



COBB'S COMPETITIVE
EDGE

E-NEWSLETTER

Q3 Snapshot

Investors and Partners:

The team has been busy working projects throughout the county during Q3. The project pipeline continues to grow and interest in both Cobb and the region is at an unprecedented high.

The Pendleton Group has completed over 100 interviews of economic development stakeholders and will be presenting our EDGE 2.0 plan at our Q4 Board meeting. The graphs below illustrate our current project snapshot by location and industry; we have interest throughout our county from headquarters and technology to manufacturing and distribution.

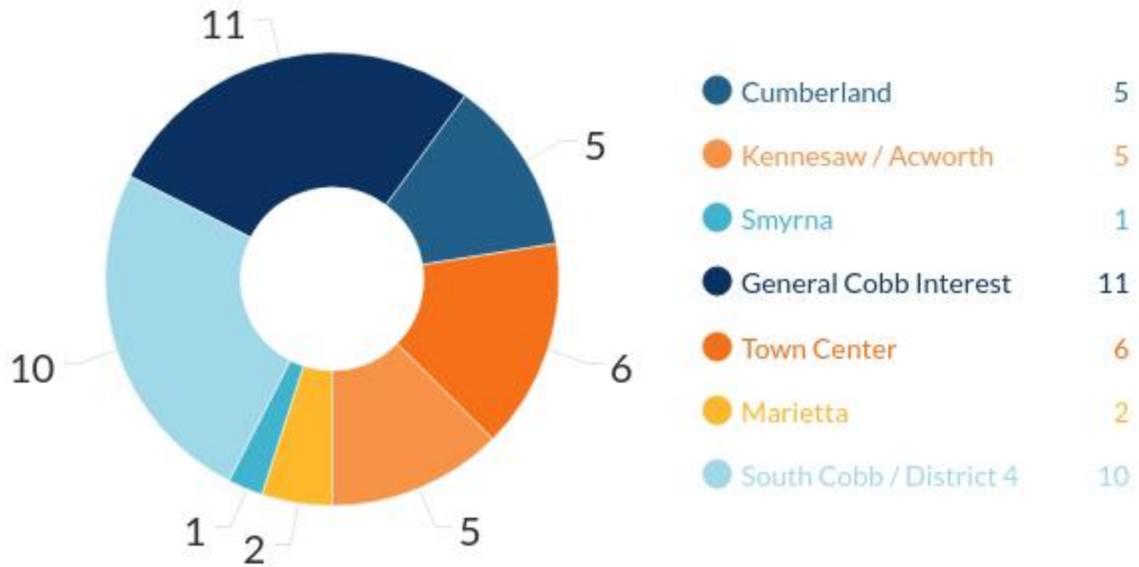
I look forward to seeing you all at our next EDGE Board meeting, on **Thursday, December 7**. Breakfast and networking will begin at **7:30 a.m.**, with the formal meeting starting at **8:00 a.m.** in the Chamber Boardroom.



Brooks Mathis
EDGE Executive Director

40 Active Project Locations

(58,610± jobs; \$6.155B±)



EDGE 1.0 JOBS & INVESTMENT TO DATE

23,104 New Jobs
\$2.5B+ Investment
31 Active Projects

Your Latest EDGE Updates

SUNTRUST PARK: BALLPARK OF THE YEAR



When SunTrust Park opened in April 2017, it was praised as a model for MLB teams as they move forward on new-ballpark plans or renovations to existing facilities. The Atlanta Braves pulled off a project that combines a great ballpark with integrated development and year-round use, making it the choice of Ballpark of the Year from Ballpark Digest, the Internet resource specializing in ballparks and the business of baseball.

"With an absolute commitment to the best fan experience possible, SunTrust Park was the obvious choice for our Ballpark of the Year," said Ballpark Digest publisher Kevin Reichard. "You begin with a great design, surround it with great amenities like The Battery and office/hotel space, and then you watch fans come out in droves to a Braves game. SunTrust Park is a great blueprint for any ballpark development coming down the pike in the next decade."

"We are extremely honored to receive this award," said Terry McGuirk, Braves Chairman and CEO. "Our hope with this project was to have something for everyone inside SunTrust Park and to have a place for our fans to go before and after games. An award like this confirms we took the right path."

What makes SunTrust Park a template for future ballparks? Several factors stand out:

- SunTrust Park is the center of a larger development that includes office space, a hotel and an entertainment district-The Battery. The ballpark is purposely designed to be a year-round economic player in Cobb County, serving as a center of activity even when there are no MLB games on the docket.
- Community is everything at SunTrust Park, with social spaces available for both small and large groups. The ballpark is designed to appeal to every kind of baseball fan, ranging

from hardcore Braves game-day devotees to casual fans wanting to hang out with friends on a sunny day.

- Southern hospitality is on full display at SunTrust Park, with a robust set of food and beverage offerings, including local specialties and even a microbrewery.
- A unique design that takes a challenging location and turns it into an intimate, fan-forward ballpark with plenty of unique vantages and viewpoints. The Braves' history, ranging from the team's roots in Boston to Henry Aaron to more recent World Series wins, is highlighted in a unique Monument Garden. And there is truly a space to match the needs of every fan.

"Inspiration from the culture and history of both Atlanta and the Braves organization allowed us to design SunTrust Park to be an icon of Southern hospitality," said Earl Santee, Populous Principal in Charge. "From the kid's zone to the clubs and rooftop decks, SunTrust Park is truly a place where people love to be together and a model for future Major League Baseball ballparks."

"What we really loved at SunTrust Park were the small, personal touches in a ballpark seating more than 41,000 fans," Reichard added. "Whether it's the refrigerated drink holders in the Chop House or 300-year-old repurposed timber in the Champions Suites, there is an incredible attention to detail at SunTrust Park. It makes for a great experience, no matter if a fan is there for the first time or the 50th."

SunTrust Park joins a distinguished list of ballparks honored by Ballpark Digest as Ballpark of the Year, including Minnesota's Target Field (2010), Columbia's Spirit Communications Park (2016), St. Paul's CHS Field (2015), El Paso's Southwest University Park (2014), and Arizona's Salt River Fields at Talking Stick (2011).

More on SunTrust Park and why it's Ballpark Digest's Ballpark of the Year can be found here: <http://bit.ly/2eLnQ3T>

Congratulations to **Mike Plant, Derek Schiller, John Schuerholz, Terry McGuirk, Jim Allen, Beth Marshall, Trey Workman** and all of our friends and investors at the **Atlanta Braves** for the years of work to reach this important honor.

EDGE INVESTORS THANK ECONOMIC DEVELOPMENT PARTNERS



Last week, the EDGE team and investors thanked our statewide and regional economic development for their work on behalf of Cobb & the entire Atlanta region. A special recognition to our long-time event sponsors at **BB&T** and **Northside Hospital**. This exclusive event is designed to connect our investors with statewide and regional partners, these individuals and organization are essential to our success in job creation.

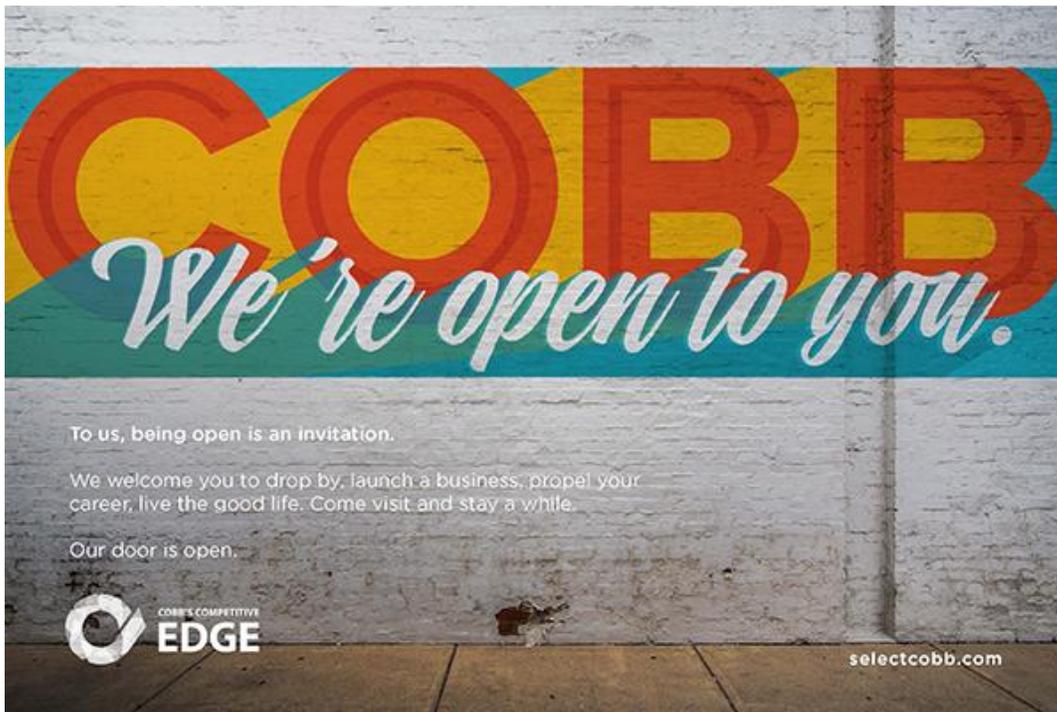


TO STAY THE BEST, WE NEED YOUR INPUT

We value your feedback, and want our investors to play an active role in EDGE. Please take a moment and answer the following questions: <https://www.surveymonkey.com/r/YQGJ2B7>

MARKETING PARTNERSHIPS CREATE A NEW, STRONG COBB BRAND: DACC, CLEAR CHANNEL & EDGE

EDGE and our strong partners and investors at **The Development Authority of Cobb County and Clear Channel Outdoor** work together in marketing Cobb and our cities to the world. Together, we promote Cobb in a variety of ways; from digital and print advertising to radio, billboards and signature events. Thanks to the DACC Board, **Clark Hungerford, Bob Morgan, Al Searcy, Donna Rowe, Karen Hallacy, Jamala McFadden, Kevin Nicholas** and their Executive Director, **Nelson Geter** for their continued support and leadership on this important effort. Additionally, we have a true partner with **Joe Garner and Jonathan Graviss** at Clear Channel Outdoor. With our resources combined and with the talents of **Amy Selby, Ashley Ottinger** and **Anna Goolsby** with the **Cobb Chamber** marketing team, we have reshaped Cobb's brand in the region and across the country. Below you will find some of our [SelectCobb](#) campaign materials.





ATLANTA'S WINNING BUSINESS DESTINATION

Choosing Cobb for your business relocation or expansion is a grand slam decision. From some of the fastest-growing entrepreneurial enterprises to the headquarters of Fortune 500 companies, businesses of every size and industry move to Cobb County—and they stay and grow here, too. With an ideal location, progressive leadership, and a diverse, vibrant workforce, there's a place for you in Cobb.

SELECTCOBB
770-859-2358 | selectcobb.com



Thanks for your continued investment



Stay Engaged with Cobb's Competitive EDGE

If you haven't already, please like Cobb's Competitive EDGE on Facebook and follow us on Twitter to get the latest updates on what's going on in Cobb County!



View our continually updated list of investors and partners at cobbedge.com/investors.

EDGE Featured Properties

2015 S. Park Place

Just minutes from SunTrust Park sits a 67,000 SF free-standing corporate headquarter opportunity. The four-story building site has heavy fiber, open floor plans and private offices, and ample free surface parking.



For more information contact Jeff Henson at jhenson@lpc.com or 404-926-1643.

See more available locations on our website, selectcobb.com.

Cobb's Competitive EDGE

An initiative of the Cobb Chamber of Commerce and its community-wide partners, Cobb's EDGE is a five-year holistic, transformational economic development strategy and implementation plan designed to aggressively generate high-wage job growth, strengthen our quality of life, education and infrastructure assets, and market Cobb County to the world.

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