



ECONOMIC ASSESSMENT 2025

Prepared by:



KB | ADVISORY GROUP

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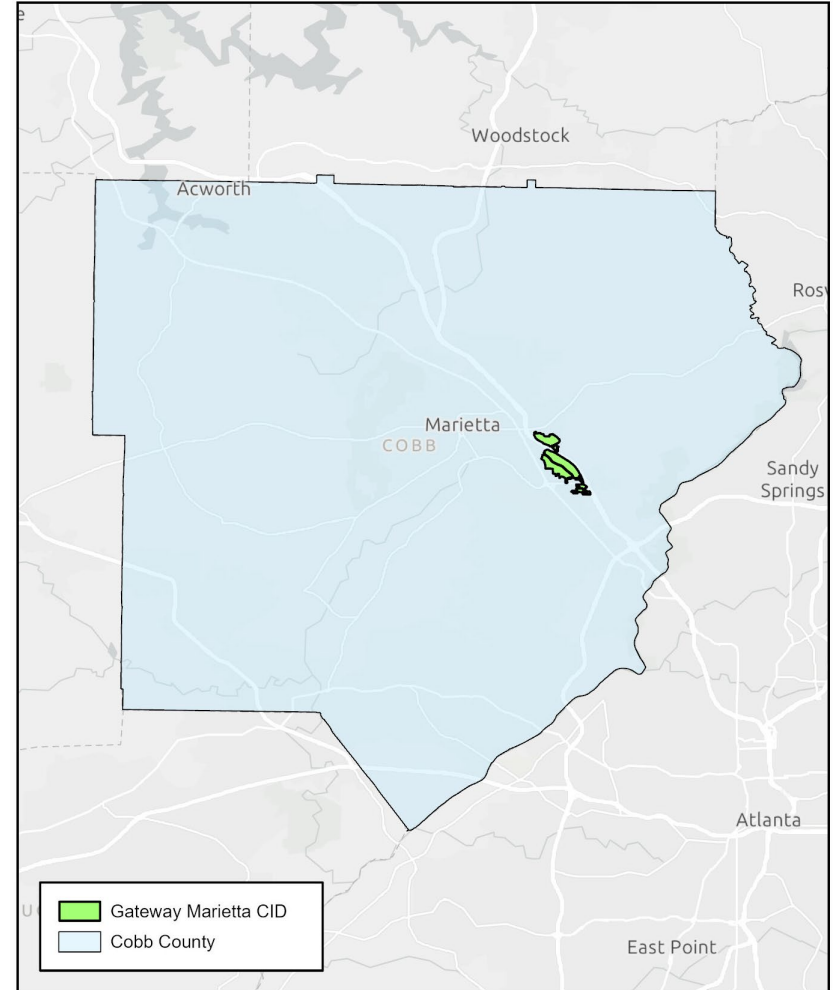
INTRODUCTION

Project Overview

Home to the Children’s Healthcare of Atlanta Training Grounds for Atlanta United and the Franklin Gateway Sports Complex, the Gateway Marietta CID encompasses an important corridor within the City of Marietta. Anchored by two major thoroughfares to its north (South Marietta Parkway) and south (Delk Road), the CID was created over a decade ago to help steward the economic development opportunities along Franklin Gateway that lies between them.

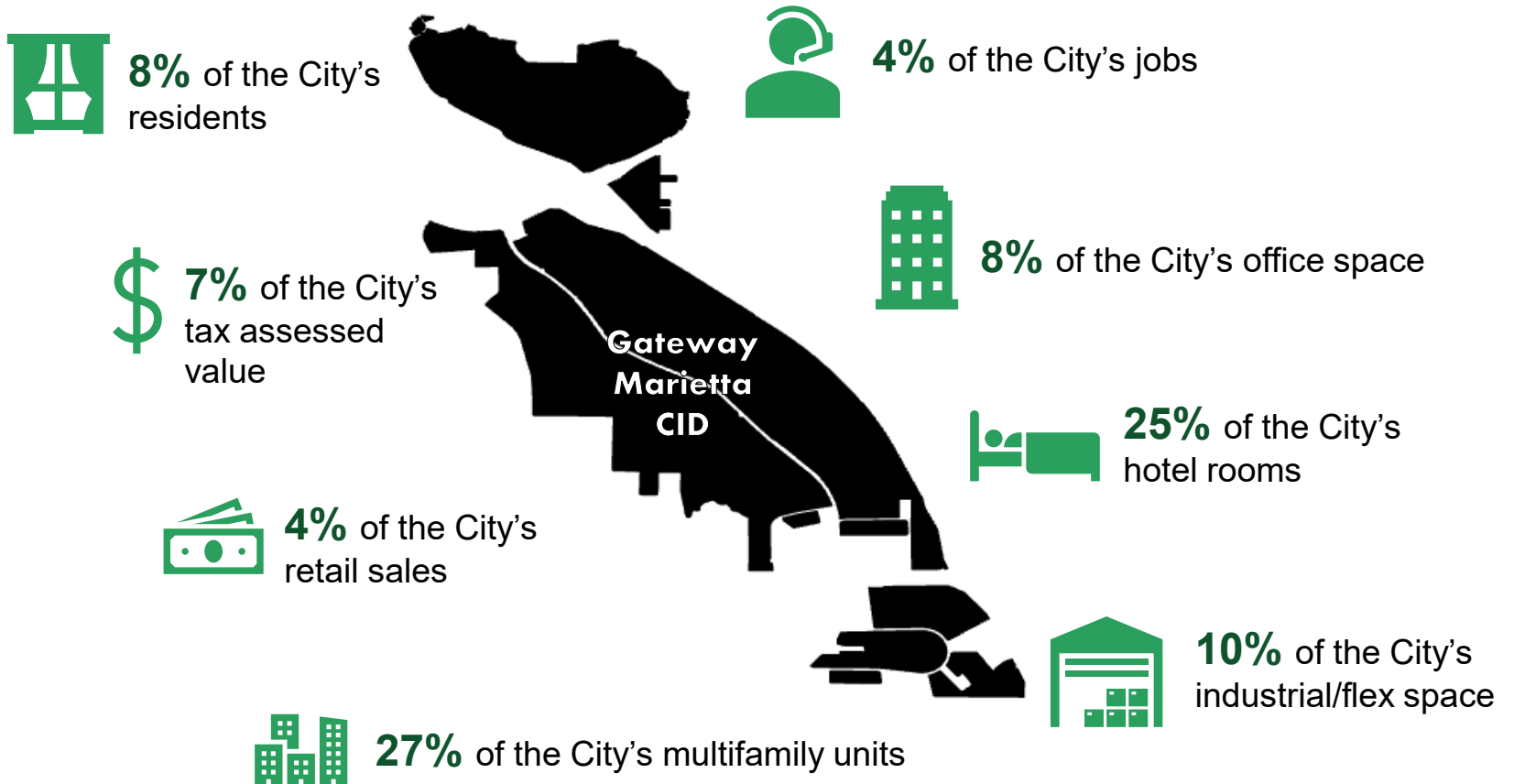
KB Advisory Group most recently was part of the consultant team that worked with the Gateway Marietta CID to create its first CID Master Plan that was adopted in February 2026. Our involvement focused on establishing a demographic and economic baseline for the CID and its surrounding area as well as assisting in determining potential catalytic projects. That engagement, however, did not include a granular deep dive of the current economic and fiscal impact of the CID to both the City of Marietta and Cobb County.

The purpose of this Economic Assessment is to provide the CID with both a clear understanding of its current impact as well as the potential future fiscal impact of realizing the catalytic projects outlined in the Master Plan. Envisioned by the CID Board, the community, and local partners, the identified sites will be cornerstones of future economic growth for both the CID and the City of Marietta.



EXECUTIVE SUMMARY

On approximately 4% of the City of Marietta's total acreage, the Gateway Marietta CID hosts...



Source: KB Advisory Group with data from Claritas, CoStar, Georgia Department of Revenue, Cobb County Tax Assessor

EXECUTIVE SUMMARY

Public Revenues

The economic activity from the businesses, residents, and visitors in the CID assist in generating significant local and statewide public revenues.

While the CID receives its revenues directly from its property tax millage, it has a much larger fiscal impact on the local and state-level. In 2025, the CID generated \$29.7 million in total public revenues – over \$1.8 million of which went to the City of Marietta. Less than 5% of these overall revenues went to the CID itself.

Estimated Public Revenues (millions), 2025

Revenue Source	Total	Cobb County	City of Marietta	Visit Marietta	Other Cobb County Municipalities	City of Marietta Schools	Cobb County Schools	State of Georgia	Gateway Marietta CID
Property Taxes	\$10.94	\$2.99	\$1.01	-	-	\$6.34	-	-	\$0.59
Sales Taxes	\$5.49	\$0.69	\$0.07	-	\$0.16	\$0.07	\$0.85	\$3.66	-
Income Taxes	\$10.48	-	-	-	-	-	-	\$10.48	-
Liquor Taxes	\$0.25	\$0.13	-	-	-	-	-	\$0.12	-
Lodging Taxes	\$1.22	-	\$0.28	\$0.22	-	-	-	\$0.72	-
Occupation Taxes	\$0.28	-	\$0.28	-	-	-	-	-	-
TAVT (Auto Sales) Taxes	\$1.08	\$0.20	\$0.16	-	-	\$0.35	-	\$0.38	-
Total	\$29.74	\$4.00	\$1.81	\$0.22	\$0.16	\$6.76	\$0.85	\$15.36	\$0.59

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

EXECUTIVE SUMMARY

Economic Impact

The economic activity within the CID contributes to \$1.32 billion in total economic impact statewide, inclusive of \$1.30 billion regionally and \$1.00 billion in Cobb County. This activity also supports almost 6,000 jobs statewide.

	Output	Earnings	Jobs
Total Economic Impact of the Gateway Marietta CID, 2025	What is the value of goods and service being produced/sold? (in \$ millions)	What is the value of the salary and benefits used to produce that output? (in \$ millions)	How many full-time equivalent jobs are supported by the production of that output?
Gateway Marietta CID Direct Impacts	\$607.1	\$260.2	2,623
Impacts on Cobb County	\$1,000.1	\$414.9	4,536
Impacts on Atlanta MSA	\$1,300.7	\$525.9	5,871
Impact on State of Georgia	\$1,324.8	\$533.6	5,956

Source: KB with data from Bureau of Economic Analysis RIMS II Multipliers, US Census Longitudinal Employer Dynamics, Claritas, BLS

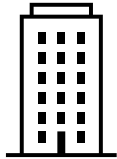
PUBLIC REVENUES

From the Gateway Marietta CID



PUBLIC REVENUES: REVENUE OVERVIEW

How does economic activity in the Gateway Marietta CID generate annual public revenues?



Property
Tax

Retail Sales
Taxes

Liquor &
Tob. Taxes

Lodging
Taxes

Occupation
Taxes

Income
Taxes

Motor Veh.
TAVT Taxes

\$10.94 M

\$5.49 M

\$247 K

\$1.22 M

\$282 K

\$10.48 M

\$1.08 M

Combined Public Benefit: \$29.74 M in annual recurring public revenues

Once those revenues are collected, where do they go?

State of
Georgia
\$15.4 million

Cobb
County
\$4.0 million

City of
Marietta
\$1.8 million

Gateway Marietta
CID
\$593 thousand

City of Marietta
Schools
\$6.8 million

Cobb County
Schools
\$847 thousand

Visit
Marietta
\$219 thousand

Other Cobb County
Municipalities
\$156 thousand

PUBLIC REVENUES: PROPERTY TAX

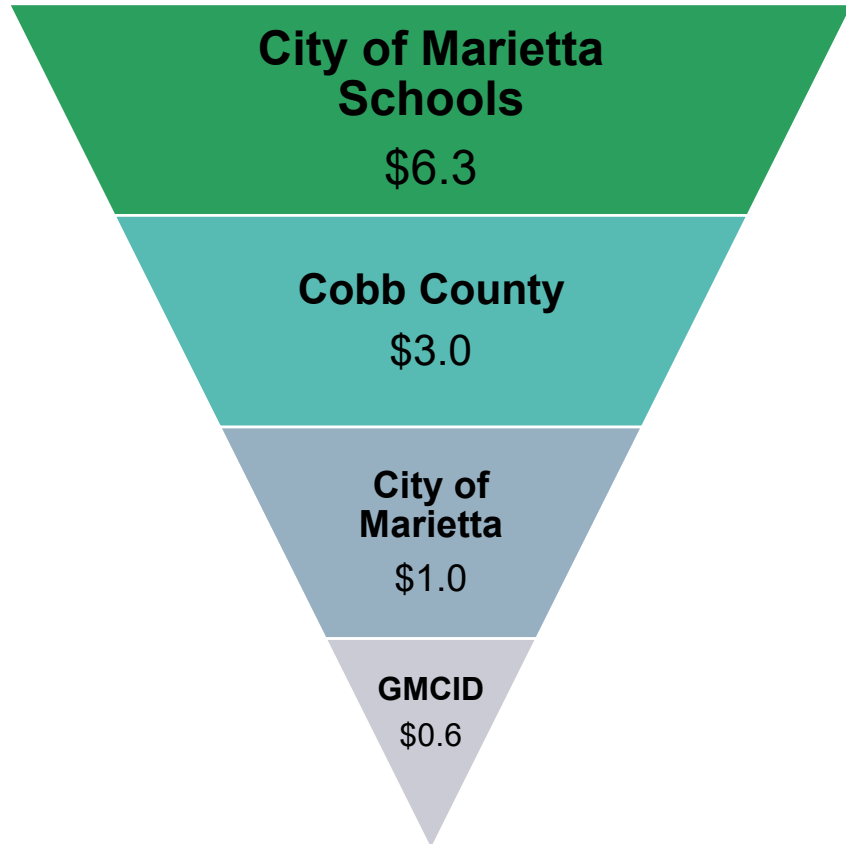
With a land area representing approximately 4% of the City of Marietta's acreage, the Gateway Marietta CID represents 7% of the City of Marietta's property tax digest.

Based on a collective assessed tax digest of \$353 million, properties in the Gateway Marietta CID paid an estimated **\$10.94 million** in property taxes in 2025.

Of these revenues, the largest portion (\$6.3 million) supports City of Marietta Schools. The second highest portion (\$3.0 million) goes to Cobb County. An additional \$1.0 million is generated for the City of Marietta.

Members in this area generated **\$593 thousand for the CID.**

Estimated 2025 Property Tax Revenue from the Gateway Marietta CID (\$ millions)



Source: KB Advisory Group with data from Cobb County Tax Assessor

PUBLIC REVENUES: SALES TAX

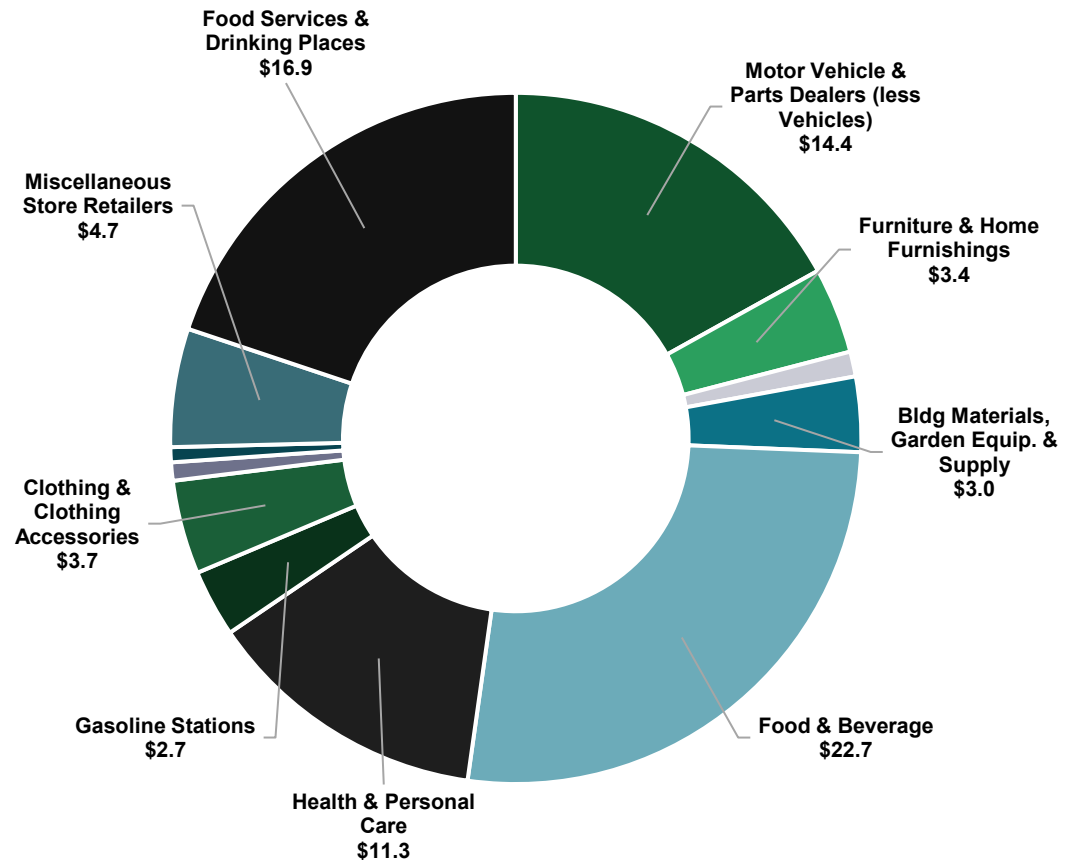
Retailers within the CID have continued to see a rise in retail sales, with collective in-store sales exceeding \$85 million in 2025.

The retail category with the largest share of retail sales within the CID are Food & Beverage stores. Although there are no big-box supermarkets or grocery stores within the CID, there are several specialty delicatessen and markets such as Jerusalem Bakery & Grill, Iguala Meat Market & Taqueria, Nazareth Grocery Mediterranean Market, and Tripoli Halal Meat.

The 2025 estimated retail sales across all in-store purchases helped generate **over \$5 million in sales tax revenue:**

- \$3.4 million to the State of Georgia
- \$64 thousand to City of Marietta Schools and \$789 thousand to Cobb County Schools through the ESPLOST
- \$643 thousand to Cobb County, \$65 thousand to the City of Marietta, and \$145 thousand to other Cobb County Municipalities through the SPLOST

Gateway Marietta CID Est. In-Store Retail Sales, 2025 (\$ millions)



*Sales from non-store retailers were excluded from this analysis

**Motor Vehicles sales are excluded as retail sales and addressed separately as auto sales

***Sales taxes from hotel stays are also excluded from this calculation

****The area within a 1-mi. radius of Sandy Plains Publix (no other big-box supermarkets in area) exceeded \$45M in Food & Bev. Sales

Source: KB Advisory Group with data from Claritas

PUBLIC REVENUES: LODGING TAXES AND FEES

Beyond property tax revenues, the activity from hotels in the CID also contribute to public revenues from hotel stays. These revenues are especially important as they primarily represent revenue imported from outside the local area.

The CID currently hosts seven hotels that provide approximately 657 hotel rooms. Given the average occupancy rates for each hotel type (Upper Midscale, Midscale, Economy), these hotels hosted an estimated **143,000 hotel stays** in 2025. These hotel stays helped create an estimated **\$6.2 million in hotel revenue**.

Collectively, this activity generated **\$1.59 million in public revenues from hotel/motel and sales taxes** of which:

- **\$966 thousand** went to the State of Georgia
- **\$286 thousand** went to the City of Marietta
- **\$219 thousand** went to Visit Marietta



**Does not reflect any current inter-entity hotel/motel transfers and agreements and incorporates the Days Inn
Source: KB Advisory Group with data from DCA, CoStar, GDOR*

PUBLIC REVENUES: ADDITIONAL REVENUES

Income & Occupation Taxes

With an estimated **315 businesses** that support over **2,600 jobs**, the Gateway Marietta area continues to serve as an important job core for the City of Marietta. As such, the CID's second largest public revenue output is income taxes.

Collectively, the estimated annual payroll generated in 2025 by these employees is **\$202 million**, contributing to **\$10.5 million in 2025 income taxes*** to the State of Georgia.

These businesses also generated an estimated **\$282 thousand in occupational taxes** to the City of Marietta in 2025.



Title Ad Valorem Taxes

Households within the CID spent almost \$15.5 million on new cars in 2025. These purchases generated nearly **\$1.08 million in title ad valorem taxes (TAVT)**. Of this revenue, \$379 thousand (35%) went to the State of Georgia and the remaining \$704 thousand (65%) was split between Cobb County, the City of Marietta, and City of Marietta Schools.

Liquor & Tobacco Taxes

The restaurants, bars, and grocery stores within the CID had an estimated **\$8.8 million in alcohol sales** in 2025 which generated approximately **\$247 thousand in excise taxes** for Cobb County and the State of Georgia.

**Based on average salary by NAICS category
Source: KB Advisory Group with data from Claritas, BLS, CoStar*

PUBLIC REVENUES: REVENUE SUMMARY

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While the CID receives its revenues directly from its property tax millage, it has a much larger fiscal impact on the local and state-level. In 2025, the CID generated \$29.7 million in total public revenues – of which only \$593.3 thousand flowed directly to the CID itself.

Estimated Public Revenues (millions), 2025

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

ECONOMIC IMPACTS

From the Gateway Marietta CID

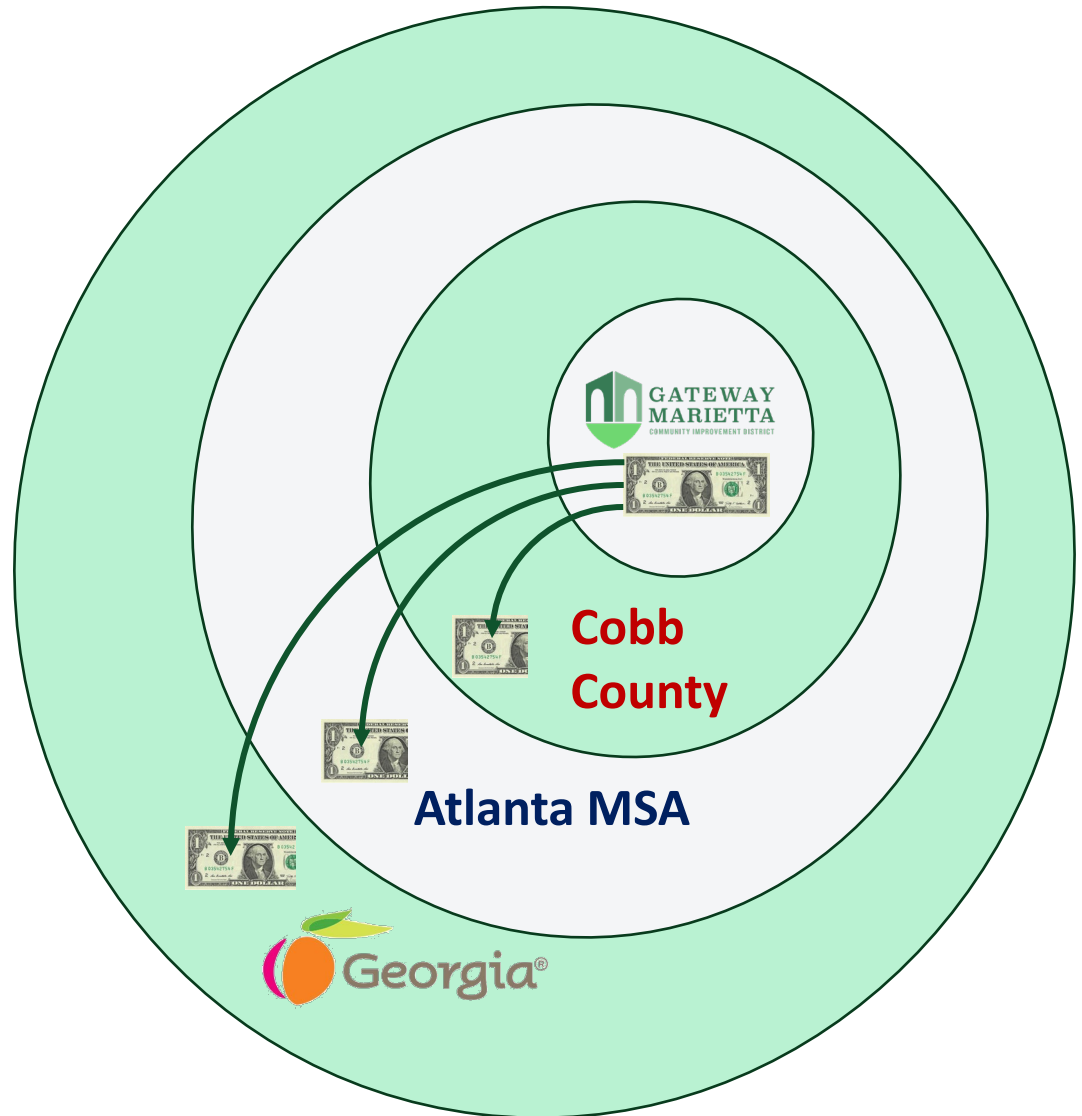


ECONOMIC IMPACTS

Summary of Economic Impacts

Economic Impact Analysis examines how specific investment and economic activity impacts the broader economy of a designated area.

- For every dollar spent or generated within the Gateway Marietta CID (direct impacts), how many additional dollars are spent in the far-reaching economic ecosystem of Cobb County, the Atlanta Metro Area, or the State of Georgia (indirect impacts)?
- For every job in the Gateway Marietta CID, how many additional jobs are created outside the CID?



ECONOMIC IMPACTS

Beyond the fiscal impacts, the 315 businesses and over 2,600 jobs within the CID generate significant economic impacts.

These impacts are measured by output (or spending that occurred across businesses), earnings (payroll), and jobs.

Across all industries, the businesses within the CID supported over \$600 million in sales in 2025.

These companies were estimated to pay out \$263 million in earnings (wages plus benefits) in 2025.

These jobs and wages are the basis of the direct and indirect impacts that make-up the total economic impacts on the next page.

Industry by NAICS	Sales (\$ Millions)	Earnings (\$ Millions)
23: Construction	\$86	\$48
31-33: Manufacturing	\$32	\$19
42: Wholesale Trade	\$99	\$10
44-45: Retail Trade	\$83	\$20
48-49: Transp. and Warehousing	\$4	\$4
51: Information	\$21	\$6
52: Finance and Insurance	\$49	\$15
53: Real Estate and Rental and Leasing	\$30	\$13
54: Prof, Sci, and Tech Svcs	\$92	\$74
56: Admin and Support and Waste Mgmt	\$14	\$8
61: Educational Services	\$0.3	\$0.2
62: Health Care and Social Assistance	\$26	\$20
71: Arts, Entertainment, and Recreation	\$5	\$4
72: Accommodation and Food Services	\$34	\$13
81: Other Services (except Public Admin)	\$12	\$7
92: Public Administration	\$0.3	\$2
99: Unassigned	\$17	\$0.3
Total	\$607	\$263

Source: KB Advisory with data from US Census, BLS, Claritas

ECONOMIC IMPACTS

The economic activity within the CID contributes to \$1.32 billion in total economic impact statewide, inclusive of \$1.30 billion regionally and \$1.00 billion in Cobb County. This activity also supports almost 6,000 jobs statewide.

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Source: KB with data from Bureau of Economic Analysis RIMS II Multipliers, US Census Longitudinal Employer Dynamics, Claritas, BLS

CID REVENUE FORECAST & FISCAL IMPACT

CID REVENUE FORECAST & FISCAL IMPACT

While there are minimal projects in the development pipeline within the CID, the recently adopted CID Master Plan outlines a vision forward.

Although the current economic activity within the CID generates over \$1.3 billion in statewide economic output, the area within the CID has even greater potential. As outlined in the Master Plan Market Assessment, much of the commercial space along the Gateway is dated and visitation along the corridor has not been sufficient to generate enough market demand to attract new commercial development.

The 2025 Master Plan outlines a bold vision for the CID to address this trend, including reimaging its Southern (1) and Northern (2) Gateways into potential mixed-use destinations that become catalytic anchors for the entire corridor.

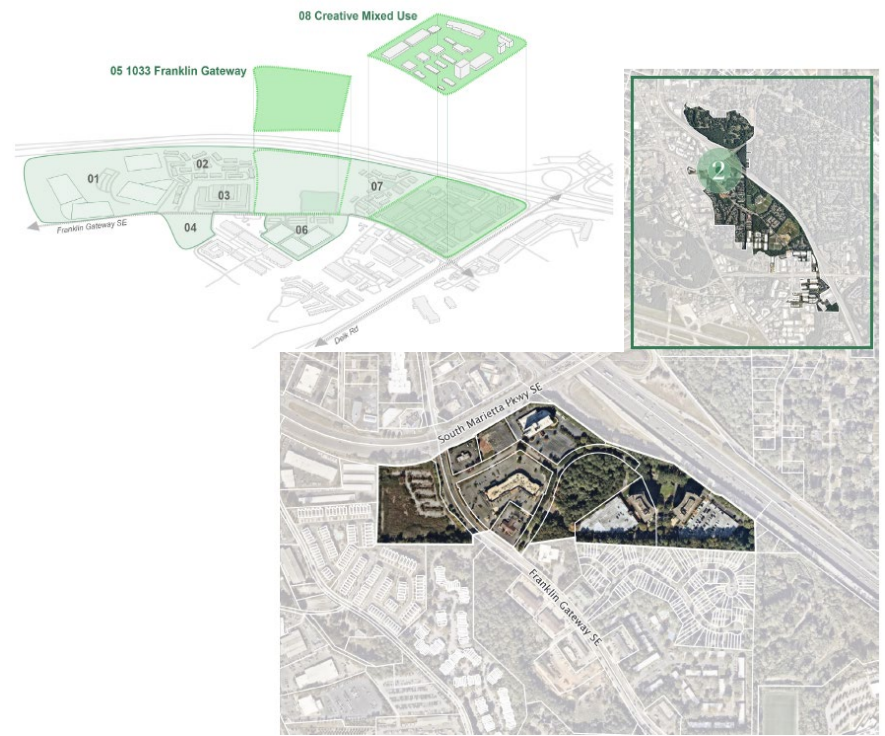
Based on mix ratios of other large-scale suburban mixed-use projects, including Halcyon (Forsyth Co.), Hillrose (Roswell), The Gathering (Alpharetta), The Mill on Etowah (Canton), and The Forum (Peachtree Corners), two development scenarios were created.

The first scenario utilizes averages of the four peer developments that contain residential components, while the second scenario utilizes the split present at The Forum development, which does not contain a residential component. While neither scenario incorporates detailed market feasibility, similar to the aforementioned developments, it is assumed that most, if not all, of the residential component in the first scenario would need to be multifamily.

Both scenarios also assume the deliver of Parkway Three (300,000 SF Office) and that the CID can successfully annex the remainder of opportunity area 08 (the commercial properties just north of Delk Road before Franklin Gateway).



**Given the recent sale and unknown program for the IKEA parcel, it was not included as part of this forecast
Source: KB Advisory Group with data from CoStar, Gateway Marietta CID 2025 Master Plan*



CID REVENUE FORECAST & FISCAL IMPACT

Historic and current market conditions rely on residential as a large component of mixed-use projects. Suburban projects without a residential component rely on a critical mass of desirable retail tenants and curated public spaces.

Across all four developments with a residential component, multifamily share is approximately 50% or higher. Commercial SF is variably split between office and retail across developments, but retail share exceeds office across all five developments.



The Gathering – Alpharetta	
Acres	25
RBA (SF)	351,000
Mix - Office	21%
Mix – Retail	27%
Mix – Residential	52%
First Delivery	2026



Hillrose – Roswell	
Acres	6.4
RBA (SF)	237,000
Mix - Office	16%
Mix – Retail	18%
Mix – Residential	66%
First Delivery	2019



Halcyon – Forsyth County	
Acres	34
RBA (SF)	985,000
Mix - Office	17%
Mix – Retail	27%
Mix – Residential	56%
First Delivery	2019



The Forum – Peachtree Corners	
Acres	43.5
RBA (SF)	579,424
Mix - Office	32%
Mix – Retail	68%
Mix – Residential	0%
First Delivery	2024



The Mill on Etowah - Canton	
Acres	30
RBA (SF)	397,000
Mix - Office	20%
Mix – Retail	31%
Mix – Residential	49%
First Delivery	2019

Source: KB Advisory Group with data from CoStar

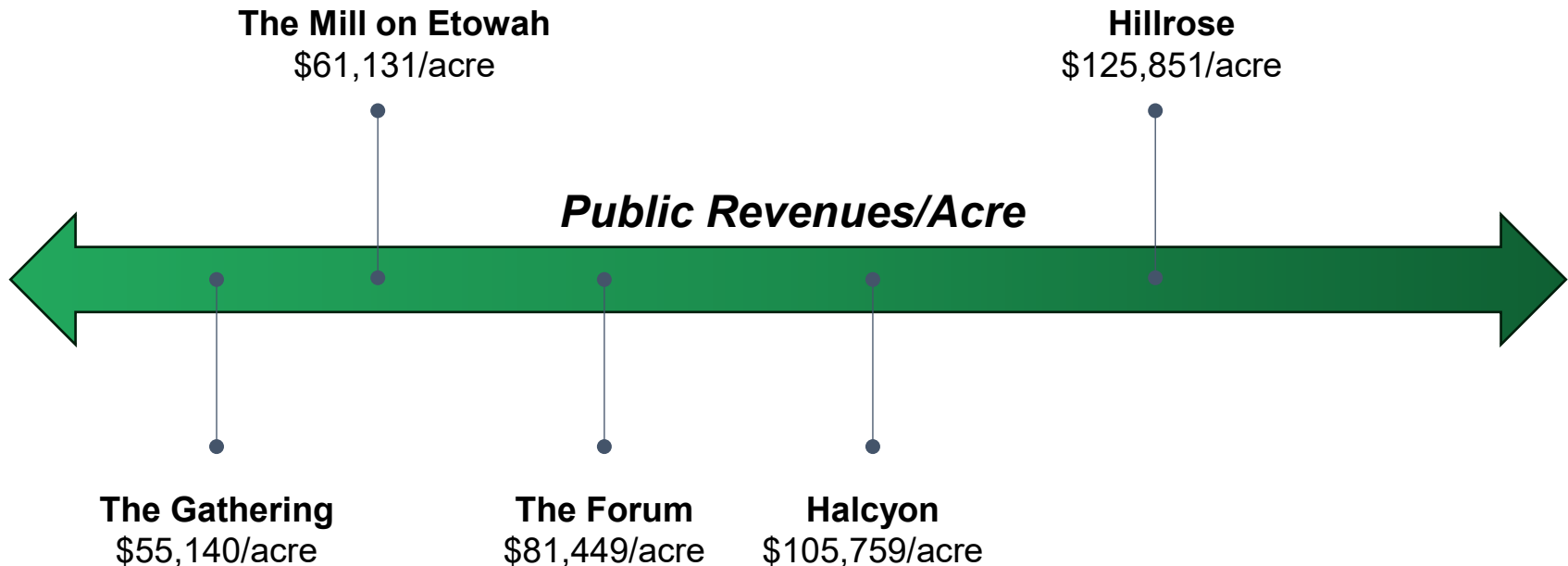
CID REVENUE FORECAST & FISCAL IMPACT

Those with higher residential, are more likely to return higher public revenues.

Since all are in different jurisdictions with different millage and sales tax rates, assumptions were made for comparative purposes:

- Assumes 5 mills property tax, 1 cent sales tax
- Collective revenues divided by acreage for better standardization due to wide variety of sizes

Those with a higher mix of residential, would generate higher public revenue, all else being equal with these standardized assumptions. The Forum was included for context and demonstration that even with nearly 400K SF of retail, the public revenue per acre returned is outpaced by developments with high residential components



Source: KB Advisory Group with data from CoStar

CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #1 – Mixed-Use with Residential

As referenced earlier, these developments will also significantly increase the public revenues for the City of Marietta, Marietta Public Schools, and Cobb County.

Assuming 2.5% annual inflation for the remaining parcels within the CID, the collective real tax assessed value by the end of 2036 has the potential to reach \$411.1 million – a 16% increase since 2025. Furthermore, assuming retail sales of \$500/SF for the additional 152,186 SF of retail space, collective retail sales could increase to \$161.4 million (compared to approximately \$85.3 million in 2025). Collectively, this would raise the public revenues generated for these three entities to **\$13.5 million by the end of 2036** from just property and sales taxes alone.

Growth Scenario #1	
RBA/Acre	23,318
Total RBA	592,048
Mix - Office	19%
Mix – Retail	26%
Mix – Residential	56%
Residential Units	367

2036 Forecasted Public Revenues	Property Taxes	Sales Taxes	TOTAL
Marietta	\$1,178,519	\$122,797	\$1,301,316
Marietta Public Schools	\$7,386,810	\$121,022	\$7,507,832
Cobb County	\$3,477,597	\$1,215,867	\$4,693,464
TOTAL	\$12,042,926	\$1,459,686	\$13,502,612

**Assumes 2025 millage rates and sales tax distribution ratios, 2026 Dollars (\$) Source: KB Advisory Group with data from CoStar, Cobb County Tax Assessor*

CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #2 – Mixed-Use without Residential

To host a mixed-use development without a residential component but generated similar public revenues, the CID would have to attract a development that included desirable, national retailers and connected public space.

With the same assumptions as the first scenario, the collective real tax assessed value by the end of 2036 has the potential to reach \$394.8 million – a 12% increase since 2025. Collective retail sales could increase to \$199.8 million (compared to approximately \$85.3 million in 2025). Collectively, this would raise the public revenues generated for these three entities to **\$13.4 million by the end of 2036** from just property and sales taxes alone.

Growth Scenario #2	
RBA/Acre	13,318
Total RBA	338,197
Mix - Office	32%
Mix – Retail	68%
Mix – Residential	0%
Residential Units	-

2036 Forecasted Public Revenues	Property Taxes	Sales Taxes	TOTAL
Marietta	\$1,132,022	\$152,082	\$1,284,104
Marietta Public Schools	\$7,095,373	\$149,883	\$7,245,256
Cobb County	\$3,340,393	\$1,505,829	\$4,846,222
TOTAL	\$11,567,788	\$1,807,794	\$13,375,582

**Assumes 2025 millage rates and sales tax distribution ratios
Source: KB Advisory Group with data from CoStar, Cobb County Tax Assessor*

CID REVENUE FORECAST & FISCAL IMPACT

Scenario Feasibility Comparison

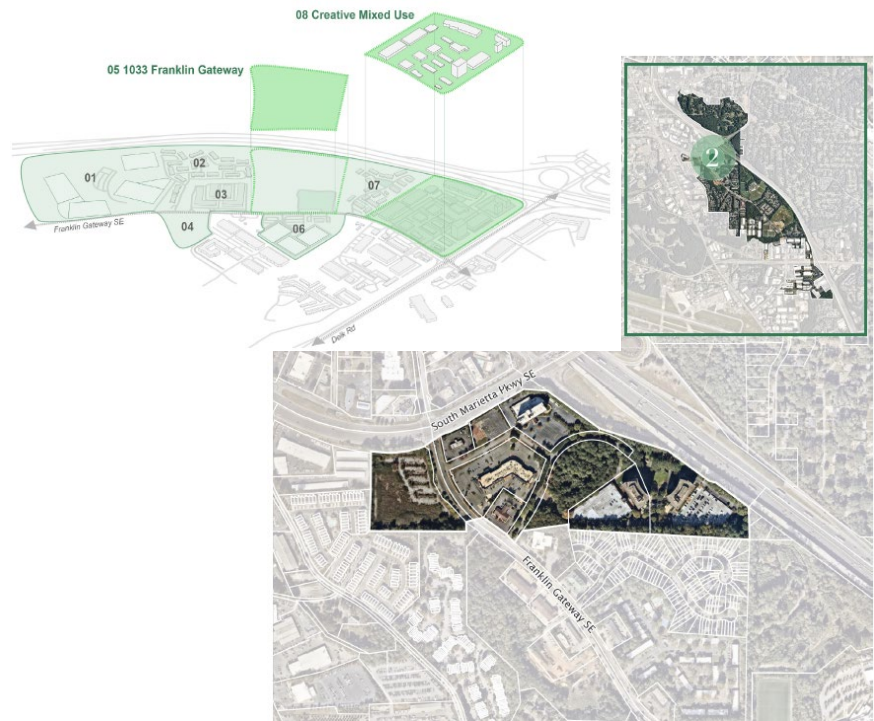
As seen on the previous slides, when scaled to the approximately 25.4 acres available for development, both scenarios result in similar forecasted public revenue increases.

While both scenarios have similar results, the feasibility for each is quite different. The first scenario contains about 110,000 SF of office, 152,000 SF of retail, and 367 residential units across both gateways. The second scenario contains 109,000 SF of office and 229,000 SF of retail with no residential component.

The current market demand in the CID and surrounding areas are unlikely to be able to support this large influx of retail space without the addition of more households.

Most of the suburban mixed-use developments of this scale in the region contain some residential component (mostly multifamily). The few that don't, such as The Forum, need large national retailers or other aspects to consistently attract a large number of visitors to anchor the site. Even with these large anchors, developments of this type can still struggle with maintaining occupancy and foot traffic.

The following slides go into more detail on Scenario #1, as it is the more feasible development pipeline given the current market conditions in the CID and the region.



Source: KB Advisory Group, Gateway Marietta CID 2025 Master Plan

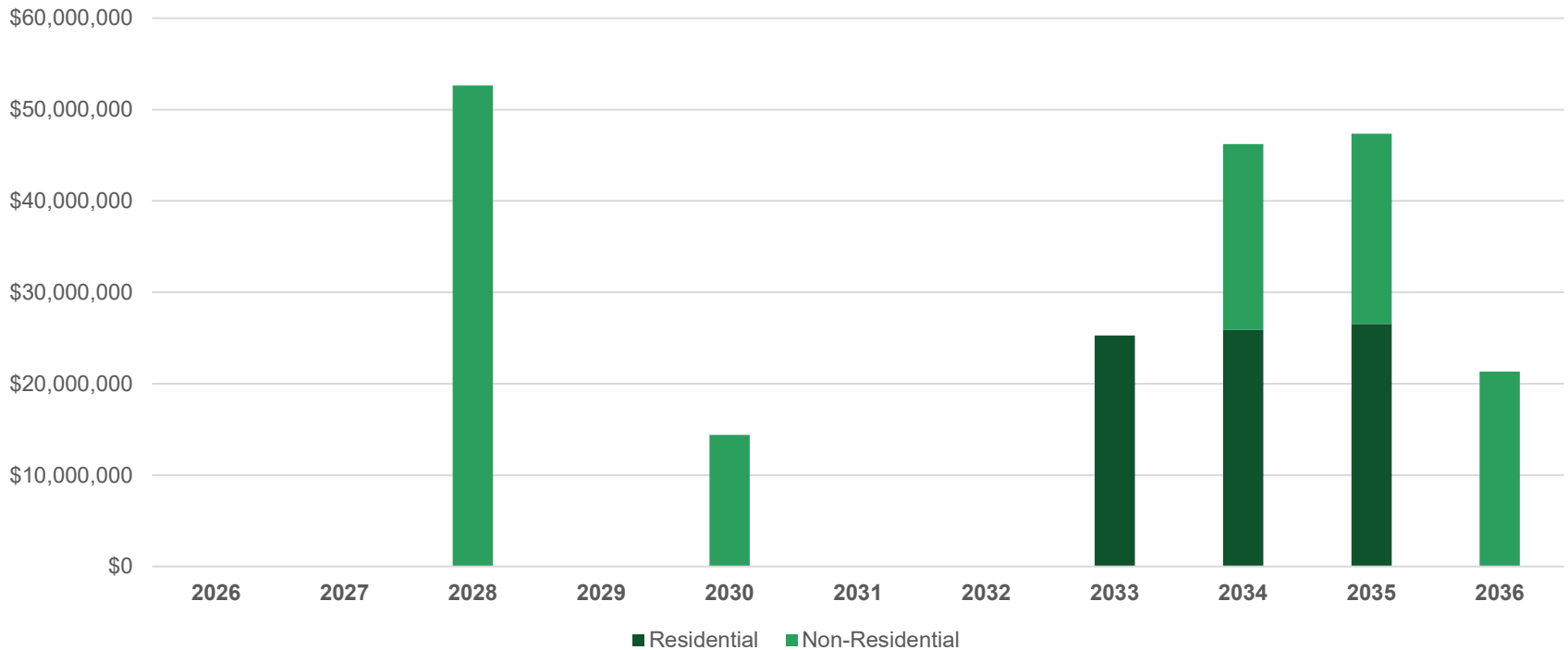
CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #1 – Mixed-Use with Residential

Should both anchors redevelop over the next ten years under the mixed-use with residential scenario, the CID could see an additional \$207.2 million in market value added within its boundary by the end 2036.

This market value will translate to increased property tax revenues for the County, Marietta Schools, the City of Marietta, and the CID. However, for the CID, the residential aspects of this mixed-use project will not contribute to CID contributions out-right. The collective non-residential market value that could go towards CID-specific revenues would be \$129.5 million.

Annual Added Market Value Forecast, 2026-2036



*Assumes 2.5% annual inflation
Source: KB Advisory Group with data from CoStar

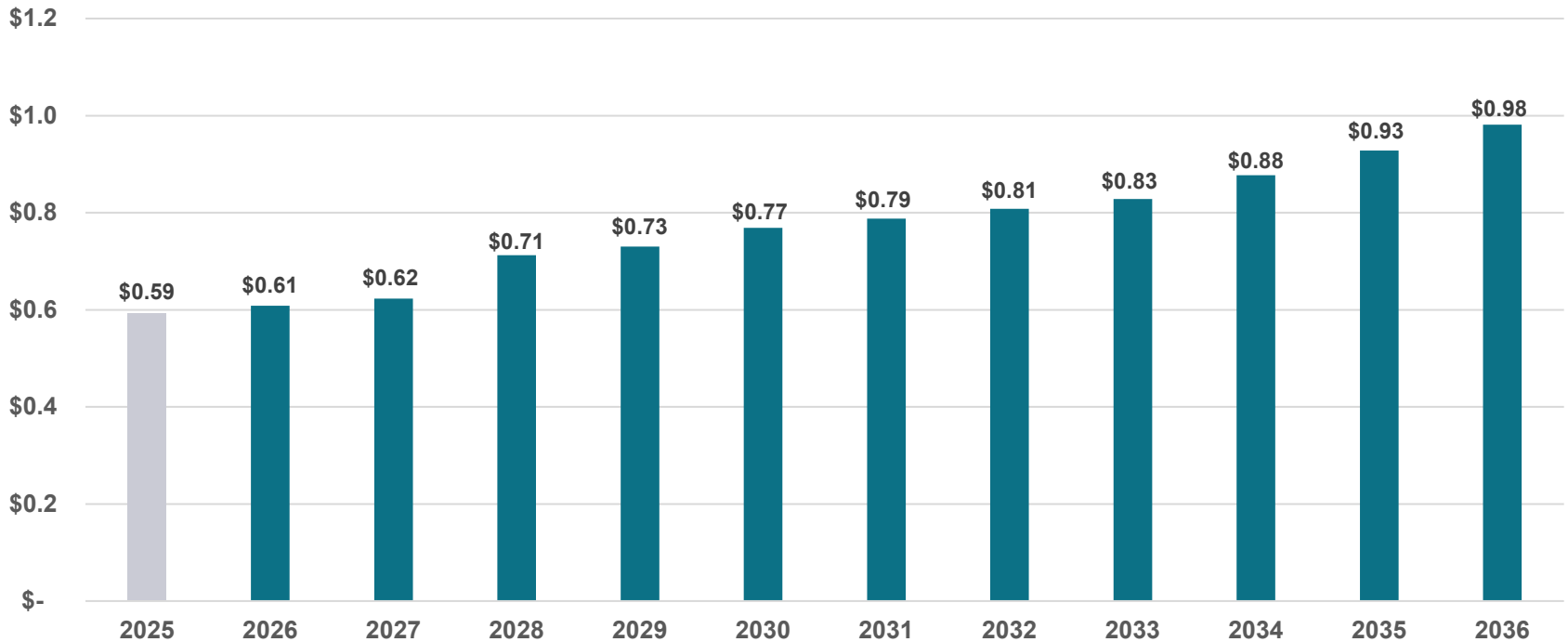
CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #1 – Mixed-Use with Residential

If these visions are realized and the commercial portions are assessed separately from the residential components, then by 2036 Gateway Marietta CID's annual revenues are estimated to increase to almost \$1.0 million*.

This represents an increase of over \$387K or over 65% growth since year end 2025 – further emphasizing the importance and potential impact of taking an active approach with the Master Plan recommendations and visions.

CID Revenue Forecast from Property Taxes (\$ Mil), 2025-2036



*Assumes tax appraised value of 70% of market value, a constant CID millage of 5.0, net of non-CID eligible deliveries, and 2.5% annual inflation
Source: KB Advisory Group with data from CoStar

CID REVENUE FORECAST & FISCAL IMPACT

Based on the businesses and properties currently within the CID, the Gateway Marietta CID currently **returns \$1.13 in public revenue for every \$1.00 in service costs**. This is based on the estimates of costs to service the school-aged children, general residents, and businesses within the CID.



\$12.56 MILLION IN TAX REVENUE GENERATED FROM THE GATEWAY MARIETTA CID TO COBB COUNTY, CITY OF MARIETTA, AND CITY OF MARIETTA SCHOOLS

However, if the Master Plan vision becomes realized and the additional public revenues highlighted on the previous pages are added, the Gateway Marietta CID fiscal return could **increase to \$1.79 in public revenues for every \$1.00 in service costs*** under Growth Scenario #1 by 2036.

Growth Scenario #1



\$26.07 MILLION IN TAX REVENUE GENERATED FROM THE GATEWAY MARIETTA CID TO COBB COUNTY, CITY OF MARIETTA, AND CITY OF MARIETTA SCHOOLS

**Assumes respective expenditure budgets grow by 2.5% annually*

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

APPENDIX

FISCAL IMPACT

2025 Fiscal Impacts	Revenues	Expenditures	Revenue per \$ of Service Cost
Marietta	\$1,787,409	\$4,526,637	\$0.39
Marietta Public Schools	\$6,638,314	\$5,519,331	\$1.20
Cobb County	\$3,944,000	\$1,026,167	\$3.84
TOTAL	\$12,369,723	\$11,072,135	\$1.12

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

ECONOMIC IMPACTS

Industry by NAICS	Employment		Output (Sales)		Earnings	
	GMCID	Marietta	GMCID	Marietta	GMCID	Marietta
11: Ag., For., Fish. and Hunt.	-	119	-	\$25,128,000	-	\$9,950,923
21: Mining, Quarrying, and Oil/Gas Extract.	-	8	-	\$4,588,000	-	\$986,960
22: Utilities	-	66	-	\$12,432,000	-	\$9,529,978
23: Construction	407	6,190	\$86,463,000	\$1,255,600,000	\$47,542,810	\$723,071,232
31-33: Manufacturing	159	4,713	\$32,457,000	\$1,130,918,000	\$19,271,881	\$571,247,648
42: Wholesale Trade	75	2,549	\$99,176,000	\$3,521,297,000	\$9,800,310	\$333,079,869
44-45: Retail Trade	331	8,035	\$83,176,000	\$3,282,643,556	\$20,361,796	\$494,281,060
48-49: Transp. and Warehousing	52	1,632	\$4,201,000	\$189,017,000	\$3,810,477	\$119,590,349
51: Information	42	1,575	\$21,388,000	\$414,520,000	\$5,862,948	\$219,860,550
52: Finance and Insurance	111	1,513	\$49,084,000	\$612,073,000	\$14,752,078	\$201,080,121
53: Real Estate and Rental and Leasing	128	1,558	\$29,900,000	\$421,122,000	\$13,377,229	\$162,825,957
54: Prof., Sci., and Tech. Svcs.	506	5,861	\$92,483,000	\$1,091,746,333	\$74,499,797	\$862,931,441
55: Mgmt. of Cos. and Enterprises	-	18	-	\$11,689,000	-	\$2,981,160
56: Admin. and Support and Waste Mgmt.	118	2,201	\$14,211,000	\$223,695,333	\$7,841,194	\$146,258,211
61: Educational Services	3	2,555	\$334,000	\$24,103,955	\$190,632	\$162,354,920
62: Health Care and Social Assistance	184	21,005	\$25,771,000	\$2,675,140,000	\$19,640,234	\$2,242,082,102
71: Arts, Entertainment, and Recreation	42	763	\$4,609,000	\$59,933,666	\$4,230,408	\$76,852,412
72: Accommodation and Food Services	284	3,785	\$28,309,000	\$515,808,000	\$10,424,731	\$138,935,238
81: Other Services (except Public Admin.)	101	3,637	\$12,408,000	\$269,436,000	\$6,786,634	\$244,386,033
92: Public Administration	20	4,224	\$334,000	\$43,747,160	\$1,817,088	\$383,768,986
99: Unassigned	3	26	\$17,084,000	\$20,758,000	\$304,568	\$2,565,829
TOTAL	2,623	72,033	\$607,069,760	\$15,805,396,003	\$262,607,102	\$7,108,620,977
GMCID % of Marietta	3.6%		3.8%		3.7%	

Source: KB Advisory with data from US Census, BLS, Claritas

EXISTING COMMERCIAL REAL ESTATE

Q1 2026	GMCID	City of Marietta	Cobb County
Multifamily			
Properties	8	105	614
Existing Units	1,812	6,808	88,905
Vacancy %	8.7%	13.1%	10.6%
Avg. Rent/SF	\$1.39	\$1.47	\$1.59
Avg. Rent/Unit	\$1,481	\$1,373	\$1,591
Retail			
Properties	11	667	3,687
Existing SF	138,503	6,239,068	49,184,949
Vacancy %	-	2.4%	4.2%
Avg Rent/SF	-	\$18.15	\$21.40
Office			
Properties	10	639	2,468
Existing SF	504,480	6,346,705	41,938,478
Vacancy %	12.7%	11.4%	13.6%
Avg Rent/SF	\$20.675	\$23.81	\$27.90
Industrial/Flex			
Properties	40	477	2,180
Existing SF	1,516,943	14,753,237	82,306,610
Vacancy %	12.3%	6.4%	6.6%
Avg Rent/SF	\$11.63	\$10.79	\$10.77
Hospitality*			
Properties	7	30	130
Existing Rooms	657	2,666	14,065
Vacancy %	-	44.8%	40.2%
Average Daily Rate	-	\$92.10	\$105.18

*February 2026

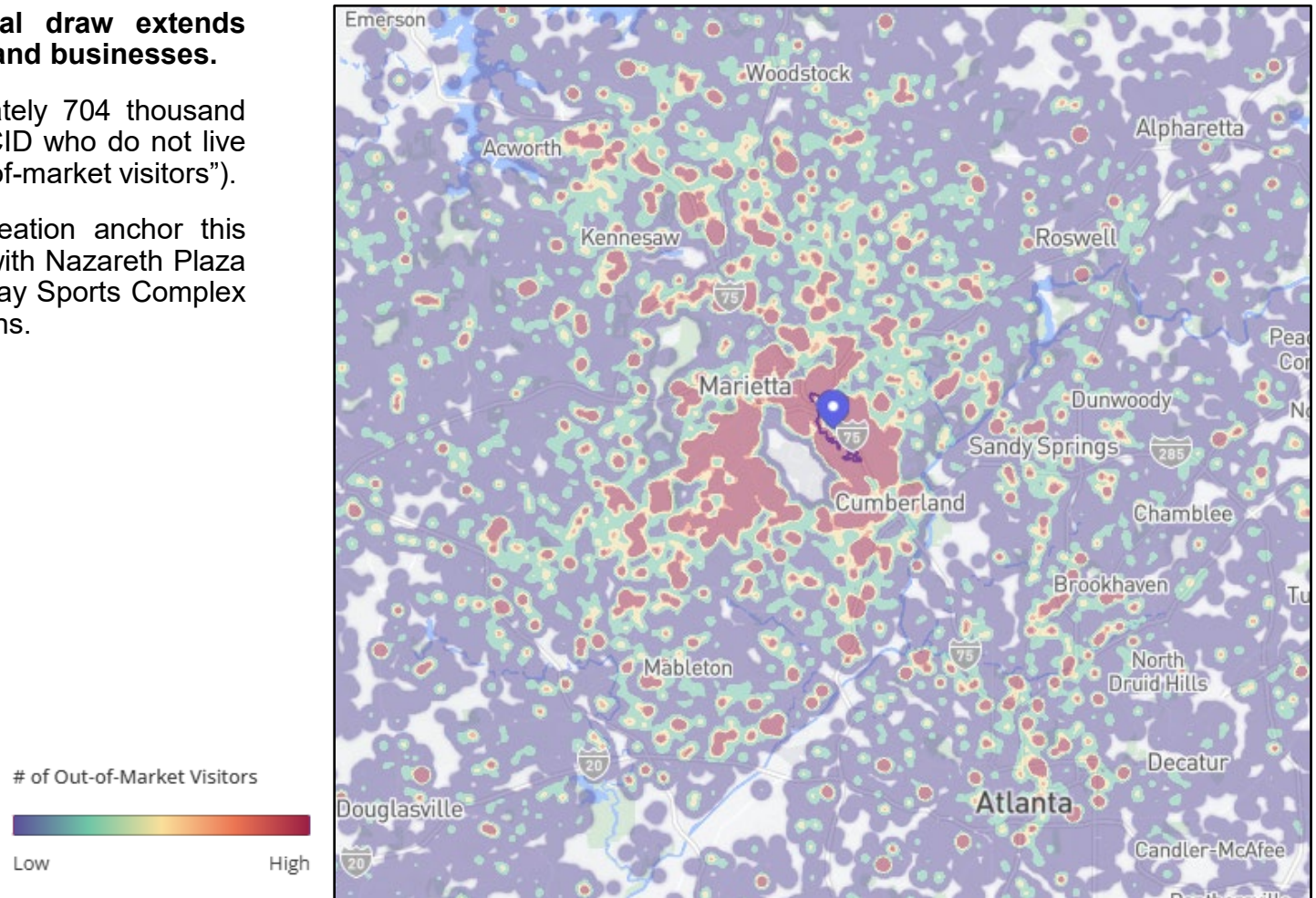
Source: KB Advisory Group with data from CoStar

VISITATION

The CID's regional draw extends beyond residents and businesses.

In 2025, approximately 704 thousand people visited the CID who do not live or work there (“out-of-market visitors”).

Shopping and recreation anchor this regional visitation, with Nazareth Plaza and Franklin Gateway Sports Complex being top destinations.



*January 2025-December 2025
Source: KB Advisory Group with data from Placer.ai

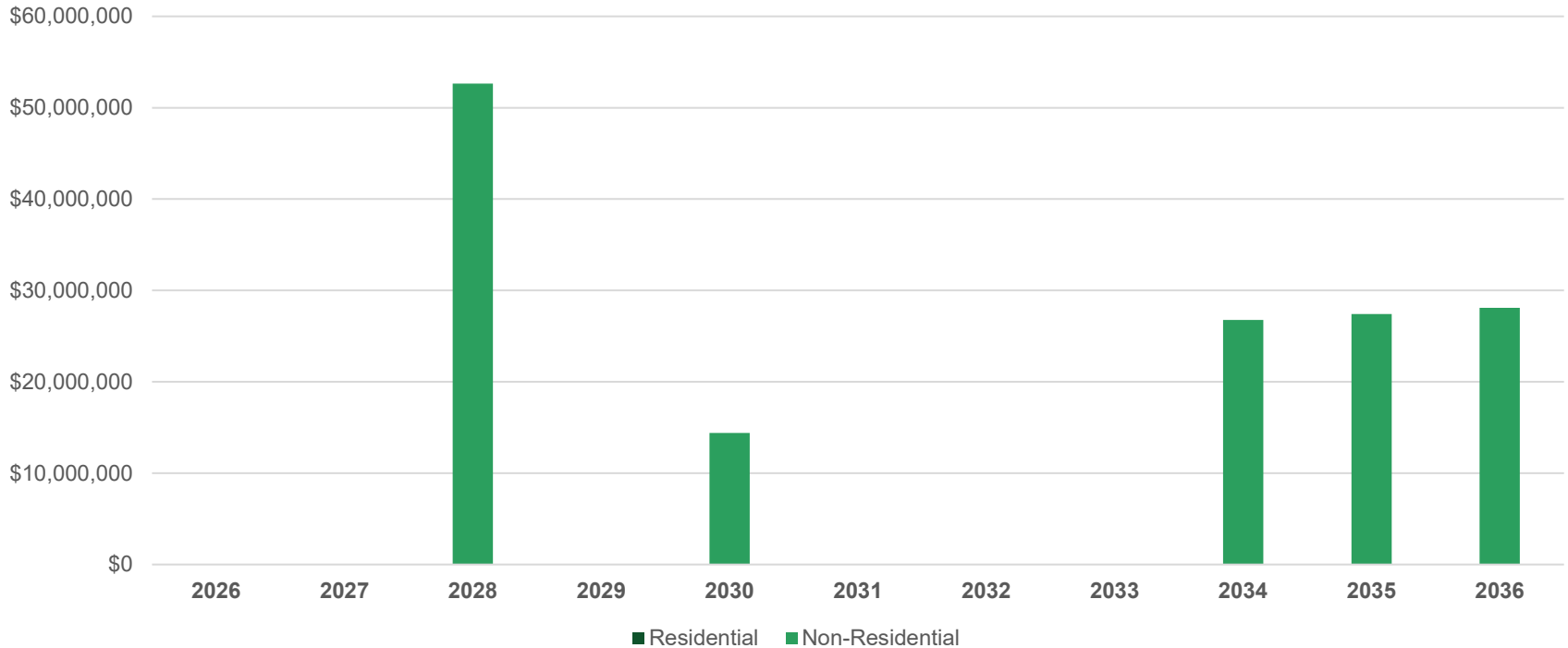
CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #2 – Mixed-Use without Residential

Should both anchors redevelop over the next ten years under the mixed-use without residential scenario, the CID could see an additional \$149.3 million in market value added within its boundary by the end 2036.

This market value will translate to increased property tax revenues for the County, Marietta Schools, the City of Marietta, and the CID.

Annual Added Market Value Forecast, 2026-2036



*Assumes 2.5% annual inflation
Source: KB Advisory Group with data from CoStar

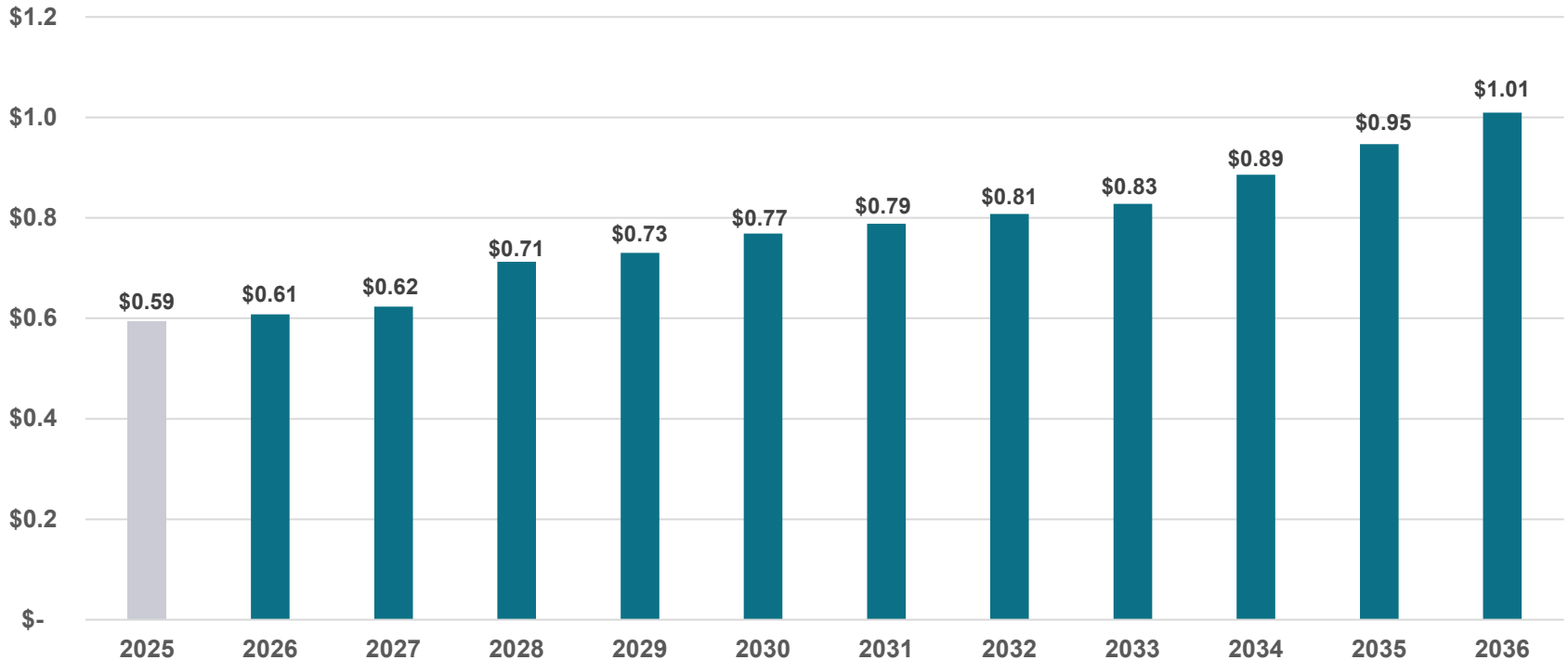
CID REVENUE FORECAST & FISCAL IMPACT

Growth Scenario #2 – Mixed-Use without Residential

If these visions are realized, then by 2036 Gateway Marietta CID’s annual revenues are estimated to increase to **\$1.01 million***.

This represents an increase of over \$416K or over 70% growth since year end 2025 – further emphasizing the importance and potential impact of taking an active approach with the Master Plan recommendations and visions.

CID Revenue Forecast from Property Taxes (\$ Mil), 2025-2036



* Assumes tax appraised value of 70% of market value, a constant CID millage of 5.0, net of non-CID eligible deliveries, and 2.5% annual inflation
Source: KB Advisory Group with data from CoStar



TERMS AND LIMITING CONDITIONS

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