



GMA BUSINESS ALLIANCE PROGRAM

2027 BUSINESS SPONSORSHIP OPPORTUNITIES



ADVOCACY. SERVICE. INNOVATION.



OUR VISION

Our vision is to create sustainable, mutually beneficial relationships between the Georgia Municipal Association (GMA), Georgia's Cities and our Business Alliance Program Participants that help to build strong, vibrant communities.





A MESSAGE FROM THE GEORGIA MUNICIPAL ASSOCIATION



LARRY HANSON, GMA CEO AND EXECUTIVE DIRECTOR

Since 1933, the Georgia Municipal Association has been the voice for Georgia's cities. Today, GMA represents all 536 of Georgia's cities, and the Business Alliance Program is how we connect that network to companies like yours.

Over the past ten years, the Business Alliance Program has grown from about two dozen companies to more than 100 today. The companies that get the most out of this program are the ones that show up ready to work with cities, not just appear as a name in a directory. I've watched Alliance participants help cities solve real problems, from infrastructure financing to public safety technology to municipal broadband.

Through the Alliance and event sponsorship programs, your company gains direct access to the mayors, council members, city managers and purchasing agents who make decisions for cities across the state, from Atlanta to the smallest rural community. In return, GMA and its 536 member cities gain access to the expertise and resources your company brings.

The Alliance is here to help you grow your business while helping Georgia's cities do the same for their communities.

I encourage you to review the sponsorship levels and opportunities in this packet and find the right fit for your company. If you have questions, reach out to businessalliance@gacities.com. We look forward to working with you in 2027.

Sincerely,
Larry Hanson, GMA CEO and Executive Director



ABOUT GMA



GMA's Business Alliance Program connects municipal leaders with companies that are committed to strengthening Georgia's communities. Our Business Alliance companies bring expertise, innovative solutions and ongoing investment that help cities address today's challenges while planning for the future. We appreciate their continued commitment to supporting Georgia's cities."

— YOUNG HARRIS MAYOR ANDREA GIBBY, GMA PRESIDENT

The mission of the Georgia Municipal Association is to anticipate and influence the forces shaping Georgia's cities and to provide leadership, tools and services that assist municipal governments in becoming more innovative, effective and responsive.

GMA has two 501c3 nonprofits

- Georgia Cities Foundation
- GeorgiaForward, Inc.

GMA also works with several municipal and professional associations to support annual conferences and events. GMA can help your company connect with the targeted audiences and communities of these organizations through sponsorship and exhibits which include:



Georgia Association of Fire Chiefs:

Supports career, combination and volunteer Chiefs with a common goal of bettering the fire service and its service delivery to the citizens of Georgia.



Georgia Association of Land Bank

Authorities (GALBA) Provide education and updated legislation information to Land Bank Authorities throughout Georgia. GALBA encourages communities' involvement with local and regional Land Banks.



Georgia Municipal Clerks Association:

Promotes the exchange of ideas with a large network of clerks across Georgia. Additionally, GMCA continues professional development through sponsored educational programs.



Georgia City-County Management

Association: Creates excellence in local governance by fostering innovation, mentoring, networking, continuing education and other professional development opportunities.



Georgia Downtown Association:

Promotes the economic redevelopment of Georgia's traditional downtowns through advocacy, education and marketing.



GMA Gas Section: Foster, coordinate and perform, or cause to be performed, conferences, short courses and training sessions and/or mediums for discussion, study and communication regarding transportation, storage, production and utilization of natural gas by municipal operators.



GEORGIAFORWARD



As the philanthropic arm of GMA, GeorgiaForward exists to empower collaborative problem-solving, foster civic engagement, and develop future leaders through innovative programs and strategic partnerships. We are uniquely positioned to connect solutions to community leaders that strengthen urban and rural cities across our state, helping to break the cycle of intergenerational poverty.

At GeorgiaForward, we believe that Georgia's future depends on our people. For this reason, we are committed to investing in the next generation of Georgians by focusing on literacy initiatives and youth and young professional leadership development. By cultivating leadership, fostering civic engagement, and building partnerships, we are creating a talent pipeline that strengthens Georgia's workforce.

OUR PROGRAMS

- **Young Gamechangers: Civic Education & Engagement**

Young Gamechangers is a leadership-action program for young professionals under the age of 40. Their work not only positively impacts the host community but also builds the talent pipeline for public servants in our state while providing valuable professional development and networking opportunities for our alumni network, connecting them to meaningful work for the future of Georgia.

- **Youth Councils: Youth Civic Education & Leadership Development**

Through the GMA's statewide reach, we promote, recruit, and advocate for youth councils in every Georgia community to increase youth civic engagement and knowledge for stronger communities. GeorgiaForward ensures that Youth Councils' offerings are tailored to meet the diverse needs of each community and effectively engage the next generation.

- **Mayor's Reading Club**

An early literacy initiative connecting city leadership with families, libraries, and educational institutions to emphasize the importance of reading and learning. We promote reading and share the value and importance

of literacy across Georgia through storytelling, public events, and community engagement.

- **The Georgia Literacy Collaborative**

Currently in the development phase, the goal of this multi-year program is to increase literacy rates in Georgia's communities by developing a collaborative learning experience that joins the efforts of new and existing partners for literacy improvement, led by local government officials and partner organizations.

- **Annual Golf Tournament**

The GMA Golf Tournament benefiting GeorgiaForward offers city officials, partners, and sponsors a fun and relaxed opportunity to connect. The tournament combines friendly competition, networking, and camaraderie while supporting GeorgiaForward's mission to inspire civic engagement and strengthen Georgia's communities through leadership development and collaboration. The golf tournament is held in the fall of each year at a municipal golf course.



DONATE TODAY

BECOME AN ANNUAL FUNDING PARTNER TODAY!

<https://georgiaforward.gacities.com/>

2026

THE VALUE OF GEORGIA'S CITIES

CITIES PLAY A VITAL ROLE IN THE STATE'S ECONOMY.



Georgia cities comprise only **8.4%** of the land area in Georgia.



Cities contain **45%** of the population in Georgia.



74% of Georgia cities have a population of 5,000 or less.



Cities account for **91%** of GDP in Georgia.



Cities provide **70%** of jobs in Georgia.



The population in Georgia cities increases during the daytime by **24%** due to commuting, and cities provide services (water, sewer, fire and police protection, etc.) to both daytime and resident populations.



44% of the assessed value of all property in the state



64% of all commercial property in the state



49% of all industrial property in the state



55% of all tax-exempt property
Cities are responsible for providing a variety of services to tax-exempt properties.



48% of housing structures in the state

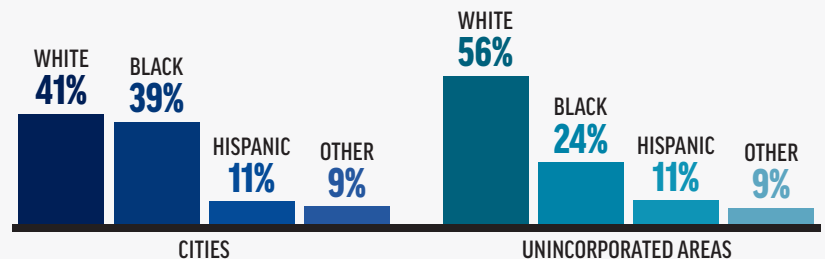


43% of single-family housing structures in the state

74% of multi-family housing structures in the state

CITIES ARE INCLUSIVE AND VIBRANT. THEY ARE HOME TO OPPORTUNITIES AND SERVICES FOR A MORE DIVERSE GROUP OF RESIDENTS.

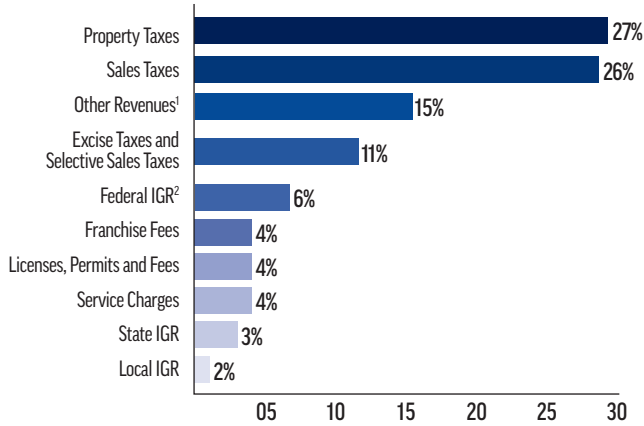
RACIAL DISTRIBUTION OF POPULATION



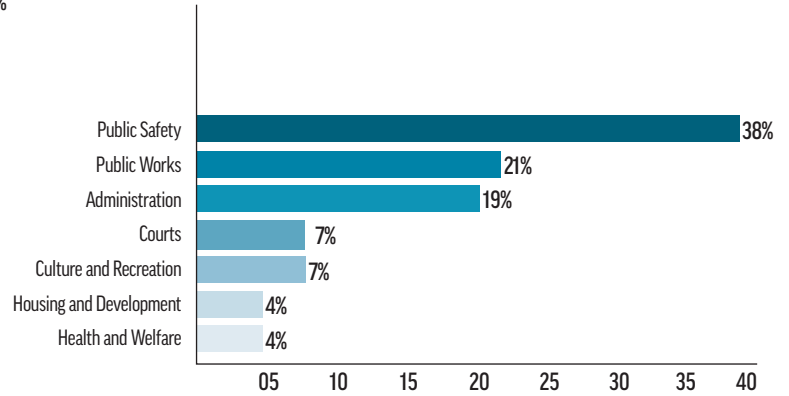
For more information on the value of Georgia's cities, visit www.gacities.com or scan the QR code.

THE VALUE OF GEORGIA'S CITIES 2026

LOCAL GOVERNMENTS ARE INVESTING IN THE FUTURE:



MUNICIPAL REVENUES BY SOURCE, FY2024



MUNICIPAL EXPENDITURES BY CATEGORY, FY2024

¹Other Revenues is a section of the Report of Local Government Finances (RLGF) that covers at least 17 different types of fees, fines and sources of revenue not captured in the other categories.

²IGR refers to intergovernmental revenues.

SPLOST AND TSPLOST REVENUES

95%

of SPLOST referenda have been approved by local voters since 2001.

10.3

billion dollars in SPLOST revenues were distributed to local governments to pay for voter-approved capital projects from 2020-2024.

43%

Georgia counties have a Single County TSPLOST in place.

107

counties are either in a Single County TSPLOST or TIA Region.

4

regions have implemented a Regional (TIA) TSPLOST.

Funds will not be enough - a strong, long-term partnership between local, state and federal governments is needed to address local infrastructure needs statewide.

For more information on the value of Georgia's cities, visit www.gacities.com or scan the QR code.





GMA BUSINESS ALLIANCE PROGRAM 2027

With three levels of participation available, businesses can market and engage year-round with GMA's municipal members representing all of Georgia's 536 cities.

Through your investment in GMA, you help support efforts to strengthen cities, and at the same time, raise your profile with elected and appointed municipal officials.

	PLATINUM	GOLD	SILVER	NONPROFIT
ANNUAL RATE	\$3,500	\$2,000	\$1,000	\$250
MARKETING AND ALIGNMENT BENEFITS				
GMA Online BAP Directory including logo, description, contact information, website link	✓	✓	✓	✓
Electronic GMA member excel data base (name, city, address, city phone, titles including Mayor, Clerk, City Manager, Purchasing Agent, and Council Members)	✓	✓	✓	✓
Listing in BAP Guidebook – a printable pdf featuring company products and services directory	✓	✓	✓	✓
Electronic Banner Ads – Platinum: 4 placements Gold: 2 placements Value: \$500 per ad. Featured in GMA's weekly e-newsletter, reaching over 5,500 city officials	✓	✓		
BAP "Sponsor Focus" Full Page advertorial: Value \$1,310. Profiling Company Executive published in GMA's <i>Georgia Cities</i> magazine, with quarterly print over 7,000 print and archived online edition.	✓			
Embedded video on BAP Directory company page	✓			
Press release announcement on BAP participation created and circulated by GMA with sponsor review and approval	✓	✓		
Exclusive only for BAP - Opportunities to sponsor special events and meetings	✓	✓	✓	✓
Opportunities to submit subject matter expertise	✓	✓	✓	✓
Annual recognition Thank You listing in GMA's <i>Georgia Cities</i> magazine – Platinum Gold BAP logos featured	✓	✓	✓	✓
DISCOUNTED RATES				
Discounted sponsorship fee for Cities United Summit and Annual Convention	15%	10%	10%	
Discounted rates on advertising in Georgia's Cities magazine	15%	10%	10%	
Discounted BAP attendee registrations up to 50% for GMA's Annual Convention and Cities United Summit	✓	✓	✓	✓
INDUSTRY NEWS AND UPDATES				
Complimentary subscription to Georgia's Cities magazine	✓	✓	✓	✓
Complimentary subscription to GMA's "This Week at GMA" e-newsletter	✓	✓	✓	✓

For more information, contact businessalliance@gacities.com



CITIES UNITED SUMMIT 2027

January 22-25, 2027 Omni Atlanta Hotel at Centennial Park
Sponsorships close December 11, 2026

Cities United Summit brings together nearly 1,000 Georgia city officials to advocate for municipal priorities. The summit enables attendees to engage with state leaders during Cities United Day at the Capitol. Municipal Institute training classes are also available and offered in partnership with UGA's Carl Vinson Institute of Government.

	SPONSORSHIP LEVELS				
	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
BENEFITS	\$20,000	\$10,000	\$5,000	\$3,000	\$1,750
# of Summit Full registrations includes all events - Value \$500 per registration	4	2	1		
# of additional tickets to sponsored event(s)	4	2	2	2	2
Legislative Monday Breakfast recognized sponsor	✓	✓	✓		
GMA Board of Directors Reception recognized sponsor	✓	✓			
Sunday Evening Networking Reception open to all attendees recognized sponsor	✓	✓	✓	✓	✓
Awards Sunday Luncheon recognized sponsor	✓	✓	✓	✓	
First Time Attendee Orientation Sunday Breakfast recognized sponsor	✓			✓	
Refreshment Breaks sponsor Friday, Saturday, Sunday					✓
Opportunity to speak briefly (one-minute address) to attendees at sponsored event	Legislative Monday Breakfast	Legislative Monday Breakfast	GMA Event Assigned	GMA Event Assigned	N/A
Display table in pre-function/registration area	✓	✓	✓		
Sponsor logo on Badge Printing stations screens	✓				
Logo featured on Mobile Event App	✓	✓			
Advertisement in event program	Full page	1/2 page			
Electronic Banner Ad - Value: \$500 per ad. Featured in GMA's weekly e-newsletter, reaching over 5,500 city officials	2x	2x	1x		
Company Branding on Summit onsite signage, event website, General Session Screens, and Sponsor Thank you Ad in GMA's <i>Georgia Cities</i> magazine, with quarterly print over 7,000 print and archived online edition.	✓	✓	✓	✓	✓
Public recognition by GMA Leadership	✓	✓	✓	✓	✓
List of names of event registrants pre-and post event. Includes Name, City, and Title (list does not include email addresses)	✓	✓	✓	✓	✓

Requirement of active/paid 2027 Business Alliance Program status to qualify for Cities United Summit sponsorship

For more information, contact businessalliance@gacities.com



ANNUAL CONVENTION 2027

June 25-29, 2027 Savannah Convention Center, Sponsorships close May 3, 2027

Held every year in Savannah, GA, this energizing and highly awaited 4-day event features engaging sessions and unrivaled training for city officials and local leaders from across the state. The Convention provides over 2,500 city officials, staff and guests with access to training, workshops, policy meetings, specialized forums, networking, social events and industry solutions for municipal governments.

The Convention also includes the Municipal Marketplace, a tradeshow featuring products and services that improve the operations of cities to enhance the lives of their citizens.

SPONSORSHIP LEVELS							
	PRESENTING	DIAMOND	PLATINUM	GOLD	SILVER	COPPER	BRONZE
BENEFITS	\$25,000	\$20,000	\$10,000	\$5,000	\$3,000	\$2,000	\$1,500
# of Convention Full registrations - Value \$500 per registration	4	4	2	1	N/A	N/A	N/A
# of additional tickets to sponsored event(s)	4	4	4	2	2	1	N/A
GMA Board of Directors Reception tickets	4	2					
Opening Session and Closing Event recognized sponsor	✓	✓	✓				
General Session recognized sponsor	✓	✓					
Awards Event Luncheon recognized sponsor			✓				
Opportunity to speak briefly (two-three minutes)	Opening Session	GMA Assigned	GMA Assigned				
Thirty-second video sponsor provided (commercial) featured at event	Opening Session	GMA Assigned	GMA Assigned				
Choice of ONE sponsored event *Exhibit Hall Opening Event, *Exhibit Hall Buffet Lunch, Elected Official Mentor/ Mentee Meet and Greet event				✓			
Choice of ONE sponsored event Training Lunch Buffet, City Managers' Meeting, City Attorneys' Meeting					✓		
Choice of ONE -District Information Sessions and Refreshment Station Sessions organized by GMA districts. The sponsor will receive recognition at all sessions (estimated 5-6), at refreshment station, and opportunity to attend all sessions.						✓	
Food and Beverage breaks							✓
Ad in Convention Program	Full page	1/2 page	1/4 page				
Company Branding on Conference onsite signage, event website, General Session Screens, and Sponsor Thank you Ad in GMA's <i>Georgia Cities</i> magazine, with quarterly print over 7,000 print and archived online edition.	✓	✓	✓	✓	✓	✓	✓
Public recognition by GMA Leadership	✓	✓	✓	✓	✓	✓	✓
List of names of event registrants pre-and post event. Includes Name, City, and Title (list does not include email addresses)	✓	✓	✓	✓	✓	✓	✓
Electronic Banner Ad - Value: \$500 per ad. Featured in GMA's weekly e-newsletter, reaching over 5,500 city officials	2	2	1				

EXHIBIT BOOTHS: Convention exhibit booths are not included in sponsorship packages. The online exhibit purchasing portal to open in Spring 2027. Standard 10' x 10' exhibit booth is estimated to cost \$1,800. Additional costs apply for power and other booth add-ons.

Requirement of active/paid 2027 Business Alliance Program status to qualify for Convention sponsorship

**Gold level sponsored exhibit hall events require separate exhibit hall booth purchase*

For more information, contact businessalliance@gacities.com

SPRING AND FALL DISTRICT MEETINGS 2027

GMA conducts an energetic road show of Spring and Fall District Meetings every year held in conjunction with a luncheon or dinner to provide opportunities for city officials to discuss legislative issues, receive updates on GMA programs and services and learn how they can get involved in GMA activities. District Meetings are ideal opportunities for companies to engage, network and enjoy a meal with mayors, council members, city managers and other municipal officials representing cities across the state.

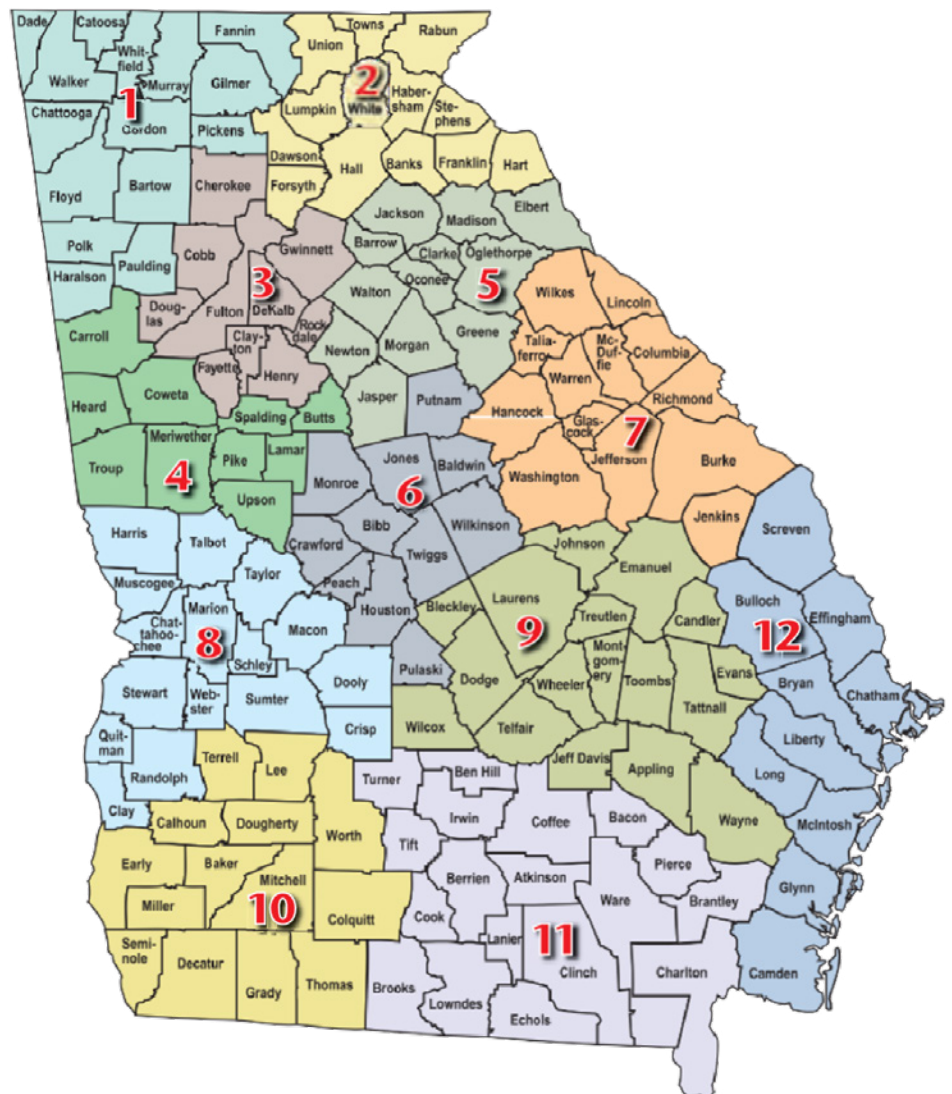
MEETING SPONSORSHIP

Rates: \$650 per District Meeting
20-40 average attendance

- Limited number of sponsors per meeting

BENEFITS INCLUDE

- Table for sponsor to display marketing materials
- Opportunity for 2 sponsor representatives to attend sponsored meeting(s)
- 1-minute speaking opportunity for company representative to say, "thank you" and give brief intro of product or service
- Dining with attendees for high engagement networking
- Sponsor logo featured at event and on registration site
- Attendee list, pre and post event
- Public recognition by GMA leadership during event



Requirement of active/paid 2027 Business Alliance Program status to qualify for District Meeting sponsorship



SMALL CITIES CONFERENCE 2027



**Small Cities
CONFERENCE**
BUILDING STRONGER COMMUNITIES

May 19-21, 2027 Dublin, Georgia Sponsorships Close April 2, 2027

GMA's annual Small Cities Conference is designed to provide over 125 city officials and staff the opportunity to meet, network, and discuss topics that are most relevant to small cities. Each year the conference is filled with informative sessions and ample opportunities to connect with a variety of companies and agencies that provide essential resources to help streamline city operations.

Sponsors are invited to join all events, meals, and city attendee sessions including the Host City evening reception.

A dedicated space for Exhibit tables features refreshments and offers sponsors an opportunity to display materials and join attendees during breaks.

SPONSORSHIP LEVELS		
	PLATINUM	GOLD
BENEFITS	\$2,500	\$1,000
# of Full Registrations – Value \$150 per registration	2	2
Company Branding on Conference onsite signage, event website, General Session Screens	✓	✓
Tabletop Exhibit for materials display	✓	✓
List of names of event registrants pre-and post event. Includes Name, City, and Title (list does not include email addresses)	✓	✓
Sponsor speaking opportunity – 2 Minutes	Featured at Two (2) General Session Events	Featured at One (1) General Session Event
30-second sponsor-provided video	Featured during • Open General Session • Lunch Session • Closing Session	
Electronic Banner Ad - Value: \$500 Featured prior to Conference in GMA's weekly e-newsletter, reaching over 5,500 city officials	✓	

Requirement of active/paid 2027 Business Alliance Program status to qualify for Small Cities Conference sponsorship

GMA SPECIAL EVENTS 2027

City officials count on GMA to enhance their knowledge and skills. Throughout the year, GMA addresses the needs faced by cities through specialized workshops, meetings and trainings featuring subject matter experts and community leaders. GMA provides limited opportunities for companies to sponsor and align themselves with high quality programs throughout the year.

BENEFITS FOR ALL EVENTS LISTED INCLUDE:

- Two company representatives may attend each event and Event meals and/or receptions are included, unless otherwise noted.
- One-minute speaking opportunity
- Registered attendee list including names, cities, and titles. *(Email addresses are not included.)*
- Public recognition by GMA leadership during the event.
- Company branding on event signage, webpage, agenda materials, and PowerPoint presentations (Branding opportunities may vary by event)
- Tabletop display space for company materials at selected events.

UPCOMING EVENTS INCLUDE:

Hub Cities Initiative

- Breakout meeting at January Cities United Summit and June Annual Convention – Sponsorship cost \$1,000 per meeting**
- 2 day Fall Meeting – Sponsorship cost \$2,500**

Comprised of the 13 core cities of the Metropolitan Statistical Areas (MSA) outside of Atlanta: Albany, Athens, Augusta, Brunswick, Columbus, Dalton, Gainesville, Hinesville, Macon, Rome, Savannah, Valdosta, and Warner Robins. The Mayor and city manager from each city is invited to attend the events. Average attendance-20 city officials.

GMA Legislative Policy Council (LPC) Dinner

- March 2027 | Atlanta - Mid session focus**
- April 29, 2027 | Young Harris - Post session focus**

The LPC is the focal point for GMA's legislative policy effort, combining the efforts and input of GMA's six standing policy committees with its district outreach effort. The LPC dinner is attended by 30-40 members of the LPC along with GMA senior leadership. During the legislative session, the LPC provides real-time feedback and advice on critical policy issues at the Capitol. Sponsorship cost \$1,500 per dinner

GMA Board of Directors Reception and Dinner:

- April 30, 2027 | Young Harris**
- Fall 2027 | Atlanta**

GMA's 66-member Board of Directors, composed of city officials from across the state, who govern GMA hold a spring and fall meeting which is preceded by two events – a reception and a dinner. Attended by 40-60 GMA board of directors along with GMA senior leadership. Sponsorship cost: \$2,500



GMA SPECIAL EVENTS 2027

GMA Federal Policy Council (FPC) Reception and Dinner

Fall Date/ Location TBD

The FPC monitors and advocates on federal legislative and regulatory issues impacting Georgia cities, ensuring local governments have a voice in shaping national policies. This event brings together 40+ elected municipal officials from across Georgia who serve on the FPC along with GMA senior leadership.

Sponsorship cost: \$2,500

Training Events

i. **March 4-5, 2027 | Location TBD**

ii. **April 1-2, 2027 | Location TBD**

iii. **September 28-29, 2027 | Sea Palms**

Hosted by the Harold F. Holtz Municipal Training Institute, through a partnership between GMA and UGA's Carl Vinson Institute of Government. Expected attendance- 50-80 municipal elected officials, city managers and assistant city managers.

Sponsorship cost \$1,250 per event

Metro Atlanta Mayors' Association Meetings

I. **Spring Date/ Location TBD**

II. **Fall Date/ Location TBD**

The Metro Atlanta Mayors Association (MAMA), created in 2003, is a cooperative alliance of the mayors of 70 cities in the 10-county metro Atlanta region. Meetings feature a topic selected by MAMA leadership and is conducted in conjunction with a meal. Attended by 30-40 mayors and a mayor invitee.

Sponsorship cost \$2,500 per event

Georgia Cities Reception at National League of Cities

i. **March 15-17, 2027 | Washington DC**

ii. **November 17-20, 2027 | Houston TX**

GMA hosts a reception at the NLC national events.

The reception follows the Georgia Caucus meeting and features beverages and light refreshments. Sponsors are invited to join the meeting and reception.

Attended by 30-50 municipal leaders from Georgia.

Sponsorship cost \$2,500.

Government Communicators Quarterly Series

i. **Meeting sponsorship – 3 per year –**

Sponsorship cost \$500 per meeting

ii. **Conference – Sponsorship cost \$1,250**

Occurring throughout the year, these meetings and programs feature government, private, and corporate sector subject matter experts on topics pertinent to government communications professionals. Events are attended (per event) by 40-55 city, county and state communication professionals, including public information officers and government communications directors.

Requirement of active/paid 2027 Business Alliance Program status to sponsor events

For more information, contact businessalliance@gacities.com



GEORGIA'S CITIES MAGAZINE ADVERTISING PROGRAM 2027

Put your Company in City Halls Across Georgia

GMA's official magazine, Georgia's Cities Magazine, is the only statewide publication reaching the municipal marketplace with a qualified circulation of over 7,000 decision makers and key influencers. Companies can showcase their products, services and solutions through efficient year-round advertising to the publication's subscribers

- **Mayors**
- **Council members**
- **Key city employees**
- **County commission chairs and managers**
- **Public libraries**
- **State agency leadership**
- **Selected press outlets**

Georgia's Cities offers GMA's influential municipal community critical insight and information throughout the year. Each article provides readers with key perspective and reporting including state and federal issues impacting cities, municipal best practices and innovations, city highlights and profiles and solutions that cities can implement to be thriving communities.

RATES	1X	4X
Full Page - 8.375" wide x 10.75" tall - No Bleed	\$1,310	\$1,250
Full Page - 8.625" wide x 11" tall - With Bleed	\$1,310	\$1,250
1/2 Page Horizontal - 7.375" wide x 4.625" tall - No Bleed	\$680	\$650
1/4 Page Vertical - 3.4375" wide x 4.625" tall - No Bleed	\$370	\$350
E-banner ads for This Week at GMA with electronic weekly distribution 5,500 - 600x60 Gif or JPG file (no animated GIF or flash)	\$500	

2027 Advertising Space Close and Materials Due Dates		
ISSUES	ADVERTISING SPACE CLOSE	AD MATERIALS DUE
January	11/18/26	12/10/26
April	2/14/27	3/7/27
July	5/9/27	6/2/27
October	8/15/27	9/5/27

Note: Rate card is net; agency discounts do not apply.

Material specifications: Ad file formats accepted are tif, jpg, eps, pdf.

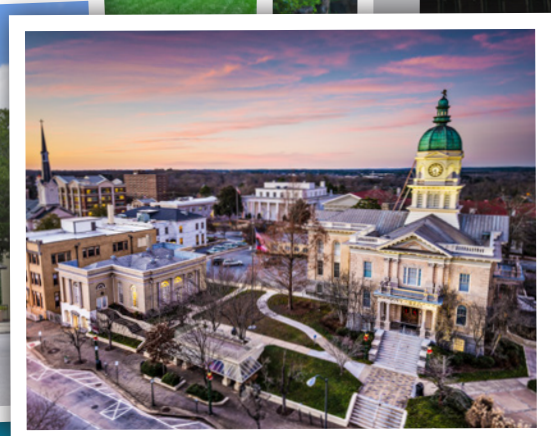
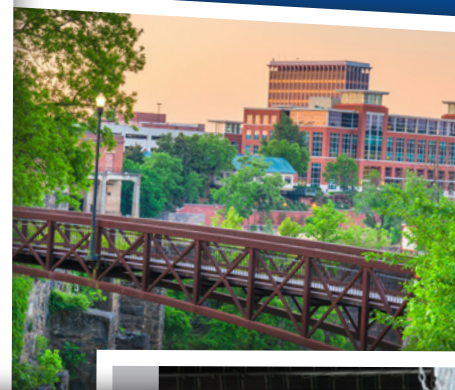
Requirement of active/paid 2027 Business Alliance Program status to qualify for advertising program

GMA reserves the right to reject any advertising creative that doesn't comply with editorial policy or the mission of the Georgia Municipal Association, Inc.

For more information, contact businessalliance@gacities.com



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