



## FOR IMMEDIATE RELEASE

### **Decide DeKalb Expands Economic Engagement and Impact in 2019**

*Stakeholder relations, workforce development and entertainment partnerships drive higher quality of life for county residents*

DECATUR, Ga., **January 27, 2020** – As the primary economic development engine to attract, expand and retain businesses in DeKalb County, Georgia, [Decide DeKalb Development Authority](#) is pleased to share its 2019 highlights. Decide DeKalb experienced a surge in capital investment at \$1.14 billion – eight times the capital investment made in 2018. Achieved through coordinated and intentional recruitment across seven sectors, the organization generated 748 new full-time jobs, 747 expansion jobs while retaining 6,016 jobs in DeKalb County. Decide DeKalb’s success is the result of partnerships with passionate local businesses, government leaders and industry professionals who are moving economic development forward for the county.

Working with county agencies, municipalities and a variety of businesses and organizations, Decide DeKalb guided substantial growth opportunities and generated new revenue in 2019. With business development and engagement as guideposts, the organization landed ten new projects, including Children’s Healthcare of Atlanta’s highly innovative North Druid Hills campus. During 2019, Decide DeKalb engaged companies and partners of all sizes across the county with nearly 100 one-on-one meetings to address business retention and expansion opportunities.

“Decide DeKalb’s overall goal is to drive a higher quality of life for DeKalb County residents,” noted Decide DeKalb’s Interim President Dorian DeBarr. “Many factors contributed to growth in 2019, including job creation and access, capital development and community collaboration. Our work reflects the commitment and cohesion needed for a prosperous DeKalb County.”

A significant part of Decide DeKalb’s achievement in 2019 stems from the creation of [Advance DeKalb](#), a five-year transformative economic growth initiative to foster investment in DeKalb County, benefiting all of Metro Atlanta. Launched in January of 2019, the initiative raised \$1.3 million, over 85 percent of its goal, in less than a year. Advance DeKalb’s goals of workforce development, documentation of county infrastructure and services alongside evolution of the DeKalb brand underscore Decide DeKalb’s work to accelerate economic opportunities in the county.

Bringing entertainment projects and revenue to DeKalb County created a palpable wave of excitement. Film, TV, music and commercial revenue permitting further solidified DeKalb County as a serious entertainment destination. Some of the year's wrapped productions included Dolly Parton Presents, Watchmen, The Gig with Shaq & Ken, Bad Boys 3, Doom Patrol, Greenleaf S4, Legacies, The Outsider, The Resident S2, Black Lightning, Zombieland 2 and Jumanji: The Next Level.

Decide DeKalb is making positive economic strides each day for the betterment of DeKalb County and its residents. From forging pivotal partnerships with the 13 incorporated cities to onboarding new WE DeKalb lenders to enhancing work with the Metro Atlanta Chamber of Commerce, Decide DeKalb looks forward to building upon the great success of 2019 in the new year.

Follow Decide DeKalb on [Twitter](#), [Facebook](#) and [LinkedIn](#) to learn about the latest news and updates.

#### **About Decide DeKalb**

Decide DeKalb serves as the primary economic development driving force to attract, expand and retain businesses in DeKalb County, Georgia. Established in 1974 as the Development Authority of DeKalb County, Decide DeKalb works with partners, stakeholders and the business community at-large to spur capital investments, encourage job growth and create business sustainability within our target industries as well as the burgeoning Entertainment sector. For more information, visit <https://www.decidedekalb.com/>.

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