



making complexity  
**simple**



# SELECTCOBB

## 2023 YEAR IN REVIEW





# LEADERSHIP

## LETTER FROM LEADERSHIP

Remote and hybrid work has remained an important strategy across the United States for companies to retain a talented workforce. This has created challenges for our office sector of commercial real estate. Knowing this reality, SelectCobb headed into 2023 with a solid plan for how we expand and focus our attention on business retention and expansion initiatives. The focus on retention and expansion has been jointly shared by SelectCobb, Cobb County Government, our seven cities of Cobb County, the Metro Atlanta Chamber, and the State of Georgia. All of these various entities have doubled efforts to meet with and provide support and services to existing industries in our communities, helping us make sure that Cobb County, metro Atlanta, and the state of Georgia remain a top destination for business.

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 the SelectCobb staff, the Development Authority of Cobb County, and our local and state partners that we were able to secure 25 project wins in 2023 helping to create 2,337 jobs, and over \$523M 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 a major new mixed-use development that is being built adjacent to the Battery Atlanta called The Henry. The Henry is an apartment, condo, hotel, and retail project that will add two new high-rise towers to our Cumberland submarket. At the same time, we invested heavily in our small business and entrepreneurship ecosystem with the unveiling of our new Entrepreneurship handbook thanks to the kind support of Georgia Power. The Entrepreneurship handbook is an online resource of available assistance to help small businesses and entrepreneurs succeed in the Cobb County marketplace. It has resources, funding strategies, networking opportunities, and tips on business plans and compliance to help businesses succeed. 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 each and every 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. 2023 will be remembered as another great year for economic development and business growth in our community. I cannot say thank you enough as your efforts help maintain Cobb County as Atlanta's premier business destination.



**Kevan Espy, 2023 SelectCobb Chairman**  
President & CEO,  
Cobb EMC



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

# PROJECTS

## PROJECT ACTIVITY & RECRUITMENT

**101** projects worked

**52** Active projects at end of 2023

**25**  
Project wins

**11**  
Recruitments

**14**  
Retentions

**2,337**  
Jobs

**\$523M**  
in investment

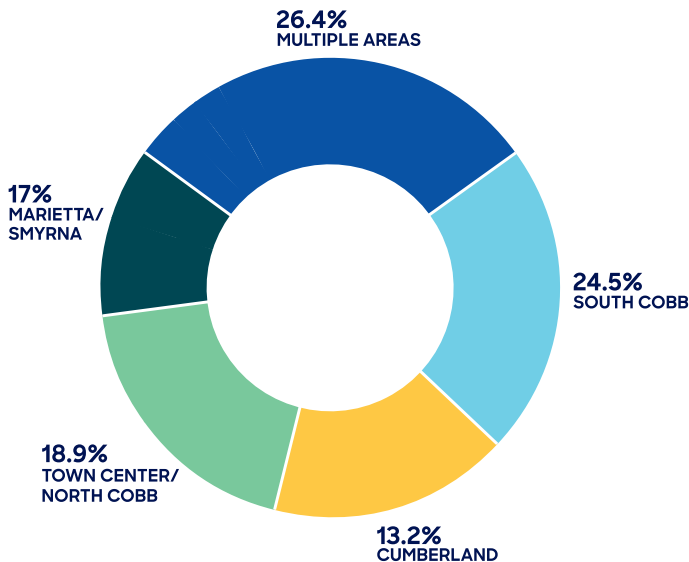
### Expansions & Relocations

- Urbina Law Firm
- Mauldin & Jenkins
- Freeman Mathis & Gary
- The Henry
- Bergen Logistics
- Frog Rock Brewery
- Rausch Advisory Service
- Blended Solutions Group
- Montag Wealth Management
- Skint Chestnut Brewing Company
- Gas South
- Murata
- SITA
- First Key Homes
- KNAPP
- GE Vernova
- Janus International Group

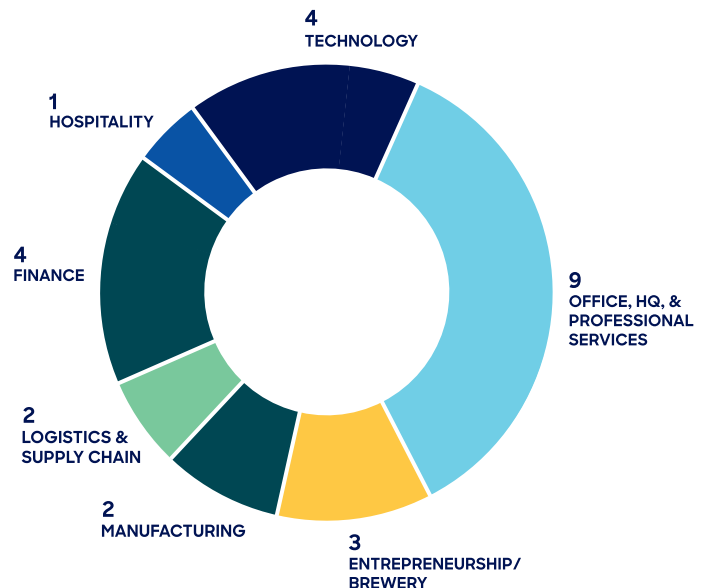
### Recruitment

The SelectCobb team was active at many site selector and industry specific gatherings in 2023. We participated in more than nine events to build relationships and conduct direct business recruitment. The industry focuses include technology, bioscience, cybersecurity, and international trade/relations.

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



**Industry Represented in Project Wins**





# RETENTION EFFORTS

2023

14 Retentions & Expansions  
143 Site Visits

COMMON THEMES

- 1) Workforce
- 2) Inflation
- 3) Business Growth



## Business Walks 2023 | North Cobb 14 companies visited

On Wednesday, October 25, partners from around the region gathered in North Cobb for a strategic concentrated business retention effort known as Business Walks. Teams from **Cobb County**, **SelectCobb**, the **City of Acworth**, the **City of Kennesaw**, and **WorkSource Cobb** 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 14 companies and identified a number of challenges that were common across the companies. These included: **Workforce**, **Inflation and the anticipation of future inflation**, and **Business Growth**. 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 reconnected with company representatives to provide additional information and resources needed to help them grow and thrive in Cobb County.



# RETENTION

## Targeted Retention Efforts around the County

2023 was the year of retention across Cobb County. Each of our communities worked to find ways to learn from companies in each of their respective areas.

The **City of Marietta** continued efforts with the **Marietta Business Talks** series which focuses on industry sector conversations that allow city representatives and partners to better understand the current and future needs of a particular industry. In 2023, the event featured conversations with the commercial construction, commercial Printers, and Veterinary & Pet Services industries.

The **City of Acworth** conducted a series of presentations aimed at assisting minority, women, and veteran-owned Small Businesses succeed in the city and around the region. The presentations included topics on doing business with the state of Georgia, utilizing the services of the Small Business Development Center, and more.

Cobb County held several events as part of their **Coffee & Conversations** and **Existing Industry Luncheon** series. The two programs aim to help businesses continue being successful in Cobb and allow business executives to come together to hear from a panel of economic development partners or Cobb County staff members to learn about resources such as workforce development assistance, job tax credits, county services, and more.



City of Acworth's Minority, Women, and Veteran-Owned Small Business Seminar



Cobb County Existing Industry Luncheon



# WORKFORCE SUCCESSES

## Cobb Workforce Partnership

The Cobb Workforce Partnership (CWP) is a coalition of the business community, educational leaders, and workforce professionals in Cobb County. This group is committed to identifying and addressing Cobb's workforce needs while collaborating to establish a pipeline of job-ready workers in Cobb. CWP continues to engage and support the Cobb County business community through meaningful programming and collaborations.

**Keith Parker**, the CEO of Goodwill of North Georgia, and former MARTA CEO, took the stage at this year's CWP meeting to share his insights on how companies can partner with the local workforce providers to tackle workforce challenges. His practical solutions resonated with the audience, leaving them with actionable steps to address this critical issue.



## Career Fair

In a collaborative effort to connect job seekers with promising employment opportunities, SelectCobb, alongside WorkSource Cobb, Goodwill Career Center, and Georgia Highlands College, hosted a Career Fair on June 28 at Georgia Highlands College. This dynamic event brought together over 90 enthusiastic job seekers eager to explore diverse career paths and 20 employers actively seeking new talent.



The atmosphere was filled with excitement and opportunity as job seekers engaged with potential employers, exchanged resumes, and explored various career options. The Career Fair not only facilitated meaningful connections but also cultivated a collective synergy and mutual support among participants.

## HR Roundtable

The quarterly HR Roundtable meetings continue to offer great value and education to attendees. Participants get to learn from subject matter experts while networking and sharing tips and best practices with one another.

In 2023, session presenters covered the following topics: Burnout to Breakthrough – Getting Creative about Wellness; “Get ‘em and Keep ‘em” – Recruiting and Retention Strategies; and Putting the “Hi” in Hybrid: Onboarding & Connecting Hybrid/Virtual Workforce.



# WORKFORCE

## Industry Councils

### SelectCobb's Targeted Sector Approach to Workforce Development

Recognizing the ever-changing dynamics of the job market, SelectCobb has been strategically focusing on four high-demand career sectors since 2015: Advanced Manufacturing, Technology, Healthcare & Bioscience, and Construction & Trades. In response to evolving workforce needs, Logistics & Supply Chain was added to the list in 2020.

To address the critical challenges and opportunities facing these industries, SelectCobb convened its annual Industry Council meetings. These insightful discussions delved into topics such as strategic alignment, micro-credentialing, and labor resiliency. By staying at the forefront of workforce trends, SelectCobb continues to provide valuable resources and foster growth in its partnerships.



## The Henry Callis Foundation

SelectCobb, committed to bridging the skills gap and empowering underrepresented communities, continues its impactful partnership with the Henry Callis Foundation, WorkSource Cobb Youth Boss program, and the Technology Association of Georgia through the exploratory work experience (WEX) program. This innovative initiative provides high school students with hands-on exposure to potential career paths, offering businesses a risk-free opportunity to contribute to the development of the future workforce.



Expanding their STEM outreach efforts, the Henry Callis Foundation conducted a weeklong STEM Immersion Camp at Kennesaw State University during the summer. This transformative camp welcomed 20 students from Hillgrove, South Cobb, McEachern, and Osborne High schools, immersing them in exciting STEM fields and igniting their passion for science, technology, engineering, and mathematics. The camp not only introduced potential career opportunities but also fostered critical thinking, problem-solving, and collaboration skills, preparing students for success in an increasingly STEM-driven world.



# WORKFORCE

## Partners in Education

The Partners in Education program is a collective effort of the Cobb Chamber, the Cobb County Public School System, and Marietta City Schools 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 2023, Partners in Education had:

- Over 120 Business Partners
- 14 District-wide Partners
- 25% growth of new partnerships in 2023
- Four PIE newsletters sent to 1,700+ recipients



Marietta College and Career Academy Groundbreaking

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



Chattahoochee Tech Advanced Manufacturing Facility



# BUSINESS

## SMALL BUSINESS & ENTREPRENEURSHIP

### Small Business Initiative

#### Cobb County Child Care Grant

In 2023, Cobb County Government and SelectCobb provided a grant opportunity to eligible, licensed childcare providers, awarding \$4.5 million to 197 childcare providers based in Cobb County.

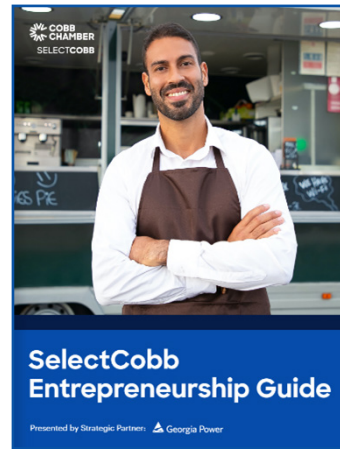


Child Care Grant Event



### Entrepreneurship Guide

Thanks to the generous support of Georgia Power, SelectCobb was afforded the opportunity to develop a comprehensive ecosystem-wide entrepreneurship guide to help support small business and entrepreneurs throughout Cobb County.



Scan the QR code to view the full SelectCobb Entrepreneurship Guide, complete with clickable links.

### HatchBridge & Cobb's Entrepreneurship Ecosystem

Cobb's entrepreneurship ecosystem is a vital component of our thriving business community. In 2023, Cobb saw the continuation of Kennesaw State University's HatchBridge Incubator, with their second cohort, and strong relationships with coworking spaces in the area.

The HatchBridge Incubator is a comprehensive ecosystem that strives to provide programming, services, resources, and co-working or shared spaces in order to foster innovation, entrepreneurship, economic development, and experimental learning. Kennesaw State University's HatchBridge Incubator hosted eight startups in their first cohort in 2022 and 12 startups in 2023. These 12 businesses in Cohort two are comprised of the eight businesses from Cohort one, boasting a 100% retention rate as the companies move through the program, as well as four new startups.

In 2023, SelectCobb and the HatchBridge Incubator partnered to host the first event in the "Built in the Burbs" series, entitled the "Built in the Burbs Founder Panel." This Speaker Series, a part of InnovATL 2023, showcased entrepreneurs and corporate research leaders to the greater Atlanta start-up community.



# BUSINESS SMALL BUSINESS & ENTREPRENEURSHIP

## Small Business Series

The SelectCobb Small Business Series provides a blend of meaningful programming that encourages a prosperous business environment for minority entrepreneurs and small business owners in Cobb. The series was created to provide entrepreneurs, startups, and small businesses in various industries and stages of growth with opportunities for networking, mentorship, and education.

## 2023 Events

### Education Programs

- *Cybersecurity Training for Small Business*
- *A Conversation on Business Certifications*
- *How To Do Business with Cobb County and Marietta City Schools*

### Networking Receptions

- *Black Professionals Business Mixer*
- *Hispanic Professionals Business Mixer*



Black Professionals Business Mixer



Hispanic Professionals Business Mixer

SelectCobb is proud to have partnered with the following organizations on our 2023 Small Business Series



# INTERNATIONAL EFFORTS

## In 2023, SelectCobb:

- Hosted seminars and webinars to share best practices and insight on the following topics: *How Georgia Companies Can Export to India*, *Resources for Going Global*, *Global Strategies to Compete & Win*, and *Export Stories: Cobb Edition* (in partnership with Global Atlanta).
- Hosted Japanese companies located throughout the region for an evening of networking to explore potential business opportunities.
- Attended **SEUS-CP 2023**. The Canadian Province of Newfoundland & Labrador welcomed delegates from the southeastern states and neighboring Canadian provinces to encourage cross-border trade and investment. Government officials, business leaders from companies of all sizes and industry, economic development organizations, and trade and investment agencies were all in attendance, each seeking opportunities to forge connections and share views on ways to expand commerce.

## Germany Trade Mission 2023

Members of SelectCobb visited Dusseldorf, Germany. During the trip, SelectCobb worked to strengthen partnerships with the **City of Dusseldorf**, **IHK Chamber of Commerce**, and the **North Rhine-Westphalia trade and investment agency**. They also met with representatives from the **Startplatz Digi hub**, **TechHub.K67**, and the **Life Sciences Center Dusseldorf** to learn more about their entrepreneurial efforts with their tech tenants and encourage cross-border investment.

The visit also included meetings with companies like TK Elevator and Huehoco to learn more about their German operations and to thank them for their investment in Cobb County. These partnerships will help SelectCobb better prepare Cobb-based businesses for expanding their global footprint in the German market.





# INTERNATIONAL

## 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.

## 2024 MEDICA Conference/Trade Mission

In November 2024, the SelectCobb team will return to Dusseldorf, Germany for the MEDICA conference, one of the largest medical Business-to-Business trade fairs in the world. This conference offers companies the opportunity to pitch new products, engage with field experts, and learn the latest trends and developments in the med tech industry. SelectCobb plans to host a small delegation of companies and sponsor an exhibit booth for the participants' use.

*For more information, please email Amanda Blanton at [ablanton@cobbchamber.org](mailto:ablanton@cobbchamber.org).*

## QUICK FACTS

**146**

International  
companies located  
in Cobb

**30**

Countries  
represented

**16,843**

Employees

## Largest International Companies



## KEY INDUSTRIES

Services, Manufacturing, Wholesale Trade



# MARKETING, EXTERNAL ENGAGEMENT & PARTNERSHIPS

Promoting Cobb County as Georgia’s winning business destination is the number one goal of SelectCobb’s marketing strategy. In 2023, 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.

## 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.



## SELECTCOBB TEAM



**Amanda Blanton**  
Senior Director,  
Economic Development



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



**Twana Roots**  
Senior Manager, Workforce  
Initiatives



**Katie Scott Troy**  
Economic Development  
Coordinator

# OUR INVESTORS

## LEADERSHIP LEVEL



## PLATINUM LEVEL



## GOLD LEVEL

A.G. Rhodes	Comcast Cable Communications	Good Game   Delaware North	Mauldin & Jenkins
Aaron's, Inc.	Creative Mischief	HLB Gross Collins	Moore Colson
Aflac	Croy Engineering	INCISIVE	Parker Poe
Arylessence, Inc.	Delta Community Credit Union	JP Morgan Chase & Co.	Pinnacle Financial Partners
AT&T Georgia	Fifth Third Bank	Kaiser Permanente HealthPlan of Georgia	Renasant Bank
Axis Infrastructure	FireSide Natural Gas, LLC	Kennesaw State University	Rule Joy Trammel + Rubio
Bank of America	Frenik Marketing Group	Life University	S.A. White Oil Company
Bennett Thrasher	Futren Hospitality	Lockheed Martin	Smith + Howard
Circle 75 Office Properties	Genuine Parts Company		

## SILVER LEVEL

Bravaldo Capital Advisors	Doran Commercial Real Estate	Manhattan Associates, Inc.	Relocal Move Real Estate Benefits
CDH Partners, Inc.	EmployBridge	Marietta Daily Journal	Serendipity Labs
Chattahoochee Technical College	Geo-Hydro Engineers	MetroAtlanta Ambulance Service	ServisFirst Bank
Children's Healthcare of Atlanta	Jacobs Engineering	NELSON Worldwide	Six Flags Over Georgia
Choate Construction Company	Kutak Rock	New South Construction Company	Summit Legacy
Cresa	LGE Community Credit Union	North Georgia Staffing	Walton Communities
			Wells Fargo

## SMALL BUSINESS LEVEL

Accounting Consultants of Cobb	Gateway Marietta CID	Russell Landscape Group	Truist
Atlanta Air Charter	LOUD Security Systems	Superior Plumbing Services	Velociteach

**SELECTCOBB.com**