

# SelectCobb Fact Sheet

## WHAT IS SELECTCOBB?

SelectCobb, formerly known as Cobb's Competitive EDGE, is an initiative of the Cobb Chamber of Commerce and its community-wide partners, as Cobb County's holistic, transformational community and economic development strategy. This strategy is built to market Cobb County to the world, thus generating high-wage job growth, new private investment and a pipeline of top talent.

Developed with input from county, city, business and education leaders, SelectCobb provides a strategic blueprint for comprehensive community and economic development in Cobb County. Funded through investors, who have a vested interest in ensuring Cobb County continues to grow and thrive, SelectCobb has already made an incredible impact in the Cobb Community.

## OUR SUCCESS

Under SelectCobb 1.0, from 2013 to 2017, we successfully created or saved more than 22,000 jobs, increased tax revenue by 7%, and secured more than \$2.2 billion in investment to our community. We've created and developed strong partnerships with our city and county officials as well as help launch one of a kind offerings such as KSU's IgniteHQ, a unique incubator that is helping brand Cobb County to startups all over the country.

Our 2018 wins included twelve expansions and eight recruitments of companies to Cobb. Through our efforts, we saved or secured more than 6,000 jobs and assisted in creating over \$375 million in new investment in our community.

## OUR FUTURE

As we continue our SelectCobb 2.0 mission, our goals remain steadfast: bring in 10,000 jobs, secure \$1.5 billion in new private investment, launch our international mission and provide resources for new and existing Cobb companies in order to continue increasing our economic impact. We are currently working on over 55 projects and are well on our way to securing additional wins for our community.

Our workforce development efforts will continue to help companies expand the pipeline of driven professionals coming out of educational institutions and allow industry to inform the workforce educational supply chain (programs, curriculum, training and resources) in Cobb County.

