

**AGENDA FOR MEETING OF THE
CITY OF SANDY SPRINGS DEVELOPMENT AUTHORITY**

City of Sandy Springs City Manager Board Room
Thursday, January 11, 2018
8:30 A.M.

- 1. DA18-001 Call to Order**
- 2. DA18-002 Roll Call**
- 3. DA18-003 Approval of the Meeting agenda**
- 4. DA18-004 Approval of Minutes from Meeting held September 14, 2017**
- 5. DA18-005 New Business**
 - a. Election of Chairperson and Vice Chairperson**
- 6. DA18-006 Other Business**
 - a. Economic Development update**
- 7. DA18-007 Adjourn**

Economic Development Update

Sandy Springs Development Authority

January 11, 2018



SANDY SPRINGS
GEORGIA



What do we do?

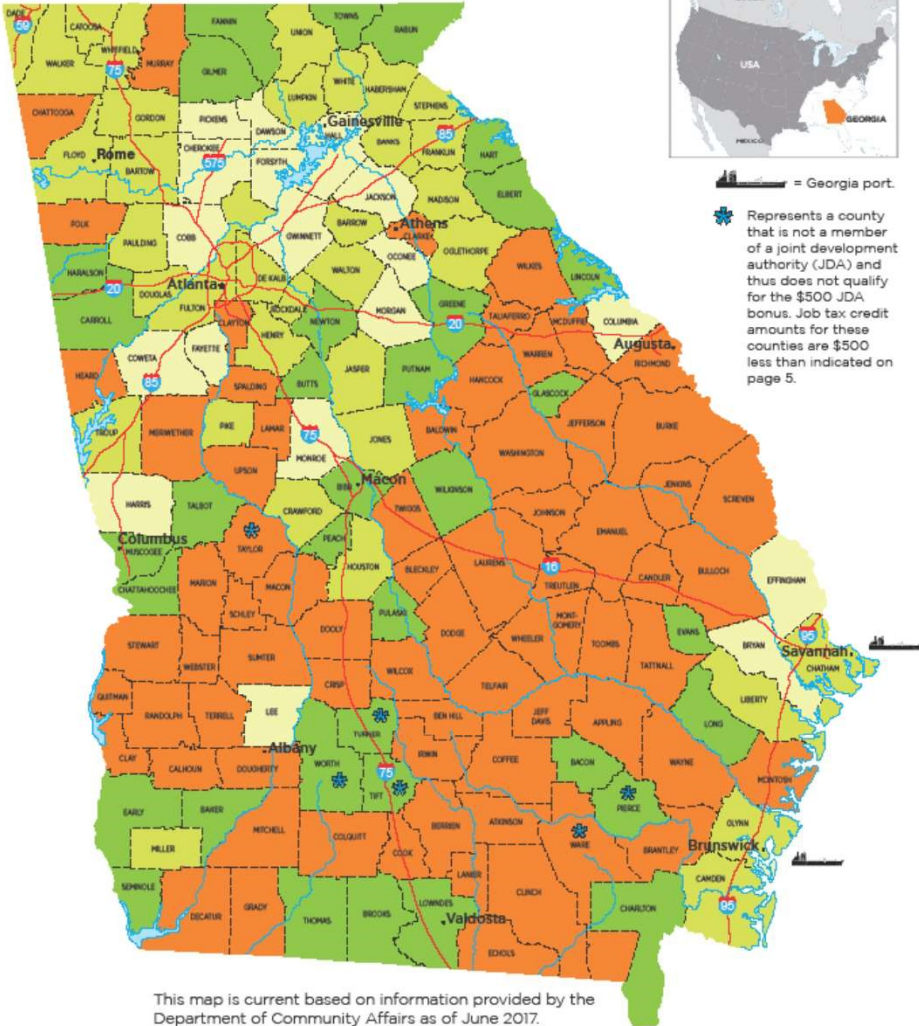
- City's Economic Development Program
 - Recruitment
 - Work with state & metro ED partners; tenant brokers
 - Marketing plan
 - Incentives and other ED programs
 - Retention
 - Targeting large employers & key industries; lease renewals
 - Work with companies, brokers & metro ED partners
 - Redevelopment
 - Maximize City's investment in Sandy Springs
 - Promote redevelopment in targeted areas

SANDY SPRINGS

How do we do it?



GEORGIA 2017 JOB TAX CREDIT TIERS



This map is current based on information provided by the Department of Community Affairs as of June 2017.

TIER	JOB TAX CREDIT \$ (FOR 5 YEARS)	MIN. NEW JOBS	USE OF CREDITS**	CARRY FORWARD
1	\$4,000*	2	100% of tax liability - excess to withholding up to \$3,500	10 years
2	\$3,000*	10	100% of tax liability	10 years
3	\$1,750*	15	50% of tax liability	10 years
4	\$1,250*	25	50% of tax liability	10 years
MZ/OZ	\$3,500	2	100% of tax liability - excess to withholding	10 years
LDCT	\$3,500	5	100% of tax liability - excess to withholding	10 years

**Includes \$500 bonus for Joint Development Authority (JDA). Georgia counties can form partnerships that benefit companies with this \$500 Job Tax Credit bonus. There are currently six counties that are not members of a JDA and thus do not qualify for the \$500 JDA bonus. See map on page 4.*

^{**} Tax credits are applied to Georgia corporate income taxes

MZ= Military Zone

OZ= Opportunity Zone

LDCT= Less Developed Census Tract

We SPEAK Business



Georgia Department of Economic Development

Technology Square | 75 Fifth Street, NW, Suite 1200 | Atlanta, Georgia 30308 - USA | Georgia.org | +1.404.962.4000

Sandy Springs Incentives

BUSINESS RETENTION AND RECRUITMENT

- Fee waivers available to businesses that create 15 or more full-time jobs (meeting or exceeding the average wage level), and capital investment of more than of \$1.0M

WORKFORCE HOUSING

- Reduction in impact fee for housing projects with 150+ new/replacement housing units and at least 20 percent of the units are made available to individuals or families with annual incomes of no more than 120 percent of annual median income

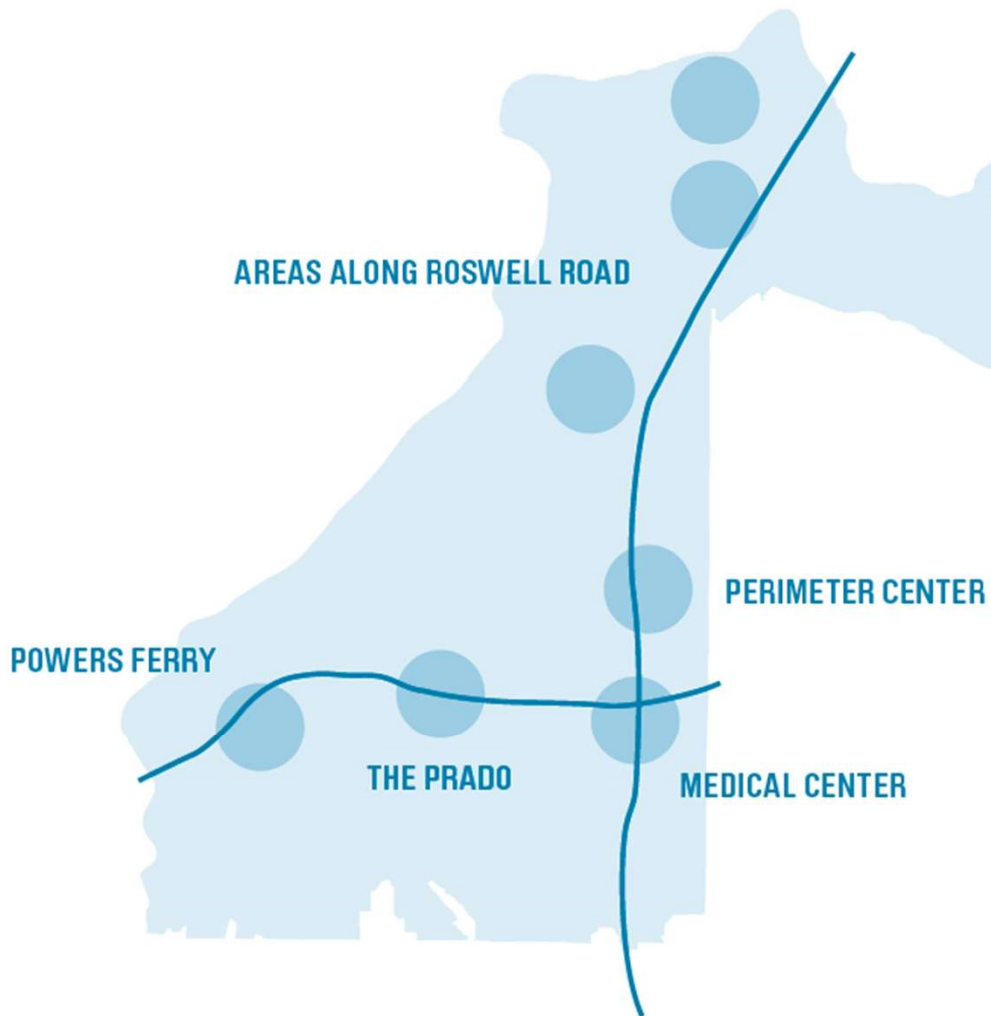
OPPORTUNITY ZONE

- A business locating or expanding within the Roswell Road/I-285 Corridor Opportunity Zone may qualify for Georgia's maximum state Job Tax Credit of \$3,500 per job. Credit may be applied against Georgia income tax liability and state payroll withholding for 5 years



SANDY SPRINGS
DEVELOPMENT AUTHORITY

REDEVELOPMENT AREAS OF SANDY SPRINGS



SMALL BUSINESS INCENTIVE

Tier 1
5 New Jobs Created
\$250,000 Capital Invested
4 Years Commitment
Redevelopment Zone
1 year Business Tax Waiver
Expedited Permitting
Building & Impact Fee Waiver

Tier 2
10 New Jobs Created
\$500,000 Capital Invested
7 Years Commitment
Redevelopment Zone
2 year Business Tax Waiver
Expedited Permitting
Building & Impact Fee Waiver

Tier 3
15+ New Jobs Created
\$750,000 Capital Invested
10 Years Commitment
Redevelopment Zone
3 year Business Tax Waiver
Expedited Permitting
Building & Impact Fee Waiver

Economic Development 2017 Priorities

Priorities	Accomplishments
Recruitment: Continue collaboration with economic development partners to better utilize marketing resources for industry targets (including corporate and regional headquarters, financial processing, information security and medical biotech)	• 75 prospect meetings, with at least 5 companies announcing moves/expansions, resulting in more than 1,400 jobs, 328,000 SF and \$12M in capital investment • Hosted three familiarization tours • Hosted a national site selectors event with regional partners showcasing sites in Atlanta for corporate relocations • Advertising opportunities with the Atlanta Magazine, Site Selection magazine, Georgia Trend
Retention: • Meet with 80+ existing business • Implement quarterly communication effort to businesses	• Met with 81 large employers; brokers representing more than 50% of City's office space and 20% of retail space • Addressed concerns of its existing businesses to continue to improve City's business-friendly reputation: • Partnered with the Department of Labor and the Sandy Springs Restaurant Council to host a job fair for the benefit of area restaurants and hotels • Streamlined regulations and processes for food truck vendors. • Approved ordinance changes to attract smaller scale breweries, wineries and distilleries to Sandy Springs. • Launched quarterly e-newsletter to highlight business opportunities in City and improve communication efforts for large employers • 16 ribbon cuttings promoting new businesses

Economic Development 2017 Priorities

Priorities	Accomplishments
Redevelopment: • Update Incentive Policy to reflect changes to the Impact fees and the waiver for workforce housing • Promote the results of Next10 plan at various events	• Adopted a new incentive program for small businesses • Adopted a program to incentivize workforce housing • Hosted the third annual North Fulton Opportunity Outlook, an event targeted to the development community to highlight redevelopment and investment • Hosted retail broker event to highlight opportunities in Sandy Springs • Participated with regional economic development partners in 38 events designed to showcase Sandy Springs

2018 Priorities

- **Recruitment**

- Continue collaboration with economic development partners to better utilize marketing resources for industry targets
- Support Sister City efforts by coordinating possible 2018 trade mission led by State and regional partners
- Assess/Update economic development marketing strategy

- **Retention**

- Meet with 80+ existing businesses; implement formal BRE survey
- Continue quarterly communication effort to businesses

- **Redevelopment**

- Prepare strategy for public/private investment and incentives for redevelopment along north Roswell Road

SANDY SPRINGS



- 20 hotels, 2800 rooms and 50,000 sq. ft. of meeting space – full during the week with corporate business
- 74% Occupancy (2017)
 - 2.2% more than Dunwoody
 - 2.7% more than Alpharetta
 - 2.5% more than Atlanta
- \$5.5M in room tax annually

SANDY SPRINGS



If you create a place people want to visit, then you create a place where people want to live and work.

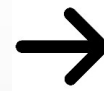
It all starts with a visit.

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Marketing Strategy update

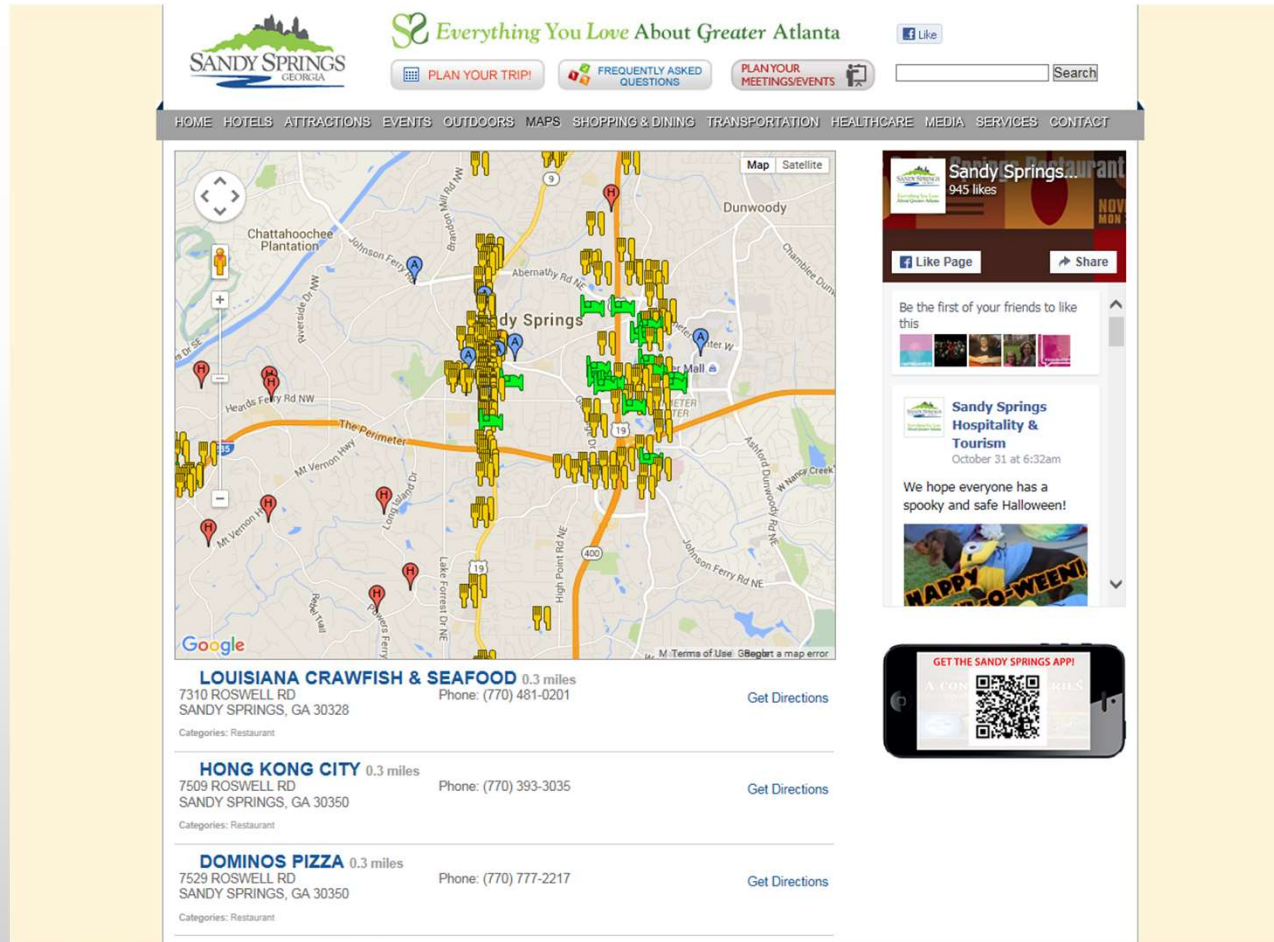


Living it Upscale



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Website before

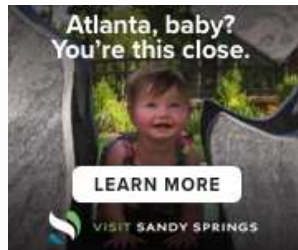


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Website after



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Chattanooga Magazine Online

Conveniently located in Atlanta's dynamic metro north, Sandy Springs has 20 hotels and more than 50,000 square feet of meeting space to handle all of your group's needs. From large hotel conference rooms to intimate gathering spots, we have properties that are perfectly suited for meetings of any size.

Learn more at VisitSandySprings.org or by calling 1-866-511-7742

VISIT SANDY SPRINGS
City Vibe. Neighborhood Charm.

Georgia Society of Association Executives
2017-2018 Annual Membership Directory
½ Page

SANDY SPRINGS RESTAURANT WEEK 2017 NOV 4-10

A WEEK OF GOOD EATS

From November 4-10, explore the city's diverse culinary scene and enjoy exclusive, multi-course menus during Sandy Springs Restaurant Week 2017.

Don't forget to savor, snap, tag and share your favorite eats on Facebook and Instagram: [#SSRestaurantWeek](https://www.instagram.com/SSRestaurantWeek)

LUNCH
(2 courses): \$10, \$15, or \$20

DINNER
(3 courses): \$25, \$35, or \$45

Plus Unique Offerings from local specialty food retailers - learn more online!

ELEGANT ELF MARKETPLACE
Work up an appetite for Restaurant Week and check off your holiday shopping list at the Elegant Elf Marketplace presented by the Sandy Springs Society on November 4-5, 2017. Visit sandysspringsociety.org/the-elegant-elf/ for more information.

Full Page Ads in
Atlanta Magazine &
Flavors Magazine

Celebrate in Sandy Springs

Life is filled with moments that become lasting memories, and there's no better place for a memorable mitzvah than Sandy Springs.

Let us be the full service connection between you and your event. With 20 hotels and 2,000 rooms, we can provide customized and complimentary assistance to make sure you find the perfect hotel for your guests, as well as recommendations for venues, catering and more.

We're here to help you discover where moments happen and memories are made.

Contact us today to start planning!
Amy Metzler
770-204-1552
amy.metzler@sandyssprings.org
VisitSandySprings.org

VISIT SANDY SPRINGS
City Vibe. Neighborhood Charm.

Full Page Ad in Bar/Bat
Mitzvah Expo Vendor
Directory

Big City Excitement Meets Outdoor Adventure

When you stay in Sandy Springs, you're just 15 miles from downtown Atlanta and next to more than 950 acres of natural areas. There's no need to choose between a day in the city and a hike in the woods.

From one location, you can have it all.

VISIT SANDY SPRINGS
City Vibe. Neighborhood Charm.

½ Page Ad in TOWN Carolina

How the Development Authority can help?

Coming soon...Support of 2018 Council
Priorities regarding redevelopment