



ROSWELL [inc]

2018 Annual Report

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Letter from Executive Director

During my time as Roswell Inc's executive director, I've had the opportunity to be part of the growth and success of our organization and the local business community. Being a native of Roswell and a previous business owner for more than 30 years, my passion for this community and its economic vitality is at the forefront of Roswell Inc's purpose every day.

As the economic and business development organization for Roswell, our mission is simple—to build business in our city.

But like any worthwhile endeavor, we don't do this alone. In our industry, partnerships are vital for success. By working closely with city staff, elected officials, the city's top employers, regional business leaders, key industries, state agencies, and small business owners, my team and I continue to cultivate strong relationships both locally and regionally to ensure that we continue building upon our city's competitiveness as a destination for business.

This year's report is filled with success stories of the work we've done together to help foster a robust and healthy economic climate through our four core service areas—business attraction and recruitment, business retention and expansion, industry support, and business development.

We are proud to share them with you and look forward to another prosperous year ahead.

Steve Stroud
Executive Director, Roswell Inc



Letter from Board of Directors

This past year has been a great success for Roswell. From hotel announcements to large recruitment projects to the redevelopment of shopping centers to new music venues to numerous small business success stories, Roswell has experienced a strong year from a business and economic development standpoint.

As a board member for more than 12 years and board president since 2012, I've had a front row seat to witness the growth of both our programs—Roswell Inc and Visit Roswell, the city's tourism program—and the positive impact they have had on the community.

In order to support their continued success, in 2018 our board of directors updated its name to Roswell Economic Development and Tourism, Inc. in order to fully reflect the scope and magnitude of our organization—a change which I believe positions us to continue growing as a regional leader in both these areas. During this process, we also welcomed several new board members from our city's top employers and key industries, which will strengthen and build upon our organization's success and influence within the region over the coming decade.

Our board is committed to the growth and sustainability of Roswell's economic development and tourism programs and thanks each of you for your support in 2018 and for your role in helping make Roswell a great place to do business. We look forward to 2019.

Kenneth E. Davis
President, Roswell Economic Development and Tourism, Inc.



About Roswell Inc

As the economic and business development organization for the City of Roswell, we serve as a catalyst for a vibrant and sustainable business community.

Our vision is for Roswell to be the best place in the region for innovative, community-minded businesses and entrepreneurs, and we accomplish this through four main areas of work—business attraction and recruitment, business retention and expansion, industry support and business development.

As a 501(c)6 nonprofit, we have worked with the city through a public-private partnership since 2012 by serving as an advocate for business and economic growth in Roswell.

ROSWELL [inc]



Business Attraction and Recruitment

Our team actively partners with local, state and regional organizations and agencies to bring new businesses to Roswell that will enhance our economy and community culture.



Business Retention and Expansion

As businesses evolve, our team works with companies to provide connections, resources, location analysis, and market insight to help them adapt and grow as their business models change.



Industry Support

We create and deliver innovative programming to support the growth and sustainability of our key industries, from hospitality and professional services to technology and healthcare.



Business Development

From hosting networking events to planning ribbon cuttings to helping businesses navigate city hall to supporting entrepreneurs and startups, we provide a variety of services to companies both large and small to help them succeed.

An aerial photograph of Roswell, Georgia, showing a mix of commercial, residential, and green spaces. The image is dominated by lush green trees and vegetation. In the center, there are several commercial buildings, including a large white building with a dome, and several parking lots filled with cars. To the right, there are more residential buildings and a large parking lot. The background shows a dense forest of trees. The text "2018 OVERVIEW" is overlaid on the left side of the image in large, white, bold letters.

2018 OVERVIEW

Roswell Inc Report Card 2018

9

retention
projects

22

expansion
projects

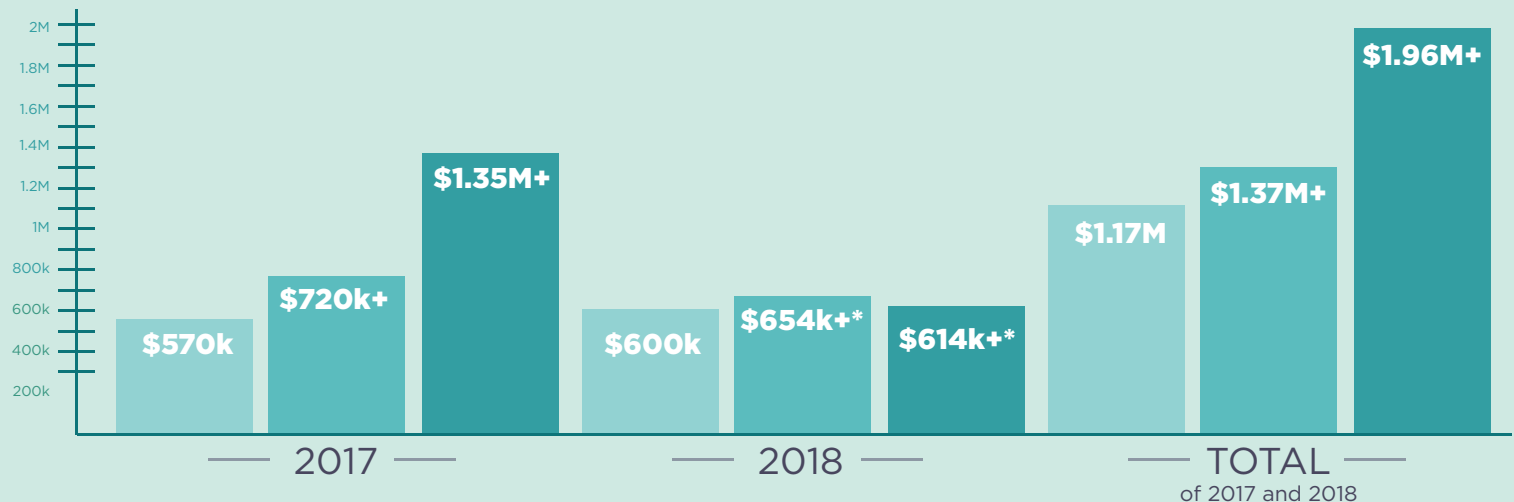
58

business
attraction
and
recruitment
projects

In 2018, Roswell Inc supported 58 business attraction and recruitment projects, 9 retention projects, and 22 expansion projects. Of those, 33 projects closed in 2018. Roswell Inc also supported 54 ribbon cuttings, 17 new opportunity zone certifications, 83 ombudsman engagements and 131 business development meetings.

Through those efforts, Roswell Inc helped create an estimated 1,754 jobs and generate more than \$167 million in total capital investment in Roswell during 2018. This work has generated an estimated \$654,800+ in annual city revenue and \$614,350+ in one-time city revenue.

Economic Development Programs ROI



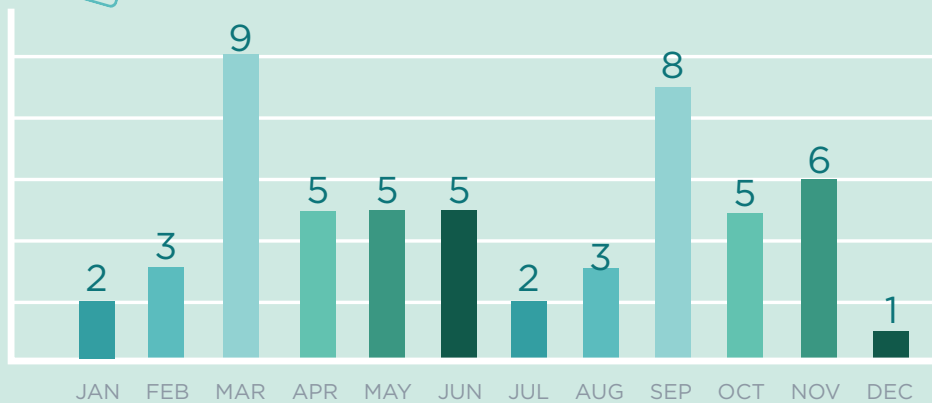
*estimated revenue generated from closed 2018 recruitment, retention and expansion projects. Complete data not available for all projects at this time, including McKesson, Roswell Village, and the boutique hotel and mixed-use project.

1,754 — JOBS — CREATED

through Roswell Inc initiatives in 2018
(recruitment, retention and expansion projects)



54 RIBBON CUTTINGS



17



— NEW —
OPPORTUNITY ZONE
CERTIFICATIONS



131

business
development
meetings

\$167 million

2018 TOTAL CAPITAL INVESTMENT IN ROSWELL



OFFICIAL FERRARI AND MASERATI DEALER

Ferrari of Atlanta



element
BY WESTIN

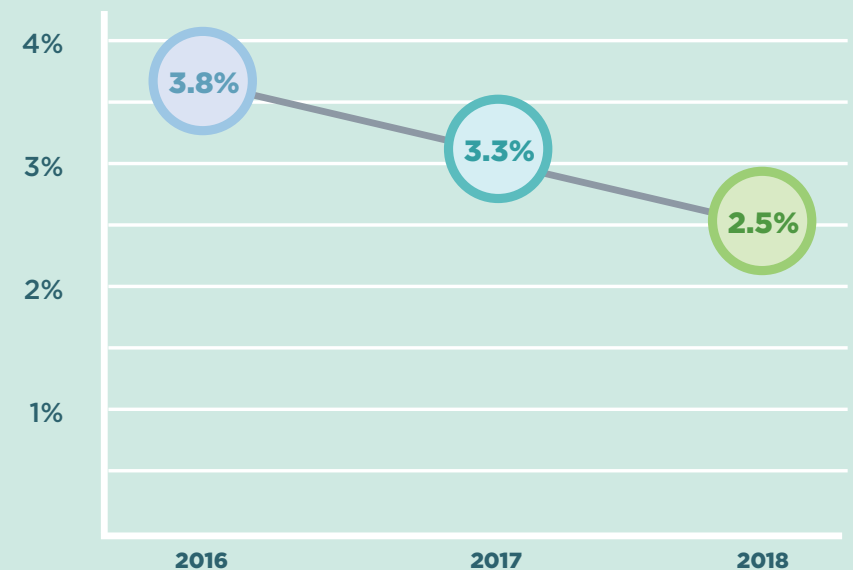


STERLING
ORGANIZATION

roswell village
shopping center

[select companies]

UNEMPLOYMENT RATE



*Source: Georgia Department of Labor, 2019

Business Attraction + Recruitment

In 2018, Roswell Inc worked to attract a variety of companies across numerous industries through its business attraction and recruitment efforts.



58 PROJECTS SUPPORTED

17 PROJECTS CLOSED

NEW JOBS **716**

CREATED THROUGH
— ROSWELL INC —
RECRUITMENT EFFORTS

Business Retention + Expansion

Roswell Inc's business retention and expansion staff worked with numerous local Roswell businesses in 2018 to make sure they have the tools and resources they need to succeed and grow.

Depending on the company, this can mean a variety of things, from assisting with government policies and procedures to connecting a business owner with an appropriate financing option to helping a business find a new, larger location when it comes time to expand.



OFFICIAL FERRARI AND MASERATI DEALER

Ferrari of Atlanta

Marshalls



OTRCAPITAL



22 EXPANSION PROJECTS
— SUPPORTED —

9 RETENTION
PROJECTS
SUPPORTED

JOBS **1,038**

17 PROJECTS
CLOSED

CREATED THROUGH
— ROSWELL INC —
RETENTION & EXPANSION
EFFORTS

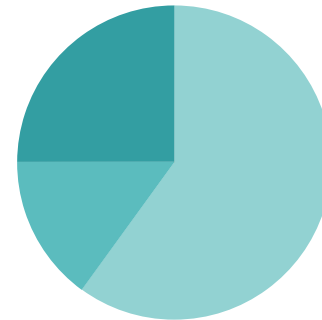
Ombudsman Program

Roswell Inc's ombudsman program is designed to help businesses navigate City Hall's policies and procedures, making sure they ask the right questions, get connected to the right people, and get their business open or project completed on time.

When this involves a construction project or buildout, the program includes Roswell Inc staff attending pre-application meetings in Community Development with a business, walking them through the process, making sure they meet deadlines, and providing strategic counsel to businesses along the way.

83

OMBUDSMAN ENGAGEMENTS



24%

IN SUPPORT OF RECRUITMENT PROJECTS

15%

IN SUPPORT OF RETENTION AND
EXPANSION PROJECTS

61%

OTHER



Business Development

Small businesses make up the heart of Roswell's business community. Nearly 80% of the city's businesses are small, and approximately a third of those are home-based businesses – oftentimes a professional services consultancy. One of Roswell Inc's priorities in economic development has always been supporting the small business ecosystem in Roswell.

This primarily occurs through networking events, professional development opportunities, and ribbon cutting support, in addition to one-on-one meetings with small businesses to advise and provide custom support.

354

ROSWELL
CONNECT
ATTENDEES

293

-COFFEE-
CONNECT
ATTENDEES

54

RIBBON
CUTTINGS



business development
meetings

“Every business in Roswell, no matter the size, gets the full attention of Roswell Inc. They create opportunities for the local business community to connect in very organic ways, but they take that a step further. The team has taken a personal interest in my business and the specific needs of my company's growth, and we have profited from that. There's comfort in knowing that Roswell Inc is in our corner to succeed.”

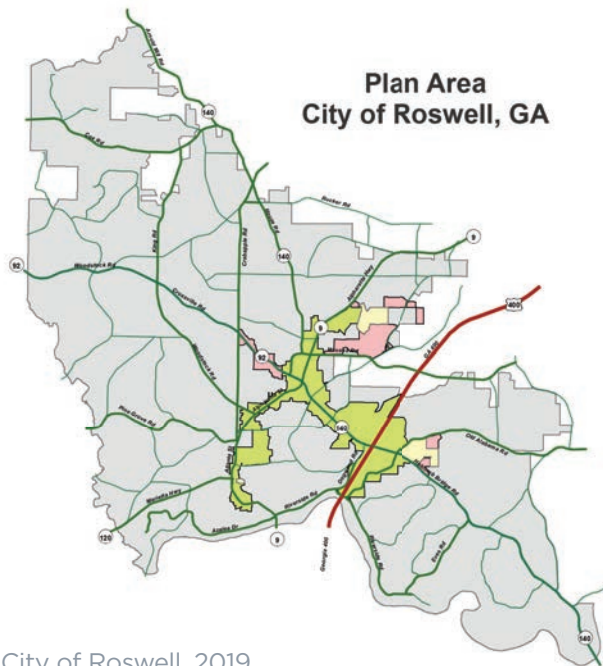
- Lisa Tilt, Founder & President
Full Tilt Consulting LLC



Opportunity Zone

Roswell's opportunity zone was established by the State of Georgia in 2010 and runs through 2020. This state incentive program offers job tax credits to businesses within the designated opportunity zone in order to encourage redevelopment and revitalization in certain older commercial and industrial areas.

Since Roswell Inc began leading marketing and promotion of the opportunity zone in 2012, more than 250 companies have become certified, which has decreased the vacancy rate (available space) in the opportunity zone from 15% to approximately 6%.



*Source: City of Roswell, 2019

NEW IN 2018
OPPORTUNITY ZONE
CERTIFICATIONS

17

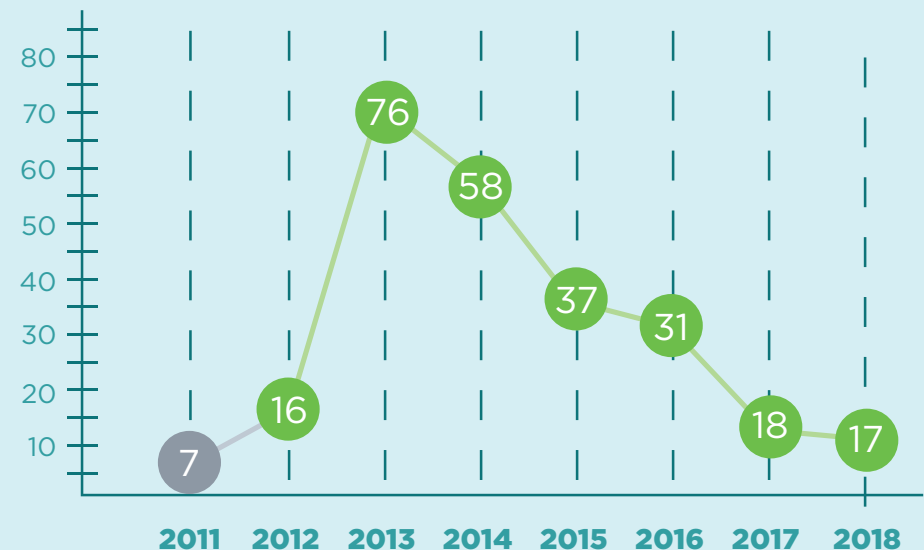


6,642 O.Z. JOBS CREATED
-TOTAL AS OF 2018-



640 NEW JOBS
CREATED IN 2018

NEW O.Z. CERTIFICATIONS



*As more companies have become certified, the available space has decreased.



LARGE PROJECT ANNOUNCEMENTS

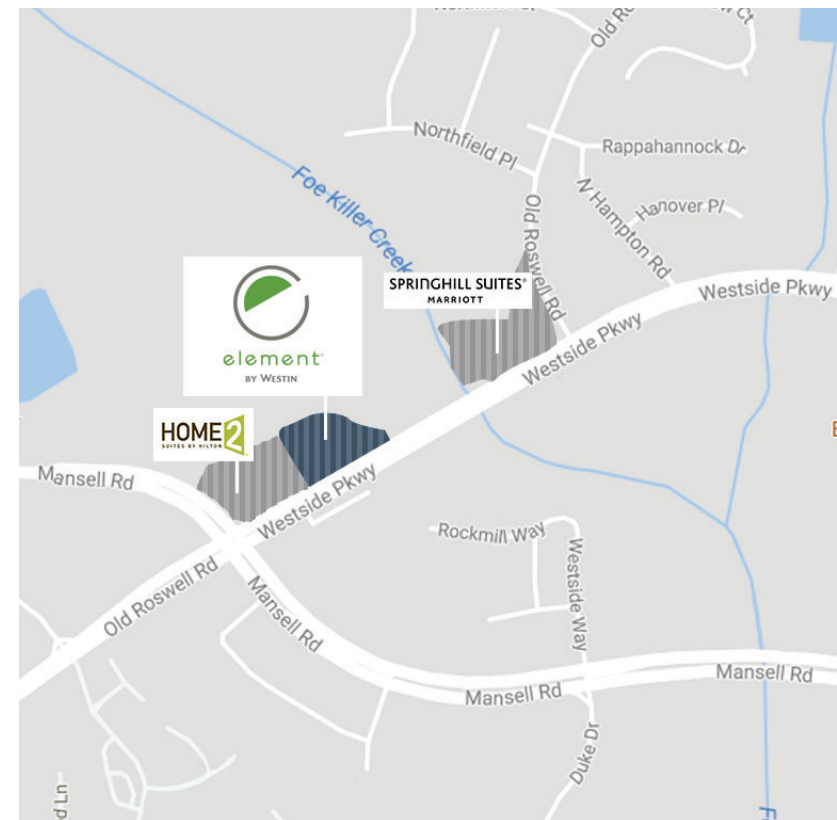
Hotel Projects

In March of 2018, Roswell Inc announced that Element by Westin would build a location off Westside Parkway, in between the two other business class hotels that were announced in 2017—Home 2 Suites and Springhill Suites. All three hotels broke ground in 2018.

The Element will be located on a 1.74-acre parcel between Westside Parkway and Colonial Parkway. The 63,000-square-foot hotel will stand 5 floors tall with a total of 91 rooms and will feature an outdoor pool, restaurant, full-service bar, and a meeting space with the capacity to hold approximately 250 people.

When the Element hotel group was looking for a new location, Roswell Inc shared its 2017 hotel feasibility study with the team, which helped secure Roswell as the hotel's new location choice. Roswell Inc also assisted this project by helping the Element team navigate city hall in order to address the hotel's legal and zoning requirements.

All three of the business class hotel deals were secured in part through the key findings from the hotel feasibility study commissioned by Roswell Inc. The study showed a projected increase in demand of 4.2% for business class hotels in Roswell per year through 2023, among other key data points.



In addition to this third business class hotel, in September 2018, Canton Place Development announced expanded plans for the boutique hotel and mixed-use development in Roswell's historic district, which anticipates completion by the end of 2020.

The boutique hotel and mixed-use development is an \$88.2-million investment and will include a 125-room hotel, retail, urban market, outdoor community green space, restaurants, event space, and office space.

Roswell Inc has been working on this project since 2014 and has worked closely with Canton Place Development during 2018 to expand the project into a mixed-use development.

“Roswell Inc has been absolutely instrumental in the success of our project. They have championed our idea since day one, working with us every step of the way, providing guidance, direction, market insight, troubleshooting when necessary, and connecting us with business partners that have been key to making this project happen. I will be forever grateful for the level of professionalism, expertise, and support they provided to our team throughout the entire process.”

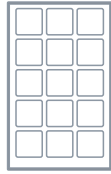
- Kevin Bryant, Partner
Canton Place Development



Element by Westin

westside parkway

1.7
ACRE
PROPERTY



5 STORIES
91 ROOMS

AMENITIES

- outdoor pool
- restaurant
- full-service bar

EVENT SPACE
CAPACITY

250

\$14M CAPITAL
INVESTMENT

\$172,560+

CITY REVENUE GENERATED ANNUALLY*

Canton Place

3.35
ACRE
PROPERTY



125 ROOMS

400 PARKING
SPACES

50,000 SQ. FT.

- retail
- restaurant
- office

\$88M CAPITAL
INVESTMENT

historic district

\$369,600+

CITY REVENUE GENERATED ANNUALLY*

Economic Impact of 2017 & 2018 Hotel Announcements



SPRINGHILL SUITES®
MARRIOTT
2017

\$928,000+

Total New **Annual**
City Revenue Generated



2018

*Source: City of Roswell, 2019

In January 2018, Roswell Inc announced that Brixmor Property Group, a leading owner and operator of high-quality, open-air shopping centers, relocated the company's regional office from Alpharetta to Roswell—bringing 50 jobs to the city.

Brixmor owns the retail center Holcomb Bridge Crossing located near the corner of Old Alabama Road and Holcomb Bridge Road. The company rightsized the anchor PGA TOUR Superstore to 51,000 square feet and converted the remaining 12,000 square feet into new office space for the company.

Roswell Inc facilitated a series of conversations that initiated Brixmor's move to Roswell. During these discussions, Roswell Inc learned that Brixmor was interested in relocating at the same time its current tenant, PGA TOUR Superstore, was looking to relocate. After troubleshooting potential solutions, Roswell Inc, Brixmor, and PGA TOUR Superstore decided to use a section of PGA's space for Brixmor's new office.

The Roswell Inc team also helped Brixmor take advantage of the opportunity zone and expand its team. This project increased the investment in Roswell's office space, stimulated the growth of the city's workforce, and redeveloped big-box retail space.



Deep Roots Wine Market

In March 2018, Roswell Inc announced the city's first wine market, Deep Roots Wine Market & Tasting Room, would open to sell and serve California wines in Roswell's historic district.

The wine market and tasting room was made possible through an update to the city ordinance in 2017, which allowed businesses to sell 51% craft beer or wine directly to consumers, with limited consumption on site. This change happened through a collective effort between Roswell Inc, city council, and city staff.

Roswell Inc worked with the owner of Deep Roots to find a location for the wine market and helped with the site selection process. The addition of another craft beverage location strengthens Roswell's regionally recognized hospitality industry while creating variety within the market.

"Roswell Inc was the catalyst that led to opening our business in Roswell. They put us in contact with the appropriate people and departments within the city throughout every stage of the process. Their support and encouragement made a stressful, daunting endeavor become a (relatively) painless undertaking."

- Dana Gurela, Owner
Deep Roots Wine Market





In May 2018, Roswell Inc announced GPS Trackit, a software product development company specializing in custom fleet management solutions for small businesses, enterprises, and governments, would locate the company's headquarters in Roswell—bringing 40 new jobs to the city.

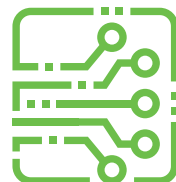
GPS Trackit's decision to locate its headquarters in the Roswell Summit 200 building increased the already strong presence of both the technology and logistics industries in the city.

Roswell Inc worked with SugarOak Properties, owner of the Roswell Summit, to recruit the software company, and helped GPS Trackit take advantage of the opportunity zone tax credit to expand its workforce.

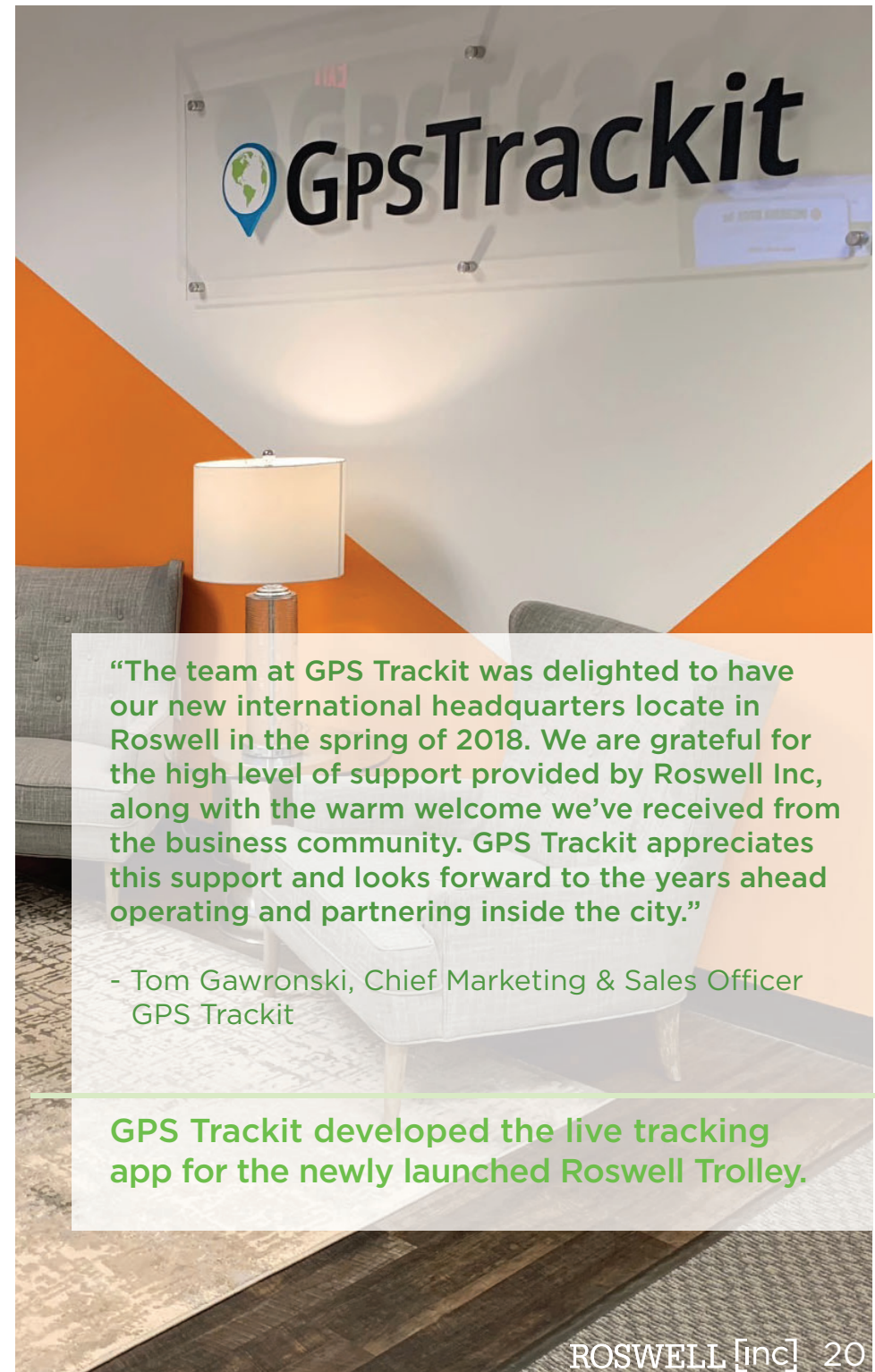
PROJECT STATS



JOBS



KEY INDUSTRY
TECH & LOGISTICS



“The team at GPS Trackit was delighted to have our new international headquarters locate in Roswell in the spring of 2018. We are grateful for the high level of support provided by Roswell Inc, along with the warm welcome we’ve received from the business community. GPS Trackit appreciates this support and looks forward to the years ahead operating and partnering inside the city.”

**- Tom Gawronski, Chief Marketing & Sales Officer
GPS Trackit**

GPS Trackit developed the live tracking app for the newly launched Roswell Trolley.



In June 2018, Roswell Inc announced Staff Zone, a national staffing company that specializes in providing temporary labor for the commercial construction industry, relocated and expanded its corporate office and headquarters to 863 Holcomb Bridge Road.

Located within the city's Opportunity Zone, the 11,000-square-foot building will allow for Staff Zone to grow its operations over the coming years by creating office space with the capacity to house up to 10 additional employees.

The move comes with a complete building renovation, including a refresh of the exterior along with an interior buildout, which will feature a large training/meeting room and a mock branch for training purposes. The second floor will include private offices and a common work area.

In addition to the Roswell location, which serves as the company's headquarters, Staff Zone has locations in more than 30 locations throughout Georgia, Florida, North Carolina, South Carolina, Virginia, Tennessee, Alabama, Texas and Colorado.



Roswell Village Shopping Center

In the summer of 2018, Sterling Organization announced it was redeveloping the Roswell Village Shopping Center property on the corner of Holcomb Bridge Road and Alpharetta Highway and bringing in a variety of new tenants, six of which were announced during the year, including Ross Dress for Less, Marshalls, Crunch Fitness, Lush Nails, Goldfish Swim School, and Phenix Salon.

During 2018, the Roswell Inc team was a continuous resource to Sterling Organization throughout the development of this project and specifically helped with the recruitment of multiple tenants, the approval of shopping center signage, and navigating city hall to receive a land disturbance permit.

Construction on the 149,261-square-foot center is expected to finish in summer 2019.



PROJECT STATS

\$25M CAPITAL INVESTMENT

\$52,931 ONE-TIME CITY REVENUE GENERATED*

\$18,402+ CITY REVENUE GENERATED ANNUALLY**

*Source: City of Roswell, 2019 **Property tax only, not enough information is available to estimate projected business tax and sales tax for future tenants.

Gypsy Rose Music

In October 2018, Roswell Inc announced a new music venue, Gypsy Rose Music, would soon be coming to Roswell's historic district. Located at 964 Alpharetta Street, in the building previously occupied by A Classy Clutter, the eclectic music hall will host a variety of curated, original, live music and private events.

Roswell is regionally known for its strong hospitality industry, and with the recent growth of this sector, there's been a growing need for both live entertainment and event spaces. Gypsy Rose is satisfying two major markets while bringing a new dynamic to the city's vibrant historic district.

Roswell Inc worked alongside the business owner throughout the project, helping navigate city hall and the zoning process, providing market insight, site selection and business counsel, and connecting the business owner with key business relationships and vendors.



In December 2018, Roswell Inc announced that McKesson Corporation, a global leader in healthcare supply chain management solutions, retail pharmacy, and healthcare information technology, would be moving its Atlanta Hub to Roswell.

The move will relocate existing employees from the company's current office in Alpharetta, bringing more than 500 high-quality jobs to the city of Roswell—making McKesson a Top 5 company in Roswell by number of employees.

The company has signed a 10-year lease for 104,000 square feet in the Stonebridge I building of Sanctuary Park, which is the portion of the office park within Roswell city limits. The anticipated move-in date is summer of 2019.

Major factors in the decision to relocate to Roswell include location, availability of space, and quality of life. This location is also in Roswell's Opportunity Zone, an area of the city designated as part of the state incentive program that provides tax credits for net new jobs created within the State of Georgia.

Adding this caliber of corporate citizen to Roswell, along with this many high-quality jobs, is incredibly significant for the economic health and prosperity of the community. Roswell Inc was honored to have partnered with McKesson and all those involved to make this happen.



PROJECT STATS

TOP 5 roswell
company



500



KEY INDUSTRY
HEALTHCARE

104k sq. ft. 10-year
lease



Hospitality + Restaurants

The restaurant industry is one of Roswell's largest, boasting more than 200 independent, chef-driven or family-owned restaurants and employing approximately 6,000 people. Roswell Inc has developed programs to strengthen and grow this segment of the city's economy, including:

- **Roswell Restaurant Week** – this annual event is a week-long celebration and promotion of Roswell's restaurant industry. This was the 4th year this event was organized by Roswell Inc, and 32 restaurants participated.
- **Summer Sippin'** – this annual event happens during June and July. Participating restaurants each create a new (to their menu) specialty crafted cocktail or beverage and compete to have their drink named the "Best Sip in Roswell." In its 3rd year, this event was created by Roswell Inc from the ground up. 2018 featured a redesigned mobile app and 40 participating restaurants.

ROSWELL
RESTAURANT
WEEK

Summer
Sippin'
ROSWELL



Roswell Restaurant Week

32 PARTICIPATING RESTAURANTS

“Restaurant Week is a great community event that focuses attention on all the great Roswell restaurants and culinary scene and helps promote the culture of Roswell. During Restaurant Week our revenues increased over 12% at The Mill Kitchen and Bar from new and repeat clients.”

- Randy McCray, Owner
The Mill Kitchen & Bar



Summer Sippin' Roswell

40 PARTICIPATING RESTAURANTS

“Sublime Tree was thrilled to participate in and win the 2018 Summer Sippin' Contest! The contest allowed our talented employees to experiment and create a truly amazing smoothie concoction with our Tropical Blast. The smoothie quickly became one of our top sellers and a customer favorite. We love Roswell and had a fun and memorable time sharing our delicious sip with the community along with other great local restaurants.”

- Monika Scott, Owner
Sublime Tree



**#1 BEST SIP IN ROSWELL
ALCOHOLIC BEVERAGE
RYE TAI
BY THE WHISKEY PROJECT**



**#1 BEST SIP IN ROSWELL
NON-ALCOHOLIC BEVERAGE
TROPICAL BLAST
BY SUBLIME TREE**

Automotive

Roswell is home to 18 new car dealerships that serve both the Roswell and Metro Atlanta communities. One of these dealerships, Ferrari and Maserati of Atlanta, has a unique dealership dynamic since both companies are in business together at a single location, making it a one-of-a-kind destination for luxury cars.

INDUSTRY STATS

18 NEW CAR DEALERSHIPS 

LARGEST
CONCENTRATION IN THE
GOLDEN TRIANGLE

SATELLITE BLVD
TO COBB PKWY

2017
NEW CAR
SALES

\$875M



Ferrari and Maserati of Atlanta opened its doors in Roswell in 2001. In 2009, the two car companies began to discuss potentially moving from Roswell to another city. During this time, the dealership reached out to Roswell Inc to help determine whether remaining in Roswell or relocating was in their best interest.

The Roswell Inc team hit the ground running, building a case for why Roswell continued to be the best location for the dealership by gathering and analyzing data with the help of both the State of Georgia and Georgia Power. This data helped both companies decide to remain in Roswell, based on the city's competitive demographics, location within the region, concentration of luxury car dealerships, and quality of life, among several other key industry factors.

Once Ferrari and Maserati of Atlanta decided to remain in Roswell, it also planned a large expansion of its operations, purchasing land to expand its car lot, undergoing an extensive showroom renovation, and completing an overhaul of the dealership's signage.

Roswell Inc helped Ferrari and Maserati's general contractor and engineering team navigate city hall to accomplish these endeavors, which were finished in 2018. In March of 2018, Ferrari and Maserati officially hosted a grand opening and ribbon cutting of its newly renovated showroom.

"Roswell Inc was instrumental in helping us establish a permanent location for our company. Ultimately, their efforts ensured that our building renovations were timely and successful, and we are so pleased to have had the opportunity to work with them."

- Will Campbell, General Manager
Ferrari and Maserati of Atlanta



Craft Beverage

In 2014, Roswell Inc took more than 60 community leaders to Asheville, North Carolina, to learn about its highly-acclaimed brewery industry. This group included elected officials, city staff, and local Roswell business owners and civic leaders. After the trip, Roswell Inc worked with city officials to create Roswell's first microbrewery ordinance, which allowed the city's first craft brewery to open in 2015.

Since then, Roswell Inc has continued to cultivate and grow this emerging industry, which now boasts three craft breweries along with four other unique craft beverage destinations, thanks to a complementary update to the city's ordinance that allowed for craft beer and wine markets.

Today, Roswell has one of the largest concentrations of microbreweries in the State of Georgia and is quickly becoming a regional leader within the entire craft beverage industry.

INDUSTRY STATS

7 CRAFT BEVERAGE
DESTINATIONS

3 MICROBREWERIES

50+ **JOBS**



PARTNERSHIPS



Economic Development Alliance



Launched in 2016, Roswell Inc's Economic Development Alliance (EDA) comprises invited key stakeholders within the Roswell business community who are committed to investing in the economic growth and prosperity of the city. The group includes representatives from all of the city's largest employers, key regional businesses, economic development agencies, and real estate development companies.

EDA members participate in bi-monthly luncheon meetings focused on Roswell's current economic landscape and addressing challenges that may affect sustainable growth in the area. EDA members also hear firsthand from local and regional leaders, learn about real estate and development projects, and gain exclusive insights on economic development trends both in Roswell and throughout the state. As of 2018, 14 companies are members of Roswell Inc's Economic Development Alliance.



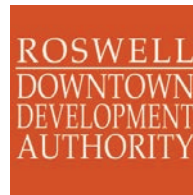
"Roswell Inc's Economic Development Alliance has been a great outlet for Kimberly-Clark to network with area civic leaders and current and potential business partners. Meetings and events strike a healthy balance of discussion on Roswell's top economic and community development issues with informal networking to enable building of new friendships and renewing of existing ones."

- Branch Sinkule
Senior Director, Government Relations & Industrial Development
Kimberly-Clark



Economic Development Partners

Strong partnerships are the key to any successful economic development program. Roswell Inc is proud to work alongside a variety of local, regional and state agencies.



“I find it a pleasure to work with Roswell Inc. We’ve partnered together for various state, county, and city initiatives for almost five years. Roswell Inc recently completed their second year as a host for the Georgia Academy of Economic Development. Not only are they business savvy, but their understanding of public-private partnerships has been invaluable.”

- John VanBrunt, IV, EDFP
Region 3 Representative,
Georgia Department of Community Affairs



SIGNATURE EVENTS



State of the City

During this annual event, business, civic and elected leaders from the City of Roswell and around the region come together to celebrate the city's economic development successes from the past year and look ahead to the future.

The 2018 event was held at the Country Club of Roswell and featured remarks from Kevin Greiner, president and CEO of Gas South, the event's presenting sponsor, an economic development update from Roswell Inc Executive Director Steve Stroud, and a "State of the City" report from Roswell's newly elected Mayor Lori Henry.

This year's event had 43 event sponsors, which is a 138% increase in sponsorships from the 2017 event. Around 250 people attended, with 85% of the attendees being the event sponsors and their guests.

Real Estate Development & Outlook

This annual event is a luncheon for commercial real estate brokers and developers, both in Roswell and throughout the region. During the event, Roswell Inc discusses large projects and trends happening throughout the city that will impact economic development, provides insight into the local office, retail, light industrial and medical markets, and forecasts what's ahead for Roswell.

The 2018 event was held at From The Earth Brewing Company, which is a new brewpub that opened in November of 2017. More than 50 industry professionals attended and represented companies from around the region, including Brixmor Property Group, CBRE, Cushman & Wakefield, Highgate Partners, JLL, and Stanley Martin.



43
SPONSORS

250+
ATTENDEES

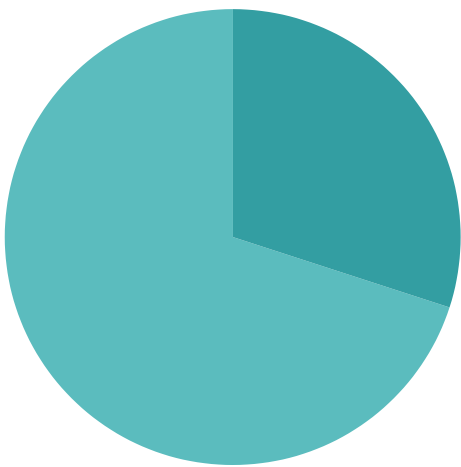


50+
ATTENDEES

FINANCIAL REPORT

Financials

Total Operating Budget \$839,450



29%

PROJECTED PRIVATE INCOME \$240,000

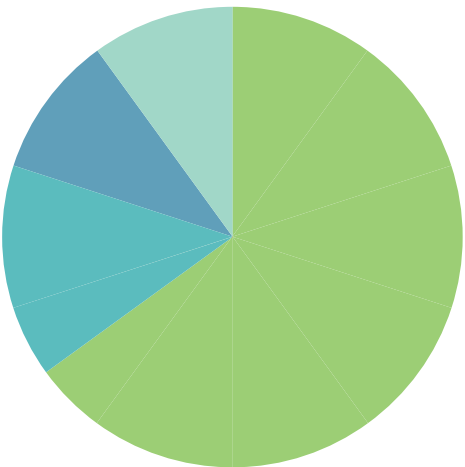
*A 21% INCREASE FROM 2017 PROJECTED PRIVATE INCOME
(State of the City, Economic Development Alliance, Event Hosting/Sponsorship, Event Participation)

71%

CITY OF ROSWELL FUNDING \$600,000

(Hotel/Motel Tax Collection, General Fund)

Breakdown of Expenses



10%

INDUSTRY SUPPORT \$83,050

(Roswell Restaurant Week; Summer Sippin'; Networking Events, Professional Development Events, Industry Events, Data & Software Programs, Retail Study, Roundtables, etc.)

16%

COMMUNICATIONS \$143,500

(Advertising, Photography, Videography, Email Management, Website Management, Creative Resources and Software, Supplies, Printing, Website redesign, etc.)

9%

ECONOMIC DEVELOPMENT \$70,900

(Attraction and Recruitment, Retention and Expansion, Site Visits, Trade Shows, Meals, Regional Recruitment Efforts, Ombudsman Program, Conferences and Events, Roswell Leadership Focus research and planning and site visits, etc.)

65%

ADMINISTRATION & STAFFING \$542,000

(Staffing costs for 6 full-time employees, including salaries, retirement, insurance, etc. and Administrative costs including rent, accounting, software, data management programs, equipment, utilities, etc.)

*The projected operating budget overview and expense breakdown categories listed on this page are what was submitted to the City of Roswell and presented before Mayor & Council during the FY19 budget process in the spring of 2018.

ROSWELL [inc]

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