



Atlanta Development Authority

**FOR IMMEDIATE RELEASE**

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**The Atlanta Development Authority Selects Garner Economics as Research and Data Consultant**

The Atlanta Development Authority (ADA) is pleased to announce the selection of Garner Economics as its research and data consultant. ADA is a research-based economic development organization focused on residential, business and investment growth within the city of Atlanta. Quality analysis and accurate data build the foundation for strategic economic development planning and execution as well as public policy recommendations.

"In 2010, ADA, the Mayor's Office and our economic development partners will update the City's economic development plan," says ADA President Peggy McCormick. "Garner Economics' role in setting benchmarks and measuring results will be critical."

Jay Garner, president of Garner Economics, is the past chairman of the International Economic Development Council, the largest economic development professional trade organization in the world. On his team, Tom Tveidt will be the primary research economist for this project. Tveidt is nationally recognized as being a leader in data compilation and interpretation.

"We are pleased to be a part of the ADA team," Garner said. "They are a national leader in economic development service delivery to their constituents and are a best practice example of effective development organizations. Our association with the ADA is a great fit for our company".

ADA will begin publishing a quarterly Economic Snapshot for the city of Atlanta that includes data at the submarket level.

"It's hard to find annual data at the city or neighborhood level," says Sonya Moste, director of marketing for the ADA. "It's usually at the state, metro or county level. We want to provide quality data and independent analysis to anyone considering investment and expansion in Atlanta."

**ABOUT ATLANTA DEVELOPMENT AUTHORITY**

The Atlanta Development Authority is the official economic development agency for the city of Atlanta. ADA represents in-town Atlanta, which has a population of 530,000 and growing. ADA is a research-based economic development organization, focused on residential, business and investment growth in the city. To learn more, visit [www.atlantada.com](http://www.atlantada.com).

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