



ROSWELL [inc]

2020 Annual Report



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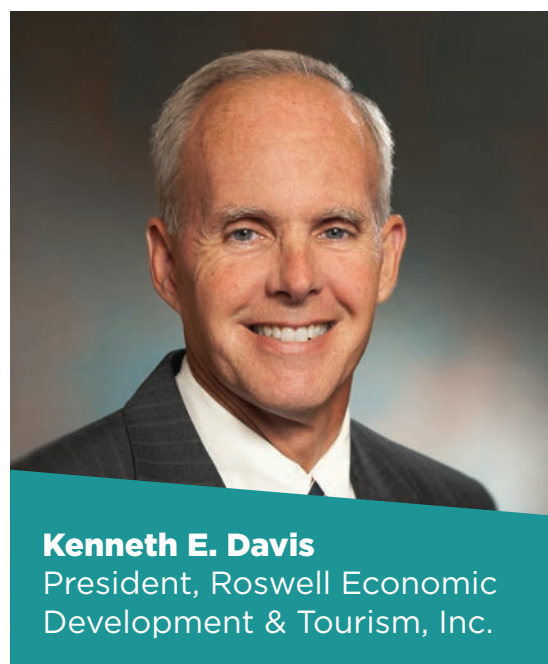
Message From Our Leadership

As the economic development organization for the City of Roswell, our mission at Roswell Inc is to support and grow the city's existing business community as well as cultivate business opportunities to build a strong, vibrant and sustainable economy.

In 2020, due to the enormous impact of COVID-19, our main focus was to support Roswell's existing business community. In March, our team quickly adapted to launch our COVID-19 Business Bulletin email and webpage. We also worked with our community and regional partners to address the effects of COVID-19 on our city and the broader region. Our team continues to partner with city staff, top employers, community stakeholders and regional economic development leaders to provide vital support and resources to help Roswell businesses recover and thrive.

Despite the past year being one of the hardest our city has ever endured, we have seen remarkable perseverance, innovation and tenacity amongst Roswell's business community. This year's report highlights those stories of resiliency and success, gives a recap of our work and major projects from the previous year, and looks at the path toward recovery.

We are honored to share this report with you and look forward to the year ahead.



About Roswell Inc

As the economic 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 retention and expansion, business attraction and recruitment, 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 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.



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.



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.

ROSWELL ECONOMIC DEVELOPMENT — AND TOURISM, INC. —

EXECUTIVE COMMITTEE



Don Howard
Chairman
Synovus, Chairman
and Former Regional
CEO



Kenneth Davis
President
Renasant Bank



Lonnie Mimms
Vice President
Mimms Enterprises



Dave Schmit
Vice President
Schmit + Associates



Nancy Tolbert-Yilmaz
Treasurer
Tolbert-Yilmaz
School of Dance



Jon-Paul Croom
Wellstar North
Fulton Hospital



Michael Curling
New Kent Capital



Branch Sinkule
Kimberly-Clark



Monica Smith
Southeast Tourism
Society

BOARD OF DIRECTORS



Sunny Bailey
Naylor Hall



Kevin Bamford
Roswell Historical
Society



Allen Barker
Synovus



Ron Buckley
Brixmor Property
Group



Christina DeVicтор
Fellows Café



Anita Farley
Georgia Ensemble
Theatre



Misty Fernandez
Georgia Power
Company



Mark Goodman
Greater North
Fulton Chamber



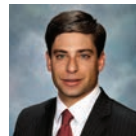
Dana Gurela
Deep Roots Wine
Market



Mike Hampton
Choate Construction



Kevin Head
Roswell First Baptist



Alex Kaufmann
Kaufman &
Kaufman P.C.



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



Pat Thompson
GM Innovation
Center

EXECUTIVE DIRECTORS



ROSWELL [Inc]



Steve Stroud

Executive Director, Economic Development

Steve has served as the Executive Director of Roswell Inc since the organization's inception in 2012. Under his leadership, Roswell Inc has developed networking, educational and support programs for small businesses, marketed Roswell's Opportunity Zone to increase the number of certifications, and worked one-on-one with business owners, entrepreneurs and state project managers to retain, expand and recruit businesses to the City of Roswell.



Ashley Allen

Communications & Operations Manager

Ashley has been with Roswell Inc since 2016 and currently serves as the organization's Communications and Operations Manager. In her role, Ashley oversees the company's day-to-day office operations and provides strategic oversight for the company's long- and short-term goals. She also leads Roswell Inc's communications and marketing efforts, including executive and brand communications, digital and social media communications as well as brand and program marketing.



Kimberly Allred

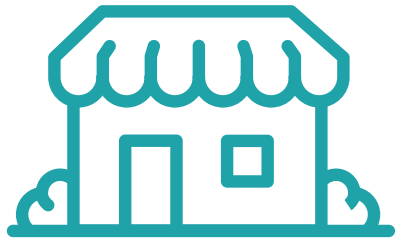
Business Relations & Strategic Partnerships Manager

Kimberly has been with Roswell Inc since 2018 and currently serves as the organization's Business Relations and Strategic Partnerships Manager. She meets with businesses daily to better understand their needs and offer support. Additionally, Kimberly serves as a liaison to the city providing guidance as businesses navigate the permitting and licensing process. Kimberly also cultivates and manages Roswell Inc's relationships with regional partners and helps to identify new partnership opportunities.

COVID-19 SUPPORT



COVID-19 Assistance & Relief Efforts



assisted
310
businesses
one-on-one

COVID-19 Business Bulletin

launched March 17, 2020



3,100+ webpage
views



22

bulletin
emails
sent



31,000+
emails opened

3,200+ clicks



At the onset of COVID-19, Roswell Inc transitioned to primarily focus on assisting and supporting the city's existing business community. The business development team immediately began working with businesses one-on-one to address their needs and offer support and guidance. In 2020, Roswell Inc assisted approximately 310 businesses with everything from making connections to local financial institutions to finding available PPE to maneuvering supply chain issues to navigating outdoor dining options.

On March 17, Roswell Inc launched its COVID-19 Business Bulletin webpage and email, which helped the organization share the latest news, information and resources related to the pandemic. The webpage was one of the most visited on Roswell Inc's website in 2020, with more than 3,100 unique views, and the Business Bulletin email was Roswell Inc's most successful campaign to date. A total of 22 bulletin emails were sent in 2020, resulting in more than 31,000 opens and 3,200 clicks.

Roswell Inc will continue to share the latest COVID-related information with the business community through its website, email and social media platforms.

Going Virtual

Roswell Coffee Connect

As many business owners and employees transitioned to working remotely, Roswell Inc wanted to provide a way for businesses to safely connect and network with one another, and in May, the virtual edition of Roswell Coffee Connect launched.

In 2020, Roswell Inc held 28 virtual Coffee Connect events, totaling more than 850 registered attendees. During these morning networking events, attendees break up into smaller groups to engage in open networking. Each round of networking lasts about fifteen minutes with three rounds per event, allowing attendees several opportunities to mix and mingle.

Attended by many new and familiar faces, these events played a crucial role as businesses sought out new ways to grow their network, market their business and drive sales. This program will continue through 2021.



28 events
MAY - NOV

850+ registered attendees

“I own a special event company, which is a home-based business in Roswell. The connections that I have made with other local businesses by regularly attending Roswell Coffee Connects has been invaluable to the growth of my business. Some of the connections I have made led to closed business deals as well as promises for potential future business. Roswell Inc’s networking events have opened up several networking opportunities that I would not otherwise have had—especially in this current pandemic climate.”

Belinda Green
Owner, Akoma Events



Coffee & Conversation

In May, Roswell Inc launched its panel discussion series, Coffee and Conversation, that brought local businesses and regional leaders together to share the latest trends and information on everything from the impact of the pandemic on key industries to available COVID relief options to Roswell's health care industry. A total of 5 Coffee & Conversation events were held from May through August, with nearly 350 total registered attendees.



This program will continue through 2021 in partnership with the Georgia Hispanic Chamber of Commerce and will cover a variety of topics to help businesses recover and thrive.



5 events
MAY - AUG

343 registered
attendees

05/01: Financial Relief

LGE Community Credit Union, IberiaBank and Synovus Bank

05/22: Teleworking

Georgia Commute Options, E-Planning and InterDev

06/10: Mayor Lori Henry

06/19: Health Care Industry

Wellstar North Fulton Hospital

08/27: Retail & Dining Industry

NextSite, The Freakin Incan, WePartner, Linen & Flax, Souper Jenny

“I’ve greatly benefited from attending Roswell Inc’s virtual Coffee & Conversation panel discussions. The topics always focus on subjects directly related to the challenges I face as a small business entrepreneur. Additionally, panel members are always experts in their fields. I often leave with information that I can apply directly to my business.”

Jim Tardif
Owner, Signs of Significance



North Fulton COVID-19 Business Impact Survey

Roswell Inc has always had a strong relationship with local economic development leaders and neighboring cities. From the very start of the pandemic, these partners met regularly to discuss how local businesses and the economy were being impacted and how the partners could work together to provide relief.

In collaboration with the economic development leaders of North Fulton—City of Alpharetta, Greater North Fulton Chamber of Commerce, City of Milton, Select Fulton and City of Sandy Springs—Roswell Inc helped to jointly launch the North Fulton COVID-19 Business Impact Survey in April. The survey sought to understand the impacts of the pandemic on the cities of North Fulton and the broader region. During the height of the pandemic, North Fulton businesses were surveyed four times. Periodically resurveying the businesses helped to track changes and determine which resources and support programs were most beneficial.

There were a total of 700 respondents, 276 of which were Roswell-based. These survey results helped track temporary and permanent business closures, loss in revenue, impacts on workforce, and key concerns. The survey also became a way for businesses to request outreach from their city's economic development organization, which helped to connect Roswell Inc to more than 150 businesses in need.

North Fulton Economic Development Partners



ROSWELL [Inc]



4 Surveys

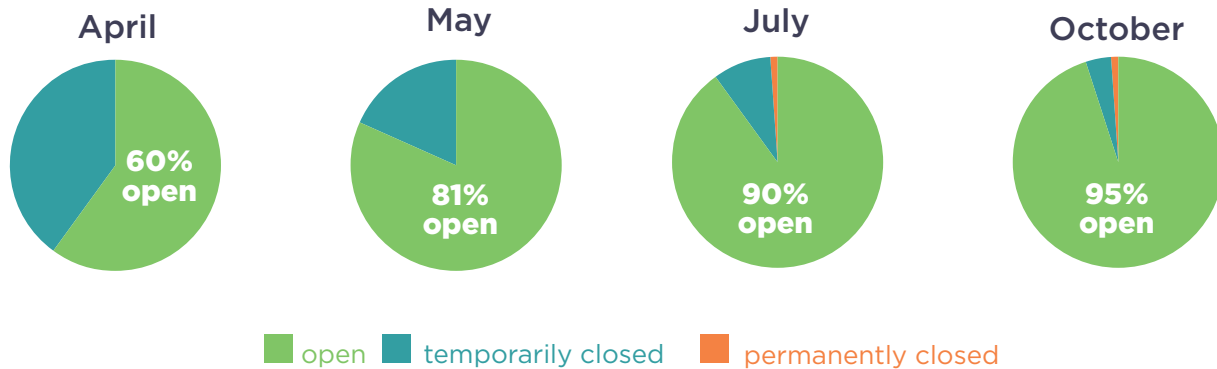
- April
- May
- July
- October

700 total respondents

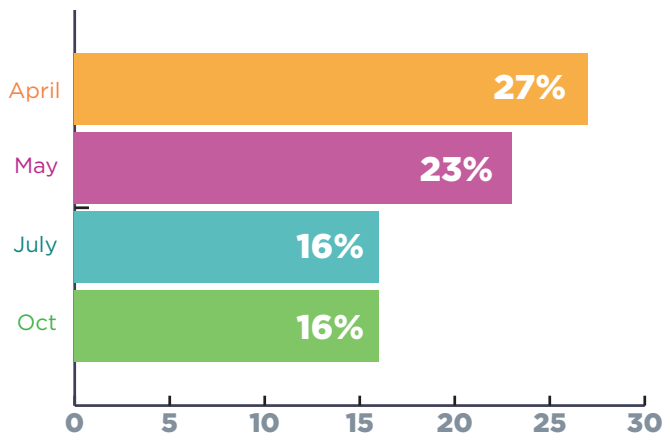
276 Roswell respondents

Survey Results

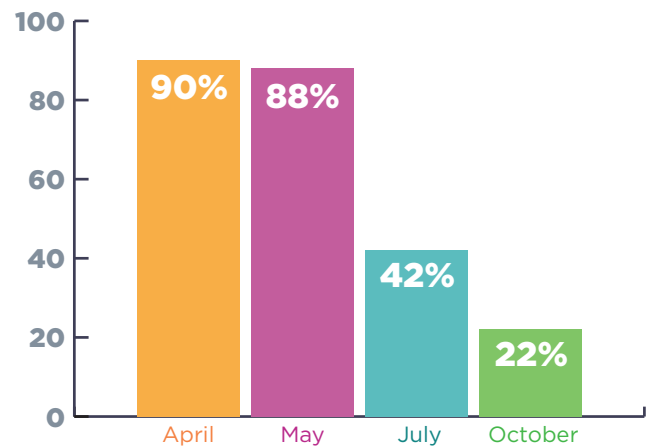
Open/Closed Businesses



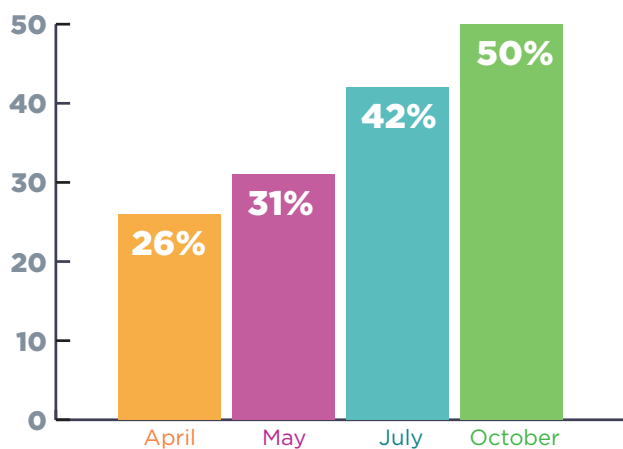
Fear of Permanent Closure



Businesses Reporting Loss in Revenue



Businesses with Operating Level at 81-100%



Top Concerns

- Loss in consumer confidence
- Employee Stress
- Financial Impact

Mayor Henry's Business Recovery Task Force

In April, Roswell Mayor Lori Henry announced the Roswell Business Recovery Task Force, consisting of city staff, Roswell Inc representatives, and local business leaders from all key industries. The task force held virtual meetings on a regular basis to help assist with COVID recovery, discussing issues such as health and safety best practices, supply chain issues, state executive orders, and reopening protocols. The task force also aided in the development of several local executive order provisions such as the waiver of temporary-sign permits, the deferment of occupation tax and the deferment of alcohol excise tax. Lastly, the task force was a key driver of Roswell's "Come Back Safely" pledge—a collaborative safety campaign by the City of Roswell, Roswell Inc and Visit Roswell that launched in September.

The "Come Back Safely" Pledge is a shared effort by Roswell's residents, visitors and businesses to slow the spread of COVID-19 in our community. Businesses that take the pledge commit to following basic safety measures such as requiring employees to wear masks, frequently washing hands and physically distancing. Roswell Inc helped promote the pledge on its website as well as through email and social media marketing. At the close of 2020, nearly 150 Roswell businesses had taken the pledge, with promotion of the campaign expected to continue through 2021.



Wash hands frequently & have hand sanitizer available.



Wear face coverings when interacting with guests.



Follow physical-distancing & capacity guidelines.



Follow CDC standards of cleaning & sanitation.



Conduct wellness screenings of employees.



Train employees on COVID-19 safety procedures.



ROSWELL [Inc]





STORIES OF SUCCESS & RESILIENCY

A photograph of a chef in a kitchen, seen from the side. The chef is wearing a black face mask and white disposable gloves. They are working at a stainless steel counter, preparing food. In the background, there are stacks of white plates and two large, conical metal heat lamps hanging over the counter. The lighting is warm and focused on the work area.

3 Hermanos Supermarket

Located at the corner of Holcomb Bridge and Highway 9 in the recently renovated Roswell Village shopping center, longtime Roswell business 3 Hermanos Supermarket relocated to its new store in February. The new facility allowed the supermarket to more than double the size of its Roswell location—going from 7,200 square feet at the previous location to 15,000 square feet at the new location.

3 Hermanos is the only Latino supermarket in the area that remained open throughout the COVID pandemic. Thanks to their new, prime location and recent rebranding, the store has been able to grow its business amongst both Latino and non-Latino customers—seeing a nearly 50% increase in revenue in 2020.

3 Hermanos not only carries products from Mexico, they also offer foods from many other Hispanic countries including Colombia, Peru, and Venezuela, among others. Additionally, the supermarket offers specialty Latin-American cuts of meat, common Latin-American fruits and vegetables, baked goods, and prepared foods.



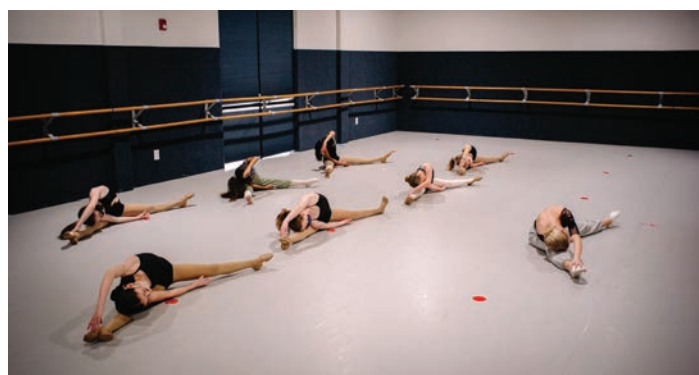
“We are very happy that we moved, with the help of Roswell Inc, to our new location. This move has meant a lot for us! This has become the flagship store for our future by entering into the mainstream market and catering not only to Latinos but also to non-Latinos, while increasing product categories, revenue and jobs”

Dino Covarrubias
Owner, 3 Hermanos Supermarket




Tolbert Yilmaz School of Dance

Due to the onset of COVID-19, Tolbert Yilmaz School of Dance (TYSOD) had to close its studio in mid-March. However, the studio began virtual classes just one week later, allowing dancers to join them via Zoom from their garage, basement, kitchen and even the backyard when the weather was nice. Although staff and students were eager to get back to the studio, COVID safety measures were the top priority. When YYSOD welcomed dancers back to the facility in July, several protocols were implemented to keep students, teachers and staff safe—including limiting capacity to students and staff only, requiring temperature checks upon entry, requiring masks be worn by everyone at all times, and increasing cleaning measures. Furthermore, they continued to offer virtual classes in addition to in-person, allowing students of all comfort levels to attend classes.



In late-summer 2020, YYSOD moved into a brand new 24,000-square-foot facility at Centre Pointe Shops, located off Houze Way. Anchored by the prominent dance studio, Centre Pointe Shops broke ground in March of 2018 and was completing construction as the pandemic struck. Amazingly, the \$9-million, 36,000-square-foot project developed by Tolbert Yilmaz Enterprises pushed forward and completed construction in August. In addition to the dance studio, the shopping center is home to 10,000 square feet of retail space, which was already at 83% occupancy by the end of the year.

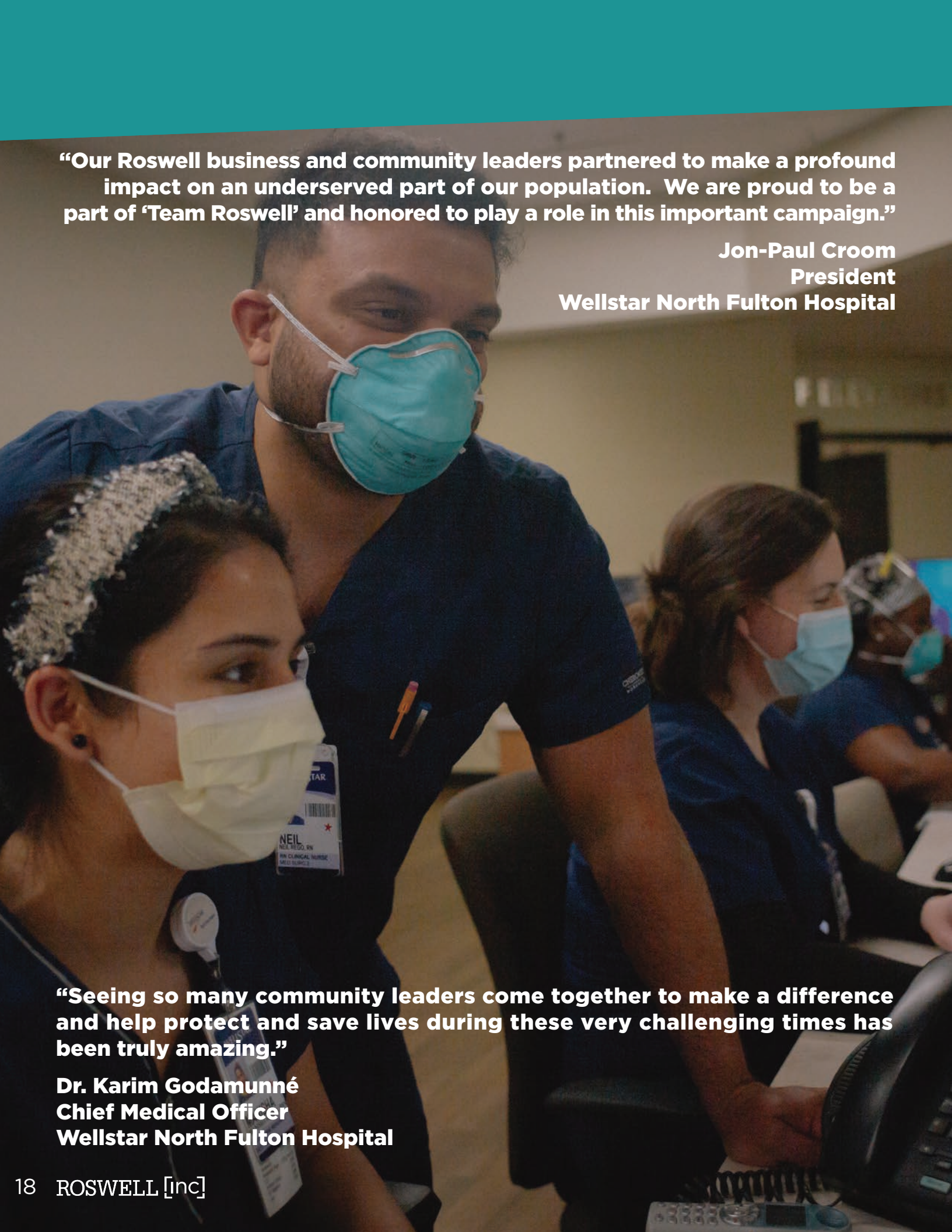
More than two years in the making, YYSOD is settling into its new state-of-the-art facility which boasts seven custom-built studios with sprung floors, an expansive study area, a physical therapy suite, and an on-site performance venue. So far, capacity has been kept extremely limited at the dance company's new in-house theater; however, all performances were also live streamed this season. In 2020, in-person attendance at all eighteen shows of the studio's famous Nutcracker performance sold out with an additional 600 virtual attendees streamed in from all over the globe.



“It has been very challenging to operate our business during the pandemic, but I am surrounded by very talented and dedicated people. We have a team that began working the moment we were forced to close, and they have been working non-stop to keep everything safe and open for our students, faculty and staff. It has been amazing to see the support of the community during this time, and we have had so many positive emails and phone calls, thanking us for doing what we have done. Hopefully, we will never have another pandemic on our hands, but we have risen to the challenge, and we are proud to still be standing.”

**Nancy Tolbert
Artistic Director
Roswell Dance Theatre
Tolbert Yilmaz School of Dance**





“Our Roswell business and community leaders partnered to make a profound impact on an underserved part of our population. We are proud to be a part of ‘Team Roswell’ and honored to play a role in this important campaign.”

**Jon-Paul Croom
President
Wellstar North Fulton Hospital**

“Seeing so many community leaders come together to make a difference and help protect and save lives during these very challenging times has been truly amazing.”

**Dr. Karim Godamunné
Chief Medical Officer
Wellstar North Fulton Hospital**

Wellstar North Fulton Hospital

Shortly after the onset of the pandemic, Dr. Karim Godamunné, Chief Medical Officer at Wellstar North Fulton Hospital, began reviewing the hospital's data and discovered a disproportionate number of North Fulton's Hispanic residents were falling ill from the virus. Dr. Godamunné enlisted the help of his colleague Felix Soto-Izaguirre, Chief Financial Officer at Wellstar North Fulton Hospital, and together they began reaching out to patients one-on-one to attempt to identify the cause. The Wellstar team discovered that many Spanish-speaking patients knew very little about COVID-19 due to a lack of materials and resources being available in Spanish.

Wellstar quickly got to work on a bilingual COVID-19 awareness and prevention campaign. The hospital distributed over 1,200 flyers, passed out more than 500 safety kits and launched a “grass roots” neighborhood outreach effort. The hospital also worked with local community partners to help spread the word, including Fulton County Department of Health, the Latino Community Fund, Georgia Hispanic Chamber of Commerce, Georgia Power, and several business leaders and local nonprofits. This collaborative community effort reached more than 3,500 families and helped to reduce COVID cases at the hospital by over 50% amongst the Hispanic community.



1,200+
flyers



500+
safety kits

50%
reduction in
COVID cases
amongst
Hispanic
community

3.5K+ families
reached



Office Evolution



In late 2018, Roswell Inc was approached by franchisee and local resident, Mark Gottlieb, to discuss bringing the national franchise concept, Office Evolution, to Roswell. With a largely home-based business community, the city was the perfect fit. Office Evolution would provide the flexibility and synergy that small businesses require to be successful as well as act as a business incubator space for startups.

Office Evolution secured the location in July 2020 and began renovating the facility, making a total investment of approximately \$3.2 million. Roswell Inc provided vital ombudsman support on everything from permitting to build-out to exterior design, working alongside the Office Evolution team, the City of Roswell and the Roswell Historic Preservation Commission.

In November 2020, the 10,500-square-foot coworking facility opened, offering 43 fully-furnished private offices, 2 conference rooms and a 1,000-square-foot training space. Since opening, Roswell Inc has helped to connect Office Evolution with several of its tenants including medical professionals, legal firms, nonprofits and other small businesses. At the close of 2020, more than 55% of private offices were already leased.

\$3.2 million
investment

43 private
offices



1,000 SF
training space

10,500 SF
coworking facility



2 conference
rooms

office
evolution

Uncle Jack's on Canton Street

In April, a prime Canton Street restaurant location became vacant, and although many worried this space would remain empty, the location immediately caught the attention of former Food Network host and restaurateur Willie Degel.

Degel first brought his Uncle Jack's concept to Georgia in 2016 when he opened Uncle Jack's Meat House in Duluth, and after several years of searching in Roswell, the perfect location was finally available for his second Georgia concept—Uncle Jack's on Canton Street. Offering a modern twist on American cuisine, the menu at Uncle Jack's on Canton Street features locally sourced, high-quality ingredients and iconic Uncle Jack's brand favorites.

Roswell Inc provided vital insight during the recruitment process to help Degel secure the location as well as worked with city staff and the Roswell Historic Preservation Commission throughout the permitting and development process. Investment in transforming the space totals approximately \$700,000, including additional exterior enhancements slated to begin in 2021. Additionally, Uncle Jack's on Canton Street brings an estimated 75 to 80 new jobs to the city.

In November, Uncle Jack's officially opened its doors and has quickly become a local favorite amongst Roswell residents and visitors. The restaurant, which already boasts outdoor seating for more than 200 guests, plans to add additional lawn seating and fire pit zones as well as an outdoor bar in the coming year.



\$700,000
total investment

75+
new jobs



adding an outdoor bar
and expanding outdoor
seating in 2021



New Hotels

In June, two new business-class hotels, Home2 Suites and Springhill Suites, opened in Roswell. Located at the corner of Mansell Road and Westside Parkway, Home2 Suites is a 5-story hotel offering 106 executive suites that each feature a full-size refrigerator, microwave and dishwasher. Additional amenities include an indoor pool, large fitness center and meeting rooms. Springhill Suites, which is located nearby at the corner of Westside Parkway and Roswell Road, is a 4-story, 90-room hotel with an indoor pool, fitness center and business center.

Both hotels have implemented COVID safety protocols to keep their guests safe. Home2 Suites participates in Hilton's "CleanStay" program as well as requires all staff to wear masks, encourages physical distancing and provides hand sanitizer throughout the facility. Springhill Suites takes part in the Marriott "Commitment to Clean" campaign, which includes enhanced public space and guest room cleaning, social distancing practices, use of masks by all associates and the addition of Electrostatic Spraying to cleaning protocols.

Although the hotel industry has been significantly impacted by the pandemic, the new hotels have been at approximately 44% to 68% occupancy since opening, which is 10% to 15% above average compared to similar hotels in the city. Overall Roswell's hotel market is performing better than the Atlanta market. This can be attributed not only to the new hotels but also to the high occupancy of extended stay hotels, which have partnered with local nonprofits such as North Fulton Community Charities and the Giving Kitchen to provide assistance to those in need.

HOME2
SUITES BY HILTON **\$14 million**
investment



5
stories

- executive suites
- indoor pool
- fitness center
- meeting rooms



106
rooms



SPRINGHILL SUITES®
MARRIOTT

\$11 million
investment



4
stories

- indoor pool
- fitness center
- business center



90
rooms





Pop's Coffee Co.



An expansion of family-owned custom motorcycle shop, Pop's Garage Fabrication, Pop's Coffee Company recently opened its doors after securing the second half of their building in early 2020. Pop's Garage Fabrication has gained significant attention and notoriety over the years among Harley Davidson riders and motorcyclists around the country. Co-founders of Pop's Coffee Company, Gordon Erikson and Colin McDonald are working to create the same level of quality with their coffee business. Partnering with local Atlanta coffee roastery Batdorf & Bronson, Pop's coffee is fair trade, organic, and small batch.

In an effort to make this owner-occupied space a place where even non-cyclist will feel welcome, Pop's invested approximately \$2 million into the space, adding a large garage door that opens to a front patio and a variety of seating options for every type of coffee shop goer.

After a soft opening and ribbon cutting in late November, the 5,000-square-foot expansion and renovation project brought 8 new jobs to the city in the middle of the COVID-19 pandemic.

\$2 million
total investment

5,000
square feet



8 new
jobs

Pop's
Coffee Co.™



PATH TOWARD RECOVERY

WELCOME

WE ARE

OPEN

PLEASE COME IN

Retail Market Overview

Despite the momentary shutdown of many retail and restaurant concepts in early 2020 due to the onset of COVID-19, the Roswell market saw a decrease in vacancy rate to 7.1% by year end. With over 8 million square feet of inventory, just shy of 580,000 square feet remains vacant. Overall, Roswell's retail sales market saw healthy movement in 2020, with twenty-seven retail spaces sold for the calendar year that totaled \$41.8 million in sales volume. The asking price per square foot was lower than the previous year; however, the market sales price slightly increased to \$198 per square foot. As the total number of properties sold was down over the past year, the total months on the market decreased to just shy of thirteen.



Although the construction market has stalled as many national retail brands are cautiously looking at new locations in 2021, Roswell's future mixed-use development, Southern Post, signed two leases with regional tenants in 2020 and is slated to begin construction in fall 2021. Furthermore, recently redeveloped shopping center Roswell Village signed four new tenants this year, including both medical and retail users.

8.1 million
square feet of inventory

7.1%
vacancy
rate

41.8 million
retail sales volume

579,000 SF
vacant sapce

\$198/SF
average sale price

12.7 month
average months on market

Office Market Overview

The national office market experienced a turbulent year as many corporate companies temporarily shifted to a work-from-home model in the face of the COVID-19 pandemic. The uncertainty that remained through the end of 2020 caused a number of office users to reconsider leases, at least in the short term. While Roswell saw a slight increase in office vacancy in mid-2020, the end of the year brought an influx of new,



smaller leases with more favorable terms for Class B office users closing out the year with a total vacancy rate of 11.4% for both Class A and B offices. Asking rates for Class A office remained consistent at \$29.25 per square foot while Class B office decreased slightly to \$19.82 per square foot.

The sales market for office products remained steady with the asking price per square foot hovering just short of the North Fulton average at \$162 per square foot.

While absorption rates have been inconsistent quarter-to-quarter over the last 12 months, 8 of the total 28 office buildings in Roswell remain 100% leased to date. The office market forecast for Roswell shows a steady increase in market rent rates with new office product slated to begin construction in 2021.

2 million
square feet of inventory

28
buildings

6 Class A
22 Class B

11.4%
vacancy rate

asking rate per square foot
Class A \$29.25
Class B \$19.82

\$162/SF
average sale price

2020 by the Numbers

In 2020, Roswell Inc supported 48 business retention and expansion projects and 69 recruitment and attraction projects. Of those, 27 projects closed in 2020, and 50 projects are still ongoing. Roswell Inc also conducted 310 COVID-19 outreach meetings, 333 business development meetings and 91 ombudsman engagements. Through these efforts, Roswell Inc helped to create or retain nearly 1,000 jobs.



Attraction & Recruitment

69
supported

12
closed

32
ongoing



Retention & Expansion

48
supported

15
closed

18
ongoing



COVID Assistance Outreach

310
businesses supported

- Connecting with financial institutions
- Finding available PPE
- Maneuvering supply chain issues
- Navigating outdoor dining options



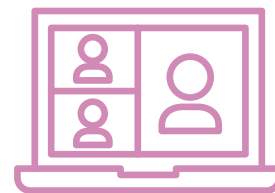
91
Ombudsman
Engagements



333
Business
Development
Meetings



999
Total jobs
created or retained



33
virtual events
1,200+
attendees

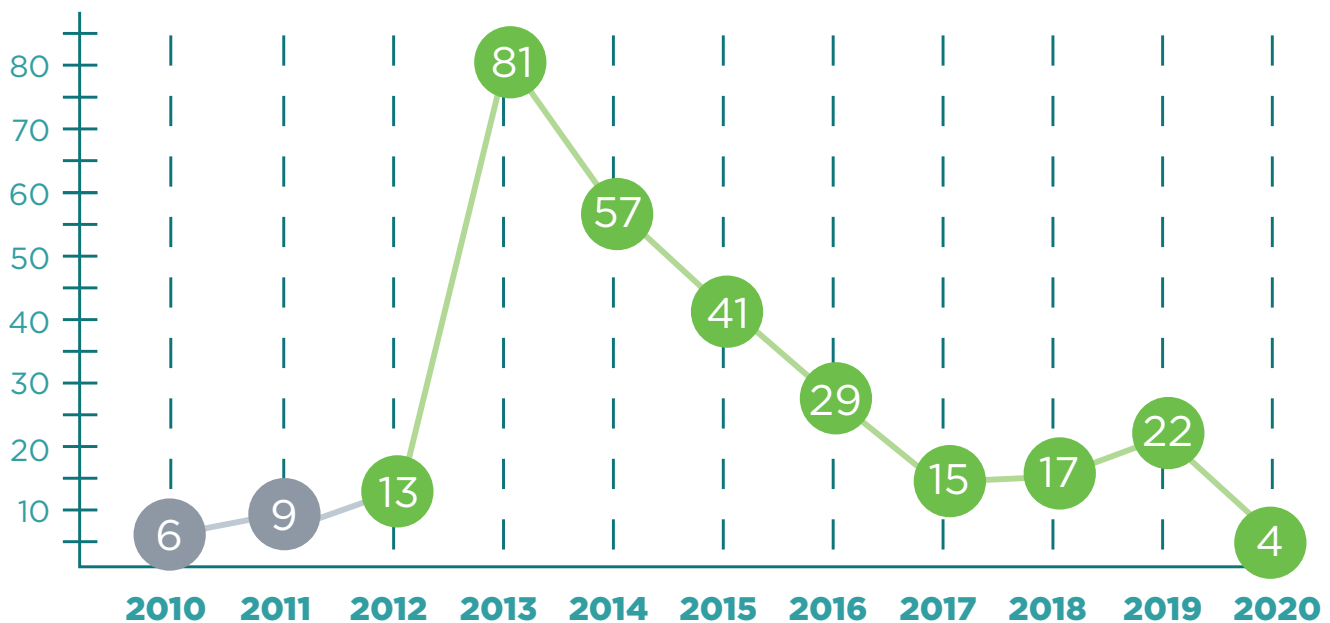
Roswell Opportunity Zone

Roswell's opportunity zone was established by the Georgia Department of Community Affairs in 2010 and ran through 2020. This state incentive program offered 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.

In 2020, Roswell Inc worked with the City of Roswell and State of Georgia to submit a new application. Announcement of a new opportunity zone is expected in 2021.

O.Z. CERTIFICATIONS BY YEAR



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



294
total certified
businesses



NEW
application
pending

ROSWELL [inc]
Georgia Department of
Community Affairs



FEATURED PROJECTS



Rhino Family of Companies

Founded in 2004, Rhino Family of Companies relocated from East Cobb to Roswell in 2013 with a 10,000-square-foot office located at Roswell Mill. Rhino is the parent company of Nolan Transportation Group, a trucking logistics company; OTR Capital, a factoring company; Payhawk, a payment processing company; and Marquee Insurance Group, a trucking industry insurance provider.



Roswell Inc provided insight and Opportunity Zone information to first recruit Rhino Family of Companies in 2013, and the Roswell Inc team has continued to work with the company over the past 7 years on everything from expansion to ombudsman support to workforce development.

With its headquarters located in Roswell, Rhino currently has 13 US locations and more than 1,300 employees nationwide. The company occupies a combined 100,000 square feet of space at its two Roswell facilities, both located in the Opportunity Zone. OTR Capital, Payhawk and Marquee occupy approximately 41,000 square feet at Holcomb Woods, and Nolan Transportation Group occupies roughly 62,000 square feet at Founders Park. Roswell's Opportunity Zone tax credit has helped the company grow from 40 initial employees in 2013 to more than 600 as of 2020.

Rhino Family of Companies saw a record breaking sales year in 2020, and the company is projected to grow by 20% in 2021.

“Being able to qualify for and identify office space within Roswell’s Opportunity Zone has been significant in enabling our companies to grow successfully. Beginning with 40 employees at Roswell Mill in mid-2013, we now have an employment base of over 600 located in two OZ properties. Throughout this growth curve, we have benefited greatly from our association with Roswell Inc. They have provided us with the resources, knowledge and commitment enabling us to continue a long-term presence in Roswell.”

- Kevin A. Nolan
Founder & Executive Chairman, Nolan Transportation Group

RHINO
FAMILY OF COMPANIES

In 2020, international fulfillment solutions provider GreyOrange invested \$1.3 million in relocating its global headquarters to Roswell. Offices and warehouse space are both housed at the new 110,000-square-foot facility that employs approximately 200 people.

Roswell Inc worked with the Georgia Department of Economic Development for over two years to help land the project in Roswell. Additionally, the Roswell Inc team provided ombudsman support on permitting and licensing, working with the landlord, general contractor, broker and the City of Roswell.

GreyOrange provides revolutionary fulfillment solutions with its AI-driven software and robots that work together to execute warehouse activities that maximize payoff. The company's "always solving" fulfillment operating system, GreyMatter, uses predictive and real-time data to coordinate how warehouse staff and robots work together to master fulfillment in the "age of immediacy"—increasing revenue and improving the work experience of employees.



\$1.3 million
capital investment



200
new jobs

110,000
square feet

**fulfillment solutions +
AI robotics company**

 **GreyOrange**

In the Fall of 2020, Roswell Inc announced that Lidl, a German international discount supermarket chain, had broken ground on a new 28,000-square-foot store at the corner of Holcomb Bridge and Old Roswell Road. Expanding to the US in 2015, Lidl now operates 15 locations in Georgia and has an additional 6 locations under construction in the state, including Roswell. Lidl is known for its carefully curated selection of high-quality products at a low price—nearly 80% of available items are private label products.



Just before being approached about the project in 2018, Roswell Inc identified a strong need for an additional grocery store in the area through a retail GAP analysis conducted by NextSite. In addition to providing data, Roswell Inc also helped secure necessary incentives. With Roswell Inc's help, Lidl was able to receive permit fee reductions from the City of Roswell and a 10-year property tax abatement through the Fulton County Development Authority. The support of Roswell Inc was key in the abatement process, as Roswell Inc wrote a letter on behalf of the project and spoke at the Development Authority's board meeting. Once the project began, Roswell Inc provided ombudsman support throughout the development process, including facilitating conversations regarding setbacks and sewer connection issues with the Fulton County Water Department.

The \$15.5 million project is slated to open mid-2021 and will bring approximately 50 new jobs to the area.

\$15.5 million
investment

28,000
square feet

50
new jobs

Opening
mid-2021



Southern Post

Announced in 2019, Southern Post officially broke ground in late-February 2020. Located in the heart of downtown Roswell, the \$95-million redevelopment project, which is situated on the former Southern Skillet property, will bring 40,000 square feet of retail, 90,000 square feet of office, 128 apartments and 9 townhomes to the historic district.

Although the project has experienced some delays due to the pandemic, real estate development firm Armada Hoffler has remained focused on pre-leasing. They have secured several lease commitments, including PONKO Chicken and DaVinci's Donuts, and are also working to recruit prospects such as a boutique fitness center, grocery store, specialty retailers and chef-driven restaurants. The project is slated to begin construction in the fall of 2021, with a 22- to 28-month timeline.

Transwestern is overseeing leasing of the office component, which will bring the first Class A office space to Roswell's historic district. The two buildings, totaling approximately 90,000 square feet, can accommodate anywhere from a single multi-floor, multi-building user to multiple tenants occupying as little as 2,000 square feet.



\$95 million
mixed-use development



90,000 square feet
of Class A office

9

townhomes

128

apartments

40,000 SF
total retail space



Craft Beverage Industry

Roswell's first microbrewery opened just five years ago, following the establishment of the city's microbrewery ordinance, which Roswell Inc helped to bring about. Since then, the city's craft beverage scene has grown to include nine craft beverage destinations—including breweries, craft beer and wine markets as well as the city's first meadery and first distillery.

In Summer 2020, 5/4 Meadery kicked off production at its 1,800-square-foot facility located off of Oak Street in Historic Roswell. In November, they opened their taproom to the public for tastings as well as direct-to-consumer sales. They currently brew and serve both still and sparkling, traditional and experimental meads. 5/4 Meadery is just one of two meaderies in the metro area and only one of eight in the entire state. In addition to helping 5/4 Meadery through the permitting and licensing process, Roswell Inc also helped to connect them with local breweries with hopes of future collaborations.

Roswell's first distillery also opened in 2020, following a 2019 ordinance change. Blended Family Liqueurs officially moved into its Oak Street location and began production in March 2020. In addition to helping facilitate the 2019 ordinance change, Roswell Inc also helped Blended Family Liqueurs through the licensing and permitting process. The distillery currently offers three flavors of liqueur—peach, raspberry and blueberry—as well as triple sec, all of which are currently available at local bottle shops. Additionally, Blended Family hopes to open a tasting room in the Summer of 2021.

As Roswell's craft beverage industry continues to thrive, the city's second distillery, The Artillery Room at Gate City, is expected to open off Canton Street in 2021.



New
alcohol
ordinance

first meadery opened
1 of 8 in Georgia



**first distillery
opened**

9

**craft beverage
destinations**



Honda Carland

Originally opening its one-car-showroom in Roswell forty-six years ago, Honda Carland has expanded to serve customers both in Roswell and throughout Metro Atlanta. In November 2018, Honda Carland began construction on a new \$15-million facility which was completed in August 2020. Employing approximately 100 staff, the new 50,000-square-foot showroom was a major expansion from the dealership's former 26,000-square-foot building. The new facility, built by Choate Construction, was developed using sustainable building practices such as using recycled asphalt as well as separating and recycling construction debris.

Roswell Inc provided ombudsman support, helping project contractors and engineers with permitting, demolition, setbacks and working with the city arborist to enhance the tree bank. The expansion of Honda Carland adds to Roswell's thriving automotive industry, which is made up of 16 new-car dealerships that generate nearly \$1.37 billion in annual sales.



HondaCarland

\$15 million
investment

50,000
square feet

100
employees

INDUSTRY STATS

16 NEW CAR
DEALERSHIPS

GOLDEN TRIANGLE
SATELLITE BLVD
TO COBB PKWY

LARGEST
CONCENTRATION
IN GOLDEN TRIANGLE

2020
NEW CAR
SALES

\$1.37B

Chick-fil-A Town Center

After thirty-three years in Roswell, the Chick-fil-A located at Roswell Town Center underwent a \$2.7-million redevelopment of its facility in 2020. Construction kicked off in July with the complete demolition of the original facility, followed by a modular rebuild.

Frey-Moss Structures, a leader in modular design executed the build, constructing the restaurant's six separate modules completely off-site at its Conyers facility—including the kitchen, drive-thru, serving area, office and restrooms. The new building was completed just 10 weeks later in October. This process reduces Chick-fil-A's construction time by approximately six weeks. Roswell Inc assisted throughout the entire development process, specifically helping with design and review board, signage, site plans and permitting.



The new Roswell Town Center building is approximately 1,500 square feet larger with an improved layout that allows for greater efficiency and output. The restaurant now boasts three-times-greater kitchen capacity, four-times-greater drive-thru capacity and an expanded parking area.

\$2.7 million
investment

1,500 SF
expansion

45+
new jobs

“After more than 30 years in Roswell, we completely rebuilt our facility from the ground up. We thank Roswell Inc for the support and assistance they provided throughout this process. With the new, slightly larger building, we have been able to increase our kitchen and drive-thru capacity to better serve the community.”

Jim Waddle
Owner, Operator
Chick-fil-A Roswell Town Center

INDUSTRY SUPPORT



Restaurant Industry Support

The restaurant industry is one of Roswell's largest, with more than 200 independent, locally-owned and chef-driven restaurants. The industry employs nearly 5,000 people and generates approximately \$230 million in annual sales. Roswell Inc's industry support programs—Roswell Restaurant Week and Summer Sippin'—help to drive traffic and sales to this segment of the city's economy.



\$230 million
in annual sales

5,000
jobs

200 independent,
locally-owned
chef-driven
restaurants

Roswell Restaurant Week 2020

The sixth annual Roswell Restaurant Week took place from January 20-29, with 42 participating restaurants. The industry support event aims to drive traffic and sales during the slowest time of year. Participating restaurants offer a pre-fixe menu featuring local favorites and chef specials, attracting customers from all over the north metro area. Approximately 45% of restaurants reported seeing at least an 11% increase in sales during the 2020 event.

ROS WELL
-2020-
**RESTAURANT
WEEK**



Restaurant Industry Support

Summer Sippin' 2020

Summer Sippin' Roswell, a two-month beverage competition that typically takes place annually from June through July, was in the early planning stages when the pandemic caused a state-wide shutdown in April. Initially postponing the competition, Roswell Inc reached out to the restaurant community, and after a strong response, Roswell Inc announced that the 2020 event would take place from August through September. To help support the restaurant industry, which was significantly impacted by COVID-19, the program was offered at no cost to participating restaurants. In its fifth year, 50 restaurants participated in the event, competing to have their drink crowned “Best Sip in Roswell” 2020.

To ensure the health and wellbeing of both patrons and restaurant employees, all participating restaurants were required to implement five “Sip Safely Standards”—which included cleaning restaurants frequently, wearing masks, washing hands often, physical distancing and offering carryout or to-go options. Restaurants located within the city’s carry districts were able to serve their drink to-go for customers walking within the districts. Additionally, many restaurants offered kits that allowed customers to make the drink at home.

The 2020 “Best Sip in Roswell” first place winners are Fresco Cantina Grille and Cristy’s Kitchen. The “Blackberries Hot Volcano Margarita” from Fresco Cantina Grille won the alcoholic category and the “VC-SHOCK” kombucha from Cristy’s Kitchen won the non-alcoholic category.



Blackberries Hot
Volcano Margarita



an event by
ROSWELL [Inc]

AUGUST 1 - SEPTEMBER 30

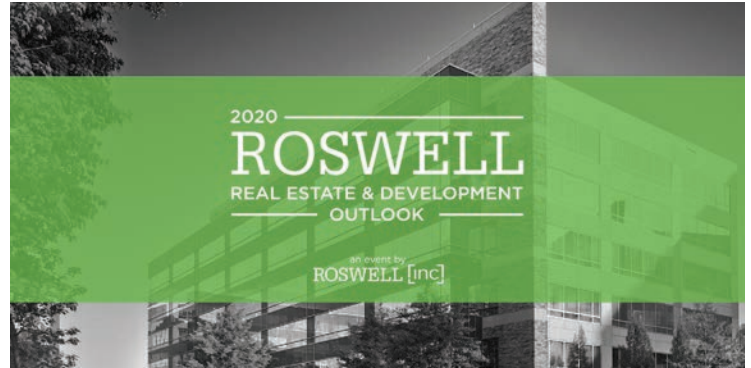


VC-SHOCK
Kombucha



Roswell Real Estate and Development Outlook 2020

Roswell Real Estate and Development Outlook is an invite-only event for commercial real estate brokers and developers, both in Roswell and throughout the region. At this annual event, Roswell Inc provides an overview of market trends, discusses current and future development projects and looks ahead to the future.



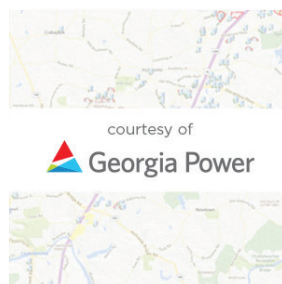
At the 2020 event, Roswell Inc provided the latest office and retail data, reviewed COVID-19 rebound reports, unveiled the organization's new site selection tool and released new market reports—Office in View, Retail in View and Light Industrial Snapshot. Offering the event virtually allowed for unlimited attendee capacity, resulting in the highest attendance to date with over 135 guests.

REsimplifi

REsimplifi is Roswell Inc's newest site selection tool available through its website. This tool allows current and prospective businesses to search for small- to mid-sized space in Roswell. The application allows users to view all available property types including industrial, retail, office, multifamily, and land sites. Actively managed by REsimplifi's research analysts, listings are pulled from various commercial real estate sites or can be added directly by the broker. With a membership, brokers can also share transaction details and access parcel data.

Roswell Inc is thrilled to offer this new tool in addition to the large property tool provided by Georgia Power—both are vital resources for businesses, entrepreneurs and site selectors interested in establishing in or relocating to the City of Roswell.

Site Selection Tools
available on roswellinc.org
courtesy of Georgia Power and REsimplifi



PARTNERS



Georgia Hispanic Chamber of Commerce



In early August, Roswell Inc announced its partnership with the Georgia Hispanic Chamber of Commerce (GHCC). The partnership was made official at a virtual ceremony attended by staff, board members and local dignitaries on August 22, 2020, where both organizations signed a Memorandum of Understanding.

Since the partnership was established, Roswell Inc and GHCC staff have met regularly to identify and discuss the needs of Roswell's Hispanic business community and collaborate one-on-one to help several businesses. The two organizations have also partnered on a virtual panel discussion series called Coffee & Conversation, with topics including the impacts of COVID-19 on key industries, banking advice and legal best practices.

The partnership supports both aspiring and current Hispanic business owners in Roswell, develops mutual business relationships between Hispanic and non-Hispanic business owners in the city, and strengthens Roswell's overall business community.



"This incredible partnership has allowed us to expand access to education and resources to the Hispanic business community in Roswell. We are grateful for all of the ways that Roswell Inc has worked with us to connect our members with other Roswell area businesses and are excited to see the ways the Hispanic business community will flourish in the future through this partnership."

Ish Gayle
Senior Director of Operations, GHCC

Economic Development Alliance

Launched in 2016, Roswell Inc's Economic Development Alliance (EDA) is comprised of key stakeholders invited from 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.

Held virtually in 2020, EDA members participate in bi-monthly economic development meetings that each feature a guest speaker. This year's discussion topics included current local and state projects, industry market trends and the impact of COVID-19 on the local economy. As of 2020, 27 companies are members of Roswell Inc's Economic Development Alliance—nearly twice as many as the previous year.



Community & Regional 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.



“The partnership between Roswell Inc and Select Fulton reflects a dynamic and mutually beneficial relationship. Working with the team at Roswell Inc enables our organization to leverage Roswell Inc’s broad reaching network of businesses and representatives from key industries as well as stay informed on development in the City of Roswell so that we can collaborate on initiatives that enhance both Roswell and Fulton County.”

Samir Abdullahi

Deputy Director of Economic Development, Select Fulton

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building business | connecting community

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