



Select Fulton Overview

Fulton County's Economic and Workforce Development Initiative



Building Owners and Managers Association of Georgia

June 21st, 2023



1. Who We Are

2. Fulton By The Numbers

3. Trends

4. Opportunities

SELECT FULTON IS THE ECONOMIC and WORKFORCE DEVELOPMENT INITIATIVE FOR FULTON COUNTY



2022 ANNUAL IMPACT



BUSINESS

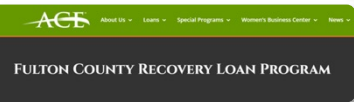
- **100+ Active Projects**
 - 20,000 new; 7,000 retain
 - \$4-5B new investment
- **Convert 10-20% to Located**



WORKERS

- **250+ Adults Credentialed**
- **150+ Youth gain GED**
- **70% employment rate**

Select Fulton serves as the single point of contact for economic development services for the County and its 15 cities.



Business Recruitment, Retention, and Expansion

- Site selection services and tools
- Business Investment and Job Creation Incentives
- Customized Market Research
- Existing industry and ecosystem engagement
- Targeted industry support

Marketing Storytelling

- Local and targeted industry marketing;
- Fulton storytelling campaigns;
- Social and digital media;

Entrepreneurship and Small Business Support

- MFBE Targeted Small Business Loans
- SBA Community Navigator Pilot Program – Technical Assistance
- Sizeup Small Business Intelligence

Strategic Redevelopment

- Tax Allocation District Support
- Fulton Executive Airport
- Blighted property acquisition Fulton Industrial
- Georgia Opportunity Zone



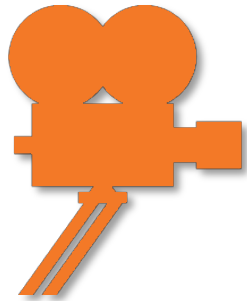
**Logistics/
Supply Chain**



**Global
Commerce**



**Life Science/
Health IT**

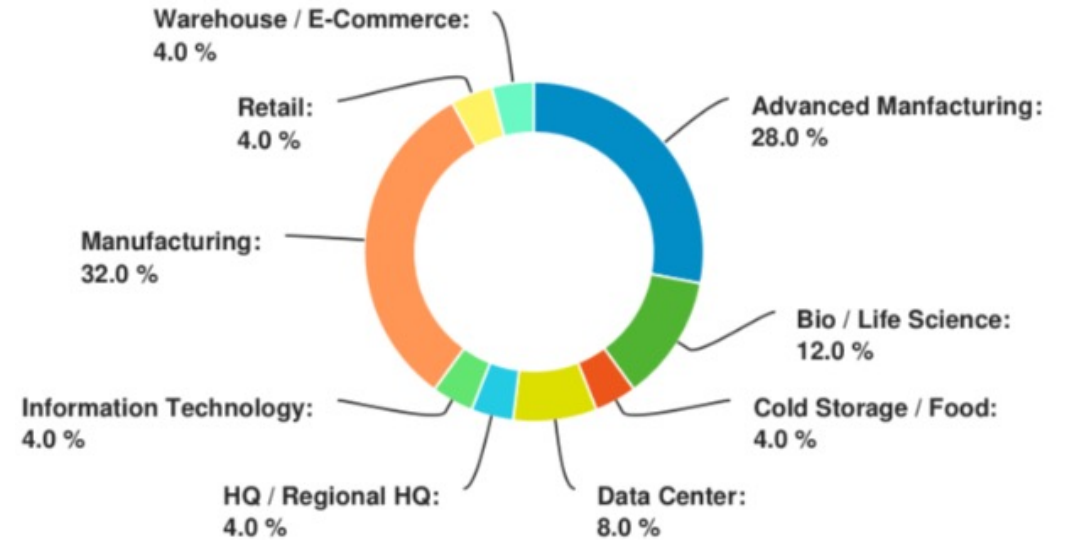


**Film &
Entertainment**



Fintech

Mid Year 2023 Project by Industry Type




GREAT SUCCESS!

ATLANTA BUSINESS CHRONICLE


DEAL OF THE YEAR

Best in Real Estate Awards



PROJECT PARTNERS:

- CBRE
- T. Dallas Smith & Company
- Integral
- K&L Gates
- Eversheds Sutherland US.
- The Development Authority of Fulton County
- Select Fulton
- Hines



Michel Turpeau
President, The Search Group and Board Chair, Development Authority of Fulton County

Saïnt Abukhatir
Deputy Director, Economic Development, Select Fulton

HQs



Tech Centers



Life Science



Logistics

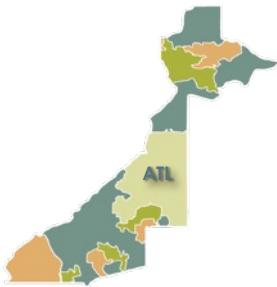


Select Fulton: Fulton By The Numbers



15

Distinct Cities



FULTON COUNTY IS HOME TO THE LARGEST CONCENTRATION OF OFFICE, INDUSTRIAL AND RETAIL REAL ESTATE IN GEORGIA

EXISTING REAL ESTATE

OFFICE



168M
Sq Ft

INDUSTRIAL



164M
Sq Ft

RETAIL



75M
Sq Ft

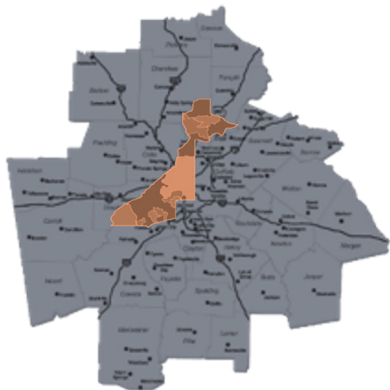
PROPERTY VALUES

\$193B 1. Fulton County

\$94B 2. Gwinnett County

\$90B 3. Cobb County

29 County ATL MSA



Fulton County Residents

1/6
Residents

6%
Land Area

Fulton County Workers

1 in 3
Jobs

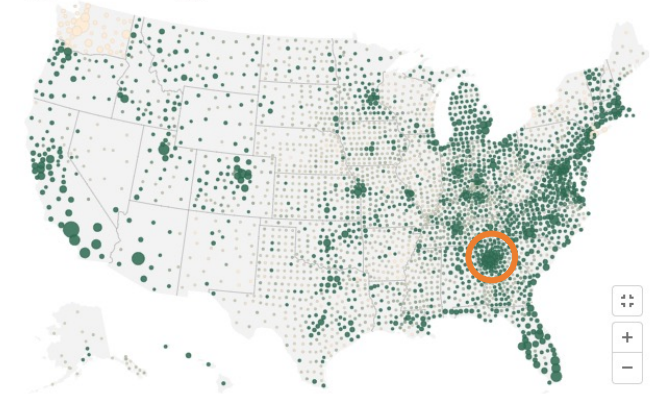
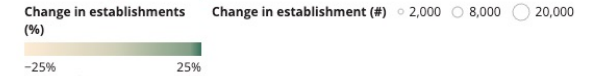


47%
Wages



GA has 14 of the 25 Top Counties with Largest Increase in Establishments

Over-the-year change in establishments, Q4-2022



Over-the-year change in establishments by state, Q4-2022



Over-the-year % change in establishments, Q4-2022



Map: Economic Innovation Group • Source: BLS

Office

Increasing Vacancy

- Suburban Growth
- Class A Demand
- CBD Driving Asking Rents

Lifestyle Centers

- The DEMAND CRE
- Complexity of Development

Reimagined Office

- Switch to Collaborative Design
- Plug and Play
- Design Focus

Industrial

Flattening Demand

- COVID Impact Waning
- Amazon Effect
- Credit Tightening

Evolving Product

- Advanced Manufacturing
- Data Center
- Clean Energy/EV

Reimagined Industrial

- Automation
- Flexibility of Use
- Community Headwinds

Workforce

Return to Work

- WFH Right vs. Benefit
- Low Unemployment Impact
- Agility and Culture is Key

Skills Mismatch

- Import of Talent
- Missing Middle

Artificial Intelligence

- Impacts on CRE
- Impacts on Productivity
- Design Focus

Select Fulton: Opportunities – Industry Focus



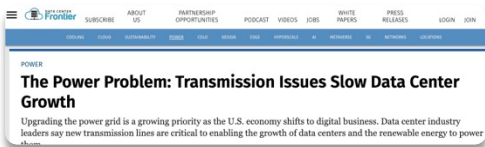
Activity Centers



PONCE CITY MARKET



Data Centers

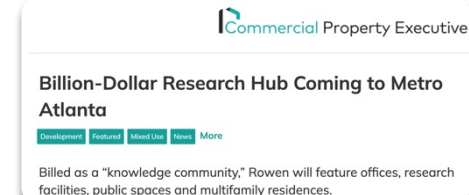


Life Science



A decade in the making, Science Square project has official start date

Plans at Georgia Tech's doorstep call for "leading mixed-use, life science center for inclusive innovation," spanning 18 acres



Film TV



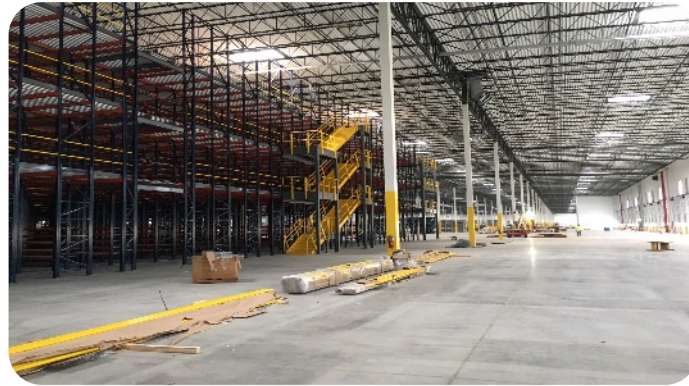
Select Fulton: The Model in Action



MAJESTIC REALTY CO.

❖ Majestic Airport Center IV

- ❖ \$250M Investment
- ❖ 2.7M SQFT, 3 Buildings



ASOS
discover fashion online

❖ Largest British E-Commerce Retailer

❖ PHASE I

- ❖ \$40M Investment
- ❖ 1,600 jobs

❖ PHASE II

- ❖ \$100M Expansion

2015



DAFC issues Tax Incentive for Majestic Realty to get Airport Center up Spec

2017



FULTON COUNTY

Recruitment with State and Regional Partners to recruit ASOS (Freeport for E-Commerce)

2018



Conducting Hiring Fairs for ASOS to get Fulton residents jobs

2021



FULTON COUNTY

Expansion with State and Regional Partners to invest in Fulton vs. West Coast Facility