



Department of Economic Development

**EAST
POINT**
G E O R G I A



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Councilmember Nanette Saucier, Ward C At-Large

Councilmember Myron B. Cook, Ward C

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Economic Development Highlights

Economic Development Highlights

Hotels

- Located on the doorstep of the Hartsfield-Jackson Atlanta International Airport, East Point is the home to 16 hotels.
- Located near the Camp Creek Marketplace and along Virginia Ave/Norman Berry, the hotels in East Point include the following:

- Hampton Inn & Suites W Airport
- Courtyard by Marriott
- Regency Inn East Point
- Drury Inn-ATL Airport
- Econo Lodge
- Holiday Inn Atlanta Airport North
- Crowne Plaza ATL Airport
- Country Inn & Suites Atl Airport
- Motel 6
- Homewood Suites by Hilton
- Hilton Garden Inn Atl Airport
- Hyatt Place Airport
- Doubletree by Hilton
- Hampton Inn & Suites N I85
- Fairfield Inn & Suites Atl Airport
- Efficiency Lodge East Point

- A new Home 2 Suites by Hilton hotel is currently being planned on Bobby Brown Parkway. The total investment of the hotel will be approximately \$4.4 million.
- Additionally, a Four Points by Sheraton hotel is also currently under construction off of Dessert Drive. The total investment of the hotel is budgeted at \$15 million.



Economic Development Highlights

Mallalieu Pointe Mixed Used Development

- On January 11, 2017, the City of East Point's Economic Development arm hosted the Savannah based developer Woda Group for the ground-breaking of the new \$13.4 million dollar mixed-use development project in the City, Mallalieu Pointe.
- Located on a 2.2 acre parcel, the project will host 67 apartments of varying rents and sizes on four floors.
- The development will include a rooftop garden with a view of the Atlanta skyline and the structure will conform to the U.S. Green Building Council's Leadership in Energy and Environmental Design standards.
- Additional attractions include 5 shops on the ground floor of the development.



Economic Development Highlights

Newell Recycling

- Newell Recycling was opened in 1976 as a heavy media separation plant and then broadened its operation to recycle ferrous and non-ferrous metals.
- The current operation includes the shredder, metal recovery plant, nonferrous warehouse, iron yard, aluminum can receiving center and the Newell Transportation facility.
- Newell has pioneered “Greenfield” design for recycling plants, making its facilities a showcase for the industry and a model good neighbor.
- Newell employees approximately 426 employees in East Point



Dick Lane Velodrome

- The Dick Lane Velodrome is a 1/5 mile and 36 degree banked concrete track for bicycle racing.
- The Velodrome is the only one in the world with a green space that contains a large oak tree and a creek running through the infield.
- As a member of the American Track Racing Association, the Velodrome conducts Youth Service Activities for children at no cost to the City or State.
- These programs promote physical health and wellness, teamwork and individual growth through sport and positive alternatives to drugs and gangs.



Economic Development Highlights

Arden's Garden

- Arden's Garden is Atlanta's premier fresh juice manufacturer with their headquarters and main processing plant located in East Point.
- The East Point Processing plant makes fresh juice five days a week and delivers all over the City.
- The Juice is available in Whole Foods, Publix, Kroger, eateries and, of course, Arden's Garden retail locations around Atlanta.
- They recently acquired an existing 184,000 sf building, in which they will use 104,000 square feet to expand their manufacturing operations here in East Point, making a \$6.3 million dollar investment and creating 30 new jobs.



Cleveland Avenue Crossing

- RH Ledbetter Properties, LLC, recently completed the construction of a 30-acre modern retail amenity in East Point.
- The developer turned the plot of land into the \$35 million dollar "Cleveland Avenue Crossing" project with 173,000 square feet of retail development.
- The retail center is anchored by Wal-Mart and is also home to tenants that include McDonalds, Murphy USA, GNT Foods, Boost Mobile, Shoe Show and more.



Ribbon Cutting Ceremony East Point Georgia

Economic Development Highlights

Americold

- Americold, the global leader in temperature controlled warehousing and logistics to the food industry, purchased a 260,000 square foot temperature controlled storage facility in East Point in July 2016.
- The facility increases the company's Georgia-based facility network to 15 and capacity to more than 90 million cubic feet.
- The new site is expected to add more than 80 new jobs to the City of East Point.

Armada Warehouse Solutions

- Armada is a global company offering supply chain operations, service, solutions and logistics management to their clients
- Armada leased a 448,000 square foot space in the Camp Creek Business Center. They will employ 77 at that location to start.

PPG Industries

- Pittsburgh Plate Glass , PPG, is a global supplier of paints, coatings, optical products, specialty materials and fiberglass.
- PPG has 156 worldwide manufacturing facilities with 45 sites in the United States, including East Point.
- The East Point Coatings Plant provides latex and oil based paints for residential and commercial architectural finishes.
- The plant also manufacturers coatings for the protective and marine, automotive refinish and industrial markets.
- PPG employs approximately 130 employees in East Point.



Economic Development Highlights

East Point Commercial & Industrial Nodes

Camp Creek Parkway at I-285

- Camp Creek Parkway at I-285 is East Point's vibrant shopping area with a variety of shops and restaurants on both sides of the Parkway.
- The northern side of the Parkway is Camp Creek Marketplace which is anchored with a Target, BJ's, Lowes and a cluster of retailers like Marshalls, TJ Maxx, Five Below, as well as, a variety of high producing restaurants.
- The southern side of the Parkway is the Camp Creek Pointe development which houses hotels, more shops and fast food restaurants.
- This area along Camp Creek Parkway is East Point's/South Fulton County's largest retail district. There is a total of 1.2 million square feet of retail space at this location. Camp Creek Marketplace is 98% occupied with in-line retail lease rates over \$25/sf.
- It is also the 2nd most successful TAD development in the State of Georgia



Economic Development Highlights

East Point Commercial & Industrial Nodes (continued)

Camp Creek Business Center

- Camp Creek Business Center is a premier business park that offers modern, high quality industrial and office space, supported by state-of-the-art infrastructure.
- Located just 3.3 miles from the Hartsfield-Jackson International Airport on the southwest side of Atlanta, the Business Center also offers immediate access to the interstate system.
- The Camp Creek Business Center caters to office, industrial and distribution businesses seeking access to Hartsfield Jackson Atlanta International Airport and the Atlanta network.
- The Business Center will have 4.5 million of square feet upon completion.
- It is home to major facilities like Dick's Sporting Goods, Amazon, Armada and FedEx.
- The construction in the upper right hand corner is for Armada Warehouse Solutions who will be leasing a 448,000 sq. ft. facility.



Economic Development Highlights

East Point Commercial & Industrial Nodes (continued)

Amazon

- Amazon, the e-commerce giant, has a 300,000 square foot warehouse and distribution center located in East Point in the Camp Creek Business Center.
- The East Point location hires approximately 850 part-time workers for seasonal jobs handling electronics and apparel merchandise.



Facet Technologies

- Facet Technologies is a FDA registered engineering and manufacturing company that designs, develops, manufacturers and commercializes medical devices.
- Facet specializes in the development of new, innovative, handheld medical devices and is located in East Point.



Dick's Sporting Goods

- In 2008, Dick's Sporting Goods selected a 657,200 square foot facility located in the Camp Creek Business Center in East Point as the company's Southeast regional distribution center.
- Dick's Sporting Goods originally signed a \$25 million 11-year lease for the space and has since invested between \$20 million - \$25 million of additional upgrades to the facility.
- The East Point location services 210 Dick's Sporting Goods stores with its close proximity to the Hartsfield-Jackson Atlanta International Airport and interstates.



Economic Development Highlights

East Point Commercial & Industrial Nodes (continued)

Southmeadow Business Park

- McDonald Development Company is a privately owned industrial real estate development company that was founded in 1988 and has developed over 10 million square feet of real estate. The company specializes in developing industrial real estate across the Southeastern United States.
- The company developed the Southmeadow Business Park. McDonald Development Company has owned the property for over 25 years and has proudly been a part of bringing companies to the area, including Porsche, the Georgia Department of Revenue, Medical Depot and Martin Brower.
- McDonald Development Company still owns 150 acres to be developed within the Southmeadow Business Park that can accommodate individual users needing up to 1 million square feet.



Economic Development Highlights

East Point Commercial & Industrial Nodes (continued)

Lawrence Avenue Industrial Park

- The strength of Lawrence Avenue has been maintained by the manufacturing company of William C. Meredith since 1921.
- William C. Meredith Company's reputation is founded in superior product quality and unmatched customer service.
- Being family owned and operated since inception, the company's goal is to manufacture a pole that will have a service life of 50+ years, not a pole that meets the minimum specifications.
- Today, the William C. Meredith Company is manufacturing and supplying Pentachlorophenol treated poles to Bell South, Verizon, Forest Technology Sales and many electric utilities and municipalities throughout the Eastern United States.



Creekside Distribution Center

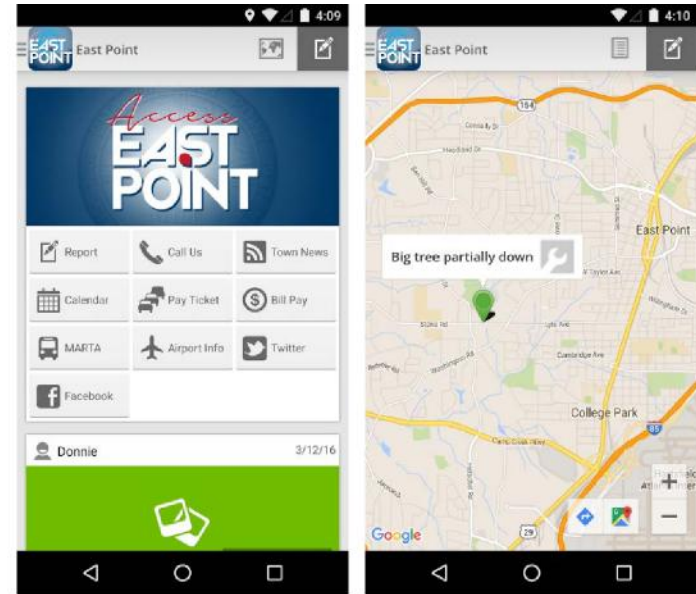
- Formerly the General Services Administration warehouse, the Creekside Distribution Center is a new 538,000 square foot bulk distribution center.
- The Creekside Distribution Center is located just 8 miles from Atlanta's central business district. It finished construction in 2016 and is expected to pique the interest of national retailers seeking e-commerce retail space.



Economic Development Highlights

Access East Point

- In mid-2016, the City, in collaboration with Aerotropolis CIDs, established a public-private partnership creating a new app called Access East Point.
- The app is a platform for citizens to report non-emergency issues, and it allows the government to track, manage and respond to reports submitted.
- The goal of the app is to make information accessible and to beautify communities through transparency, collaboration and cooperation.



East Point PATH

- In early 2017, East Point City Government approved the PATH Foundation plans for a system of bicycle and pedestrian trails.
- The trails could eventually span nearly 25 miles and link into the Atlanta Beltline's southern crescent.
- Construction is expected to begin in third quarter 2017 on specific, high priority segments.
- The City is investing north of \$7 million dollars in public and private funds with the goal of having 10 miles of trails complete in the next 5 years.



Economic Development Trends

Jobs by Sector and Wage

Number of Jobs by Sector & Wage

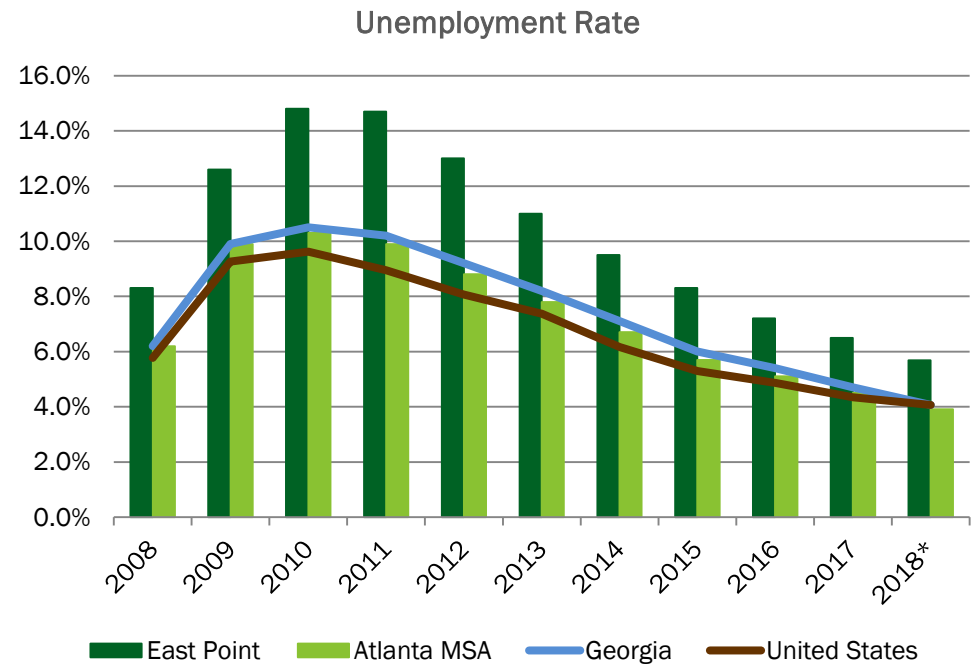
Industry	Average Establishments	Average Employment	Average Weekly Wage
Professional, Scientific, and Technical Services	4,029	90,151	\$1,163
Health Care and Social Assistance	3,425	81,809	\$485
Accommodation and Food Services	2,783	81,194	\$1,149
Administrative and Support and Waste Management	3,499	62,138	\$767
Retail Trade	2,823	54,257	\$4,032
Finance and Insurance	1,277	55,160	\$2,658
Information	822	43,841	\$1,638
Transportation and Warehousing	2,663	37,639	\$1,965
Wholesale Trade	980	30,948	\$2,715
Manufacturing	3,474	23,634	\$815
Other Services (except Public Administration)	2,611	22,864	\$1,744
Real Estate and Rental and Leasing	395	24,906	\$3,744
Management of Companies and Enterprises	1,581	19,043	\$1,701
Construction	6696	15,653	\$732
Arts, Entertainment, and Recreation	665	16,973	\$963
Educational Services	61	3,166	\$3,490
Utilities	8	201	\$8,088
Mining, Quarrying, and Oil and Gas Extraction	36	146	\$1,413
Agriculture, Forestry, Fishing and Hunting	4,029	90,151	\$1,163
TOTAL	37,828	663,723	\$2,181
Local Government	229	43,157	\$998
State Government	159	31,265	\$1,238
Federal Government	159	24,306	\$1,856

Note: Data represents Fulton County. Data unavailable for East Point.

Note: Data as of First Quarter 2018.
Source: Georgia Labor Market Explorer Quarterly Census of Employment and Wages.

Unemployment Rate

Year	East Point	Atlanta MSA	Georgia	United States
2008	8.3%	6.2%	6.2%	5.8%
2009	12.6%	9.9%	9.9%	9.3%
2010	14.8%	10.3%	10.5%	9.6%
2011	14.7%	9.9%	10.2%	9.0%
2012	13.0%	8.8%	9.2%	8.1%
2013	11.0%	7.8%	8.2%	7.4%
2014	9.5%	6.7%	7.1%	6.2%
2015	8.3%	5.7%	6.0%	5.3%
2016	7.2%	5.1%	5.4%	4.9%
2017	6.5%	4.5%	4.7%	4.4%
2018*	5.7%	3.9%	4.1%	4.1%



*Note: Data as of August 2018.
Source: Department of Labor, Bureau of Labor Statistics.

Principal Employers

Principal Employers - 2016

Employer	Industry	Approximate Employees
City of East Point	Government	507
Amazon	Distribution	493
Newell Recycling, LLC	Scrap Processor	426
WellStar Atlanta Medical Center South	Medical	406
Dick's Sporting Goods	Distribution	364
Staffing Solutions	Services	292
Kuehne + Nagel, Inc.	Distribution	278
Owens-Brockway Glass	Manufacturer	269
Martin-Brower Company	Food Services	236
Wal-Mart	Retailer	231
CEVA Logistics, LLC	Logistics & Freight Mgmt.	200
Drive Medical (Medical Depot)	Distribution	181
Clarus Linen Systems (formerly Alliance Laundry)	Service	164
C.H. Robinson Company, Inc.	Logistics & Supply Chain	160
Comcast of Georgia	Telecom	143
Red Lobster Restaurant, LLC	Restaurant	142
PPG Architectural Finishes	Manufacturer	125
Crowne Plaza Atlanta Airport	Hospitality	117
Bonterra Nursing Center	Skilled Nursing Care	114

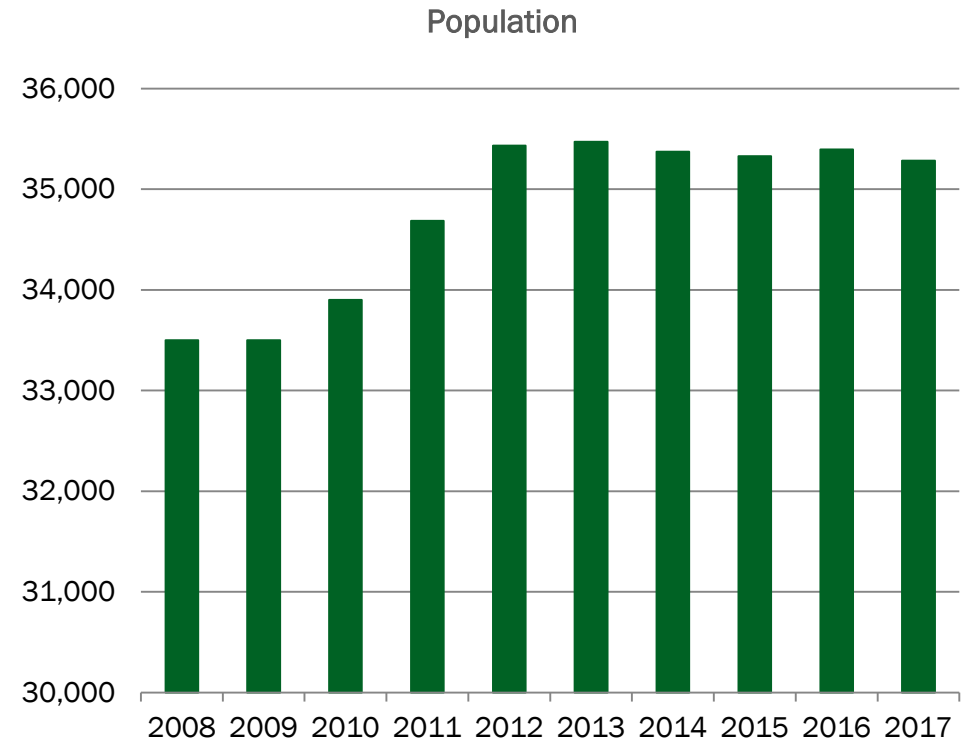
Principal Taxpayers

Principal Property Taxpayers - 2016

Name	Type of Industry	Taxable Assessed Value	Percent of Total Taxable Assessed Value
Duke Realty Corp. (<i>Dicks Sporting Goods</i>)	Distribution	\$33,597,121	3.89%
Duke Realty Corp. (<i>Duke Realty Limited Partnership</i>)	Real Estate	24,881,920	2.88%
BRE DDR BR Camp Creek GA LLC	Retail	24,137,400	2.79%
Landmark at Creekside Grand LLC	Multi-Family	19,204,520	2.22%
Owens Brockway Glass Container	Manufacturing	15,443,634	1.79%
HPT IHG Three Properties	Hospitality	13,211,440	1.53%
Duke Realty Corporation	Real Estate	12,473,200	1.44%
Development Authority of Fulton County	Government	8,429,724	0.98%
Duke Realty Corp. (<i>Duke Secured Financing</i>)	Real Estate	5,287,800	0.61%
Owens Illinois Glass Container	Manufacturing	3,805,440	0.44%
TOTAL		\$160,472,199	14.69%

Population

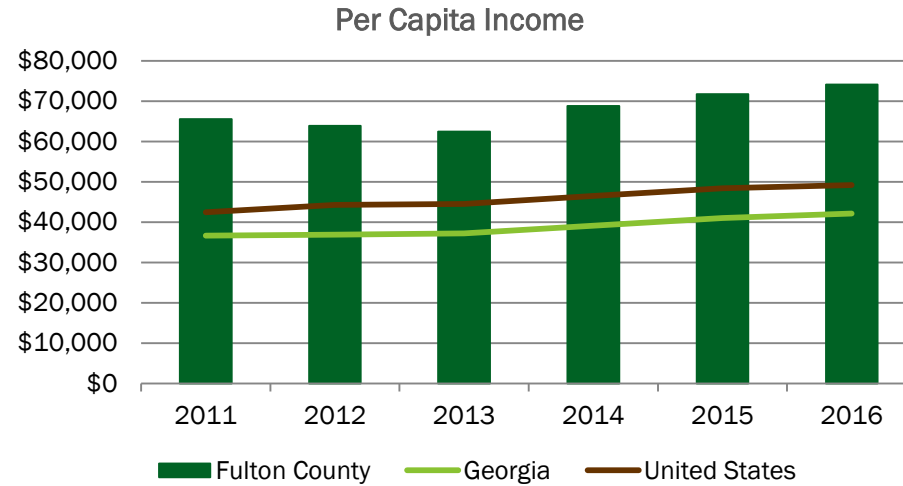
Population		
Year	Population	% Change
2008	33,500	0.00%
2009	33,500	0.00%
2010	33,902	1.20%
2011	34,687	2.32%
2012	35,433	2.15%
2013	35,471	0.11%
2014	35,372	-0.28%
2015	35,329	-0.12%
2016	35,395	0.19%
2017	35,282	-0.32%



5 Year Average Percent Change -0.1%

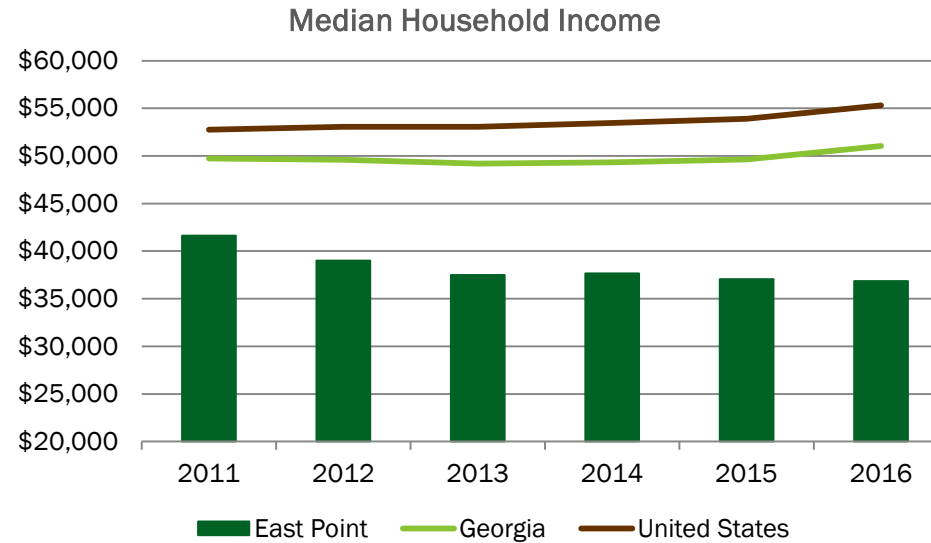
10 Year Average Percent Change +0.5%

Per Capita Income



Year	Fulton County Per Capita Income	Annual Growth	Georgia Per Capita Income	Annual Growth	US Per Capita Income	Annual Growth	County as a % of Georgia	County as a % of U.S.
2010	\$62,115	-0.1%	\$34,646	0.8%	\$40,278	2.3%	179%	154%
2011	\$65,528	5.5%	\$36,672	5.8%	\$42,463	5.4%	179%	154%
2012	\$63,840	-2.6%	\$36,876	0.6%	\$44,283	4.3%	173%	144%
2013	\$62,474	-2.1%	\$37,183	0.8%	\$44,489	0.5%	168%	140%
2014	\$68,820	10.2%	\$39,142	5.3%	\$46,486	4.5%	176%	148%
2015	\$71,712	4.2%	\$41,020	4.8%	\$48,429	4.2%	175%	148%
2016	\$74,095	3.3%	\$42,146	2.7%	\$49,204	1.6%	176%	151%

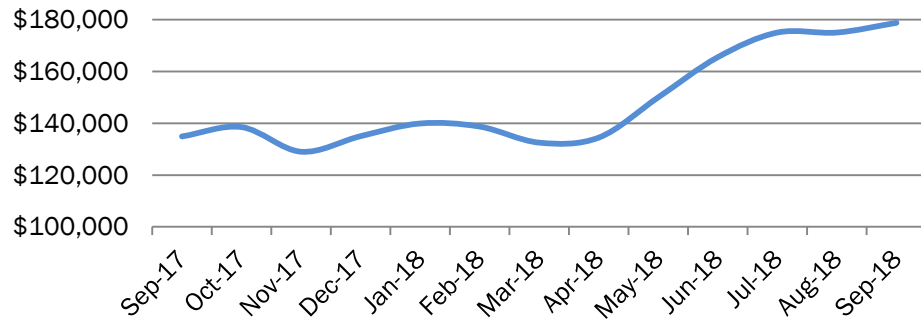
Median Household Income



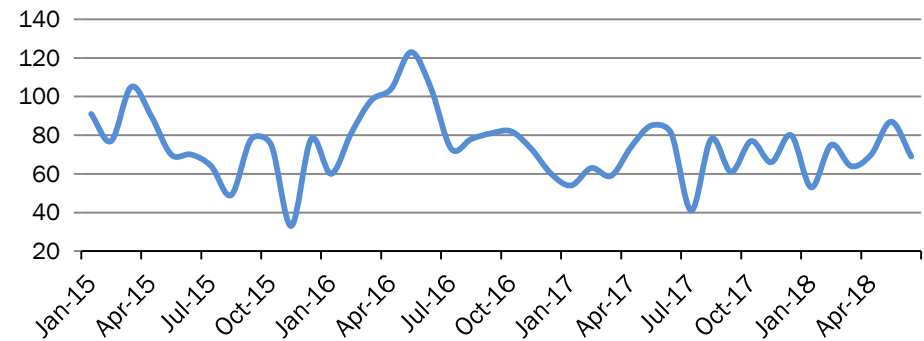
Year	East Point Median Household Income	Annual Growth	Georgia Median Household Income	Annual Growth	US Median Household Income	Annual Growth	City as a % of Georgia	City as a % of U.S.
2010	\$42,050	3.5%	\$49,347	-0.2%	\$51,914	1.0%	85.2%	81.0%
2011	\$41,622	-1.0%	\$49,736	0.8%	\$52,762	1.6%	83.7%	78.9%
2012	\$39,023	-6.2%	\$49,604	-0.3%	\$53,046	0.5%	78.7%	73.6%
2013	\$37,490	-3.9%	\$49,179	-0.9%	\$53,046	0.0%	76.2%	70.7%
2014	\$37,646	0.4%	\$49,342	0.3%	\$53,482	0.8%	76.3%	70.4%
2015	\$37,049	-1.6%	\$49,620	0.6%	\$53,889	0.8%	74.7%	68.8%
2016	\$36,863	-0.5%	\$51,037	2.9%	\$55,322	2.7%	72.2%	66.6%

Housing Market

Median Sales Price



Number of Sales



The Median Sales Price in East Point for September 2018 was \$178,750. East Point home values have gone up 32% over the past year.

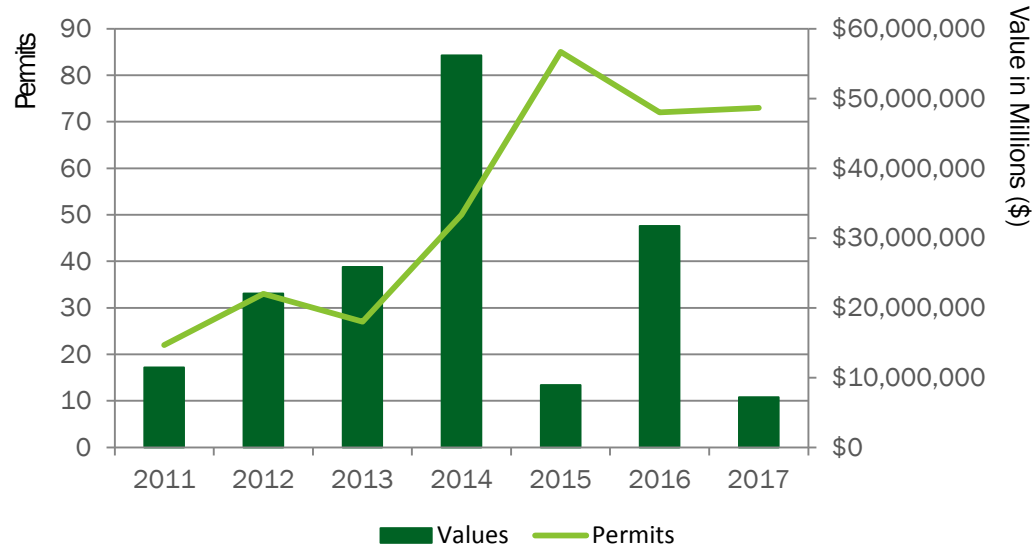


List Price: \$359,900



List Price: \$119,900

Building Permits and Values



FY	Permits			
	Commercial	Single Family	Multi-Family	Total
2011	3	19	0	22
2012	4	29	0	33
2013	3	24	0	27
2014	10	40	0	50
2015	2	57	26	85
2016	8	59	5	72
2017	--	68	5	73

FY	Values			
	Commercial	Single Family	Multi-Family	Total
2011	\$9,143,183	\$2,317,580	\$0	\$11,460,763
2012	18,564,676	\$3,477,400	\$0	\$22,042,076
2013	22,724,961	\$3,129,864	\$0	\$25,854,825
2014	51,115,000	\$5,070,504	\$0	\$56,185,504
2015	1,475,000	\$7,336,070	\$115,600	\$8,926,670
2016	24,094,271	\$7,603,041	\$22,231	\$31,719,543
2017	--	\$7,149,095	\$22,231	\$7,171,326

Tax Digest – Assessed Value of Taxable Property



Assessed Value of Taxable Property										
Year	Real Property		Personal Property		Less: M&O Exemptions		Total Taxable Assessed Value		Estimated Actual Full Value	
		%		%		%		%		%
2011	\$983,989,242	N/A	\$42,619,270	N/A	\$43,768,359	N/A	\$982,840,153	N/A	\$2,457,100,383	N/A
2012	786,359,596	-20%	46,234,219	8%	38,846,977	-11%	793,746,838	-19%	1,984,367,095	-19%
2013	769,126,973	-2%	46,234,215	0%	49,850,249	28%	765,510,939	-4%	1,913,777,348	-4%
2014	729,245,270	-5%	46,234,215	0%	55,363,690	11%	720,115,795	-6%	1,800,289,488	-6%
2015	782,734,358	7%	38,152,718	-17%	46,764,322	-16%	774,122,754	7%	1,935,306,885	0%
2016	863,868,686	10%	20,844,569	-45%	73,060,902	56%	811,652,353	5%	2,029,130,883	13%

The City is projecting an increase in assessed value of at least 3.0% for 2017.

Detailed Tax Digest



Detailed City Tax Digest

	2012	2013	2014	2015	2016
Residential	\$223,862,940	\$206,363,590	\$217,466,640	\$228,956,700	\$240,908,980
Conservation	317,080	394,400	394,400	394,400	394,400
Commercial	379,720,170	371,972,320	385,924,550	426,370,460	438,926,400
Industrial	133,627,240	132,897,450	134,977,520	139,293,830	141,629,070
Utility	48,832,166	36,339,572	43,952,308	44,334,406	42,009,836
Motor Vehicle	46,156,900	47,347,850	38,075,160	27,511,710	20,767,610
Mobile Home	77,319	77,279	77,559	77,559	76,959
Gross Digest	\$832,593,815	\$795,392,461	\$820,868,137	\$866,939,065	\$884,713,255
Less M&O Exemptions	(36,060,837)	(39,869,300)	(192,128,883)	(92,051,640)	(73,365,524)
Net M&O Digest	\$796,532,978	\$755,523,161	\$628,739,254	\$774,887,425	\$811,347,731

The City is projecting an increase in assessed value of at least 3.0% for 2017.

Developed in part by:

DAVENPORT & COMPANY