

**INVEST ATLANTA
ECONOMIC OPPORUNITY FUND
GOODWILL**

PROJECT NAME: Goodwill of North Georgia, Inc.

NEW HQ LOCATION: 2160 Metropolitan Parkway, SW, Atlanta, GA 30315
Council District: 12 **NPU:** X **APS:** 6

INVESTMENT: Approximately \$10,473,900

EOF REQUEST: \$500,000

PROJECT DESCRIPTION: Goodwill of North Georgia proposes to transform an empty parcel along a key commercial corridor, Metropolitan Parkway, into a 38,400 SF state-of-the-art Center for Workforce Innovation. The center will consist of a 14,800 SF job training center and community space, alongside a 23,600 SF retail space. This will serve as Goodwill's only career center within the City of Atlanta.

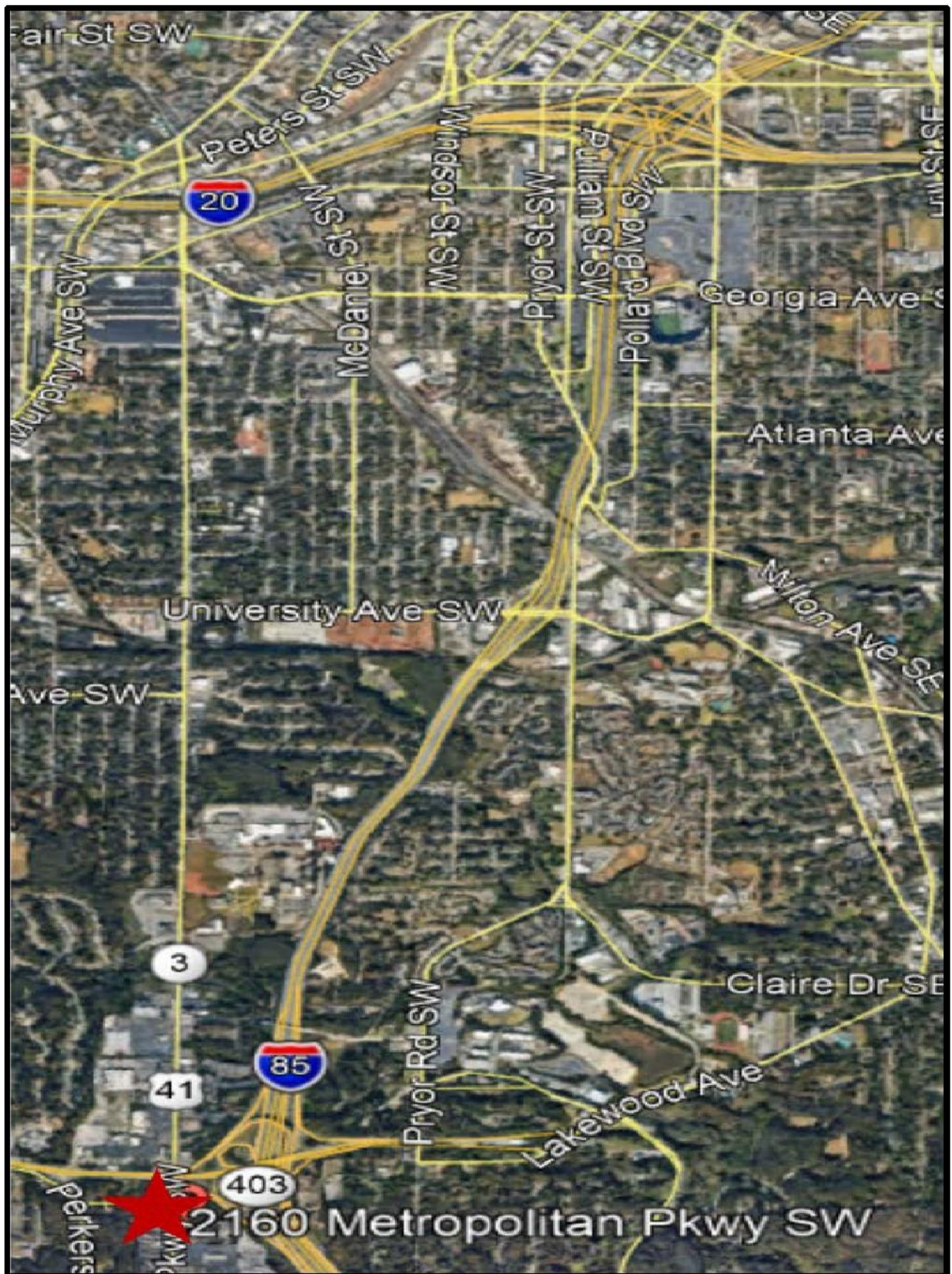
The Center for Workforce Innovation will work with local partner agencies to impact the economic mobility of South Atlanta residents, meeting the increased demand for job training and placement services in high-growth sectors of the changing economy. Goodwill's job programs provide people who are having trouble finding work, those wanting to change careers in need of skill development, and people with barriers to employment with access to job training and career resources. As a result of these programs, the center will commit to providing services to 7,000 job seekers and place 3,500 people per year verified via reporting.

In addition, the donated goods retail operation creates jobs for community residents, as well those with barriers to employment and subsidized employment options for job training program participants.

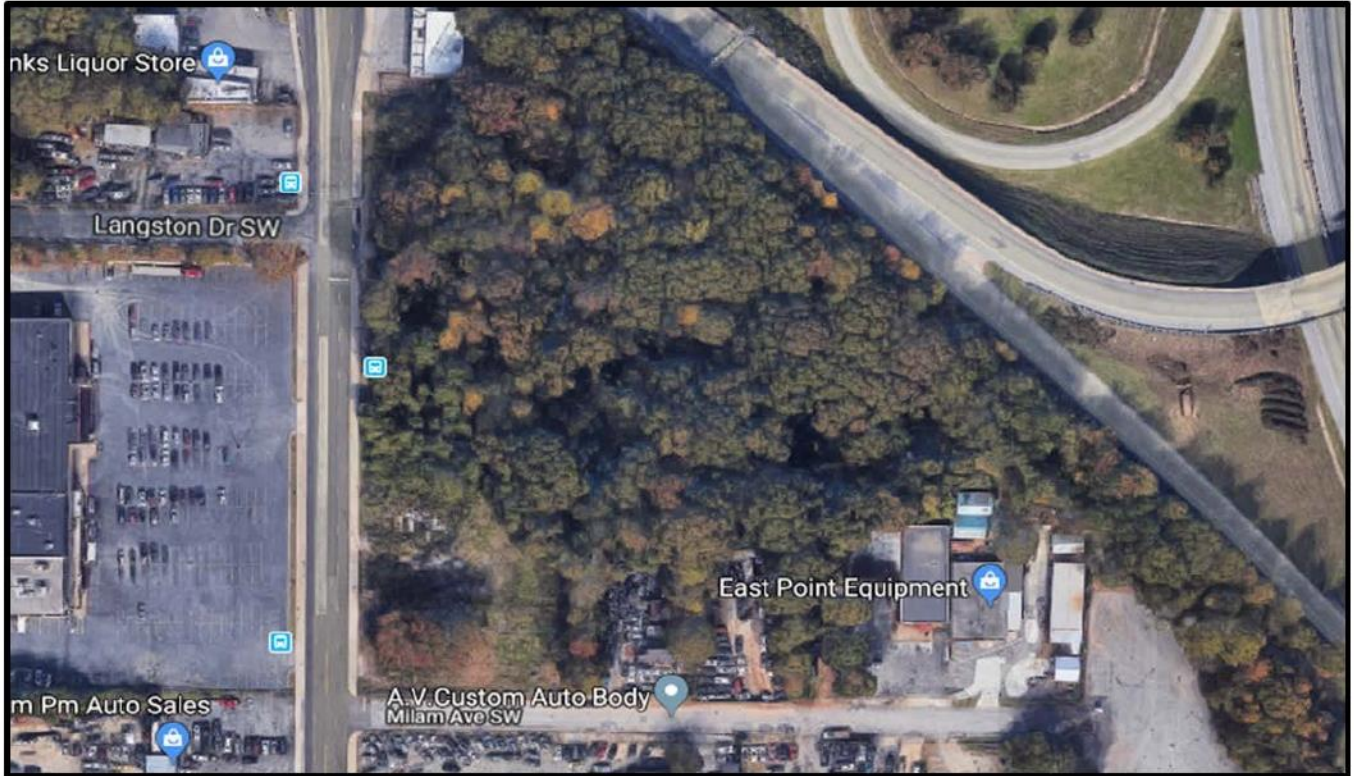
ECONOMIC BENEFITS:

- The location will create **50** full time and **5** part time positions with employee breakdown and salaries below:
 - 40-45 retail employees: \$9-\$14.25 per hour, plus benefits
 - 3 retail store managers: \$45,000-\$60,000 per year, plus benefits
 - 13 Career Center employees (job coaches, workforce advisors, case managers): \$20 per hour, plus benefits
 - 1 Career Center manager: \$45k-\$60k per year, plus benefits
- Provide free job training and placement through the Center for Workforce Innovation to **7,000** job seekers and Southside Atlanta residents.

- Goodwill of North Georgia, Inc. will enhance a vacant, underutilized property. The company will provide new commercial and community space on the southside of Atlanta.
- Located at a MARTA bus stop with high ridership for connection to the greater Atlanta community and to residents who have difficulty with transportation to existing Goodwill locations
- Goodwill of North Georgia has previously received a \$150,000 TAD Grant via the Metropolitan Parkway TAD.
- Total expected capital investment is **\$10,473,900**
- Estimated direct economic impact is **\$6,950,946** (IMPLAN analysis)



PROJECT LOCATION - Metropolitan Parkway and Milam Ave SW



EXISTING SITE - Metropolitan Parkway

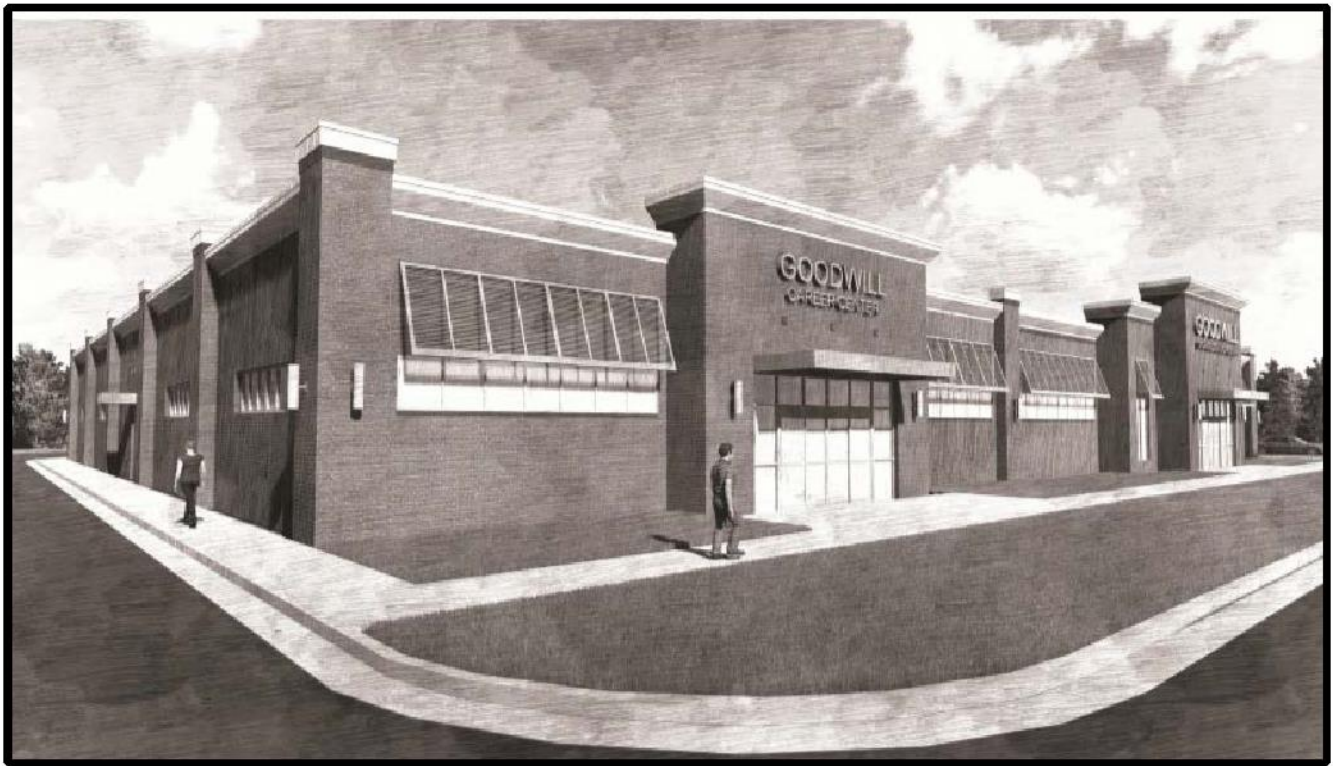


EXISTING SITE - Milam Ave SW



PROJECT RENDERING





PROJECT SITE PLAN

