

Atlanta BeltLine Employment Advisory Group
Marketing Sub-Committee
Wednesday, June 22nd
NOTES

- I. Atlanta BeltLine value proposition
 - a. Higher density development will increase customer base
 - b. Customers and employees will have better access to your business through transit, trails, and improved streetscapes
 - c. Connection to other Atlanta BeltLine businesses through Atlanta BeltLine Chamber of Commerce
 - d. Opportunities for exposure (Atlanta BeltLine Running Series, Art on the Atlanta BeltLine, Adopt-the-Atlanta BeltLine, Dine Out, beltline.org, other?)
 - e. With the Eastside Trail under construction, we would like to find a way to measure the before/after impact of the Atlanta BeltLine on customer traffic and sales to help other businesses understand the benefits the Atlanta BeltLine will bring to them.

- II. Coordinate Atlanta BeltLine education with Chamber of Commerce when appropriate (tours, speakers bureau, collateral, ambassador days, etc.)

- III. Local Hiring –
 - a. There are intuitive benefits to hiring locally
 - i. Ability to create loyalty through community and employee engagement
 - ii. Mitigation strategies for employee turnover
 - iii. Better attendance (no traffic issues)
 - iv. Lower carbon footprint (employee travel)

 - b. While we are struggling to find good data on benefits of hiring locally, we are approaching it from different angles, including:
 - i. Data from Employer Assisted Housing efforts
 - ii. Money Multipliers
 - iii. We may need to do our own measurement.

 - c. The real value may end up being access to a trained workforce through the program we develop that happens to target local residents

- IV. There are financial incentives for locating in economically challenged neighborhoods, and Steven has started capturing those for Program/Policy group.

- V. We should market to the commercial real estate industry