

Focus:

Atlanta



Follow us:  @focus.atlanta  @focusatlanta, @capitalanalytic

 /channel/UC4pxI9TxPRyoxcrY7fltF5w  /capitalanalyticassociates

About *Focus*:

Focus: Atlanta is an **in-depth economic review** for **investors, entrepreneurs** and **business people** that looks at the key issues facing the Greater Atlanta Metro Area, featuring **exclusive insights** from prominent industry leaders. Over the course of a six-month research period, the on-the-ground team speaks **in person** with **over 200 top executives** across the top economic sectors:

- Real Estate & Construction
- Banking & Financial Services
- Transportation
- Trade & Logistics
- Tourism & Hospitality
- Healthcare
- Arts & Entertainment
- Education
- Technology & Innovation
- Fintech
- Tax
- City & County Focus Chapters

The subscriber-based book retails at \$159 for the physical version and \$129 to read the book digitally in the Members' Only Area online. The **global readership of 850,000** comes from over **52 countries**. **65% of our readers hold C-level positions**, and many of these businesses are either based in the Orlando country area or looking to enter the market.

“ I love your publication - there is nothing more comprehensive or complete on Atlanta! ”

Andrew **Gobiel**, *Hartsfield-Jackson International Airport*

“ Put together very well and good publicity shining on Georgia, and the mayor was very pleased and how Invest Atlanta was highlighted. ”

Chris **Clark**, CEO, *Georgia Chamber of Commerce*

“ The City of Forest Park has never had an opportunity like this. The exposure for us will be great! As mayor, I'm excited. ”

Angelyene **Butler**, Mayor, *City of Forest Park*

“ *Focus: Atlanta* is very attractive and full of important information. ”

Arturo **Jacobus**, President & CEO, *Atlanta Ballet*

“ What you guys are doing with Focus Atlanta is brilliant! ”

Michael **Thurmond**, CEO, *DeKalb County*

“ I love the publication! ”

Allen **Maines**, Managing Partner, *Holland & Knight*

“ I love the work that you're doing with this publication! What a great way to showcase other areas inside of Metro Atlanta! ”

Mike **Manson**, Mayor, *Peachtree Corners*

Distribution and Readership:

1 The one and only:
Focus: Atlanta is the Greater Metro Area's first and only comprehensive business report, to *Focus: Atlanta 2020* is the third edition of this comprehensive business report, featuring Atlanta's top movers and shakers alongside top-notch business and investment information

2 More readers:
With well over **850,000** global readers, *Focus: Atlanta* will be read by **450,000+** nationally, of that **225,000+** from the Metro area

3 Decision makers:
70% of our readers are senior executives
81% influence company purchasing decisions

4 Direct to the source:
Invest: is mailed to over **4,000** local and national businesses, directly to the desk of the CEO

5 Build your brand:
Magazine advertising ranks as the **#1** media buy to boost a company's brand favorability and increase sales

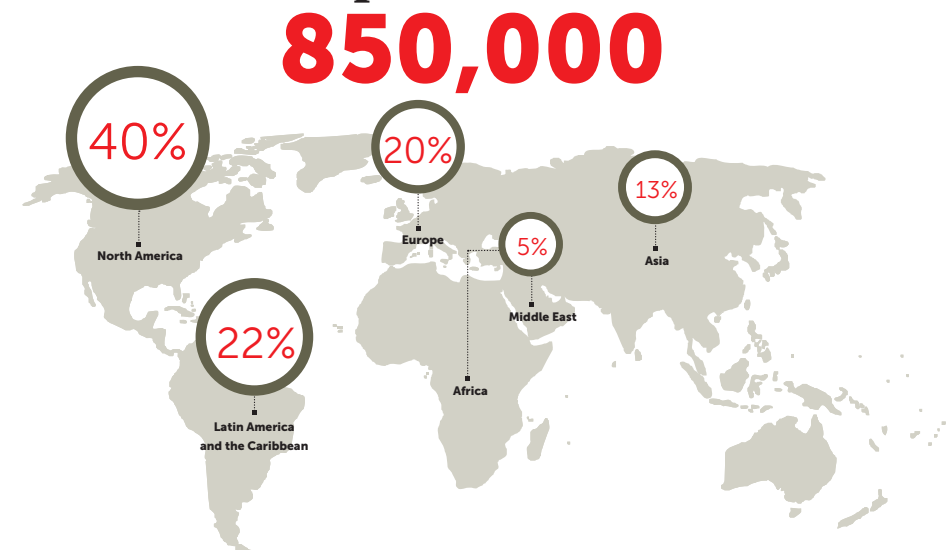
6 Year-round visibility:
Our reports are read and distributed throughout the calendar year, offering our advertisers maximum exposure for an extended amount of time

7 Global presence:
Our readership is from over **52** countries around the globe. These readers are serious about doing business and making investments in the markets we cover

8 Invest: series:
Capital Analytics currently produces its annual business reviews on **9** metro areas including: Atlanta, Charlotte, Fort Lauderdale, Miami, Orlando, Palm Beach, Philadelphia, South Jersey and Tampa Bay

9 Conference presence:
Our reports are featured at over **50** conferences throughout the country each year. Where we go, our advertisers go

Global Readership:

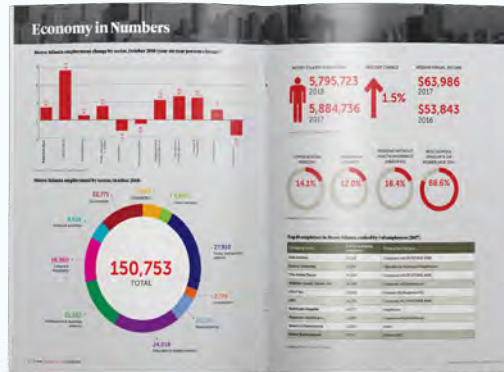
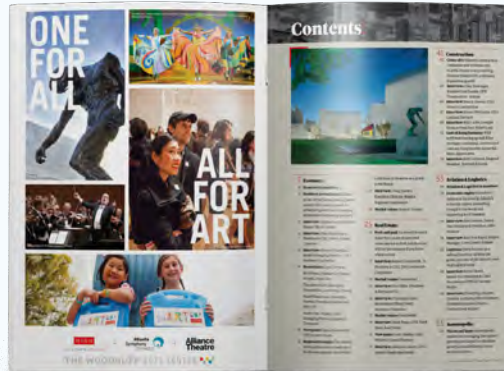


Focus:



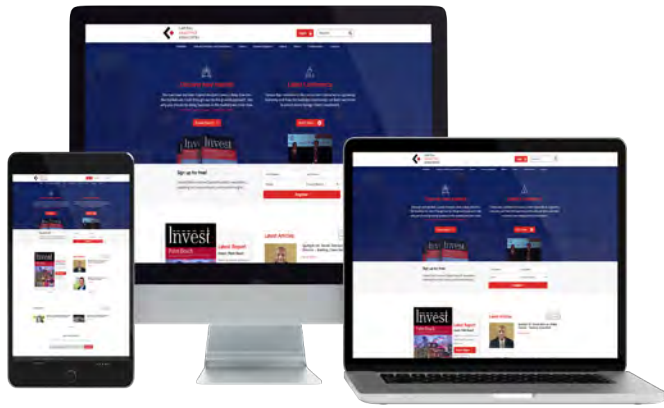
Focus:

Example report: *Focus: Atlanta:*



Digital Content:

The weekly articles below are sent out to our global online community, informing them of current key trends and hot topics to keep our readers up today outside of the annual investor's guide. In addition, we feature leading business people in our series 'Spotlight On:'



CONQUER
POSSIBILITY

CAPITAL ANALYTICS ASSOCIATES

SPOTLIGHT ON:

Christopher Lam, Partner, Bradley Arant Boult Cummings LLP

2 min read February 2020 — Charlotte's growth continues to attract a gamut of industries and talent into the region. As a result, the legal needs of businesses are evolving along with the diversification of the local economy, expanding the opportunities for legal professionals in the Queen City. Charlotte's cost of living and sophisticated legal services rival the likes of New York, Chicago and Washington, D.C. Bradley Arant Boult Cummings Partner Christopher Lam told Invest: "Charlotte. The business diversity is driving the need for expertise in compliance and data privacy. Additionally, there is a great emphasis to provide access to justice to all residents via pro bono legal services or by committing financial resources to community agencies in the region, Lam said.

Q: How has the legal landscape changed with so much economic growth in the region?

A: From a legal perspective, a lot of firms from outside North Carolina decided to set up an office here, and not all of those have remained. (. . .)



Read More

CONQUER
POSSIBILITY

CAPITAL ANALYTICS ASSOCIATES

SPOTLIGHT ON:

Face Off: The growth of Gaston County

2 min read January 2020 — In the last few years, Gaston County, located an hour away from the Queen City, has greatly benefited from the activity happening in Mecklenburg County. As a result, Gaston County, home to cities like Gastonia and Mount Holly, is experiencing growth in its residential, commercial and industrial sectors. Its proximity to the Charlotte Douglas International Airport and available land make it a suitable place for businesses and new residents to settle in and stir up into the energy of nearby Charlotte. In an interview with Invest, Charlotte, city of Gastonia Mayor Walker E. Reid and Mount Holly Mayor Bryan Hough talk about how their respective cities are adapting to the growth, changes in infrastructure, and their vision for their cities moving forward.

What areas are witnessing growth in your cities?

Walker E. Reid: Residential is growing in the southeast part of the city. It is an area we invested in a while back in hopes of developing it. (. . .)



Read More

CONQUER
POSSIBILITY


CAPITAL ANALYTICS ASSOCIATES

Invest
Tampa Bay

Commercial Real Estate to Remain Steady in 2020

2 min read February 2020 — If there were ever a time or place to consider investing in commercial real estate, now would be that time and the Tampa Bay region would be that place. 2019 proved to be another banner year for the real estate sector and with interest rates remaining low, consistent immigration into Florida and the Tampa Bay region, rising rental rates and ongoing outside investment into the area, all indicators point to 2020 being just as strong if not better for the commercial real estate sector.

"Around \$17 billion has migrated to Florida, the No. 1 destination for capital in the country followed by Texas, at \$2 billion. People are leaving states that are not tax friendly and coming to Florida, which is very tax friendly. Because the stock market can go up or down, hard assets are attractive. (. . .)



Read More

CONQUER
POSSIBILITY

CAPITAL ANALYTICS ASSOCIATES


SPOTLIGHT ON:

Bill Cronin, President & CEO, Pasco EDC

2 min read February 2020 — Successful economic development is a product of consistent improvement of the current situation of a region and consideration of what the long-term future could hold for that same region. In Florida's Pasco County, economic developers are thinking about what is to come and how to create a sustainable economic growth environment by helping startups get off the ground while training a competitive workforce, taking advantage of the state's first-rate education system. In a conversation with Invest, President and CEO of the Pasco EDC Bill Cronin discussed these initiatives and actions at length.

How is Pasco County working to push forward economic development?

We want to make sure we have a good mix of both office and industrial investments in the county since large industry has a different multiplier because it attracts suppliers and others that the office investments do not. (. . .)



Read More

CONQUER
POSSIBILITY

CAPITAL ANALYTICS ASSOCIATES


Invest
Philadelphia

Gov. Wolf's Pennsylvania Budget Prioritizes Education, Income

2 min read February 2020 — Democratic Gov. Tom focused his 2020-21 budget on education and income, proposing an increase in spending of almost 6% to \$34 billion over the fiscal year, including \$600 million to cover cost overruns. Republicans criticized the heavy reliance of the budget on the assumption that revenue would grow by 4.5% (\$1.6 billion) over the period. The proposals also require borrowing funds. "It's easy to put things on a credit card and then ask other people in the future to pay for it," said Republican State Representative Stan Saylor. "That is not the solution for Pennsylvania."

1. There will be no major tax increases.

Instead of tax increases for citizens, several novel approaches were proposed in the budget to fund services, one of which was a state police fee based on number of incidents and coverage area. (. . .)



Read More

CONQUER
POSSIBILITY


CAPITAL ANALYTICS ASSOCIATES

Invest
Philadelphia

Healthcare in Philadelphia Going from Strength to Strength

2 min read January 2020 — Innovation in Philadelphia's healthcare industry has long been recognized as exemplary, and it served as a focal point of Philly's B.P.H.L. Innovation Fest held in September. Recent developments show that healthcare pioneers were right to bet on Philadelphia.

It's only a week in and already 2020 has been a big year for healthcare in Philadelphia. Healthcare software company Replicode announced this week it has raised \$1.75 million from a private stock sale led by VC company American Enterprise Ventures. Replicode was nominated among just 17 early-stage companies that received a total of \$3 million in pre-seed funding from Ben Franklin Technology Partners of Southeastern Pennsylvania in 2018. (. . .)



Read More

Our approach is unique: in over just six months, we meet with Atlanta's top leaders who are helping to facilitate the city's evolution. From government officials overseeing massive infrastructure projects, to real estate titans; from leading national, regional, and community banks, to educators who are preparing the workforce of tomorrow, these discussions enable us to be the most comprehensive report produced on the Greater Metro Area.



Mayor Keisha Lance **Bottoms**
City of Atlanta



Former Governor Nathan **Deal**
State of Georgia

**We let investors,
businessmen and
entrepreneurs alike
know:**

**Why Atlanta
and Why Now**



Former Mayor Kasim **Reed**
City of Atlanta



William **Pate**, President and CEO,
Atlanta Conventions and Visitors Bureau

Focus: Atlanta meets with:



Steve **Mensch**, CEO
Tyler Perry Studios



Kevin **Griener**, CEO
Gas South



Doug **Shipman**, President and CEO
Woodruff Arts Center



Joe **Handy**, COO
Georgia Aquarium



Felicia **Moore**, President
City of Atlanta

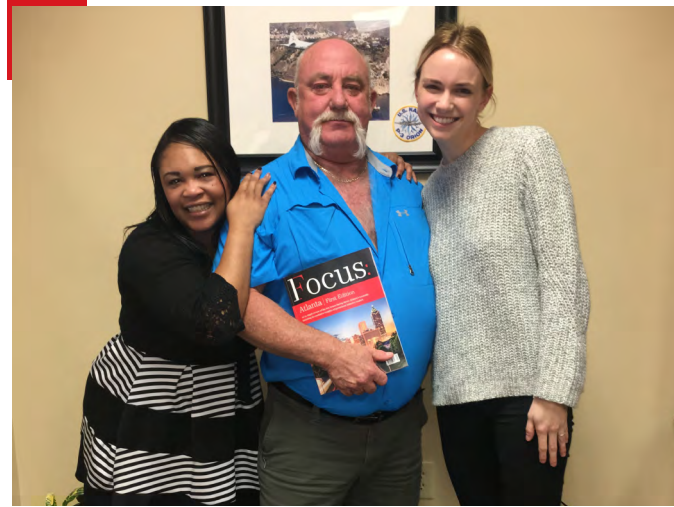


Lori **Henry**, Mayor
City of Roswell

Focus: Atlanta meets with:



Janet **Rodgers**, President and CEO
Alpharetta Conventions and Visitors Bureau



Bobby **Cartwright**, Mayor
City of Lovejoy



Patti **Garrett**, Mayor
City of Decatur



Michelle **Ager**, General Manager
jetBlue



Shane **Jackson**, President
Jackson Healthcare



Dr. Eloisa **Klementich**, President & CEO
Invest Atlanta

Focus: Atlanta meets with:



John **Hauptert**, CEO
Grady Health System



Kevin **Green**, President and CEO
Midtown Alliance



Mark **Becker**, President
Georgia State University



Frank **Patterson**, President
Pinewood Atlanta Studios



Paul **Morris**, President and CEO
Atlanta Beltline



Matt **Bronfman**, CEO
Jamestown

Focus: Atlanta meets with:



Joseph **Evans**, CEO
State Bank & Trust company



Samuel **Olens**, President
Kennesaw State University



Barry **McCarthy**, Executive Vice President
Head of Network and Security Solutions, FirstData



Dr. Jonathan **Lewin**, Executive Vice President
Emory Healthcare



Hala **Moddemog**, President & CEO
Metro Atlanta Chamber



Rick **McKay**, President
Atlanta Falcons

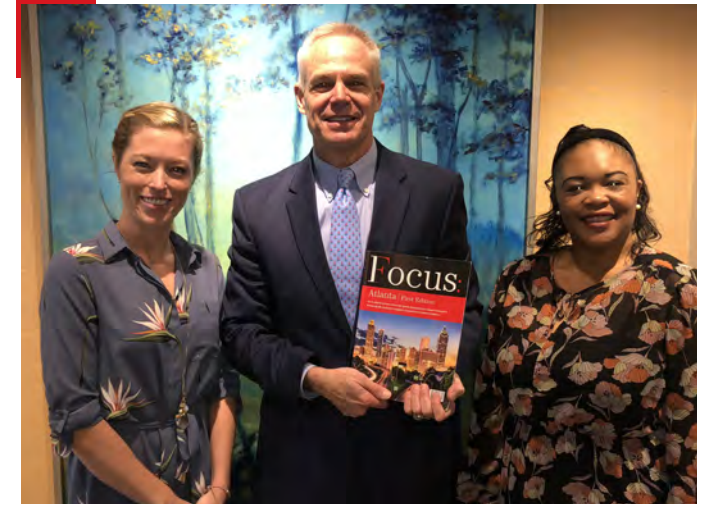
Focus: Atlanta meets with:



Stephen **Cannon**, CEO
ABM Group



Darren **Eales**, President
Atlanta United



Bryan **Baston**, President & CEO,
Atlanta City Gas



Auturo **Jacobus**, President & CEO,
Atlanta Ballet

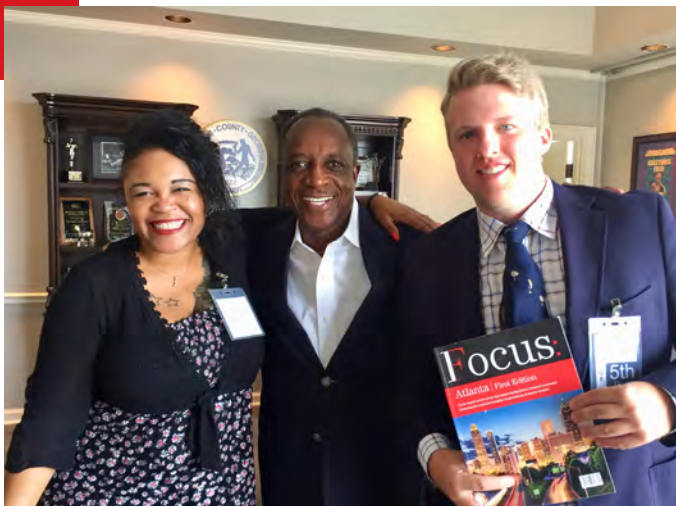


Nancy **Juneau**, CEO,
Juneau Construction

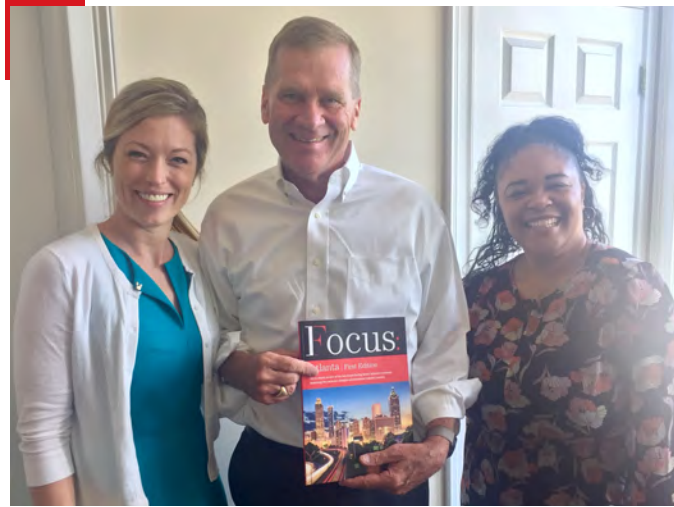


Bill **Johnsa**, City Manager
Lilburn

Focus: Atlanta meets with:



Michael **Thurmond**, CEO
DeKalb County



Dr. Jim **Sams**, CEO
Privia Medical Group-Georgia



Randy **Kaporc**, Regional President & CEO
Fifth Third Bank



SRS

Focus: Atlanta Launch Conference:

December 18, 2018
Woodruff Arts Center

The follow up edition of Capital Analytics' Focus: Atlanta annual business review was officially launched at the Woodruff Arts Center on December 18, 2018. The report is Atlanta Metro's second comprehensive report showcasing the area's significant growth and increasingly diversified economy and was received with great enthusiasm. City of Atlanta COO Richard Cox gave the keynote address followed by panels on innovation, technology and healthcare. The event was attended by over 200 high-profile businesspersons and public officials representing the key sectors of Atlanta Metro's economy.



HONORED SPONSORS:



Our Trusted Partners:

