

2022
REPORT

DECIDE DEKALB

BUSINESS RETENTION & EXPANSION



ABOUT DECIDE DEKALB



Decide DeKalb is the primary economic development driving force to attract, expand and retain businesses in DeKalb County, Georgia. Decide DeKalb works with its partners, stakeholders, and the business community to spur capital investments, encourage job growth, and create business sustainability within the county. Decide DeKalb provides a variety of services and leverages partner relationships to improve the quality of life for over 750,000 residents.

BUSINESS RETENTION & EXPANSION PROGRAM

The Business Retention and Expansion (BRE) program allows Decide DeKalb to assist in connecting existing businesses with information. We do this primarily through on-site or virtual company visits. Our team provides complimentary assistance on behalf of DeKalb County to support the retention, expansion, and growth of businesses and to support our local economy and communities. This intentional focus helps us to learn more about DeKalb County businesses, their issues, concerns, and plans for growth or reductions.

BETTER TOGETHER

In order to help solve challenges facing businesses, we continue to work and collaborate with our partners and stakeholders.



TARGETED INDUSTRIES

1

Healthcare & Life Sciences



2

Corporate Operations & Professional Services



3

Advanced Manufacturing



4

Supply Chain/Logistics



5

Film & Entertainment



BRE SURVEY



In 2022, Decide DeKalb engaged 81 businesses across diverse industries, from sole proprietors to multinational Fortune 500 companies throughout DeKalb County. These visits led to a better understanding of business needs, helped to guide our work, as well as provided data to offer strategic guidance.

FINDINGS

Small business owners and entrepreneurs do not know that they should have a business license

Businesses find the permitting process cumbersome

Businesses find it difficult to obtain financial support

SOLUTIONS

1

Better education and communication is needed through targeted marketing programs

2

Provide technical assistance and additional outreach before businesses engage in the permitting process

3

Institute a small business loan product which allows for equitable underwriting for underserved businesses

COMPANY EXPANSION HIGHLIGHTS

DeKalb County witnessed unprecedented growth for seven diverse companies in the area during 2022. Industries such as manufacturing, logistics, and film are experiencing heightened success that is showing no signs of slowing down.

Manufacturing

Logistics

Film

Industrial



Hermeus

Marshalls

Shadowbox Studios

Blue Goblin

PepsiCo

Prudential
Overall Supply

SteelMart



ADVISORY COUNCILS



In 2022, Decide DeKalb created industry roundtables in the following key market sectors: **Technology** and **Manufacturing/Logistics**. The goal of Decide DeKalb's councils is to provide feedback on the direction of skills required for jobs and job training needed by companies. The Councils foster collaboration among businesses, Decide DeKalb, and our economic development partners. The participants on these councils have an opportunity to guide for the future as well as promote and advocate the importance of economic development, planning, and workforce training.

TECHNOLOGY COUNCIL

The Technology Council has representatives from the following industries:

- Leading tech companies
- Economic development partners
- Higher education institutions
- Business associations

MANUFACTURING AND LOGISTICS COUNCIL

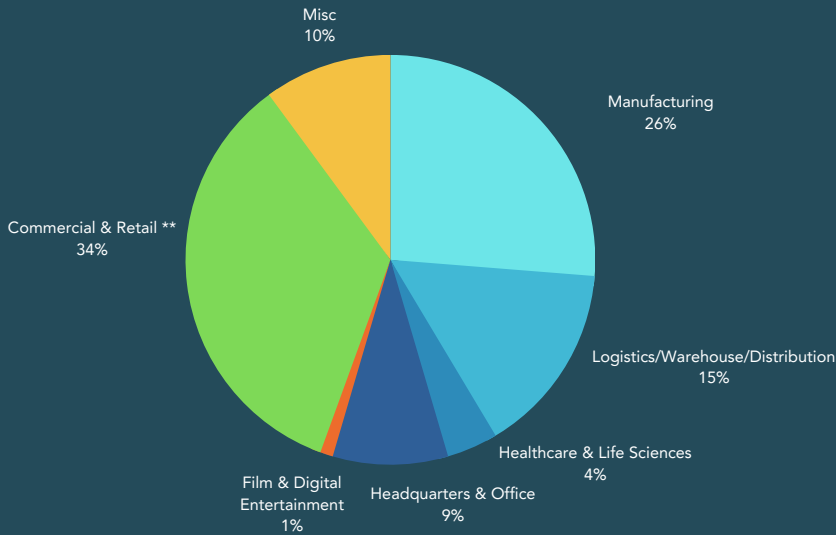
The Manufacturing and Logistics Council has representatives from the following area:

- Advanced manufacturing facilities
- Economic development partner organizations

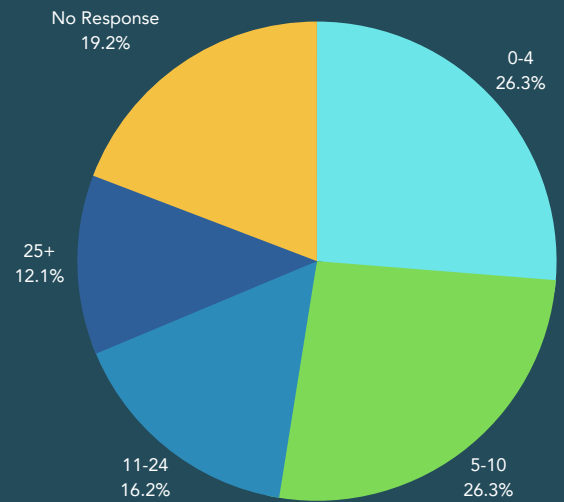
81

BRE visits were completed in 2022

VISITS BY INDUSTRY

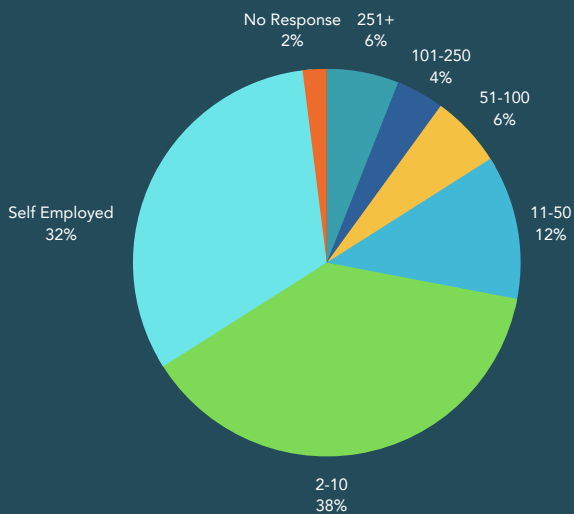


YEARS IN DEKALB



*31% of manufacturing visits were Food Processing
**Of the 34% Commercial & Retail: 15% Construction; 8% Restaurants; 19% Education

NUMBER OF EMPLOYEES



EMERGING TRENDS

Emerging business trends in the State of Georgia and DeKalb County includes growth in the electric vehicles, cybersecurity, and clean energy industries.

DeKalb County expects rising interest from original equipment manufacturers (OEM) and other businesses that provide ancillary services to Rivian and other electric vehicle manufacturers building new Georgia facilities. The lack of large sites zoned for industrial uses in DeKalb County could lessen DeKalb's competitiveness for these types of projects.

Decide DeKalb's Business Retention & Expansion Program is excited to build upon the success achieved in 2022 and will continue to nurture existing businesses and facilitate their growth.

By focusing on supporting local businesses and creating a favorable environment for their development, DeKalb has achieved growth in economic activity and job creation. By prioritizing collaboration, workforce development, and business support services, Decide DeKalb continues to create a vibrant and sustainable business ecosystem that will attract investment, generate employment opportunities, and ensure long-term prosperity for its residents and businesses alike.

Creating prosperous communities with opportunities for all.

"Decide DeKalb recognizes that importance of serving our existing businesses as they are the lifeblood of our community — driving economic growth and fostering an entrepreneurial spirit. We believe that by investing in their growth; providing resources including workforce development and site selection; and facilitating meaningful connections, we can unlock tremendous potential and solidify DeKalb County as a location for businesses to thrive and prosper."

— Dorian DeBarr

President, Decide DeKalb Development Authority



