

**MINUTES OF BOC WORK SESSION
COBB COUNTY BOARD OF COMMISSIONERS
AUGUST 26, 2025
1:30 PM**

The Work Session of the Cobb County Board of Commissioners was held at 1:30 p.m., on Tuesday, August 26, 2025, at the David Hankerson Building, 100 Cherokee Street, Marietta, Georgia, in the Board of Commissioners Meeting Room. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner Erick Allen – arrived at 1:31 p.m.
Commissioner JoAnn Birrell
Commissioner Keli Gambrill
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 1:30 p.m.

PRESENTATIONS

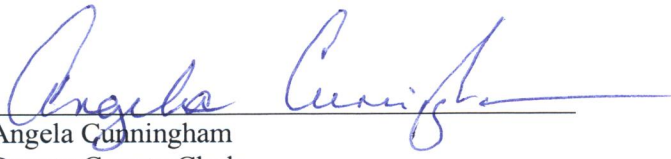
1. To present an update on the Economic Development Strategic Plan.

Sabrina Wright, Economic Development Director, introduced Geoff Koshi, Tate Wilson, Gabby Oliverio, and Leland Alexander with KB Advisory Group, who presented information regarding the Economic Development Strategic Plan. Each Commissioner asked questions and made comments. Jessica Guinn, Community Development Agency Director, addressed the Board with closing comments. A copy of the information presented is attached and made a part of these minutes.

No official action was taken by the Board.

ADJOURNMENT

The meeting was adjourned at 2:30 p.m.



Angela Cunningham
Deputy County Clerk
Cobb County Board of Commissioners



Economic Development Strategic Plan

Project Kick-Off

August 26, 2025



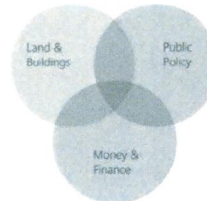
KB ADVISORY GROUP

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WHO WE ARE



Based in Atlanta, Georgia, **KB Advisory Group** provides real estate and economic development consulting services to cities, counties, developers, community districts, nonprofits, and design firms throughout the Southeast.



Kimley»Horn

UP **URBAN PULSE**
COMMUNITY SOLUTIONS

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OUR RECENT & CURRENT WORK INCLUDES...



*Master Plan (with Kimley-Horn)
(Current)*



*LCI Update (with TSW)
(Current)*



*Strategic Economic Development Plan
(Current)*



*Economic Assessment and
Economic Development Strategy
(2024-2025)*



*Economic Assessment
(2023-2024)
Blueprint 4.0 (with Kimley-Horn)
(2023)*

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PURPOSE

Create a county-wide Economic Development Strategic Plan that includes overarching goals and implementable strategies to promote economic growth and enrich the quality of life in Cobb County.

KEY STRATEGIES	
ED-STR-1: Promote the retention, expansion and creation of small businesses and targeted industries in order to generate job opportunities for a growing and diverse community	
POLICIES	
ED-P1:	Collaborate with economic development partners in their efforts to reinforce and strengthen the economic vitality of Cobb County.
ED-P2:	Participate in regional economic development planning with the public and private sectors.
ED-P3:	Promote workforce development programs to target the needs of expanding and increasing businesses with the local area technical and post-secondary education institutions.
ED-P4:	Encourage and provide environmentally clean industries.
ED-P5:	Create economic development opportunities offering tools that will foster growth.
ED-P6:	Develop programs that leverage capital for small business growth and development.
ED-P7:	Support opportunities to expand and increase the number of locally owned businesses.
ED-P8:	Encourage, promote, and guide small business startups and enable them to expand.
ED-P9:	Encourage economic diversity through a mix of small and large businesses that provide a healthy balance of goods, services and jobs.
ED-P10:	Provide incentives to encourage the redevelopment and revitalization of older commercial developments.
ED-P11:	Encourage investment in existing industrial areas while in forming requests to surrounding residential areas.
ED-P12:	Maintain redevelopment site inventory.
ED-P13:	Ensure land use opportunities for locating a variety of desirable, middle wage industries that are compatible with adjacent land uses and support a range of employment types.
ED-P14:	Promote continued development of major business districts that serve as a hub for the community to support employment growth and vital services.

What specific actions need to be taken to implement these policies?

What additional insights are needed to properly identify these action steps?

How can Cobb businesses (and the larger community) become more informed about economic development within the County?

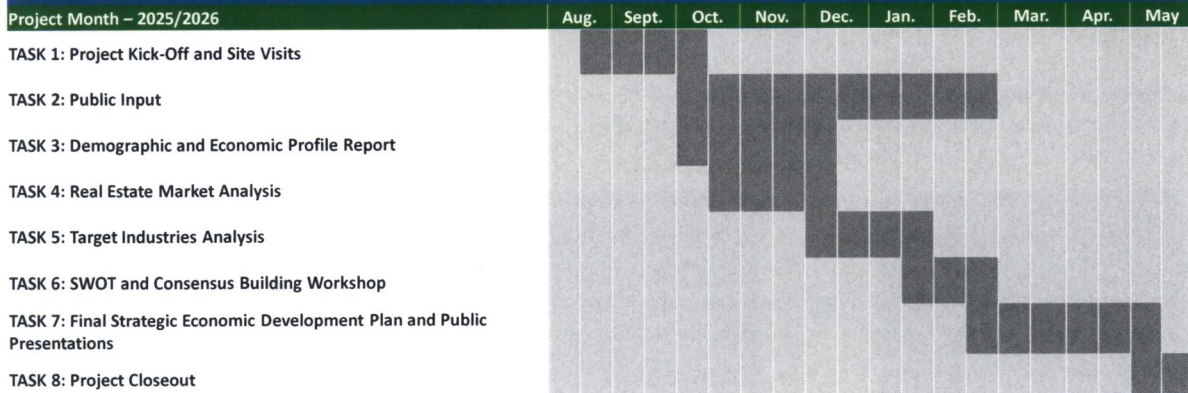
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PROJECT TIMELINE

COBB COUNTY ECONOMIC DEVELOPMENT STRATEGIC PLAN PROJECT SCHEDULE

Project Month – 2025/2026



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EDSP COMPONENTS: DATA DEEP DIVE

Uncovering what influences the types of businesses, amenities, and jobs that are in Cobb County.

Profile Report

- Where does Cobb County stand today in terms of population and household growth?
- What industries make-up the county's economic base? How does this compare to the industries that current residents work in?
- What are Cobb County's educational and age trends that feed into its 'labor force readiness'?

Real Estate Market Analysis

- What types of commercial real estate are most prevalent within Cobb County? How has this changed over time?
- How is the existing inventory performing? Are there certain types that have maintained high demand?
- Are there certain product types that are being underutilized? How can these be repositioned for redevelopment?

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EDSP COMPONENTS: PUBLIC INPUT

A thriving community is a team effort so this update will reflect conversations and input from the community at large and key stakeholders that will assist the Economic Development Department in achieving the goals outlined in the plan.

This input will feed into a **Strengths, Weaknesses, Opportunities, and Threats (SWOT)** for the County to use as a benchmark for current and future initiatives.



Understanding Stakeholder Perspectives

We want to hear from property owners, workforce, business owners, residents, and others who make up the community.



Identify Priorities

What do the stakeholders believe are the key drivers of economic development in Cobb County?



Strengthen Collaboration

The aim is to create a stronger partnership between the community and the government to realize a shared vision for Cobb County.

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WE WILL BE
GATHERING
INPUT
THROUGH...



Steering
Committee



Community Open
Houses



Resident and
Business Survey



1-1 Stakeholder
Interviews



Focus Groups



1-1 BOC
Interviews

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EDSP COMPONENTS: PLANNING PRIORITIES

Determining where the County and its stakeholders can best focus economic development efforts over the next five years.

Target Industries Analysis

- Do the existing target industries still align with Cobb County's current economic ecosystem and community leadership priorities?
- What industry clusters within the Atlanta region are clustering in Cobb County? How has employment within these clusters changed over time?
- Given input from the data deep dive and the Cobb County community, what industries could the community feasibly retain and recruit over the next five years?

Implementation Action Plan

- What specific steps should Cobb County Economic Development take to achieve the goals outlined in the Comprehensive Plan?
- Are there additional goals and objectives that Cobb County should pursue that support its main economic development pillars of: business retention, business attraction, redevelopment, small business & entrepreneurship, and film permitting? Who would be potential partners?

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Thank you!

Before we ask you some questions, are there any you have for the Consultant Team?

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Questions

How do you see this EDSP best serving County leadership over the next five years?

Are there specific questions you would like for it to answer?

Is there anything you think the Consultant Team should keep in mind during this process?

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