



STATE OF THE CITY

ROSWELL | 2023

BUSINESS UPDATE

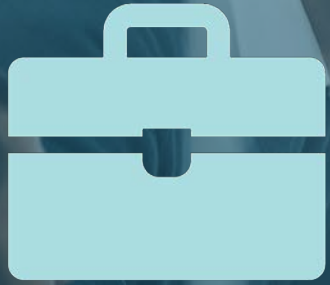




560+



Businesses Opened in 2022



54,600+

Total Jobs in 2022

3.1% increase YOY

\$89,000

Average Earnings per Job

9.2% higher than national avg.



94,458
total population

0.05% increase
in population growth
projected from 2022-2027



104,018
daytime population



\$167,000+ average household
income



76%
work in
white collar jobs

62% of the population
has a Bachelors
Degree of higher education



69%
of households
earn \$100,000+

Top Employers



**2,000
employees**



**1,850
employees**



**1,100
employees**



**900
employees**

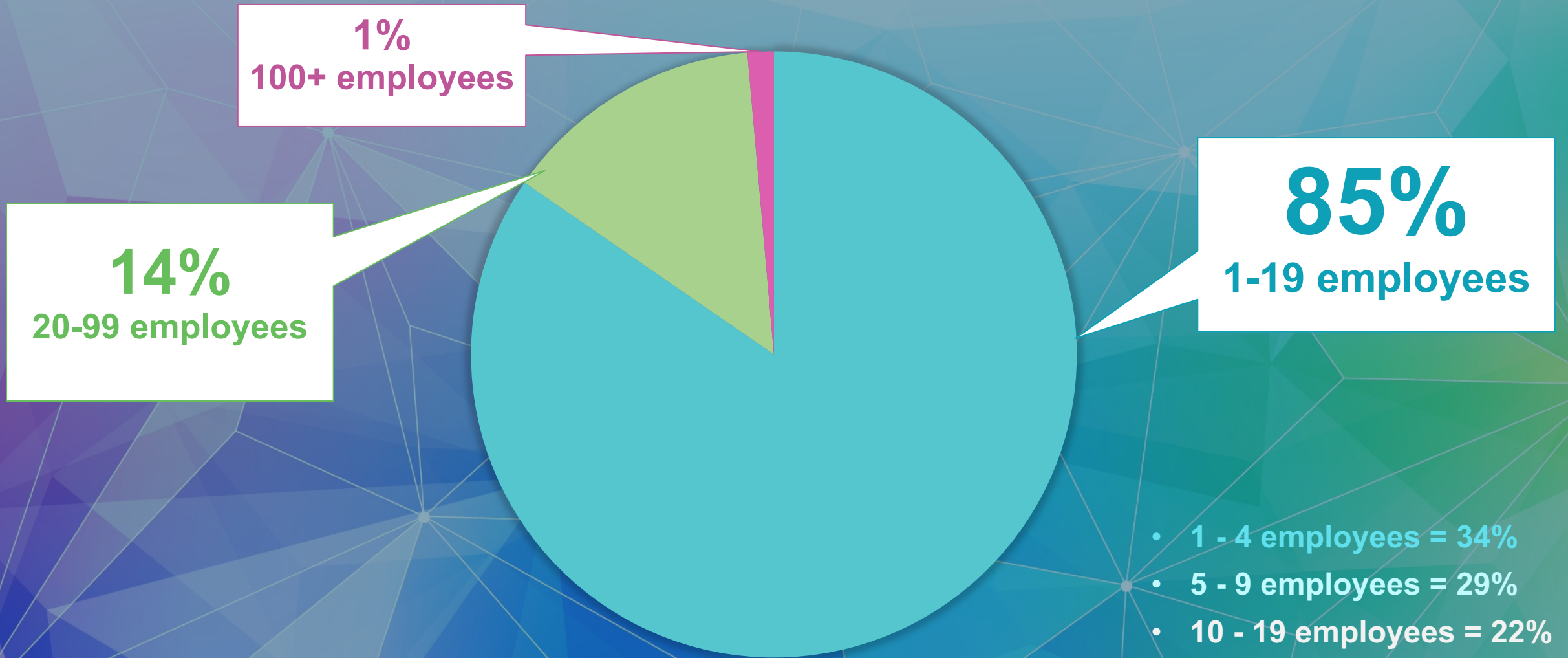


**660
employees**



**450
employees**

Business Size



Fastest Growing Industry

by number of jobs



Professional, Scientific, and Technical Services



Health Care and Social Assistance



Finance and Insurance



Educational Services



Constructions

Retail Market

- Inventory - 8.2M square feet
- Vacancy Rate 8.2%
- Market Rent - \$22.51/SF (+5.4%)
- Market Sale Price - \$239/SF (+7.5%)



East Roswell

King's Market – 1.3M Visits

- 8.3% increase yoy

Connexion – 905.6K Visits

- 7.6% increase yoy

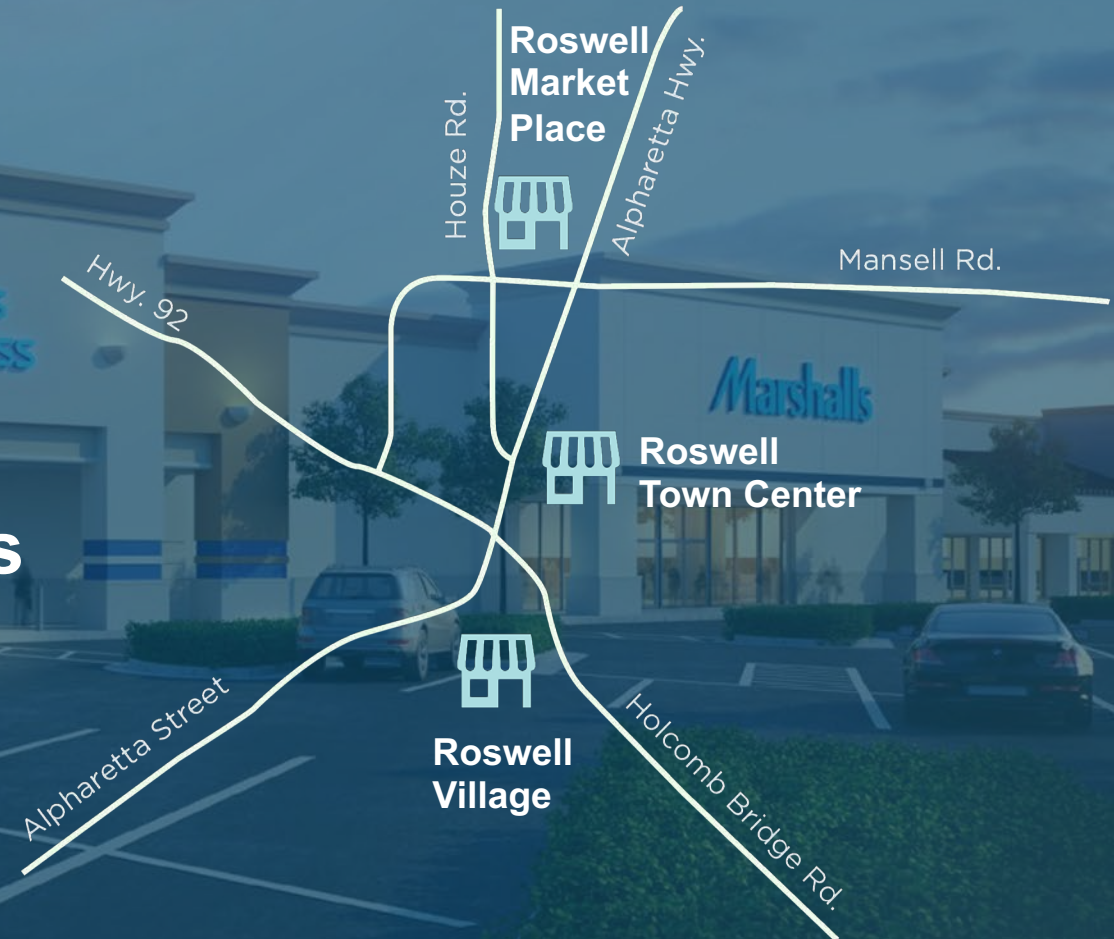
Centennial Village – 1M Visits

- Consistent with 2021



Highway 92 Corridor

- **Market Place** – 1M Visits
 - Consistent with 2021
- **Town Center** – 1.3M Visits
 - 8.3% increase yoy
- **Roswell Village** – 1.5M Visits
 - 15.4% increase yoy



Canton Street



677.7K Customers

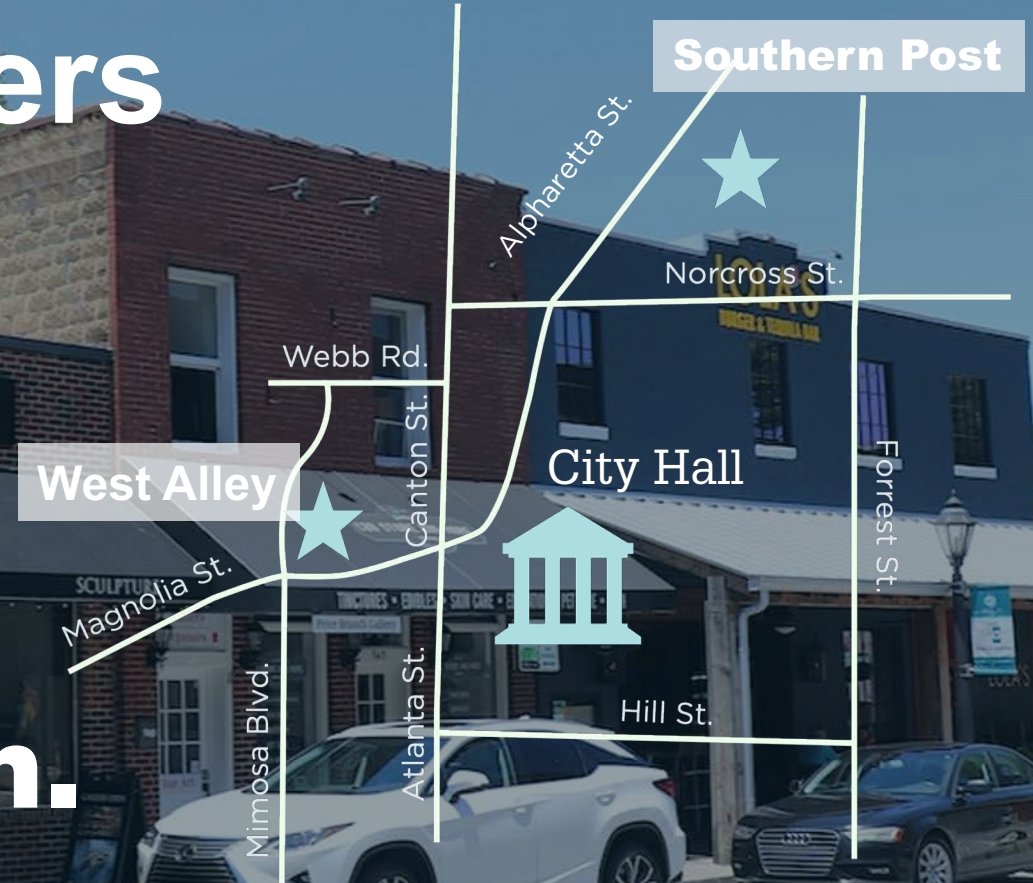


2.6M Visits

*Avg. Frequency 3.8 visits



Avg. Stay 111 min.



Office Market

- Inventory – 6.1M Square Feet
- Vacancy Rate 10.4%
- Market Rent - \$20.55/SF (+1.9%)
- Market Sale Price - \$178/SF (+3.9%)



A blurred photograph of a hospital hallway with medical staff in blue scrubs. The image is overlaid with a white geometric network pattern of lines and dots. The text "INDUSTRY HIGHLIGHTS" is centered in white, bold, uppercase letters.

INDUSTRY HIGHLIGHTS

Food & Beverage



265+

Restaurants

185+

Non-franchise,
Locally owned
or chef driven

\$250M

Annual Revenue

New Restaurants:



Automotive & Motorsports



16

New-car
Dealerships



\$1.8B

Annual Car
Sales



5

Motorsport
Dealerships



\$50M

Annual
Motorsport
Sales

Tourism



\$22.5M

2023 Hotel & Short-term
Rental Projection



1.8M

2023 Lodging Tax
Revenue Projection



61.8%

Occupancy
2% Higher than
Pre-COVID



\$83.78

Avg. Daily Rate
4% Higher than
Pre-COVID



\$51.75

Revenue Per
Available Room
3% Higher than
Pre-COVID

Brands Include:



Impact of New Hotels

- **Kimpton Hotels & Restaurants**
 - 125 rooms: \$220.00 ADR at a 60% OCC
 - 45,625 rooms in inventory in a year
 - 60% OCC = 27,375 rooms sold at \$220.00
 - Revenue generated of \$6,022,500
 - Lodging tax of 8%: \$481,800.00
- **JdV by Hyatt at Southern Post**
 - 125 rooms: \$210.00 ADR at a 60% OCC
 - 45,625 rooms in inventory in a year
 - 60% OCC = 27,375 rooms sold at \$210.00
 - Revenue generated of \$5,748,750
 - Lodging tax of 8%: \$459,900.00
- **\$941,700 Total Lodging Tax Proj.**



Mobile Visitor Center

- Launched in March of 2022
- Rotates throughout the community each week
- First DMO in the country to go fully-mobile
- Calls fielded from DMOs in Georgia, Louisiana, Michigan, Ohio, Pennsylvania, Texas, Virginia, West Virginia and a 200-mile national scenic riverway in Wisconsin. Presentations made to GMA, Southeast Tourism Society and GACVB.
- **YTD: Nearly 5K Engagements**



An aerial photograph of a large-scale construction project in an urban setting. The image features a complex network of white lines connecting circular nodes, overlaid on a semi-transparent blue background. The construction site is the central focus, showing a large building under construction with a grey roof and a wooden frame. A tall blue crane stands prominently in the center. To the left, another building is under construction with a red steel frame. The surrounding area includes residential buildings, streets, and trees. The text "FEATURED PROJECTS" is centered in a bold, white, sans-serif font.

FEATURED PROJECTS

Wellstar North Fulton Hospital

- **NEW Comprehensive Cancer Center:**
 - **\$12M investment**
 - **Medical, Surgical and Radiation Oncology**
 - **Multi-million-dollar CyberKnife System**
- **Remodeled lobby & main building entrance**
- **Endoscopy Center expansion**



SmartMed

- **NEW** drive-thru medical care
- **Services Include** – Illness treatment, minor wound care, and express 1-hour labs
- **No appointment**
- **3-minute average wait**
- **1450 patients since Nov.**



SmartMED+
DRIVE-THRU MEDICAL CARE



Riverwalk North

- **\$300M** Mixed-medical development
- **300,000** square feet
- **3** Adaptable Buildings
- **Located near GA-400/Holcomb Bridge Road**
- **Anchor tenant to be announced**



**DEVELOPMENT
SOLUTIONS**

1076 & The Darien Hotel

- **\$35-Million Investment**
- **1076 Club**
 - **50+ Founding Members**
 - **Annual Dues \$10-15K**
- **The Darien Hotel**
 - **10 Villas**
- **Opening 2024**



Southern Post

- **\$110M Mixed-use Development**
 - **40,000 SF Retail Space**
 - **90,000 SF Office Space**
 - **128 apartments, 9 town homes**
 - **480 parking spaces, with parking deck**
- **Opening Early 2024**



Tenants Include:



PGA Superstore HQ

- **Founded in Roswell in 2005**
 - An Arthur Blank Company
- **#2 store in the US**
- **42,000 SF Headquarter**
 - 175 employees
- **7,000 SF Expansion**
 - \$2.5M Investment
 - Added a training center & film studio



**PGA TOUR
SUPERSTORE**



Fifth Third Bank

- First Roswell location
- **NEW NextGen Concept**
 - Mobile banks without teller windows
 - Tech wall with digital screen
 - Flexible meeting & seating areas
- Redevelopment of former Arby's restaurant



SK Battery America

- **5th Largest EV Battery Maker Globally**
 - 2 Georgia Manufacturing Facilities
 - Exclusive battery provider for Hyundai, Genesis and Kia EVs made in the US
- **New US IT Center Opened in Roswell**
- **Located at Sanctuary Park**
- **Bringing 200 High-tech Jobs**



NEW Restaurants



TO GO



It's Always a Great Day to do Business in Roswell, Georgia!

roswellinc.org

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ROSWELL [inc] | Accredited
Economic
Development
Organization