



FISCAL YEAR '24 REPORT



Discussion Topics



About Develop Fulton



GASB 77 FY 2024 Report



Economic Impact Summary

About Develop Fulton



PRO-BUSINESS

Develop Fulton delivers innovative services connecting qualified projects with taxable and tax-exempt bond financing and a diversity of targeted economic development services.

PRO-COMMUNITY

Develop Fulton's incentivized projects bring community benefits like roadway and pedestrian safety improvements, better access to affordable housing and retail options, environmental remediation, and career training opportunities.

OUR MISSION

To stimulate quality economic development that expands and diversifies the tax base, provides quality jobs, retains existing businesses, and sustains the quality of life for residents throughout Fulton County.



DEVELOP FULTON:

- Support high quality investment that generates jobs and tax revenue
- Expand Fulton County's commercial tax base
- Reduce long term pressure on residential taxpayers
- Major investments recently supported:

amazon

DURACELL



MILLER ZELL

- Commercial growth helps shift the tax burden toward businesses rather than residents





PROJECT HIGHLIGHTS:

CATALYTIC REDEVELOPMENT EXAMPLES

Medley – Johns Creek Town Center

- \$400 million mixed-use development
- Retail, office, and housing
- 956 jobs
- Approximately \$600,000 in annual taxes prior to redevelopment
- Approximately \$29 million in taxes over the incentive period

EDGE Project – Former Rail Yard Site

- Previously tax exempt for approximately 60 years
- Zero property taxes prior to redevelopment
- Approximately \$69 million in property taxes generated over the incentive period

FUTURE FOCUS: PARTNERSHIPS

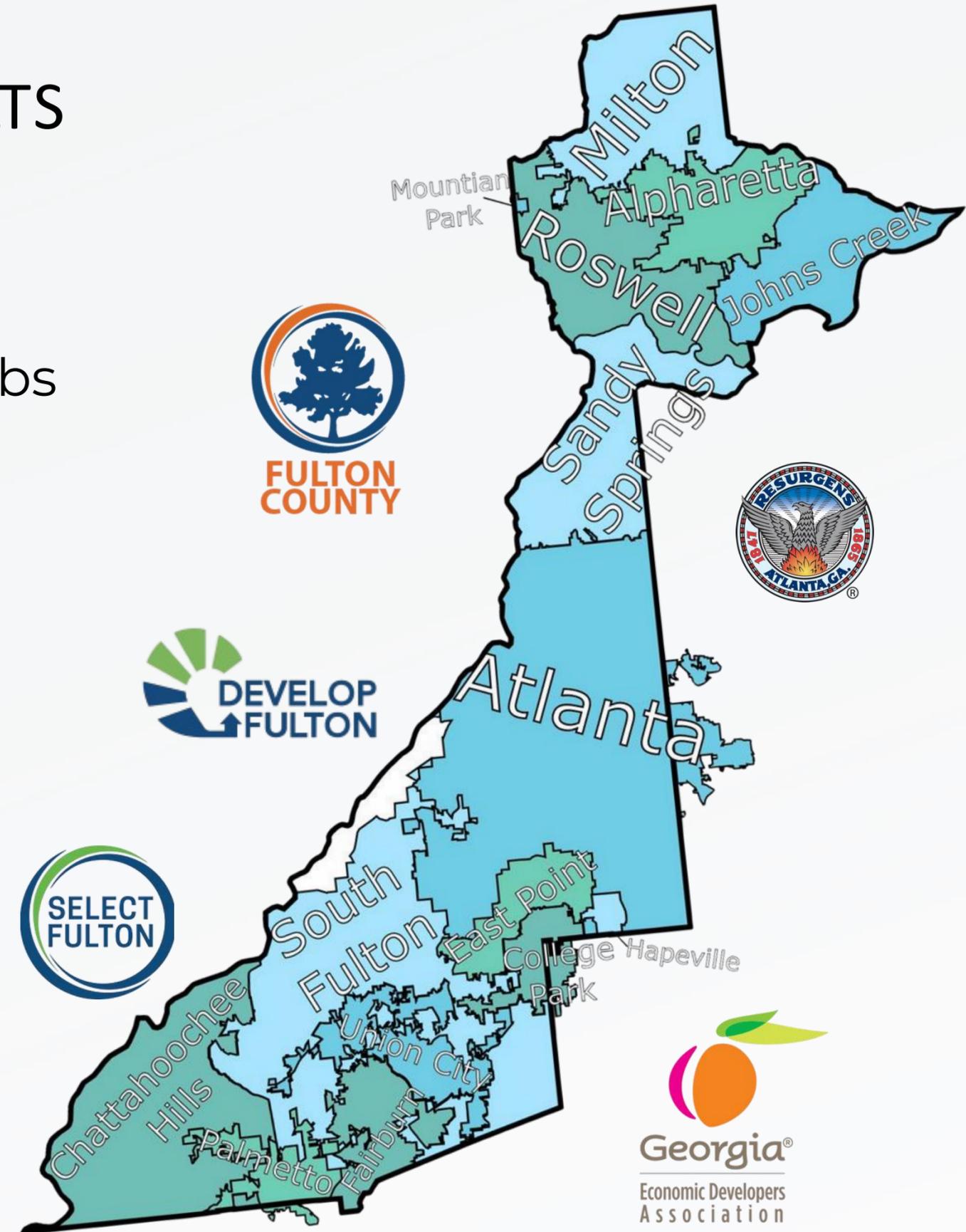
QUALITY DEVELOPMENT WITH CLEAR RESULTS

South Fulton example:

- Recent approved project Hutch, \$200M, 400 jobs
- Strong partnerships with City of South Fulton
- Develop Fulton, South Fulton, state Dept of Transportation: all working together

Partnerships are key for the future:

- Develop Fulton Board chaired by Chairman Kwanza Hall
- Fulton County Board of Commissioners
- Select Fulton
- All 15 Fulton County cities
- State Econ Dev Office



Fulton County programs impacted by GASB 77

- The Governmental Accounting Standards Board (GASB) issued Statement 77, which requires disclosures about a government’s tax abatement agreements.
- Fulton County reports reductions in **property tax revenue**



Fulton County Abatement Schedule

Year	Abatement Percentage
1	50%
2	45%
3	40%
4	35%
5	30%
6	25%
7	20%
8	15%
9	10%
10	5%



GASB 77 FY2024 Report

GASB 77 FY2024 Financial Reporting Update

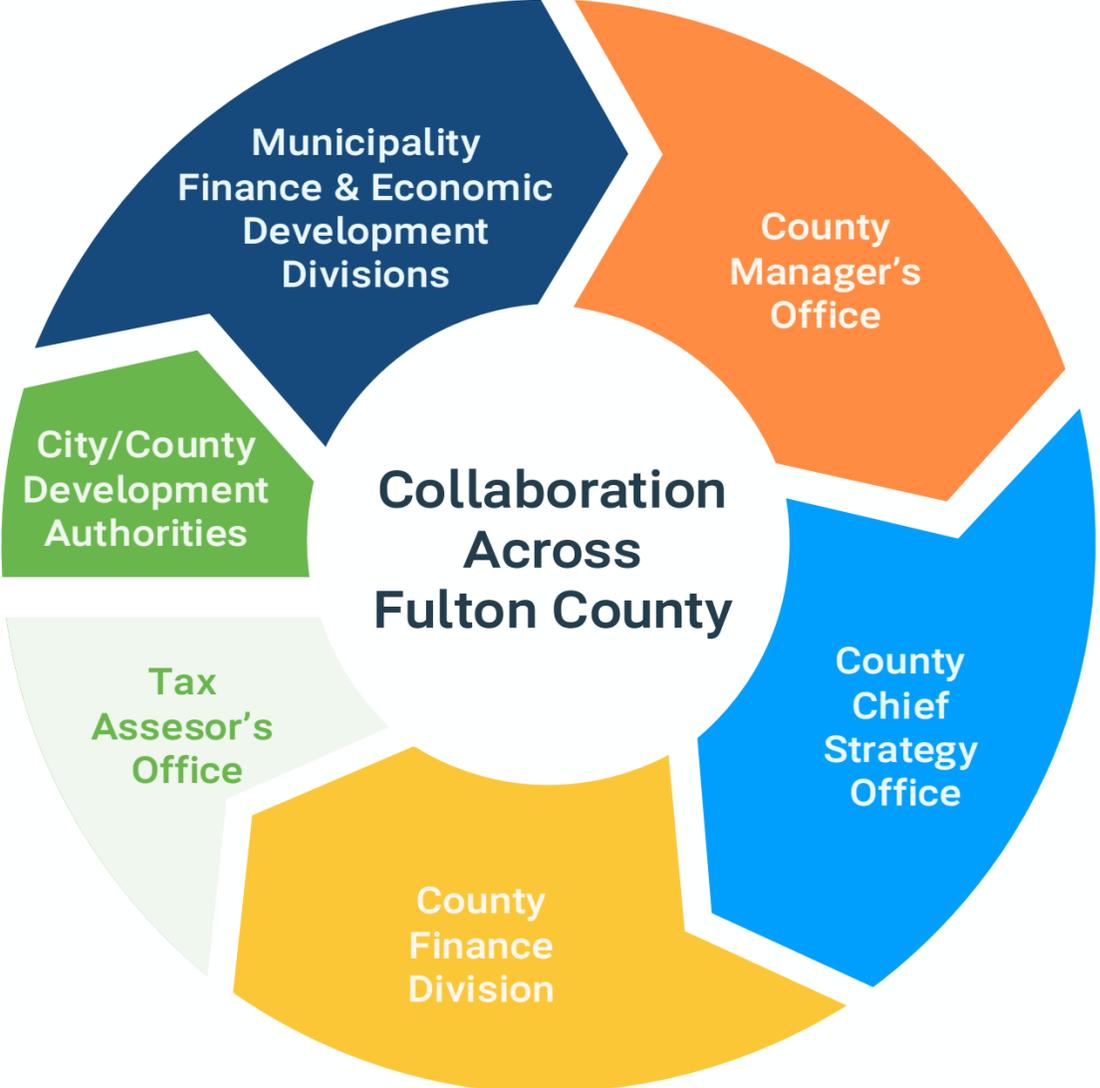
- Engagement with EY
- Seventh year of GASB 77 compliance
- Continued coordination with 15 municipalities, the Tax Assessors Office, and the Finance Division

Beyond GASB

- 2024 Economic Impact Analysis of Develop Fulton projects
- Net New Revenue Impact Analyses and Reporting
- Fulton County, City of Atlanta, APS and FCSD

Transparent Evaluation Process

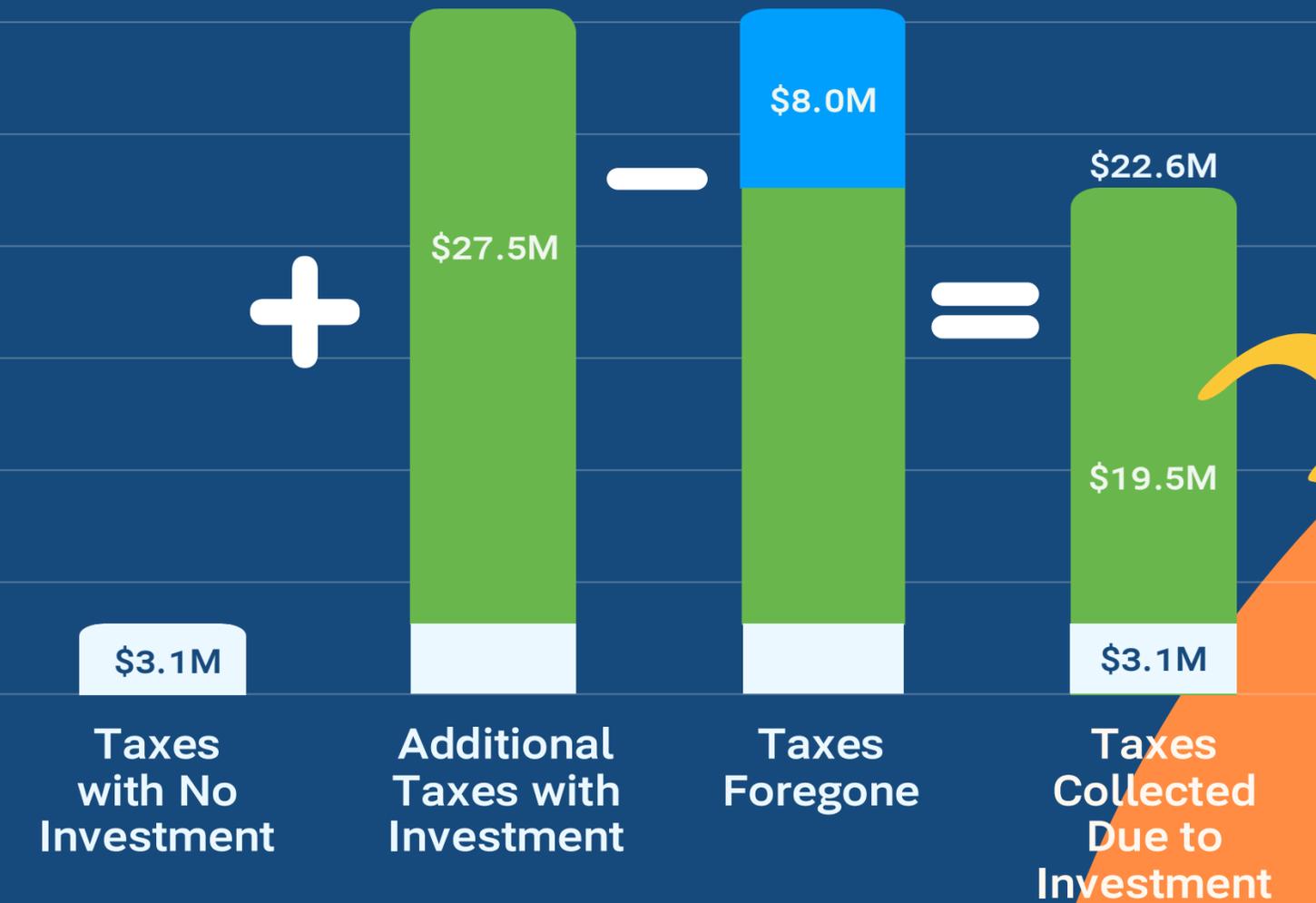
- ROI Model
- Hurdle Rate
- Deal Review Packages



Net New Property Taxes for Fulton County in 2024



Net new 2024 property taxes due to active incentive projects approved over a 10-year period: \$19.5M



Taxes pre-investment: \$3.1M
 Plus Additional taxes due to investment: \$27.5M
 Less Tax incentives: \$8.0M
 Equals 2024 taxes paid: \$22.6M
 Less Taxes pre-investment taxes of \$3.1M
 Equals 2024 Net benefit of \$19.5M

Net Benefit: \$19.5M

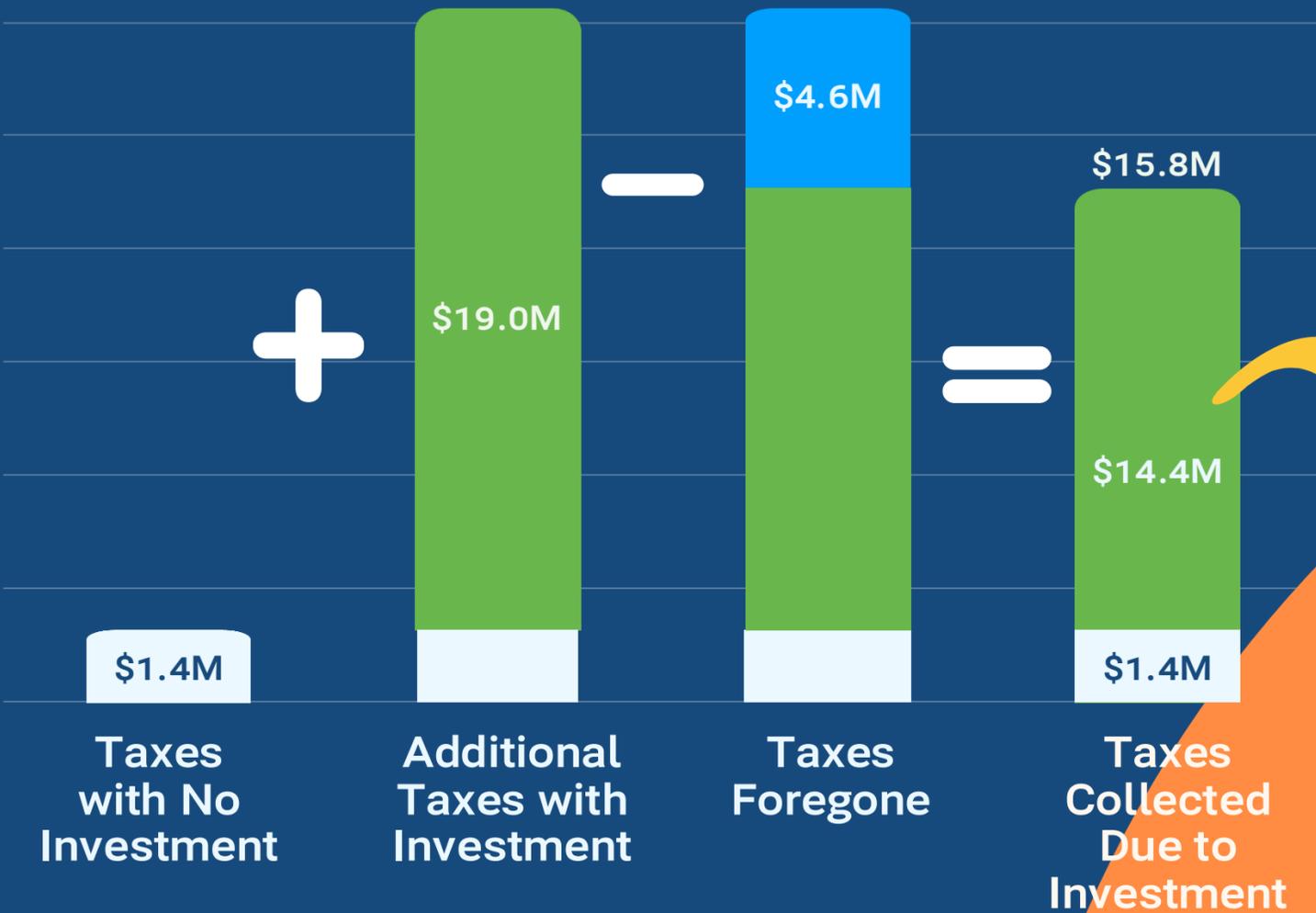
Note: \$2.4M of the \$19.5M net incentive benefit was allocated to tax allocation districts. Thus, \$17M of the net incentives benefit was allocated to the county.

Note 2: \$8.0M of incentives represents 1.0% of the total property taxes, based on the 2024 CAFR of total property taxes collected.

Source: EY analysis using Fulton County Board of Assessors data on property parcels receiving an incentive in 2024.
 Note: Figures may not sum due to rounding.

Net New Property Taxes for Fulton County School District in 2024

Net new 2024 property taxes due to active incentive projects approved over a 10-year period: \$14.4M



Taxes pre-investment: \$1.4M
Plus Additional taxes due to investment: \$19.0M
Less Tax incentives: \$4.6M
Equals 2024 taxes paid: \$15.8M
Less Taxes pre-investment of \$1.4M
Equals 2024 Net benefit of \$14.4M

Net Benefit: \$14.4M

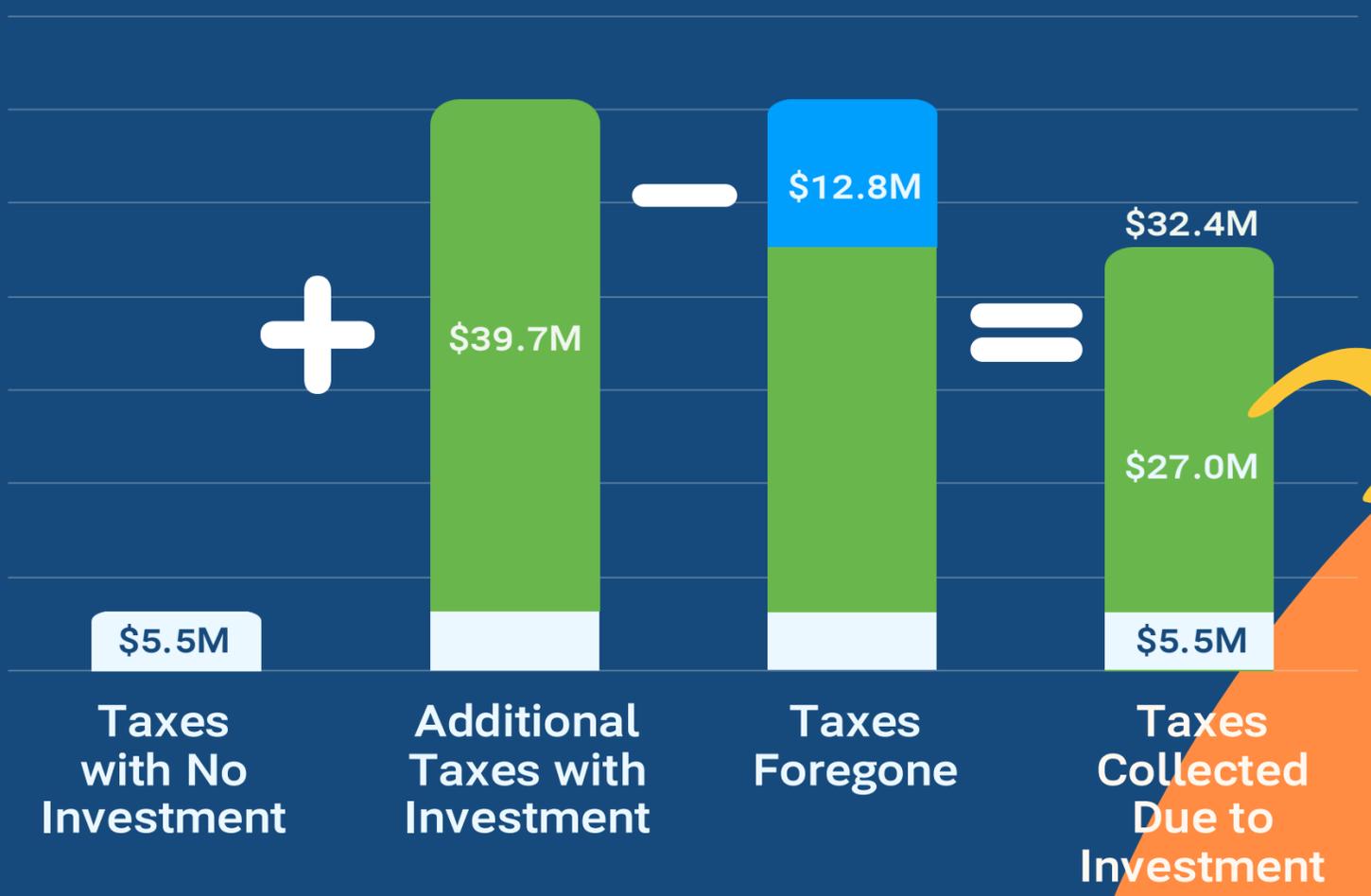
Note: \$1.4M of the \$14.4M net incentive benefit was allocated to tax allocation districts. Thus, \$13.1M of the net incentive benefit was allocated to the FCSD.

Source: EY analysis using Fulton County Board of Assessors data on property parcels receiving an incentive in 2024.
 Note: Figures may not sum due to rounding.



Net New Property Taxes for Atlanta Public Schools in 2024

Net new 2024 property taxes due to active incentive projects approved over a 10-year period: \$27M



Taxes pre-investment: \$5.5M
Plus Additional taxes due to investment: \$39.7M
Less Tax incentives: \$12.8M
Equals 2024 taxes paid: \$32.4M
Less Taxes pre-investment of \$5.5M
Equals 2024 Net benefit of \$27M

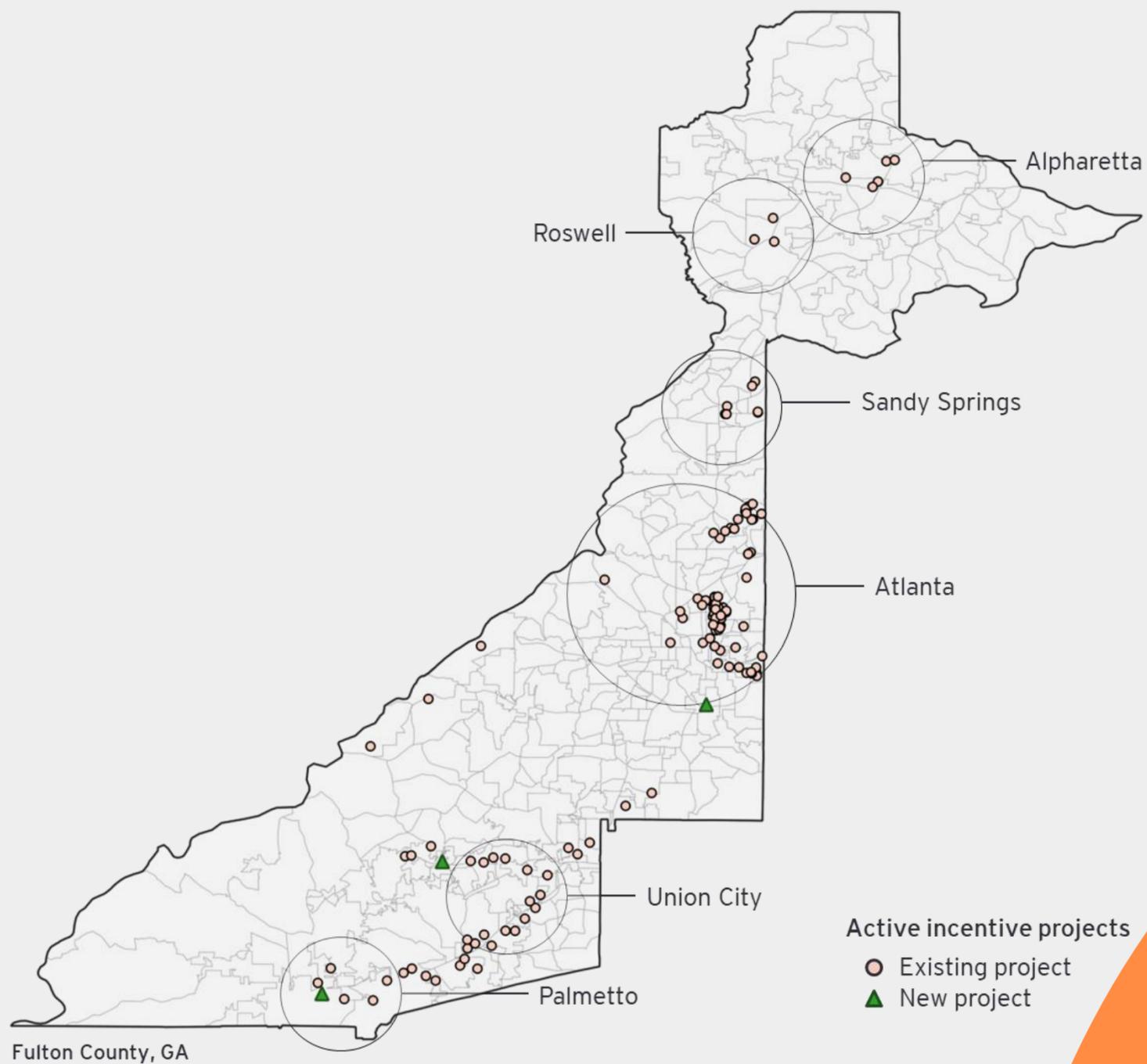
Note: \$4M of the \$27M net incentive benefit was allocated to tax allocation districts. Thus, \$23M of the net incentive benefit was allocated to APS.

Net Benefit: \$27M

Source: EY analysis using Fulton County Board of Assessors data on property parcels receiving an incentive in 2024.
 Note: Figures may not sum due to rounding.



Active DAFC incentive projects in 2024



CY2024

of Active Projects

135

Job Commitments

41,065

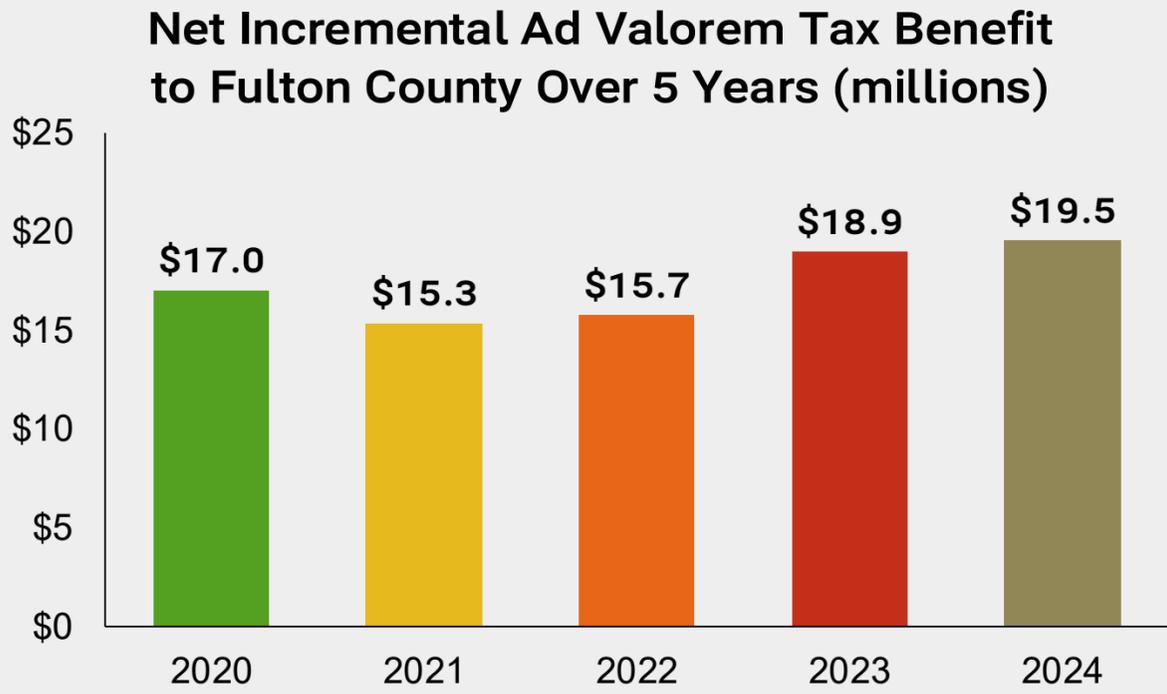
Capital Expenditures (billions)

\$9.8



Source: EY analysis of Develop Fulton data, Census TIGER/Line

Five-Year Snapshot



	CY2020	CY2021	CY2022	CY2023	CY2024
# of Active Projects	101	121	134	137	135
Job Commitments	31,849	32,746	43,905	45,000	41,065
Capital Expenditures (billions)	\$7.6	\$8.6	\$10.0	\$10.4	\$9.8
Total Incentives Received (millions)	\$9.5	\$9.5	\$9.7	\$9.9	\$7.7
Net Ad Valorem Tax Benefit (millions)	\$17.0	\$15.3	\$15.7	\$18.9	\$19.5



Economic Approach

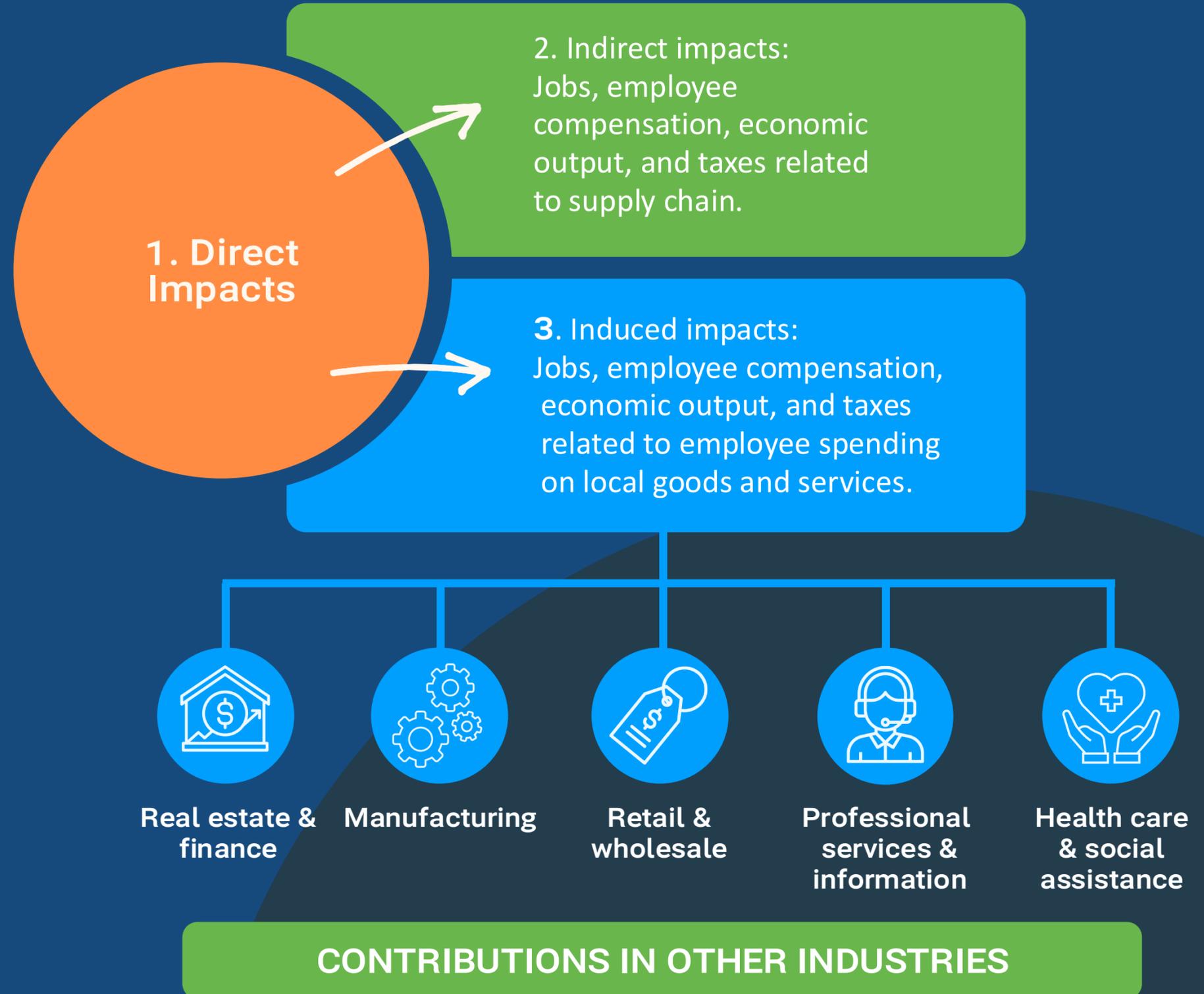


Results are for projects actively receiving a property tax incentive in 2024

These projects invested in Fulton County within the past 10 years

Total contributions consist of: direct, indirect, induced

- Direct impacts — stem from projects
- Indirect impacts — suppliers
- Induced impacts — consumption related



1. Direct Impacts

2. Indirect impacts: Jobs, employee compensation, economic output, and taxes related to supply chain.

3. Induced impacts: Jobs, employee compensation, economic output, and taxes related to employee spending on local goods and services.



Real estate & finance



Manufacturing



Retail & wholesale



Professional services & information



Health care & social assistance

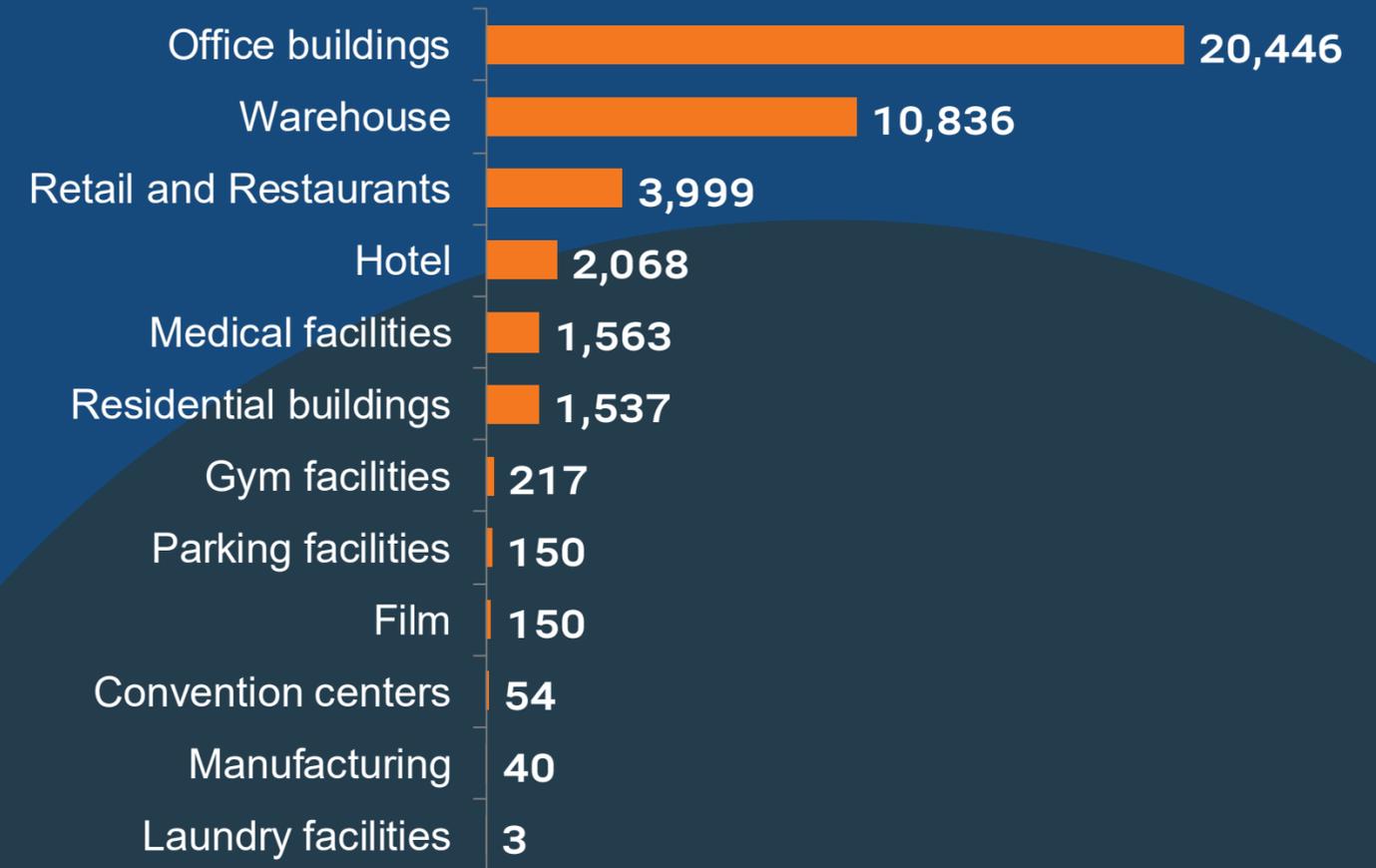
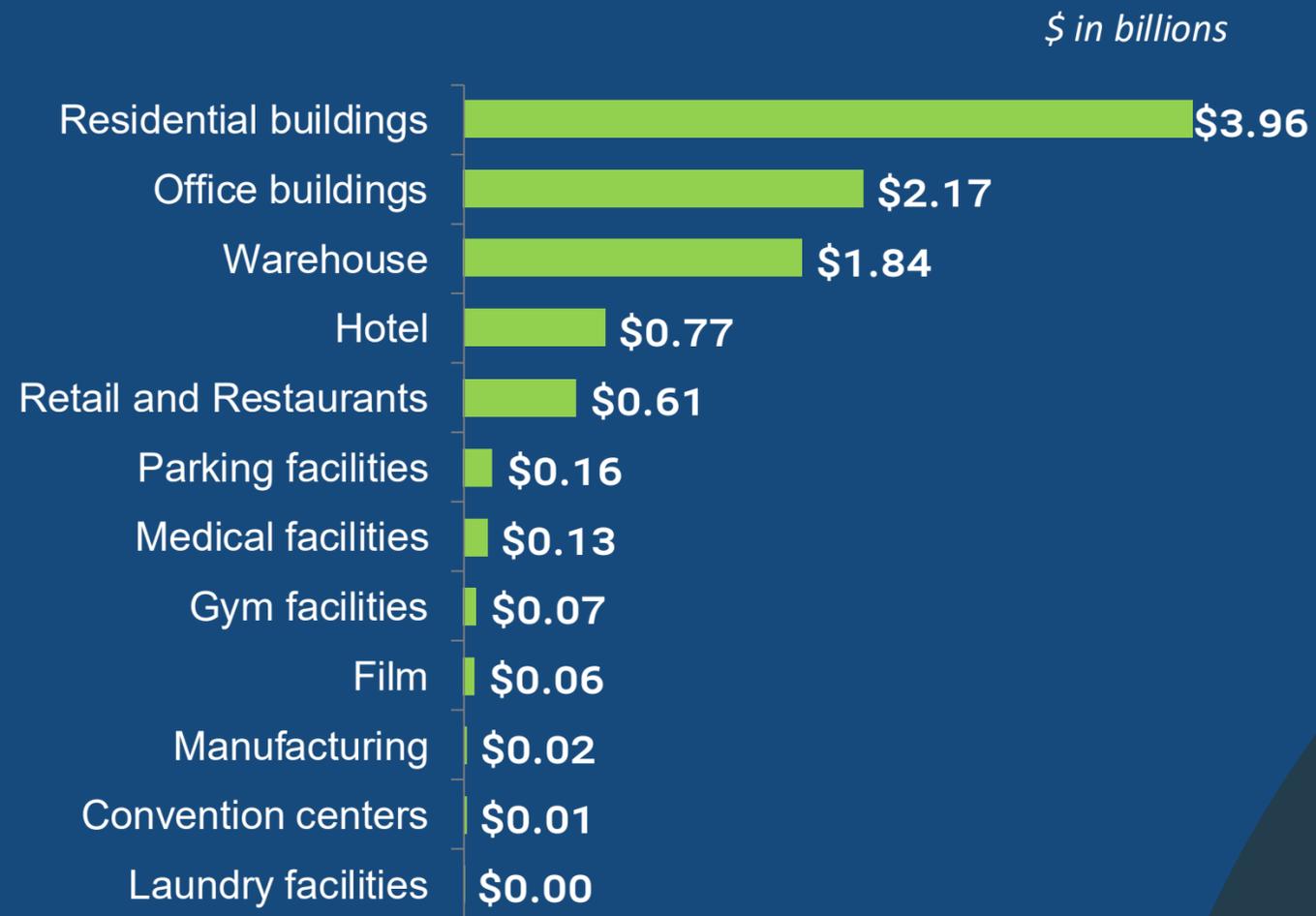
CONTRIBUTIONS IN OTHER INDUSTRIES

DIRECT CAPITAL INVESTMENT & JOB COMMITMENTS of 135 projects* with an active incentive in 2024



Capital investment by active incentive projects
Total: \$9.8 billion

Job commitments by active incentive projects
Total: 41,065



* Projects approved during the past 10 years
Source: DAFC MOAs

Summary of 2024 Total Economic Contributions of Active Incentive Projects

Type of property	Total economic impacts <i>(Direct, indirect, and induced)</i>		
	Jobs	Labor income (\$M)	Economic output (\$M)
Office buildings	28,674	\$3,091	\$4,768
Warehouse	13,999	\$795	\$1,601
Retail and Restaurants	5,023	\$316	\$663
Hotel	2,662	\$182	\$463
Residential buildings	2,462	\$146	\$628
Medical facilities	2,391	\$276	\$495
Film	285	\$24	\$86
Gym facilities	253	\$9	\$22
Parking facilities	180	\$6	\$17
Convention centers	70	\$5	\$10
Manufacturing	51	\$4	\$12
Laundry facilities	4	\$0	\$0
Total all projects	56,053	\$4,853	\$8,765

- ✓ **Total employment:** Full- and part time jobs, which includes the 41,065 direct jobs
- ✓ **Total labor income:** Wage and benefits paid to employees
- ✓ **Total economic output:** Typically measured as the sales of a company

Source: EY analysis using data provided by DAFC on agreements; 2023 IMPLAN model of Fulton County



Avalon real estate incentive example

Project has added \$607 million in real estate value since 2016 and has added \$5.9 million in new property taxes in 2024

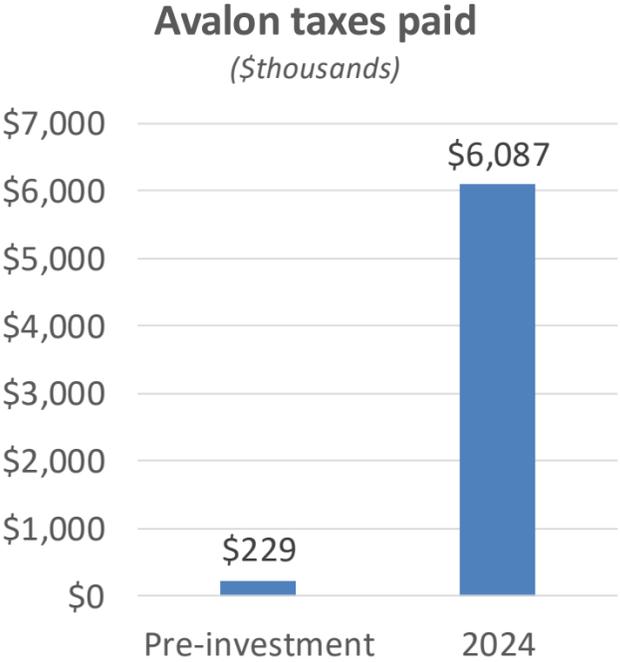
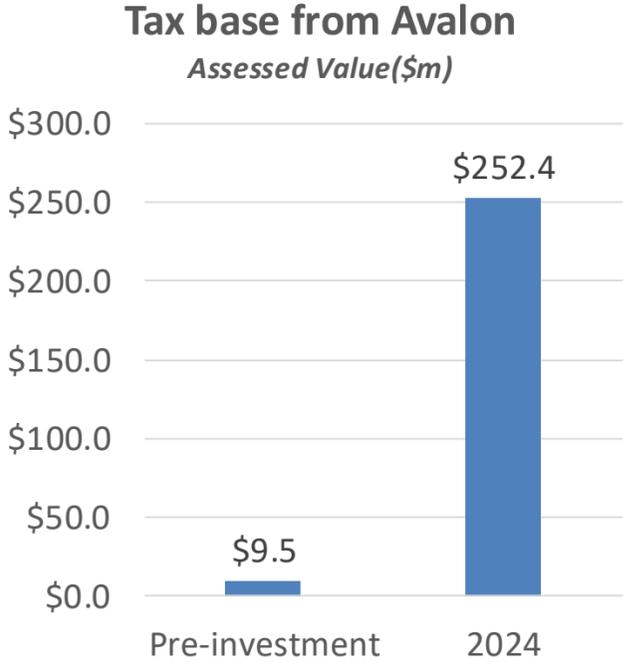
Increase in fair market value (FMV) of the project:

- Investments across 13 parcels between 2016 and 2021
- Total fair market value has grown from **\$23.7 million to \$631.1 million**

Tax base and tax payments have increased:

- Total assessed value has increased from \$5.4 million pre-investment to \$246.1 million in 2024
- Using current millage rates, the total tax payments for these parcels would be \$226 thousand at pre-investment property values and was \$6.1 million in 2024 with the investments

First year of abatement	Parcel ID	Property Name	Market value Pre- project	Market value in 2024
2016	12284108020897	Avalon Development	\$9.4	\$284.6
2018	12284108021150	Container Store	\$5.1	\$8.6
2018	12284108021531	CHICK-FIL-A	\$5.1	\$2.0
2017	12284108031548	The Container Store Parking	\$0.0	\$5.3
2018	12297008540418	Land	\$0.6	\$9.1
2018	12297008540434	Veranda luxury apartments	\$1.3	\$98.6
2018	12297008540491	Avalon retail	\$0.2	\$7.0
2018	12297008540509	Avalon office buildings	\$0.1	\$63.5
2019	12297008540392	Parking deck	\$1.1	\$18.4
2019	12297008540467	Avalon conference center	\$0.0	\$7.0
2019	12297008540475	Hotel at Avalon	\$0.0	\$47.0
2021	12297008540426	PR Avalon	\$0.6	\$80.0
Total			\$23.7	\$631.1



Source: EY analysis using Fulton County Board of Assessors data on property parcels related to Project Avalon. Pre-investment FMV based in year prior to first year of abatement. Parcel 12297008540400 has been grouped with 12297008540392 because it is an associated parking deck.

Note: Taxes paid in 2024 from tax records. "Pre-investment" tax payment estimate based on aggregated fair market value in pre-investment year for each parcel, converted to assessed value at 40% of FMV, and multiplied by 2024 property tax rates.

Avalon real estate incentive example

Since 2016, incentives have decreased, and property taxes increased from \$2.5 million to \$6.1 million annually.

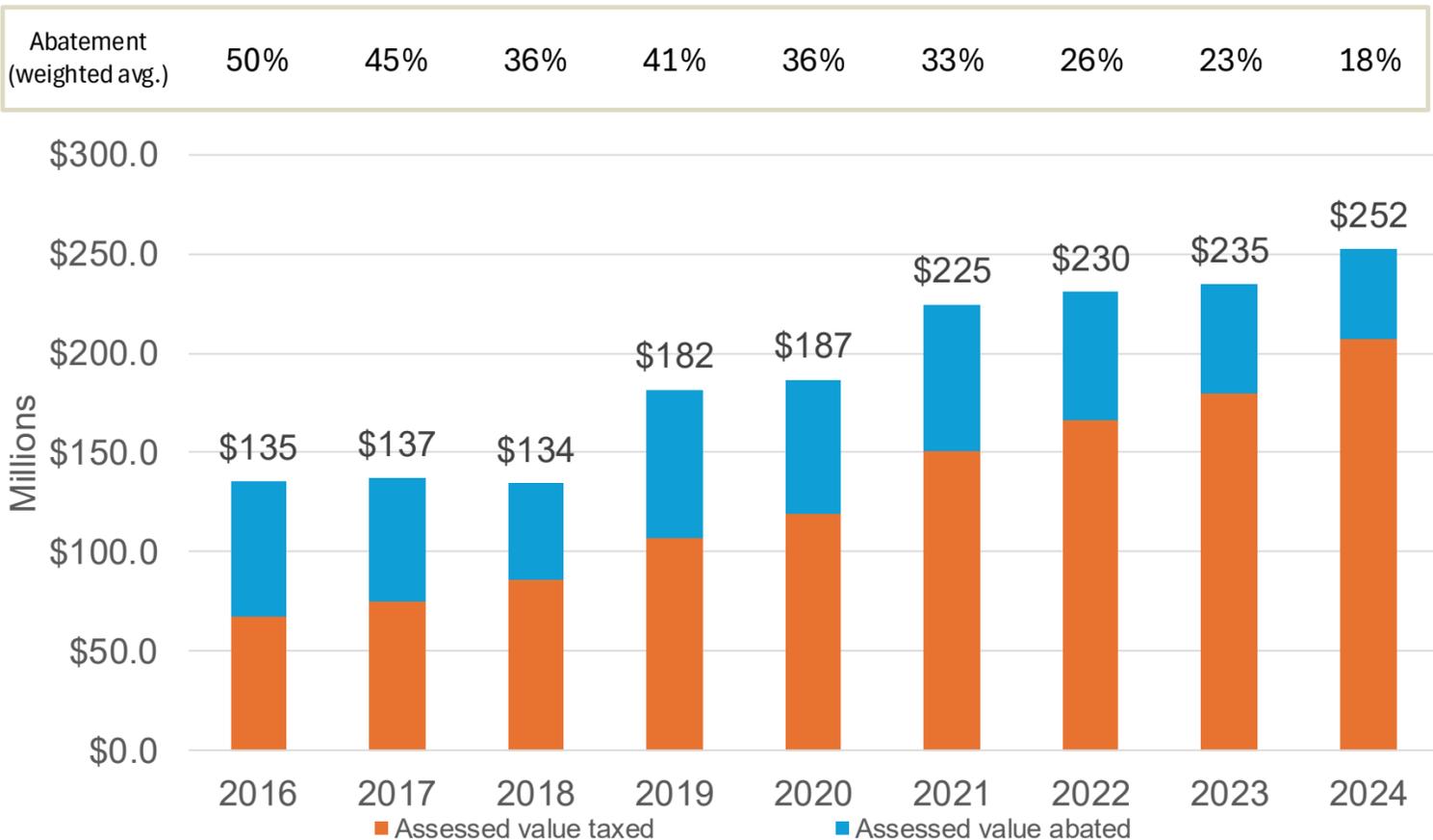
Assessed value from 2016 to 2024:

- Property assessed value has grown from \$135m to \$252m
- In 2024 the weighted average abatement over all parcels was 18%

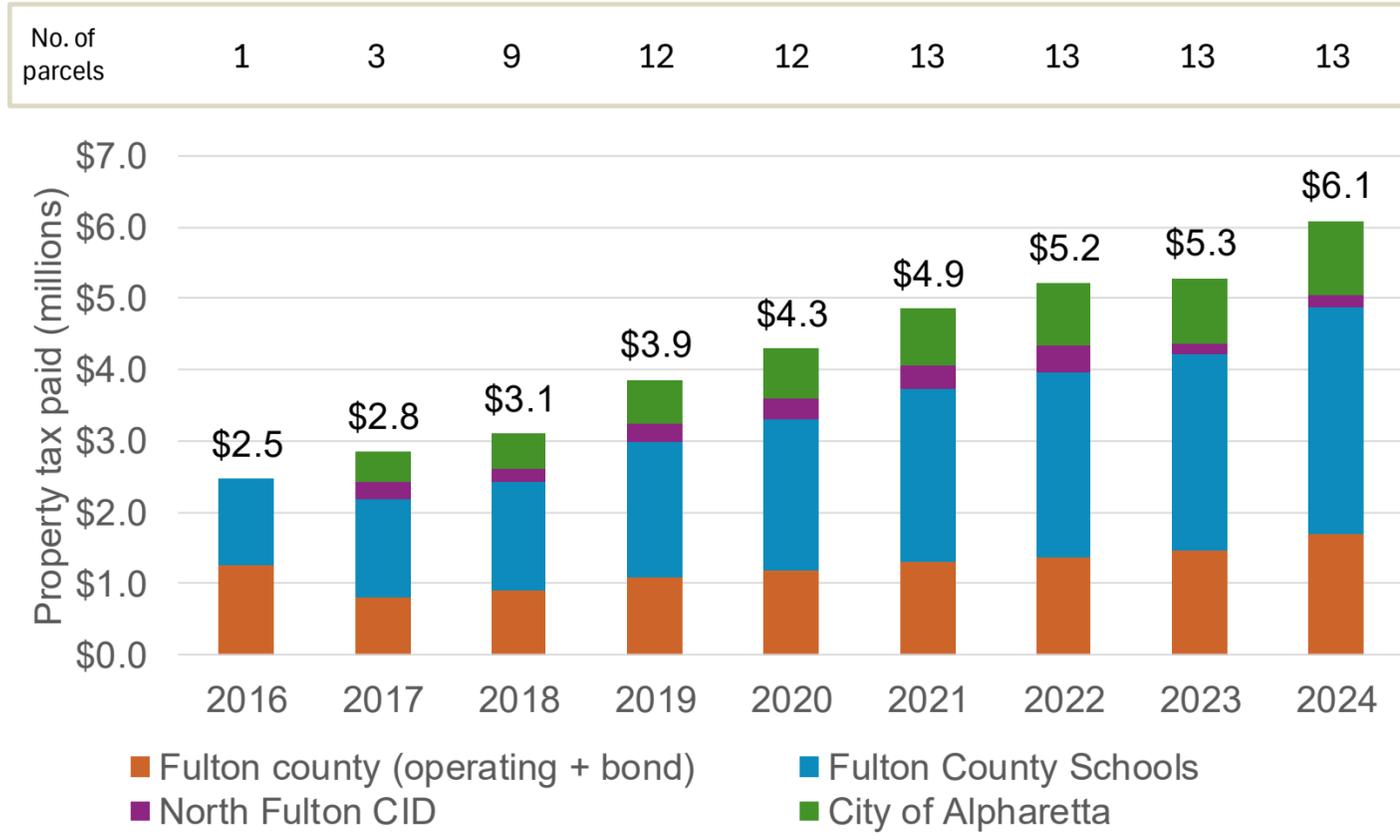
Tax payment 2019 to 2024:

- Total payments have grown from \$2.5m to \$6.1m as the property value has grown and the abatement percentage has decreased

Avalon project assessed value taxed and abated



Avalon project property taxes paid



Source: EY analysis using Fulton County Board of Assessors data on property parcels related to Project Avalon

Note: Payment for Fulton County Bond is under \$4,000 each year

Future Focused



Developer collaboration in underserved areas



Quality workforce and affordable housing



Community benefits