



*BEST PRACTICES IN ECONOMIC & COMMUNITY
DEVELOPMENT*

MAYOR DEANA HOLIDAY INGRAHAM, CITY OF EAST POINT



***“THE 21ST CENTURY MODEL OF ECONOMIC DEVELOPMENT
MUST INCLUDE COMMUNITY DEVELOPMENT”***

DARYL INGRAM, ECG 2018 ECONOMIC DEVELOPMENT SUMMIT

ECONOMIC DEVELOPMENT



BUSINESS RECRUITMENT,
RETENTION AND
EXPANSION



JOB



NEW/IMPROVED GOODS
AND SERVICES



IMPROVED
INFRASTRUCTURE



QUALITY OF LIFE
ENHANCEMENT

“THERE’S NO POINT LIKE EAST POINT!”

CREATE AN ENVIRONMENT FOR INVESTMENT

- **CITY BRAND AND IMAGE** – WHAT ARE YOU KNOWN FOR?
- **CONSENSUS** ON GROWTH
- **INVESTMENT TOOLBOX** (INCENTIVES AND DEVELOPMENT AUTHORITIES)
- **PROACTIVE ZONING** (MORATORIUM, REZONING, ETC)
- **LEAD THE WAY** – CITY INVESTMENTS (CITY HALL, FIRE STATION, THE COMMONS “LEGACY PROJECT”)



EAST POINT

East Point's new fire house named after nation's first black female fire chief

The city held an uncoupling ceremony at Fire Station #4 in honor of Chief Rosemary Roberts Cloud.



GOVERNMENT CENTER

East Point opens new city hall building

By Christine Fonville @NeighborXine May 2, 2019 0



PREV



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East Point to boost downtown destination appeal with \$111 million project



FOCUS ON COMMUNITY DEVELOPMENT

WHAT'S IN YOUR HAND – RESIDENTS ARE YOUR PRIME ASSETS, LEAD WITH THEM IN MIND

- **DISMANTLE INEQUITIES AND BRIDGE GAPS**
 - JOINT LEARNING COMMITTEE
 - CITY AGRICULTURE PLAN
 - EQUITABLE GROWTH AND INCLUSION STRATEGIC PLAN
 - “ADVANCING HEALTH EQUITY IN EAST POINT” – MOREHOUSE SCHOOL OF MEDICINE
- **IMPROVE INFRASTRUCTURE** (TSPLOST, LIVABLE CITIES INITIATIVE, STREETSCAPE)
- **PROVIDE OPPORTUNITIES FOR COMMUNITY CONNECTIONS AND NEW EXPERIENCES**
 - THE HEALTHY POINT
 - WEDNESDAY WIND DOWN
 - CULTURAL CELEBRATIONS
 - STATION SOCCER (MARTA, ARTHUR BLANK FOUNDATION AND SOCCER-IN-THE-STREETS)
 - EAST POINT PATH
- **BE INTENTIONAL ABOUT ENSURING RESIDENTS HAVE AN OPPORTUNITY TO PARTICIPATE IN THE GROWTH**
 - GEORGIA INITIATIVE FOR COMMUNITY HOUSING (CLEAN CITY INITIATIVE, HOUSING AFFORDABILITY)
 - WORKFORCE DEVELOPMENT (AMAZING STORIES TV & FILM APPRENTICESHIP, CONSTRUCTION READY, STRIVE ATL, EPA BROWNSFIELD JOB TRAINING)
 - KAUFFMAN FASTTRAC - ENTREPRENEURSHIP



marta

East Point



EQUITABLE ECONOMIC DEVELOPMENT

- ***WIN-WIN DEVELOPMENTS*** – “RESPONSIBLE DEVELOPERS”
 - EAST POINT EXCHANGE (MARKET 166)
- ***COMMUNITY BENEFITS*** (LIVABLE WAGES, LOCAL HIRING, GREEN SPACE, HOUSING AFFORDABILITY, ETC)
- ***MINORITY/SOCIOECONOMIC DISADVANTAGE BUSINESS PARTICIPATION***

City of East Point, activist Tamika Mallory, join Legacy Center founders for unveiling

Roz Edward

January 13, 2020



ATLANTA
COMMUNITY
FOOD BANK

[← Back](#)

**EAST POINT WELCOMES THE
ATLANTA COMMUNITY FOOD BANK**



**MICROSOFT BUYS LAND NEAR ATLANTA AIRPORT FOR \$420M
DATA CENTER – ATLANTA BUSINESS CHRONICLE**

Microsoft

Press Releases Aug 5, 2021

Oak Street Health Opens New Atlanta Center, Marks 100th Location for Company

Leader in Value-based Primary Care Celebrates with Grand Opening August 5 to Welcome Patients in East Point

ATLANTA — August 5, 2021 — [Oak Street Health](#) (NYSE: OSH), a network of value-based primary care centers for adults on Medicare, is expanding access to more older adults in the greater Atlanta area with today's opening of its 100th nationwide center, located at [3088 Washington Road in East Point, Georgia](#). This marks the company's second center in the greater Atlanta area.

"We are excited to expand access to our high-quality, value-based care to members of the greater Atlanta

[COLLEGE PARK/EAST POINT](#)

Long-vacant tower south of downtown being remade as affordable housing

Renovation project at former Nelms House is situated near East Point's commercial core

APRIL 25, 2022, 8:43AM JOSH GREEN [14 COMMENTS](#)



Exclusive: Cultured South opening East Point brewery and HQ



Thomas Wheatley



Photo courtesy of Cultured South

Cultured South, the Atlanta-based kombucha and fermented-goods powerhouse based on the BeltLine's Westside Trail is opening a brewery in East Point.

Black Art in America, booming online, is building an art center in East Point





VENUE

SCHEDULE A TOUR

RESERVATIONS

CONTACT



The Network *atl*

THE NETWORK ATL

BOOK A RESERVATION



LOCATED IN EAST POINT, GA,
RIGHT OFF TYLER PERRY STUDIOS BLVD

SCHEDULE A TOUR



A PLACE WHERE CREATIVITY IS INSPIRED,
CELEBRATED, AND DELIVERED

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COMMUNITY DEVELOPMENT LEADS TO ECONOMIC DEVELOPMENT - \$640+MILLION

Year	Ward	Development	Investment
2017	D	4 Points by Sheraton Hotel	\$2million
2017-2018	A	Mallalieu Pointe	\$13.4 million
2018	D	Porsche	\$12.9 million
2018	B	Arden's Garden Expansion	\$5.2million
2018	A	East Point Ace Hardware	\$2.4million
2018	B	Home 2 Suites Hotel	\$15million
2018	D	Atlanta Community Food Bank	
2019	B	Walmart Logistics	\$1.5million
2019	D	Home Depot	\$70million
2021	D	Piedmont Healthcare Medical Supply	
2021 in progress	D	Microsoft Data Center	\$420million
2021 in progress	B	East Point Exchange (Equitable TOD)	\$100+million



Q&A

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