



Find
Success
Here

DEKALB COUNTY



Decide DeKalb

ALL ROADS LEAD TO DEKALB

 DeKalb Peachtree Airport

 Hartsfield-Jackson
Atlanta International Airport

 MARTA Train Station

400

I-85

I-75

I-285

DEKALB
COUNTY

I-20

ATLANTA

I-20

I-85

I-75





Decide DeKalb's role is simple: diversify, grow and expand DeKalb County's economy.

We will transform DeKalb County by applying a strategic approach to ignite business growth – from large industries to smaller entrepreneurial ventures.

Our purpose is to propel DeKalb County's economy forward by leveraging our remarkable access and logistics; celebrating our dynamic diversity; and generating investment in DeKalb's undeniable assets; and promote a prosperous and passionate business community.



MORE THAN HALF OF METRO ATLANTA'S FORTUNE 500 COMPANIES OPERATE IN DEKALB COUNTY



OUR BOARD

MESSAGE FROM THE CHAIRMAN OF THE BOARD



TYRONE RACHAL
Chair

Traveling to an exciting destination makes the journey worthwhile. It all starts with planning and mapping out the course.

Finding your way becomes more gratifying when expert guidance and the proper tools illuminate your path.

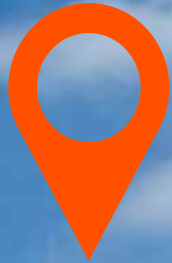
At the Decide DeKalb Development Authority, we offer such complements to businesses and residents who call DeKalb home. And as shown in our 2015 annual report, our efforts truly are on the right path to bringing more economic prosperity to DeKalb County and the Atlanta metropolitan area.

Our strategies to promote DeKalb's business friendly environment, educated workforce, sophisticated global infrastructure, and vast entertainment magnet are gaining momentum and the attraction is our infrastructure and accessibility to airports, rail transportation, roads, education and talent.

Last year we charted the course. This year we are on the road to success. We would like to help your business flourish in DeKalb County. Please contact our team to learn more.

Tyrone Rachal
Chairman of the Board
Decide DeKalb





WE'RE THE PATH TO
ECONOMIC PROSPERITY
IN DEKALB COUNTY



OUR BOARD MEMBERS



TYRONE RACHAL
Chair
President of
Urban Key Capital Partners



DON BOLIA
Vice Chair
Principal with
Peachtree Government Affairs



BAOKY VU
Treasurer



KEVIN GOOCH
Secretary
Partner at
Alston and Bird LLP



MIRANDA MCKENZIE
Brownfields
Subcommittee
Chair



ANDREW GREENBERG
Executive Director of the
Georgia Game Developers
Association



JIM MONACELL
Board Legal Counsel
Legal Counsel to
Decide DeKalb

OUR FOCUS



Decide DeKalb focuses on world-class companies to ensure a diverse job and salary composition for DeKalb County.

While we welcome all industries, we focus on retention and recruitment in:

- Advanced Manufacturing
- Construction
- Advanced Manufacturing
- Life Sciences
- Logistics
- Professional and Business Services
- Tourism



DEKALB COUNTY'S EGL GENETIC DIAGNOSTICS, A JOINT VENTURE OF EUROFINS SCIENTIFIC AND EMORY UNIVERSITY, IS THE ONLY GENETIC TESTING LABORATORY IN THE STATE.



40.3% OF DEKALB COUNTY RESIDENTS HAVE BACHELOR DEGREES OR HIGHER*

*2010-14 U.S. CENSUS BUREAU

WHO WE ARE

The Development Authority of DeKalb County was established in 1974. Forty years later, through an intergovernmental agreement with DeKalb County, The Authority became the primary entity for promoting economic development in the County.

The Development Authority of DeKalb was rebranded to Decide DeKalb Development Authority. Our new tagline: *The Best Decision You Will Ever Make*, inspired our new branding campaign.

Our new name was just the beginning. In 2015, Ray Gilley was appointed president and a new staff and board of directors was established. As president of Decide DeKalb, Gilley leads a professional staff, working with his board and partners to deliver comprehensive economic development services throughout DeKalb County.

This reinvigorated our business development efforts and better positioned Decide DeKalb as an economic development champion.

Decide DeKalb:
*The Best Decision
You Will Ever Make.*

OUR EXECUTIVE TEAM



RAY GILLEY
President



ROLANDA DANIEL THOMAS
Vice President of Operations
and Business Development



ARABA O. DOWELL
Vice President of Marketing
and Communications

OUR STAFF



KARA COOPER
Senior Project Manager



LESIA EVANS
Office Coordinator



SHELBIJA JACKSON
Project Coordinator



TOYASHA VAUGHN
Project Coordinator

OUR ACCOMPLISHMENTS


STRATEGY

DEKALB COUNTY ECONOMIC DEVELOPMENT STRATEGIC PLAN

Decide DeKalb created a task force comprised of 200 business stakeholders. Results from the group produced more than 80 recommendations which were used to develop a strategic plan to attract high-wage jobs and industries.

PROJECT RESULTS


The results of our efforts doubled the number of new jobs and investments announced over the previous year:



1,678
new jobs



\$300M
increase in investments



350
jobs retained

ENTERTAINMENT

TV, film and commercial productions **TRIPLED** — bringing hundreds of jobs to DeKalb County

BROWNFIELDS LOAN & GRANTS

- EPA Brownfields Revolving Loan Fund (RLF) Program utilized **\$502,057** to mitigate the former GM Plant of more than 165 acres
- EPA awarded Decide DeKalb a **\$300K** supplemental grant.
- Decide DeKalb provided the City of Lithonia with a **\$168K** sub-grant for a mixed-use development

NEW BRANDING

Our new branding, social media and website **DECIDEDEKALB.COM** launched



OUR ACCOMPLISHMENTS

COX COMMUNICATIONS



INDUSTRY: Media
PROJECT: Expansion

1,200
jobs moved from
Fulton to DeKalb

5,000
increase in
potential capacity
for employees

\$100M
in renovations

SEVEN OAKS: PERIMETER SUMMIT



INDUSTRY: Spec Building
PROJECT: Expansion

\$143M
property value of the
15-story office tower

1,350
the number of
employees the
space accommodates

\$6.3M
property tax
incentives

EUROFINS GENOMICS



INDUSTRY: Life Science
PROJECT: Recruitment

78
new jobs
created

\$22M
invested

SOURCE ONE DIRECT



INDUSTRY: Technology
PROJECT: Recruitment

100
new jobs
created

\$30M
invested
(based on
2015 expansion
project)

OUR ROAD AHEAD


Here's a snapshot of our 2016 project pipeline:



27
projects



8
retentions
and expansions



Approximately
6,700
new and
retained jobs



19
attractions



Approximately
\$900M
in investment





Decide DeKalb

Development Authority

Two Decatur Town Center
125 Clairmont Ave., Suite 15
Decatur, GA 30030

(P) 404.687.2730

(F) 404.687.2733

decidedekalb.com



The Best Decision You Will Ever Make.