



# SELECTCOBB

## 2022 YEAR IN REVIEW

# LEADERSHIP

## LETTER FROM LEADERSHIP

Each year in our businesses, we see various challenges and opportunities that surface. 2022 was no different as we saw 2021 supply chain issues carry over into the new year, a volatile labor market that continued to perplex businesses of all sizes, inflation remained stubbornly high resulting in multiple interest rate hikes by the federal reserve, and geopolitical conflict has again re-emerged endangering peace and prosperity in Europe. Despite these challenges, 2022 was another banner year for SelectCobb. Our partnerships with local, state, and regional entities have positioned us to maintain our standing as a top business destination for metro Atlanta and the state of Georgia.

We have continued our economic development mission to grow jobs and investment in Cobb, help build a strong pipeline of talent, provide support to entrepreneurs and small businesses, ensure that we are an attractive location for international investment, and market Cobb County on a global scale. It is through the dedication of our staff, our partners, and the Development Authority of Cobb County that we were able to secure 22 project wins in 2022 helping to create 5,911 jobs, and over \$2.25 billion in investment that will be coming online over the next few years. Projects were secured in all areas of Cobb and they spanned all six major industry clusters. This includes the largest economic development project in Cobb County's history with the Lockheed Martin announcement of a major Research and Development operations at the Marietta facility.

At the same time, we saw three major workforce development initiatives come to fruition in Cobb: the Superior Plumbing VECTR Center at Chattahoochee Technical College, the Cobb County sheriff's ReAlign ReStart Program, and the Cobb Chamber/SelectCobb digital workforce resources page. Cobb County is again leading the way in developing innovative solutions to support businesses and help our community prosper.

I want to thank our investors and partners. It is with your leadership and support that we are able to accomplish so much year after year. Your investment in our economic development organization provides us the resources to help shape our community and have a positive impact on Cobb County. 2022 will be remembered as another great year. I cannot say thank you enough as your efforts help maintain Cobb County as Atlanta's premier business destination.



**Stephen Vault, 2022 SelectCobb Chairman**  
VP of Strategic Community Development & Corporate  
Social Responsibility, Wellstar Health System



**Dana Johnson**  
COO, Cobb Chamber &  
Executive Director, SelectCobb



# PROJECT ACTIVITY & RECRUITMENT

**85** projects worked

**50** Active projects at end of 2022

**22**

Project wins

**13**

Recruitments

**9**

Retentions

**5,911**

Jobs

**\$2.25B**

in investment over the next decade

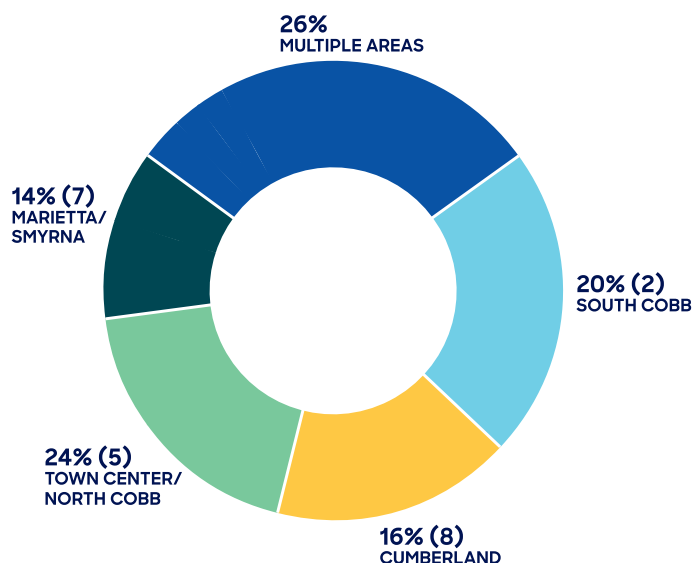
## Expansions & Relocations

- Soliant
- BioLyte
- Yamaha
- A.G. Rhodes
- NPSG Global
- Truist Securities
- Lockheed Martin
- Guardian Pharmacy
- Crown Health Care Laundry Services
- Five additional project wins
- ASOS
- Southwire
- FortifyData
- Kenny's Pies
- BrandSafway
- Hope Worldwide
- Premex Solutions
- Corporate Sports Unlimited

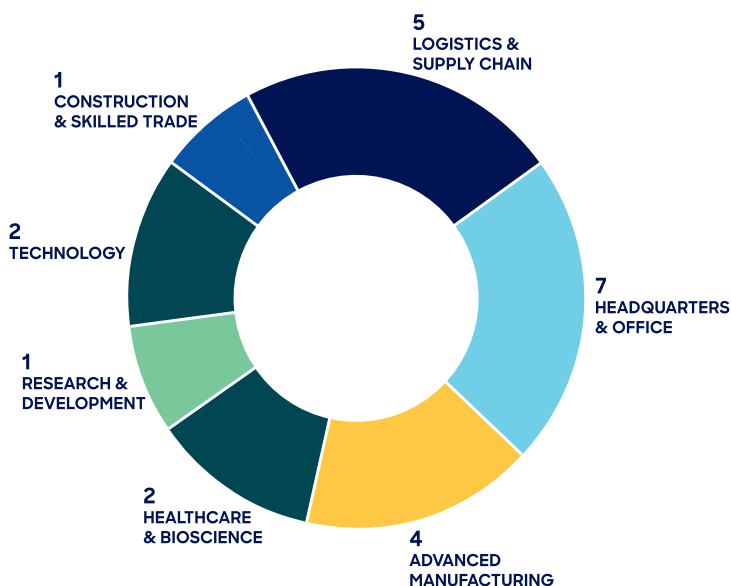
## Recruitment

As part of our recruitment efforts, SelectCobb team members participated in several site selector outreach opportunities including: Site Selectors Guild, International Economic Development Council, Area Development, Economix, and the Regional Marketing Alliance Consultant event.

**Geographic Distribution of Active Projects (and Project Wins)**



**Industry Represented in Project Wins**



# RETENTION EFFORTS

2022

9 Retentions  
& Expansions

109  
Site Visits

COMMON  
THEMES

- 1) Workforce
- 2) Transportation
- 3) Supply Chain



## Business Walks 2022 | South Cobb 17 companies visited

On Friday, Nov. 4th partners from around the region gathered in South Cobb for a strategic concentrated business retention effort known as Business Walks. Teams from Cobb County, SelectCobb, the Mableton Improvement Coalition, and the City of Powder Springs assembled to each meet with companies to learn more about their experiences in Cobb County. Each group asked a series of questions aimed at understanding the company's current demographics including employee count, and plans for current or future growth, and assisted in identifying any issues or potential challenges the company could be facing in the county.

Through the experience, the groups met with a total of 17 companies and identified a number of challenges that were common across the companies. Each group left the event with specific tasks aimed at helping each company work through their specific challenges. Over the course of the next few months, each team reconnects with company representatives to provide additional information and resources needed to continue to help them grow and thrive in Cobb County.



Crown Health Care Laundry



Empire Distributors



Business Walks Team



Polymershapes



# WORKFORCE SUCCESSES

## Cobb Workforce Partnership

The Cobb Workforce Partnership is a coalition of strategic partnerships between employers, educators, and workforce providers brought together on a platform to share best practices, discuss workforce issues, and network with industry professionals. Thus, creating an infrastructure that is consistently responsive to the ever-changing Workforce Ecosystem.

Each year, partners join together to learn from one another and hear from a speaker relating to the workforce in Cobb. This year, we welcomed the Georgia Chamber, CTAE, Marietta College and Career Academy, and Cobb Innovation Center of Technology Academy leadership as they explored options that can help businesses attract and retain top talent.

## Workforce Taskforce

The Workforce Taskforce, a group of over 25 business leaders, HR professionals and educators, was created in 2022. This initiative was formed by Cobb Chamber Chairwoman **Britt Fleck** and executed by SelectCobb. The taskforce is a subset of the Cobb Workforce Partnership and addresses immediate workforce challenges resulting from the pandemic.

Through this partnership, the Workforce Resources Webpage was created. The purpose of the page is to share resources and articles on topics including recruitment, retention, recognition, and culture. Thanks in part to our Strategic Partner, Georgia Power, this page is continually updated to help provide immediate guidance and solutions to employers throughout the region. You can visit the Workforce Resource Guide at [cobbchamber.org/workforceresources](https://cobbchamber.org/workforceresources).

We would like to recognize the tremendous contributions made by the 2022 Cobb Workforce Partnership Chairman, **Jay Cunningham** of Superior Plumbing. We would also like to thank our Year-Long Cobb Workforce Partnership Sponsor, **Life University**, for their generous contributions of our programming.



## ReAlign Restart

In 2022, WorkSource Cobb, Cobb County Sheriff's Department, Chattahoochee Technical College, and Construction Ready implemented "ReAlign ReStart," an on-site detainee re-entry initiative within the Cobb County Adult Detention Center. This program trains and prepares participants for jobs in a high-demand industry. In 2022, over 13 justice-involved individuals participated in the Construction Ready Pre-Apprenticeship training program where they earned eight industry-recognized credentials with employment interviews pending their release.

As new justice-involved individuals are identified for the program, additional industries will have the opportunity to participate in this innovative approach to bettering the lives of individuals in Cobb County and providing a new source of talent to build our workforce pipeline.

## HR Roundtable

SelectCobb implemented a new program called the HR Roundtable. Designed for HR professionals, the quarterly event series focuses on various human resources related issues and topics aimed at assisting individuals in various industries.

SelectCobb held four luncheons with a total attendance of 150 individuals across the events. Topics included maintaining a positive culture, creating an impactful employee handbook CEO and HR Leadership, and more.

# WORKFORCE

## Industry Councils

In SelectCobb's first Workforce Development Study in 2015, four industry clusters, Advanced Manufacturing, Technology, Healthcare & Biotech, and Construction & Trades, were identified as being high-demand career sectors. These clusters represent industry sectors that drive strong economic growth while also providing jobs with opportunity for advancement, desirable wages, and healthy economic outlooks. Out of that conversation emerged four industry council events targeted at each industry cluster.

In late 2020, a fifth Industry Cluster, Logistics & Supply Chain, was added as a response to our ever-changing workforce needs. Each Industry Council meets annually to engage in focused conversations that impact the short- and long-term workforce needs in each area. Industry experts and education leaders discuss the issues pertinent to their specific industry and innovations that are driving change.

## Be Pro Be Proud

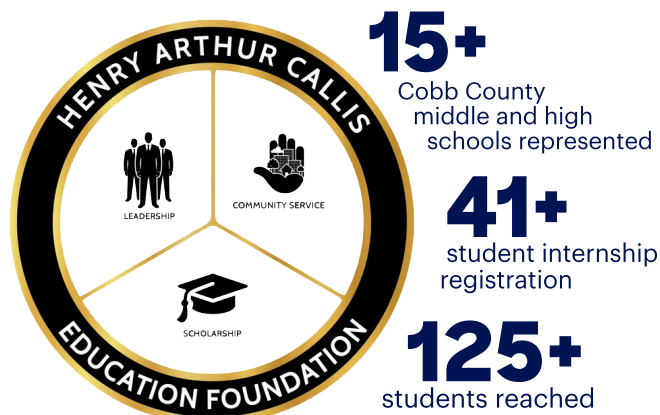
Be Pro Be Proud Georgia introduces students to technical careers through virtual and augmented reality experiences. In 2022, Be Pro Be Proud GA reached its first milestone of educating 16,000 students about jobs in skilled trades. SelectCobb is a proud supporter of the Be Pro Be Proud initiative and continues to support the program to bring access and information about skilled trades to Cobb County and Marietta City Schools students.

- 16,540 Students Impacted
- 6,721 have signed up to receive information about training and employment opportunities.



## Youth to Men

SelectCobb partnered with the Henry Callis Foundation, WorkSource Cobb Youth Boss program, and the Technology Association of Georgia to offer an exploratory work experience program to high school students from underrepresented communities. This is an excellent opportunity to help provide meaningful work experience at no risk or cost to businesses. Internships and apprenticeships also allow employers to know that these participants have learned the skills and competencies needed to become invaluable to their workforce.





# WORKFORCE

## Partners in Education

The Partners in Education (PIE) Program is a collective effort of the Cobb Chamber, the Cobb County Public School System, and the Marietta City Public School System that matches businesses and organizations with schools to provide extra funding, unique services, and volunteer support.

The vision behind the Partners in Education Program is to enrich the learning experience of Cobb and Marietta students so that all develop a solid academic foundation, skills, and core values that will benefit them in their community, life, and career.

### In 2022, Partners in Education had:

- Over 160 Business Partners
- Over 15 District-wide Partners
- 10% growth of new partnerships in 2022
- Three PIE newsletters sent to 1,300+ recipients



Cobb is in close proximity to several colleges and universities in the metro Atlanta area, including:



# BUSINESS

## SMALL BUSINESS & ENTREPRENEURSHIP

### Small Business Series

The SelectCobb Small Business Series strives to provide a blend of meaningful programming that will encourage a thriving business environment for minority entrepreneurs and small business owners in Cobb. The series developed out of the desire to engage with entrepreneurs, startups, and small businesses of all backgrounds and industries in Cobb County and connect them to meaningful education, networking, and mentorship opportunities.

#### 2022 Events

##### Education Programs

- *Business Plans 101: Let's Learn the Basics*
- *The Staples of Successful Networking*
- *Marketing 201: Finding Your Target Audience*
- *Candid Conversations: How Cobb Businesses Secure Contracts with the County*

##### Networking Receptions

- *Women Entrepreneurs Business Mixer*
- *Black Professionals Business Mixer*
- *Hispanic Professionals Business Mixer*

We would like to recognize the tremendous contributions made by the 2022 Small Business Committee co-chairs, **Kathryn Smith** of Walton Birch and Black Lady Business School, and **AikWah Leow** of Cobb County Government.

We would also like to thank our Year-Long Small Business Program Sponsor, **Eclipse Networks**, for their generous contributions of our programming.



Cowork at Cincinnati Junction

### Cobb's Entrepreneurship Ecosystem

Cobb's entrepreneurship ecosystem is a vital component of our thriving business community. In 2022, Cobb saw the relaunch of Kennesaw State University's HatchBridge Incubator as well as the opening of several new coworking spaces, including Cowork at Cincinnati Junction in Austell.

#### HatchBridge

The HatchBridge Incubator is a comprehensive ecosystem bridging programs, services, resources, and co-working and shared spaces to foster innovation, entrepreneurship, economic development, and experimental learning. Available as a community resource, regardless of Kennesaw State affiliation, HatchBridge seeks to pair bright minds with innovators and entrepreneurs to answer questions, find resources, and build capabilities.

SelectCobb is proud to have partnered with the following organizations on our 2022 Small Business Series





# INTERNATIONAL EFFORTS

Cobb is among the leaders in the state for economic growth, global business, and innovation. International companies from 30 countries and more than 117,000 foreign-born residents now call Cobb County home. These businesses continue to foster relationships and develop connections between foreign and domestic companies. Cobb is poised for continual growth as international companies invest and expand their footprint the county.

## In 2022, SelectCobb:

- Hosted seminars and webinars to share experiences and insight on the following topics: **Exporting Goods/ Services | How To Do Business in Canada | Canadian Trends/Best Practices/Partnerships**
- Hosted two receptions for **German** and **Japanese** companies located throughout the region. These events provided a forum for companies to network and explore potential business opportunities.
- Embarked on our first external trade mission to **Québec City**, where companies were given the opportunity to hear from field experts on market trends and data analysis. Additionally, companies were paired with a Québec-based company to learn best practices and share their experiences with doing business in the city. The group spent time with the Consul General in Québec City and our partners at Québec International and the Georgia Department of Economic Development.
- Attended **SEUS-CP** in Savannah, where trade and investment between the Southeastern states and Canadian Provinces is encouraged through B2B meetings and panel discussions on relevant topics. We also attended the IEDC Conference in Oklahoma City, which provides the opportunity to connect with other economic development professionals to discuss the challenges in global commerce and offer innovative solutions.



## Metro Export Challenge

SelectCobb continues to support small and medium-sized businesses in their efforts to export their goods and services abroad. The Metro Export Challenge is organized by our partners at the Metro Atlanta Chamber, whose vision is to assist companies in telling their story, developing their international marketing strategy, and exporting their products.

Winners of the challenge receive a \$5,000 reimbursement grant applicable toward internationalization costs and export mentorship assistance through federal, state, and local international trade development organizations. They also have a chance to compete for an additional \$5,000 and \$10,000 during the Pitch Day event.

### Thank you to our partners:

Consulate General of Canada to the US in Atlanta

Quebec International

Global Atlanta

Japanese Chamber of Commerce

Georgia-Japan Legislative Caucus

Consulate General of Germany in Atlanta

NRW.Global Business

Quebec Government Office in Atlanta

Georgia Department of Economic Development

Consulate General of Japan in Atlanta

The Japan-America Society of Georgia

Japan External Trade Organization

German American Chamber of Commerce the Southern US

We would like to recognize the tremendous contributions made by the 2022 International Commerce Steering Committee Chairman, **Mike Knowles** of Fifth Third Bank, and the Vice Chairman, **Jeff McCoy** of J.P. Morgan Chase & Co. We would also like to thank our Year-Long International Program Sponsor, **The Manely Firm**, for their generous contributions of our programming.

## QUICK FACTS

**150+**  
International  
companies located  
in Cobb

**30**  
Countries  
represented

**17,200+**  
Employees

## Largest International Companies





# MARKETING, EXTERNAL ENGAGEMENT & PARTNERSHIPS

Promoting Cobb County as Georgia's winning business destination is the number one goal of SelectCobb's marketing strategy. In 2022, SelectCobb targeted the following publications for its advertising campaign: Atlanta Business Chronicle, Atlanta Magazine, Business Georgia, Chicago Business Journal, James Magazine, Ga.Biz, Marietta Daily Journal, San Jose Business Journal, and the Silicon Valley Business Journal. SelectCobb's earned media and social media efforts have grown significantly in the past year. Articles and editorial coverage grew by 112 percent and social media coverage by outside parties grew by 121 percent. One of the biggest marketing projects of the year has been the redesign of SelectCobb.com. The new website will launch in January 2023.

## Regional Collaboration

- Regional Marketing Alliance
- Technical Association of Georgia
- Kennesaw State University Leadership Summit
- Metro Atlanta eXchange Leadership
- German American Chamber of Commerce South
- University System of Georgia
- Comprehensive Economic Development Study Advisory Committee - Atlanta Regional Commission
- Regional Business Coalition
- Georgia Chamber of Commerce
- Symposium on Asian-American Partnership
- Japan America Society
- Technical College System of Georgia
- Georgia Economic Development Association

## Partners

Successful economic development efforts are collaborative. We appreciate the continued support of our state, regional, and local partners.



Community  
& Economic  
Development



## SELECTCOBB TEAM



**Amanda Blanton**  
Economic Development Director



**Stephanie Cox**  
Existing Industry & Investor  
Relations Director



**Caroline Knowles**  
Small Business & Entrepreneurship  
Initiatives Manager



**Twana Roots**  
Workforce Initiatives Manager

# OUR INVESTORS

## LEADERSHIP LEVEL



## PLATINUM LEVEL



## GOLD LEVEL

A.G. Rhodes

Aaron's, Inc.

Aflac

Arylescence, Inc.

AT&T Georgia

Bennett Thrasher

Circle 75 Office Properties

Comcast Cable Communications

Creative Mischief

Croy Engineering

Fifth Third Bank

FireSide Natural Gas, LLC

Frenik Marketing Group

Futren Hospitality

Genuine Parts Company

Good Game | Delaware North

INCISIVE

JP Morgan Chase & Co.

Kaiser Permanente HealthPlan of Georgia

Kennesaw State University

Life University

Lockheed Martin

Mauldin & Jenkins

Moore Colson

Parker Poe

Pinnacle Financial Partners

Renasant Bank

Rule Joy Trammel + Rubio

S.A. White Oil Company

Smith + Howard

## SILVER LEVEL

Bank of America

CDH Partners, Inc.

Chattahoochee Technical College

Children's Healthcare of Atlanta

Choate Construction Company

Doran Commercial Real Estate

EmployBridge

Geo-Hydro Engineers

Jacobs Engineering

LGE Community Credit Union

Manhattan Associates, Inc.

Marietta Daily Journal

MetroAtlanta Ambulance Service

NELSON Worldwide

New South Construction Company

North Georgia Staffing

Serendipity Labs

ServisFirst Bank

Six Flags Over Georgia

The Bottoms Group

Walton Communities

Wells Fargo

## SMALL BUSINESS LEVEL

Accounting Consultants of Cobb

Atlanta Air Charter

Bravaldo Capital Advisors

Gateway Marietta CID

HLB Gross Collins

LOUD Security Systems

Russell Landscape Group

Superior Plumbing Services

Truist

Velociteach