



#microATL

PROGRAM OVERVIEW

WHAT IS #MICROATL?

The Department of City Planning's (DCP) Economic Development Division's new initiative, #microATL, aims to reinvigorate Atlanta's public realm by transforming underused spaces into hosts for friendly small business operators commonly known as microenterprises. These include vending operators.

#microATL is a fusion of business development, workforce training and placemaking. It's rooted in addressing the systemic barriers microenterprises face and strengthening the vibrancy of Atlanta's unique neighborhoods. Microenterprises foster thriving communities by paving a way for Atlanta's small businesses to grow, create jobs and diversify consumer options.

Through #microATL, the City of Atlanta is shifting away from the traditional view of vending as a transactional occurrence and towards vending as a modern economic mobility tool.

WHY #MICROATL?

Fostering microenterprise development creates more opportunity for underserved communities to become business owners by providing lower barriers to access. The impact that microenterprises have often extends beyond the business owner to the surrounding community by creating employment opportunities, promoting local ownership and wealth building and increasing product diversity for consumers.

#microATL's investment in Atlanta has the potential to transform the lives of its many of its most vulnerable residents.

Train

Business training and technical assistance provide aspiring entrepreneurs and first-time business owners with the skills to operate a profitable business. It helps them create the infrastructure to eventually grow into a larger operation.

Microenterprise training is truly an investment in building skilled workforces and prosperous communities that Atlanta can be proud of.

Activate

#microATL is an opportunity to reinvigorate Atlanta's public realm by activating previously underused space with friendly operators, culturally diverse food options, and unique retail and art vendors..

Atlanta's uniquely branded commercial and entertainment corridors draw thousands of tourists and residents alike to our City every day. Through #microATL, both thriving and growing communities across Atlanta can use vending to enhance neighborhood vibrancy and unlock hidden potential.

GOALS

- Increase economic opportunity for underserved groups in Atlanta
- Promote strong and vibrant commercial corridors
- Align City policy with industry demand for microenterprise opportunity.
- Provide training and technical assistance for entrepreneurs and first-time operators

Photo Credit: Project for Public Spaces

For more information contact Kayla Ryan
at ksryan@atlantaga.gov or 404-330-6121



Department of
CITY PLANNING