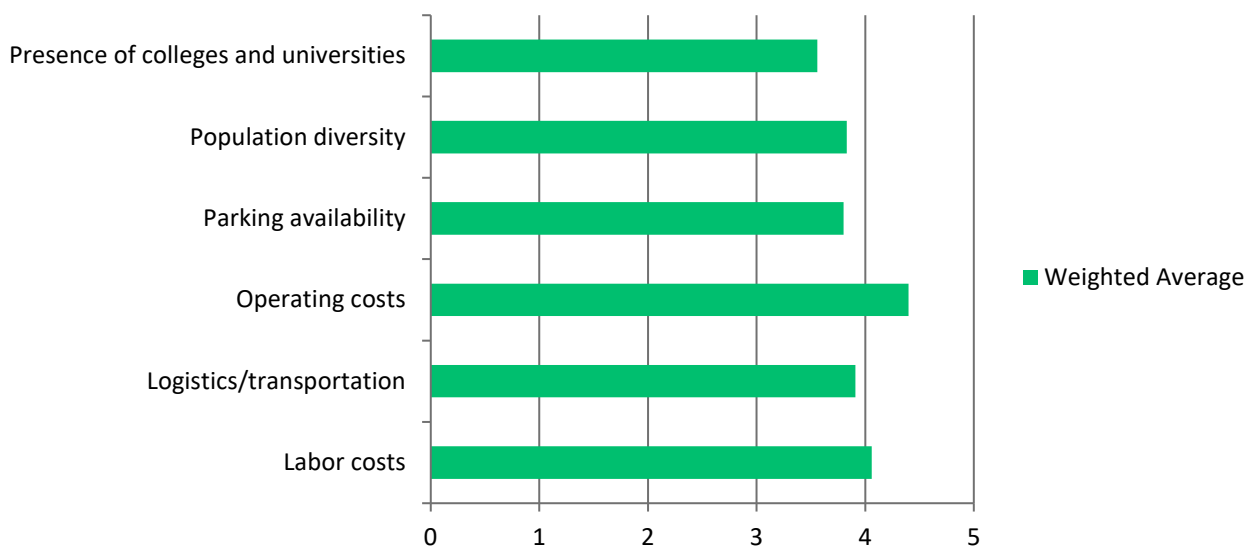


BUSINESS SURVEY RESULTS

On a scale of 1 to 5, with 1 being "Not Important" and 5 being "Extremely Important", based on experience, please rate the **IMPORTANCE** of each of these factors as it applies to your business success.

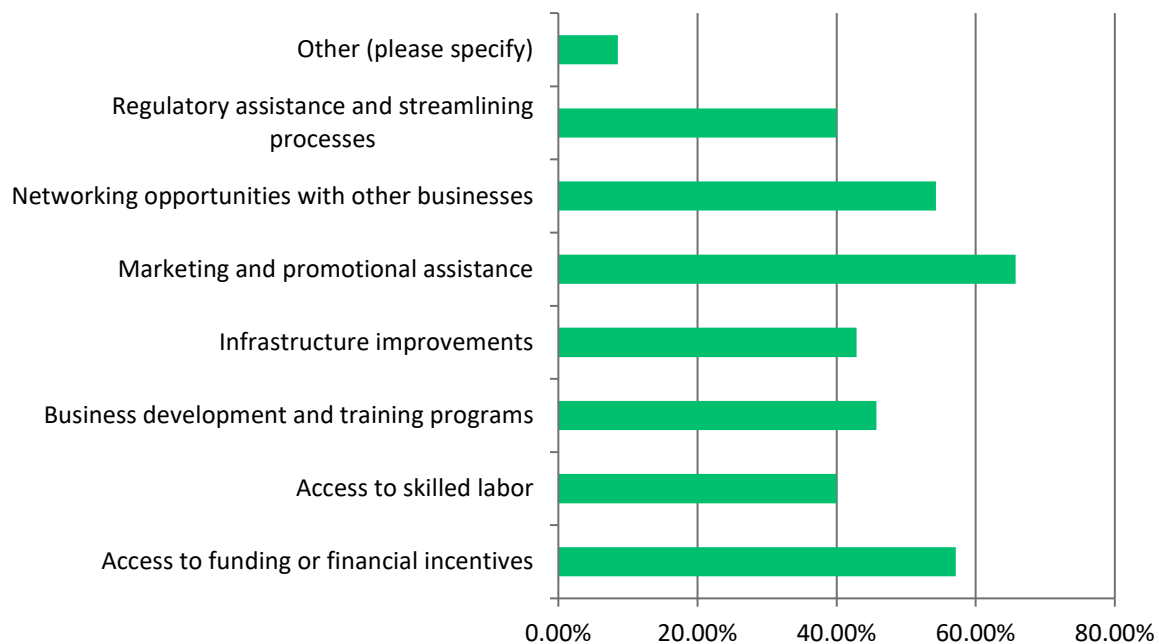


On a scale of 1 to 5, with 1 being "Not Important" and 5 being "Extremely Important", based on experience, please rate the **IMPORTANCE** of each of these factors as it applies to your business success.



BUSINESS SURVEY RESULTS

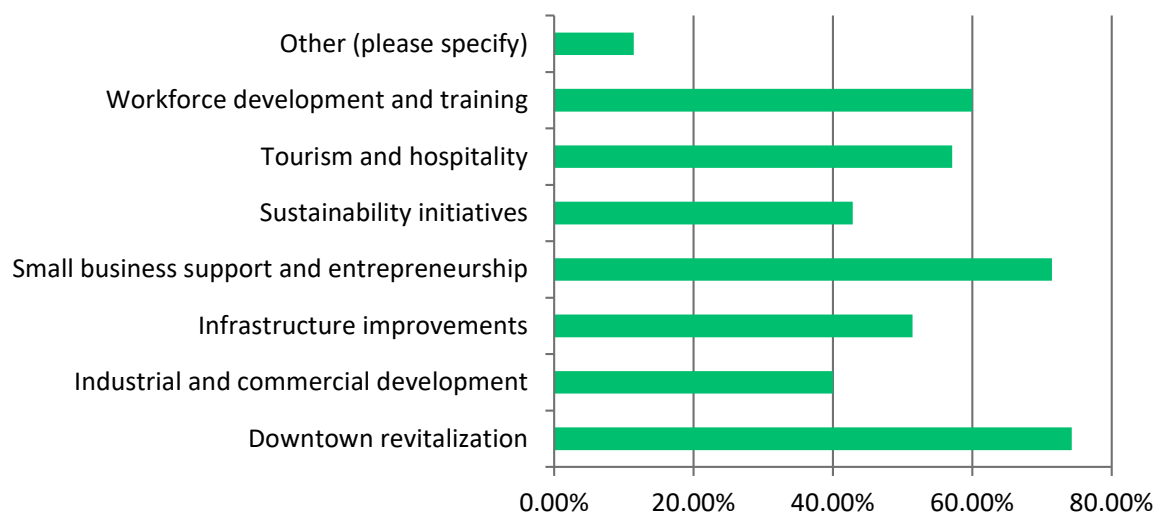
Economic Development Needs: What types of support or resources would be most beneficial for your business to thrive in East Point? Check all that apply.



Other:

- public transportation
- Cleaning up the Loitering and Blighted streets
- High schools that teach vocational skills

In your opinion, what are the key areas for economic development focus in East Point? Check all that apply.

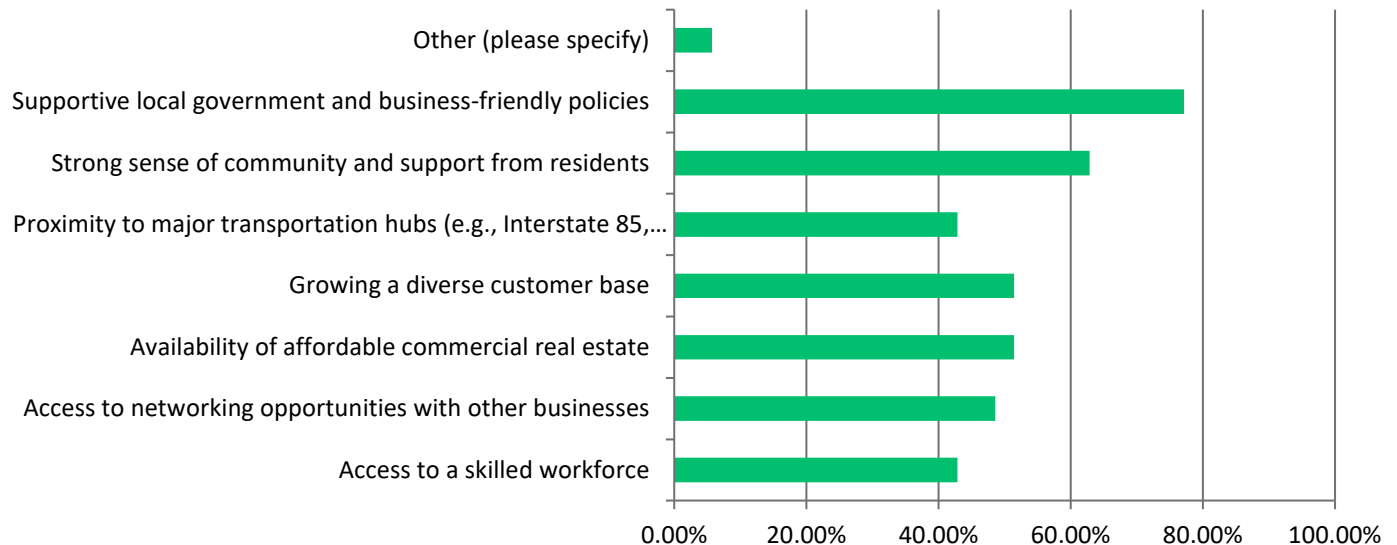


Other:

- employment and training opportunities
- Public transportation
- Increased police patrol.
- In my opinion, EP employees many people who don't work hard

BUSINESS SURVEY RESULTS

How can the City of East Point better engage with businesses to address economic development needs and opportunities? Check all that apply.



Other:

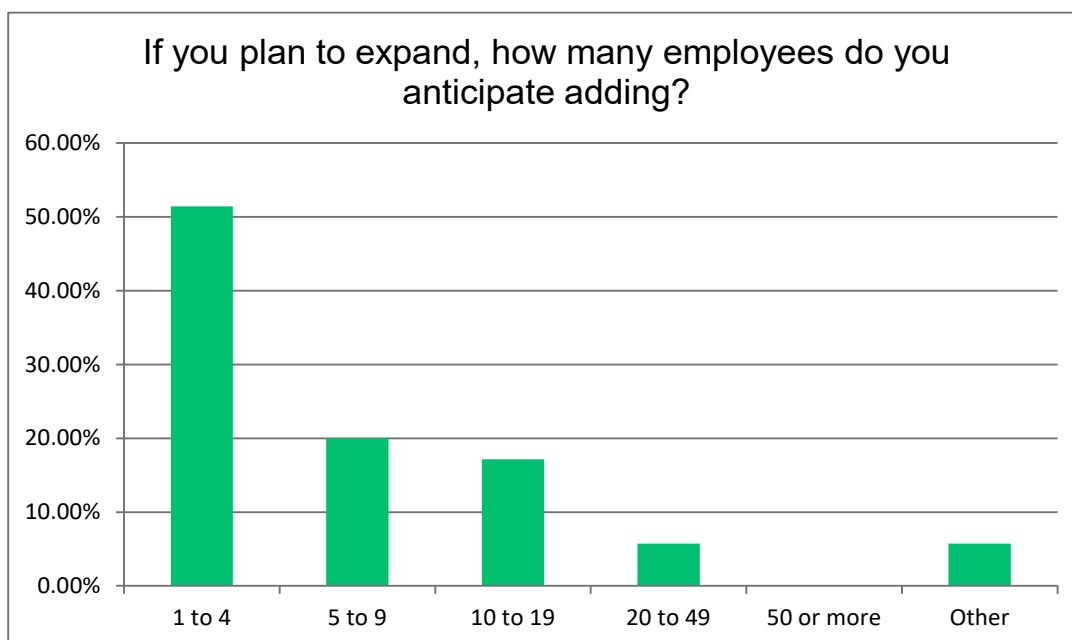
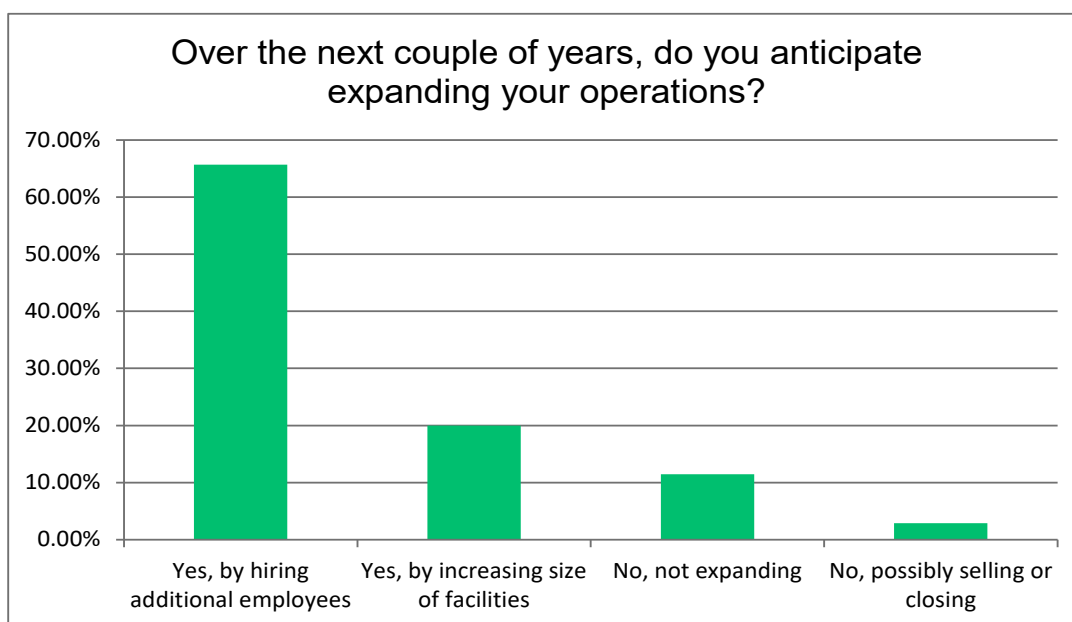
- East Point PD Support
- Truly trying to exemplify the real definition of diversity

Where do you see your business in East Point five years from now? Open Ended.

- Not in East point
- I see my business as a staple in the community. I want to own the property in which I currently lease so that my business can grow roots.
- Hopefully improved financially and staffed. Better regulation of appearance (homelessness); inviting.
- growing
- Expanding
- Expanding
- Thriving!
- Not sure
- Business as usual
- Expanded and active in the community
- I hope that we have grown and have partnered with the City of East Point to provide primary care care to those who were affected by the hospital closures. I also want to have achieved great success in assisting locals with medical weight loss that enhanced their future.
- Growth
- Expanding to open up a satellite office in East Point
- 20 MORE PEOPLE AND MINOR BLDG MODS TO HANDLE THAT
- East Point must make a concerted effort to develop the area around its MARTA Station along with the proposed development of the commons area
- More employees
- I see our business as being an integral part of East Point via providing job opportunities, quality amenities to the local community while simultaneously generating a substantial tax base for the city to strengthen the infrastructure.
- Thriving under a diverse portfolio of community offerings with a stable and increasing clientele
- Thriving hopefully

BUSINESS SURVEY RESULTS

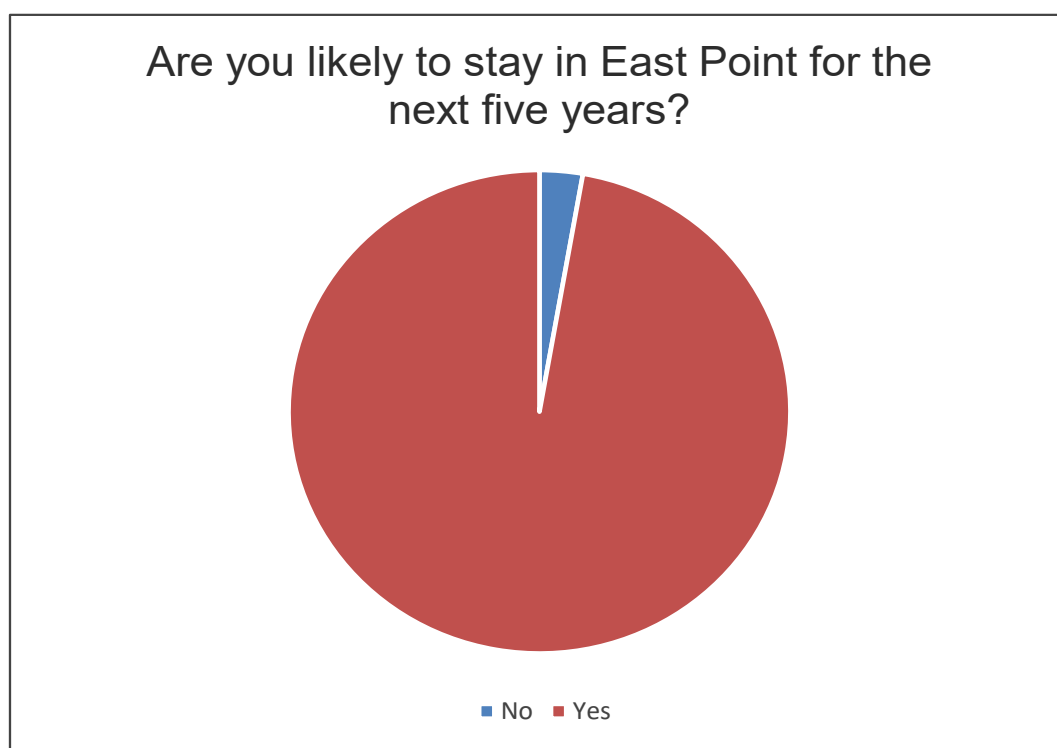
- Thriving.
- connected to more neighborhoods, working with schools and churches, serving more families with school age children, offering more programs that enrich the community and address issues facing residents
- Within five years I envision growth through branding and marketing my business for growth in the City of East Point.
- a thriving hub
- thriving
- Fast growing area Downtown area shops night life
- Moving away from this area.
- Owning commercial property that will house my business and other businesses.
- Hopefully, growing. We are committed to East Point and the community.
- Probably the same
- growing



BUSINESS SURVEY RESULTS

Please list any challenges preventing you from expanding your business. Open Ended.

- Access to funding!
- East point bureaucracy
- Land space
- Customer base
- coep permitting process and timely turnaround
- Still recovering from the pandemic
- City permitting, bureaucratic red tape, high permit costs, terrible permitting process
- Capital & Skilled employees
- In process of transitioning out of corporate America into business full time, more like a new opportunity
- The funding to pay myself and everyone what they deserve.
- Capital and opportunities
- The slow economy and current market within the city
- HARD TO FIND BLUE COLLAR TRADES MEN AND WOMEN
- Currently, the primary challenge is financial resources
- Financing and streamlining permits
- Funding
- capital and lending programs
- Amount of customers
- increasing customers, and operation income
- The growth now in East Point has been stable without much growth potential around the area of my business.
- access to affordable real estate
- commercial space, funding
- Working Capital
- the affordability
- Finding qualified people, increasing foot traffic, having the surrounding units be occupied by other businesses.
- Low sales.
- Unskilled and/or lazy workforce. Why would people want to learn a trade and/or work hard when they can receive government assistance?
- finding good help



BUSINESS SURVEY RESULTS

Yes (Reason) [Open Ended]

- Ownership
- If I can have an opportunity to own, then yes. I like the community and the location.
- Yes; under a lease
- hope so was here before
- Location to transportation
- Yes. East Point Resident & Community support
- Established business
- Cost of commercial lease
- Started here
- Love the neighborhood and proximity to airport and Atlanta roadways
- Yes, I signed a 3 year lease
- Yes, homeowner and see much potential
- Yes, because we have an established business for 20 years
- YES. WE OWN THE BLDG AND WE LIKE IT HERE
- Yea, I love the forward thinking administration that exist in East Point
- Good location to our end clients
- Because I am grounded in the community. I live here as well as work here.
- The cost are in my favor for the lease that I currently have
- we have been operating since 2009 when downtown was a ghost town and I want to see it grow
- Hoping it improves
- Yes. Satisfied with location. Landlord does not maintain property.
- We own our property
- Have an investment in East Point and don't have plans to leave.
- Its a good central location
- yes, great place for business growth
- Great location
- yes It my favorite town
- East Point has is an excellent location for my

business and I am excited about the growth that is happening

- We own our plants and are committed to being here and growing.
- Good location to work
- yes I live here

No (Reason) [Open Ended]

- Infrastructure and utilities and government processes are a mess
- Crime, and lack of police presence.

BUSINESS SURVEY RESULTS

Are there any additional comments or suggestions you would like to provide regarding economic development in East Point? Open Ended.

- Activities business Rated and connections
- Everything in East point is challenging from going to customer care where they don't care to trying to follow processes the right way
- Be more friendly to businesses looking to establish themselves in the area
- Yes, see more retail, housing development, arts and entertainment facilities in East Point
- Like to see evidence of recruitment of a diverse group of businesses
- downtown needs major attention and should be booming like other small towns
- Increase regular business engagement and information opportunities.
- Need more restaurants and Marta bus service from Fort McPherson Station up Mail Street and to connect neighborhoods.
- Need additional retail, (clothing, grocery stores, etc.) near MARTA, downtown and surrounding areas to attract more businesses.
- Clean up the inspections/permitting dept. They should encourage growth & development, not discourage it. Many people won't conduct business here or improve their properties b/c the permit/inspection dept is too difficult to work with.