



COBB'S COMPETITIVE
EDGE

E-NEWSLETTER

From the Chairman

Investors and Partners:

Looking back more than five years ago, while being optimistic, I could not have predicted the success we have seen as a community. I say "we", because so many of you poured your time, your money and your bold ideas into what we now call EDGE.



It has been a pleasure to travel this journey with each of you, which has given me the privilege as your EDGE Chairman to share our accomplishments over the past five years. Our team worked crucial projects, which saved and recruited more than 22,000 jobs; your resources were vital in the launch of The Cobb Workforce Partnership, the state local model, which enabled the hiring of two full-time professionals dedicated to workforce issues; we partnered with the Development Authority of Cobb County to embark on a never-before seen National PR campaign, SelectCobb.

This community stepped up to the challenge. Many of you stepped up to do your part to ensure we executed the many tasks on the EDGE 1.0 report card. The Board of Regents & KSU worked to make our incubator, IgniteHQ, a reality; our Cobb County & City staff and elected officials worked tirelessly to make doing business seamless; these leaders continued to focus on our incentive program to ensure Cobb County is competitive.

This community, residents & businesses alike, should be proud of our accomplishments. Above all, the more than 60 committed investors that saw this vision years ago should never forget your significant role in a strategy that truly changed the course of this region and our community for generations; you should feel very proud.

I look forward to continuing our ongoing mission as we kick-off EDGE 20 in 2018!

Happy Holidays!

Rob Garcia
EDGE Chairman
Synovus Financial Corp.

Quarter Highlights

OUR JOURNEY TOGETHER: Job Growth, Corporate Expansions & A Boom in Young Talent

4,913 SITES & BUILDINGS
SUBMITTED FOR PROJECTS

523

PERSONAL
VISITS TO
EXISTING
INDUSTRIES

26%

INCREASE IN
MILLENNIAL
POPULATION

UNEMPLOYMENT DOWN FROM

8.1% TO 4.2%

22,000

NEW AND RETAINED JOBS

\$2.5

BILLION
IN PRIVATE INVESTMENT

AN UPDATE FROM COBB WORKFORCE PARTNERSHIP

Workforce momentum in 2018:

- **INDUSTRY COUNCILS:** The launch of three industry-specific roundtable discussions by Q2. We will identify the needs of targeted sectors, connecting industry leaders with the resources to find and develop the very best of talent.
- **PARTNERS IN EDUCATION:** The creation of expansive and fresh new additions to this incredibly successful program at the Cobb Chamber, continuing to facilitate meaningful partnerships between local businesses and Cobb and Marietta schools.
- **JUNIOR ACHIEVEMENT/OSBORNE HIGH SCHOOL:** This exciting opportunity allows businesses to develop interdisciplinary case studies for students at Osborne to align their educational experience with relevant industry context
- **COBB WORKFORCE PARTNERSHIP:** We understand it is not a one size fits all for workforce needs. We need you to tell us how we can help. Email Rob Garcia today for a specific program to benefit your workforce in 2018 at rgarcia@cobbchamber.org.

Upcoming Events:

- **2nd annual Future Fest:** February 7 at the Cobb Civic Center. This interactive career fair is designed to expose middle and high school students from throughout Cobb to the jobs in high demand for our community. This opportunity invites businesses to engage students,

help them explore what a career in your industry could look like, and find a pathway that prepares them for the jobs they want to pursue. If you would like to learn more about Future Fest, please contact Angela Kovachi Sparks at Angela.Kovachi@cobbk12.org.

A LOOK BACK: Projects Deliver Vibrant Change Throughout All of Cobb County

SOUTH COBB: Hot projects over our journey in South Cobb include the construction of the new **FedEx Distribution Center**; **Empire Distributors** new facility of more than 500,000 square feet; continued investments and expansions at **Six Flags**; and new industrial buildings totaling more than 1 million square feet and \$80 million by **Oakmont Development** and **Core5 Industrial**.



NORTH COBB and TOWN CENTER: The 75 North corridor surged over the past few years with the relocation of **Novelis** Global R&D Center and continued expansions; **CCH Small Firm Services** expansion; **Home Depot's** new online support and call center at Chastain Meadows; and the expansions of **MiMedx**, **Fresenius Medical Care**, **Aaron's** and **Alorica**.



SMYRNA: Smyrna saw many existing companies continue to re-invest with expansions. **Glock** expanded their facility and campus multiple times since we started EDGE; as well as investments by **GARDA, Atlanta Bread/Bake One, UCB Pharmaceutical** and **Maandi Media**.



MARIETTA: The Franklin Gateway revitalized marketing and project efforts in Marietta. We had wonderful projects locate in Marietta due to the vision of **Mayor Tumlin**, the **Marietta City Council**, and our partners **Beth Sessoms** and **Daniel Cummings**. Our projects included **Home Depot's Marietta Technology Campus; Atlanta United FC Campus**; and, most recently, the City led the way in announcing their new **IKEA** store along the corridor – a true transformation.



CUMBERLAND: The face of Cumberland has changed since we started this journey. New anchors include: **The Atlanta Braves**; Comcast; Vonage; Aaron's and **Synovus**. Our long-time corporate leaders also expanded in the area: **Elf on the Shelf; Bennett Thrasher; Delta Community Credit Union; Genuine Parts Corporation; RaceTrac** and **HD Supply**.



No matter what corner of the County, there has been great project activity and job creation happening, and even more to come in 2018.

WE HAVE A LOT TO CELEBRATE!

We embarked on a journey together that sparked a new energy for our community. Let's celebrate OUR great success and the launch of our 2.0 journey ahead. Join us **Monday, January 29 from 5 to 7 p.m. at Synovus** for a night of celebration!



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!



EDGE Featured Properties

4300 Wildwood Parkway

In the premier Cumberland/Galleria submarket is a 250,000 RSF, Class A office complex surrounded by natural terrain. This campus has an on-site cafeteria and nearby proximity to restaurants, retail centers and banking.



For more information contact Ben Haultt at 404-962-8601 or bhaultt@streamrealty.com.

4975 Powder Springs-Dallas Road

Located in Powder Springs is a 120,000 - 350,000 SF building with 12,660 SF of office space. This property has loading docks, 30' clearance and ample parking.



For more information, contact Tommy Hughes, Jr. at 404-888-3370 or thughes@carterusa.com.

The Crossings at Riverside

146,720 SF of light industrial zoned space are available in The Crossings at Riverside. 20,350 SF of main office and 1,070 SF of warehouse office, complete with drive-in loading.



For more information contact Reliant Real Estate Partners at 404-760-7180.

Chastain Meadows Business Park

12.75 acres of commercial land sit in the Kennesaw/Town Center Submarket, near the intersection of Big Shanty Road and Chastain Meadows Parkway.

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.

Physical Address:

240 Interstate North Parkway
Atlanta, GA 30339
Main: 770-980-2000
Fax: 770-980-9510

Mailing Address:

P.O. Box 671868
Marietta, GA 30006-0032

Brooks Mathis

Executive Director
Cobb's Competitive EDGE
bmathis@cobbchamber.org
770-859-2358