



ROSWELL [inc]

2019 Annual Report

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Message From Our Leadership

As the economic and business development organization for Roswell, our mission at Roswell Inc is simple—to build business in our city. We believe Roswell is the best place in the region for innovative, community-minded businesses and entrepreneurs, and each year we look for new opportunities to help businesses grow and flourish in our city.

In 2019, our team was proud to launch several new initiatives to better support both our current businesses and key industries while also helping create opportunities for budding local entrepreneurs. These new programs were made possible through strategic partnerships that have helped expand and amplify our organization's impact in the community.

These programs include the Veteran Business Expo of Georgia in partnership with the National Veteran Supplier Diversity Coalition, the Hospitality Career Expo in partnership with the Georgia Department of Labor, and our series of business workshops and one-on-one mentoring services offered in partnership with SCORE.

Building business in our community is truly a team sport, and we are grateful for all the partners we've worked with throughout the year—from city staff and elected officials to small business owners and regional business leaders. Our 2019 annual report illustrates Roswell's strong and growing economy because of the work we've accomplished together.

We are honored to share this report with you and look forward to all that's ahead in 2020.



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 & 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 & 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.

Roswell Economic Development and Tourism, Inc.

Roswell Economic Development and Tourism, Inc. is the 28-year-old nonprofit that oversees both Roswell Inc, the city's economic and business development program, and Visit Roswell, the city's tourism program.



EXECUTIVE COMMITTEE



Don Howard
Chairman
Synovus, Chariman
and Former Regional
CEO



Kenneth Davis
President
Renasant Bank



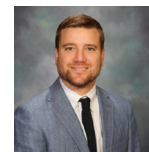
Lonnie Mimms
Vice President
Mimms Enterprises



Nancy Tolbert-Yilmaz
Treasurer
Tolbert-Yilmaz
School of Dance



Zach Henderson
Honorary Chairman
Emeritus
Zachary Henderson
Architect



Michael Curling
New Kent Capital



Dave Schmit
Schmit + Associates



Branch Sinkule
Kimberly-Clark

BOARD OF DIRECTORS



Sunny Bailey
Naylor Hall



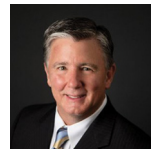
Kevin Bamford
Roswell Historical
Society



Allen Barker
Synovus



Kevin Bryant
Canton Place
Development



Ron Buckley
Brixmor Property
Group



Jon-Paul Croom
WellStar North
Fulton Hospital



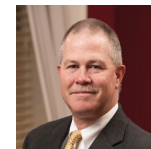
Christina DeVictor
Fellows Café



Anita Farley
Georgia Ensemble
Theatre



Misty Fernandez
Georgia Power
Company



Mark Goodman
Greater North
Fulton Chamber



Dana Gurela
Deep Roots Wine
Market



Mike Hampton
Choate Construction



Kevin Head
Roswell First Baptist



Alex Kaufmann
Fox Rothschild LLC



Chris Nelson
Chattahoochee
Nature Center



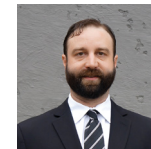
Alex Paulson
Randall-Paulson
Architects



Ryan Pernice
RO Hospitality



Mike Prewett
Century 21
Connect Realty



Pat Rains
Gate City Brewing
Company

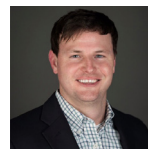


Monica Smith
Southeast Tourism
Society



Pat Thompson
GM Innovation
Center

EXECUTIVE DIRECTORS



ROSWELL [Inc]

Roswell Inc Staff



Steve Stroud
Executive Director
Economic Development



Carisa Turner
Director of Communications
and Public Relations



Debra Ewing
Business Development
and Government Specialist



Ashley Allen
Marketing and Creative
Specialist



Kimberly Allred
Business Development, Retail
and Events Specialist



Tori Davis
Administrative Coordinator

2019 OVERVIEW



Roswell Inc Report Card 2019

In 2019, Roswell Inc supported 44 business attraction and recruitment projects and 38 business retention and expansion projects. Of those, 37 projects closed in 2019. Roswell Inc also supported 45 ribbon cuttings, 25 new opportunity zone certifications, 73 ombudsman engagements and 115 business development meetings.

Through those efforts, Roswell Inc helped create or retain an estimated 681 jobs and generate more than \$122 million in total capital investment in Roswell during 2019. Our work this year generated an estimated \$588,400+ in annual city revenue and \$286,600+ in one-time city revenue.

82 TOTAL PROJECTS
—SUPPORTED IN 2019—



38

RETENTION & EXPANSION
PROJECTS SUPPORTED



44

ATTRACTION & RECRUITMENT
PROJECTS SUPPORTED



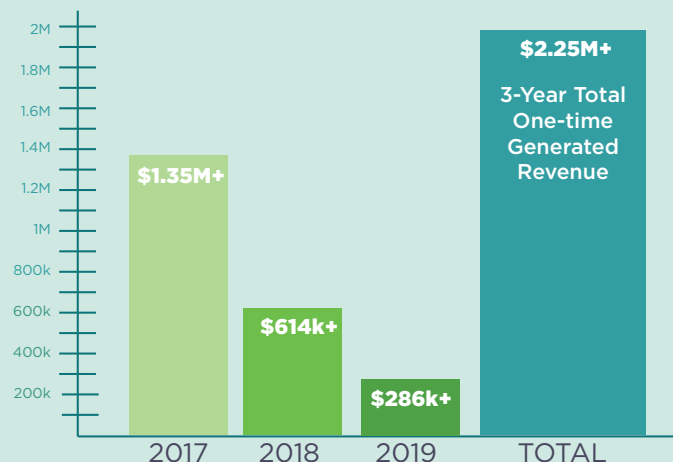
37 PROJECTS CLOSED
IN 2019



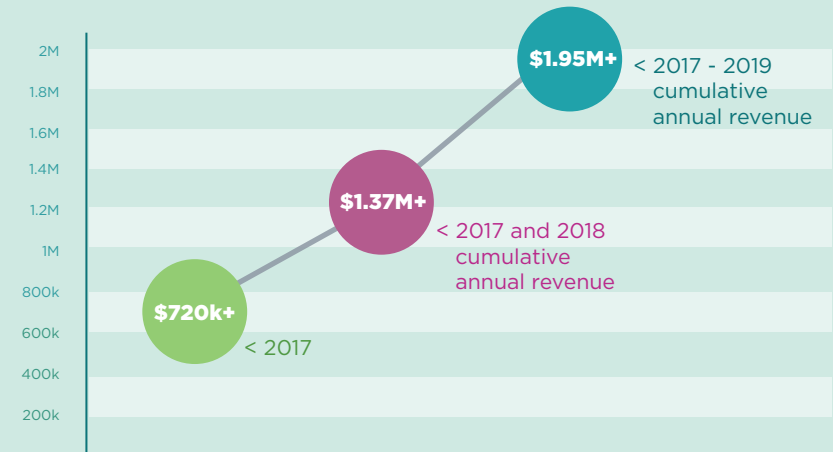
**Economic
Development
Programs ROI**

\$560K

FY20 CITY INVESTMENT
— IN ROSWELL INC —



**Total One-Time City Revenue Generated
by Roswell Inc Supported Projects**



**Total Annual City Revenue Generated
by Roswell Inc Supported Projects**

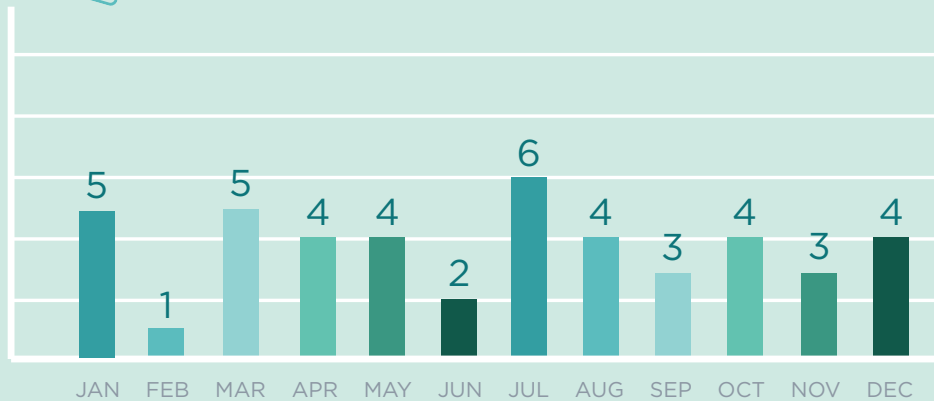


681 — JOBS —
CREATED
OR RETAINED

through Roswell Inc initiatives in 2019
(recruitment, retention and expansion projects)



45 RIBBON CUTTINGS



25 
— NEW —
OPPORTUNITY ZONE
CERTIFICATIONS



115 business
development
meetings

\$122 million

2019 TOTAL CAPITAL INVESTMENT IN ROSWELL



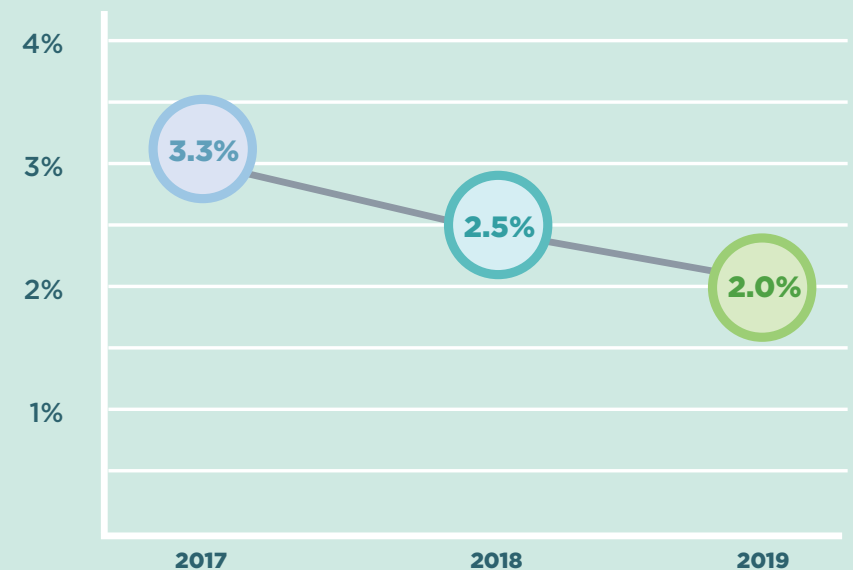
HondaCarland

Hotel at Southern Post



[select companies]

UNEMPLOYMENT RATE



*Source: Georgia Department of Labor, 2020

Business Attraction + Recruitment

In 2019, Roswell Inc worked to attract a variety of companies across numerous industries through its business attraction and recruitment efforts.



Hotel at
Southern Post



ATTRACTION & RECRUITMENT STATS

44 PROJECTS
SUPPORTED

11 PROJECTS
CLOSED



143

CREATED THROUGH
— ROSWELL INC —
SUPPORTED PROJECTS

Business Retention + Expansion

Roswell Inc's business retention and expansion staff worked with numerous local Roswell businesses in 2019 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.



RETENTION & EXPANSION STATS

38 PROJECTS
SUPPORTED

26 PROJECTS
CLOSED



538

CREATED OR RETAINED
THROUGH ROSWELL INC
SUPPORTED PROJECTS

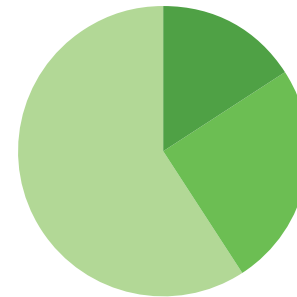
Ombudsman Program

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.

73

OMBUDSMAN ENGAGEMENTS



16%

IN SUPPORT OF RECRUITMENT PROJECTS

25%

IN SUPPORT OF RETENTION AND
EXPANSION PROJECTS

59%

OTHER



Business Development

Small businesses make up the heart of Roswell's business community. Around 85% of the city's businesses have fewer than 20 employees, 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.

503

ROSWELL
CONNECT
ATTENDEES

344

-COFFEE-
CONNECT
ATTENDEES

45

RIBBON
CUTTINGS



business development
meetings

“Over the past few years, I have made countless connections by attending Roswell Connect and Coffee Connect events. These networking events have not only helped me meet potential new clients, they have also helped me maintain strong relationships with current clients and partners.”

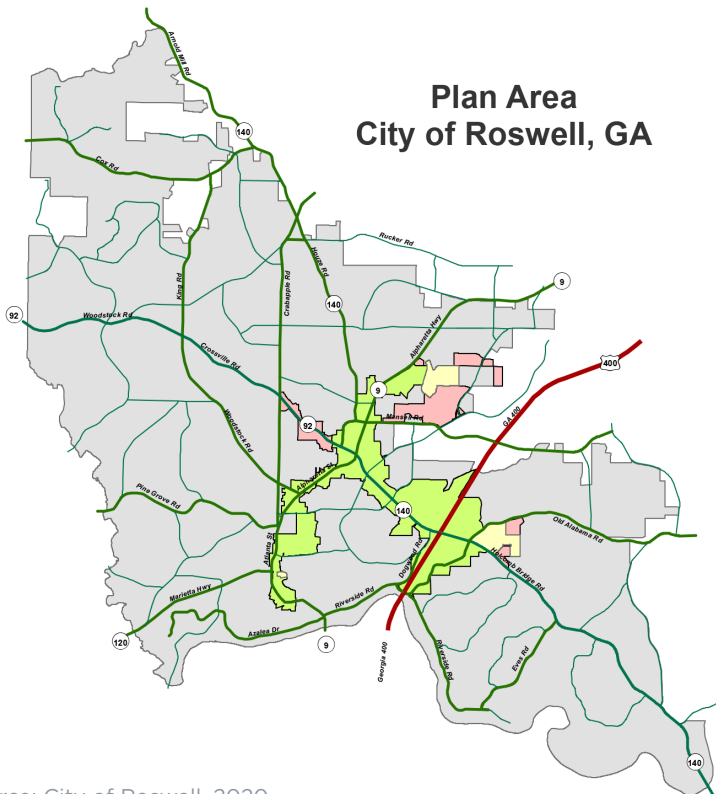
- David Bacigalupi
Owner/Partner
Welcomemat Services of North Atlanta



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 270 companies have become certified.



*Source: City of Roswell, 2020

NEW IN 2019
OPPORTUNITY ZONE
CERTIFICATIONS

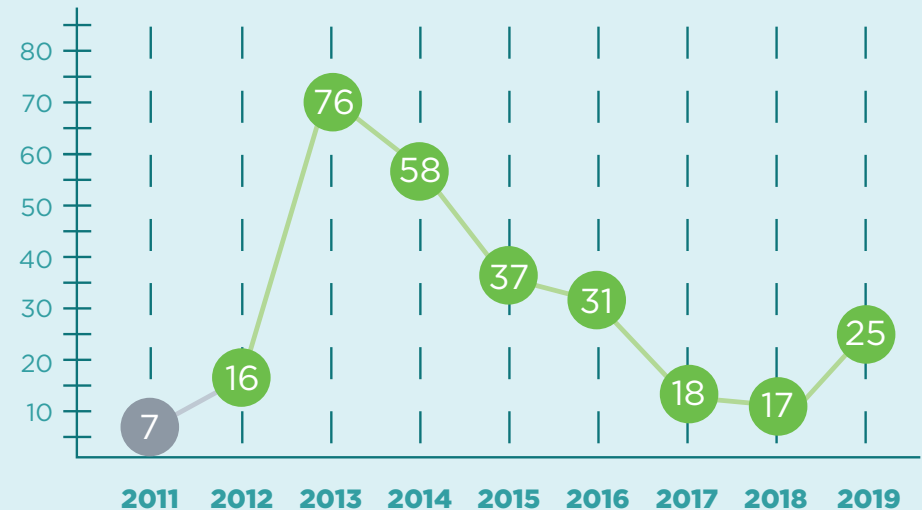
25 

7,213 O.Z. JOBS CREATED
-TOTAL AS OF 2019-



571 NEW JOBS
CREATED IN 2019

NEW O.Z. CERTIFICATIONS



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

LARGE PROJECT ANNOUNCEMENTS



5/4 Meadery

In April, Roswell Inc announced that 5/4 Meadery would become the newest addition to Roswell's growing craft beverage industry. The meadery signed an 1,800-square-foot lease in the back of the same building occupied by Tap & Six and The Whiskey Project on Oak Street in the Historic District.

5/4 Meadery will house both production facilities along with a public-facing storefront for tastings and direct-to-consumer sales. Once open, the meadery will manufacture and sell a variety of unfiltered, still to sparkling meads and ciders with dry, semi-sweet, or sweet variations—both with and without fruits and spices.

Mead is a unique alcoholic beverage made from honey that predates both wine and beer. According to the American Mead Makers Association, mead presently enjoys the same status that craft beer experienced a few decades ago, with strong growth that includes a 42% increase in mead makers who increased their gross revenues by 85% from 2014-2015.

Mead's growth in popularity makes this meadery a welcome and exciting addition to Roswell's food and beverage industry and continues to strengthen the city's reputation as a top destination for craft beverage entrepreneurs.



PROJECT STATS

ORDINANCE
CHANGE
ALLOWING
CRAFT BEER &
WINE MARKETS



KEY INDUSTRY
CRAFT BEVERAGE



Roswell Innovation Center



In December, Kimberly-Clark—one of Roswell’s largest employers—began actively pursuing prospective tenants for one of the four office buildings on the company’s corporate campus off Holcomb Bridge Road.

This is part of a global effort by the company to maximize the use of its office space and employ progressive workplace design for all Kimberly-Clark office locations. In preparation for the campus’ transition to a shared work site, street-level signage will designate “Roswell Innovation Center” and accommodate Kimberly-Clark and the future tenant[s].

The addition of more than 100,000 square feet of available Class A office space to the Roswell market is a good opportunity for business growth in the area. The Roswell Inc team will continue to partner with Kimberly-Clark in the coming months to identify prospective tenants.



Hotel at Southern Post

In November, a 125-room boutique hotel was announced near the corner of Norcross Street and Highway 9, in the heart of Roswell's historic district. The hotel will be located next to the city's new \$100 million Southern Post mixed-use development and will be within easy walking distance of the district's popular Canton Street.

The 85,000-square-foot hotel will feature a restaurant, meeting space, fitness center, outdoor dining, and valet parking. The project is expected to break ground in spring 2020.

This hotel is an excellent and exciting addition to the city's historic district, and it will serve as a catalyst for business growth in the area. The Roswell Inc team is honored to have worked with the hotel developer, 3P Partners, and all those involved to make this project happen.

PROJECT STATS

 **125**
rooms
85,000 SQUARE FEET

GROUND BREAKING
SPRING 2020



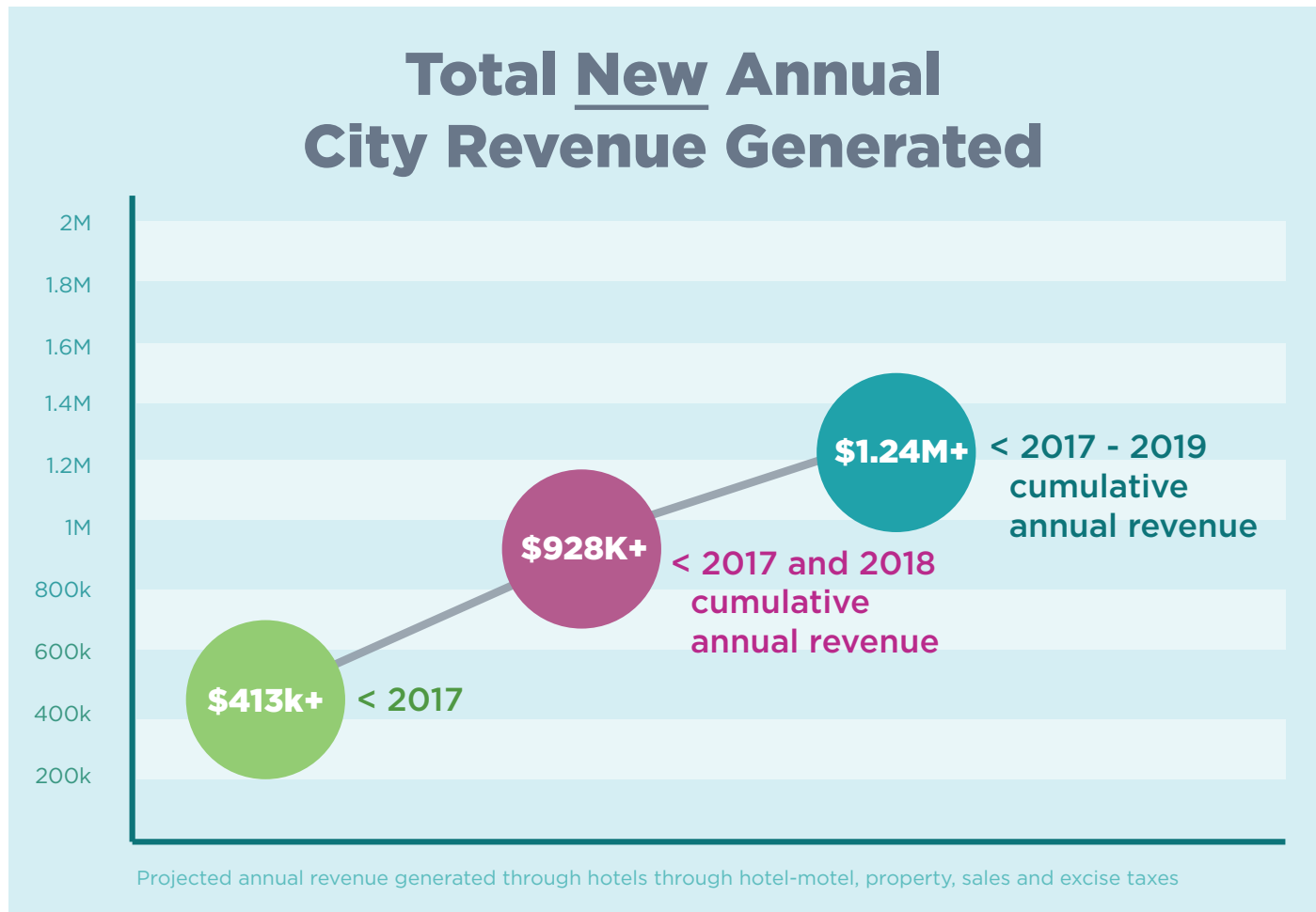
LOCATED AT
\$100 MILLION
MIXED-USE DEVELOPMENT



"We are very fortunate to have a group like Roswell Inc in our community. They have offered great counsel and tremendous support in our efforts to bring our hotel vision to fruition."

- Matt White
3P Partners

Economic Impact of New Hotel Projects



PROJECTED OPENING EARLY 2020

SPRINGHILL SUITES®
MARRIOTT

PROJECTED OPENING EARLY 2020



PROJECTED OPENING LATE 2020

[CP]
CANTON PLACE
DEVELOPMENT, LLC

PROJECTED OPENING LATE 2021

Hotel at
Southern Post

GROUNDBREAKING SPRING 2020

*Source: City of Roswell, 2020

INDUSTRY SUPPORT



Veteran Business Expo of Georgia



In April, Roswell Inc hosted the first ever Veteran Business Expo of Georgia in partnership with the National Veteran Supplier Diversity Coalition (NVSDC), a Roswell-based nonprofit. This one-day event brought together nearly 200 veteran-owned business owners and entrepreneurs and 30 corporate purchasing professionals for a reverse tradeshow and matchmaking event.

The expo featured networking opportunities, in-depth, one-on-one matchmaking activities between veteran-owned businesses and corporate purchasing professionals, and an exhibit hall specifically tailored for small to medium veteran-owned businesses to share their products and services with large corporations looking to network and grow their supplier diversity program.

This event is unique within the industry and served the needs of veteran business professionals as well as the local, regional, and national companies looking to work with and hire veteran-owned businesses.

EVENT STATS

approximately

200
attendees

30
vendors



“The event helped our small business connect with corporations that we otherwise would never have access to. A week after the event, we were meeting with senior decision makers in a boardroom at Comcast!”

-Jake Grothe
TMG Contracts

SCORE Partnership

In July, Roswell Inc announced a new partnership with the North Metro Atlanta chapter of SCORE, a national nonprofit and partner organization of the U.S. Small Business Administration that focuses on providing mentorship and resources to established and aspiring business owners. The chapter covers all of Cobb, Gwinnett, North Fulton, and Forsyth counties and will now be able to service Roswell business owners and professionals through this partnership.

There are two main benefits to this partnership. First, any Roswell business or aspiring entrepreneur can take advantage of free, one-on-one mentoring with a SCORE mentor. These professional mentors are vetted through SCORE's screening process and have different areas of experience and expertise. During the first six months of the partnership, 31 people have participated in the mentorship program.

The second benefit is a series of workshops that will be hosted by Roswell Inc each quarter covering a variety of business-related topics. The workshops are taught by a qualified SCORE professional and open to any Roswell business, organization, or professional.



Hospitality Career Expo

In August, Roswell Inc hosted the first-ever Roswell Hospitality Career Expo in partnership with the Georgia Department of Labor. This event brought together employers and qualified job seekers specifically in the hospitality industry.

The event featured an exhibit hall with more than 30 of Roswell’s restaurants, breweries, hotels and attractions. These companies had the opportunity to promote available positions and recruit job seekers at their individual company tables. Additionally, businesses could participate in one-on-one interviewing in a separate, private meeting space.

Since the expo, several Roswell businesses have made key hires for their companies directly from connections they made during the expo.

Roswell’s hospitality industry is one of the city’s largest, and this event supports that industry’s workforce needs—which have become increasingly important as the industry continues to grow and expand with the addition of new restaurants, craft beverage destinations, and hotels.

EVENT STATS

80+
attendees

30
vendors



“The career expo was a huge help in not only hiring qualified applicants but also forging key relationships with local organizations that can help us reach future candidates. We fully intend to participate again.”

-Ryan Pernice,
Owner/Operator
RO Hospitality

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 5,500 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 celebration and promotion of Roswell's restaurant industry. This was the 5th year this event was organized by Roswell Inc, and 50 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." 2019 featured a branding refresh and 46 participating restaurants.

ROSWELL
RESTAURANT
WEEK

Summer
Sippin'
ROSWELL



Roswell Restaurant Week

50 PARTICIPATING RESTAURANTS

“We find Roswell Restaurant Week beneficial for several reasons. First and foremost, it helps us grow our business by bringing new customers through the door. With such a variety of great restaurants participating, combined with the fantastic marketing support from Roswell Inc, we’re exposed to a wide audience of patrons from throughout the surrounding area. We also like the multi-course menu format which allows new and regular guests to try multiple dishes rather than just an entree. We’ve really enjoyed being a part of this event, and welcome the new faces we get to meet!”

- Tim Stevens
Owner
From the Earth Brewing Company



75% OF SURVEY RESPONDENTS REPORTED AN INCREASE IN SALES DURING THE EVENT.

Summer Sippin’ Roswell

46 PARTICIPATING RESTAURANTS

“During Summer Sippin’ 2019, we sold more than 300 gallons of our sip—the Mai Tai Gose. To see such a great response from the community in supporting a local business is overwhelming! We are grateful for the support and excited to continue to create beer that we hope the community will enjoy!”

- Lauren Curling
General Manager
Variant Brewing Company



#1 BEST SIP IN ROSWELL ALCOHOLIC BEVERAGE
ME SO HONEY
BY THE WHISKEY PROJECT



#1 BEST SIP IN ROSWELL NON-ALCOHOLIC BEVERAGE
PEANUT BUTTER MOCHA CARAMELICIOUS
BY SCOOTER'S COFFEE

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, one meadery and five 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

9 CRAFT BEVERAGE
DESTINATIONS
3 MICROBREWERIES

55+
JOBS



KEY INDUSTRY
— CRAFT —
BEVERAGE



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 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 2019, 14 companies are members of Roswell Inc's Economic Development Alliance.

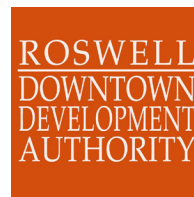


"Georgia Power is committed to fostering strong economic development and job growth in communities throughout the state, and we are proud to partner and support Roswell Inc. We see the positive impact they have on building business and fostering a stronger community."

- Misty Fernandez
Area Manager - N. Fulton & N. Dekalb
Georgia Power

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.



“Any successful economic and business development effort begins with strong local and regional collaboration. The Greater North Fulton Chamber is proud to partner with Roswell Inc each year on a variety of different initiatives to help strengthen our region’s economy and competitiveness as a business destination.”

- Mark Goodman
Director of Economic and Talent Development
Greater North Fulton Chamber

SIGNATURE EVENTS



State of the City

During this annual event, more than 250 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 2019 event was held at the Country Club of Roswell and featured an economic development update from Roswell Inc Executive Director Steve Stroud, and a "State of the City" report from Roswell Mayor Lori Henry.

This year's event had 57 event sponsors, which is a 32% increase in sponsorships from the 2018 event.



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 2019 event was held at The Mill Kitchen & Bar. More than 80 industry professionals attended and represented companies from around the region, including Brixmor Property Group, CBRE, Cushman & Wakefield, Highgate Partners and Jones Lang LaSalle.

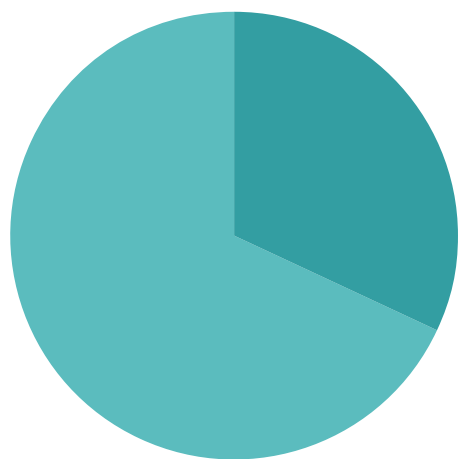


FINANCIAL REPORT



Financials

Total Operating Budget \$817,000



32%

PROJECTED PRIVATE INCOME \$257,000

32% OF TOTAL BUDGET

(State of the City, Economic Development Alliance, Event Hosting/Sponsorship, Event Participation)

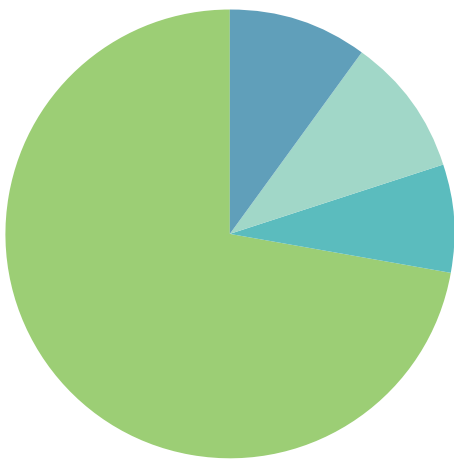
68%

CITY INVESTMENT \$560,000*

68% OF TOTAL BUDGET

* The FY20 City funding for our organization came from the rental car tax, which is a new tax that was collected by the City of Roswell during FY19. A portion of that collection was designated for use by Roswell Inc in FY20. In previous years, City funding for our organization has come primarily from the hotel/motel fund.

Breakdown of Expenses



10%

INDUSTRY SUPPORT \$80,050

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

8%

COMMUNICATIONS \$68,500

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

10%

ECONOMIC DEVELOPMENT \$81,450

(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.)

72%

ADMINISTRATION & STAFFING \$587,000

(Staffing costs for 6 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 FY20 budget process in the spring of 2019.

visit roswellinc.org

ROSWELL [inc]