



ROSWELL [inc]

2024 IMPACT REPORT



Southern Post Mixed-use Development

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About Roswell Inc

Accredited since 2021, Roswell Inc serves as a vital public-private partner with the City of Roswell, Georgia in support of economic development, acting as a catalyst for growth and innovation. By bridging the gap between the local government and the business community, Roswell Inc fosters collaboration that drives the city's economic agenda.

We are committed to fostering a dynamic and sustainable economy in Roswell, and we accomplish this by providing vital resources and support to all current and future businesses in the community—attracting and recruiting new businesses and entrepreneurs, and forging collaborative partnerships with public and private entities.

ROSWELL [inc]

Accredited
Economic
Development
Organization



KEY SERVICES



**Attraction &
Recruitment**



**Industry Support
& Promotion**



**Navigating
Licensing &
Permits**



**Ribbon Cutting
Coordination**



**Business Retention
& Expansion**



**Business
Development**

Our Team



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Message From Our Leadership

Throughout 2024, our experienced economic development team worked diligently to provide businesses with expert guidance, innovative programs, and a range of valuable support resources. We played a key role in supporting the City of Roswell's Strategic Economic Development planning, fostering business expansions, and launching new initiatives designed to further enhance our local economy.

This year, we also celebrated significant milestones, including winning our first Excellence in Economic Development Award from the International Economic Development Council (IEDC) for our 2024 Video Marketing Campaign as well as becoming reaccredited by the IEDC—currently only one of three AEDOs in the State of Georgia with the distinction.

We are also proud to have worked with over 94 companies on recruitment, expansion or retention, leading to the creation or retention of more than 750 jobs in Roswell. We worked directly with more than 50 new companies, including notable names such as Ace Hardware, CA South, Lucid Motors, Risk3Sixty, Roswell Junction, Southern Post, Vestis, Voodoo Brewing and Walk Your Plans. These companies are contributing to the economic vitality of our city and helping to shape Roswell's bright future.

As we reflect on the progress made over the past year, we are excited about what lies ahead. We remain committed to fostering a thriving business community and driving economic growth in Roswell. It is our honor to present this impact report and share the successes we've achieved together. We look forward to continuing our work with you to advance Roswell's economic prosperity in the years to come.



Area Manager, Georgia Power

ROSWELL [inc] Accredited
Economic
Development
Organization



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Meet our board of directors—Roswell Economic Development and Tourism, Inc. is the 33-year-old nonprofit that oversees both Roswell Inc, the city's economic development program, and Visit Roswell, the city's tourism program.

EXECUTIVE COMMITTEE



Jon- Paul Croom
Chairman
Wellstar North
Fulton Hospital



John Asbell
President
Georgia Power
Company



Dave Schmit
Vice President
Schmit + Associates



Nancy Tolbert-Yilmaz
Treasurer
Tolbert-Yilmaz
School of Dance



Ron Buckley
Brixmor Property
Group



Allen Barker
Synovus



Michael Curling
New Kent Capital



Dana Gurela
Deep Roots
Wine Market



Natasha Rice
Chattahoochee
Nature Center



Branch Sinkule
Kimberly-Clark



Monica Smith
Southeast Tourism
Society

BOARD OF DIRECTORS



Samir Abdullahi
Select Fulton



Tod Baker
Carl Black Roswell



Allen Barnhart
Clean Plate
Restaurants



Greg Chapin
Equus Capital
Partners



Logan Elliot
Walton Gas



Joseph Fawole
True North
Companies



Chris Hardman
Georgia Hotel &
Lodging Association



Alex Kaufman
Chalmers, Adams,
Backer & Kaufman LLC



Dawn Kirk
Kirk Marketing
Solutions



Stacy Lathrop
SmartMed
Drive-Thru



Judy Meer
Roswell Historical
Society



Rob Mimms
Mimms Enterprises



Davis Myers
Choate Construction



Gary Nichols
InterDev



Alex Paulson
Randall-Paulson
Architects



Stephen Polhill
DSM Real Estate
Partners



Mike Prewett
Century 21
Connect Realty



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



Kamden Robb
Gas South



Steve Siders
Odyssey Personal
Financial Advisors



Lisa Stevens
From the Earth,
Bask Steakhouse
& MKT Collaborative



Jim Tardif
Signs of
Significance



Pat Thompson
GM Innovation
Center



Rena Youngblood
Mimms Museum of
Technology & Art

PRESIDENT & CEO



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Economic
Development
Organization

**VOODOO
BREWING CO.**

YEAR IN REVIEW



2024 By the Numbers

Over the last year, Roswell Inc supported 43 retention and expansion projects and 54 companies with recruitment and attraction efforts. Of those, 38 projects were completed and 59 projects are still ongoing. Roswell Inc also worked on more than 145 business development projects and supported 90 businesses with business concierge services. Through these efforts, Roswell Inc helped to create or retain more than 765+ jobs.



27 networking events
(in-person & virtual)

1,845+

attendees



90

Businesses Supported
with Concierge Services



145+

business development
projects

765+



jobs created or retained through
Roswell Inc supported projects



**Attraction &
Recruitment**

54

supported

20

completed

34

ongoing



**Retention &
Expansion**

43

supported

18

completed

25

ongoing

Business Concierge Services

At Roswell Inc, we provide business concierge services to streamline your operations and help you navigate complex processes with ease. We help new businesses seamlessly integrate into the local economy by connecting them with essential resources, such as business support organizations (like SBDC and SCORE), lending programs, local contractors, signage companies and more. Our goal is to ensure you have the tools and partnerships needed to thrive from day one.

We also help guide you through the permitting & licensing process with the city, county, or state government, support pre-application and zoning meetings and help you navigate issues with private entities like utility services or site selection. We act as your trusted partner, saving you time and reducing stress.

Our goal is to ensure your business runs smoothly, so you can focus on getting open, growing and being successful. Let us handle the details—we're here to support you every step of the way.

90

Businesses assisted with Concierge Services

96%

Connecting to Business Resources

96%

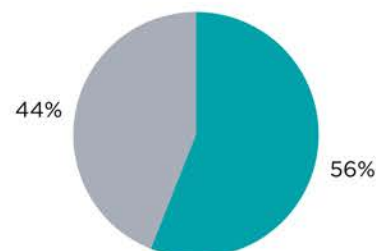
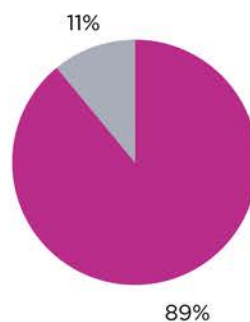
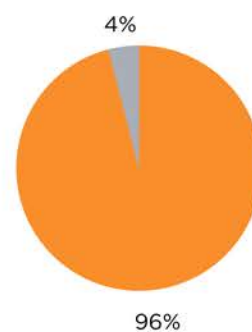
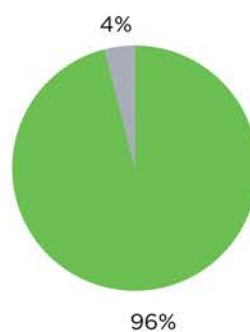
Navigating issues with private entities (utilities, property owner, site selection etc.)

89%

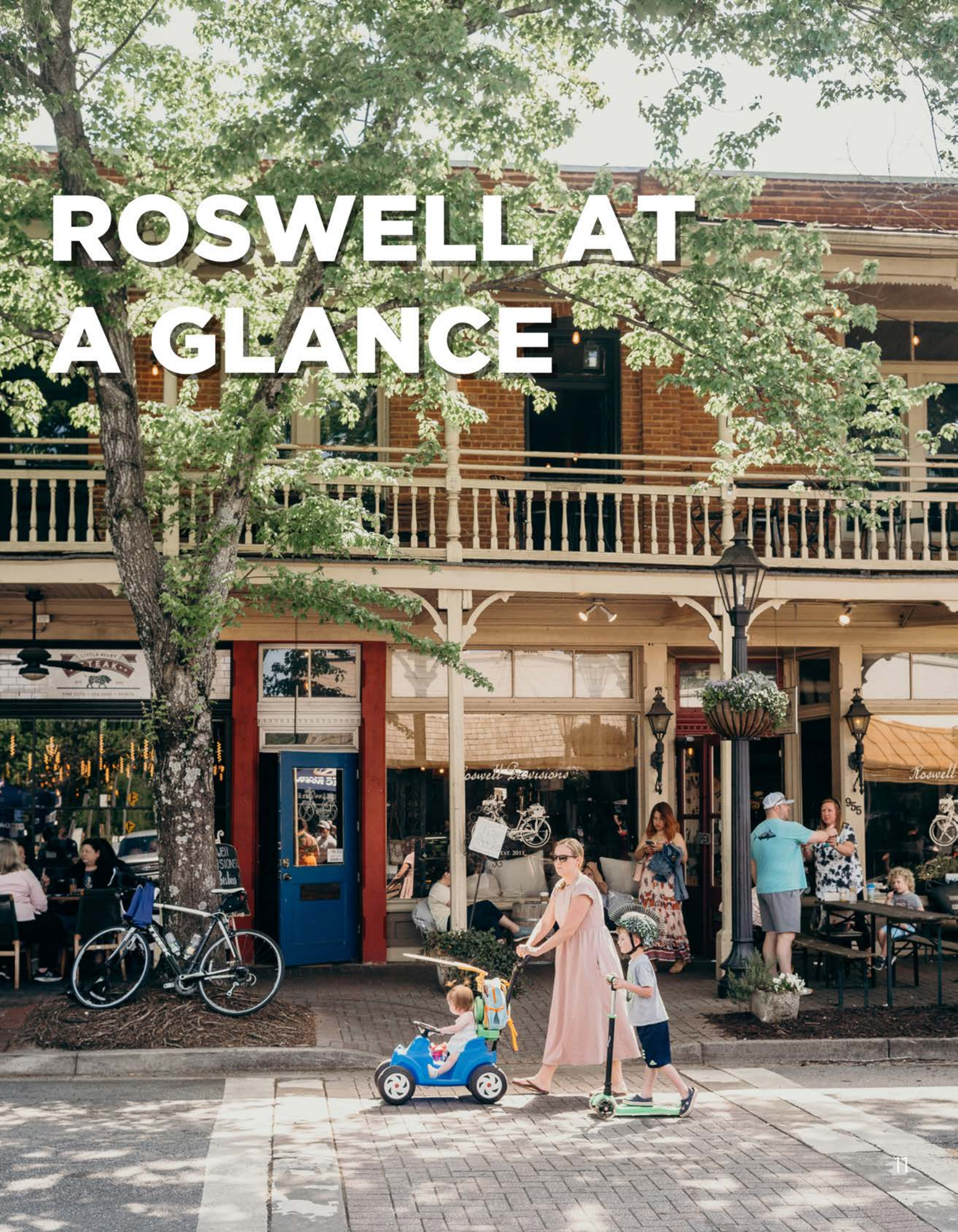
Permitting & Licensing Guidance

56%

Planning & Zoning Support



ROSWELL AT A GLANCE



Retail Market Overview



8.6 million
square feet of inventory

\$44.1 million
retail sales volume

91.4%
occupancy

617,000 SF
vacant space

10.3 months
on market



\$253/SF
average sale price, up 7%

\$25.19/SF
average rent, up 7%



2024 Consumer Traffic:

Location	FY24 Foot Traffic	Avg. Length of Stay
Canton Street District	2.7M visits	131 minutes
King's Market Shopping Center	2.1M visits	49 minutes
Connexion Shopping Center	1.5M visits	43 minutes

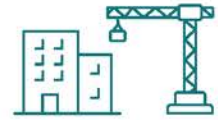
Office Market Overview

30 

Buildings
Class A & B



6.5 MILLION SF
total office space



8,000 SF
under construction

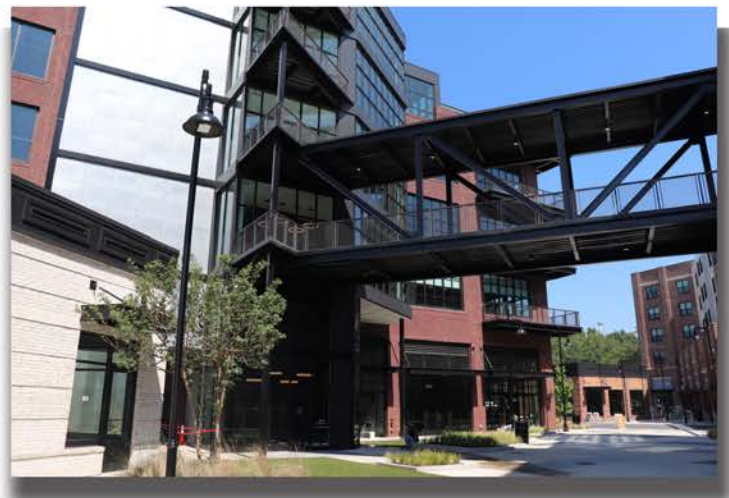


10.9%
VACANCY
RATE



\$149/SF
average sale price

\$22.13 PSF
Average Asking
Rental Rate



Key Tenants

AON



DELTA DENTAL



GPSTrackit

Kimberly-Clark

kloeckner metals

MCKESSON

medlytix

risk3sixty

SiteOne
LANDSCAPE SUPPLY

SK battery America

TechniPower
National Staffing Solutions

TransUnion

vestis
Uniforms and Workplace Supplies

Wellstar
HEALTH SYSTEM

YARDI

Restaurant Industry

The hospitality industry is a major sector of Roswell's economy, employing nearly 4,500 individuals and serving as a vital driver of local commerce. With over 170 independent, locally-owned, or chef-driven restaurants, alongside 12 craft beverage destinations, the food and beverage sector generates more than \$328 million in annual sales. Roswell Inc actively supports this vibrant industry through innovative programs like Roswell Restaurant Weeks and Summer Sippin', which not only boost foot traffic but also enhance sales, reinforcing the city's reputation as a culinary destination.

\$328 million
in annual sales


4,500+
jobs

170+ independent,
locally-owned
or chef-driven
restaurants



Automotive Industry



Roswell is home to one of the highest concentrations of automotive dealerships in the metro Atlanta area, with 18 new car dealerships anchoring the city's thriving automotive sector. Combined with used car sales and automotive repair services, the industry generates more than \$1.8 billion in annual sales, solidifying its position as one of Roswell's top three revenue drivers. Looking ahead, the city is poised to embrace the future of mobility with the anticipated groundbreaking of a new electric vehicle dealership.

Roswell's automotive landscape features an impressive lineup of dealerships, including Audi North, Carl Black Roswell Buick & GMC, Ferrari of Atlanta, Honda Carland, Maserati of Atlanta, Regal INEOS Grenadier, Rick Case Hyundai & Genesis, Roswell Infiniti, and United BMW, among others. These dealerships not only contribute significantly to the local economy but also reinforce Roswell's reputation as a premier destination for automotive sales and innovation.

18 New Car Dealerships



\$1.83 Billion
Annual Revenue
(car sales, and repair)

New EV Car Dealerships
Coming in 2025

Motorsports Industry



Roswell's motorsport industry is comprised of 8 destinations—BMW Motorrad of Roswell, Cycle Gear, Killer Creek Harley-Davidson, Mountain Motorsports, Specialty Car Company, Triumph Roswell, SAK and G&G Cycles of Roswell—which generate a combined \$45 million in annual revenue. This industry continues to see growth as Roswell is quickly becoming a destination for motorcycle sales.

\$45 Million

Annual Revenue



8 Motorsport Companies

BMW MOTORCYCLES OF ROSWELL



**BMW
MOTORRAD**



SPECIALTY
CAR COMPANY

TRIUMPH
ROSWELL



FEATURED PROJECTS



on

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with code 1000000000

FREE BUSINESS
CHECKING
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Start your business.

WELCOME

Business Attraction & Recruitment

In 2024, Roswell Inc worked to attract a variety of companies across numerous industries through its business attraction & recruitment efforts.



BMW MOTORCYCLES OF ROSWELL



**BMW
MOTORRAD**



LUCID



54

projects
supported

20

projects
completed

34

projects
ongoing



540+

NEW JOBS

created through Roswell Inc
supported projects



Nexus CoWorking & Private Offices

Nexus Roswell is a coworking space offering private offices and meeting rooms, designed to create a positive and productive work environment. It's a place where professionals from diverse industries can come together to collaborate, network, and thrive. With a focus on fostering a sense of community, Nexus Roswell provides an ideal setting for individuals seeking a dynamic workspace surrounded by like-minded people.



The new 13,000-square-foot facility is filled with natural light and features a wide range of workspaces, including private offices, open coworking areas, and meeting rooms. Current members represent a variety of industries such as legal, insurance, wellness, sales development and recruiting, finance, digital design, non-profit, and real estate. The space is not just about work but about building meaningful connections in an inspiring environment.



13,000 SF

49
tenants

\$400,000
project investment

Roswell Inc's Involvement

- Recruitment project
- Advisor to both tenant & ownership
- Assisted with Permitting Process
- Provided Tenant Referrals

Southern Post

Developed by Armada Hoffler, a company with over 40 years of experience in building and managing high-quality properties, Southern Post was designed to seamlessly blend with Roswell's historic appeal while offering modern amenities. This mixed-use development serves as an extension of the city's unique character, combining residential, commercial, and retail spaces to create a vibrant destination where people can live, work, and shop. Armada Hoffler's vision for Southern Post is to create a space that enhances the local economy while preserving the essence of Roswell's beauty.



Spanning 128 multifamily units at the Chandler Residences, 90,000 square feet of office space, and 40,000 square feet of retail space, Southern Post is a key addition to the community. It has attracted a variety of tenants, with Vestis' headquarters standing out as the largest lease. This thoughtfully designed space is not just about growth; it's about creating new jobs, fostering community connections, and providing a central hub for both businesses and residents. Southern Post is a reflection of Roswell's vibrant lifestyle, blending historic charm with modern conveniences.



4.28 acres

12+

TENANTS
including 2
corporate HQs

\$126M

project investment

Roswell Inc's Involvement

- Recruitment Project
- Assisted with Permitting Process
- Provided Vendor Referrals
- Advisor to both tenant & ownership



RETAIL TENANTS



OFFICE TENANTS



"Roswell's unique blend of historic charm and modern growth made it the ideal location for our mixed-use development, Southern Post. The city's vibrant community and strategic location create an environment primed for both residential and commercial success. We are grateful for the continued support of Roswell Inc. Their partnership has been pivotal in aligning our project with Roswell's dynamic future."

Jennifer Harris
Vice President of Development
Aramda Hoffler



Regal INEOS Grenadier

Regal INEOS Grenadier is more than just a car dealership; it represents a unique and expansive business model that goes beyond traditional automotive sales. The new facility's market reach spans from Kentucky to North Florida and from Mississippi to South Carolina, drawing clients from across the nation. When customers come for their official Grenadier handover, they often stay, dine, and shop in the local area, turning the purchase into a destination experience. This extended engagement means that the impact of the business extends beyond the dealership itself, creating jobs and opportunities in the wider community.



Regal INEOS Grenadier operates with a clear mission: to fill the void in the 4x4 off-roader market. The company believes in the power of individuals to contribute to the journey of the Grenadier, a brand that they are building together. Regal INEOS Grenadier emphasizes quality, community, and the spirit of ownership. They challenge the status quo of what 4x4 vehicles have become, focusing on honest, straightforward communication, and building a community that values adventure, freedom, and respect. The Grenadier is not just a vehicle; it represents a way of life for those who “get it.”

3rd largest Grenadier
Retailer globally

500+ NEW
Grenadiers sold

\$83,000
average cost of Grenadier

Roswell Inc's Involvement

- Recruitment Project
- Advisor to both tenant & ownership
- Assisted with Permitting Process

Roswell Junction Food Hall

Roswell Junction combines the best of chef-curated food, craft drinks, and a variety of entertainment to deliver a unique food hall concept. Located just south of the Historic Roswell Square this 12,000-square-foot space offers seven unique food concepts, three bars, multiple outdoor patios, a stage for entertainment, miniature arcade and a dog park.



"Roswell Inc and Visit Roswell are two vitally important aspects of choosing to do business in Roswell. Steve Stroud and his team strive to help smart development that makes Roswell a better place to live and work, while also guiding entrepreneurs, developers and business people through the process of opening up a successful business. In short, they are all about creating win-win scenarios."

Will Colley
Managing Partner
Polara Capital



12,000 SF

7

restaurants

EXPANSIVE OUTDOOR
PATIOS, CONCERT
STAGE & DOG PARK

Roswell Inc's Involvement

- Recruitment project
- Advisor to Developer
- Assisted with Permitting Process
- Assisted with Signage

Cozy Coop

Cozy Coop in Roswell is redefining the fast food experience by serving high- quality, delicious meals quickly without compromising on taste. Known for its crispy chicken, tender BBQ ribs, and homemade sides, Cozy Coop stands apart from traditional fast food by offering freshly prepared dishes that emphasize flavor and quality. Their motto, “it’s not fast food, it’s good food, fast,” reflects their commitment to proving how great fast food can truly be.

Whether you’re dining in or grabbing food to go, Cozy Coop ensures every meal is a satisfying, flavorful experience. The new 2,800-square-foot Roswell location offers a dining experience that rivals any fast food restaurant with a unique twist. The centerpiece of the space is their signature purple Cozy Couch, making the dining room warm and inviting. For those in a hurry, Cozy Coop also features a convenient drive-thru, providing quick service without sacrificing quality. With this new facility, Cozy Coop brings more jobs to the community and aims to offer Roswell locals a place where fast food is elevated to a memorable and delicious dining experience.



2,800 SF

2nd
location

HIGH QUALITY
CHEF DRIVEN
NO SEED OILS
FAMILY OWNED

Roswell Inc's Involvement

- Recruitment project
- Site Selection Support
- Assisted with Permitting Process
- Business Development Support

Business Retention & Expansion

Roswell Inc's business retention and expansion staff worked with numerous local Roswell businesses in 2024 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.



OFFICIAL
FERRARI DEALER
FERRARI OF ATLANTA



43 projects supported

18

projects completed

25

projects ongoing



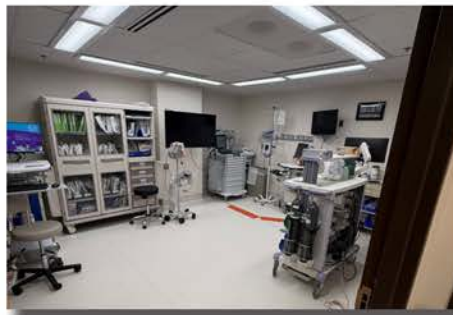
220+ JOBS

created or retained through
Roswell Inc supported projects

Wellstar North Fulton

Wellstar North Fulton Hospital is expanding its endoscopy services with two inpatient and three outpatient suites, expected to be completed April 2025. This \$8-million project increased capacity by 25%, enabling 3,600 more GI procedures annually and reducing wait times.

Also coming in spring 2025, the hospital will open a 12-bed Neuro IMCU, including a four-bed Epilepsy Monitoring Unit—the first in North Fulton. This \$12-million investment supports stroke and neurological care, adding capacity for 600 more patients annually. As one of Georgia's eight comprehensive stroke centers, the hospital strengthens Roswell's reputation for advanced medical care.



2 inpatient suites
3 outpatient suites

\$20M

project investment

12 NEW

NEURO IMCU ROOMS

Roswell Inc's Involvement

- Expansion Project
- Assisted with Permitting Process
- Assistance with Zoning Variance
- Business Development Support

Building Kidz School

Building Kidz School is a childcare business dedicated to fostering a love for the performing arts while building a strong sense of community. They proudly serve children ages 3 months to 12 years through a variety of programs, including full-time, part-time, after-school, and summer camps. Their new facility, encompassing 16,000 square feet, features seven state-of-the-art classrooms and a multi-purpose gym designed for activities such as basketball, pickleball, movies, and performing arts. Additionally, the expansive 20,000-square-foot playground includes a covered pavilion, outdoor stage, turf green space, and brand-new playground equipment, providing a vibrant weekend hangout space for families.

Having been a part of the Roswell community for five years, the founders of Building Kidz School believe that Roswell chose them. They arrived just before the onset of COVID-19, right when Roswell began attracting young families. The demand for quality childcare was evident, and Roswell Inc's team played a crucial role in connecting them with the right people at the city level. We also introduced them to other local business leaders, significantly accelerating their growth during a challenging time.



16K SF BUILDING
20K SF PLAY YARD

\$5M

project investment

7 NEW
CLASSROOMS

Roswell Inc's Involvement

- Expansion project
- Advisor to Owner & Construction Firm
- Assisted with Permitting
- Provided Vendor Referrals

INDUSTRY SUPPORT





Table and Main

Roswell Restaurant Weeks 2024

In partnership with Visit Roswell, the ninth annual Roswell Restaurant Weeks celebrated the city's vibrant culinary scene with record-breaking participation. Over 46 restaurants joined the event, solidifying its status as the largest restaurant week in the Atlanta area. During this multi-week promotion, participating restaurants showcased their creativity and local flavors by offering specially curated prix fixe menus, featuring everything from beloved local favorites to exclusive chef specials—all at an exceptional value.

Designed to support the hospitality industry during its slowest season, Roswell Restaurant Weeks successfully drives increased traffic and sales, providing a vital boost to local businesses while inviting residents and visitors alike to savor the best of Roswell's dining offerings.



North End Kitchen + Bar



1920 Tavern



29K

website
views



153,000

website pageviews



6,500+

Instagram followers
@roswelleatsandsips

Food & Beverage Industry

Summer Sippin' Roswell

Summer Sippin' 2024, ran from June 18 - August 13 with over 50 competing restaurants, making it the largest event to date! Restaurants, coffee shops, breweries and tasting rooms all created a new specialty drink for Summer Sippin'. After the start of the competition, participating locations promoted their Summer Sippin' drink to customers and encouraged voting.



The 2024 winner in the alcoholic category was From the Earth's "Peachy Lady" and the winner in the non-alcoholic category was the "Watermelon Whip" from Whit's Frozen Custard.



Peachy Lady
From the Earth



Whit's Watermelon Whip
Whit's Frozen Custard



1,238
sip ratings



49K+
app & webpage views



6,500+ Instagram
followers

@roswelleatsandsips

Regional Economic Forecast

At our regional economic forecast event sponsored by Synovus, analyst Cal Evans shared key insights into the economic, real estate and industry trends impacting Roswell. Attendees gained valuable knowledge on growth factors and challenges in the region, benefiting from Cal's expertise to inform their business decisions. Cal discussed important indicators in the commercial real estate sector, highlighting emerging opportunities and potential pitfalls.

The event fostered an engaging discussion on current trends and future forecasts, offering local businesses a chance to network and deepen their understanding of the economic landscape in Roswell.



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 REsimplifi 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

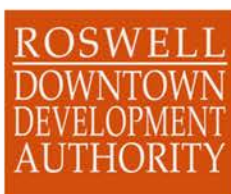


PARTNERS



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.



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.

February

Brixmor

April

Council of Quality Growth at Chelo

June

Junior Achievement at The Vick

August

Southern Post

October

Choate Construction and Select Fulton

December

Roswell Junction



New Member



New Member



New Member



New Member



New Member



New Member



New Member



New Member



New Member



New Member



New Member



New Member





Site Visit at Southern Post Development



Site Visit & Real Estate Update at Brixmor



Council for Quality Growth at Chelo



Junior Achievement at The Vick



Site Visit at Roswell Junction

2024 Milestone Achievements



2024 IEDC Excellence in Economic Development Award
Video Marketing Campaign - “Power of Partnership” Series



2025 Al Burruss Award for Creative Expression
Roswell Brew Talks in partnership with Visit Roswell,
sponsored by Wellstar North Fulton Hospital

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Organization

visit.roswellinc.org

