



TRUIST
PARK

2020 YEAR IN REVIEW

The logo for The Battery Atlanta, featuring a large stylized letter 'B' with a vertical bar on its left side containing horizontal stripes of blue, red, and white. To the right of the 'B', the words 'THE BATTERY ATLANTA' are stacked in a serif font, with 'THE' in blue, 'BATTERY' in red, and 'ATLANTA' in blue.

THE
BATTERY
ATLANTA



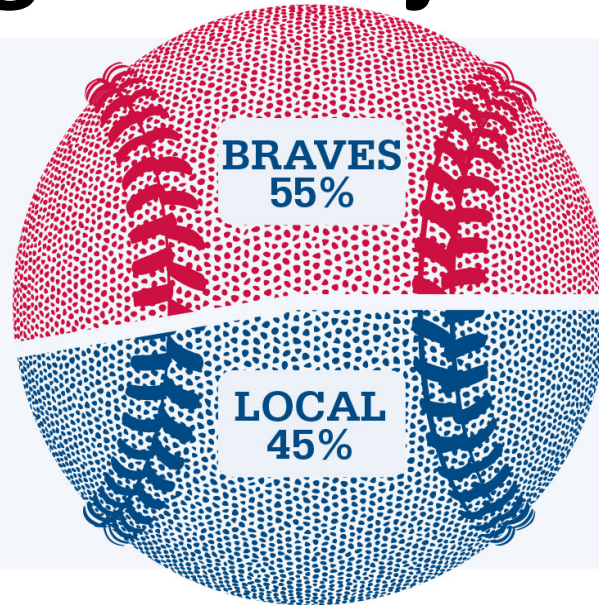
TODAY



Original Projections

OVERALL INVESTMENT

ATLANTA BRAVES: \$372 MILLION
LOCAL CONTRIBUTION: \$300 MILLION



**\$672 MILLION
TOTAL**

[PERCENTAGES BASED ON NET PRESENT VALUE]

2013 Projection

2015 Revision

LOCAL

COBB TRANSPORTATION CONTRIBUTION: \$14 MILLION
CUMBERLAND CID CONTRIBUTION: \$10 MILLION

LOCAL ANNUAL CONTRIBUTIONS:*

EXISTING HOTEL/MOTEL TAX: \$940,000
REALLOCATION OF EXISTING REVENUE:** \$8.67 MILLION
RENTAL CAR TAX: \$400,000
CUMBERLAND DISTRICT TAX: \$5.15 MILLION
CUMBERLAND DISTRICT CIRCULATOR FEE: \$2.74 MILLION

**NO INCREASE IN PROPERTY TAXES TO COBB HOMEOWNERS **\$17.9 MILLION
PER YEAR**

LOCAL

COBB TRANSPORTATION CONTRIBUTION: \$14 MILLION
CUMBERLAND CID CONTRIBUTION: \$10 MILLION

LOCAL ANNUAL CONTRIBUTIONS:*

EXISTING HOTEL/MOTEL TAX: \$1.51 MILLION
REALLOCATION OF EXISTING REVENUE:** \$6.4 MILLION
RENTAL CAR TAX: \$600,000
CUMBERLAND DISTRICT TAX: \$5.15 MILLION
CUMBERLAND DISTRICT CIRCULATOR FEE: \$2.74 MILLION

**PLANS FOR NO PROPERTY TAX MILLAGE INCREASE FOR HOMEOWNERS **\$16.4 MILLION
PER YEAR**



2020 Property Value

- Property values have risen at The Battery from **\$5 million** in 2014 to **\$587 million** in 2020 (100% From Braves Development)
- The Battery property values increased by \$35 million from 2019 to 2020
- Property taxes paid to the County since 2015 **\$10,770,209**
- Property taxes paid to the Board of Education since 2015 **\$14,797,352**

Cumberland CID Tax Digest

	2015	2016	2017	2018	2019	2020
Gross Digest (in millions)	1,154	1,222	1,313	1,396	1,395	1,555
% Change	1.51%	5.91%	7.46%	6.36%	-0.09%	11.47%

Property taxes from the Battery paid into Cumberland CID since 2015 **\$3,914,643**

Collection History

Revenue Sources	2015 Estimates	2015	2016	2017	2018	2019	2020	Total
CSSD I \$ 3.00 Room Night **	2,740,000	2,492,792	3,582,417	3,626,810	3,740,545	3,757,878	2,584,929	19,785,381
CSSD II Property Tax	5,150,000	5,197,529	5,327,647	5,539,794	6,569,269	6,844,945	8,295,525	37,774,709
Rental Car Tax	600,000	379,020	573,846	514,908	656,603	870,719	607,548	3,602,644
Hotel Motel Tax	1,510,000	1,582,525	1,794,922	2,098,525	2,742,242	3,027,943	419,036	11,665,193
							Total	72,827,927
** Not all CSSD I is used for Stadium Debt Service.								
		Debt	CT&T	Total				
2020 CSSD I Allocation		1,025,000	1,527,827	2,552,827				

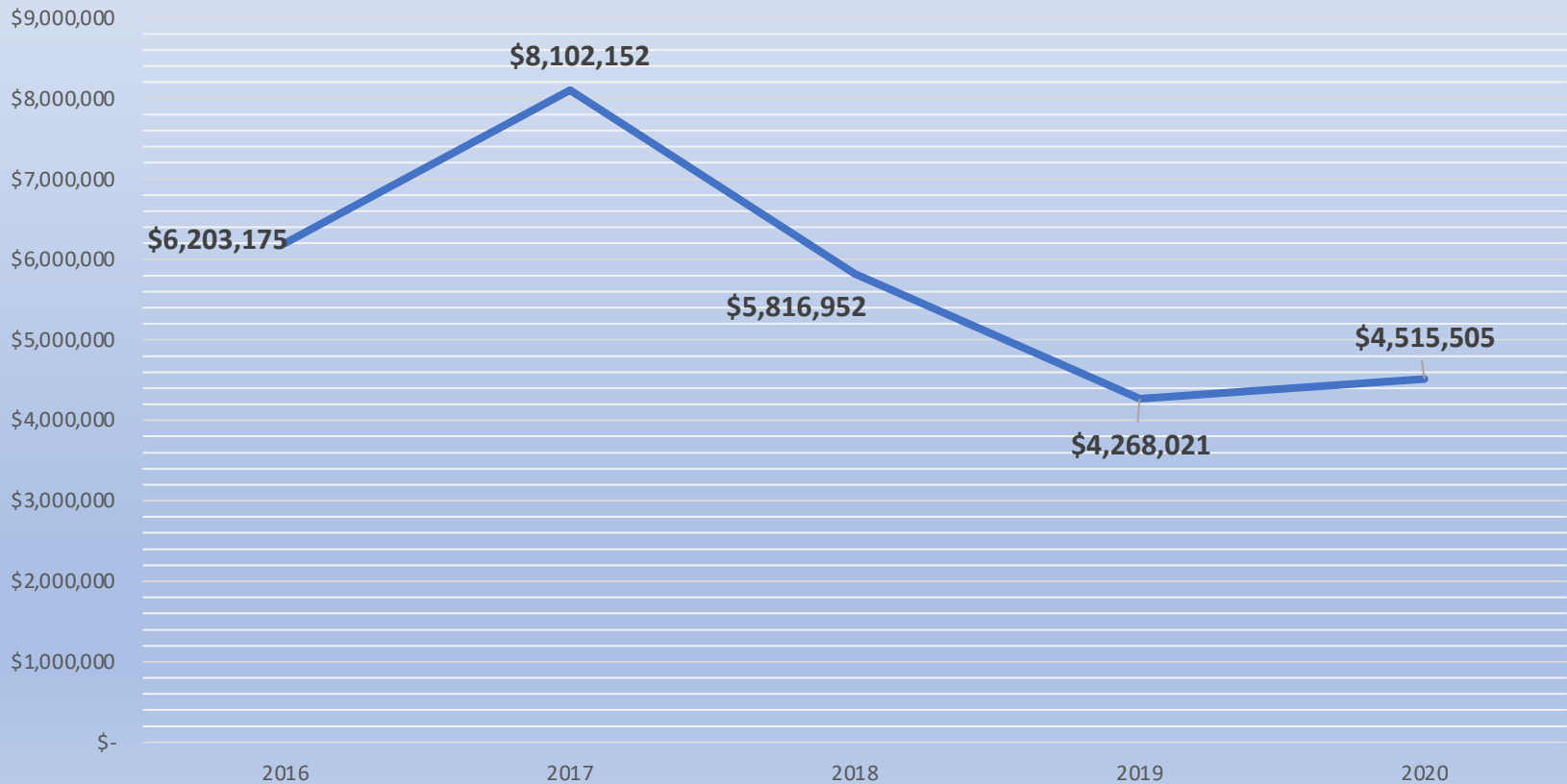
Sales Tax Revenues

Location	Tax/Fee Type				Tax Receipts by Government Entity			
	Sales & Use	Liquor	Occupancy	Tourism / Hotel / Motel Fees	Cobb Portion of Tax	Cobb County Board of Education	State Portion of Tax	Total Taxes / Fees (State and Local)
<i>Atlanta Braves & The Battery ATL:</i>								
2020 Collections	3,304,554	389,250	218,735	112,833	1,271,577	550,759	2,203,036	4,025,372
2019 Collections	16,460,779	734,700	1,390,906	558,835	4,569,869	2,743,463	11,831,889	19,145,221
2018 Collections	14,895,300	680,106	1,116,186	504,060	4,461,645	2,482,551	10,251,456	17,195,652
Three Year Total	34,660,633	1,804,056	2,725,827	1,175,728	10,303,091	5,776,773	24,286,381	40,366,245

General Fund Property Tax

Net of the Braves / Battery

General Fund 's Portion
For Annual Expenditures Related to Braves Development



2020 Impact Stadium / Battery

COBB COUNTY GOVERNMENT COSTS

Debt Service	\$ (22,484,078)
Capital Maintenance	\$ (1,290,000)
Public Safety	\$ (4,785)
Pedestrian Bridge	\$ (169,655)
County's Insurance Coverage	\$ (71,361)
Total Cobb County Government Costs	\$ (24,019,879)
Annual Required Contribution From Braves	\$ 6,100,000
Property Tax Revenue Paid by the Braves	
General Fund	\$ 1,988,408
Cumberland Special Service District II	\$ 575,839
Total Braves Revenues Applied to County Stadium Costs	\$ 8,664,247
Cumberland Special Service District II - Property Taxes	\$ 8,717,182
Cumberland Special Service District I - \$3.00 a Room Night Fee	\$ 1,025,000
Hotel Motel Tax Collections	\$ 419,036
Rental Car Tax	\$ 607,548
Casualty & Liability Fund - Covers Insurance Costs	\$ 71,361
General Fund Property Tax *	\$ 4,515,505
Total County Revenue Applied to Stadium Costs	\$ 15,355,632
Total Revenue Applied to 2020 Stadium Costs	\$ 24,019,879
Net Difference	\$ 0

2020 Impact Stadium / Battery

ADDITIONAL STADIUM / BATTERY REVENUE CONTRIBUTIONS TO THE COUNTY GOVERNMENT & BOARD OF EDUCATION & STATE

COBB COUNTY TAX REVENUE - DIRECTLY FROM THE BATTERY	
Fire District Fund	\$ 672,204
Debt Service Fund	\$ 30,555
Business License	\$ 218,735
Liquor by the Drink Tax	\$ 389,250
Cobb County Sales Tax - SPLOST	\$ 550,759
Total Additional Revenue to the Cobb County Government	\$ 1,861,503
COBB COUNTY BOARD OF EDUCATION - DIRECTLY FROM THE BATTERY	
Property Tax Revenue from the Battery	\$ 4,442,189
Board of Education Sales Tax - SPLOST	\$ 550,759
Total Additional Revenue to the Cobb County Board of Education	\$ 4,992,948
Total additional County & Board of Education Revenue After 2020 Annual Stadium Costs	\$ 6,854,451
STATE OF GEORGIA - DIRECTLY FROM THE BATTERY	
State of Georgia Tax Collections from the Stadium/Battery	\$ 2,203,036
COMBINED TOTAL OF ADDITIONAL REVENUES	\$ 9,057,487

2020 Braves Care

- Hosted prom for more than 100 special needs students from five Cobb County High Schools at Truist Park.
- Invested \$50,000 in Cobb County STEM curriculum & \$30,000 in Teacher Impact Grants in 2019.
- Provided \$30,000 for welcome folders for each student in the district.
- Contributed \$24,000 in grants to Cobb County Charities
- Hosted Thanksgiving dinner for Cobb, Marietta, Smyrna police and fire officers at Truist Park.
- Donated 30 bikes to Marietta City Pals kids.
- Provided funding for Playworks programming in 8 Marietta City schools.
- Provided more than 2,200 tickets to schools and non-profit groups in Cobb County.

Growing the Game Banner

- Braves County Championships
 - 176 teams played in Cobb County for Braves Country Championships
 - Use of 6 parks - rental / maintenance fees over \$12,000 paid to Cobb County
 - Umpire Fees (local Cobb umpires) - \$31,000
 - Hotel nights actualized - 500 - each stay averaged \$110/night = \$55,000
 - 140 teams from at least 50 miles outside of Cobb County - local economy impact was approximately \$176,400.

2020

- Good Game, PH'EAST, Park Bench, One Medical, and River Street Sweets all opened in 2020
- The TK tower topped out at 420 feet in early April
- Aloft at the Battery opened in August
- Announced Papa John's new HQ relocation to The Battery.

Coming in 2021

- New tenant openings: American Spirit Works, Fat Tuesday's, Savi, Eatalino
- TK and Papa John's HQ completed in July
- MLB All-Star Game, Play Ball, HR Derby, Futures game in July
- Silverspot Cinema opens in Spring
- Braves win the World Series in October