

**WELCOME**

**ATLANTA:**

**GATEWAY TO THE FUTURE**

VOLUME I

# WELCOME

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In the last three decades of the 20th century, one city in the Americas seized its destiny as a global force for human rights and set free a spirit of change that helped reshape the values of civil society in the United States and around the world.

On the strength of its values of openness and equal opportunity—and its unrelenting entrepreneurial dream—Atlanta rose to become an international beacon of unity in diversity and fulfilled the economic promise of prosperity for anyone and everyone with the talent and drive to achieve their goals.

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The imaginative ability of the city's leadership to align the political demands of social change with the unfolding opportunities of economic growth gave Atlanta unrivaled momentum. Throughout the 1990s and into the current cycle of recovery, Atlanta led the U.S. in job creation—and became the most formidable new destination of global trade in the nation.

While building its international profile, Atlanta succeeded in elevating its grand tradition of Southern hospitality—sustaining a gracious style of living that has made it a magnet for people who value quality of life—who want a hometown that balances a beautiful natural setting, a robust corporate community and a cultured atmosphere for living, working and growing.





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It is an honor for Atlanta to be able to extend its hospitality—and its vibrant values of inclusion—to the Free Trade Area of the Americas (FTAA) Secretariat. Be assured that this city will marshal all of its considerable resources to help you build global momentum for the 21st century—and welcome you with bonds of friendship into this thriving, growing, global community.

# ATLANTA

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In Atlanta, a warm welcome and a personal embrace are part of the tradition of Southern hospitality that sets the city apart. Within this volume, a group of Atlanta's leading citizens has stepped forward to extend its hand to the nations of the FTAA and offer personal insights into the wealth of the city's attractions and appeal...

**IN 30 WORDS OR LESS.**







# 01. VISION

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“Over the years, The Carter Center has become a destination for global leaders and communities seeking political and social transformation. We help foster positive change around the world and are dedicated to nurturing democracy and transparency wherever we’re invited—all in a global drive to elevate human equality. We have always believed in the free interaction of cultures represented by the ideals of the FTAA. It isn’t just a nice idea to us—it is a mandate of the human spirit and the heartfelt desire of people everywhere who share a vision for a better world.”

**Jimmy Carter, 39th President of the United States,  
76th Governor of the State of Georgia, Nobel Peace Prize  
Laureate and Founder of The Carter Center**

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**A forum on Financing Democracy** in the Americas convened more than 100 leaders from across the Americas at The Carter Center in 2002. The conference, one of many since the Center’s founding, created a compelling and dynamic dialogue on the relationship between campaign finance and democratic

institutions in the Western Hemisphere. The Carter Center—and the Atlanta business community that supports it—is committed to fostering the open relationships that will ultimately define—and unite—the Americas in the 21st century.

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## 02. SPIRIT

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“Expanding trade in the 21st century must be linked to the spirit of economic justice and human rights. Locating the Secretariat of the FTAA in Atlanta will help to promote these values as we seek greater prosperity throughout the Americas.”

**Coretta Scott King, Founding President,  
Chair and CEO, King Center for Non-Violent Social Change**

*Coretta Scott King*

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**The Martin Luther King, Jr. Center for Non-Violent Social Change** carries on the work of the Nobel Peace Prize Laureate and leader of the Civil Rights Movement, providing inspiration, information and education to those engaged in the struggle to ensure that all people enjoy equal rights in civil societies everywhere.

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A large, light-colored marble headstone for Rev. Martin Luther King. The stone features decorative corner carvings of oak leaves. The text is engraved in a serif font. In front of the stone are several large floral arrangements, including a prominent one with red carnations and another with white and red flowers.

REV. MARTIN LUTHER KING,

1929 — 1968

“Free at last, Free at last,  
Thank God Almighty  
I am Free at last.”



## 03. INNOVATION

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“The most important thing you need to know about Atlanta is that it’s a great launching pad. There’s no limitation here on how far an idea can go. In the late 1970’s, I started thinking about creating a 24-hour all-news network, but even I didn’t think CNN would be as successful as it has become. Revolutionary ideas are born all the time—most of them die an early death—but I think the ones nurtured in Atlanta have a better chance of being realized.”

**Ted Turner, Founder of CNN and  
Turner Broadcasting, Noted Global Philanthropist**

A handwritten signature in black ink that reads "Ted Turner". The signature is fluid and cursive, with a long horizontal stroke at the end.

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**CNN, the original 24-hour cable television news service**, has grown from its start in Atlanta to become a global network that broadcasts in more than 200 countries. Turner Broadcasting operates many of the most powerful and well-established networks in entertainment and news, including the Cartoon Network, Turner

Classic Movies and TBS Superstation. Internationally, Turner Broadcasting airs more than 30 language- and region-specific versions of its news and entertainment networks, including CNN en Español.

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## 04. COURAGE

“The interaction of business and government leadership in Atlanta has produced a model of public/private enterprise that many cities aspire to imitate—a model that efficiently facilitates the kind of support and services the FTAA Secretariat deserves. Atlanta has always had the courage to make the hard decisions—to shift and share power in ways that open new doors, generate change, set new trends and foster inclusion. The business community is very engaged in shaping the future of this city. To that end, the commitments of our business community to the FTAA are strong. We’re looking forward to demonstrating our public/private commitment to you.”

**Tom Chapman, Chairman & CEO, Equifax Inc.,  
and Vice Chairman, Hemisphere, Inc.**

**The strength of Atlanta’s robust economy** and powerful business community is reflected in the fact that the city continually leads the nation in the business of economic development. During the past 10 years, Atlanta has built nearly 40 million square feet (3.7 million square meters) of new office space, more than 30,000 new hotel rooms and added more

than 626,000 new jobs to an economy that has consistently led the United States in job growth. And the future looks just as bright. Today, the city has more than US\$14 billion in new construction projects under way—a massive amount of development for any city anywhere.







## 05. LEADERSHIP

“Atlanta’s rise to international prominence was built on a partnership of government, academic, business and community leadership that I believe is unique to this city and state. Our common purpose is to create a better future for the growing citizenry of Georgia, which includes thousands of people arriving into our region daily. This unique relationship has engendered an enlightened style of leadership that is bold in its vision, flexible in its approach, and uncompromising in its drive for success. The strength of this public/private partnership is reflected in Atlanta’s quest for the FTAA Secretariat as it was in our quest to secure the 1996 Centennial Olympic Games. I extend my welcome to you on behalf of all the citizens of Georgia and I want you to know that this partnership tradition will extend to the FTAA. The state, in conjunction with the city, will leverage our considerable resources to achieve the FTAA’s goals.”

**The Honorable Sonny Perdue, Governor  
of Georgia and Chairman, Hemisphere, Inc.**

A handwritten signature in cursive script that reads "Sonny Perdue".

**The State of Georgia has reached beyond** its borders to build a broader partnership in support of Atlanta’s bid for the FTAA Secretariat. Leading states in the Southeast U.S., such as Louisiana and Tennessee—have pledged their support of the bid, ensuring an extended sphere of regional political influence for the

FTAA. Atlanta’s leadership role in the Southeast U.S. and its robust economy—which would rank as the 31st largest in the world if Atlanta were a country—ensures that the FTAA Secretariat will have strong allies in Washington, DC, as well.





## 06. PRESENCE

“Atlanta is an open city that treasures its diversity and welcomes everyone into its family. It is a place of unmatched opportunity, which is why I believe it has grown faster than other major metropolitan areas in the United States in each of the last three decades. From its beginnings, Atlanta has always served as a great crossroads of transportation, trade and culture—a gateway to the future. The fact that more passengers pass through Hartsfield-Jackson Atlanta International Airport than any other in the world is a tribute to the foresight of my predecessors who envisioned the promise and potential of Atlanta emerging as a global capital of transportation and commerce. It is this vision we are carrying forward with our bid for the FTAA Secretariat.”

**The Honorable Shirley Franklin, Mayor of Atlanta**

**Atlanta’s airport has emerged** in the last 30 years as a major hub of international travel. Expanded to its current dimensions in the 1980s and 90s, Hartsfield-Jackson Atlanta International Airport is currently undergoing a US\$5.4 billion development that will expand it by a third, add a new fifth parallel runway and a new international terminal—ensuring its position as the world’s most efficient and

busiest passenger airport. After the expansion, the airport will be able to handle 121 million passengers a year, more than any other airport in the history of flight. The airport’s growing stature as a global gateway of trade will reach a new peak in 2004, as an unprecedented 81 million passengers travel through this single site.





## 07. CHARACTER

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“People are always stunned at Atlanta’s ability to reinvent itself—to rise like the mythical phoenix from its own ashes to nimbly shift direction and become something new. They forget that Atlanta is the only U.S. city destroyed by the fires of war—and before it was 20 years old, this city had to rebuild itself from the ground up. Reinvention is part of Atlanta’s core character.”

**Sam A. Williams, President,  
Metro Atlanta Chamber of Commerce**

A handwritten signature in black ink that reads "Sam A. Williams". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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**The mythical phoenix**—a bird that rises from its own ashes to fly again in an endless cycle of reinvention—is the symbol of Atlanta. In 1864, at the end of the Civil War, Atlanta was burned to the ground by the Union Army—a scene immortalized in the 1939 movie classic,

“Gone With The Wind.” Atlanta had 4,000 buildings when the firestorm started and only 400 when the flames were doused. From these ashes a modern city was built that is now the economic and cultural capital of the Southeast U.S.

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