

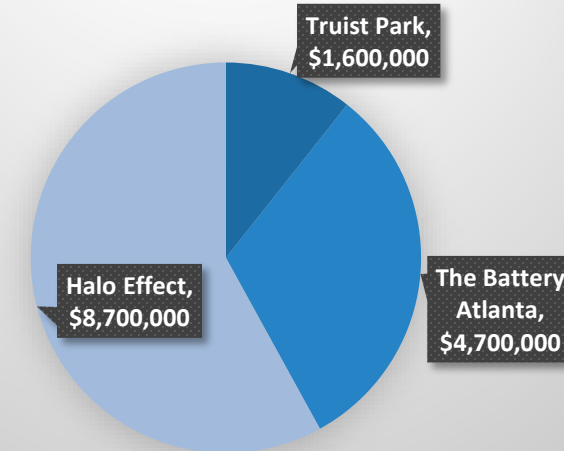
Cobb County – Home of the Atlanta Braves

Economic impact from the new Truist Park was analyzed by the Center for Economic Development Research, a unit of Georgia Tech’s Enterprise Innovation Institute. Revenue and Expenditures were assessed for:

- **Truist Park** – the park and all taxable personal property, retail and concession sales.
- **The Battery Atlanta** – the park’s surrounding mixed-use development of apartments, retail, restaurants, office space and a music venue.
- **The Halo Effect** – new taxable value of \$470 million within the area of influence of Truist Park.



Annual Fiscal Impact Of Braves For The Cobb County School District



The study estimates that the Cobb County School District will reap an increase in tax revenue of over \$14.9 million per year.

“The study is demonstrating what we always knew from the beginning and is showcasing how this is a new model for a successful public-private partnership in the world of building professional team sports venues, especially those now that are coupled with mixed-use development. It’s a resounding success... if this was a report card, you’d say it was an A-plus.”

Derek Schiller – Braves president and CEO