

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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# invest



## 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:

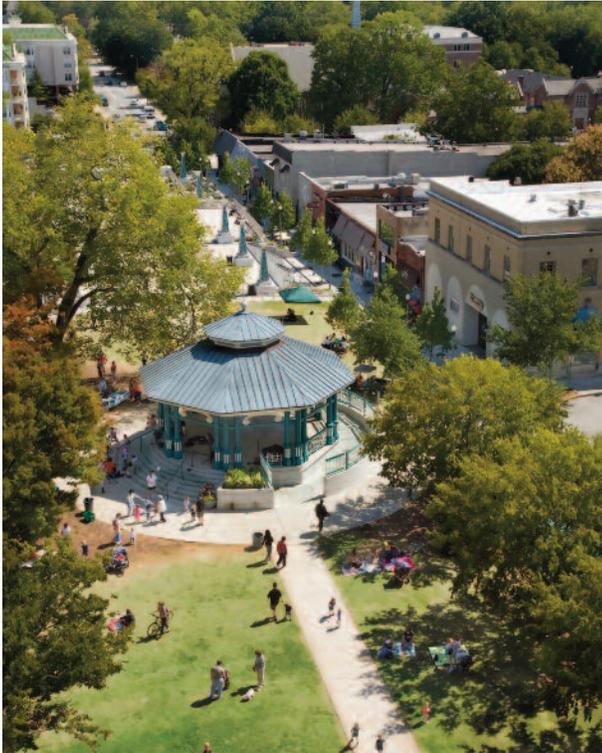
The DeKalb Entertainment Commission is the driving force that attracts and supports film, television, music and digital entertainment businesses in DeKalb County. We

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.

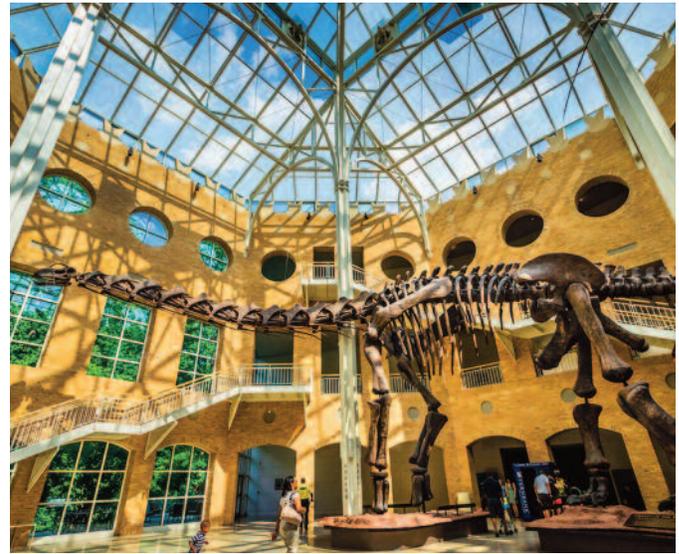
**Announced Retained Jobs:** 871

**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

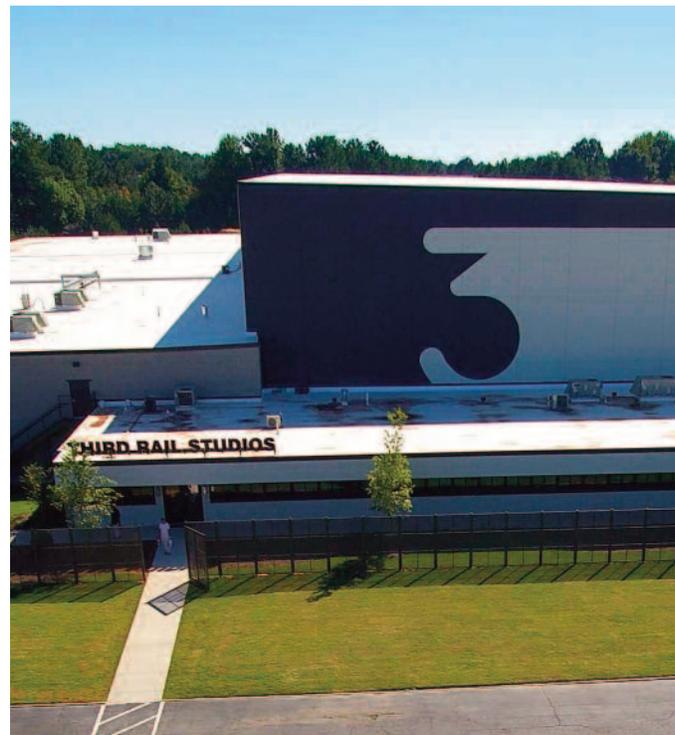
**Project Description:** Company was looking to open its second North American hub. Other North American location is in New Jersey.

**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 Position

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

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**Total current assets** 3,783,348

### Noncurrent assets

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

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**Total noncurrent assets** 3,687,674

**Total assets** 7,471,022

### 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

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**Total current liabilities** 959,462

### Noncurrent liabilities

Bonds payable, due in more than one year	4,010,000
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**Total noncurrent liabilities** 4,010,000

**Total liabilities** 4,969,462

### Net position

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

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**Total net position** \$ 2,635,261

# 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
<b>Total operating revenues</b>	<b>3,750,165</b>

### Operating expenses

Program expenses	–
Economic development	2,135,395
Depreciation	383,686
General & Administrative	630,113
<b>Total operating expenses</b>	<b>3,149,194</b>

**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
<b>Net position at end of year</b>	<b>\$2,635,261</b>

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.

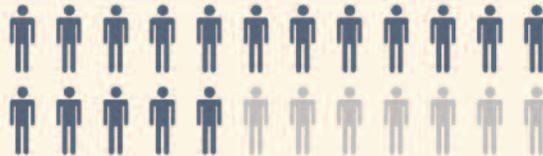
As we look forward to 2018 and beyond, Decide DeKalb will continue to position its revenue stream to match the opportunities for additional growth through support of exciting and new initiatives.

# 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

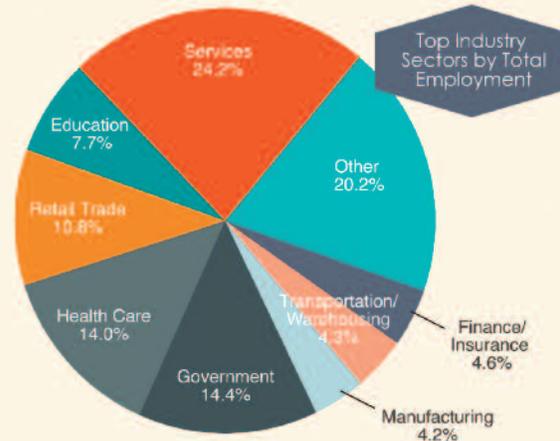
17,797  
businesses



317,851  
jobs

404,000+  
workforce

4.2%  
unemployment





# Decide DeKalb

Development Authority

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