

# ROSWELL [inc]

roswellinc.org



## PUBLIC PRIVATE PARTNERSHIPS AT WORK

### **Public Private Partnerships Benefiting Local Real Estate Markets**

Economic development organization Roswell Inc and Georgia Power partner to offer an innovative tool for local brokers and site selectors, helping connect current businesses and prospects to locations in the City of Roswell.

# ABOUT US

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## ABOUT ROSWELL INC

Roswell Inc is the economic development organization that works on behalf of the City of Roswell, Georgia, through a public private partnership. The organization's main mission is to attract and build business in Roswell, as well as maintain a vibrant, community-minded, and innovative local business community.

Roswell Inc works with current businesses looking to expand or relocate as well as new prospects interested in the Atlanta, Georgia, submarket by providing site selection assistance every step of the way. Their team supports the work of the commercial real estate industry by helping prospects analyze the market, identify sites, and connect to local real estate professionals.

Once a purchase or lease is fully executed, Roswell Inc serves in an ombudsman role with the City of Roswell as the business works to get the space ready for tenancy.



**400+ projects**  
supported since 2017



**5,000+**  
jobs created or retained



**\$426 million**  
in capital investment



## ABOUT GEORGIA POWER

Established in 1902, Georgia Power is an electric utility provider headquartered in Atlanta, Georgia. The company serves more than 2.4 million customers in 159 counties and has been named a "Top U.S. Utility for Economic Development" by Site Selection magazine for 22 consecutive years. The company has helped create more than 16,000 jobs and \$5.2 billion in capital investment through its partnerships with local organizations.

Georgia Power works with economic and business development teams and organizations to help maintain a growing local business community and recruit new companies to the State of Georgia.



**2.4 million**  
customers in 159 counties



**16,000+**  
total jobs created



**\$5.2 billion**  
in capital investment

# THE PARTNERSHIP

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Roswell Inc performs the important task of supporting both existing businesses as they grow and expand as well as new business prospects looking for sites in the City of Roswell. Previously, the organization primarily used a national site selection database as their main real estate resource provided through their partnership with Georgia Power. The database was used to connect businesses looking for sites to available real estate.

However, the organization was facing several challenges:

- The national site selection tool listed mainly office, industrial and land properties and excluded retail and small family-owned properties that were vital for the real estate market in Roswell.
- Many Roswell properties remained unlisted due to high listing fees that many brokers were unwilling to pay.

- Roswell Inc, therefore, spent considerable administrative resources to internally keep track of these local real estate properties that were sought after by small to mid-sized businesses.
- A tool was needed that would make these resources accessible to new businesses for research and exploration. This would allow prospects to conduct their own research, weigh their options, and reach out to Roswell Inc with sites in mind.

Roswell Inc was in need of a hyper-local, community-driven alternative that would incorporate the majority of retail and small properties, track their status, list accurate contact information, and other relevant data. This would save the organization not only time and effort but would also simplify the site selection process, provide more comprehensive and accurate information, and timely responses from brokers.



# THE LOCAL ALTERNATIVE

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**With a sponsorship from Georgia Power, Roswell Inc partnered with REsimplifi to fill the void of local commercial real estate, overcome the challenges, and offer better opportunities for economic development in Roswell.**

Founded in 2015, REsimplifi is a local commercial real estate marketplace with a mission to

collect, connect, and distribute accurate data to commercial real estate professionals, business prospects, and economic development organizations.

REsimplifi's site selection tool is backed by carefully researched local trends, market movements, and regularly updated, accurate listings. The REsimplifi team works with economic development organizations on a monthly basis to provide a bird's-eye view of their respective markets.

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Georgia Power has been a longstanding partner in our communities, living out our corporate mantra of 'Being a Citizen Wherever We Serve.' That also applies to helping communities and industries find the right space to establish and grow operations – from first-time entrepreneurs to Fortune 500 companies. Partnering with entities like Roswell Inc and REsimplifi exemplifies these values – supporting a Georgia-based company that serves Georgia businesses. Community and economic development is a team effort, and we are thankful to have innovative partners like Roswell Inc to bring creative real estate solutions like REsimplifi to the table to meet small- and middle-market needs for businesses and brokers.

*Brooke Perez, Community and Economic Development  
Manager, North Metro Region, Georgia Power*

# CASE STUDY

## Signs of Significance: Between Growth and Relocation

Signs of Significance is a full-service signage and graphics company located in Roswell, Georgia.

Founded in 2015, the company has become a vital part of the business community in Roswell. It provides essential services to existing and incoming businesses, including design, production, and installation of custom signs, graphics, lobby signs, channel letters, monument signs, vinyl graphics, and vehicle wraps.

After 6 years and with the help and support of Roswell Inc and their customers Signs of Significance had outgrown their current location.

### The Process

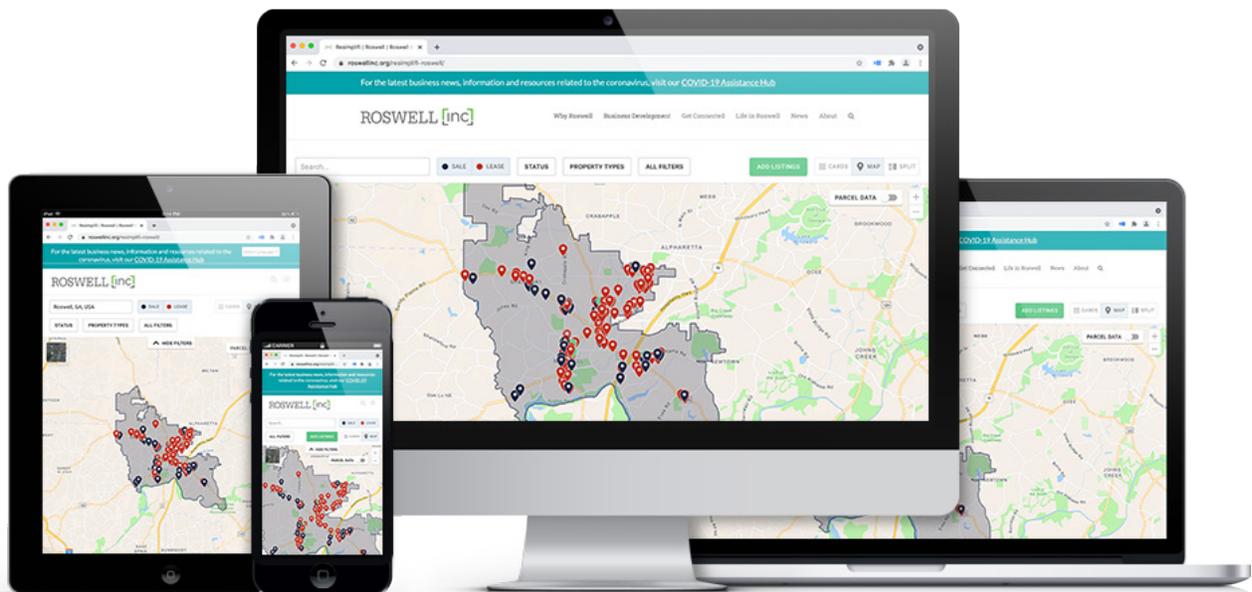
Signs of Significance engaged a local broker to find a bigger space, but most real estate databases

didn't have the right sites to offer and manual search was ineffective. The scarce alternatives were forcing the company to consider moving out of Roswell into a neighboring city.

An initial discovery meeting with the economic development team at Roswell Inc helped Signs of Significance create a list of requirements for their new site. By running the criteria in the REsimplifi site selection tool, Roswell Inc was able to source several suitable options for the expanding business and share the data with Signs of Significance, who found a perfect match very quickly.

“ [It was] a win on both sides, and a higher connection was made because we sent him a space that we found on REsimplifi.”

*Kimberly Allred, Business Relations & Strategic Partnerships Manager at Roswell Inc*



# CASE STUDY

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## The Outcome: A Valued Business Stays in the Community

With the help of Roswell Inc and their local broker, Signs of Significance was able to speed up their site selection process, avoid the hassle of relocating to a different city, and not compromise on their key site requirements.

The company soon signed a new lease for a larger property in Roswell, had room to grow, purchase new equipment, create more jobs, and make a bigger impact on the local community.

## A New Powerful Process for Economic Development

Roswell Inc can now provide even better support to new and expanding businesses. This crucial

process of business development, retention, and recruitment is now streamlined to be time-sensitive and offer more opportunities.

Roswell Inc's website now offers a new site selection tool that includes not only retail properties, but also other small, family-owned listings that would otherwise remain unexposed to prospects. Local brokers can utilize this affordable resource and use their listing pages as effective marketing tools.

Together with REsimplifi, Roswell Inc regularly monitors the local market and is able to respond quickly to drastic changes in offer and demand. Thanks to the efforts of the dedicated team at Roswell Inc, the city has become a more attractive destination for all kinds of businesses, and the local community continues to grow at a steady rate.



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After an exhaustive search of available spaces in Roswell, we were unable to find what we needed for our new space. I then turned to the Roswell Inc team for help. ... Using the REsimplifi site selection tool, they quickly came back to me with two additional sites to evaluate. With our broker's help and recommendations from the Roswell Inc team, we were able to quickly make a selection, negotiate a lease, and we are now in the build-out phase and looking forward to moving to our new home in the next few weeks.

*Jim Tardif, Owner of Signs Of Significance*