

BOOMING VITALITY

CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT | 2023 ECONOMIC IMPACT ANALYSIS



UNBROKEN GROWTH & A THRIVING HORIZON

The Cumberland Community Improvement District (CID) is a thrilling and invigorating community. A community so diverse and growing that publications have labeled our home as the latest exciting 'boomtown.' Nowhere else in the country will you find a mix of a professional ball park, a national park with 840 acres, jobs, businesses, unparalleled transportation access, entertainment, retail, and vibrant quality of life.

Commercial property owners in Cumberland help make this happen. As Georgia's first CID, the Cumberland CID leads the way by investing in key transportation and infrastructure projects and lifestyle enhancements.

This report is a snapshot of the return on investments commercial property owners have made since 1988. We invite you to discover and explore our home, Cumberland.



Cumberland Skyline

GET TO KNOW CUMBERLAND

 **31,100** RESIDENTS



- WHITE (40%)
- BLACK (34%)
- ASIAN (13%)
- OTHER (13%)
- HISPANIC/LATINX (9%)
- NON-HISPANIC/LATINX (91%)

 **10.3 M** VISITORS TO TRUIST PARK AND THE BATTERY ATLANTA IN 2023

 **38** MILES OF CONNECTED TRAILS

 **1** PRISTINE CHATTAHOOCHEE RIVER

 **840** ACRES OF NATIONAL PARKLAND

 HOME OF THE ATLANTA BALLET AND THE ATLANTA OPERA

 HOME OF THE COBB ENERGY PERFORMING ARTS CENTRE & COBB GALLERIA CENTRE

UNPARALLELED ACCESS & UNBEATABLE INFRASTRUCTURE

\$180 M

INVESTED AND COMMITTED TO KEY TRANSPORTATION AND INFRASTRUCTURE ENHANCEMENTS SINCE 1988.

“CUMBERLAND’S ARRAY OF ENTERTAINMENT OPTIONS AND AMENITIES IS UNSURPASSED. AND, IT’S ONLY GETTING BETTER— CREATING A PREMIER PLACE TO WORK, LIVE, AND VISIT— AND MOST OF ALL, DELIVERING A SUPERIOR QUALITY OF LIFE.

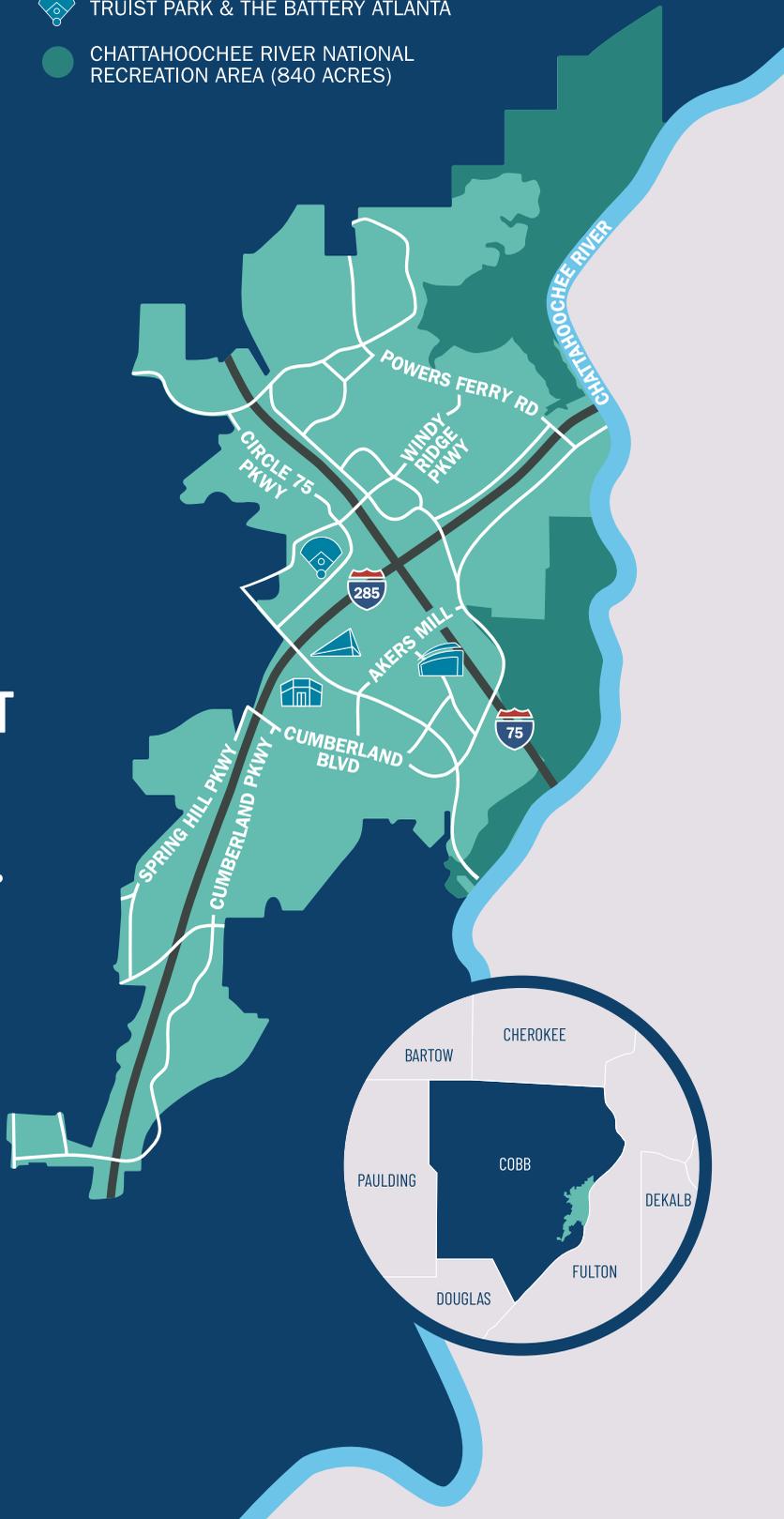
— **Bob Voyles**
Principal/Founder Seven Oaks Company,
Cumberland CID Board Member

SOME OF THE WORLD’S BIGGEST BRANDS ARE LOCATED IN THE CUMBERLAND CID:



The Cumberland CID is a bustling 6.5 square mile District located along I-75 and I-285 in Cobb County.

-  COBB GALLERIA CENTRE
-  COBB ENERGY PERFORMING ARTS CENTRE
-  CUMBERLAND MALL
-  TRUIST PARK & THE BATTERY ATLANTA
-  CHATTAHOOCHEE RIVER NATIONAL RECREATION AREA (840 ACRES)



CUMBERLAND'S ECONOMIC ENGINE

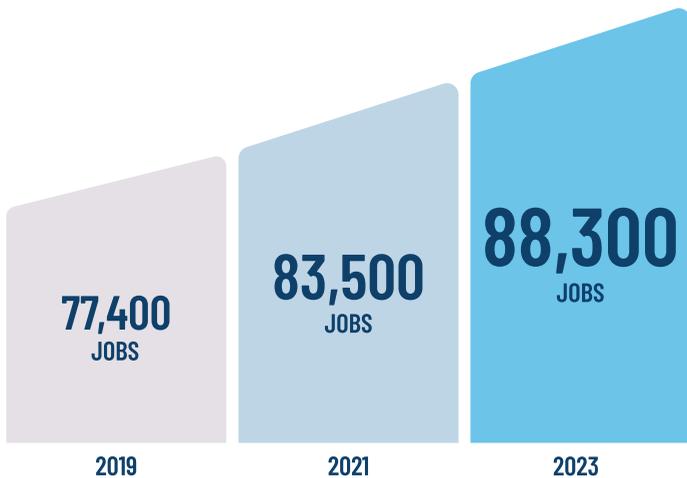
CUMBERLAND'S ECONOMIC IMPACT



3,700+ DIVERSE BUSINESSES WITH A SUBSTANTIAL ECONOMIC IMPACT ON COBB COUNTY AND THE STATE OF THE GEORGIA

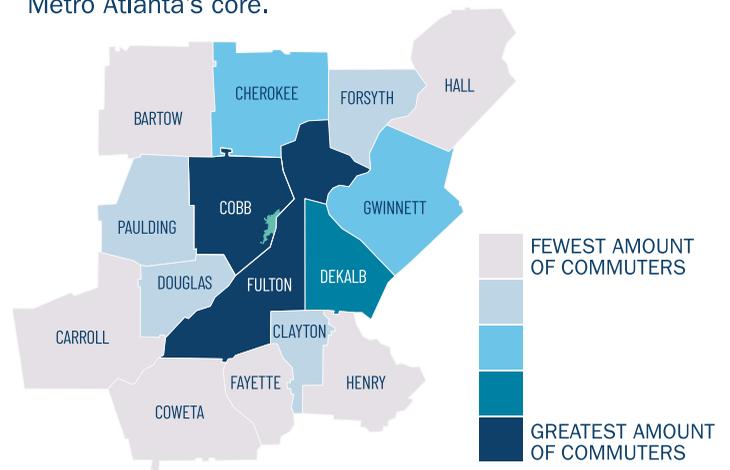
TALENT BY THE NUMBERS

The Cumberland CID has continued to add jobs at a fast pace, **adding almost 5,000 jobs in two years.**



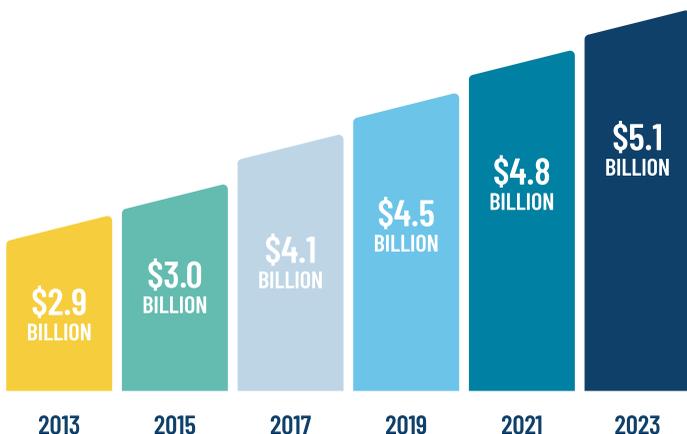
WHERE DOES THE TALENT COME FROM?

The Cumberland CID is a true regional hub for employment. While most workers commute from nearby counties, Cobb, Fulton, DeKalb, and Gwinnett, its reach expands far outside of Metro Atlanta's core.



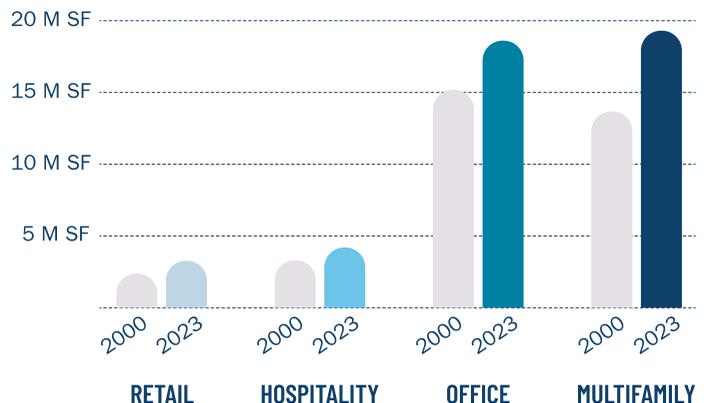
COMMERCIAL PROPERTY VALUES

Over the last 10 years, the appraised value of real estate in the Cumberland CID has increased by **\$2.2 billion.**



COMMERCIAL PROPERTY INVENTORY

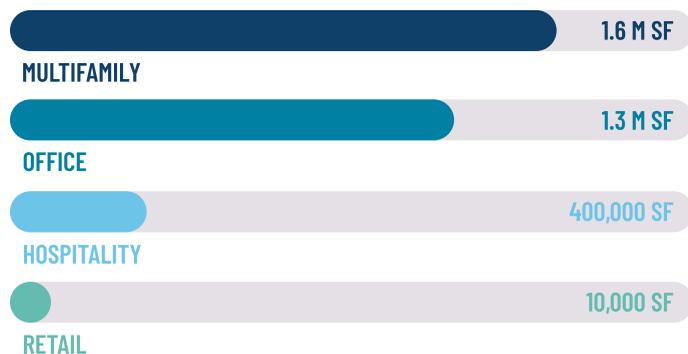
This chart shows the total commercial inventory (in square feet) in the Cumberland CID since 2000, with a total of **44.3 Million SQ FT in 2023.**



ALIVE & THRIVING

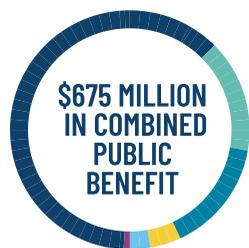
DEVELOPMENT PIPELINE

Over the next 5 years, there is an estimated **3.3 million square feet** of development in the pipeline— with **1.6 million square feet currently under construction**.



TAX REVENUE

Tax revenue generated through taxes on property, retail sales, liquor and tobacco sales, hotel and motel fees, business license fees, and income in the Cumberland CID **generates \$675 Million in combined public benefit**. This benefits Cobb County, Cobb County Schools, and the State of Georgia.

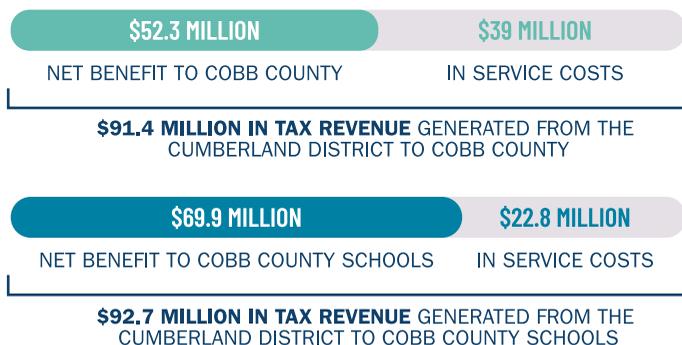


- \$475.3 M STATE OF GEORGIA
- \$91.4 M COBB COUNTY
- \$92.7 M COBB COUNTY SCHOOLS
- \$7.8 M CUMBERLAND CID
- \$5.5 M OTHER COBB CITIES
- \$1.7 M MARIETTA SCHOOLS

Compared to \$516 M in combined public benefit in 2021.

FISCAL IMPACT

The Cumberland CID **returns \$2.34 in revenue to Cobb County for every \$1.00 in service costs**. This is based on the estimates of costs to service the Cumberland CID households, residents, schools, and businesses.



A HIGH QUALITY OF LIFE



In 2023, the Cumberland CID launched One Cumberland, a 501(c)3 charitable organization designed to bolster the work of the Cumberland CID. The mission of

One Cumberland is to protect and conserve the natural resources of Cumberland and establish the District as a vibrant, diverse community through the enrichment of cultural amenities, quality of life, improved access and environmental stewardship.

The future of Cumberland is compelling. Generational projects like the Cumberland Sweep, New Day Palisades, and more will shape the region and the District. This is your opportunity to become involved and have a voice.

Learn more at [ONECumberland.org](https://www.ONECumberland.org).



Atlanta Braves, Chattahoochee River, The Hopper AV Shuttle

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