



Council for Quality Growth “DeKalb Advisory Committee Meeting”

Presented by:
Ray Gilley, President
Decide DeKalb Development Authority

June 2, 2016



Decide DeKalb

Development Authority

Discussion Topics

- Who We Are
- What We Do
- Why DeKalb
- Our Business Impact
- Economic Development Strategic Plan
- Target Industries
- Q&A

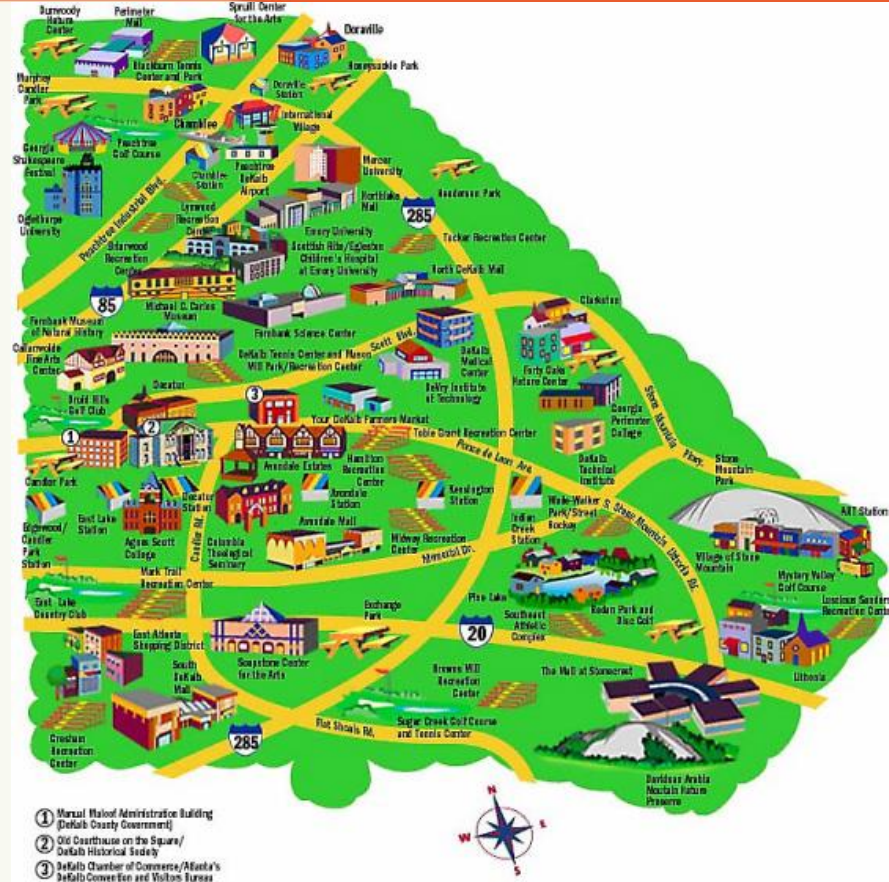


Who We Are

Decide DeKalb Development Authority is DeKalb County's economic development agency.

For more than 40 years, we have brought prosperity throughout DeKalb County by:

- stimulating new investment;
- expanding existing industry; and
- developing sustainable economic strategies for balanced growth



Our Board of Directors



Tyrone Rachal
Chairman



Don Bolia
Co-Chair



Baoky Vu
Treasurer



Kevin Gooch
Secretary



Miranda Mackenzie
Chair, Brownfield
Sub-committee



**Andrew
Greenberg**
Lead, Entertainment
Commission

- Nominated by DeKalb County's CEO and chosen by DeKalb County's board of commissioners.
- Serve as Decide DeKalb's organizational governance and business champions.

Our Team



Ray Gilley
President



Rolanda Daniel Thomas
Vice President of Operations &
Business Development



Araba O. Dowell
Vice President of Marketing &
Communications



Shelbia Jackson
Entertainment Liaison



Kara Keene Cooper
Project Manager



Toyasha Vaughn
Project Coordinator



Lesia Evans
Office Coordinator

- Focuses on business attraction, expansion and retention
- Collaborates with public and private; local, regional and state partners

Collaborative Business Landscape

Economic development authorities around the state work closely together – along with the Georgia Department of Economic Development, the Metro Atlanta Chamber of Commerce, Atlanta Regional Commission, major employers and small businesses to:

- **Attract top talent**
- **Strengthen and grow metro Atlanta's business landscape**
 - **Advance our economy**



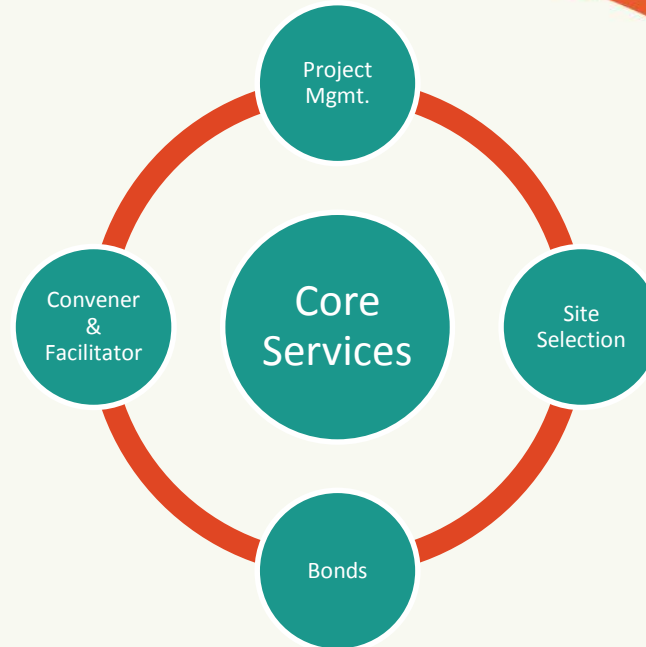
What We Do

Core Services

- Business Attraction
- Business Retention & Expansion

Programs

- Enterprise Zones
- WE DeKalb Program – *real estate down-payment grant*
- Brownfield Revolving Loan Fund (BRLF)
- Small Business Program Initiatives
- Entertainment Commission



What We Do

- ❑ Coordinate partner meetings for projects with **Georgia Department of Economic Development, Georgia Power, Metro Atlanta Chamber of Commerce** and **DeKalb Workforce Development**
- ❑ Engaged small business resources partners to begin development of small business initiatives and resource guide including:
 - ❑ UGA Small Business Development Center
 - ❑ ACE – Access to Capital for Entrepreneurs
 - ❑ GA Department of Economic Development
 - ❑ Operation Hope’s Small Business Program
- ❑ Work with **DeKalb County Government** on **new incentives policy** and will partner on implementation

New Development & Redevelopment Programs

Brownfield Revolving Loan Fund Program (EPA)

Brownfields grants support revitalization efforts by funding environmental assessment, cleanup and job training activities.

Cleaning up and reinvesting in blighted areas increases our local tax base, facilitates job growth, utilizes existing infrastructure, takes development pressures off of undeveloped open land ... as well as improves and protects the environment.

- ❑ Awarded the city of Lithonia a Brownfield grant for **Granite Crossing** (formerly Lithonia Plaza) for a multi-use facility.
- ❑ The Granite Crossing developer is pursuing a Brownfield loan.

DECIDE DEKALB
BROWNFIELD AWARDEE



DeKalb Cty. Comm. Mareda Johnson, Decide DeKalb President Ray Gilley, Lithonia Mayor Shirley Jackson, at the Granite Crossing demolition ceremony on March 14, 2016.

Entertainment Office

Our Authority processed permits and provided support to **more than 200 TV, Feature Film, Music, Digital and Commercial projects** produced in DeKalb County since 2011.



Total Number of DeKalb County Film Project 2014-2015

Project Type	2014	2015	Examples
Commercials	7	8	Walgreens, Nikon, Dannon, KFC, Haverly's, Best Buy, GA Lottery, Nationwide
Feature Films/Documentaries	16	23	Mother's Day, Michelle Darnell, Accountant, Alvin & Chipmunks, Taken 3, Goosebumps, Ride Along, Furious 7, Prosper, National Lampoon, Dumb & Dumber
Music Videos	2	2	Tiffany Alvord
Public Speaking/Meetings	3	6	Perimeter Chamber, DCVB, DeKalb Dept Heads
Site/Scouting Inquiries	Uncounted	53	Research properties, mapping, coordinating meetings & site visits
Student Films	0	1	
Television Series	11	31	Halt & Catch Fire, Game of Silence, Carbonaro Effect, Vampire Diaries, Devious Maids, Powers, Hindsight, Complications, Constantine, Being Mary Jane, Housewives of Atlanta
Totals	36	118	

Why DeKalb

11 Diverse Cities

- Avondale Estates, Brookhaven, Chamblee, Clarkston, Decatur, Doraville, Dunwoody, Lithonia, Pine Lake, Stone Mountain, Tucker

81,000+ Businesses

- 250,000+ Employees
- \$12.9 Billion+ Annual Payroll
- Top global market for bio-medical (CDC)



Unlimited Access

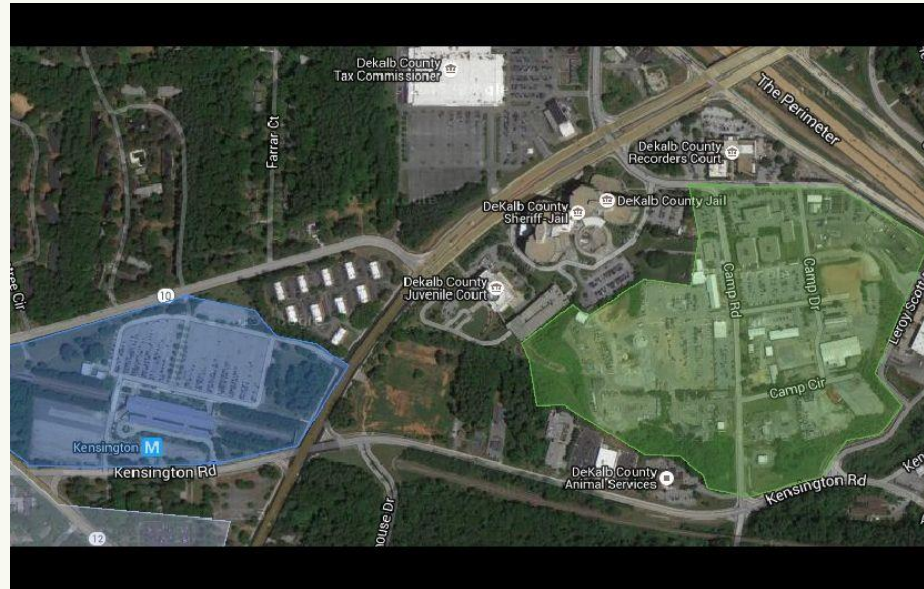
- Access to 4 major interstates (I-85, I-285, I-20 and I-675)
- 20 minutes from Hartsfield-Jackson and home to DeKalb Peachtree Airport

4 Million+ Annual Visitors

- Home to Georgia's number one attraction, Stone Mountain
- \$1.3 Billion in direct travel spending generated by DeKalb's tourism industry in 2014

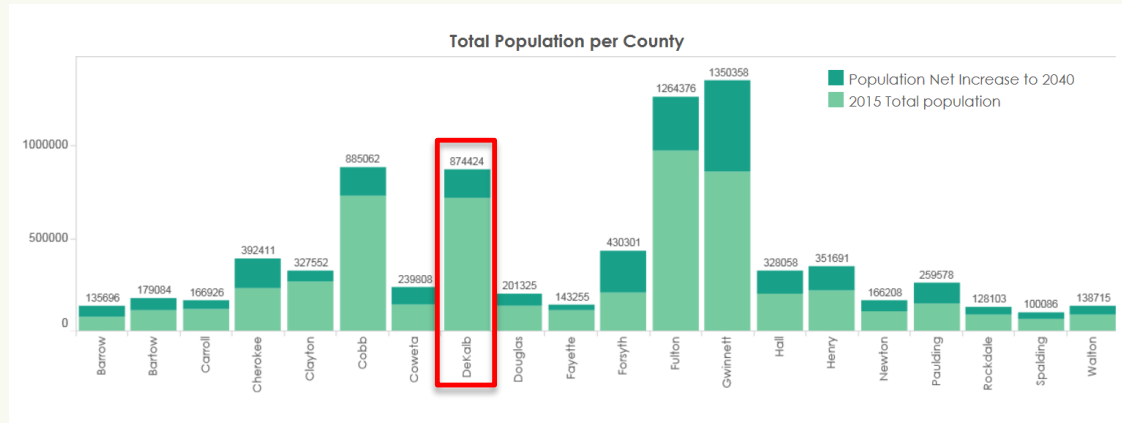
Why DeKalb

- **400+ properties (7.6M sq. ft.)** available for businesses ready to relocate or expand
- **Competitive business incentives**
- Prime transit-oriented development (TOD) opportunities along five MARTA stations
- **DeKalb's unemployment rate drops to 6%*** (7.7% in June 2014)
- **Highly-educated and skilled workforce**



Demographic Dashboard – Population

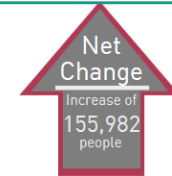
DeKalb County is the **4th largest County** in the State of Georgia



Change in Population
for DeKalb County
(2015 – 2040)

2015
718,442
people

2040
874,424
people



DeKalb County is forecasted to increase its population by 22% by 2040

Demographic Dashboard – Millennials

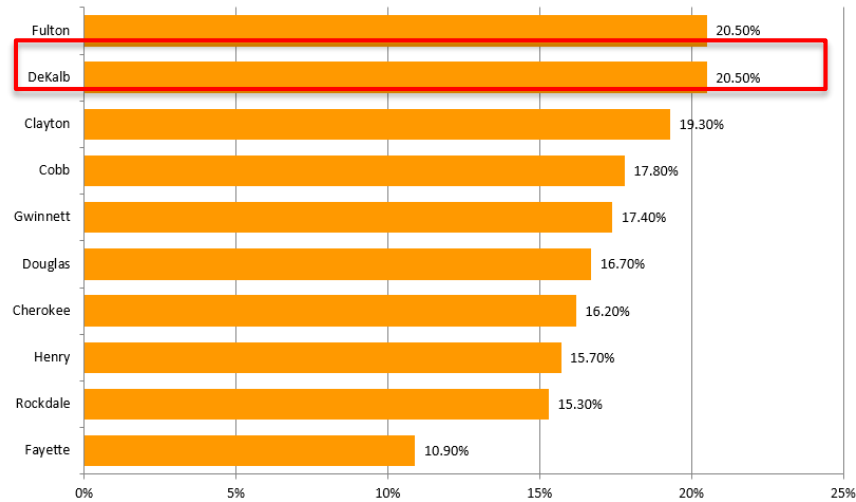
DeKalb County is tied with Fulton for the highest Millennial population in the metro Atlanta region.

Niche.com puts Doraville, Dunwoody and Decatur as Nos. 1, 2 and 3 on its 2015 list of the best millennial suburbs in Atlanta.

Great for millennials because of their:

- *relatively high percentage of people 25-34 years old,*
- *rates of reported crime,*
- *easy commutes and*
- *access to plentiful restaurants, bars and coffee shops.*

Percent of Millennials by County Atlanta



Source: ESRI Demographics

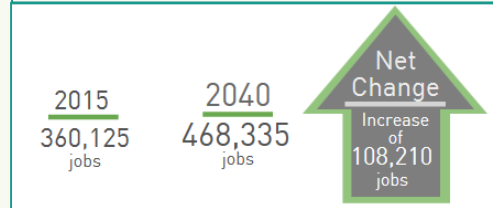
Demographic Dashboard – Workforce

DeKalb County Employment by Sector, 2015 - 2040

Employment by Sector

DeKalb			
Sector	2015 jobs	2040 jobs	% change
Total	360,125	468,335	30.0%
Agriculture, Forestry, Fishing and Hunting	21	21	0.0%
Mining, Quarrying, and Oil and Gas Extraction	227	323	42.3%
Utilities	850	518	-39.1%
Construction	12,154	23,525	93.6%
Manufacturing	15,296	15,803	3.3%
Wholesale trade	16,372	19,971	22.0%
Retail Trade	37,404	44,364	18.6%
Transportation and Warehousing	13,141	13,463	2.5%
Information	12,752	13,229	3.7%
Finance and Insurance	17,433	26,216	50.4%
Real Estate and Rental and Leasing	13,669	18,208	33.2%
Professional, Scientific and Technical Services	24,905	36,822	47.8%
Management of Companies and Enterprises	7,711	7,945	3.0%
Administrative and Support and Waste Management Services	27,555	36,555	32.7%
Educational Services	38,730	57,455	48.3%
Health Care and Social Assistance	46,753	65,633	40.4%
Arts, Entertainment, and Recreation	3,778	4,171	10.4%
Accommodation and Food Services	23,973	29,948	24.9%
Other Services, except Public Administration	16,558	18,045	9.0%
Public Administration	30,843	36,120	17.1%

Change in Population for DeKalb County (2015 – 2040)

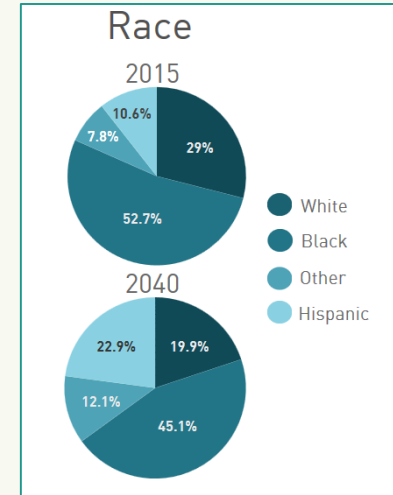


The industries of highest growth for DeKalb between 2015 and 2040 are Construction (93.6%), Finance and Insurance (50.4%); Educational Services (48.3%) and Professional, Scientific and Technical Services (47.8%)

Demographic Dashboard – Diversity

DeKalb is one of the most diverse counties in the region.

- 64 languages spoken throughout the county
- Clarkston is the “most diverse square mile in America”
- Home to the DeKalb Farmers Market and the Buford Highway Farmers Market and Corridor
- 70% of Chamblee area residents were born in a foreign country
- Home to 13 Consular and International Trade Organizations
- By 2040, more than 80% of DeKalb’s population will be minority



Top 10 Employers & Colleges/Universities

Top 10 Employers

- CDC/Centers for Disease Control
- Emory University Hospital
- DeKalb Medical Center
- Veteran's Affairs Medical Center
- Children's Healthcare of Atlanta
- AT&T Mobility
- InterContinental Hotels Group, Inc. (IHG)
- Georgia Regional Hospital Atlanta
- Marshalls/Distribution Center
- Quest Diagnostics, Inc.

Top Academic Institutions

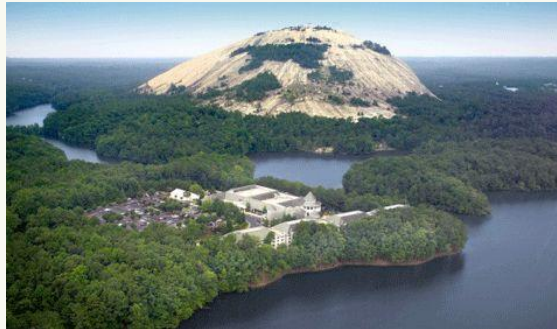
- Emory University
- Mercer University
- Oglethorpe University
- Agnes Scott
- Georgia Perimeter College/Georgia State University
- Georgia Piedmont Technical College
- DeVry University

Source: BusinessWise 2015



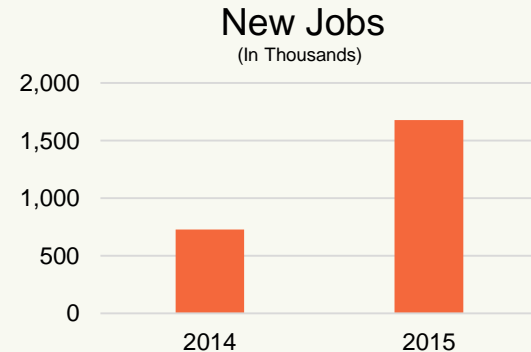
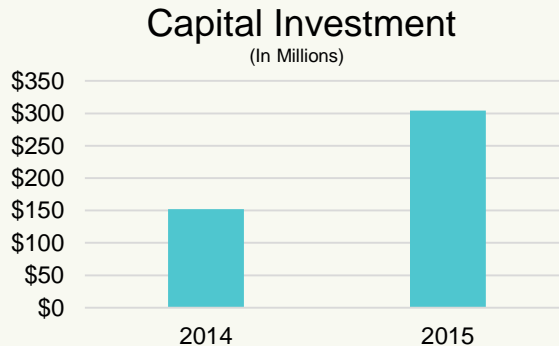
DeKalb County – Quality of Life

- **11 of *Atlanta Magazine's* Top 50 Restaurants** are in DeKalb
- DeKalb's median home value is \$145,900 (below the \$161,600 metro Atlanta average)
- Arabia Mountain is one of only 49 National Heritage Areas in the country
- 130 parks consisting of approximately 6,000 acres of parkland and greenspace



Business Impact

- Closed projects in 2015 resulted in:
 - **\$300 million in investment**
 - **1,678 new and 350 retained jobs**
- Industries included Communications, Corporate Office, Bio IT, and Manufacturing
- **Doubled 2014 new jobs and investment amount**



Business Attraction



Leading international provider of DNA sequencing services, genotyping services, DNA synthesis products and bioinformatics services for pharma, diagnostics, food, agriculture, biotechnological and research markets.

2015 Life Sciences Win

- 78 new jobs
- \$22 million investment
- Emory University partner



BY
WHOLE FOODS
MARKET

Nationally renowned health foods grocery will launch new concept store that caters to working professionals with healthy foods and prepared dishes for every palette.

○ 2016 Retail Win

- 18-acre project
- 325 new jobs
- \$100 million investment
- Decatur, GA



Business Retention



Inland Seafood

Largest full-line processor and distributor of 1,000+ fresh, frozen, smoked and specialty seafood items in the Southeast.

Supplies 3,500+ restaurants and 900 retail outlets.

Business Engagement

- Business Development team performed retention visits with DeKalb's largest 100 employers
- Interviews with key leadership
- Post-meeting surveys
- Additional surveys with existing business community to assess the business climate of DeKalb

Business Expansions



Leading provider of card personalization, card production and fulfillment services for credit, debit, EMV, gas, gift, healthcare IDs and loyalty cards.

2015 Technology Win

- 100 new, high-wage jobs
- \$30M investment
- Brookhaven, GA



Not-for-profit that saves and improves the lives of millions worldwide by addressing health-related issues, from infectious diseases to public health informatics.

2016 Health Industry Win

- 20 new, high-wage jobs in 2016
- \$18.5M investment
- Decatur, GA



Business Impact: *The Assembly Project*

Brownfield RLF to “Assembly” Economic Development

- Jobs 3,000 – 8,000
- Private Investment \$1.5 – 1.8 Billion
- Construction Investment \$1.1 – 1.6 Billion
- Regional Economic Impact \$2.5 Billion over 10 years
- Car reduction 30K – 40K Cars per day
- Increased MARTA ridership 30K – 45K Riders per day
- 10 Million SF. of Real Estate



- 5 Million SF Office
- 5,000 Units Residential
- 2 Million SF Retail & Other

Decide DeKalb's 2016 "Pipeline to Progress"

BD Project pipeline

Approximately **\$500M** in potential capital investment

27 Projects: 19 attraction, 8 retention and expansion

4,211 new and retained jobs for DeKalb County

EPA Brownfield RLF

\$300K in additional supplemental funds for "eligible" remediation projects in DeKalb County

Entertainment Projects

30+ TV/Film projects permitted for production in DeKalb County thru Q2 2016

Economic Development Strategic Plan

The Economic Development Strategic Plan was developed to create a roadmap for DeKalb County to become a leading force in attracting regional, national and international firms and entrepreneurs. It also provides strategies to support the expansion and success of existing businesses within the county.

PLAN

- 200 business stakeholders were surveyed and interviewed
- Strategic recommendations and target industries were identified

ESTABLISH

- 7 task force groups were created:
 - Community & Enhancements
 - Marketing & Branding
 - Real Estate & Product Development
 - Tourism & Culture
 - Existing Business & Entrepreneurship
 - Incentives & Policy Reform
 - Transportation and Infrastructure Improvements

Economic Development Strategic Plan

MANAGE

- Over 80 recommendations were vetted
- Each task force addressed key steps to determine:
 - feasibility
 - cost
 - implementation
 - timeframe for implementation

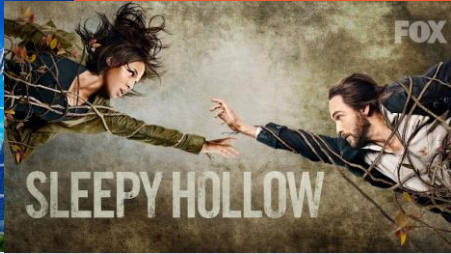
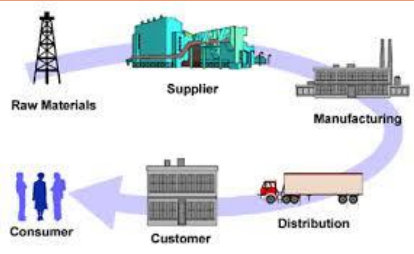
IMPLEMENT

- Identify primary and secondary stakeholders
- Form steering committee
- Begin implementation of recommendations

MONITORING & REPORTING

- Steering committee will be supported and administered by DDDA
- Periodic assessments will take place during implementation process

Target Industries | Top Careers



Supply Chain and Advanced Manufacturing

Technology

Life Sciences and Health IT

Clean Tech

Tourism & Entertainment

- **Supply Chain & Logistics**
 - Software, hardware and services
 - Air cargo carriers
 - Distribution services
 - Transportation and Logistics
- **Advanced Manufacturing**
 - Energy
 - Food processing
 - Electronics
 - Automotive

- Mobility – wireless applications and services
- Software development and engineering
- Financial transactions processing
- Internet and network security
- Digital media and content

- Medical device
- Health IT
- Vaccine R&D
- Cardiovascular R&D
- Regenerative medicine
- Pharmaceuticals

- Wind
- Solar
- Smart Grid
- Alternative Fuel Vehicles
- Water Technologies
- Energy Efficiency & Storage
- Recycling

- TV/Film Production
- Digital media and content
- Animation
- Music Production
- Acting
- Entrepreneur opportunities in entertainment

How You Can Make a Difference

- Share your positive and rich business stories **@DecideDeKalb**
- Become a **Decide DeKalb Economic Development Ambassador/Champion**
 - Share business leads
 - Let us know when an employer in your network is expanding or relocating
- **Stay connected ... visit us at DecideDeKalb.com to learn more about what we are doing and how you can help.**

Questions and Comments

Thank You For Your Support