



ECONOMIC IMPACT ANALYSIS

2022



PERIMETER COMMUNITY
IMPROVEMENT DISTRICTS

TWO CIDS. ONE MISSION.

The Perimeter CIDs boundary contains over 1,800 acres on the eastern edge of Fulton County and the western edge of DeKalb County. The CIDs are located within the two counties and include parts of the three cities of Sandy Springs, Dunwoody and Brookhaven.

This economic impact analysis considers the Perimeter CIDs' economic role from three key dimensions:

- As an economic driver for its municipalities and counties
- As a regional destination for retailing, working and living
- As a unique employment hub nestled between two counties and three municipalities.

Sandy Springs

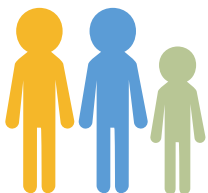
Dunwoody

Fulton-DeKalb boundary

Perimeter CIDs

Brookhaven

DEMOGRAPHIC CHARACTERISTICS



~19,000
residents



~9,800
households

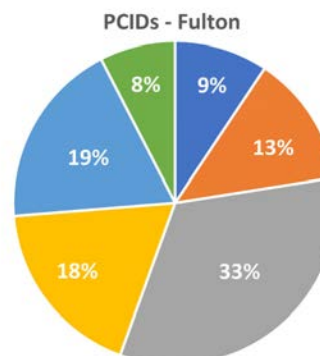
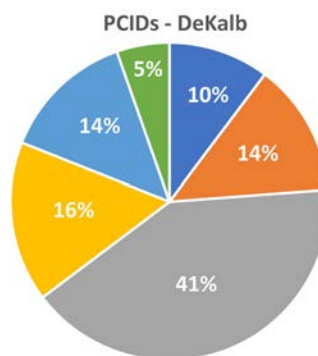


\$103,320
median household
income



>70%
hold a 4-year
degree or higher

~40%
of the population are
considered millennials
or between 25 - 40.



- Generation Alpha (0-8)
- Generation Z (9-24)
- Millennials (25-39)
- Generation X (40-54)
- Boomers (54 - 71)
- Silent (72+)

WORKFORCE PROFILE

PRIMARY EMPLOYMENT SECTORS



Health Care and
Social Assistance



Professional, Tech
and Science Services



Finance and
Insurance

6,793 COMPANIES
~110,000 JOBS

\$11.51 BILLION
TOTAL EARNINGS
*produced by businesses within
the Perimeter CIDs in 2021*

*Earnings: The
total value of
the salary and
benefits used to
produce output*

*Sales: The amount
generated in exchange
for goods and services*

\$14.15 BILLION
TOTAL SALES
*produced by businesses
within the Perimeter CIDs*

EMPLOYMENT BREAKDOWN

~104,585 people
commute into the CIDs
*This represents 99% of the
people who work in the CIDs*

~7,288 residents
are employed in the CIDs

**~6,194
working
residents**
commute out
of the CIDs

~18,800 people
reside in the CIDs

~1,094 residents
live and work in the CIDs

\$646 MILLION

Economic activity in the Perimeter CIDs generates millions in the following categories.

*Income
Taxes*
**\$412.9
MILLION**

*Property
Taxes*
**\$142
MILLION**

*Retail Sales
Taxes*
**\$56.2
MILLION**

This economic activity then creates significant annually recurring revenues to the following public entities:



DeKalb County
\$24 MILLION

DeKalb County Schools
\$42.1 MILLION

City of Dunwoody
\$9.5 MILLION

City of Brookhaven
\$1.8 MILLION



Fulton County
\$22.4 MILLION

Fulton County Schools
\$42.5 MILLION

City of Sandy Springs
\$19.9 MILLION



COMBINED PUBLIC BENEFIT

IN ANNUAL RECURRING PUBLIC REVENUES

*Liquor and Tobacco
Taxes*

**\$1.8
MILLION**

*Hotel/Motel Fees
and Taxes*

**\$23.8
MILLION**

*Business License
Fees and Taxes*

**\$8.3
MILLION**



Perimeter CIDs

**\$10.5
MILLION**



State of Georgia

**\$452.6
MILLION**

Other Schools

\$1.7 MILLION

Other Cities

\$3.6 MILLION

Transportation

\$11.2 MILLION

Tourism Agencies

\$3.7 MILLION

REAL ESTATE AND CONSTRUCTION



OFFICE

55% of the ~50 million square feet of commercial real estate in the CIDs is dedicated to office space.



RETAIL

>75% of retail space in the CIDs is concentrated around Perimeter Mall in Dunwoody.



HOSPITALITY

~5,000 hotel rooms are located in the CIDs across 27 hotels.

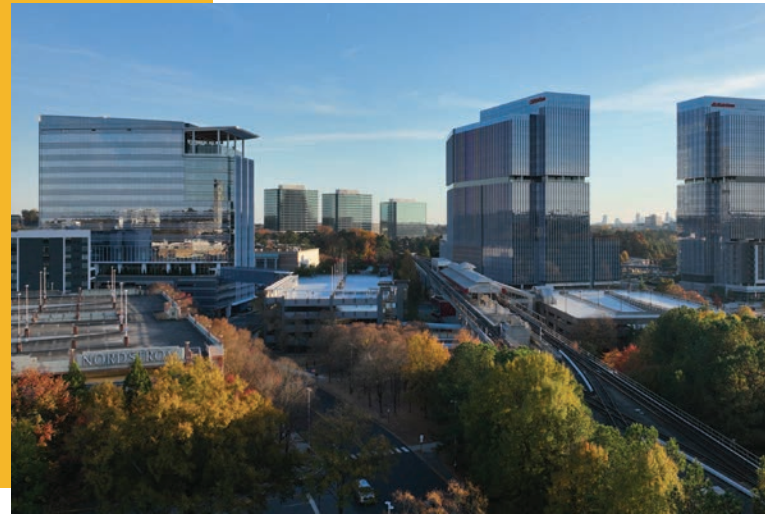


New developments like **High Street Atlanta**, **AMLI Brookhaven**, **Park at Perimeter Center** and **element Dunwoody Campus** will continue to increase the amount of office, retail and hotel space in the CIDs.

DEVELOPMENT PIPELINE

Approximately **866,407 square feet** of projects are currently under construction in the CIDs. Another **6,667,142 square feet** of projects are proposed in the next five years. Together, this totals **7,533,549 square feet** currently under construction or proposed in the next five years. The remaining **~4,766,400 square feet** are in various development planning stages.

44% of new developments in the pipeline are planned for office space, while **45%** are planned for multifamily apartments.



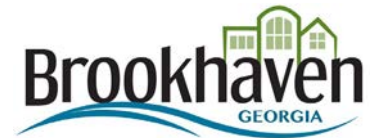
Including planned, proposed and under construction projects, Perimeter CIDs have approximately **12.3 million square feet** of new commercial space in the real estate pipeline.



7.5 MILLION
square feet



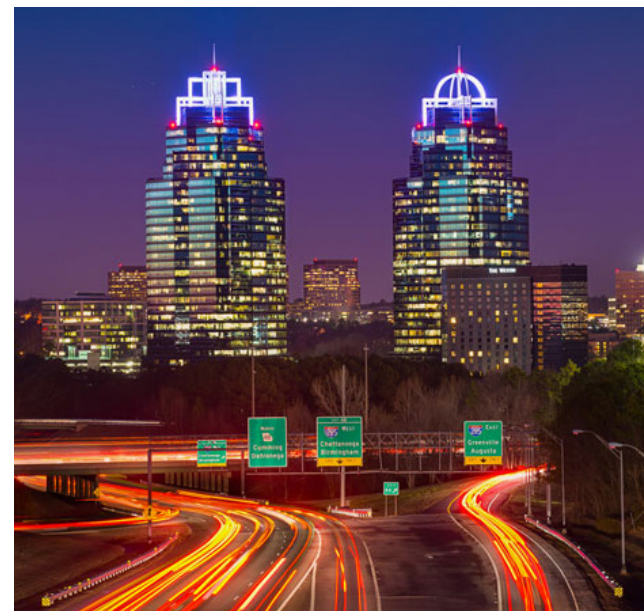
4.1 MILLION
square feet



630,000
square feet

Over the next five years, this construction and development activity will generate significant economic impacts to Fulton and DeKalb, their schools, the State of Georgia and other jurisdictions.

- **\$106.8 MILLION** in sales taxes
- **\$50.2 MILLION** in permits and fees to cities and counties
- **\$1.5 BILLION** in local spending on materials and supplies
- **\$4.8 BILLION** in total economic impacts





PERIMETER COMMUNITY IMPROVEMENT DISTRICTS



Perimeter CID



perimeter_cids



Perimeter_CID



Perimeter Community Improvement Districts



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