



BIG MOVES, BIG IMPACT

WELCOME TO CUMBERLAND

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

Home to big-time growth and a bright future

Cumberland is more than just a business district. It's earned its reputation as one of the most exciting and fastest growing places in the country, and for good reason. It is authentic, dynamic, and alive in a way that is hard to manufacture and impossible to ignore. With Georgia's first Community Improvement District, Cumberland has been building toward this moment since 1988, investing in the infrastructure, transportation, and community fabric that makes everything else possible.

The result is a place of unique connection, where 96,000 jobs and 3,770 businesses share space with 840 acres of national park, public art, and community members that are genuinely connected to where they live and work.

And with the big moves being made right now, including a ground-breaking autonomous mobility network, new arts and culture programming, and transformative new developments, the best version of Cumberland is still ahead.



SOME OF THE WORLD'S BIGGEST BRANDS ARE HERE IN CUMBERLAND



1988

Cobb County launches what is now the Cumberland CID, the first CID in the state.



1992

The Cumberland CID expands its mission to include public transportation. The 5-mile Cumberland Blvd Loop Road is planned to connect all four of Cumberland's quadrants.

1999



Governor Roy Barnes and CID leaders celebrate the grand opening of the \$83M Kennedy Interchange.

2000

Cumberland CID opens the Cobb Parkway Pedestrian Bridge South, connecting Cumberland Mall over Cobb Parkway to the Cobb Convention Center Atlanta.

2003

After 10 years and \$300M, the final segment of the five-mile Cumberland Boulevard Loop Road is completed.



\$30.7 BILLION

Annual Impact on Georgia's Economy



\$23.7 BILLION

Annual Impact on Cobb County's Economy

3,770

Businesses

96,000

Jobs

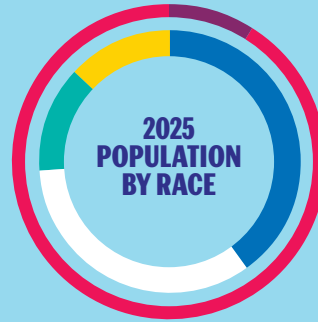
WORKERS COMMUTING TO CUMBERLAND

Workers commuting to Cumberland are increasingly commuting from outside Cobb County - highlighting its growing relevance as a regional employment hub. Approximately one in three commuters travel at least 25 miles to their workplace within the District.

| COUNTY | COMMUTERS | PERCENT |
|----------|-----------|---------|
| Cobb | 21,533 | 22.5% |
| Fulton | 16,796 | 16.9% |
| DeKalb | 8,407 | 9.2% |
| Cherokee | 4,152 | 4.6% |
| Other | 30,835 | 39% |

32,000

Residents



- 40% White
- 34% Black
- 13% Asian
- 13% Other
- 9% Hispanic/Latinx
- 91% Non-Hispanic/Latinx

A DISTRICT THAT DELIVERS

2007

The Cumberland CID and partners cut the ribbon on the first phase, two miles, two miles, of the Bob Callan Trail is completed.

2009

The Cumberland CID begins installing decorative gateway signage throughout the community.

2013

The Cumberland CID celebrates 25 years of success in the community.

2017

The Cumberland CID cuts the ribbon on the \$48M Windy Hill Diamond and Corridor.

The Cumberland CID cuts the ribbon on the \$53M widening improvements to U.S. 41/ Cobb Parkway.

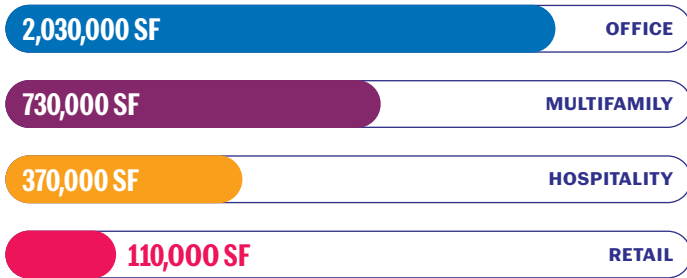


UNDENIABLE MOMENTUM

DEVELOPMENT PIPELINE

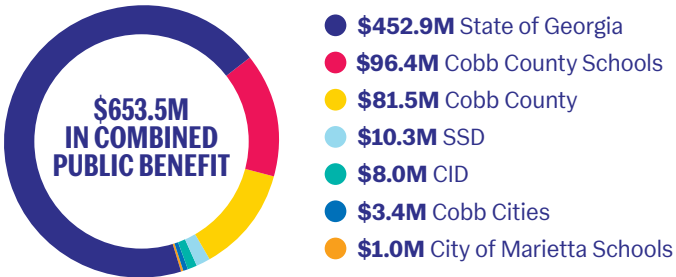
There is currently an estimated **3.3 million square feet** of commercial real estate within the proposed development pipeline within the CID.

This pipeline forms the basis of forecasted revenues for the CID.



TAX REVENUE

Tax revenues generated within the Cumberland CID produce **\$653.5 Million in combined public benefit**, supporting the State of Georgia, Cobb County, Cobb County Schools, and local jurisdictions.



Source: KB Advisory Group with data from Claritas, Georgia DOR, Cobb County, CoStar, BLS

FISCAL IMPACT

The Cumberland CID returns \$2.49 in revenue to Cobb County* for every \$1.00 in service costs. This is based on estimates of the costs to service school-aged children, general residents, and businesses within the CID.

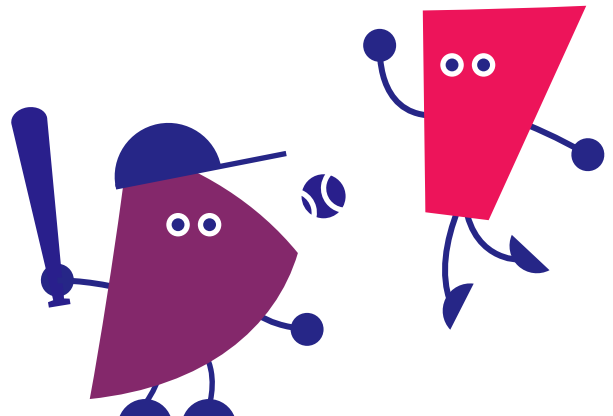


\$91.8 million in tax revenue generated from the Cumberland CID to Cobb County



\$96.4 million in tax revenue generated from the Cumberland CID to Cobb County Schools

*Inclusive of SSD revenues. Source: KB Advisory Group with data from Claritas, Georgia DOR, Cobb County, Cobb County Public Schools, CoStar, BLS



2019



The Cumberland CID and partners open the third mile of the Bob Callan Trail.

2023

One Cumberland is launched to the community, a nonprofit geared toward bolstering the work of the Cumberland CID.

2025

Cumberland CID opens the \$44M Akers Mill Ramp to the public, connecting the I-75 NW Express Lanes System.

Cumberland CID and One Cumberland open the \$6.3M Phase One of New Day Palisades

The CID, Cobb County, and ARC open the final segment of the Bob Callan Trail.

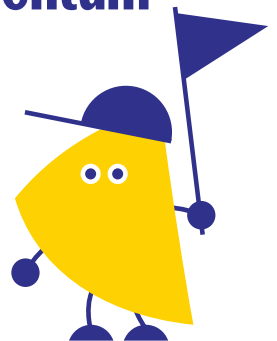
2028

Launch of the Cumberland Autonomous Mobility (CAM) Network, which will connect major destinations throughout the district as part of the Cumberland Sweep project.



What excites me most about Cumberland is that a place this good keeps finding ways to get better. The CID has spent decades doing the hard work of building a district where business can thrive, and One Cumberland makes sure the people inside the district feel connected and proud. When you invest in infrastructure, art festivals, trails, and public murals, you are saying something about what you want to be. The district's clear understanding of its desired community identity has created a momentum that is continuing to grow.

Mike Plant
 Vice Chair,
 Cumberland Community Improvement
 District Board of Directors



| CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT | ONE CUMBERLAND |
|---|--|
| First CID in Georgia was formed in 1988. | A non-profit, founded in 2023 by Cumberland leaders |
| Funding: Commercial property owners self-tax themselves at 5 mills (multifamily excluded) | Funded by private donations and sponsorships |
| Has leveraged over \$190 million into billions of dollars' worth of key transportation and infrastructure projects for Cumberland | Mission Statement: 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. |
| Select Completed Projects: Kennedy Interchange, Cumberland Blvd Loop Road, Windy Hill Road Widening and Diamond Interchange and Corridor, U.S. 41 Widening, Akers Mill, Akers Mill Ramp, Cumberland Sweep (current), New Day Palisades Phase Two (current). | <ul style="list-style-type: none"> - Leading the Capital Campaign for New Day Palisades - Community Murals - Cumberland Art Festival at Galleria on The Park - Community Programming |

