



ROSWELL [inc]

FY22 Annual Report



Recently redeveloped Roswell Village shopping center.

Table of Contents

| | |
|-----------------------------------|----|
| About Roswell Inc | 4 |
| AEDO Certification..... | 5 |
| Message from Our Leadership..... | 6 |
| FY22 Overview | 8 |
| FY22 By the Numbers | |
| Ombudsman Support | |
| Business Retention & Expansion | |
| Business Attraction & Recruitment | |
| Retail Market Overview | |
| Featured Projects | 14 |
| The Artillery Room | |
| Enterprise Super Store | |
| Madrid Spanish Taverna | |
| Signs of Significance | |
| Trust Payments | |
| Triumph Dealership | |
| West Alley Mixed-use Development | |
| Industry Support | 24 |
| Hospitality Industry | |
| Site Selector Programs & Events | |
| Partnerships & Events | 28 |
| Community & Regional Partners | |
| Economic Development Alliance | |
| State of the City 2022 | |

About Roswell Inc

As the accredited 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 key focus 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.





The International Economic Development Council (IEDC) announced that Roswell Inc has been recognized as one of only three economic development organizations in Georgia certified by IEDC as an Accredited Economic Development Organization (AEDO) and one of just sixty-eight organizations that currently hold this designation globally.

This comprehensive peer review process includes:

- extensive document submission - financials, annual reports, marketing plans, and letters of support
- documentation review and a site visit by IEDC review team
- evaluation of the candidate organization's structure, funding, programs, and staff

What does this mean for Roswell? This prestigious distinction indicates that Roswell Inc is upholding industry best practices to foster a diverse and sustainable business environment.



Being accredited will help our community continue to attract high-quality talent and investors to further establish Roswell as one of the best cities in the metro area for doing business.

“Roswell Inc displays the professionalism, commitment, and technical expertise that is deserving of this honor,”

- IEDC President and CEO Jeff Finkle



Message From Our Leadership

As the accredited economic development organization for the City of Roswell, our mission at Roswell Inc is to build a strong, diverse and sustainable business community. We work to retain our existing businesses through expert counsel and innovative programing, to grow established businesses by providing resources and support, and to attract new businesses by marketing Roswell's assets and cultivating business opportunity.

Our theme and focus this year was growth and strength. In FY22, we witnessed continued resilience and solid expansion in our Roswell business community.

Retention and growth of our existing businesses was a core priority this year. We worked closely to help over 25 companies relocate or expand their operations, which created or retained over 1,100 jobs in Roswell. Our Board of Directors also continued to grow as we strive to represent the diversity of our local businesses. We appreciate the dedication of our Board in supporting Roswell Inc's efforts to create a thriving and sustainable business environment.

We are honored to share this report with you and look forward to continued strength and growth for Roswell!



Roswell Economic Development and Tourism, Inc. is the 29-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



Kenneth Davis
Chariman
Renasant Bank



Jon-Paul Croom
President
Wellstar North
Fulton Hospital



Dave Schmit
Vice President
Schmit + Associates



Nancy Tolbert-Yilmaz
Treasurer
Tolbert-Yilmaz
School of Dance



John Asbell
Georgia Power
Company



Ron Buckley
Brixmor Property
Group



Michael Curling
New Kent Capital



Dana Gurela
Deep Roots
Wine Market



Branch Sinkule
Kimberly-Clark



Monica Smith
Southeast Tourism
Society

BOARD OF DIRECTORS



Samir Abdullahi
Select Fulton



Nate Armstrong
Big Oak Tavern



Sunny Bailey
Naylor Hall



Tod Baker
Carl Black Roswell



Kevin Bamford
Roswell Historical
Society



Allen Barker
Synovus



Greg Chapin
Equus Capital
Partners



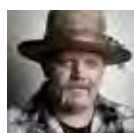
Logan Elliot
Gas South



Anita Farley
Georgia Ensemble
Theatre



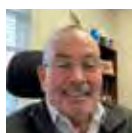
Joseph Fawole
True North
Companies



Andrew Grein
Greintime
Productions



Mike Hampton
Choate Construction



Rob Hill
Home2 Suites



James Holmes
Truist Bank



Alex Kaufman
Hall Booth Smith,
P.C.



Dawn Kirk
Kirk Marketing
Solutions



Rob Mimms
Mimms Enterprises



Gary Nichols
InterDev



Brian Oaks
Christ Fellowship



Stephen Polhill
DSM Real Estate
Partners



Mike Prewett
Century 21
Connect Realty



Holly Ranney
Sunshine on a
Ranney Day, and
Sunny & Ranney



Natasha Rice
Chattahoochee
Nature Center



Steve Siders
Odyssey Personal
Financial Advisors



Lisa Stevens
From the Earth
Brewing Company
& MKT Collaborative



Pat Thompson
GM Innovation
Center



George Virgo
Nantahala Outdoor
Center



Rena Youngblood
Computer Museum
of America

EXECUTIVE DIRECTORS



FY22 OVERVIEW



FY22 By the Numbers

Over the last year, Roswell Inc supported 75 business retention and expansion projects and 77 recruitment and attraction projects. Of those, 43 projects were completed and 66 projects are still ongoing. Roswell Inc also worked on more than 150 business development projects and conducted 118 ombudsman engagements. Through these efforts, Roswell Inc helped to create or retain more than 1,230 jobs.



33 virtual Events

1,800+
attendees



118
ombudsman
engagements



150+
business development
projects

1,230+



jobs created or retained through
Roswell Inc supported projects



**Attraction &
Recruitment**

77 **15** **44**
supported completed ongoing



**Retention &
Expansion**

75 **28** **22**
supported completed ongoing

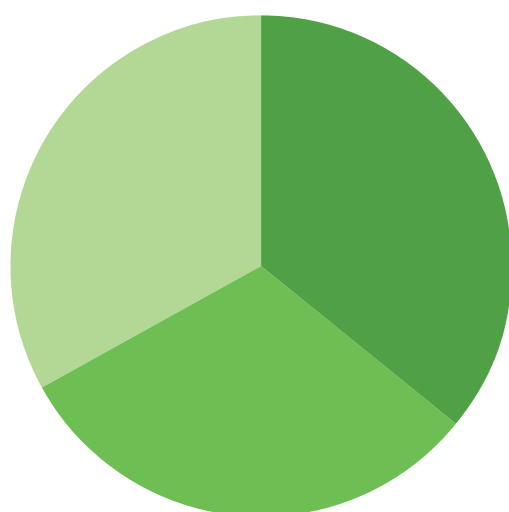
Ombudsman Support

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.

118

Ombudsman Engagements



33%

IN SUPPORT OF **RECRUITMENT** PROJECTS

31%

IN SUPPORT OF **RETENTION AND EXPANSION** PROJECTS

36%

OTHER

"I knew when I first approached Triumph about becoming a dealer that our location was not zoned for motorcycle sales. The first call I made about this problem was to Roswell Inc to see if there was a possibility that this could be revisited. Their team immediately got to work and called daily to give me updates. I thought the approval process was going to take months, but to my surprise, after just five days the city had approved it. Thank goodness we have Roswell Inc to support and advocate for small businesses!"

Gordy Erickson, Owner
Triumph Motorcycle Dealership & Pop's Coffee



Business Retention & Expansion

Roswell Inc's business retention and expansion staff worked with numerous local Roswell businesses in FY22 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 location and consumer analysis to helping a business find a new, larger location when it comes time to expand.



 **75** projects supported

28
projects
completed

22
projects
ongoing



1,120 JOBS
created or retained through
Roswell Inc supported projects

Business Attraction & Recruitment

In FY22, Roswell Inc worked to attract a variety of companies across numerous industries through its business attraction & recruitment efforts.



77 projects supported

15 projects completed

44 projects ongoing



100+
NEW JOBS

created through Roswell Inc supported projects

Retail Market Overview



8.2 million
square feet of inventory

\$195 million
retail sales volume

93%
occupancy
rate

558,000 SF
vacant space

12.6 months
average time on the market



\$223/SF
average sale price, up 8.6%

\$21.37/SF
average rent, up 5.4%

“The retail market in Roswell rebounded in 2021 when foot traffic to many major retail corridors returned to pre-pandemic levels. Consumer foot traffic increased more than 8% when compared to 2019 for many centers. Over the last 2 years, communities like Roswell have proven to be the most resilient. Amenities such as grocery stores and restaurants provided its residents with ‘everything they needed’. Additionally, the major shift in remote work led to fewer people leaving home—resulting in more money and time being spent in Roswell.”

-Charles Parker, Project Director, The Retail Coach

2021 Consumer Traffic:

| Location | 2021 Foot Traffic | % Change over 2020 | % Change over 2019 |
|----------------------------------|----------------------|-----------------------|-----------------------|
| Canton Street District | 2.7M+ visits | 36% ↑ | 4.0% ↑ |
| King's Market Shopping Center | 1.2M+ visits | 30% ↑ | 10% ↑ |
| Connexion Shopping Center | 864,267 visits | 47% ↑ | 8% ↑ |

FEATURED PROJECTS



The Artillery Room

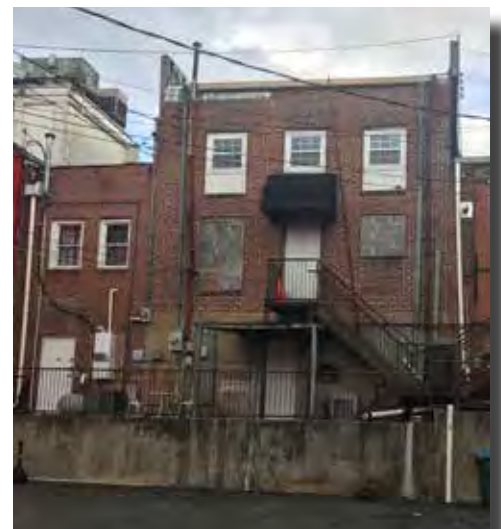
The Artillery Room is the result of the resilient ambition and focus of owners Pat Rains and Brian Borngesse, who also co-founded Roswell's first brewery Gate City.

Offering 3,700 square feet of newly renovated space, The Artillery Room brings a unique craft cocktail experience to the heart of Historic Roswell. Adjacent to the brewery and behind the roll-up garage door on Canton Street, patrons can enjoy The Artillery Room's house-made, on-tap craft cocktails in the upstairs loft seating or outdoor terrace. This innovative space also acts as the Canton Street gateway to the Gate City "Compound".

With its historic charm, original brick walls, exposed beams, gallery art, and ambient lighting, The Artillery Room has already become a local favorite.



The Artillery Room
===== GATE CITY =====



3,700 SF

10



NEW JOBS

\$750,000

project investment

Roswell Inc's Involvement

- Retention & expansion project
- Advisor to both tenant & ownership
- Site selection & ombudsman support
- Assisted with state & city licensing

Enterprise Super Store

In late 2021, Enterprise car rental was approved to redevelop the 3.4 acres on Alpharetta Highway to use for car rentals and sales. The super center will house offices, a vehicle showroom, auto repair center, used car sales, and vehicle & commercial truck rentals.

Following conditions from Roswell City Council, the new property will be landscaped with a streetscape to block the view of cars for sale from the main road. This property has been vacant since 2015, and Enterprise's new location has been noted as a "good business model for what has been a difficult [location]".



24,700 SF

3.4
acres

30 year
lease



Roswell Inc's Involvement

- Recruitment project
- Assisted with plat changes and conditions
- Advisor to both tenant & ownership
- Ombudsman support

Madrid Spanish Taverna

Abe Ruiz & Swani Gonzalez had always dreamed of bringing a slice of Spain closer to home. After many years of travel, research and the inspiration of Swani's grandmother "Pepa", Madrid Spanish Taverna was born. Known for its authentic, Spanish-inspired ambiance, music, folklore, tapas, paellas and wine, it features a scenic patio and gazebo, where sipping on a Sangria on a gorgeous Georgia day has no comparison. One can expect live music, and art & dancing lessons along with a unique Members-Only Dinner Club.



2,200 SF

15-20
employees

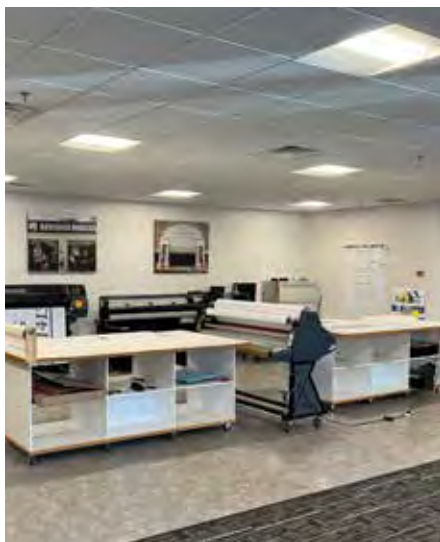


Roswell Inc's Involvement

- Recruitment project
- Ombudsman support
- Assisted with Fulton County Health Department

Signs of Significance

Family owned Signs of Significance is an independent signage design, fabrication, installation and service business. They opened their doors in Roswell in November 2015, and after purchasing the assets of Apex Signs and Graphics in Alpharetta, they needed a larger space. Signs of Significance considered leaving Roswell, but with the help of Roswell Inc and its REsimplifi site selection tool, Signs of Significance found and moved into its new larger location in July 2021. Since their expansion, the company has increased its sales by more than 50%.



7,200+ SF
expansion

56% YOY sales increase in Q1'22

#1

sign shop in North Atlanta
in Appen Media Best of Poll

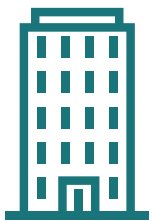
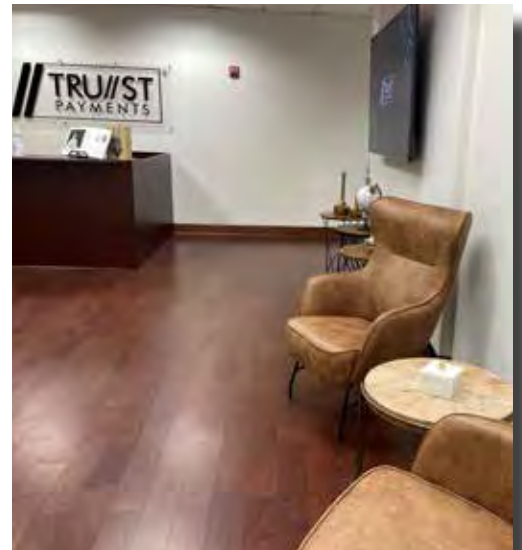


Roswell Inc's Involvement

- Retention & expansion project
- Site selection support
- Found new space using REsimplifi via Roswell Inc's website

Trust Payments

Trust Payments is a disruptive leader in fintech, specializing in frictionless payments and value-added services for online merchants. They provide on-demand payment services and Banking-as-a-Service to help businesses grow and scale online and on mobile. Trust Payments has a global footprint, with over 400 employees across 11 offices supporting the most demanding business sectors from retail, travel and hospitality to crypto, gaming, and financial services. They continue to prioritize their proposition in cryptocurrencies as digital currencies continue to gain momentum.



6,400 SF

1,500+ SF
added in 2022

30 current employees



16 new specialists to be hired

Roswell Inc's Involvement

- Retention & Expansion project
- Advisor to both tenant & ownership
- Site selection & ombudsman support
- Work visa assistance

Triumph Dealership

From humble beginnings out of a garage, Triumph Roswell and Pop's Coffee Company have quickly grown over the last two years to become one of Roswell's most unique destinations. In September 2021, Pop's Garage became the metro area's flagship Triumph Motorcycle dealership and is already the leading Southeast retailer. Located in the adjoining space, Pop's Coffee Co. is a perfectly curated, cool and fun coffee house offering a wide selection of delicious beverages and baked goods where you can work, study or hang out.



Roswell Inc's Involvement

- Recruitment project
- Ombudsman support
- Location analysis
- Zoning requirements
- Signage application & permit assistance



10,000 SF
combined space

13
employees



#1 Triumph retailer
in the Southeast



West Alley Mixed-use Development

Anticipated to open in 2024, West Alley mixed-use development is designed to serve as a destination brand, catalyzing long-term economic growth for the City of Roswell and the Roswell Historic District. The development occupies 2.5 acres and is conveniently located in the heart of Roswell's Historic District, at the corner of Mimosa Boulevard and Magnolia Street.

An estimated \$90-million investment, West Alley will offer an outdoor alley and walkable, natural green space for outdoor gatherings, festivals and community events. Additional project features include over 40,000 square feet of office space, 16,000 square feet of boutique retail space and approximately 400 parking spaces, including 100 free for public use.



West Alley, renderings by Randall Paulson Architects

\$90 million
mixed-use development



16,000 SF
total retail space



40,000 SF
office space



25,000+ SF
green space for outdoor
gatherings and events

\$95-million mixed-use development
Southern Post
Under Construction Nearby



West Alley will be anchored by Kimpton Hotel, part of IHG Hotels & Resorts' Luxury & Lifestyle Collection, offering 125 guest rooms, including 20 suites, nearly 6,500 square feet of indoor meetings and events space, an 11,000-square-foot courtyard, fitness center, pool, rooftop bar, and restaurant.



KIMPTON
HOTELS & RESTAURANTS



Renderings by Randall Paulson Architects



125
guest rooms

11,000 SF
courtyard



20
suites

6,500 SF 
indoor meeting & event space

Roswell Inc's Involvement

- Recruitment project
- Ombudsman support
- Assisted with stormwater retention
- Advisor to both tenant & ownership
- Retail & office prospect assistance

INDUSTRY SUPPORT



The hospitality industry is one of Roswell's largest, with more than 170 independent, locally-owned or chef-driven restaurants. The industry employs nearly 4,500 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


4,500+
jobs

170+ independent,
locally-owned
chef-driven
restaurants



Roswell Restaurant Weeks 2022

Held in partnership with Visit Roswell, the eight annual Roswell Restaurant Weeks took place from January 20 to February 6, with 29 participating restaurants. The industry support event aims to drive traffic and sales during the slowest time of year. Participating restaurants offer a prix fixe menu featuring local favorites and chef specials, attracting customers from all over the metro area.



Hospitality Industry Support

Summer Sippin' Roswell

Summer Sippin' 2021, ran from June 1 - August 31 marking the longest time frame ever for this community competition! The 2021 winner in the alcoholic category was Hugo's Oyster Bar's "Spiced Blackberry Julep" and the winner in the non-alcoholic category was Crazy Love Coffeehouse's "Strawberry Fields Latte."

Over 50 restaurants, cafes, and breweries each created their own specialty drink to be added to their menu.

Patrons rated each sip they tried on SummerSippin.com or on the Summer Sippin' app. At the end of the summer, the ratings were tallied and the winners chosen.



an event by
ROSWELL [inc] VISIT
ROSWELL
GEORGIA



Spiced Blackberry Julep
Hugo's Oyster Bar



Strawberry Fields Latte
Crazy Love Coffeehouse



1,193
sip ratings



9,300+
app page views



11,900+ webpage
views

Site Selector Programs & Events

Roswell Real Estate and Development Outlook 2021

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 the 2021 event, Roswell Inc provided the latest office and retail market data, reviewed current and future development and redevelopment projects, and released new market reports—Office in View, Retail in View and Light Industrial Snapshot. The highly attended 2021 event was held back in person at Brookwood grill.



Site Selection Tools



Small- and Mid-Size Properties Tool by REsimplifi

Visitors can view all available property types including industrial, retail, office, multifamily, and land sites. Listings are compiled from various commercial real estate sites or can be added directly by the broker. All listings are actively managed by REsimplifi's research analysts. With a membership, brokers can also share transaction details and access parcel data.



Large Properties Tool by Georgia Power

Through this platform, you can view available office buildings, industrial buildings, and land sites. Additionally, you can create county and demographic reports and view optional map layers such as transportation, environmental areas, and incentive zones.

available on roswellinc.org 

PARTNERS



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 North Fulton CID recognizes the value Roswell Inc brings to North Fulton and is pleased to be their partner. We appreciate their leadership and dedication as a voice for the business community in Roswell.”

– Brandon Beach, North Fulton CID Executive Director

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.

In FY22, EDA members participated in bi-monthly economic development meetings that each featured a guest speaker. This year's discussion topics included a transportation update, a look at key industries such as automotive, and site tours including recent expansion project Honda Carland and new Roswell-based headquarters GreyOrange. As of 2022, 32 companies are members of Roswell Inc's Economic Development Alliance.

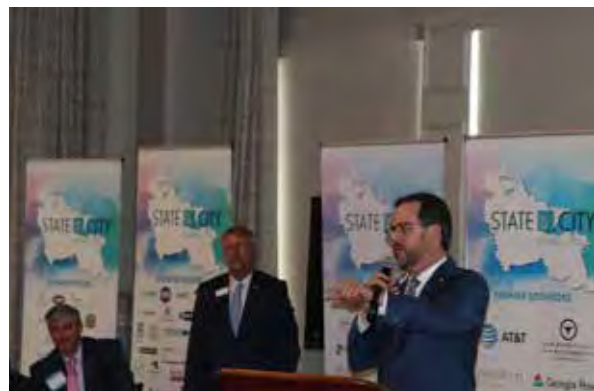




State of the City 2022

Roswell Inc held its annual State of the City luncheon on Friday, March 25, 2022 at the Country Club of Roswell. Sponsored by over 115 companies and attended by more than 350 guests, this was Roswell Inc's largest State of the City to date. At this annual event, local businesses, community stakeholders and civic leaders come together to hear a state-of-the-city update from the Mayor of Roswell followed by an economic update from Roswell Inc. Attendees also have the opportunity to network and mingle, furthering business opportunities in the city.

One of the most anticipated portions of Roswell Inc's presentation is looking at what's to come in the year ahead. Roswell Inc announced that the hotel located at Southern Post will be a Hyatt managed by Indigo Road Hospitality Group with 125 rooms, 2 restaurants including a rooftop bar, and an estimated completion date of late 2023. Stroud also announced that GM Innovation Center plans to hire 450 new employees by the fourth quarter of 2022, making them Roswell's largest employer. Lastly, Wellstar North Fulton Hospital is investing \$9.6-million to expand its cancer center program over the next year. The comprehensive center will house surgical, medical and radiation oncology, and a multi-million-dollar CyberKnife system.





ROSWELL [inc] | Accredited
Economic
Development
Organization

visit roswellinc.org

