



**Atlanta, GA**

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## **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 five total five-year funding cycles.

## **RDG'S ROLE AND RESULTS**

Through the first three Forward Atlanta campaigns (1991, 1997, 2002) RDG utilized their direct solicitation approach to execute the campaigns. In 2007 and 2012, RDG managed hybrid campaigns as MACOC staff and volunteers accepted more responsibility for individual solicitations.

Over the course of five campaigns, RDG has helped the MACOC generate close to \$115 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.

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