Economic & Information Metrics
Cobb County

Cobb County – Home of the Atlanta Braves

Economic impact from the new SunTrust 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:

- **SunTrust 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 SunTrust Park.

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