



CLIENT: Forward Atlanta/Metro Atlanta Chamber of Commerce

BACKGROUND: The world view for Atlanta's citizenry changed in late 1990 when the International Olympic Committee awarded the 1996 Summer Olympics to Atlanta. The corporate leadership of Atlanta correctly envisioned a singular opportunity to build and promote a world-wide Atlanta "brand" while they dominated the "eyes of the world" during that two-week stretch. In 1991, the MACOC determined that a then dormant Forward Atlanta fund offered the best vehicle to collect and expend financial resources to build and promote the Atlanta brand through media opportunities created by the Olympics. Beginning with the first campaign in 1991, themed "Preparing Atlanta for the Olympics", the MACOC has institutionalized Forward Atlanta through four total five year funding cycles.

RDG ROLE: Through the first three Forward Atlanta campaigns (1991, 1997, 2002) RDG utilized the direct solicitation approach to execute the campaigns. In 2007, RDG managed a hybrid campaign as MACOC staff and volunteers accepted more responsibility for individual solicitations.

RESULTS: Over the course of four campaigns, RDG has helped the MACOC generate close to \$85 million in all private funding for their Forward Atlanta initiative.

LEGACY: Forward Atlanta has become the most well-funded all privately resourced regional economic development program in the United States. With those funds, Forward Atlanta has successfully recruited hundreds of companies and helped retain, create and attract tens of thousands of new jobs to the region. The Atlanta brand is truly global, and is well-known for innovative initiatives designed to attract headquarters, technology companies and workforce, and grow entrepreneurs. Moreover, Forward Atlanta has become the primary vehicle for funding important regional "special projects" such as public policy platforms focused on transportation and air quality reform.

FOR MORE INFORMATION CONTACT:

Janice Rys, Senior Vice President Organizational Development
404-586-8473
jrys@macoc.com

Hans Gant, Senior Vice President Economic Development
404-586-8456
hgant@macoc.com

