

**ADVANCING  
DEVELOPING  
INVESTING** 

**2019**  
**ANNUAL REPORT**



**Decide DeKalb**  
Development Authority



# ADVANCING DEVELOPING INVESTING



**Decide DeKalb**  
Development Authority



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DECIDE DEKALB**

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# WELCOME TO DEKALB COUNTY



Decide DeKalb  
Development Authority

# LETTER FROM DEKALB CEO MICHAEL THURMOND



*DeKalb's efforts also resulted in a \$1 billion investment and the creation and retention of 6,700 jobs with Children's Healthcare of Atlanta.*

For nearly fifty years, Decide DeKalb's goal has been to impact the local economy by strategically working to attract and retain businesses in DeKalb County.

As the economic development arm of the county, Decide DeKalb plays a critical role in the current and future successes of local companies—small and large—as well as in maintaining the financial stability and gains of residents and employees.

The film industry continued to grow its presence in DeKalb over the last year, with a myriad of film and television productions finding a home here in DeKalb.

Decide DeKalb's efforts also resulted in a \$1 billion investment and the creation and retention of 6,700 jobs with Children's Healthcare of Atlanta.

As we move forward through this unprecedented time of the COVID-19 pandemic, I am inspired by the strength and perseverance of our business community.

DeKalb's stakeholders have and will continue to benefit from the valuable partnerships forged by DeKalb County, Decide DeKalb and our economic partners over the past five decades.

Sincerely,

Michael L. Thurmond  
Chief Executive Officer  
DeKalb County

## Board of Commissioners

District 1  
Nancy Jester

District 2  
Jeff Rader

District 3  
Larry Johnson

District 4  
Steve Bradshaw

District 5  
Mereda Davis Johnson

District 6  
Kathie Gannon

District 7  
Lorraine Cochran-Johnson

# LETTER FROM BOARD CHAIR DON BOLIA



## *A Banner Year in Business:*

*DeKalb County remains on the forefront of the region's largest business investments.*

A handwritten signature in blue ink, appearing to read 'Don Bolia', positioned below the quote.

On behalf of the Decide DeKalb Board of Directors, it is my pleasure to thank the entire Decide DeKalb team for making 2019 another banner year for business. We made exponential strides in job retention and business expansion, making it one of Decide DeKalb's best years of service to our business community. From historic investments to the glitz of our booming filming industry, DeKalb County remains on the forefront of the region's largest business investments. Decide DeKalb is not only charged with attracting new businesses to the area but also with supporting our existing businesses, large and small, that continue to contribute to the diverse economic fabric that weaves us all together.

Each year is faced with new challenges, as well as unique opportunities, and 2019 was no exception. We continue to experience a substantial upswing in the development and expansion of our core industries. We also find ourselves benefiting from the state's \$9.5 billion motion picture and television market, with productions of all sizes filming right here in DeKalb County. From the Scottsdale Early Learning Center to the landmark Children's Healthcare of Atlanta expansion, Decide DeKalb continues to create an environment where businesses thrive and flourish.

As we navigate 2020 and the global impacts related to the COVID-19 crisis, I am confident that our existing base of strong businesses and industries, powered by a dedicated and qualified workforce, will enable DeKalb County to showcase its resilience, strength, and spirit for years to come.

I offer thanks to the Decide DeKalb Board of Directors. Each member works diligently on our behalf, shaping our county's bright economic future and advancing efforts to attract new businesses, strengthen our dynamic workforce, and meet the needs of our existing companies.

The 2019 Annual Report not only details our successes across the year but also showcases our unwavering commitment to the mission and vision of Decide DeKalb.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Don Bolia', positioned below the word 'Sincerely,'.

Don Bolia  
Board Chair, Decide DeKalb

# LETTER FROM INTERIM PRESIDENT DORIAN DEBARR



## *DeKalb 2019: Advancing | Developing | Investing*

*Our 2019 Annual Report is a snapshot of ongoing efforts with our existing business community and the success we have experienced in cultivating new business relationships.*

A handwritten signature in black ink, appearing to read 'D. DeBarr', written in a cursive style.

Decide DeKalb had a tremendous 12 months as we worked to advance strategic partnerships to help strengthen our workforce and existing industries, develop business opportunities for companies of all sizes, and secure historic investments from our core industry sectors.

With a highly qualified workforce, affordable cost of living, and exponential business growth potential, DeKalb County is a place where existing businesses continue to thrive and expanding companies can relocate to tap into a tremendous network of resources. In 2019, Decide DeKalb led the way in supporting our business community through local, regional, and statewide initiatives – simultaneously advancing key strategic priorities and keeping our county attractive to large, medium, and small businesses alike.

Collaboration was at the core of our success in 2019. We worked with local and state economic development offices to better promote and showcase DeKalb to prospective businesses. Our strategic partnerships also took center stage as we worked in alliance with local leaders to keep vital jobs while attracting top talent to our region.

To the Decide DeKalb team, thank you for another incredible year marked by tremendous growth and promise. To the Decide DeKalb Board, we thank you for your visionary leadership as we continue to showcase the greatness that defines our county and enables DeKalb to remain competitive in today's global economy.

This past year marked major milestones and achievements that continue to define Decide DeKalb's mission to serve as a catalyst for business development and spur growth in every corner of the county. The historic investments made in 2019 speaks to the heart of our vibrant business landscape that will enable DeKalb County to flourish for years to come.

Yours in Service,

A handwritten signature in black ink, appearing to read 'D. DeBarr', written in a cursive style.

Dorian DeBarr  
Interim President, Decide DeKalb

# DECIDE DEKALB BOARD OF DIRECTORS



**Don Bolia**  
Chair



**Kevin Gooch**  
Vice Chair



**Sai Reddy**  
Treasurer



**Miranda Mack McKenzie**  
Secretary



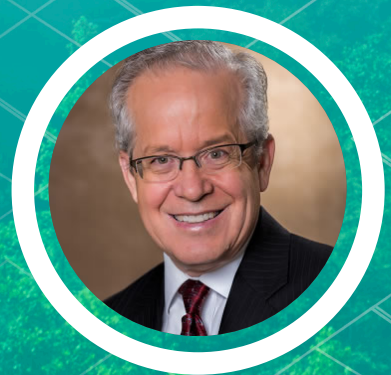
**Andrew Greenberg**  
Board Member



**Kim Adams**  
Board Member



**Rebekah Coblentz**  
Board Member



**Jim Monocell**  
Legal Counsel



# DECIDE DEKALB STAFF



**Dorian DeBarr**  
Interim President



**Randi Mason**  
Vice President, Economic Development



**Shelbia Jackson**  
Director, DeKalb  
Entertainment Commission



**Jen Hagler**  
Project Manager



**Toyasha Vaughn**  
Project Manager



**Jenee Williams**  
Office Manager

# DEKALB: THRIVING BUSINESSES, THRIVING COMMUNITIES



## 11 COLLEGES AND UNIVERSITIES

- Over 22,200  
college students  
enrolled

## 10 MARTA STATIONS

- Four transit-oriented  
development  
projects

## 1 AIRPORT: PDK

- Eight miles  
from the heart  
of downtown  
Atlanta

## 5 TARGET INDUSTRIES

- Healthcare and  
Life Sciences
- Logistics and Distribution
- Advanced Manufacturing
- Corporate Operations  
and Business Services
- Film and Entertainment

## 12 MOVIE STUDIOS AND SOUND STAGES

- 1.5 million  
square feet of  
production and  
studio space

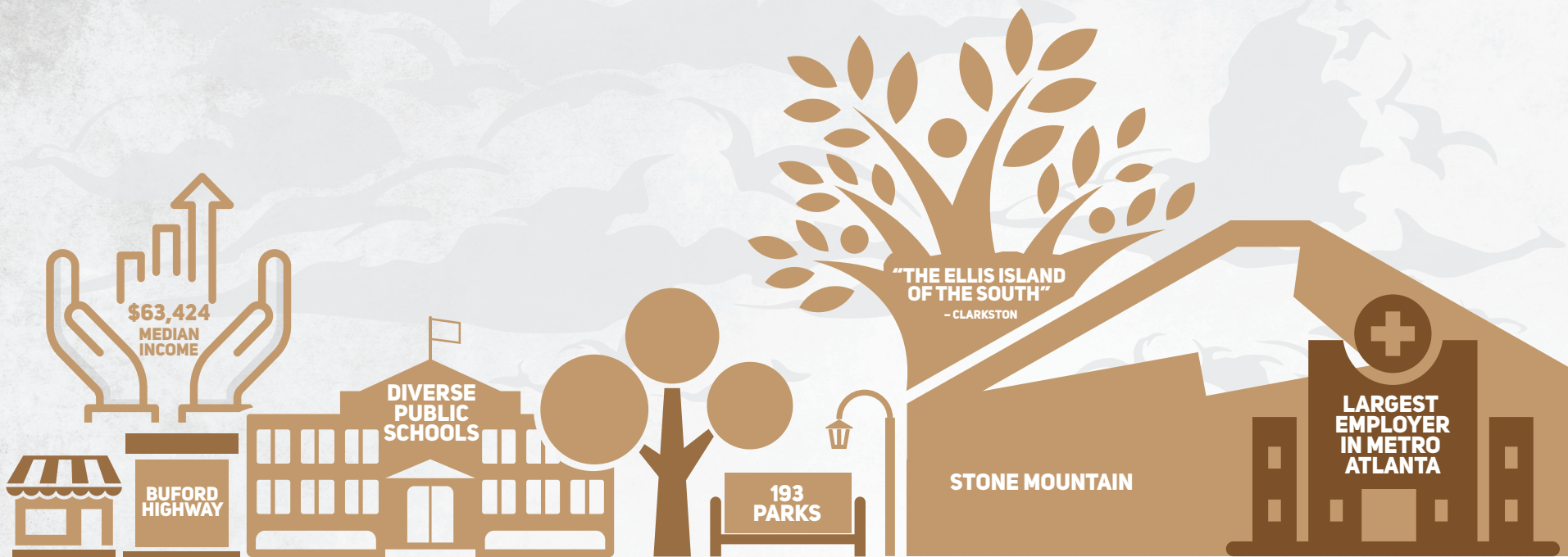
## 4 INTERSTATE HIGHWAYS (I-20, I-285, I-85, AND I-675)

- Connects DeKalb County  
to economic hubs  
across the  
Southeast studio  
space

## 21 HOSPITALS & MEDICAL CENTERS

- Employing  
more than 18,000

# DEKALB: THRIVING BUSINESSES, THRIVING COMMUNITIES



## BUFORD HIGHWAY

- More than 100 international restaurants
- At least 21 nations represented
- More than 1000 immigrant-owned businesses

## MEDIAN INCOME IS \$63,424, APPROXIMATELY 11% HIGHER THAN THE STATE'S MEDIAN INCOME.

- Over 43% of DeKalb County residents have college degrees

## DIVERSE PUBLIC SCHOOLS

- More than 180 nations represented

## 193 PARKS

- More than 53 million acres of public parks
- More than 60 miles of trails

## "THE ELLIS ISLAND OF THE SOUTH" - CLARKSTON

- 31.8% of the population is foreign-born
- Approximately 75% of the population is under the age of 40

## STONE MOUNTAIN - #1 TOURIST LOCATION IN THE STATE

- Over 4 million visitors annually

## EMORY UNIVERSITY AND HOSPITAL - LARGEST EMPLOYER IN THE METRO ATLANTA REGION

- Emory Hospital is ranked #1 in Georgia



# 2019 SNAPSHOT



# Decide DeKalb

## FILM AND ENTERTAINMENT:

138 productions

34% increase in revenue  
from previous year

143 total conference/trade/  
partner meetings

## ECONOMIC DEVELOPMENT:

Approximately 100  
one-on-one business retention  
and expansion meetings

748 new jobs

6,016 retained jobs

747 expansion jobs

Nearly \$1.14 billion capital investment

\$1.3 million raised for  
Advance DeKalb

## REAL ESTATE GROWTH:

Historic commercial office rent  
high of \$27.18 per sq. ft.

Historic high of \$5.89 per sq. ft.  
for industrial rents

# ADVANCING

**In 2019, Decide DeKalb advanced key initiatives to cultivate a thriving business ecosystem. Through strategic programs and innovative partnerships, the organization achieved unprecedented growth, enhancing job creation and retention opportunities in target business sectors, particularly in the flourishing filming industry.**

# ADVANCING BUSINESSES IN 2019 AND BEYOND

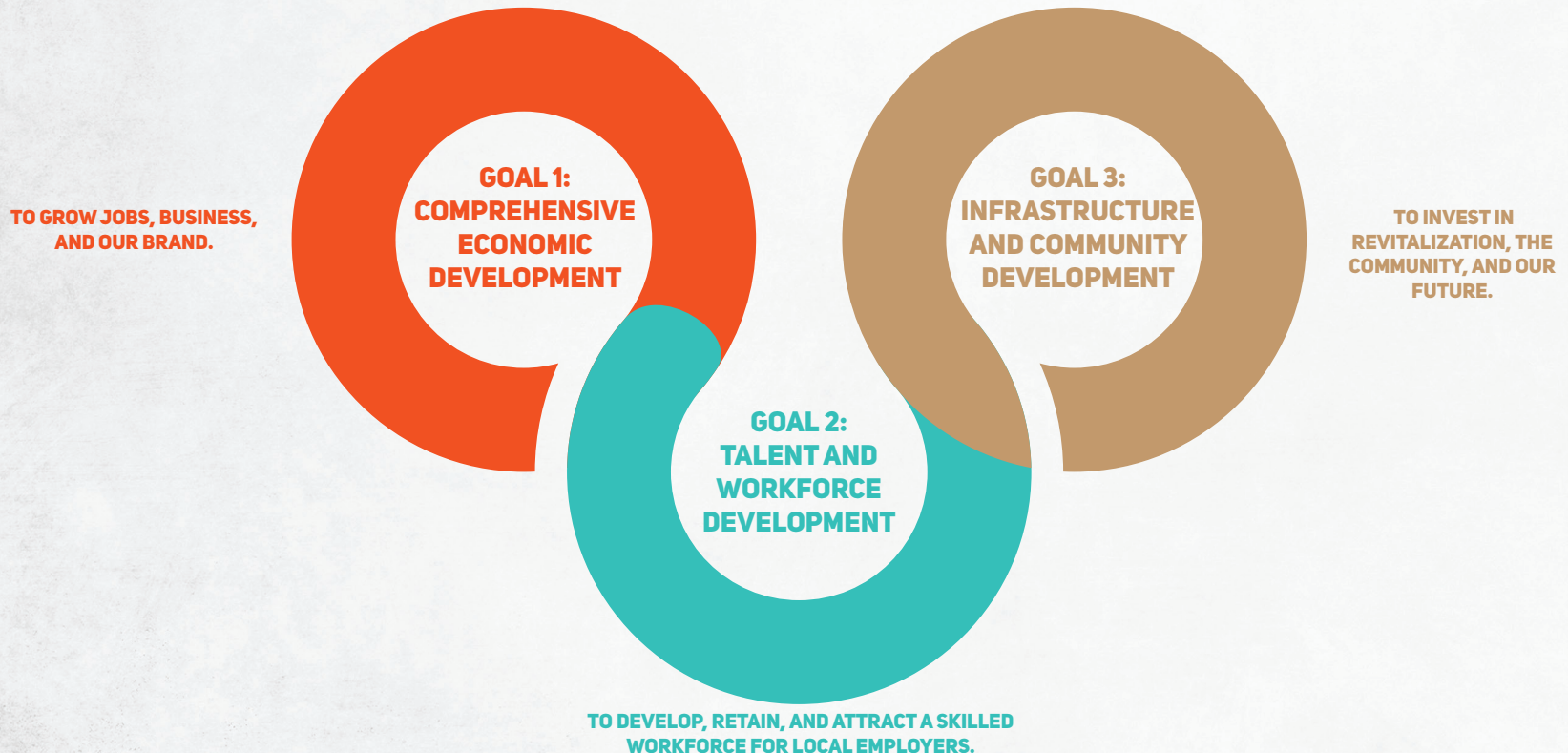
Launched in 2019, Advance DeKalb is a five-year, multi-million dollar transformative economic growth initiative designed to foster sustainable job creation and significant business growth. The program will be implemented by Decide DeKalb.

When the Advance DeKalb initiative is fully realized, it is anticipated to yield 17,206 total jobs; \$405 million in new income; \$536 million in personal consumption expenditures; \$183 million in new and retained personal bank deposits; and a minimum total value-added impact of \$1.4 billion over the life of the program.

Leading the strategic economic development effort, Decide DeKalb hosted Advance DeKalb's first quarterly meeting of 2019, joined by leaders from the public and private sectors under a common objective to advance DeKalb's economy and workforce landscape.

Since launching in 2019, Advance DeKalb raised \$1.3 million - meeting 85% of the initiative's overall financial goal.

## ADVANCE DEKALB ESTABLISHES 3 STRATEGIC GOALS:



# ADVANCING DEKALB THROUGH VISIONARY LEADERSHIP



**ALBERT G. EDWARDS, FOUNDER  
AND MANAGING DIRECTOR OF CERM**

For 25 years, Corporate Environmental Risk Management (CERM) has called DeKalb County home. A minority-owned engineering and program management firm established in 1995, CERM, now located in Tucker, has successfully completed more than 3,000 projects. CERM touts an impressive roster of 100 clients stretching across the Southeast. Founder and Managing Director Al Edwards continues to serve as a catalyst for many of the county's largest strategic initiatives and remains a tireless advocate for advancing DeKalb's efforts to drive business growth and transformative expansion.

"After graduating from the South DeKalb Business Incubator, we knew DeKalb is where we wanted to anchor our business," said Edwards, who launched CERM with his childhood friend, the late Marcus Reese. "We not only wanted to be a part of the

incredible business community here, but also wanted to be leaders in advancing business opportunities in the county."

In 2019, Edwards was tapped to join Advance DeKalb to help shape the county's business landscape for decades to come. "Advance DeKalb represents a scaled and formalized approach to economic development where public and private partners align resources to support the county's future infrastructure, workforce development, and community development plans," added Edwards. "Collaboration is at the core of this effort, and 2019 marks a pivotal moment as our public and private sectors create a united vision to advance our county."





# ADVANCING THE ENTERTAINMENT INDUSTRY: CONNECT. COLLABORATE. CREATE.

Georgia, the “Hollywood of the South,” boasts billions in annual revenue from the motion picture and television industry, with many of the productions being filmed in DeKalb County. With 12 sound stages/production studios, representing nearly 1.5 million square feet of production and studio space, DeKalb has become the premiere location for filming, movie production, music, and digital entertainment.

Each year, the DeKalb Entertainment Commission actively works to provide a framework that supports the growth and success of creative ventures, including the film industry. In 2019, the DeKalb Entertainment Commission hosted two signature events; four quarterly meetings; 25 logistics meetings; and 143 conferences, trade, and partner meetings – strengthening the framework and paving the way for a consistent pipeline of production projects.

“In 2019, we successfully approved 189 film permitting applications and worked with 138 productions, which generated \$276,493 in revenue,” said DeKalb Entertainment Commission Executive Director Shelbia Jackson. “The significant increase in permit approvals and productions resulted in a 34% increase in revenue from 2018 to 2019, accounting for more films produced in 2019 than in the past previous five years combined.”

In October,  
**350 guests participated in the DEC Entertainment Expo** to provide local professionals with an interactive experience, complete with movie screenings and panel discussions.



In February,  
the DeKalb Entertainment Commission  
hosted the DeKalb County  
School System Student Film Festival  
- bringing together **450 budding artists  
and entertainment  
production enthusiasts.**

Pratt-Pullman Yard serves as a go-to location for major productions including *Hunger Games*, *Baby Driver*, and *Bad Boys for Life*. This historic space will soon be redeveloped into the Pratt Pullman District - a mixed-used development, complete with bars, restaurants, and sound stages for future production projects.



PHOTO BY ERIN NICOLE BROWN PHOTOGRAPHY

# DEKALB COUNTY: 'THE CREATIVE HEART OF GEORGIA'

From reality television to international blockbusters, DeKalb County served as the backdrop for productions of all sizes. From the franchise hit *Bad Boys for Life*, starring Will Smith and Martin Lawrence, to the wildly successful fantasy adventure comedy *Jumanji: The Next Level*, DeKalb offers a robust and thriving entertainment network that continues to gain recognition from industry leaders.

The astonishing growth of the entertainment industry in DeKalb has generated residual impacts in other areas. "Over the last five years, productions have paid more than \$1 million to local police, firefighters, and EMS personnel for added on-site security and safety," said Decide DeKalb Board Member Andrew Greenberg. "DeKalb County has always been the creative heart of Georgia, and now the entire world sees it. You can get a 360-degree glimpse of the entire entertainment industry without leaving county borders."



More than \$1 million  
paid to local police,  
firefighters, and EMS  
personnel for on-site  
security and safety.

**BAD BOYS**  
FOR LIFE

ATLANTA

CHICAGO

**BAD BOYS FOR LIFE,  
STARRING WILL SMITH  
AND MARTIN LAWRENCE**





The DeKalb Entertainment Commission offers businesses in Georgia's fast-growing entertainment industry access to a collaborative, supportive infrastructure that stimulates the growth and success of creative ventures in motion picture, television, music and digital entertainment.



# JUMANJI THE NEXT LEVEL

JUMANJI: THE NEXT LEVEL,  
STARRING DWAYNE JOHNSON,  
KEVIN HART, JACK BLACK,  
AND KAREN GILLAN

#JumanjiMovie

#Jumanji

COLUMBIA  
PICTURES  
a Sony Company

## LIST OF PRODUCTION STUDIOS IN DEKALB COUNTY

Batten Communications Inc

Blackhall Studios

Bonanza Productions Inc

Crawford Media Services Inc

JB Productions

Shaw Science Partners Inc

Television Production Service Inc

Third Rail Studios

VCS

WaveGuide Studios

# ADVANCING OPPORTUNITIES FOR CLARKSTON'S DIVERSE POPULATION



**CHRIS CHANCEY,  
FOUNDER OF AMPLIO RECRUITING**

In 2013, Chris Chancey and his wife relocated from Colorado to Georgia. Their neighbors, though welcoming, bombarded them with the same question, prompting the Chanceys to find a unique solution.

“Within days of moving into our Clarkston home, we immediately noticed the diversity in the area and the friendliness of our neighbors,” said Chancey, a Waycross, Georgia, native who relocated from Denver. “All of our conversations with our neighbors ended with the same question, ‘Can you help me find a job?’” This need sparked the idea behind Amplio Recruiting as Chris worked to connect Clarkston’s refugee population with temporary and permanent staffing solutions.

Clarkston, often referred to as the most culturally diverse square mile in the nation and known to many as the “Ellis Island of the South,” has welcomed more than 40,000 refugees in the last 25 years. Spurred by a national refugee resettlement program, the suburban city’s diverse and growing population hails from more than 50 countries across six continents.

“We realized that we had an ample population of people ready to work and a booming economy with ample amount of businesses looking to hire qualified and dedicated workers,” Chancey said. The idea behind Amplio – Spanish for “ample” – quickly took shape.

Since 2014, Amplio Recruiting has connected more than 5,000 refugee workers with jobs at 300 companies in Georgia. The company has since expanded its reach to Dallas-Fort Worth, Detroit, Houston, and Raleigh – cities that are also home to a large refugee population. “Our goal is to have 25 locations by 2025 and to place more than 30,000 refugees in the workforce,” added Chancey. “DeKalb’s strong manufacturing, hospitality, and construction industries continue to help expand our placement opportunities with Amplio providing a highly motivated and dedicated workforce to these companies. It’s truly a win-win scenario.”



*Amplio Recruiting  
has connected more than  
**5,000 refugee workers**  
with jobs at  
**300 companies**  
in Georgia.*

# DEVELOPING

**A key tenet of Decide DeKalb's 2019 approach is fostering an environment of continuous development for the residents, workers, and employers who already call DeKalb home.**

**From award-winning early learning centers to world-renowned research institutions, DeKalb County is a place for developing minds, developing concepts, and developing skills.**

**By promoting and encouraging workforce development and educational partnerships, Decide DeKalb ensures hiring managers can count on finding the right talent to fill critical roles and help their businesses reach new heights.**

## DEVELOPING A THRIVING WORKFORCE



Decide DeKalb enjoys a direct partnership with WorkSource DeKalb that spurs its ability to identify, engage, pre-screen, and even upskill workers for employment opportunities. As DeKalb companies express the workforce needs for jobs they either create or have difficulty filling, Decide DeKalb's workforce development analyst (shared with WorkSource DeKalb) is able to connect companies directly to services that ultimately provide them with the skilled workforce they need.

One of the most important parts of any job training program is understanding the needs of employers, which in large part is the private sector. As the primary economic development agency in the county, Decide DeKalb provides insights to align the local business community with key talent, while connecting DeKalb-based companies with the necessary job training resources to meet the needs of various industry sectors.

Decide DeKalb continues to work closely with existing companies and business prospects to identify current and project future workforce needs. Decide DeKalb connects businesses with a sustainable talent pipeline from feeder programs at a network of local institutions that includes Emory University, Georgia Piedmont Technical College, and Mercer University.

## DEVELOPING CAREERS THROUGH EDUCATIONAL PARTNERSHIPS



Two schools in Georgia are members of the prestigious Association of American Universities. One calls DeKalb County home, and both partner on joint research and cross-school degree offerings. Emory University, world-renowned for its medical programs, features a sprawling campus with access to urban amenities. By offering undergraduate and graduate degree programs with Georgia Institute of Technology, DeKalb County employers can readily source talent from both top-tier institutions.

## REGIONAL TRANSPORTATION TRAINING CENTER

DeKalb County is also home to Georgia Piedmont Technical College (GPTC), which offers top-notch workforce training and professional licensing for in-demand careers. As the largest center for commercial driver's license (CDL) training in Georgia's 22 technical college network, GPTC's program is essential to preparing commercial drivers to work.

With accelerated and standard programs, the Regional Transportation Training Center serves as a one-stop-shop for individuals seeking to earn a CDL. The widely recognized program boasts a 99% job placement rate, with students landing in high-demand jobs in transit, manufacturing, and logistics, as well as supporting local nonprofits, such as Goodwill Industries and major corporations, including Georgia Power and Snapping Shoals.

In 2019, more than 1,000 individuals graduated from programs offered at the Center with more than one-third of its graduates securing employment at Metropolitan Atlanta Rapid Transit Authority.



*"If you have a business with logistics or warehousing needs, we are here to provide training for your future and current employees. We can also work with your team to create a custom curriculum and training to meet the specific needs of your organization." – Selina James, Program Director*



# WORKFORCE TRAINING TRANSFORMS LIVES

DeKalb-based Graphic Packaging International sources its new hires from Manufacturing Ready, Georgia Piedmont Technical College's manufacturing training program. The Tucker-based company secures raw materials to provide packaging for many American and international fast food brands.

Jaire Duncan began his career as an intern with Graphic Packaging International but quickly showcased his ability to thrive in the fast-paced environment. Thanks to training received at GPTC's five-week manufacturing training program, Duncan earned several industry-significant credentials, toured a number of manufacturing facilities, and connected with industry representatives. Manufacturing Ready provides students with exposure to various aspects of the manufacturing industry while providing local businesses with a job-ready workforce prepared for a challenging and rewarding career.

"Because of the workforce training [Duncan] received at GPTC, we were able to bring him on from intern to a full-time employee in a matter of months," said Beverly Sanders, human resource manager with Graphic Packaging International. "Quality workforce training programs, like those offered at GPTC, help us hire and develop individuals who may not have recognized working in manufacturing can be a fulfilling, well-paid career."

Duncan is now an integral member of the Graphic Packaging International team, working with drivers to ensure truckloads are ready for distribution.





  
Scottsdale Early Learning Center  
breaks ground on a new  
**\$2.5 million**  
facility



# DEVELOPING YOUNG MINDS: SCOTTDALE EARLY LEARNING CENTER

For more than 40 years, the Scottdale Early Learning Center has provided programming aimed at mitigating socioeconomic disadvantages through high-quality education, family involvement, and community engagement. With site selection support from Decide DeKalb, the Scottdale Early Learning Center expanded its community footprint with the purchase of a new location in 2019, offering families a second location for their young learners.

Formerly known as the Scottdale Child Development and Family Resource Center, the early childhood educational organization has served as a long-time community staple – providing center-based and community-based services to prepare some of DeKalb’s youngest residents with the tools, resources, and skills needed for a successful transition to kindergarten.

The new \$2.5 million facility, set to open in 2020, represents the ongoing investment in one of DeKalb’s most historic communities and a needed response to the growing demand for additional preschool and childcare services.

*“Scottdale Early Learning is proud to have worked with Decide DeKalb to find our second location in DeKalb County. Working with Decide DeKalb provided us with a partner on our journey towards expansion, and as a nonprofit and small business that help was invaluable. From finding the facility to workforce resources to helping navigate county processes, Decide DeKalb was with us every step of the way and helped make our expansion a reality!”*

*- Maryum Gibson, President & CEO - Scottdale Early Learning Center*



## THERMO PAC: 'WHAT WE DO MATTERS'

Thermo Pac has called DeKalb County home since the 1990s. With more than 200 employees, the Tucker manufacturing center has become an industry leader in ready-to-eat meals and portion controlled packaging. With major clients including the U.S. Department of Defense and the U.S. Department of Agriculture, Thermo Pac provides men and women serving on various branches of the armed forces with quality meals and prepackaged food options for more than 25 years.

“When an American soldier abroad opens up a ready-to-eat meal prepared by Thermo Pac, they can rest assured knowing their meal was prepared and packaged in a high-quality facility,” said Victor Ortega, director of operations for Thermo Pac. “We are proud to help feed the brave men and women in the United States military.”

In 2019, Decide DeKalb coordinated with Thermo Pac to secure grant funding to support ongoing workforce development and training needs. Throughout 2020, Thermo Pac employees will receive additional food safety and security training through Georgia State University’s Perimeter campus, enabling them to earn higher wages and transferable certifications.



## PDK AIRPORT: WHERE DEKALB TAKES FLIGHT

A former Naval Air Station, DeKalb-Peachtree Airport (PDK) averages 230,000 annual takeoffs and landings, generates \$90 million in economic impact, and supports 7,000 jobs. Located within 10 minutes of two regional business districts – Buckhead and Perimeter – PDK serves as a transportation asset for metro Atlanta’s Fortune 500 companies and a major economic driver for the region.

The airport was a transportation necessity for Super Bowl LIII, hosted at Atlanta’s Mercedes-Benz Stadium. High profile visitors from across the country landed at PDK for the special event. In 2019, PDK saw a 6% increase in airport operations with more than 160,000 takeoffs and landings.

“Business owners, executives, and high-net-worth individuals utilize PDK because of its close proximity to downtown Atlanta, key business districts, and access to transportation hubs,” said Mario A. Evans, director of DeKalb-Peachtree Airport. “Our county airport provides tremendous economic and transportation value to the metro region.”

DeKalb’s airport is in the midst of a comprehensive airport master plan. Its 20-year planning horizon will ensure the state’s second-busiest airport remains equipped to stand out as an aviation leader and keep DeKalb County moving forward.



DeKalb-Peachtree Airport (PDK)  
averages **230,000** annual takeoffs  
and landings, generates  
**\$90 million** in economic impact,  
and supports **7,000** jobs.



# INVESTING

**In 2019, Decide DeKalb reached an incredible milestone with the historic investment from Children's Healthcare of Atlanta, as the company announced plans for a new campus location – Georgia's largest healthcare project in the state's history.**

**In May, Serta Simmons Bedding officially opened its headquarters at Assembly Yards – a reimagined former General Motors assembly plant that is now one of the state's premier mixed-use developments. This operation is another investment milestone for the region.**

**Throughout the year, DeKalb experienced tremendous investments in multiple business sectors that continue to enhance the quality of life and expand employment opportunities.**

## REDEVELOPING TRINITY CHAMBLEE PLAZA

Trinity Chamblee Plaza reflects the rebirth of a century-old industrial corridor located inside the Perimeter along Peachtree Boulevard. In a world of online shopping, the developers behind the reimagined shopping center identified key, in-store shopping options that presented the right retail mix.

In 2019, Trinity Chamblee Plaza welcomed contracted tenants TJ Maxx, HomeGoods, Crunch Fitness, and other national retailers to the 176,000-square-foot overhauled space. Developers anticipate the 60-year-old redevelopment plaza and subsequent new tenants will support more than 90 new jobs.

“Chamblee Plaza is open and our retailers are meeting their sales expectations,” said Vince Riggio, Partner, TRINITY Development. “We are excited to have Decide DeKalb as a partner in our project, which will help create jobs and economic prosperity for the City of Chamblee and the community at large.”



## NORTHLAKE MALL REIMAGINED

In 2019, Emory Healthcare announced plans to transform the 50-year-old Northlake Mall into a centrally located, multi-use medical facility. Occupying 224,000 square feet of anchor space and with the space to accommodate up to 1,600 employees, the preliminary plans provide Emory with the expansion capacity in the heart of DeKalb County, with convenient access to nearby highways and supported by MARTA transit service.

# INVESTMENT UPDATE: ASSEMBLY YARDS

Headquartered in Atlanta, The Integral Group is known nationally for its innovative urban revitalization projects. The company's mission is to create value in cities and (re)build the fabric of communities.

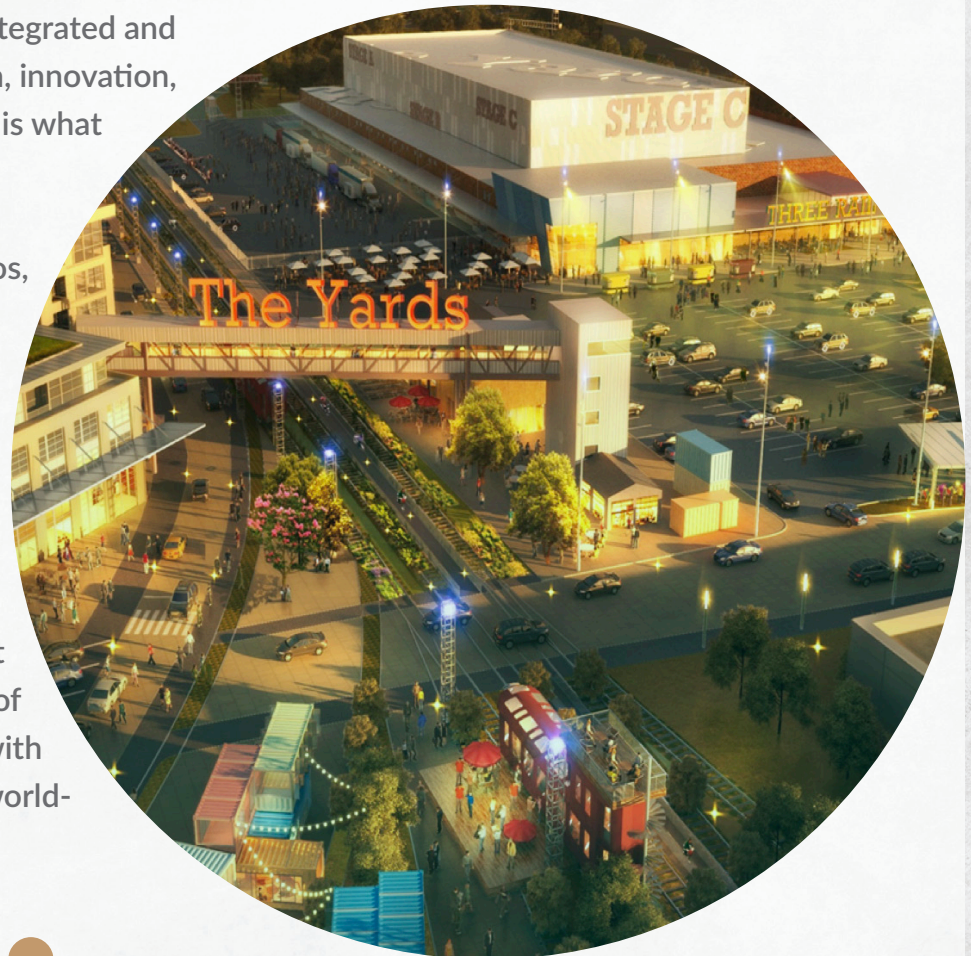
Located in northwest DeKalb County, Integral's Assembly Yards is one of the largest real estate projects in the state. At \$2 billion, the investment represents one of the most significant in the South. Formerly an automotive manufacturing plant, once fully realized, Assembly Yards will boast 120,000 square feet of entertainment and retail space; 500,000 square feet of commercial and creative space; more than 700 multifamily units; and miles of paved multi-use trails.

As part of its brownfields revitalization support, Decide DeKalb approved Integral for a half-million-dollar loan to help fund environmental improvements and ready the 165-acre site for adaptive reuse.

In March 2019, Serta Simmons – the country's largest mattress manufacturer – officially moved its headquarters and 500 employees to Assembly Yards. When the company first announced it selected Assembly Yards, its then-CEO Michael Traub told Georgia media, "An integrated and unified work environment that will foster better collaboration, innovation, and teamwork will better support our growth trajectory. This is what our new location will deliver."

Third Rail Studios, one of DeKalb's most acclaimed film studios, is the development's anchor tenant. The full-service film studio boasts 70,000 square feet of space available for the production of the next blockbuster film.

"We are incredibly excited about the continued progress at Assembly Yard," said Bert Brantley, COO of the Georgia Department of Economic Development. "This is a world-class site, perfectly situated on both a transit line and adjacent to our interstate system. The site continues to draw a lot of interest, and we look forward to our continued partnerships with both the City of Doraville and DeKalb County to recruit a world-class employer to Assembly Yards."







*At \$2 billion,  
the investment in Assembly Yards  
represents one of the most  
significant in the South.*





Children's



# **CHILDREN'S HEALTHCARE OF ATLANTA: A HISTORIC INVESTMENT IN DEKALB'S FUTURE**

**Founded in 1915, Children's Healthcare of Atlanta consistently ranks as one of the top children's hospitals in the nation, providing care in more than 30 pediatric specialties. With campuses across the region, Children's serves families from all 159 counties in Georgia.**





A key part of Children’s mission – to make kids better today and healthier tomorrow – is anticipating the growth of Georgia’s pediatric population and assessing existing medical facilities. When the hospital concluded that it could no longer grow to meet the needs of Georgia’s children at its Egleston campus, they saw an opportunity to build a new campus and hospital designed specifically for kids. This new campus and hospital will ultimately allow Children’s to deliver better outcomes for its patients and inspire a healthy, active community right here in DeKalb County.

Based on extensive research, its leadership determined that North Druid Hills in DeKalb County would be the right location for its new campus and hospital.

DeKalb County, the City of Brookhaven, and other government entities were involved in the planning process of this campus from the start and provided vital support needed to finalize the campus plans.

Working closely with Decide DeKalb and other regional partners, Children’s issued bonds to pay for portions of the \$1.3 billion campus and hospital.

The sprawling campus will sit on more than 70 acres, 20 of which will be used as a communal greenspace. Due to the sheer scope of the expansion, Children’s has committed to investing \$40 million to improve traffic and transportation in the surrounding community, including upgrading the I-85 underpass, updating the I-85/North Druid Hills interchange, and improving other arterial roads.

The hospital anticipates more than 20,000 temporary and permanent jobs will be generated and retained thanks to the historic investment.

“We believe our North Druid Hills campus and hospital will truly be transformative, not only for DeKalb County and the state of Georgia, but most importantly for our patients and their families,” said Chris Chelette, the hospital’s vice president of planning, design and construction. “Children’s is thrilled to develop our new campus in DeKalb County, and we’re grateful for the community’s support now and in the future as we build a new hospital that will serve Georgia’s children for decades to come.”

In December 2019, the first wave of administrative staff at Children’s moved into the Support Center on the North Druid Hills campus –a location that will ultimately include two administrative buildings dedicated to support Children’s highly acclaimed team of physicians and medical staff.

With site work and prep work for the new hospital underway, the hospital is on track to begin serving patients in 2025.

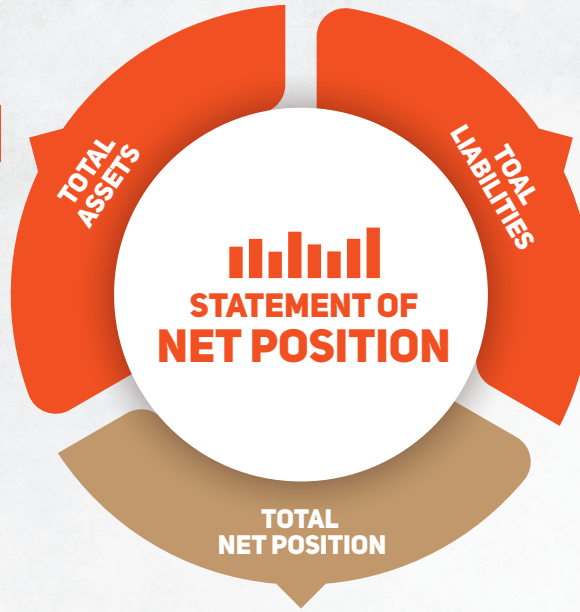


*The **\$1.3 billion** investment into Children's expansion represents DeKalb's largest investment to date.*

# 2019 FINANCIALS

**\$6,712,936**

CURRENT ASSETS: \$3,712,057  
 NON-CURRENT ASSETS: \$2,911,745  
 DEFERRED OUTFLOWS OF RESOURCES: \$89,134



**\$3,598,016**

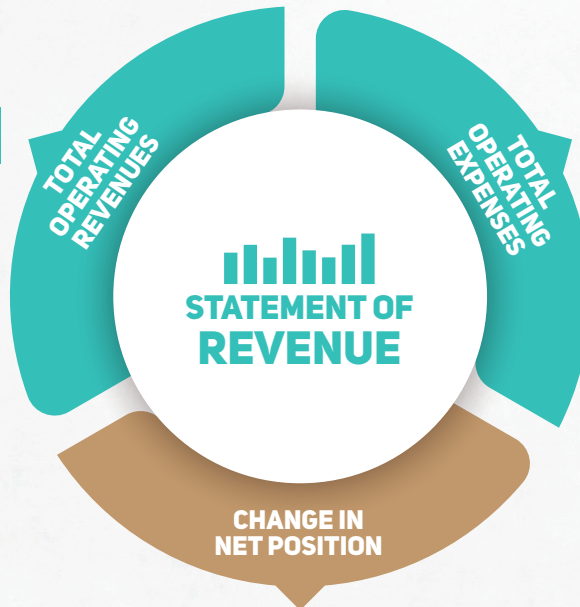
CURRENT LIABILITIES: \$1,028,016  
 NON-CURRENT LIABILITIES: \$2,570,000

**\$3,114,920**

NET INVESTMENT IN CAPITAL ASSETS: **\$(289,121)**  
 UNRESTRICTED \$3,404,041

**\$3,027,210**

ANNUAL ADMINISTRATIVE FEES: \$490,511  
 ISSUER FEES: \$131,975  
 DEKALB COUNTY INTERGOVERNMENTAL INCOME: \$1,328,173  
 LEASE INCOME: \$46,200  
 OTHER FEES AND CHARGES: \$1,030,351



**\$2,617,144**

SALARIES, WAGES, BONUSES: \$702,910  
 EMPLOYEE BENEFITS, PAYROLL TAXES: \$106,428  
 BUSINESS AND ECONOMIC DEVELOPMENT: \$375,012  
 CONSULTING SERVICES: \$572,729  
 DUES, SUBSCRIPTIONS: \$48,365  
 PROFESSIONAL SERVICES: \$148,079  
 RENT, UTILITIES: \$106,279  
 DEPRECIATION: \$377,868  
 OTHER ADMINISTRATIVE EXPENSES: \$179,474

**OPERATING INCOME  
 \$410,066**

**\$335,903**

NON-OPERATING REVENUES (EXPENSES)  
 INTEREST INCOME: \$56,745  
 INTEREST EXPENSE: **\$(130,908)**

**TOTAL OPERATING EXPENSES  
 \$74,163**

These financial statements are in draft form and have not been subjected to an audit, review, or compilation engagement, and no assurance is provided on them.



**2019**  
**ANNUAL REPORT**



**Decide DeKalb**  
Development Authority



# Decide DeKalb

Development Authority

125 Clairmont Avenue  
Suite 150  
Decatur, GA 30030

(404) 687-2730  
[www.DecideDeKalb.com](http://www.DecideDeKalb.com)

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