



# **SELECTCOBB**

## **2024 Year in Review**

# LEADERSHIP

## LETTER FROM LEADERSHIP

Looking back on 2024, we are proud to highlight the successful implementation of the SelectCobb mission—to grow jobs and investments, to build a strong talent pipeline, to support entrepreneurs and small businesses, and to ensure Cobb County remains an attractive location for international investment. Cobb County, the Atlanta metro area, and the Southeastern United States have all grown, and even outperformed the rest of the country, in the years since the pandemic. In fact, recent reports from the Federal Reserve Bank of Atlanta show that, since 2019, the Southeast region has widened its lead over the rest of the United States in its ability to attract growth.

Our efforts in 2024 largely focused on business retention, expansion, and office market progress. The office market remains divided due to remote work policies. Tenants are primarily investing in areas with superior amenities with some areas thriving and others continuing to face high vacancy rates. SelectCobb collaborated with building owners to host tours for economic development professionals, promoting relocation opportunities across all submarkets. Retention and expansion initiatives supported existing Cobb County companies; valuable services that help ensure the area remains a top business destination. These efforts were a joint initiative by SelectCobb, Cobb County Government, the seven cities of Cobb County, the Metro Atlanta Chamber, and the State of Georgia.

The successes of 2024 would not be possible without the dedication of the SelectCobb staff and the Development Authority of Cobb County. We were able to secure 18 project wins in 2024, creating 1,032 jobs and realizing over \$136.5M in investment. Projects were secured throughout Cobb County, and they spanned all six major industry clusters. This includes a major expansion of Arylessence, a North Cobb fragrance manufacturer; Osmotica Pharmaceuticals in Marietta; Aaron's Brandsmart opening in Town Center; and US Elogistics in Mableton. At the same time, the HatchBridge Incubator at Kennesaw State University served more than 80 companies in its first two years of operation. HatchBridge companies have received \$13.9M in total outside funding.

2024 will be remembered as another great year for economic development and business growth in our community and I want to thank our investors and partners. It is with your leadership and support that we can 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 and long-lasting impact on Cobb County, helping to maintain Cobb County as Atlanta's Premier Business Destination.



**Kat Schwaig**  
**2024 SelectCobb Chairwoman**  
President, Kennesaw State University



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

# PROJECTS

## PROJECT ACTIVITY & RECRUITMENT

**98** projects worked

**55** Active projects at end of 2024

**18**  
Project wins

**6**  
Recruitments

**12**  
Retentions

**1,032**  
Jobs

**\$136.5M**  
in investment

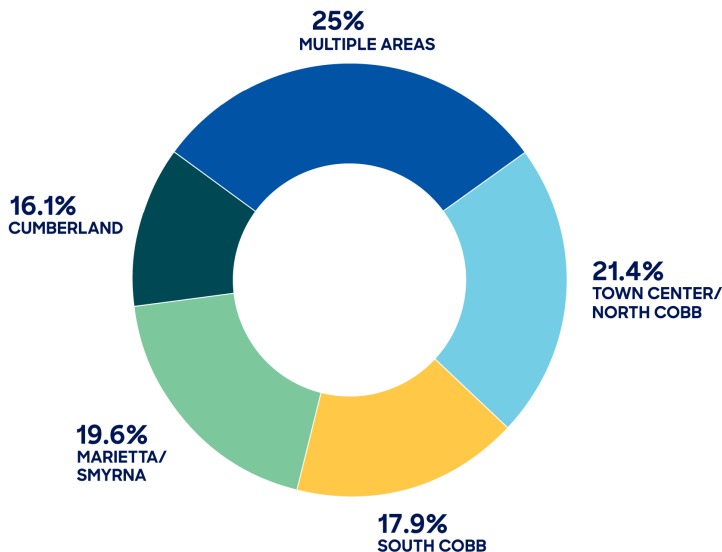
### Expansions & Relocations

- Pond & Co.
- good2grow
- Fortinet
- Arylescence
- Atlanta United
- The Partnership
- Peach Bowl
- Perimeter Flooring
- Osmotica Pharmaceuticals
- BrandsMart USA
- US Elogistics

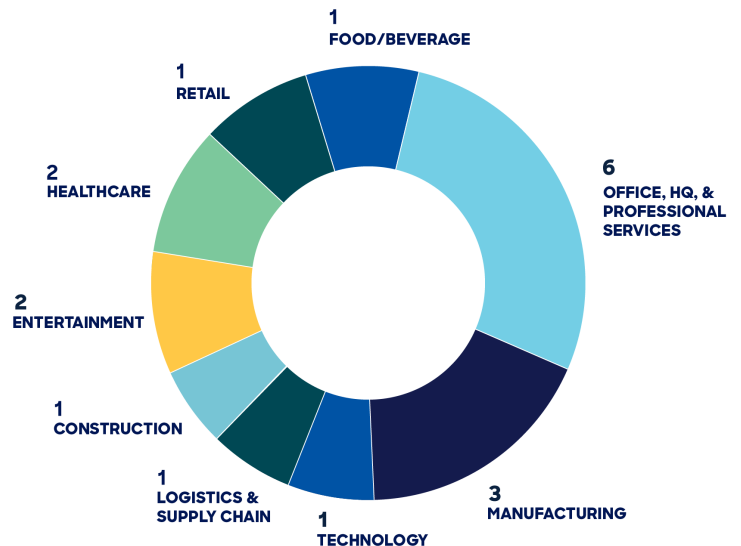
### Recruitment

The SelectCobb team was active at many site selector and industry specific gatherings in 2024. SelectCobb participated in many events to build relationships and conduct direct business recruitment. The industry focuses include technology, bioscience, and international trade/relations.

Geographic Distribution of Active Projects



Industry Represented in Project Wins



# RETENTION EFFORTS

2024

12 Retentions & Expansions

228 Business Engagements

COMMON THEMES

- 1) For-Sale Housing (Specifically in the \$300-600k range)
- 2) Quality Schools
- 3) Workforce
- 4) Public Safety



## Business Walks 2024 | Marietta, Smyrna, and Cumberland CID

On October 11, partners from around the region gathered within the Cumberland Submarket and the city limits of Marietta and Smyrna for a strategic, concentrated business retention effort known as Business Walks. Five teams with representatives from **Cobb County, SelectCobb, City of Marietta, City of Smyrna, Metro Atlanta Chamber, Georgia Power, Cumberland CID, Cobb County School District, Marietta City Schools,** and the **Georgia Department of Economic Development** assembled to 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 experience in the county, plans for current or future growth, and assisted in identifying any issues or potential challenges the company could be facing.

Through the experience, the groups met with a total of 15 companies and identified a number of challenges that were common across the companies. These included: available for-sale housing, quality schools, workforce, and public safety.

## Targeted Retention Efforts around the County

In 2024, communities in Cobb continued targeted retention efforts including the City of Marietta's Business Talks series, the City of Acworth's Small Business Seminars, and Cobb County's Coffee & Conversations and Existing Industry Luncheons. SelectCobb was proud to be a part of these efforts and continue assisting in retaining Cobb County companies.



Industrial Tape & Supply



AJ Glass



Business Walks Recap



Real Floors

# WORKFORCE SUCCESSES

## Cobb Workforce Partnership

This year, SelectCobb focused on strengthening connections between industry and the local workforce, creating opportunities for pipeline building and skills alignment. The Cobb Workforce Partnership (CWP) hosted quarterly events that allowed education partners to forge direct connections with industry leaders, supporting workforce engagement opportunities for students in Cobb and Marietta.

Through CWP, SelectCobb collaborated with the Cobb Innovation and Technology Academy (CITA) and the Marietta College and Career Academy (MCCA), bringing more than 50 business representatives into each of these schools.

## Manufacturing Day

This year, SelectCobb launched its first Manufacturing Day initiative, introducing High School CTAE students to careers in manufacturing. Students toured a local facility, engaged with industry professionals, and participated in hands-on demonstrations, gaining firsthand insights into this vital industry. This inaugural event underscores the importance of connecting students with high-demand career pathways, addressing workforce needs, and inspiring the next generation of skilled professionals.



Cobb Workforce Partnership is proudly sponsored by:



HR Roundtable is proudly sponsored by:



## HR Roundtable

In 2024, the HR Roundtable series offered insightful discussions on pressing workplace topics, including managing a multi-generational workforce, enhancing culture and engagement, and advancing diversity, equity, and inclusion (DEI). Highlights included the “Ask the Pros” Q&A session featuring industry experts and the dynamic “Legal Lab” that addressed critical HR legal concerns. These programs empowered HR professionals with strategies and solutions to navigate today’s evolving work environment effectively.

# WORKFORCE

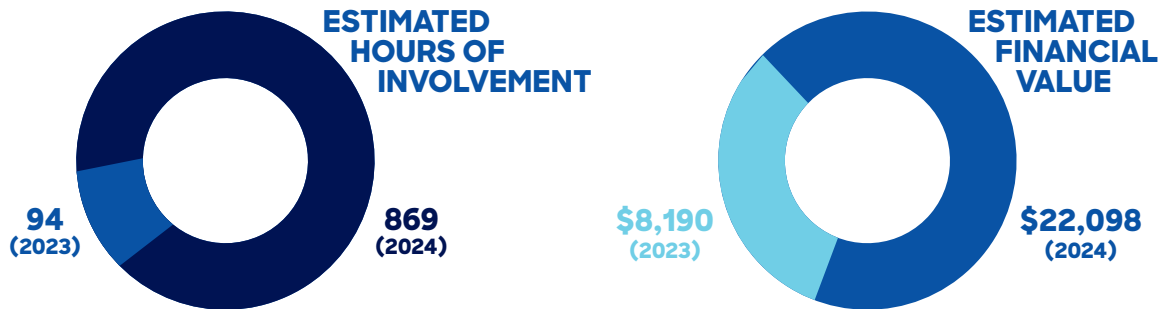
## Partners in Education

The Partners in Education program is a collective effort of SelectCobb and the Cobb Chamber, the Cobb County School District, and Marietta City Schools that matches businesses and organizations with schools to provide extra funding, unique services, and volunteer support.

Over the past year, SelectCobb has continued to strengthen the Partners in Education (PIE) program, supporting over 200 partners, including 15 District Partners.

Notable efforts include:

- Collaboration on affordable housing for Marietta Schools teachers with the Marietta Foundation and Walton Communities.
- The estimated value of partnerships grew by 169.8% to \$22,098.67, and hours of involvement surged by 824.5% to 869 hours.
- There was an 18% increase in new business profiles, signaling heightened interest from local businesses. Notably, 78% of these new businesses had no prior partnerships, indicating fresh engagement and outreach success in connecting businesses to the education sector.



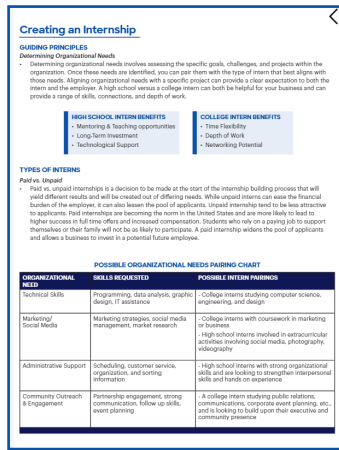
Cobb is in close proximity to several colleges and universities in the metro Atlanta area, including:



# BUSINESS SMALL BUSINESS & ENTREPRENEURSHIP

## Small Business Internship Guide

The SelectCobb team created the Small Business Internship Guide to provide tangible strategies for internship creation and implementation. The guide's resources and information are essential for small business owners to grow while preparing the workforce of today and tomorrow.



## Entrepreneurship Guide

Due 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 Small Business Internship Guide



Scan the QR code to view the full SelectCobb Entrepreneurship Guide

## HatchBridge & Cobb's Entrepreneurship Ecosystem

The HatchBridge Incubator is a comprehensive ecosystem that provides programming, services, resources, and co-working spaces in order to foster innovation, entrepreneurship, economic development, and experimental learning. HatchBridge served 51 companies in their first year, and 33 companies in their second year. Companies assisted by HatchBridge have collectively received over \$13.9M in outside funding.

In 2024, 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 2024, 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.

### 2024 Events

#### Education Programs

- Reputation Management & Customer Expectations
- Strategy for Building a Successful Internship Program
- Corporate Benefits for Small Business

#### Networking Receptions

- Black Professionals Business Mixer
- Hispanic Professionals Business Mixer

SelectCobb's Small Business Series is proudly sponsored by:



Black Professionals Business Mixer



Hispanic Professionals Business Mixer

SelectCobb is proud to have partnered with the following organizations on our 2024 Small Business Series



# INTERNATIONAL EFFORTS

## 2024 MEDICA Trade Fair

SelectCobb proudly sponsored **ProgenaCare Global**'s participation in the prestigious MEDICA trade fair in **Düsseldorf, Germany**. MEDICA is the largest medical technology and healthcare event in Europe, attracting innovators, distributors, and decision-makers from around the globe.

ProgenaCare Global, a Cobb County-based medical technology firm specializing in advanced wound care solutions, was one of the companies represented in the booth hosted by the Georgia Department of Economic Development. The booth served as a prime platform for companies to showcase cutting-edge products, foster global partnerships, and establish connections with potential customers and distributors in the international marketplace.

The company's participation, supported by SelectCobb, highlights the importance of fostering local innovation and promoting Georgia-based businesses on a global stage. The collaboration underscores SelectCobb's commitment to driving economic growth and strengthening the international presence of Cobb County's thriving business community. These initiatives ensure that Cobb County companies remain competitive in the ever-evolving global marketplace.



SelectCobb's International programming is proudly sponsored by:



Freeman Mathis & Gary LLP  
When It Counts



# 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 funds during the Pitch Day event.

SelectCobb congratulates ProgenaCare Global for being named a winner of the 2024 Metro Export Challenge. ProgenaCare Global was awarded \$15,000 to assist in their global business development efforts.

## Halifax Delegation

SelectCobb hosted a government trade mission of Canadian companies in May, showcasing Cobb County as a prime destination for business opportunities. The initiative was in collaboration with Halifax-based Beyond Adventures Group, focusing on tech sector businesses. The mission aimed to educate Canadian companies about Cobb County's target industries, economic strengths, and potential synergies. It also provided opportunities for these companies to connect with potential customers and distributors in Georgia. This strategic partnership underscores SelectCobb's commitment to fostering international business relationships and economic growth on a global scale.

## QUICK FACTS

**106**  
International  
companies located  
in Cobb (+25 employees)

**23**  
Countries  
represented

**15,000+**  
Employees

## Largest International Companies



## KEY INDUSTRIES

Professional 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 2024, SelectCobb targeted the following publications for its advertising campaign: Atlanta Business Chronicle, Atlanta Magazine, Business Geogia, Chicago Business Journal, James Magazine, GaBiz, Marietta Daily Journal, San Jose Business Journal, and the Silicon Valley Business Journal.

## 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, and SelectCobb appreciates the continued support of its state, regional, and local partners.



# OUR INVESTORS

## LEADERSHIP LEVEL



## PLATINUM LEVEL



## GOLD LEVEL

A.G. Rhodes	Circle 75 Office Properties	Frenik Marketing Group	Lockheed Martin
Aaron's, Inc.	Cobb Travel & Tourism	Futren Hospitality	Mauldin & Jenkins
Aflac	Comcast Cable Communications	Genuine Parts Company	MetroAtlanta Ambulance Service
Arylescence, Inc.	CP Group	Good Game   Delaware North	Moore Colson
AT&T Georgia	Creative Mischief	HLB Gross Collins	Parker Poe
Axis Infrastructure	CROFT & Associates, Inc.	INCISIVE	Renasant Bank
Bank of America	Croy Engineering	Kaiser Permanente HealthPlan of Georgia	Rule Joy Trammel + Rubio
Bennett Thrasher	Delta Community Credit Union	Kennesaw State University	S.A. White Oil Company
CDH Partners, Inc.	Fifth Third Bank	Life University	Smith + Howard

## SILVER LEVEL

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

## SMALL BUSINESS LEVEL

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