

## **Abstract**

Atlanta, Georgia is labeled as Black Mecca of the United States of America since the 1970s. The term “Black Mecca” describes a city which attracts African Americans in big numbers. These people seek better living conditions and especially job opportunities. This fact is quite surprising, because Atlanta belongs to a region of Deep South, where the conditions of African Americans were harsher than in other parts of the country for a very long time besides other things because of “Jim Crow“ segregation laws. This work should present which factors are responsible for the fact that a southern city such as Atlanta became a sought-after center of African American immigration and how these factors were reached. Atlanta became Black Mecca, because it achieved several goals. African Americans politically control the city, Atlanta offers superior job opportunities, high quality educational institutions are located within the city and the relations between white and black people are quite harmonic. These points were achieved besides other things thanks to the people that lived in the city including influential figures such as William Hartsfield, Ivan Allen, Robert Woodruff, Maynard Jackson, Andrew Young and many more.