



MOVING
BEYOND...



V I R T U A L

19TH ANNUAL SOUTH METRO DEVELOPMENT OUTLOOK CONFERENCE

THURSDAY MARCH 18, 2021

PRESENTING SPONSOR

DEVELOPMENT AUTHORITY OF FULTON COUNTY

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ELEVATE DOUGLAS ECONOMIC PARTNERSHIP | GEORGIA POWER



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A MESSAGE FROM THE HOST



Thank you for attending the 19th Annual South Metro Development Outlook (SMDO) conference. I am honored and humbled by your support for this year's Conference.

Over 19 years ago, SMDO created a dialogue by convening elected officials, industry professionals, business owners, and the community to serve as change agents in South Metro. These conversations have led to growth opportunities and successes for the entire South Metro Region.

The southern crescent has progressively solidified itself as an exemplified beacon for the region's economic development. The SMDO Conference consistently features today's prominent and trending topics. This year promises to be an exciting conference as we explore transit development and other impactful projects including Hartsfield-Jackson Atlanta International Airport's expansion and development, Aerotropolis Atlanta Alliance, and updates on new economic development activities in the region.

Thank you for joining us and for your continued support of the SMDO conference. We look forward to your engagement as we continue to achieve greater economic interaction and facilitate stronger ties between elected officials, industry professionals, business owners, and community members.

Best Regards,

A handwritten signature in black ink that reads 'Michael Hightower'. The signature is fluid and cursive, written over a light blue horizontal line.

Michael Hightower
SMDO Conference Host

**2021 SOUTH METRO
DEVELOPMENT OUTLOOK CONFERENCE**
THURSDAY, MARCH 18, 2021

AGENDA

Networking / Vendor Booths 7:30 a.m.
Salute to Front Line Workers 7:55 a.m.

OPENING SESSION 8:00 a.m.

SMDO: Moving Beyond **Michael Hightower**
Managing Partner
The Collaborative Firm

Presenting Sponsor Recognition **Michel “Marty” Turpeau**
Chairman
Development Authority of Fulton County

Special Address **The Honorable Geoff Duncan**
Lieutenant Governor
State of Georgia

Greetings **The Honorable Keisha Lance Bottoms**
Mayor
City of Atlanta

OPENING SESSION



Michel “Marty” Turpeau



Michael Hightower



Special Address
The Honorable Geoff Duncan



The Honorable
Keisha Lance Bottoms



GENERAL SESSION I-A



Michael Paris



Roger C. Tutterow, Ph.D.



Doug Hooker

GENERAL SESSION I-B



Vince Williams



Larry Hanson



Michael Hightower

SESSION I-A

8:15 a.m.

2021 ECONOMIC FORECAST & REGIONAL GROWTH

As we move beyond the past year, in this first quarter of 2021, we are focused on the recovery of the global economy and the necessary transformation of how we live, work and play in a digital age. This session will highlight regional growth and key variables on the region's economic forecast. This panel of experts will also provide insight on economic trends, interest rates, unemployment, and general market solutions.

INTRODUCTION & REMARKS

Michael Paris

President & CEO, Council for Quality Growth

ECONOMIC FORECAST

Roger C. Tutterow, Ph.D.

Director of Econometric Center, Kennesaw State University

ARC REPORT

Doug Hooker

Executive Director, Atlanta Regional Commission

SESSION I-B

9:00 a.m.

GEORGIA MUNICIPAL ASSOCIATION RECOGNITION TRAILBLAZER AWARD

Vince Williams

Mayor, City of Union City

President, Georgia Municipal Association

Board Member, Atlanta Regional Commission

Larry Hanson

Executive Director, Georgia Municipal Association

Michael Hightower

Managing Partner, The Collaborative Firm

SESSION II

9:15 a.m.

TRENDS IMPACTING THE FUTURE OF TRANSPORTATION

Regional transit leaders are strategically dealing with a new sense of normal as they reimagine transportation. Join us for this timely discussion of COVID-19 trends impacting the future of transportation planning and delivery in the South Metro region. Learn how rail, ground, and air transportation in the region are performing in comparison to last year and then how some of our behavioral changes will determine what happens with transportation in the future.

MODERATOR

Andre Dickens

Council Member Post 3 At-Large, City of Atlanta

PRESENTER

John Selden

Airport General Manager

Hartsfield-Jackson Atlanta International Airport

Chris Tomlinson

Executive Director, Atlanta-Region Transit Link Authority

Jeffrey A. Parker

General Manager/CEO, MARTA

SESSION III

10:00 a.m.

AWARDS PRESENTATION

PUBLIC SERVICE LEADERSHIP AWARD

The Honorable David Scott

U.S. House of Representatives, GA-13

INDUSTRY INNOVATION AWARD

John Cornelius

Regional Director, Georgia Power Company

ECONOMIC DEVELOPMENT INNOVATION AWARD

Chris Pumphrey

President, Elevate Douglas Economic Partnership

GENERAL SESSION II



Andre Dickens



John Selden



Chris Tomlinson



Jeffrey A. Parker

GENERAL SESSION III



**The Honorable
David Scott**



John Cornelius



Chris Pumphrey



GENERAL SESSION IV



Jeffrey E. Turner



Lisa Cupid



Carlotta Harrell

GENERAL SESSION V



Michael Hightower



Pat Wilson



FJ "Josh" Fenn



Chris Pumphrey



Samir Abdullahi

SESSION IV

10:15 a.m.

NEW COUNTY CHAIRS RECOGNITION

The South Metro Region continues to evolve and progress. Please join the Commission Chairs of Clayton County, Cobb County, and Henry County as they discuss leadership and moving beyond the impact of the pandemic in these unprecedented times.

PRESENTERS

Jeffrey E. Turner

Chair, Clayton County Board of Commissioners

Lisa Cupid

Chair, Cobb County Board of Commissioners

Carlotta Harrell

Chair, Henry County Board of Commissioners

SESSION V

10:45 a.m.

THE EVOLVING ECONOMY OF SOUTH METRO

The South Metro region's supply chain is an intricate web with threads spanning the globe. The supply and demand shock of 2020 that halted our global economy exposed vulnerabilities in the production strategies and supply chains of our region. Learn how the region is handling these market fluctuations and what comes next as we move beyond...

MODERATOR

Michael Hightower

Managing Partner, The Collaborative Firm

REMARKS

Pat Wilson

Commissioner, Georgia Department of Economic Development

PRESENTERS

FJ "Josh" Fenn

Executive Director, Henry County Development Authority

Chris Pumphrey

President, Elevate Douglas Economic Partnership

Samir Abdullahi

Deputy Director, Select Fulton

SESSION VI

11:30 a.m.

SOUTH METRO DEVELOPMENT HIGHLIGHTS

Celebrate the economic progress of the South Metro Region over the past 12 months.

PRESENTER

Bianca Motley Broom

Mayor, City of College Park

SESSION VII

11:40 a.m.

SMALL BUSINESS RESILIENCY

As consumers limit their movement to prevent the spread of COVID-19, many small businesses are suffering. Join us for a discussion with small businesses that have not only adapted to the challenges associated with COVID-19 but have sustained and succeeded during this economic crisis.

MODERATOR

Michelle T. Willis

Founder, MTW Enterprises, LLC

SMALL BUSINESS ENTERPRISE AWARDS

PANELISTS & AWARDEES

Ashley D. Bell

Partner, Dentons

Former Region IV Administrator, U.S. Small Business Administration

Leonte Benton

Principal and Sr. Vice President, T. Dallas Smith & Company

Leslie Zinn

President, CEO, Arden's Garden

CLOSING

12:10 p.m.

Michael Hightower

Managing Partner, The Collaborative Firm

South Metro Development Highlights Video

GENERAL SESSION VI



Bianca Motley Broom

GENERAL SESSION VII



Michelle T. Willis



Ashley D. Bell



Leonte Benton



Leslie Zinn



Michael Hightower



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