



Reversing Economic Decline with Strategic Urban Investment

2019 ECG Economic Development Summit City of East Point

Presentation April 29, 2019

Maceo Rogers, CEcD

Director

Department of Economic Development

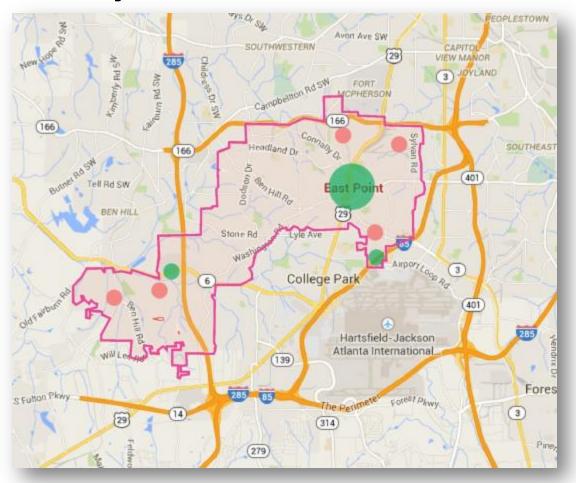
City of East Point







City of East Point – Profile



- Population 36,000+
- Unemployment 4.7%
- Median age 31.5
- Mayor / Council
- City Manager
- Four Utility Enterprises
- Interstates: I-285, I-20, I-75 &
 I-85
- Rail: CSX, Kansas City Southern Lines, Burlington Northern, Santa Fe & Norfolk Southern
- 5 minutes from Atlanta Hartsfield-Jackson International Airport
- Transit: MARTA Rail & Bus
- Camp Creek Marketplace Phase I



2012 – 2022 Strategic Economic Development Plan

Expand the Business Sector

Target Downtown Development and Retail Sector

Improve East Point's Business Environment



Some Initiatives

- Awarded LCI Grant \$4.8M (wider sidewalks, bicycle amenities, pedestrian friendly enhancements)
- Awarded Streetscape Grant \$2.3M (enhanced street & parking lanes)
- Awarded Opportunity Zone \$3,500 job tax credit
- Awarded Transit Oriented Development (TOD) Plan matching grant
- Initiated Camera Ready Program
- Increased the hotel tax from 3% to 8%
- Created Camp Creek and Corridors Tax Allocation Districts (TADs)



Creekside Distribution Center

Expand the Business Sector









Mallalieu Pointe – Mixed Use Project

Target Downtown Development & Retail Sector









New City Hall – Front & Rear View

Improve East Point Business Environment





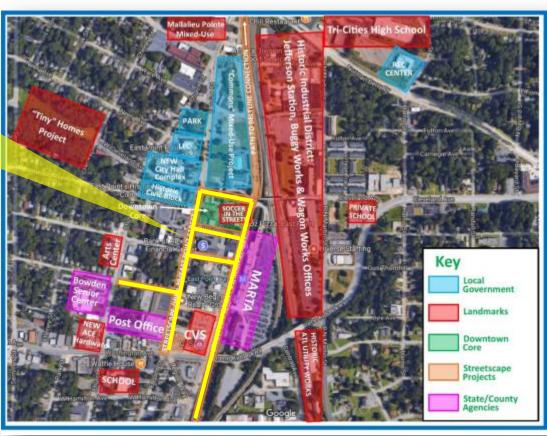




Downtown LCI Improvements

Improve East Point's Business Environment







Downtown LCI Improvements





East Point – Soccer in the Streets

- **Mission:** To create young leaders who live rich lives and cultivate healthy communities.
 - Leadership
 - Service
 - Enrichment
- Over the next three years the goal is to build and develop the first community based Transit Soccer League in the world. They currently have two stations open and East Point will be the next Station Soccer site.





East Point – Soccer in the Streets









East Point – Soccer in the Streets





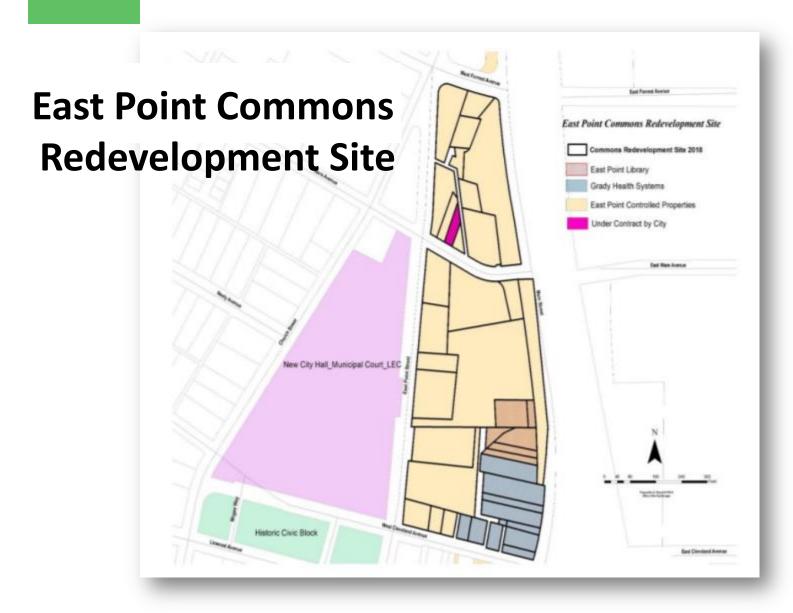
East Point Commons – Redevelopment Site

Target Downtown Development & Retail Sector







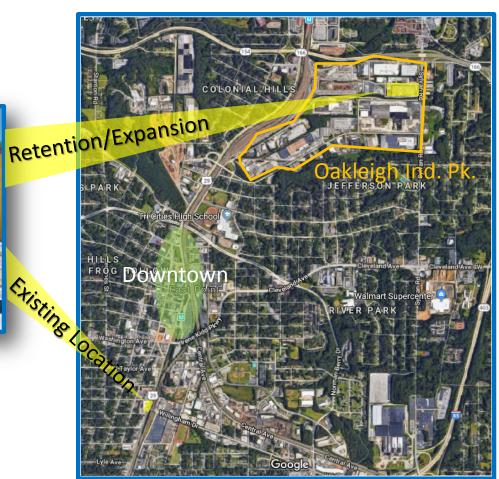




Arden's Garden – Retention/Expansion

Target Downtown Development & Retail Sector







Master Development Plan – 30 Acers

Enhance East Point Quality of Life

Development Site

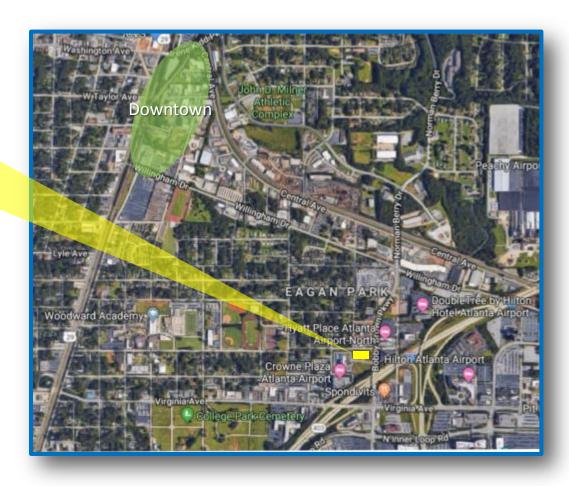




Home 2 Suites by Hilton Hotels

Expand the Business Sector

Development Site





Home 2 Suites by Hilton Hotels

Expand the Business Sector







Home 2 Suites by Hilton Hotels

Expand the Business Sector

Opening November 2019!





East Point Path

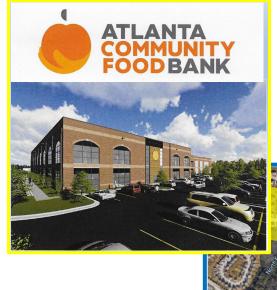




I-285 @ Camp Creek Parkway

Enhance East Point Quality of Life

64 Acres / 250,000 sf.

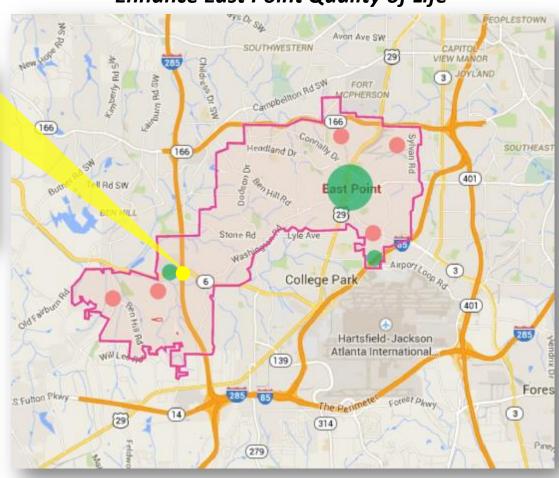






Diverging Diamond Interchange: I-285 @ Camp Creek Parkway







Other Projects

- POP Displays, LLC
- Main Freight
- East Point Ace Hardware
- PODS



Summary

Expand the Business Sector

Target Downtown Development and Retail Sector

Improve East Point's Business Environment



Thank You!