

2017 ANNUAL REPORT



economic development

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.

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Our Mission

Decide DeKalb is to promote DeKalb County as the best decision you will ever make to live, work, play and do business. We are ever mindful to advance the public good in every DeKalb community and enhance Georgia's general welfare.

Message from our Chair



Don Bolia, Chair
Peachtree Government Affairs, Principal

With each year that passes, the efforts of the Decide DeKalb Development Authority become all the more visible throughout this community. Collaborative efforts to attract and expand jobs and businesses right here are seen from Dunwoody to Lithonia and all points in between. In 2017, our team closed on a total of 11 projects totaling over \$700 Million in capital investment and nearly 3,500 jobs. Remarkable.

Four of our focused industry sectors saw new projects come to fruition bringing with them opportunities to further diversify the workforce and advance the offerings for those residents who live, work and play in this community.

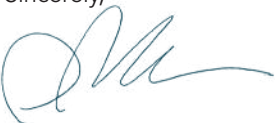
Our County’s CEO and Board of Commissioners have continued their steadfast support of our goals and objectives and we thank them for this. Their piece of this united effort for those companies wanting to do business in DeKalb creates a seamless path towards success.

As our special programs for Small Business and Entrepreneurs gain traction we are encouraged that the future business leaders of DeKalb are finding the best resources to make their mark. It is in these companies that we see the passion which drives our business ecosystem.

Each year, Decide DeKalb works to bring jobs and businesses right here to DeKalb County.

I’d be remiss if I didn’t also recognize the \$1.9B impact our DeKalb Entertainment Commission is having on all facets of the Film/TV, Music and Digital industries here in DeKalb. We now sit uniquely positioned to help guide the county as the prime location for productions of all sizes. Bolstered by economic impact figures into the billions of dollars we know that this sector is one that has embraced DeKalb.

I’d like to sincerely thank my fellow board members for sharing your time and expertise with this organization to help guide us forward. Each time we meet I’m reminded of how deeply you care for DeKalb and the potential you see. In closing, I’d like to applaud the diligent work of the Development Authority’s team through a year filled with opportunities and challenges. By meeting challenges head-on and seizing opportunities when presented you solidify in my mind DeKalb’s future is a bright one.

Sincerely,

Don Bolia

Decide DeKalb Board of Directors



Kevin Gooch
Vice Chair
DLA Piper, Partner



Baoky Vu
Treasurer
Silverberry Capital, Principal



Miranda McKenzie
Secretary
Brownfields Subcommittee Chair



Andrew Greenberg
Georgia Game Developers Association, Executive Director



Kimberly Adams
Cox Automotive, Director, Business Process Management



Sai Reddy
Dunkin Brands – South Atlantic Region, Development Manager



Rebekah Coblentz
NAI Brannen Goddard, Senior Property Manager



Jim Monacell Smith, Gambrell & Russell LLP, Board Legal Counsel

Message from our President



Ray Gilley, *President*

What do Bricz, Beds and Batteries have in common? They're all thriving companies that have located in DeKalb County!

In 2017, the Authority closed on 11 projects resulting in approximately \$720 million in announced capital investment and nearly 3,500 new and retained jobs. Among those 11 were Bricz, a supply chain solutions provider, Serta-Simmons Corporate HQ and Research Center and Sonnen who's North American innovation hub for their next-gen energy storage solutions landed in Tucker.

These wins are the result of a true team effort combining our local leadership and organizations (including the DeKalb County Government, our DeKalb cities, DeKalb Chamber of Commerce, CIDs and the DeKalb County School District) with regional stakeholders to present a compelling reason for companies to "decide" DeKalb.

With a variety of campaigns gearing up for 2018 and beyond our focus will remain how these efforts can positively and purposefully impact DeKalb's economic future.



Ray Gilley

Decide DeKalb Staff



Dorian DeBarr
*Vice President – Finance
& Administration*



Shelbia Jackson
*Director – DeKalb
Entertainment Commission*



TJ Filipowicz
*Director – Marketing
& Communications*



Toyasha Vaughn
Project Manager

Rolanda Daniel Thomas
VP, Business Development

Kara Cooper
Project Manager

Mechel McKinley
Senior Project Manager

Lesia Evans
Office Coordinator

DECIDE DEKALB'S TARGET INDUSTRIES:

- Advanced Manufacturing
- Construction and Support Trades
- Life Sciences
- Logistics
- Professional & Business Services
- Tourism/Entertainment

target industries

what we do

- Business Recruitment
- Business Retention & Expansion
- Bond Financing
- Site Selection
- Project Management
- Capital Access
- Community-based Funding
- Entertainment Production Support

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2017 AT A GLANCE

BUSINESS DEVELOPMENT MAJOR EVENTS:

Economic Development lies at the core of our responsibilities and working with businesses of all sizes to make a considerable impact in the county the Authority closed 11 projects that included both attractions and expansions in every corridor of DeKalb. In 2017, Decide DeKalb announced more than \$720M in capital investments with our local workforce strengthened by the nearly 3,500 new and retained jobs.

Serta-Simmons HQ announced

- Capital Investment: \$65M
- Jobs Announced: 500
- Product or Service: Advanced Manufacturing Corporate HQ
- Announced: 2017
- Location: The Assembly, 3900 Motors Industrial Way, Atlanta, GA 30360 (Doraville)

**Serta
Simmons**
Bedding

ENTERTAINMENT COMMISSION MAJOR EVENTS:

The DeKalb Entertainment Commission is the driving force that attracts and supports film, television, music and digital entertainment businesses in DeKalb County. We

offer access to a collaborative, supportive infrastructure that accelerates the growth and success of creative ventures across these industries. Home to 13 cities and 20 unincorporated communities the Commission works with to advance, strengthen and support their participation within this ecosystem. Led by a Board of Commissioners comprised of industry experts the DEC is uniquely addressing the needs of these three industries collectively in a way unseen in any other major metro area.



DeKalb Entertainment Commission officially launched

- Budget of \$305K approved in March
- Launch Event in October; 200+ attendees
- Entertainment Expo in November; 300+ registrants



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Bricz

Headquarters: DeKalb County/Dunwoody

DeKalb Address: 200 Ashford Center North, Suite 110,
Atlanta, GA 30338 (Dunwoody)

Type: Retention

Industry: Professional and Business Services

Business Description: Next generation supply chain
solutions provider

Project Description: Company was deciding whether to
renew their lease, plans to increase to a total of 25 jobs
over the next three years

Announced Jobs: 11 projected new jobs and 14 retained
jobs

Announced Capital Investment: N/A

Commission District: 1 and 6

Why DeKalb: The company loves the Dunwoody area.
The location provides close proximity to talent and
potential clients.

BROWNFIELDS PROJECTS AND EVENTS:

Brownfields are properties that are abandoned or underutilized because of actual or perceived contamination. The primary and immediate goal of this project is to identify and assess potential brownfield sites throughout the County. However, the County's projected growth in population and jobs will require that every parcel of land available be developed to its highest and best use. Therefore, the success of the Brownfield Redevelopment Project is imperative.



East Decatur Greenway

- Starting from what was once an abandoned gas station on a vacant strip of land in central DeKalb County this nonprofit came to Decide DeKalb with a vision of creating something special. Following a year of dedicated work this piece of land is now a beautiful example of what is possible with the help of the Brownfields Revolving Loan Fund.



Invest

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2017 AT A GLANCE

DEKALB THRIVES MAJOR EVENTS:



In 2014, the Decide DeKalb Development Authority was tasked with managing the implementation of the DeKalb County Economic Development Strategic Plan. Seven task force groups were established to identify specific recommendations, timeframes, primary owners, and costs. These groups included: Community Enhancements, Existing Business and Entrepreneurship, Incentives and Policy Reform, Marketing and Branding, Real Estate and Product Development, Tourism and Culture and Transportation and Infrastructure.

The final plan was named DeKalb Thrives to reflect the growth and prosperity DeKalb County residents, stakeholders and visitors will experience as a result of successful implementation. During 2017 the initiative saw measured success increasing overall engagement with key stakeholders.

- Work with local high schools and trade schools to develop needed workforce development programs for construction and trade schools
- Supplement state-level tax incentives for businesses that create jobs with wages at least 20 percent higher than the county average wage
- Integrate Decide DeKalb as the liaison in the development/permitting process



High Street Atlanta

Headquarters: GID Development Group, Boston, MA

DeKalb Address: 223 Perimeter Center Parkway,
Atlanta, GA 30346 (Dunwoody)

Type: Attraction

Industry/Type: Transit-oriented mixed-use development

Business Description: Development will house corporate regional and national headquarters as well as professional and business service companies, among others

Project Description: The office, retail, hotel, and multi-family project will redevelop 223 Perimeter Center Parkway. The master plan for the site includes 400,000 sf of new office; 400,000 sf of retail; 400 hotel rooms; 1,500 apartments; and 1,500 condominiums. When all phases are complete, the development will offer up to 8 million sf of mixed-use space, equal to one-third of all downtown Atlanta.

Announced Retained Jobs: 871

Announced Capital Investment: \$360,000,000

Commission District: 1 and 6

Why DeKalb: GID is a respected development firm nationally. This will be their first project in metro Atlanta. They felt like the Dunwoody area/Perimeter submarket was a perfect location for their project. It is located on MARTA heavy rail and in the middle of one of metro Atlanta's hottest markets.



PARTNERSHIPS:

Without steadfast partners the work of Decide DeKalb wouldn't be possible. The following organizations have demonstrated through their offering of staff skills and resources that they recognize the importance of this work to the County as a whole.

- DeKalb Chamber of Commerce
- DeKalb County Government
- Discover DeKalb
- Metro Atlanta Chamber
- Georgia Power
- Georgia Department of Economic Development



2017 PROJECT DETAILS, continued

Oldcastle

International Headquarters: Ireland

North American: DeKalb County/Dunwoody

DeKalb Address: 900 Ashwood Parkway (multiple floors),
Atlanta, GA 30338 (Dunwoody)

Type: Retention

Industry: Advanced Manufacturing

Business Description: North America's largest manufacturer
of building products and materials

Project Description: Company is looking to expand their
headquarters taking up more floors at 900 Ashwood
Parkway and adding 100 jobs

Announced Jobs: 100 new jobs and 294 retained jobs

Announced Capital Investment: \$4,350,000

Commission District: 1 and 6

Why DeKalb: Opportunity to expand in their building and
happy with their current location.

Serta-Simmons

Headquarters: DeKalb/Doraville

DeKalb Address: The Assembly, 3900 Motors Industrial Way,
Atlanta, GA 30360 (Doraville)

Type: Attraction

Industry: Advanced Manufacturing

Business Description: The nation's largest mattress company

Project Description: Company was looking to consolidate
their metro Atlanta operations and move headquarter jobs
to a new 210,000 sq. ft. office development at The Assembly
site in Doraville. The Doraville Development Authority
provided a property tax incentive bond inducement for
the project.

Announced Jobs: 500 new jobs

Announced Capital Investment: \$65,000,000

Commission District: 1 and 7

Why DeKalb: The Doraville site was a unique opportunity
for the company to bring together all their metro Atlanta
operations into one location. It provided a great location
for a new headquarters development on MARTA rail line.
Great access for future workforce.

Solomon-Decatur, LLC

Headquarters: 48 Old Roswell Street, Alpharetta, GA 30004

DeKalb Address: 1880 Clairemont Avenue, Decatur

Type: Attraction, property tax incentive bond inducement
approved

Industry: Healthcare

Business Description: Independent living, assisted living and
memory care

Project Description: A 200 room full-service senior living facility
including physician care, activities, food service, hair salon,
transportation, housekeeping and daily assistance. Project was
delayed for 18 months due sewer capacity issues. Due to
contract extensions and additional sewer capacity issues the
cost of the project increased by \$1.7 million. Project received a
property tax incentive bond inducement to enable the project
to move forward.

Announced Jobs: 150 new jobs

Announced Capital Investment: \$67,000,000

Commission District: 2 and 6

Why DeKalb: DeKalb County has a shortage of full-service senior
living for middle class citizens. By providing this level of care in
the county these residents will no longer need to consider
relocating to other areas of metro Atlanta.

Sonnen Batterie

Headquarters: Berlin, Germany

DeKalb Address: 2048 Weems Road, Tucker

Type: Attraction

Industry: Advanced Manufacturing

Business Description: Manufacturer of power storage systems

Project Description: The North American Innovation Hub
combines manufacturing operations, product research and
development into a single location.

Announced Jobs: 100 new jobs

Announced Capital Investment: N/A

Commission District: 2 and 6

Why DeKalb: The metro Atlanta area's technical talent, access
to Georgia Tech research and proximity to Florida, New York
and other East Coast markets were driving factors for the
site's selection.

Sysnet

Headquarters: Dublin, Ireland

DeKalb Address: 1001 Perimeter Summit, Brookhaven

Type: Attraction

Industry: Professional and Business Services

Business Description: Cyber-security firm for fintech companies

Project Description: North American operations and call center for their cyber security services

Announced Jobs: 500 new jobs

Announced Capital Investment: \$2,000,000

Commission District: 1 and 6

Why DeKalb: The growing Fintech industry in Atlanta area related to banking/finance industry allows Sysnet to strengthen relationships with existing and potential customers.

Anand, Inc. – Tru by Hilton

DeKalb Address: 3274 Northlake Parkway, Tucker, GA 30345 (Unincorporated)

Type: Attraction

Industry: Tourism

Business Description: Hotel development

Project Description: First hotel development in two decades in the Northlake area; project was delayed to accommodate public comment during the zoning process; during that time construction prices rose dramatically and compromised the viability of the project; property tax incentive bond inducement was approved by DDDA board so that the project could move forward

Announced Jobs: 18 new jobs

Announced Capital Investment: \$7,000,000

Commission District: 1 and 7

Why DeKalb: The Northlake area is booming as a business district and was missing out on hotel market due to the dated properties. This new development will provide new hotel product to accommodate the community's needs.

TES

Headquarters: Singapore

DeKalb Address: 5238 Royal Woods Parkway, Suite 110, Tucker, GA 30084 (Tucker)

Type: Attraction

Industry: Professional and Business Services

Business Description: Global leader in providing IT lifecycle services

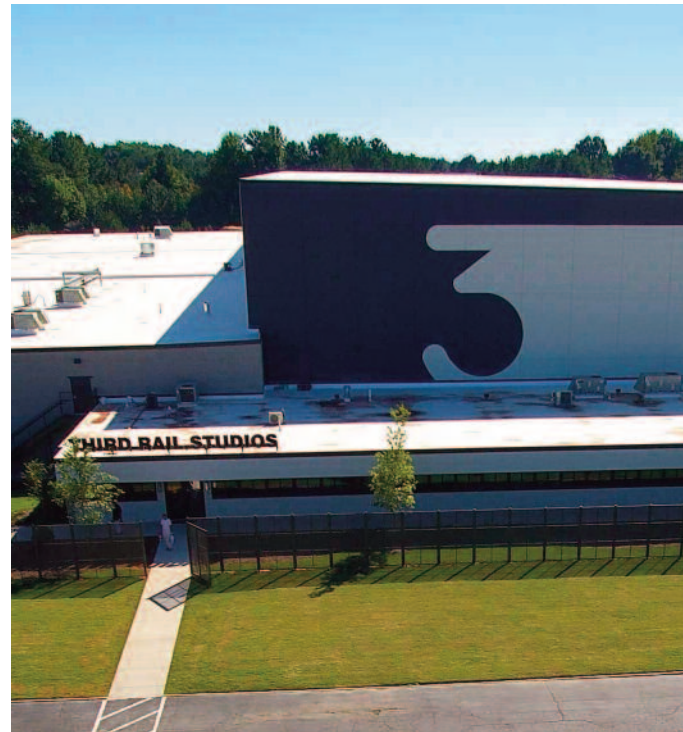
Project Description: Company was looking to open its second North American hub. Other North American location is in New Jersey.

Announced Jobs: 50 new jobs

Announced Capital Investment: \$200,000

Commission District: 1 and 7

Why DeKalb: The Tucker location will give them great access to the Atlanta region's transportation infrastructure and its good workforce.



Statement of Net Postion

December 31, 2017

Decide DeKalb Development Authority

ASSETS

Current assets

Cash and cash equivalents	\$ 2,858,138
Prepaid items	20,670
Accounts receivable	714,509
Accrued interest receivable	2,531
Due from DeKalb County	187,500

Total current assets	3,783,348
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Noncurrent assets

Notes receivable	20,000
Capital assets, net of depreciation	3,667,674

Total noncurrent assets	3,687,674
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Total assets	7,471,022
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Deferred outflows of resources

Deferred charges on refunding	133,701
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LIABILITIES

Current liabilities

Accounts payable	51,770
Accrued liabilities	227,692
Bonds payable, due within one year	680,000

Total current liabilities	959,462
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Noncurrent liabilities

Bonds payable, due in more than one year	4,010,000
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Total noncurrent liabilities	4,010,000
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Total liabilities	4,969,462
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Net position

Net investment in capital assets	(888,625)
Unrestricted	3,523,886

Total net position	\$ 2,635,261
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Statement of Revenues, Expenses, and Changes in Fund Net Position

Proprietary Funds
For the Year Ended December 31, 2017

Operating revenues	
Transaction fees	\$ 938,121
Intergovernmental income	1,736,533
Grant income	68,659
Lease income	43,050
Interest income	
Other income	963,802
Total operating revenues	3,750,165
Operating expenses	
Program expenses	—
Economic development	2,135,395
Depreciation	383,686
General & Administrative	630,113
Total operating expenses	3,149,194
Operating income (loss)	600,971
Interest income	36,276
Interest expense	(195,488)
Change in net position	441,759
Net position at beginning of year	2,193,502
Net position at end of year	\$2,635,261

Continuing the trend that started in 2016, in 2017 Decide DeKalb continued to enhance the County's economy, through the efficient use of finite resources.

For the year ending December 31, 2017, the Authority expended \$3.1M, which resulted in \$719M capital investments and the creation and retention of 3,456 jobs over the same period.

To maintain a high level of service to the many stakeholders of Dekalb County and to maintain our mission, we must remain financially sound and continue to effectively manage resources. Our 2017 financial results support those goals as we increased our net position by \$442K and reported revenues of \$3.8M for the year.

As we look forward to 2018 and beyond, Decide DeKalb will continue to position its revenue stream to match the opportunities for additional growth through support of exciting and new initiatives.

DEKALB COUNTY, GEORGIA

Economic & Demographic Overview

POPULATION SUMMARY



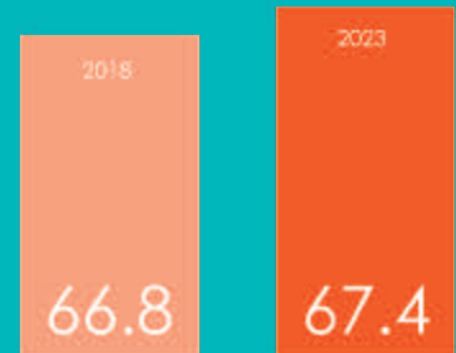
0.90% projected annual population increase from 2018 to 2023.



68.9% of the population is of working age (15-64).

Diversity Index

The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.



Median Age



EMPLOYMENT & INDUSTRY MIX

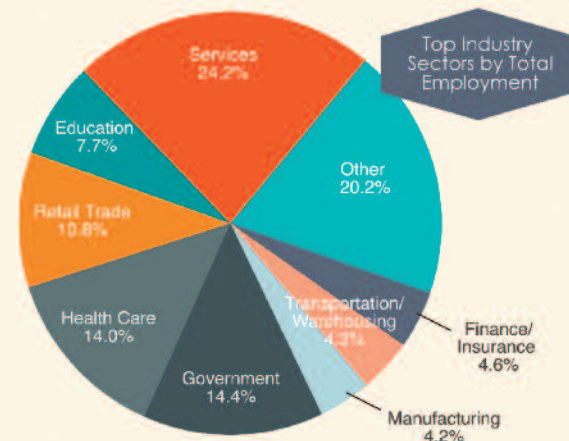
17,797
businesses



317,851
jobs

404,000+
workforce

4.2%
unemployment





Decide DeKalb

Development Authority

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