



SELECTCOBB

2025 Year in Review

LEADERSHIP

LETTER FROM LEADERSHIP

To Our Investors, Stakeholders, and Partners:

Cobb County's story in 2025 can be summed up in one word—**momentum**.

Over the last year, we didn't just witness growth; we actively engineered it and brought years of planning to life. Many companies such as Flock Safety, Heidelberg, and Shake Shack's Regional Headquarters chose Cobb; The Henry went vertical adding a new element to our skyline; the Atlanta Braves hosted the 2025 MLB All-Star Week welcoming 70,000 fans; and the Cobb Convention Center Atlanta broke ground on a \$190 million renovation. We welcomed new leaders at major institutions like Wellstar Health System, Chattahoochee Technical College, and Life University. Kennesaw State University cut the ribbon at the new home for the HatchBridge Incubator, now supporting more than 190 start-ups and raising over \$18 Million in funding to support them. As we close the books on another year, I am proud to report that Cobb County remains an integral force in Georgia's economy as we are the top business destination in Georgia.

A YEAR OF HISTORIC BENCHMARKS

For the 12th consecutive year, Georgia has been named the #1 state for business. Below are the local results that have helped the state retain this important distinction:

- **Job Creation**

SelectCobb facilitated the creation of over 2,181 new jobs in 2025, with a strategic focus on high-wage sectors including Technology, HQ locations, and Advanced Manufacturing.

- **Capital Investment**

Cobb County attracted over \$216.7 million in new capital investment, fueled by corporate relocations and expansions.

- **Small Business Support**

SelectCobb continues to support small business growth through targeted programming and networking, ensuring services reach companies of all sizes. Cobb County awarded \$50,000 in Entrepreneurship Grants, funded by the Development Authority of Cobb County. Verizon Wireless also hosted a half-day small business seminar to help companies strengthen their marketing ahead of major sporting events, including the 2026 FIFA World Cup.



LEADERSHIP

LETTER FROM LEADERSHIP

GOVERNMENT RESPONSIBILITY

Cobb County has once again earned the highest possible credit rating after the three New York-based credit rating agencies reaffirmed the county's Triple-A (AAA) standing. Cobb has now maintained this elite rating for 28 consecutive years, one of the longest streaks in the nation. Maintaining a AAA rating provides significant benefits for Cobb County, including lower borrowing costs, investor confidence, and strong governance. The Cobb County School System similarly maintained their AAA bond rating.

EXPANDING WORKFORCE

In 2025, we kicked off the year with the opening of the new WorkSource Cobb - Mableton Workforce Center. The Cobb County School District broke ground on the second campus for the Cobb Innovation and Technology Academy (CITA) in Acworth. We ended the year with a new Manufacturing Day program, inviting high school students to tour local manufacturers and learn about modern manufacturing. Leaders at Chattahoochee Tech and Georgia Tech discussed accessing the pathways to these high-paying and in-demand jobs.

THE PATH TO 2026

As we look toward 2026, our priorities are clear. We will maintain our competitive edge in attracting Fortune 500 headquarters while nurturing the startup ecosystem that strengthens Metro Atlanta. We will also continue developing hands-on solutions that help businesses build strong workforce pipelines for the future.

A NOTE OF GRATITUDE

None of this work happens without strong partners. I want to extend my deepest gratitude to the Board of Directors for their governance, our staff for their tireless execution, and to our community, utility, education, and state partners. Together, we are the engine of this success. Your continued trust and partnership are vital to our collective success as we build Cobb County, the Atlanta region, and the state of Georgia.



Kat Schwaig
2025 SelectCobb Chairwoman
President, Kennesaw State University



Dana Johnson
COO, Cobb Chamber &
Executive Director, SelectCobb

PROJECTS

PROJECT ACTIVITY & RECRUITMENT

127 projects worked

65 active projects at end of 2025

26
Project Wins

14
Recruitments

12
Retentions

2,181
Jobs

\$216M+
in Investment

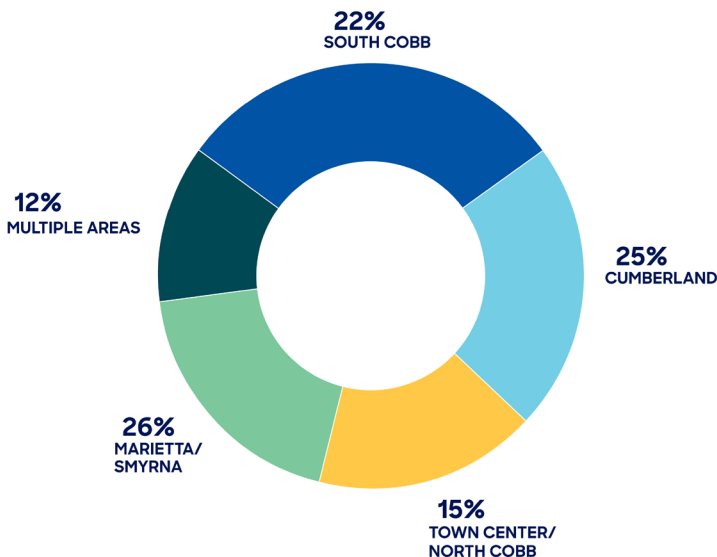
Expansions & Relocations

- Hyundai
- Flock Safety
- NPHub
- Shake Shack
- NextEra Energy
- Hines Law Firm
- Erbe USA
- Sun-Wa Technos America
- DP Group
- Tarkett
- Randon Corp
- Universal Technical Institute
- LOUD Security Systems, Inc.
- The Home Depot

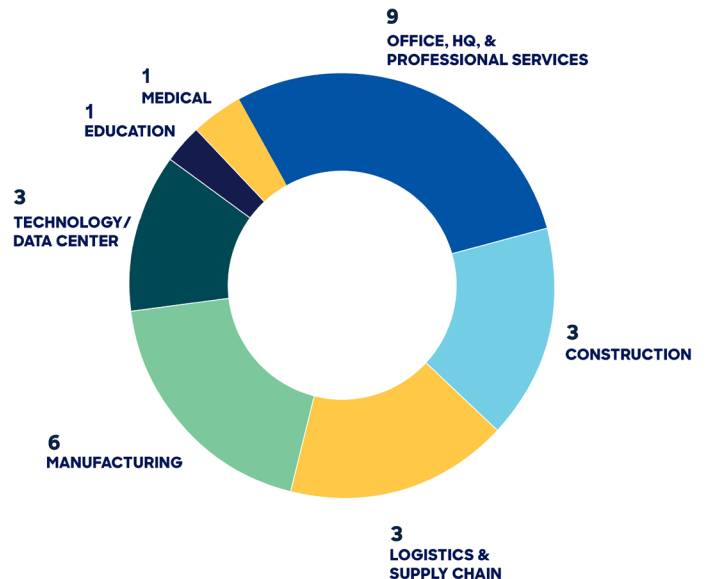
Recruitment

The SelectCobb team was active at many site selector and industry specific gatherings in 2025. 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

2025
31 Retention & Expansion Projects
218 Business Engagements

COMMON THEMES

- 1) Tariffs
- 2) Workforce
- 3) Business Growth & Generational Planning



Business Walks 2025 | Cities of Mableton, Powder Springs, and Austell

On November 14, partners from around the region gathered in the city limits of Mableton, Powder Springs, and Austell for a strategic concentrated business retention effort known as Business Walks. Three teams with representatives from **SelectCobb**, **Cobb County**, the **City of Mableton**, the **City of Powder Springs**, the **City of Austell**, the **Metro Atlanta Chamber**, **Georgia Power**, **Cobb County Schools**, 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 experience in Cobb, plans for current or future growth, and assisted in identifying any issues or potential challenges the company could be facing in the county.

The site visits highlighted the growth, innovation, and workforce challenges of family-owned and industrial businesses across multiple sectors. Companies are pursuing facility expansions, technological adoption, and operational optimization while facing persistent skills gaps in manufacturing, machining, and technical trades. Workforce development, succession planning, and local training partnerships emerged as critical needs, alongside navigating regulatory requirements, safety standards, and high capital investment constraints. Businesses expressed interest in leveraging incentives, local talent pipelines, and collaborative support from technical colleges, chamber programs, and economic development partners.

Follow-up actions are focused on targeted connections, recruitment strategies, and shared best practices to sustain growth and strengthen the local industrial ecosystem in Cobb County.



Ajay-SQM



Voith



Business Walks Recap



Withers



WORKFORCE SUCCESSES

Cobb Workforce Partnership

This year, the Cobb Workforce Partnership advanced its mission of strengthening workforce by bringing together employers, community partners, and industry leaders to address some of the region's most pressing workforce challenges. Through a series of targeted events and strengthened partnerships, CWP helped employers access practical solutions and build a more resilient talent pipeline.

Key highlights include:

- **Employer Solutions Summit:** Employers engaged with experts from WorkSource Cobb, Georgia Commute Options, Walton Communities, Chatham Company, and Wellstar to explore innovative workforce strategies and partnership opportunities.
- **Lockheed Martin Industry Tour:** Partners received an inside look at one of Cobb's largest employers, gaining insight into their workforce development programs and how they are expanding opportunities while strengthening community connections.
- **CWP Employer Roundtable:** This session featured insights from TCSG, WorkSource Georgia, and WorkSource Cobb. Participants reviewed labor-market trends, explored key resources, shared best practices, and helped identify workforce priorities for 2026.



HR Roundtable

In 2025, the Cobb Chamber and SelectCobb delivered four dynamic HR Roundtable luncheons that helped HR professionals strengthen culture, improve retention, and navigate workforce change.

- Building Civil Workplaces Now
- HR Mastery Series
- Engaging Panel Conversation
- Leadership Through Disruption

Thank you to our
HR Roundtable
Presenting Sponsor



Manufacturing Day

Manufacturing Day strengthened its impact this year by growing from a pilot with 20 students last year to more than 200 students from eight schools in 2025. In partnership with WorkSource Cobb and Chattahoochee Technical College, students experienced modern manufacturing up close through hands-on demonstrations, lab tours, employer interactions, and site visits with transportation and lunch fully sponsored.

Impact Highlights

- 92% reported increased interest in manufacturing careers
- 88% plan to explore related opportunities
- 98% gained awareness of local companies that are hiring

Thank you to our
Manufacturing Day
Presenting Sponsor



WORKFORCE

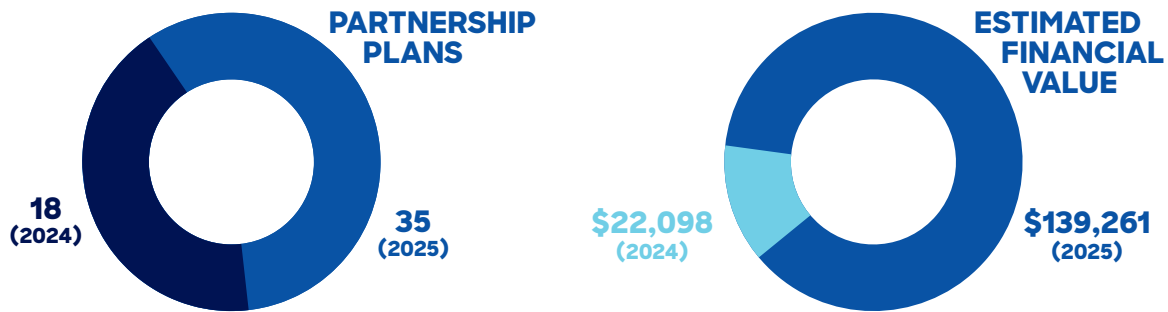
Partners in Education

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 337 partners, including 15 district partners.

Notable efforts include:

- **Be Pro Be Proud Partnership:** Brought hands-on career exploration to 350+ students from 12 Cobb and Marietta schools, strengthening pathways into high-demand technical careers.
- **GOSH Pep Rally:** Honored 130 Teachers of the Year with awards, gifts, and new cars, celebrating their impact before 1,750 attendees.
- **Teacher Blitz:** Delivered \$26,000 in classroom supplies to Teachers of the Year, fostering connections between educators and Chamber members.
- **Business Engagement:** New business profiles grew 94%, reflecting heightened interest from local businesses.



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



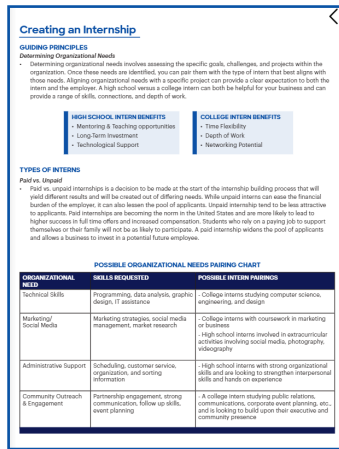
HR Roundtable programs are proudly sponsored by:



SMALL BUSINESS & ENTREPRENEURSHIP

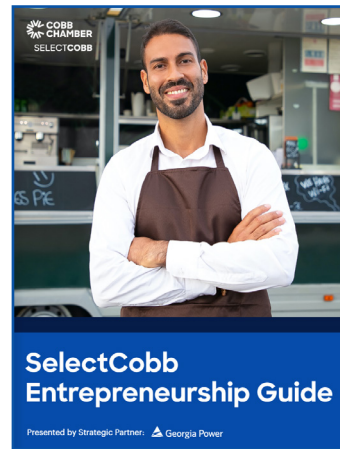
Small Business Internship Guide

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. In 2025 alone, HatchBridge served 92 companies, assisted 12 cohorts of businesses, and \$12.2M of angel investments were received by companies served.

In June and July of 2025, HatchBridge hosted its Venture Creation program at the Cobb Chamber. This four-week business cohort was designed to help entrepreneurs define, test, and launch an idea for a new product or startup.

Verizon Workshop: FIFA World Cup

SelectCobb worked with Verizon's Digital Ready team to create and host an in-person workshop designed to equip small businesses with the tools, strategies, and mindset needed to identify, prepare for, and capitalize on the economic opportunities that the 2026 FIFA World Cup will bring to the region.



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.

2025 Events

Education Programs

- From Reactive to Proactive: Strategic Planning
- Protect Your Brand: Navigating Branding & Trademark Law
- Certifications: Expanding Procurement Opportunities

Networking Receptions

- Black Professionals Business Mixer
- Hispanic Professionals Business Mixer

SelectCobb's Small Business Mixers are proudly sponsored by:



Black Professionals Business Mixer



SelectCobb Small Business Seminar

SelectCobb is proud to have partnered with the following organizations on our 2025 Small Business Series



INTERNATIONAL EFFORTS

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 additional funds during the Pitch Day event.

2026 will be a milestone year, with the Metro Export Challenge reaching its 10-year anniversary and \$1 million in grants provided.

Looking Ahead

In 2026, the SelectCobb team will lead a delegation of aerospace and defense-focused companies to North Rhine-Westphalia (NRW), Germany, creating new opportunities for global collaboration and market expansion. This mission will draw from a broad cross-section of the sector, including aerospace manufacturers and tiered suppliers, defense and security technology innovators, advanced air mobility firms, aerospace solutions providers, testing and certification specialists, engineering service companies, and educational or research institutions engaged in related programs. Priority will be given to organizations with export-ready products or services already in production and a demonstrated commitment to exploring new international partnerships. By aligning closely with NRW's strategic industry clusters, this initiative is designed to complement ongoing regional efforts and generate meaningful value for all participating stakeholders.

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

SelectCobb's international programming is proudly sponsored by:



Freeman
Mathis & Gary LLP
When It Counts

MARKETING, EXTERNAL ENGAGEMENT & PARTNERSHIPS

Promoting Cobb County as Georgia’s winning business destination is the number one goal of SelectCobb’s marketing strategy. In 2025, SelectCobb targeted the following publications for its advertising campaign: *Atlanta Business Chronicle*, *Atlanta Magazine*, *Business Georgia*, *GaBiz*, *Georgia Trend*, *GA Speaks Business*, *Marietta Daily Journal*, *Chicago Business Chronicle*, *Seattle Business Chronicle*, 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
- Hong Kong Business Association of Atlanta
- 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	Cobb Travel & Tourism	Futren Hospitality	Mauldin & Jenkins
Aaron's, Inc.	Comcast Cable Communications	Genuine Parts Company	MetroAtlanta Ambulance Service
Arylessence, Inc.	CP Group	Goldenrod Companies	Parker Poe
AT&T Georgia	Creative Mischief	Good Game Delaware North	Renasant Bank
Axis Infrastructure	CROFT & Associates, Inc.	HLB Gross Collins	Rule Joy Trammel + Rubio
Bank of America	Croy Engineering	Kaiser Permanente HealthPlan of Georgia	S.A. White Oil Company
Bennett Thrasher	Delta Community Credit Union	Kennesaw State University	Smith + Howard
CDH Partners, Inc.	First Citizens Bank & Trust Company	Life University	
Cobb-Marietta Coliseum & Exhibit Hall Authority	Frenik Marketing Group	Lockheed Martin	

SILVER LEVEL

Bravaldo Capital Advisors	Cumberland & Worthy	LGE Community Credit Union	NextEra Energy Services
Chattahoochee Technical College	Doran Commercial Real Estate	Manhattan Associates, Inc.	North Georgia Staffing
Children's Healthcare of Atlanta	Geo-Hydro Engineers	Marietta Daily Journal	ServisFirst Bank
Colliers	Jacobs Engineering	Marietta Power & Water	Six Flags Over Georgia
Cresa Global Inc.	Kutak Rock	NELSON Worldwide	Walton Communities
		New South Construction Company	

SMALL BUSINESS LEVEL

Accounting Consultants of Cobb	LOUD Security Systems	The DAVIS Companies
Gateway Marietta CID	Russell Landscape Group	Wasserman Talent Solutions
	Superior Plumbing Services	