

Cultivating Momentum

How our Vision is Taking Root

In 2025, Decide DeKalb built the kind of foundation that makes every future move possible. The seeds planted over the past five years are taking root.

Setting the Stage

Built for This Moment

Economic development doesn't happen overnight. 2025 was shaped by decisions made years earlier. Long-term investments in place, people, and partnerships paid off visibly this year. Leadership remained focused, priorities sharpened, and the work stayed on track.



**LORRAINE
COCHRAN-JOHNSON**

DeKalb County CEO

“While we are proud of the progress we have made, we are even more focused on what lies ahead.”

[Read Madam CEO's letter](#)



**ANN
HANLON**

Board Chair, Decide DeKalb

“The best of what we're building together is still ahead.”

[Read Ann's letter](#)



**DORIAN
DEBARR**

President, Decide DeKalb

“The foundation is solid. The partnerships are strong. And we're just getting started.”

[Read Dorian's letter](#)



LORRAINE COCHRAN-JOHNSON

DeKalb County CEO

To Our Residents, Business Leaders, and Community Partners,

It is my honor to serve as CEO of DeKalb County and to share this moment with you as we continue building a stronger, more vibrant future together. From my first day in office, my focus has been clear: to lead with purpose, act with urgency, and deliver results that improve the quality of life for every resident in DeKalb County. That commitment is reflected in the progress we are making across our communities, and in the growing strength of our local economy. DeKalb County stands at a powerful intersection of opportunity. We are a county rich in diversity, talent, and innovation. A county where global businesses, small entrepreneurs, and creative industries can grow and thrive. And a county where strategic investment is driving real transformation, from infrastructure and public safety to housing, workforce development, and economic mobility. Through our partnership with Decide DeKalb, we are strengthening our ability to attract new industries, support existing businesses, and position DeKalb as a premier destination for investment in the Southeast. Together, we are creating pathways for sustainable growth that benefit not only our economy, but the people who call this county home. Economic development, for me, is not just about growth; It is about access. It is about ensuring that opportunity reaches every corner of our county. It is about supporting businesses at every stage, from startup to expansion. And it is about creating an environment where residents can live, work, and build generational wealth right here in DeKalb. We are also reimagining how local government shows up in this work. Through our Reimagine DeKalb vision, we are taking a more proactive, data-driven, and collaborative approach, one that prioritizes transparency, accountability, and partnership. Whether we are investing in major development projects, supporting our local business community, or preparing our workforce for the jobs of the future, we are doing so with intention and impact. None of this progress happens in isolation. It is made possible by the strength of our partnerships, with our business community, our regional and state leaders, our community organizations, and most importantly, our residents. To our business leaders: thank you for choosing DeKalb, for investing here, and for growing with us. To our residents: thank you for your trust, your engagement, and your belief in what DeKalb can become. And to the team at Decide DeKalb: thank you for your continued leadership in driving economic opportunity and telling the story of a county on the rise. While we are proud of the progress we have made, we are even more focused on what lies ahead. We are building a DeKalb that is more competitive, more inclusive, and more prepared for the future. A DeKalb where opportunity is not limited by geography. Where innovation is supported. And where every resident has a pathway to succeed. This is our moment to lead. This is our moment to grow. And together, this is our moment to Reimagine DeKalb. Thank you for being part of this journey.

Sincerely,

Lorraine Cochran-Johnson Chief Executive Officer DeKalb County Government



**ANN
HANLON**

Board Chair, Decide DeKalb

Dear Friends and Partners of DeKalb County,

2025 was a year that reminded us why this work matters. Across every corner of DeKalb, we saw what happens when a community commits to itself – when long-term investments in people, place, and partnerships start to pay off in ways you can see and feel. From a major corporate headquarters planting roots in Brookhaven, to cottage homes being built for first-time buyers in Decatur, to high school students meeting their future employers on a conference room floor – momentum showed up in real, tangible ways this year. What makes that momentum meaningful is who it reaches. Decide DeKalb’s work has always been about more than square footage and job numbers. It’s about making sure that growth is inclusive, that opportunity extends to every zip code, and that the businesses and residents who have always believed in DeKalb are the ones who benefit most. That commitment didn’t waver in 2025 – it deepened. As we look ahead, the foundation is strong and the direction is clear. The strategic plan is set. The partnerships are in place. The community is engaged. And the best of what we’re building together is still ahead.

Ann Hanlon Board Chair, Decide DeKalb Development Authority



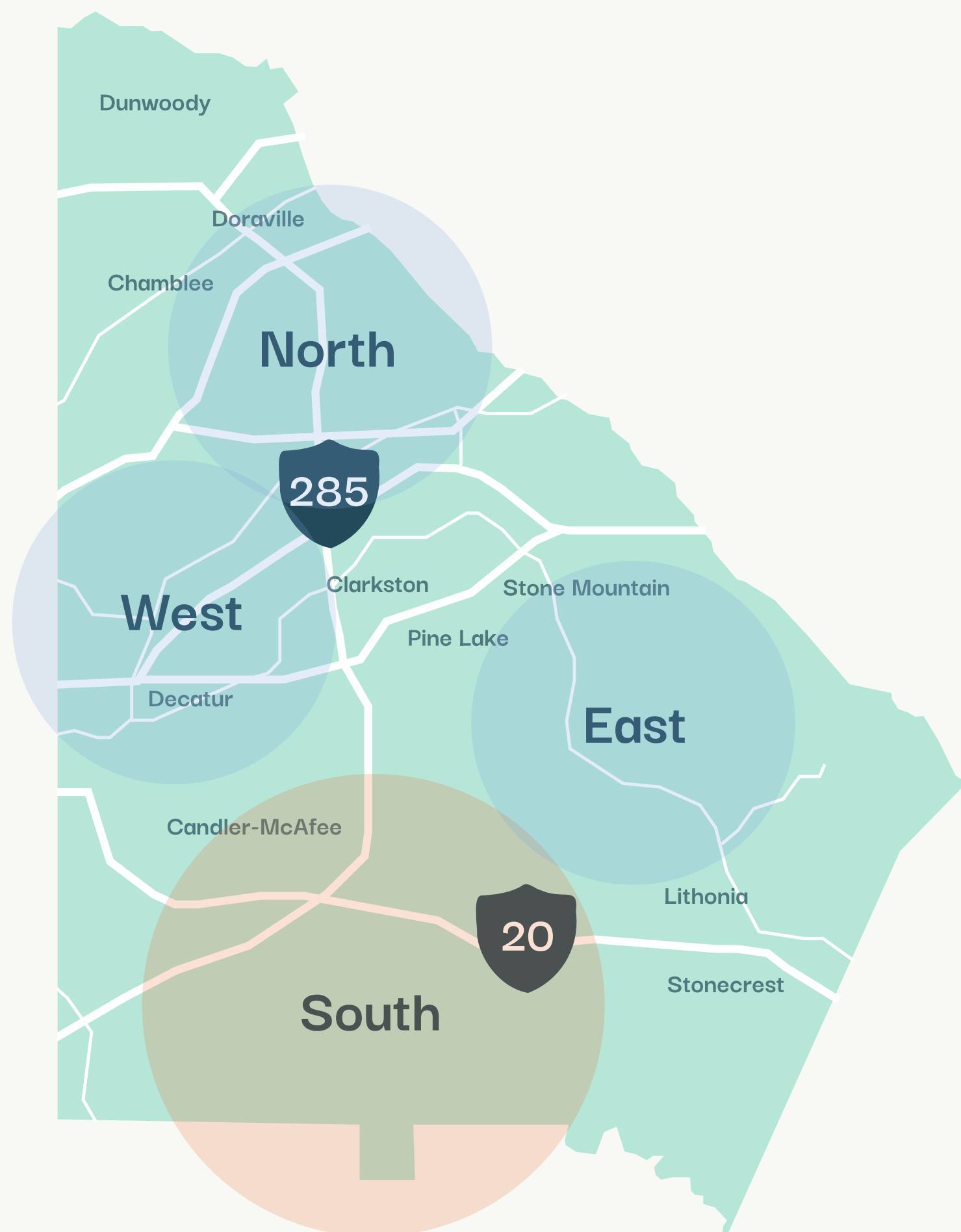
DORIAN DEBARR

President, Decide DeKalb

Dear Friends and Partners,

I want to ask you something. When you hear “economic development,” what do you picture? Most people picture cranes. Buildings going up. Ribbon cuttings. And yeah, that’s part of it. But that’s not what drives this work. What drives it is knowing that somewhere in DeKalb County right now, there’s a kid in a classroom whose teacher just came back from a site visit at a manufacturing facility – and that teacher is connecting what’s on the whiteboard to an actual paycheck. There’s a family in Southwest DeKalb who’s going to have a grocery store within walking distance for the first time. There’s an immigrant entrepreneur on Buford Highway who just got their first real shot at capital. That’s economic development. And that’s what 2025 was about. Since 2020, Decide DeKalb has helped bring in over \$2.4 billion in investment and more than 11,000 jobs to this county. Those numbers matter. But what matters more is who those numbers reach – and whether the people who have always been here get to benefit from the growth happening around them. This past year, we approved over \$6 million in TAD investments for projects that came directly from what residents said they needed. We began the important work of developing a Strategic Economic Development Plan – shaped by community engagement sessions, stakeholder interviews, and the DeKalb Economic Development Summit – because this work only holds if it’s built with the people, not just for them. And we invested in programs that gave entrepreneurs, students, and working families a real shot. The foundation is solid. The partnerships are strong. And we’re just getting started.

Dorian DeBarr President, Decide DeKalb



Making an Impact

South DeKalb

South DeKalb has been asking for investment for years. In 2025, it arrived. A grocery store, local retail, walking trails, and new homeownership opportunities are all in motion – built with community input and backed by real dollars. This corridor’s future is being written right now.

Results

\$3.8M

Candler Crossing TAD grant

\$28.9M

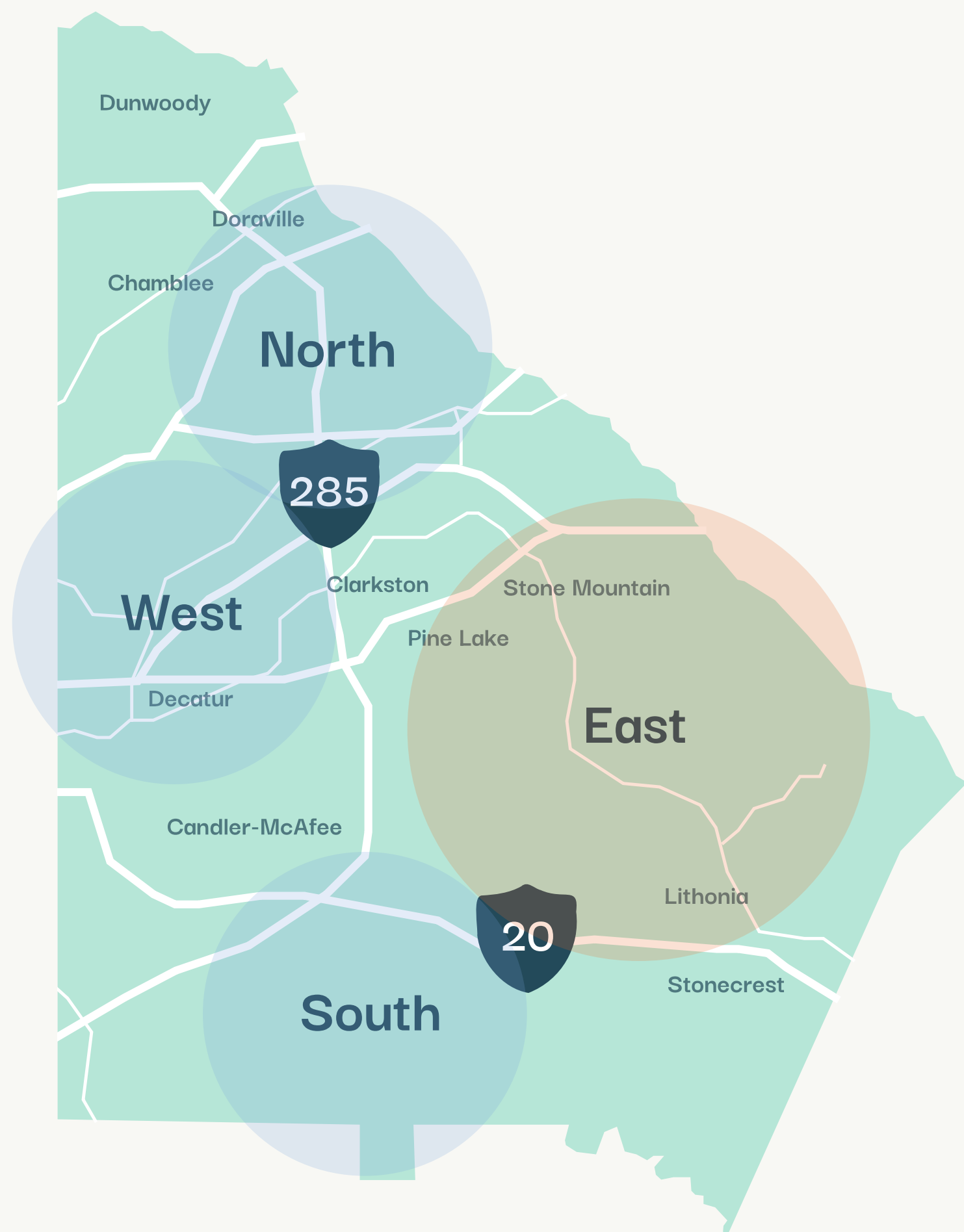
Private investment

283

Permanent new jobs

Projects

Candler Crossing, Southwest DeKalb Corridor Study, Southwest DeKalb Tax Allocation District, South DeKalb Pop-Up Business Incubator, Economic Development Week – Make You Love Monday



Making an Impact

East DeKalb

East DeKalb is where overlooked land is becoming community. Cottage homes for first-time buyers. Affordable units breaking ground. A brownfield site turned into housing. And a MARTA station that became a marketplace. Investment here isn't just financial – it's a commitment to the people who live here.

Results

\$2.3M

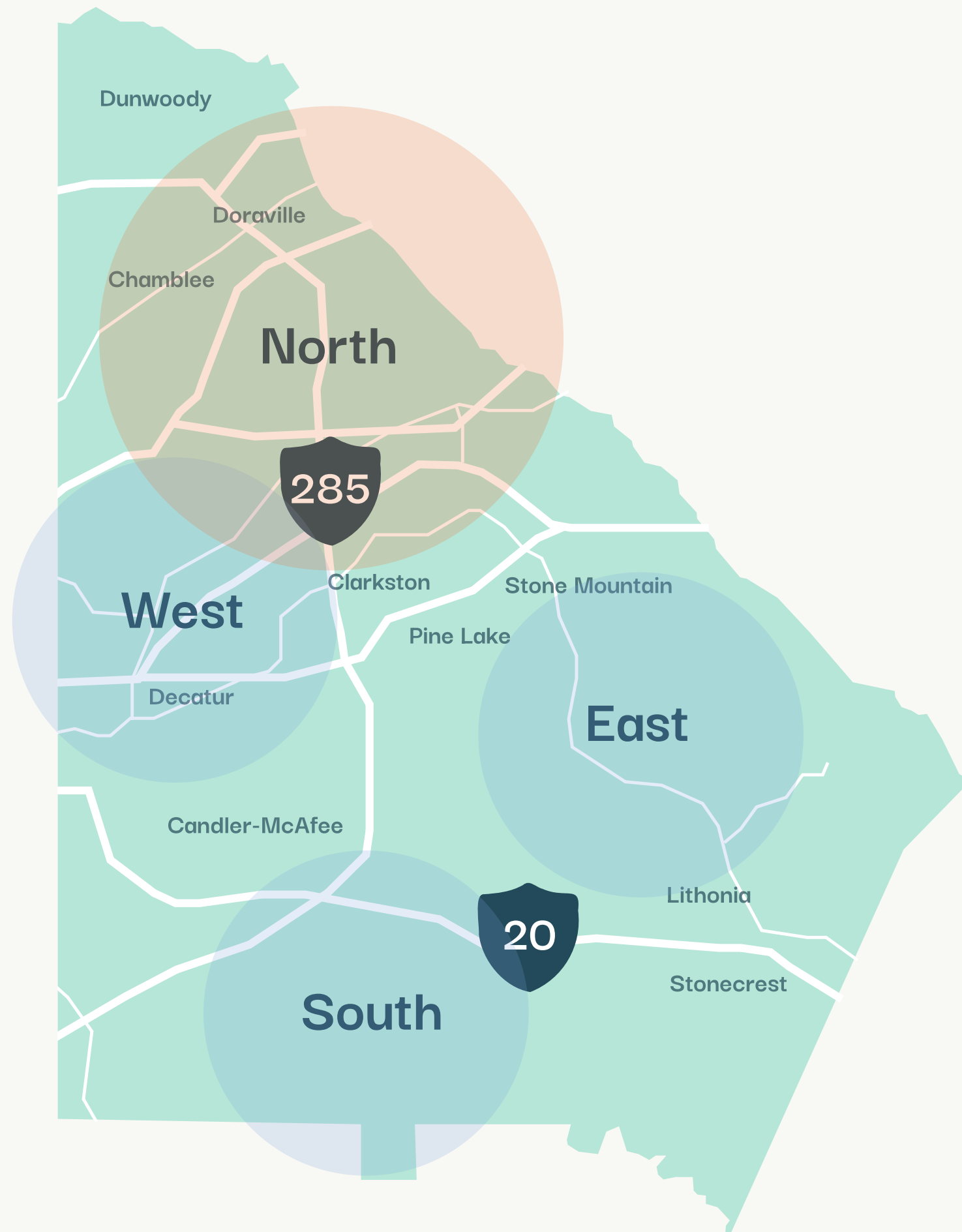
Invested and 175+ construction jobs at Cottages at Midway

132

Affordable units at Village at Legacy

Projects

Cottages at Midway, Village at Legacy, Willow Branch Apartments, Kensington Station MARTA Holiday Market, Granite House Lofts



Making an Impact

North DeKalb

North DeKalb is where major employers are putting down roots. From a global infrastructure firm choosing Brookhaven for its U.S. headquarters to a 40-year DeKalb employer investing \$151 million in its future here – this is a part of the county that’s building for the long haul.

Results

\$151M

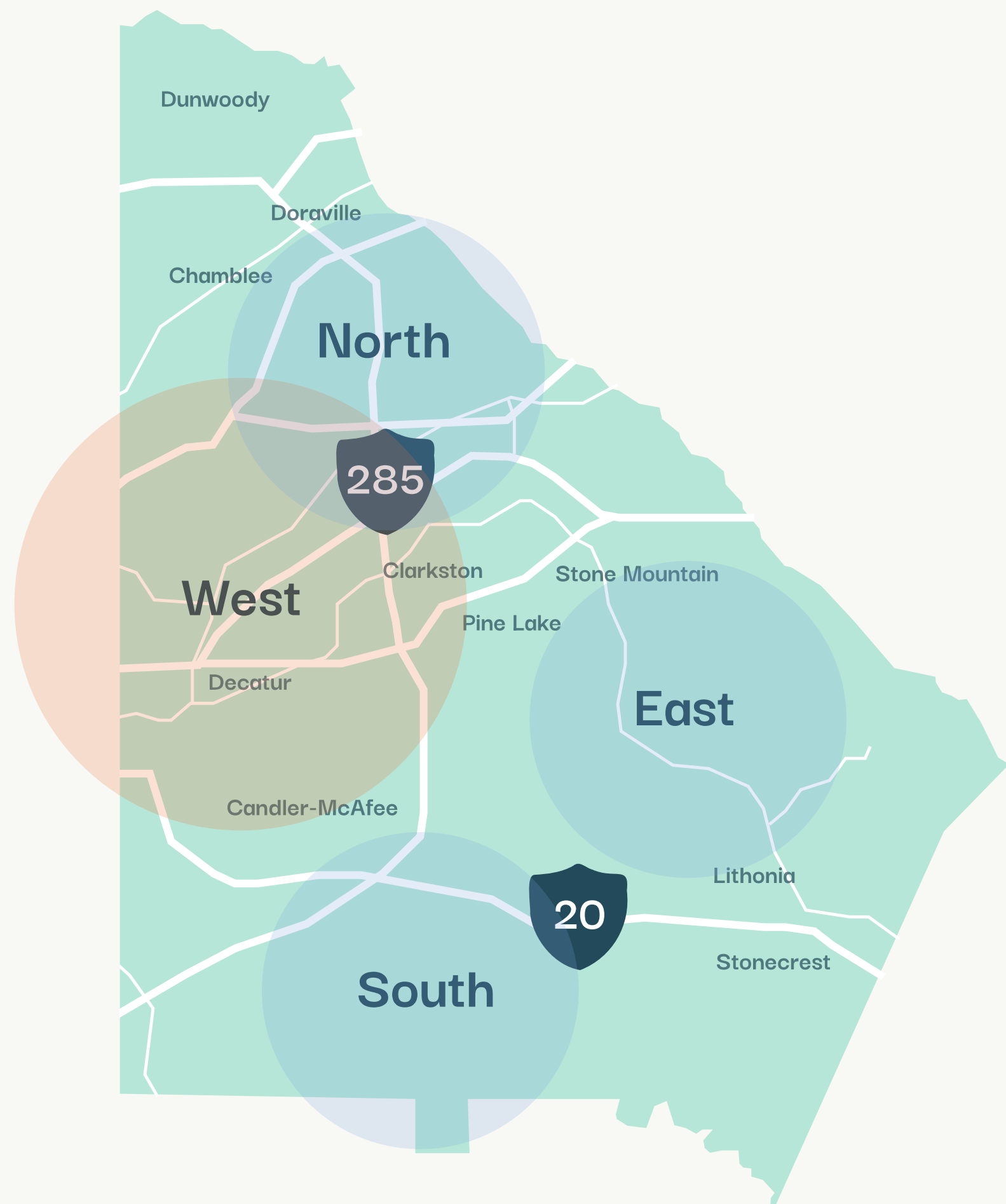
UPS Pleasantdale hub modernization

1,679

Jobs retained

Projects

FlatironDragados U.S. HQ, UPS Pleasantdale Hub, Lulah Hills, Assembly Studios/Shadowbox Studios



Making an Impact

West DeKalb

In West DeKalb, workforce meets opportunity. Immigrant entrepreneurs along Buford Highway are getting real capital and real support. Students are meeting their future employers. Teachers are visiting factory floors. The talent pipeline that powers DeKalb's economy runs right through here.

Results

\$100K

Global DeKalb investment

**\$50K -
\$150K**

Loans made available through the Small Business
Revolving Loan Fund

100+

Students engaged through GPTC workforce programs

Projects

Global DeKalb, GPTC MADE: Pathways to Success Showcase, MADE in DeKalb Fellowship, Small Business Revolving Loan Fund, Supplier Development Academy, Business Resources 101 workshops



Leadership DeKalb Class of 2025 for
Economic Development Day at Lulah Hills

How Momentum is Built

One County. Six Pillars. Measurable Progress.

Decide DeKalb is DeKalb County's development authority and economic development arm. We recruit employers to the county, redevelop underutilized land, create and deploy capital to revitalize communities, preserve and expand quality housing opportunities for residents at all income levels, connect residents to career pathways, support existing businesses, and build the plans and programs that keep all of it moving forward.

We're a public development authority, accountable to the people of DeKalb and to the businesses that choose to grow here. Our job is to make opportunity accessible, investment strategic, and growth inclusive.

\$2.4B+

In investments since
2020

11,000+

Jobs created
since 2020

\$6.1M

In TAD investments
approved in 2025

Where the Work Lives

Every initiative and project in 2025 was driven by strong partnerships and aligned to six areas of focus. Together, they tell the story of a county creating its own opportunity.

OUR PILLARS OF IMPACT



Redevelopment
& Place-Based
Growth



Business Attraction
& Investment



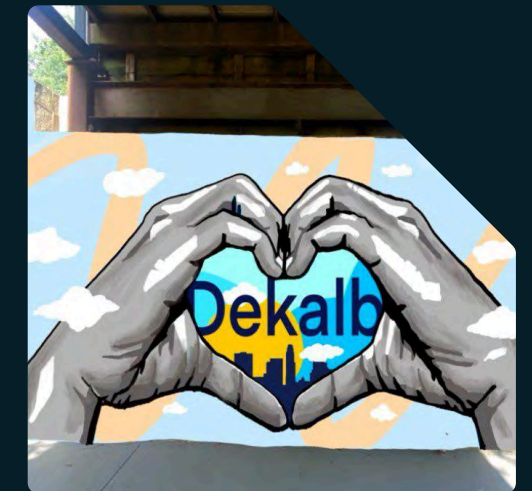
Workforce &
Talent Pipeline



Business Retention
& Expansion



Programs &
Community



Equitable Economic
Development

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Reinvesting in Place

\$6.1M

In TAD investments
approved

283

Permanent jobs
created

\$35M+

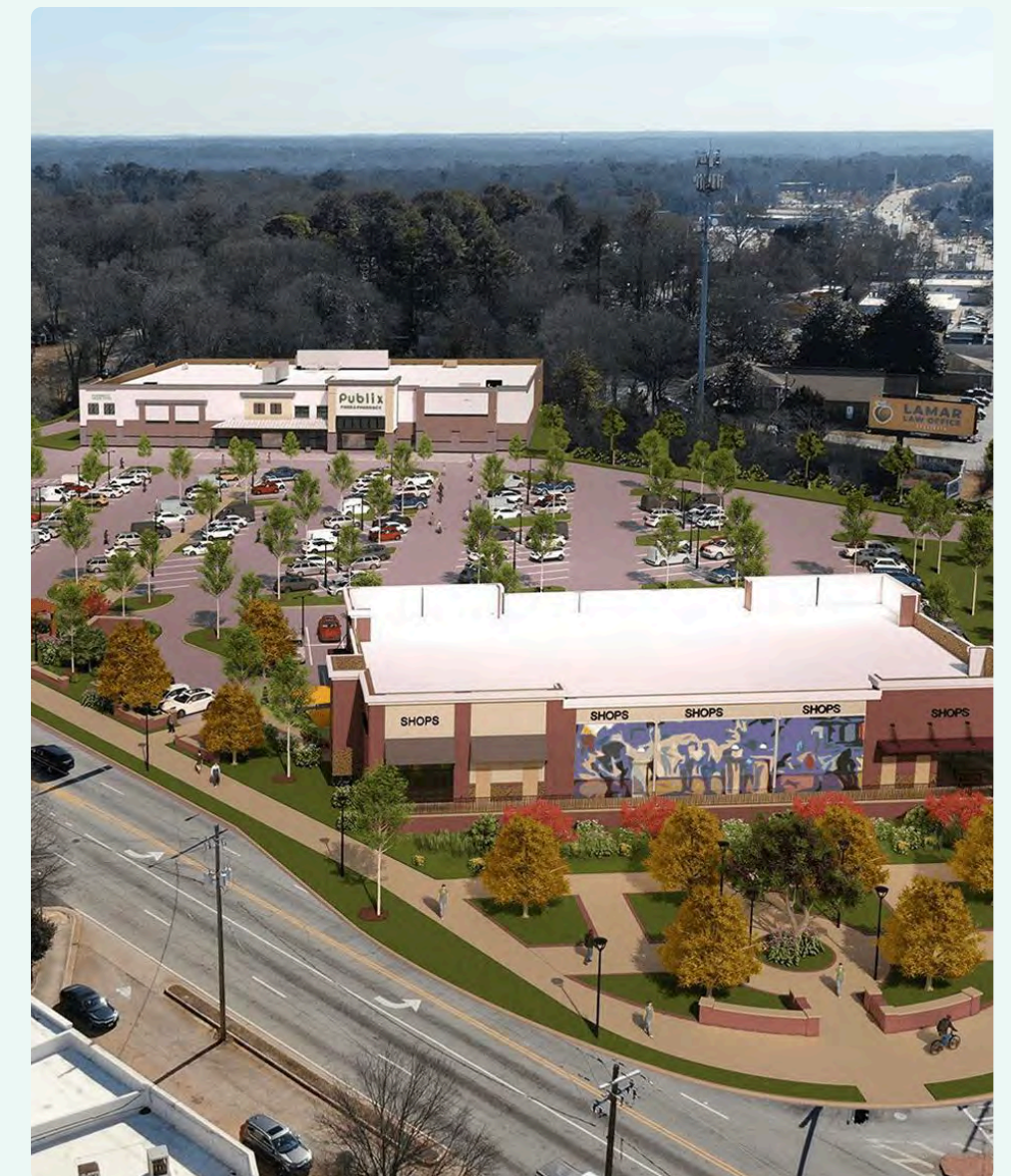
In private investment
leveraged

Investing in the Communities That DeKalb Has Always Believed In

In 2025, Decide DeKalb’s most significant work happened at the neighborhood level – where real investment met real community need. In September 2025, the board approved over \$6 million in tax allocation district (TAD) investments for projects that came directly from what residents said they needed.

Candler Crossing received a \$3.8 million TAD award for a Publix grocery store at 1816 Candler Road in Southwest DeKalb. Developer Venture South Investments is investing \$28.9 million to bring a 50,325-square-foot Publix grocery store, an 11,200-square-foot multi-tenant retail building, walking trails, and a renovated MARTA bus stop to the site. One 2,000-square-foot commercial suite within the retail building will be reserved for a local business tenant at 60% of market rent, with a 10-year affordability commitment.

Candler Crossing uses a pay-as-you-go TAD structure – the developer receives reimbursements only as tax revenue is generated, meaning taxpayers are protected from upfront costs.



Candler Crossing at 1816 Candler Road in Decatur

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Reinvesting in Place

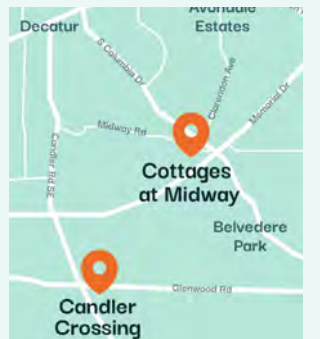
Cottages at Midway received a \$2.3 million TAD award – structured as a combination of a repayable loan, grant, and forgivable downpayment assistance loan to support missing middle homebuyers – for 18 for-sale cottage homes off Columbia Drive, with 12 reserved for missing middle homebuyers and a 10-year affordability commitment.

In December 2025, the board approved a \$1.2 million EPA Brownfields Revolving Loan Fund award to Housing Development Corporation for the Willow Branch Apartments in unincorporated Clarkston. The 186-unit multifamily property is undergoing a \$58 million renovation, including abatement of asbestos-containing materials. Remediation and redevelopment is slated to commence in Spring 2026 – demonstrating that brownfield sites can become genuine community assets when paired with the right investment and vision.

Lulah Hills, the transformation of the former North DeKalb Mall site, reached major milestones in 2025: the first vertical phase commenced construction, bringing a Publix to the development in early 2027; Crescent Communities closed on the first multifamily rental phase; and Empire Communities closed on the first homeownership phase, which will include 104 for-sale townhomes. New local and national retailers were announced in 2025, including Refuge Coffee, Anthropologie, and Firepit Pizza Tavern, among others.

“We’re proud to invest in this corner of DeKalb. In addition to bringing a new grocery opportunity, we’re designing a walkable, sustainable community gathering space that will benefit people in this neighborhood for decades to come.”

Evan Conder, Partner at Venture South Investments



From left to right, top to bottom: Cottages at Midway rendering; North DeKalb Mall prior to redevelopment; Lulah Hills Rendering; The team behind Lulah Hills prepares for the next phase of redevelopment at the former North DeKalb Mall site.

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

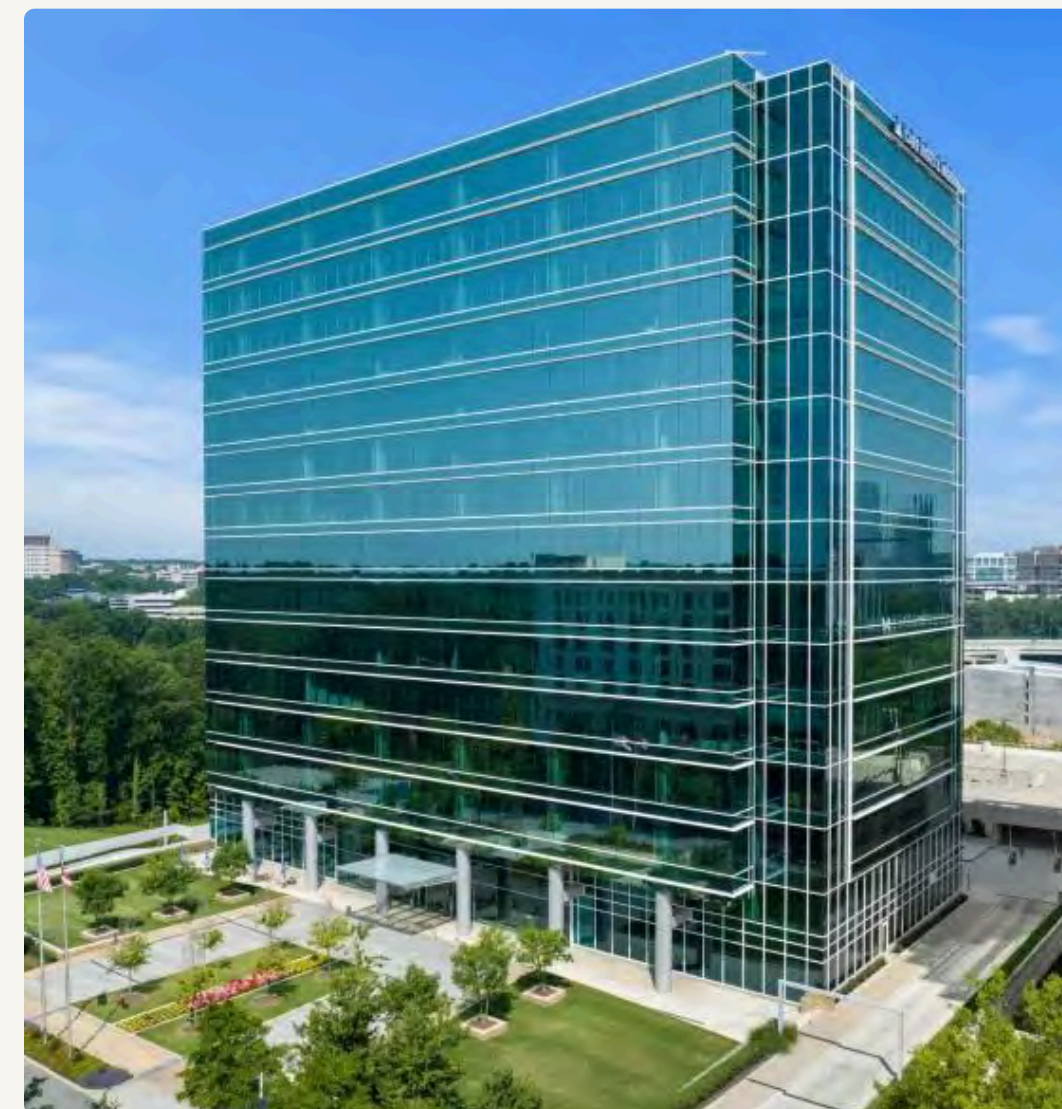
Business Attraction & Investment

From Infrastructure to Innovation: Industry Leaders Choose DeKalb

DeKalb County continued to attract major employers across industries in 2025 – a result of years of intentional relationship-building, strategic positioning, and strong public-private partnerships. When AIG chose DeKalb County as the site for a new innovation hub, Decide DeKalb played a key role in bringing more than 600 jobs to the region.

FlatironDragados is part of ACS Group, one of the world’s leading infrastructure organizations. The firm delivers highways, bridges, aviation systems, rail and transit, water infrastructure, and resiliency projects across the continent. Choosing Georgia – and specifically DeKalb – as the home for its executive leadership was a deliberate, strategic decision rooted in the company’s existing work in the region. The company will occupy 25,000 square feet on the top floor of Summit Four at Perimeter Summit, a 1.7-million-square-foot Class-A office campus in Brookhaven. Full occupancy is expected in Summer 2026.

\$2.4B+ **11,000+**
In investments since 2020 New jobs created since 2020



FlatironDragados’ new US headquarters campus
in Brookhaven

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Business Attraction & Investment

In March 2025, HR solutions company TriNet selected Dunwoody for a new 150,000-square-foot corporate center – a win secured in partnership with the City of Dunwoody, the Metro Atlanta Chamber, and the University System of Georgia – committing to create 750 jobs and invest \$15.4 million in the county over the next five years.

In recent years, Decide DeKalb has partnered to bring major employers to the county, including Hapag-Lloyd, Sugar Bowl Bakery, The Home Depot, and Assembly Studios.

“Locating our headquarters in Georgia is a strategic step that reflects our long-term vision. Georgia’s deep talent pool and location make it the ideal place for FlatironDragados to grow and serve clients.”

Javier Sevilla, CEO, FlatironDragados

Global infrastructure
leader, Flatiron-Dragados
selects Brookhaven for
U.S. headquarters

\$15.4M Investment
committed to DeKalb’s
economic growth

AIG’s new innovation
hub creates 600+ new
jobs in DeKalb

TriNet expands footprint
in DeKalb with a new
150,000 Sq Ft corporate
center in Dunwoody and
commits 750 jobs

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Workforce & Talent Pipeline

4

Active industry
advisory councils

100+

Students engaged at
GPTC Showcase

15+

Teachers in
fellowship program

Building the Talent Pipeline That Powers DeKalb's Economy

Workforce development is the connective tissue between DeKalb's economic ambitions and the people who live here. Decide DeKalb's workforce efforts in 2025 centered on one goal: connecting people to real careers through real opportunities. The MADE in DeKalb Fellowship gave K-12 teachers year-long exposure to local manufacturing industries through site visits, bringing classroom learning closer to the factory floor. Teacher site visits included PepsiCo, Sugar Bowl Bakery, Schneider Trucking, Georgia Tech, Georgia Power Economic Development Hub, Georgia Piedmont Technical College and WorkSource Dekalb.

On March 8, 2025, high school students packed the DeKalb Conference Center for the Georgia Piedmont Technical College (GPTC) MADE: Pathways to Success Showcase. The event – a partnership between Decide DeKalb, GPTC, and DeKalb County Schools – brought manufacturing and distribution careers to life through real-world exposure. Local employers like PepsiCo, Sugar Bowl Bakery, and Universal Steel provided hands-on demonstrations. Students ready to work could apply for jobs on site.



Educational and pre-apprenticeship programs at Universal Steel

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

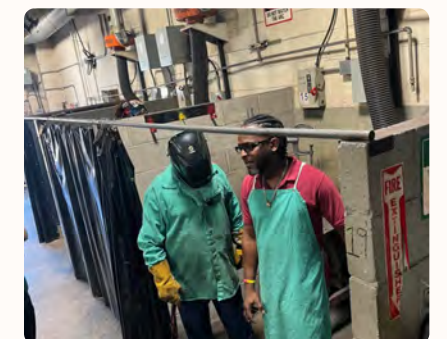
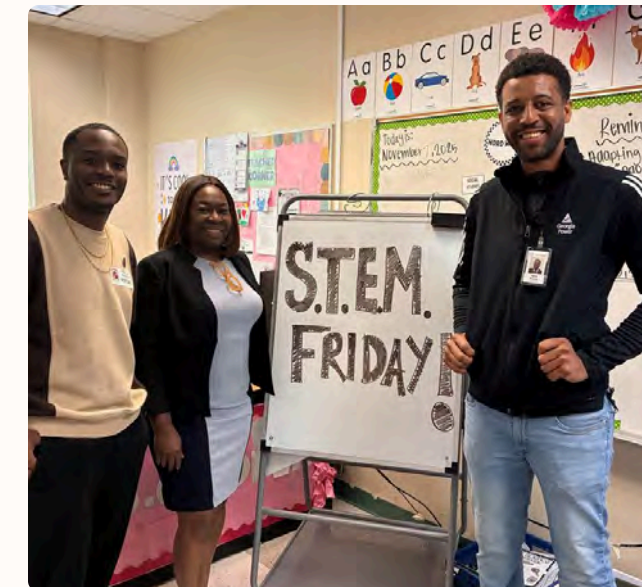
Workforce & Talent Pipeline

While these programs build early career awareness, Decide DeKalb’s workforce strategy also requires direct input from employers to ensure talent pipelines align with the industries driving DeKalb’s economy. Four Advisory Councils met throughout the year, representing Entertainment, Technology, Advanced Manufacturing & Logistics, and Healthcare & Life Sciences, aligning industry voices with workforce planning and economic strategy across DeKalb. Students ready to enter the entertainment and creative industries had a pathway through the Seventh Annual Student Film Festival – hosted in partnership with RE:IMAGINE ATL and DeKalb County School District – where 12 films were screened from 37 submissions representing 15 schools. Graduates gained access to job apprenticeships and internships through RE:IMAGINE ATL.

The American Institute of Steel Construction hosted a virtual Insider Shop Talk in September featuring Universal Steel CEO Bray Bourne alongside Decide DeKalb’s Rudi Pangad and Katrina Young, discussing workforce development collaboration. Through a partnership with GPTC, DeKalb high school seniors gained access to no-cost Industry Ready Pre-Apprenticeship training in high-demand manufacturing roles, including forklift operation, OSHA 10 certification, and industrial maintenance.

“The showcase is an opportunity for students to see firsthand the rewarding careers available and how a viable living can be made from the skills industry.”

Randi Mason, EVP of Economic Development and COO at Decide DeKalb



From left to right, top to bottom: Technology Advisory Council members connect with students at McNair Discovery Learning Academy, helping expose future talent to STEM careers; Advanced Manufacturing & Logistics Council; Health & Life Sciences Council; GPTC Showcase March 2025; MADE in DeKalb.

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Business Retention & Expansion

Investing in the Businesses Already Rooted in DeKalb

DeKalb's economic strength isn't just about attracting new employers – it's about deepening relationships with the businesses already here and making sure they have what they need to grow. The Small Business Revolving Loan Fund provided \$50,000 to \$150,000 loans paired with technical assistance, offering a direct capital pathway for businesses ready to scale. Business Resources 101, a recurring free event series in partnership with the Better Business Bureau, offered workshops on workforce development, funding opportunities, and educational resources. The Supplier Development Academy, a five-session program with UGA SBDC, helped businesses obtain Local Small Business Enterprise certification and learn procurement strategies that open doors to county contracts.

\$151M+

UPS Pleasantdale
Hub modernization

1,679

Jobs retained
at UPS

\$50K-\$150K

Small business
loans available



A major investment in both healthcare and community, Children's Healthcare of Atlanta's new 19-story hospital reinforces its deep roots in DeKalb County.

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Business Retention & Expansion

CHOA and State Farm continued their significant presence in DeKalb, representing the kind of long-term employer investment the county continues to support and grow.

UPS demonstrated the power of that long-term commitment in a major way: the company moved forward with a \$151 million modernization of its Pleasantdale Hub – a facility that has operated in DeKalb for over 40 years – retaining 753 full-time employees and 926 part-time employees.

Investments like Children’s Healthcare of Atlanta reflect a long-term commitment to both economic growth and community well-being.



From left to right, top to bottom: UPS Pleasantdale Hub; Business Resources 101; UGA SBDC Booth at Business Resources 101; DeKalb Chamber of Commerce Booth at Business Resources 101.

Programs & Community

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Showing Up Where the Community Is

Economic development is most powerful when it meets people where they are. DeKalb County Economic Development Week kicked off in May 2025 with Make You Love Monday, celebrating five local businesses across the county by activating each location with free coffee and desserts for customers. The week also included a Business Resources 101 session for entrepreneurs and partners, a Brownfields Visioning Session to explore redevelopment opportunities for underutilized sites, and a Leadership DeKalb tour of Lulah Hills, highlighting one of the county's most significant mixed-use redevelopment projects.

The South DeKalb Pop-Up Business Incubator provided space and direct support for entrepreneurs testing ideas, building community connections, and developing their businesses in one of the county's most underserved corridors. In December 2025, Decide DeKalb partnered with MARTA to host a Holiday Market at Kensington Station, connecting local vendors with holiday shoppers and demonstrating that economic development doesn't have to feel formal to be impactful.

Community engagement is not a checkbox – it's the foundation of everything Decide DeKalb does. The programs and events of 2025 were built around the belief that economic development works best when it's visible, accessible, and rooted in the places where people already gather.

100+

Businesses in DeKalb
Black Business Guide

6

Major public
engagement events



Laura Ramos, Mayor Ann Lerner and Terra Washington
at Munster Cravings.

Programs & Community

Pillars of Impact:

Redevelopment
& Place-Based
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& Investment

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Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

The DeKalb Black Business Guide – launched in 2024 and featuring over 100 Black-owned businesses across business support, retail, food and dining, and nonprofits – continues to provide residents a resource and gave businesses visibility. The DeKalb Diversity Decal (D3) program, introduced at the launch event at Granite House Lofts in Stone Mountain, gave participating businesses a physical marker of community recognition to display at their locations.

The South DeKalb Pop-Up Business Incubator provided space and direct support for entrepreneurs testing ideas, building community connections, and developing their businesses in one of the county’s most underserved corridors. The MARTA Holiday Market at Kensington Station on December 11, 2025 brought that same energy of community commerce to a high-traffic transit hub – connecting local vendors with holiday shoppers and demonstrating that economic development doesn’t have to feel formal to be impactful.

Economic development works best when it’s visible, accessible, and rooted in the places where people already gather.



From left to right, top to bottom: Katrina Young at Cereal Lab; Madam CEO speaking at South DeKalb Pop-up Business Incubator; Decide DeKalb team at South DeKalb Pop-up Business Incubator; Make You Love Monday at Gilly Brew Bar; Economic Development Week at Cereal Lab; The MARTA Holiday Market provided DeKalb small businesses with increased visibility during the holiday season.

Pillars of Impact:

Redevelopment
& Place-Based
Growth

Business Attraction
& Investment

Workforce &
Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Equitable Economic Development

Expanding Access to Capital and Opportunity Across DeKalb

DeKalb's diversity is one of its greatest economic strengths – and equitable economic development means making sure every entrepreneur, regardless of background or zip code, has access to the tools they need to grow. Decide DeKalb invested \$100,000 in Global DeKalb, partnering with the International Rescue Committee to provide technical assistance to immigrant-owned businesses across the county, with a particular focus on the Buford Highway and Clarkston/Memorial Drive corridors. Any immigrant-owned business in DeKalb County is eligible to participate in the program.

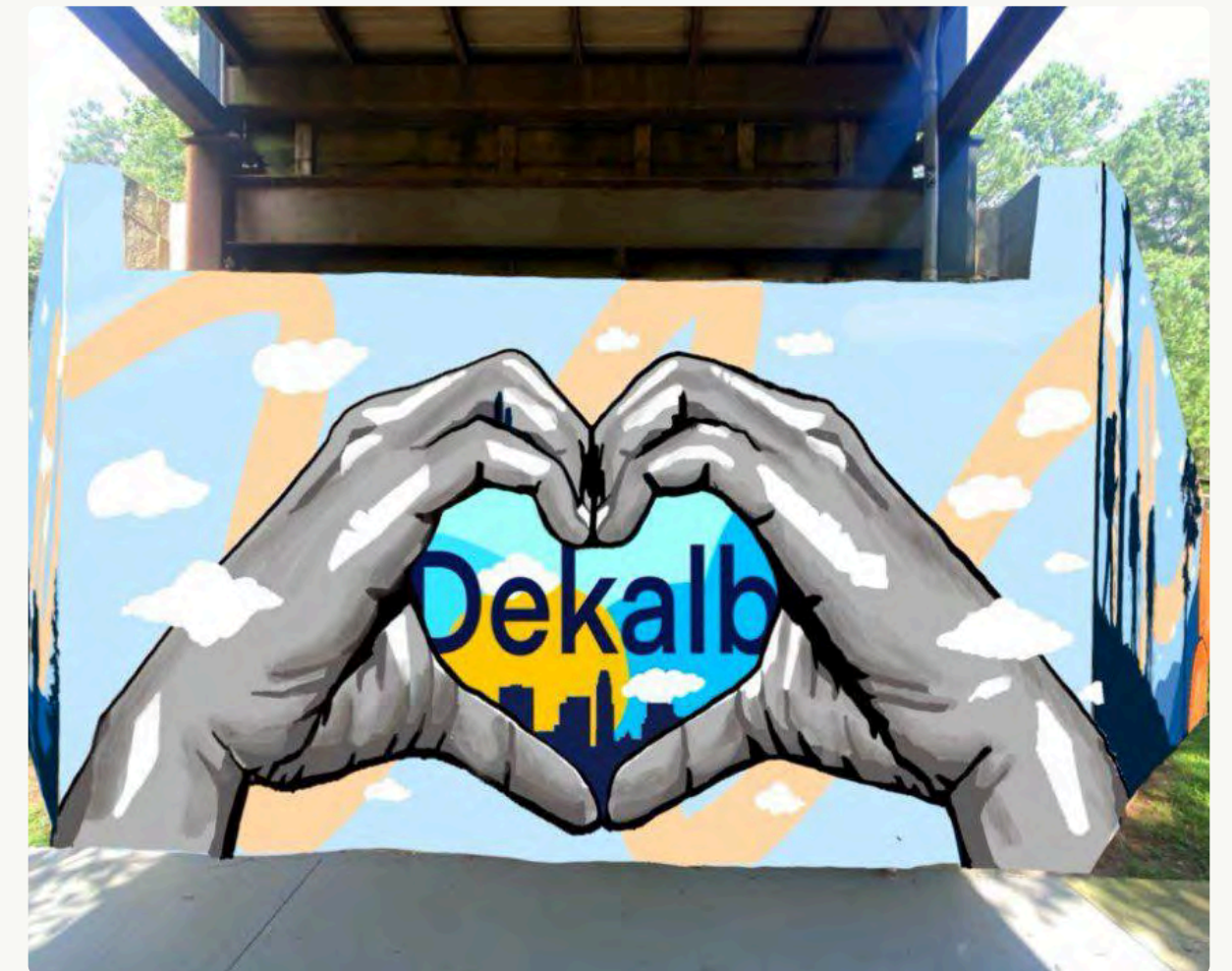
As part of Black Business Month, Decide DeKalb launched The Business of Us, a storytelling-driven initiative designed to spotlight South DeKalb entrepreneurs and the businesses shaping their communities. The campaign culminated in an event that brought together business owners, residents, and partners to celebrate local entrepreneurship and increase visibility for businesses rooted in South DeKalb.

\$100K

Invested in
Global DeKalb

2

Key immigrant business
corridors supported



Mason Mill Mural

Pillars of Impact:

Redevelopment
& Place-Based
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Business Attraction
& Investment

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Talent Pipeline

Business Retention
& Expansion

Programs &
Community

Equitable Economic
Development

Equitable Economic Development

To support long-term economic growth in South DeKalb, Decide DeKalb also advanced the [South DeKalb Corridor Study](#), helping identify opportunities to strengthen commercial corridors, attract investment, and ensure future development aligns with community needs.

The We Bridge You Grow program, developed in partnership with the City of Doraville and Decide DeKalb, brought entrepreneurs together to explore access to capital and opportunities for growth.

Through the Small Business Development Center (SBDC) partnership, businesses across the county received one-on-one consulting, training, and resources to help them start, grow, and succeed.

Equitable economic development means closing the gaps — in capital, in support, and in opportunity.



From left to right, top to bottom: The Business of Us highlighted entrepreneurs shaping South DeKalb's economic future; We Bridge You Grow program; in partnership with We Love BuHi, We Bridge You Grow helps entrepreneurs build stronger businesses; Geoffrey Loften joins fellow leaders at the Atlanta Business League's The Bridge program, supporting stronger pathways for entrepreneurs.

2025
Financials

These financial statements have not been subject to an audit, review, or compilation engagement, and no assurance is provided on them.

Statement of Net Position		Statement of Revenue	
Total Assets	\$11,261,825	Current assets: \$10,923,075 Non-current assets: \$338,750	
Total Liabilities	\$1,441,940	Current liabilities: \$1,240,049 Non-current liabilities: \$201,891	
Total Net Position	\$9,819,885	Net investment in capital assets: \$2,290,667 Unrestricted: \$7,556,333	

2025

Financials

These financial statements have not been subject to an audit, review, or compilation engagement, and no assurance is provided on them.

Statement of Net Position

Statement of Revenue

Total Operating Revenues

\$3,855,031

Intergovernmental operating allocation: \$2,702,371

Annual administrative fees: \$603,408

Application fees: \$46,230

Issuer fees: \$207,089

Rental income: \$24,876

Other fees and charges: \$271,057

Total Operating Expenses

\$4,416,497

Salaries, wages, bonuses: \$1,870,375

Employee benefits & payroll taxes: \$389,243

Advertising & public relations: \$35,903

Community initiatives & sponsorships: \$60,297

Business & economic development: \$627,031

Consulting services: \$616,800

Dues & subscriptions: \$77,349

Insurance: \$32,937

Professional services: \$170,058

Rent & utilities: \$69,126

Travel & meetings: \$19,649

Other administrative expenses: \$127,433

Depreciation & amortization: \$320,296

Total Non-operating Expenses

\$1,170,648

Change in Position

\$609,182

Our Stewardship

Leadership
Evolved.
Work
Continued.



Ann Hanlon
Board Chair



Dorian DeBarr
President & CEO



Sunny Anderson
Director, Economic
Development



Courtney Hayes
Executive Assistant
to the President



Shelbia Jackson
Director, DeKalb Entertainment
Commission



Geoffrey Loften
Equitable Economic
Development Program Manager



Randi Mason
EVP, Economic
Development & COO



Amanda McAbee
Director, Finance
& Accounting



Katelin McClure
Economic Development
Coordinator



Rudi Pangad
Workforce Program Manager



Diana Pitcher-Williams
Manager, Redevelopment &
Strategic Initiatives



Laura Ramos
Marketing Manager



Justin Roberson
Business Retention &
Expansion Coordinator



Bronwyn Stallcup
Production Manager, DeKalb
Entertainment Commission



Terra Washington
VP, Marketing &
Communications



Jenee Williams
HR Coordinator/Office Manager



Tiffany Wills
VP, Redevelopment &
Strategic Initiatives



Katrina Young
Business Retention &
Expansion Manager

Our Stewardship

Our Board



Jim Durrett



Glianny Fagundo



Andrew Greenberg



Cornell McBride, Jr.



Randi Mason
Legal Counsel



Stephen Smith



Dr. Triscilla Weaver

Our Time is Now

The Roots Are Down. Now We Grow.

Years of intentional investment have laid the groundwork for long-term growth, and that work is now taking hold. The real payoff is what comes next. The systems are in place. The partnerships are strong. The community is engaged. The opportunities are ready to scale.

A Strategic Economic Development Plan built with public input. Workforce pipelines connecting residents to real careers. Redevelopment frameworks turning underserved sites into assets. Business attraction strategies aligned to DeKalb's competitive strengths.

More

- Community engagement
- TAD investments
- More employer partnerships
- More business wins that put DeKalb on the national stage

Gratitude & Collective Impact

This Work Belongs To All Of Us

This progress happens with our people, our community. Partners who invest. Businesses that take a chance. Residents who engage. Leaders who push. Communities that believe. 2025 was proof that when everyone is aligned on strategy, momentum compounds. We're just getting started.

Stay connected. Stay engaged. Stay invested in DeKalb's future.

The work ahead is just as important as the work we've done.

Connect With Us

