

On Board Atlanta

Inter-City Visits in Atlanta

(See Background of Summit at the End of this Document)

Monday, October 10, 2016 - Cobb Galleria Centre

*A regional conversation about the Metro Atlanta Area and its future
Presented by the Regional Business Coalition (RBC) and the Atlanta Regional Commission (ARC)
In Collaboration with the Council for Quality Growth (CQG) and the CIDs of Atlanta
Administrative Coordinator: Cobb Chamber of Commerce*

6:45 AM – 7:30 AM	Coffee, Juice, Fruit, Danish, and Networking
7:30 AM – 7:45 AM	Objectives, programs overview and table exercise Master of Ceremonies: Doug Hooker , Executive Director – Atlanta Regional Commission (ARC) and Special Guests
7:45 AM – 8:15 AM	Building Winning Teams John Schuerholz , Vice Chairman – Atlanta Braves
8:15 AM – 9:45 AM	Building Winning Communities through civic engagement – Atlanta’s history, best practices from other intercity visits, etc.: issues and opportunities <u>Moderator</u> : AG Sam Olens , Attorney General, State of Georgia <u>Atlanta, GA</u> : Bill Bolling , Chairman / Senior Advisor, Food Well Alliance <u>LaGrange, GA</u> : Louis Dekmar , Chief of Police <u>Savannah, GA</u> : Joseph H. “Jack” Lumpkin , Chief of Police <u>State of Georgia</u> : Vernon Kennan , Director – Georgia Bureau of Investigation (GBI)
9:45 AM – 10:15 AM	Coffee / Networking Break/Data (Fresh Coffee in ballroom and atrium)

10:15 AM – 11:30 AM

Building **Winning** Communities - Workforce of the Future

Moderator: **Irene Munn** – General Counsel and Director of Policy, Lieutenant Governor’s Office

State of Georgia: **David Tanner**, Associate Director, Carl Vinson Institute of Government – Connecting Education with Jobs

State of Georgia: **Senator Lindsey Tippins** – State Senator and Chairman, Senate Education Committee

Dallas, TX: **Israel Cordero**, Deputy Chief of Schools, Dallas Independent School District

Nashville, TN: **Alex Hughes**, VP – Talent Attraction and Retention, Nashville Area Chamber of Commerce

11:30 AM – 11:45 AM

Break

11:45 AM – 12:45 PM

Lunch / Media Panel

The Role of the media in building **Winning** Communities

Moderator/Interviewer: **Maria Saporta**, Journalist, SaportaReport and Atlanta Business Chronical

David Goldberg, Vice President of Communications and External Relations, Healthy Food America

12:45 PM – 1:45 PM

Economic Development - “creating a sense of place,” “establishing a regional collaborative process” and the “politics” of Job Creation and New Investment

Moderator: **Craig Lesser**, Principal – Pendleton Atlanta Group and Past Commissioner, State Department of Economic Development, State of Georgia

Nashville, TN: **Courtney Ross**, Chief Economic Development Officer, Nashville Area Chamber of Commerce

Chicago, IL and other cities: **Carol Henderson**, Director, Business Incentive Practice, Cushman & Wakefield

Denver, CO: **Tom Clark**, CEO, Metro Denver Economic Development Corporation

Charlotte, NC: **Ronnie Bryant**, President and CEO – Charlotte Regional Partnership

1:45 PM – 2:45 PM

Building **Winning** Communities - Infrastructure

Moderator: **Tad Leithead**, Chairman – Cumberland CID and

Immediate Past Chair – Atlanta Regional Commission (ARC)

The Role of Atlanta’s Community Improvements Districts (CID) –

(see **Note 6** below): **Tad Leithead**

The Atlanta Region’s Plan: **Mike Alexander**, Director, Center for Livable Communities, ARC

State of Georgia: **Joshua Waller**, Director of Policy and Government Affairs, State DOT

State of Georgia: Hartsfield-Jackson International Airport’s Plan for the Future, **Roosevelt Council**, Interim GM

2:45 PM – 3:45 PM

Metro Atlanta Transportation Infrastructure – a **Winning** Difference

Moderator: **Michael Paris**, President and CEO - Council for Quality Growth

Atlanta, GA: **Keith Parker**, GM/CEO Marta

Orlando, FL: **Edward Johnson**, CEO, LYNX (see **Note 1** below)

American Public Transportation Association (see **Note 2** below)

– **Art Guzzetti**, VP, Policy

Cleveland, OH and Charlotte, NC: **Ron Tober** – Senior Advisor, Parsons Brinkerhoff (see **Note 3** below), Former GM - Greater Cleveland Regional Transit Authority (RTA) and former CEO - Charlotte Area Transit System

3:45 PM – 4:00 PM

Break (Fresh Coffee in ballroom and atrium)

4:00 PM – 4:45 PM

The Future of America Cities, Challenges and Opportunities

Panel of Mayors/City Leaders (TBA)

Moderator: **Mayor Mike Bodker**, Immediate Past President, Georgia Municipal Association (GMA), and current board member of the U.S. Conference of Mayors

4:45 PM – 5:15 PM

Georgia's Number One Priority for Job Creation – Education
Lt Governor of the State of Georgia, Casey Cagle

5:15 PM – 5:30 PM

Closing Remarks
Don Barbour, Governmental Relations, AT&T, and Chairman, Regional Business Coalition

5:30 PM – 7:30 PM

Wine and Cheese Reception for Speakers/Participants, Exhibits, Displays, and Photo Opportunities with Speakers and other VIPs in attendance (TBA) and general networking

Background Section

On Board Atlanta

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Administrative Summit Coordinator: Cobb Chamber of Commerce

Make plans to attend the first event of its kind on Columbus Day, October 10, 2016, **On Board Atlanta**. Learn what metro Atlanta leaders have seen on study trips around the country for the past decade. The goals for this summit are to educate and motivate action on our current journey to make the metro Atlanta region the best place to start a business, to grow a business and to offer the best region for its citizens to live, work, play and learn in a safe manner. The Atlanta region enjoys incredible assets and diversity of people, places and activities – **so what's next?**

Hear from leading experts and case studies across the country on creating a sense of place, redevelopment, transportation, economic development, civic engagement, the millennial workforce, and hear from leaders in the Atlanta Regional Commission's (ARC) footprint who are doing or will do some of the same things in the metro Atlanta area. And, provide your input in unique ways. Informal time will be set aside for participants and media to engage with speakers.

Summit Networking and Program Delivery: 6:45 a.m. to 5:30 p.m.

"Wine and Cheese" Evening Networking Reception: 5:30 p.m. - 7:30 p.m. with VIPS and speakers

General admission: \$149

Discounted member rate: \$99

1. All metro Atlanta area chamber members in the Regional Business Coalition (RBC)
2. Atlanta Regional Commission (ARC) board members / their partners
3. The Council for Quality Growth (CQG) board members and their special guests
4. All Metro Atlanta Community Improvement Districts (CID) board members and partners

Overnight Accommodations: Discounted hotel options at the Renaissance Waverly Hotel

Target Audience: At least **300** Local, State and Federal Elected officials and **500** others from 16 Chambers of Commerce in the Atlanta region, economic development professionals, non-profit organizations who seek to improve the quality of life in the Atlanta area, governmental leaders (local, state and federal), other professionals who are a part of developing and implementing public policy, media professionals who seek to understand public policy in other parts of the country, and citizens who want to learn more about Atlanta and how it compares to other regions in the USA.

Background on the first annual On Board Atlanta, Inter-City Visits in Atlanta

For twenty years, the **Atlanta Regional Commission (ARC)** has organized an annual leadership visit that takes 110 of Metro Atlanta's highest level leaders in business, government and the nonprofit sector to a different region of the United States or Canada. This program, **LINK** (Leadership Involvement Networking Knowledge), aims to facilitate region to region learning on critical issues, as well as networking among our region's leaders. Also, many of the 16 chambers of commerce that belong to the **Regional Business Coalition (RBC)** make similar trips for the same purpose, just focused on their local community's challenges. These programs have provided many opportunities to learn from peer regions and bring best practices back to Metro Atlanta.

A limitation of these programs, however, is that only 110 people can participate each year on the **LINK** trip and the limitation for most chamber trips is about 35 – 40 leaders. For every participant on these trips, there are many more who wish they could attend and would benefit from the exposure to new issues and ideas. Also, the time and costs of these out of town often preclude some elected officials from participating. In fact, very few elected officials involved to public policy ever attend these out of town trips.

In an effort to bring these lessons back to the Atlanta region and share these lessons with approximately 800 leaders from this region, the **Regional Business Coalition (RBC)** is partnering with the **Atlanta Regional Commission (ARC)** to offer a one day program that shares the best and brightest of lessons learned on recent **LINK** trips and other similar trips coordinated by several of the chambers of commerce within the **Regional Business Coalition (RBC)**. Additionally, the Council for Quality Growth (**CQG**) and most of the Community Improvement Districts (**CID**) within Metro Atlanta have formed a partnership with **RBC** and **ARC** to collaborate in delivering this On Board Atlanta summit - a type of program which has never been held in Atlanta before. The excitement for this experience is extremely high. It is important to know that the media in the Atlanta market are very interested in learning more about other communities in comparison to Atlanta.

Sessions will include mini presentations and panel discussions on civic challenges, public education, transportation infrastructure, the role of the media and more. Speakers will come from various other metro areas to share their stories such as Dallas, TX, Nashville, TN, Charlotte, NC, Chicago, IL, Denver, CO, etc. All of this will be woven together with the Atlanta context by local moderators and facilitators.

The planners expect a robust turnout from all communities across Metro Atlanta, including business leaders, public policy experts, and elected officials - it is expected to sell out fast. As

regions grow and are looked to for leadership on complex social and policy issues, we know that these topics will continue to be of interest to a broad audience. For example, just the current issues involved with conflicts between communities and public safety has become a hot issue across the country that will be examined in this event. Also, within the Atlanta region, transportation has been rated as the number one issue facing this region, so this portion of the agenda may be a highlight of this day for many.

Questions, information, etc. for this summit can be directed to the Cobb Chamber staff and their marketing consultant, **John Sell**, who is serving as the **Summit Communications Director** this year. The Cobb Chamber staff and their **Summit Communications Director** will serve as the Administrative Summit Coordinator and single-point-contacts for this year's October 10, 2016 Summit.

Contacts:

Slade Gullledge / Office: 770-859-2322, Cell: 404-229-8472, email: sgullledge@cobbchamber.org

John Sell / Cell & Office: 678-799-1742, johnsell125@gmail.com (**Summit Communications Director**)

Missy Crook / Office: 770-859-2357, 678-898-8330, email: mcrook@cobbchamber.org

David Connell / Office: 770-859-2330, dconnell@cobbchamber.org

Registration:

One can go to the new website that has been uniquely built for the **On Board Atlanta, An In Town Inter-City Visit** summit this year and future years and connected by using the new website name: **www.onboardatlanta.com**.

Notes Section

Note 1: LYNX is Central Florida's comprehensive bus system.

Note 2: The American Public Transportation Association represents the public transportation industry in the United States.

Note 3: Parsons Brinckerhoff is a global firm offering infrastructure consulting, engineering and management services. In this company, Tober focuses on advising client on transit policy and strategy given his experience of leading two large transit organizations, in two difference cities – Charlotte and Cleveland. Parsons Brinckerhoff is part of WSP / PB.

Note 4: The Regional Business Coalition (**RBC**) is an organization made up of 16 business organizations who work together on issues important to Metro Atlanta, including water (quality and quantity), air quality, transportation and economic development. These Chambers/Organizations are:

1. Douglas Chamber of Commerce
2. Metro Atlanta Chamber
3. Cobb Chamber of Commerce
4. Gwinnett Chamber of Commerce
5. DeKalb Chamber of Commerce
6. Greater North Fulton Chamber of Commerce
7. Henry County Chamber of Commerce
8. South Fulton Chamber
9. Greater Hall Chamber of Commerce
10. Clayton Chamber of Commerce
11. Fayette County Chamber of Commerce
12. Airport Chamber of Commerce
13. Paulding Chamber of Commerce
14. Newton-Coweta Chamber of Commerce
15. Cherokee County Chamber of Commerce
16. Central Atlanta Progress

In addition to the Presidents of the 16 organizations, the Chairperson of each of these 16 organizations make up the core of the Board of Directors of the **RBC**. Additionally, other senior business leaders from prominent companies and universities in the Metro Atlanta area are selected for the Board based on expertise and ability to make a difference.

Note 5: The Council for Quality Growth (**CQG**), a not-for-profit trade association, is a prominent and well respected organization that works every day to ensure that Metro Atlanta region's regulatory environment supports quality growth and development. The **CQG** brings together and advocates for those that work at the intersection of public policy and private investment, including developers, contractors, engineers, architects, planners, law firms, and banks.

Note 6: The CIDs are organizations governed by statute in Georgia law. The CIDs are organized around

A CID is a Community Improvement District. It is a self-taxing district that uses additional property tax dollars to improve its district such as accelerating transportation and infrastructure improvement projects. CIDs are comprised primarily of private commercial properties zoned as Office/Industrial and Retail properties. Residential and multi-family properties are not taxable by a CID.

a. Community Improvement District Enabling Legislation

A CID is created through state enabling legislation, the approval of the city or county within which it is located, and a vote by the majority of the commercial property owners who represent at least 75% of

the taxable value of the commercial property located within the proposed CID.

b. State & Local Legislation Required

All Community Improvement Districts (CIDs) are founded upon the basis of Article 9, Section VII of the Georgia Constitution. The amendment providing for this type entity was approved by the voters in 1984.

Although the Constitution allows for CIDs, there must be local legislation passed by the Georgia Legislature providing for CIDs within a specified county or municipality, or both. In other words, there is a Cobb County CID Act, Atlanta CID Act, Fulton County CID Act, Gwinnett County CID Act, etc. Without the local legislation, no CID may be established within a jurisdiction.

c. Self-Imposed and Self-Regulated Ad Valorem Real Estate Tax

CIDs are funded by a self-imposed and self-regulated ad valorem real estate tax on commercial properties within the district. A board of directors elected by the CID taxpayers directs the expenditure of the extra CID millage, although no infrastructure may be affected without the approval of the governmental entity which controls it.

d. Funding/Collections and Expenditures

Private property owners agree to assess themselves additional ad-valorem real estate taxes in order to address critical issues such as traffic and safety. That money is collected by the Tax Commissioner of the local government and returned to the district by its respective county, and a board of directors then seeks to leverage that money and garner infrastructure improvements for the area. Some examples of how this money is spent include environmental and engineering feasibility studies, funding new construction projects, upgrades to already funded projects, maintaining existing transportation features, and direct spending (traffic control officers).

e. General Purpose of CIDs

Its mission is to work continuously to improve the economic viability of its district such as the development of efficient transportation services with an emphasis on access, mobility, diversification and modernization.