

2024 YEAR IN REVIEW



Total Revenues Less Annual Debt Service

Description	2015 Projections	2023	2024
Annual Debt Service	22,500,000	22,483,495	22,487,130
Funding Breakdown			
CSSDI - \$3.00 Per Room Night	2,740,000	3,748,073	3,936,236
CSSDII - Property Tax	5,150,000	7,632,823	8,970,865
Rental Car Tax	600,000	822,961	728,811
Hotel Motel Tax	1,510,000	3,869,678	3,847,826
Annual Braves Rent Payment	6,100,000	6,100,000	6,100,000
Property Tax - General Fund	6,400,000	309,960	(1,096,608)
General Fund Property Tax - Paid by Battery Properties	50,724	1,787,525	1,954,115
Annual Excess / (Shortfall)	(6,349,276)	1,477,565	3,050,723

2024 Battery Property Value

- **Property Value Growth & Revenue Impact (2014–2024)**
 - In **2014**, the area known as The Battery consisted of **four parcels** with a **taxable value of \$5 million**.
 - In **2024**, the same area includes **56 parcels** with a combined **taxable value of \$577 million**.
 - From **2023 to 2024**, The Battery's assessed value increased by **\$49 million**.
- **Other Property Tax Beneficiaries (2024 Estimates)**
 - **Cobb County Board of Education:** \$4.3 million in tax revenue
 - **Cumberland Community Improvement District:** \$794,000 in tax revenue
- **Additional County Revenue Sources**
 - Occupation Tax
 - Liquor-by-the-drink tax
 - SPLOST (**Special Purpose Local Option Sales Tax**)

Atlanta Braves & Battery Sales Tax Revenues

	Tax/Fee Type				Tax Receipts by Government Entity			
Location	Sales & Use	Liquor	Occupation Tax	Hotel Motel Tax & Travel Tourism (Aloft & Omni)	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>								
2024 Collections	24,271,660	1,165,753	409,543	2,239,983	7,277,679	4,045,277	16,763,983	28,086,939
2023 Collections	24,867,080	977,200	365,979	2,119,774	7,084,555	4,144,513	17,066,653	28,330,033
2022 Collections	23,061,204	945,398	318,618	2,131,890	6,766,741	3,843,534	15,846,835	26,457,110
2021 Collections	22,781,380	567,959	125,842	1,386,959	5,593,677	3,796,897	15,471,566	24,862,140
2020 Collections	3,304,554	389,250	179,589	691,359	1,810,957	550,759	2,203,036	4,564,752
Five Year Total	98,285,878	4,045,560	1,399,571	8,569,965	28,567,921	16,380,980	67,352,073	112,300,974

2024 Total Tax Revenue Generated By Truist Park & The Battery

COBB COUNTY TAX REVENUE - DIRECTLY FROM TRUIST PARK & THE BATTERY	
County Property Tax	\$ 2,644,753
Hotel Motel & Tourism Fee	\$ 2,239,983
Occupation Tax	\$409,543
Liquor by the Drink Tax	\$1,165,753
Cobb County Sales Tax - SPLOST	\$4,045,277
Total Additional Revenue to the Cobb County Government	\$10,505,309
COBB COUNTY BOARD OF EDUCATION - DIRECTLY FROM TRUIST PARK & THE BATTERY	
Property Tax Revenue from the Battery	\$ 4,319,379
Board of Education Sales Tax - SPLOST	\$4,045,277
Total Additional Revenue to the Cobb County Board of Education	\$8,364,656
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT (CID)	
Property Tax Revenue from the Battery	\$ 794,302
STATE OF GEORGIA - DIRECTLY FROM TRUIST PARK & THE BATTERY	
State of Georgia Tax Collections from the Stadium/ Battery	\$ 16,763,983
COMBINED TOTAL TRUIST PARK & BATTERY TAX REVENUE	
	\$ 36,428,250
Annual Braves Rent Revenue	\$ 6,100,000

2024 Braves & The Battery Atlanta Highlights

- \$134M in Battery Food/ Beverage & Entertainment Sales
- Three million square feet of owned and operated mixed-use development
- 375 on-site events
- 74% of fans and visitors from outside Cobb County
- \$40M of capital improvement upgrades at Truist Park & The Battery (24&25)

Atlanta Braves Foundation

2024-2025 YTD

- Partnered with **Cobb Department of Parks & Recreation** in the selection of **Rhyne Park** for an **\$800,000 investment to refurbish the park** and upgrade the fields and batting cages to turf in time for unveil during the 2025 All Star Game hosted at Truist Park
- Invested **\$370,800 in 19 non-profit organizations** based in or serving Cobb County to meet needs of local communities through the **Braves Community Grants Program**
- Provided a **\$165,000 investment** in Habitat for Humanity NW Metro Atlanta and more than **900 volunteer** hours to build a house in Austell for a City of Austell public servant
- Honored Cobb County and Marietta City School teachers by sponsoring Cobb Chamber's **Give Our Schools a Hand**
- Hosted 48 educators in our **Atlanta Braves Foundation Community Clubhouse**.
- Supported Cobb County educators and students with more than **\$21,452** in classroom donations in 2024 & 2025
- Hosted 26 Cobb Community Heroes through our **Braves Dream Seats Program**.
- Hosted and sponsored the **Smyrna Public Safety Foundation** holiday event for **100 Cobb County elementary students** in need.
- Supported **The Warrior Alliance at The Battery Atlanta** with facilities and programmatic investment. More than **3,000 veterans** served in 2024.
- Hosted more than 450 local fire fighters, first responders, and fans for a **9/11 Memorial Stair Climb** at Truist Park
- Provided more than 21,000 pounds of food through **Home Plate Project food distributions** in Austell & Marietta
- Began a partnership with **Cobb County Safety Village** to construct a mini-Braves Stadium that will provide safety education to all Cobb County elementary school students
- Supported the fundraising efforts of **44 Cobb County-based nonprofit organizations** through **in-kind donations**
- Sponsored Cobb County School District's **Coach of the Month awards**
- **Cobb County Fire Stations** supported through **player visits & in-kind donations**, including 550+ Atlanta Braves City Connect jerseys

Coming in 2025 & Beyond

- 1,000 Truist Security employees move into the new HQ - July-December 2025
- Acquired 34 acres, 76300 SF of office space at Pennant Park
- Shake Shack opens a new restaurant and regional office HQ
- Walk-On's Sports Bistreaux joins the Battery restaurant line-up
- The Henry Tower One construction continues, including the Circle 75 bridge to The Battery Plaza
- MLB All-Star Week taking place at Truist Park, The Battery Atlanta, and the Cobb Galleria



THE BATTERY ATLANTA

The South's preeminent lifestyle destination



2025 All-Star Schedule Overview

	Friday, July 11	Saturday, July 12	Sunday, July 13	Monday, July 14	Tuesday, July 15
Morning			 Center Parc Stadium, 7:30 AM (Formerly Turner Field)		
Afternoon		 Truist Park, 4:00 PM	 Georgia Tech, 2:30 PM	 Coca-Cola Roxy, 2:00 PM	 The Battery, 2:00 PM
Evening	 Truist Park, 7:00 PM	 Truist Park, 7:00 PM	 Coca-Cola Roxy, 6:00 PM	 Truist Park, 8:00 PM	 Truist Park, 8:00 PM
	All-Star Village @ Cobb Galleria, 10:00 AM				

Planning Summary



7 structured planning meetings held from August 2024 to June 2025 with Numerous Sub-Group Meetings



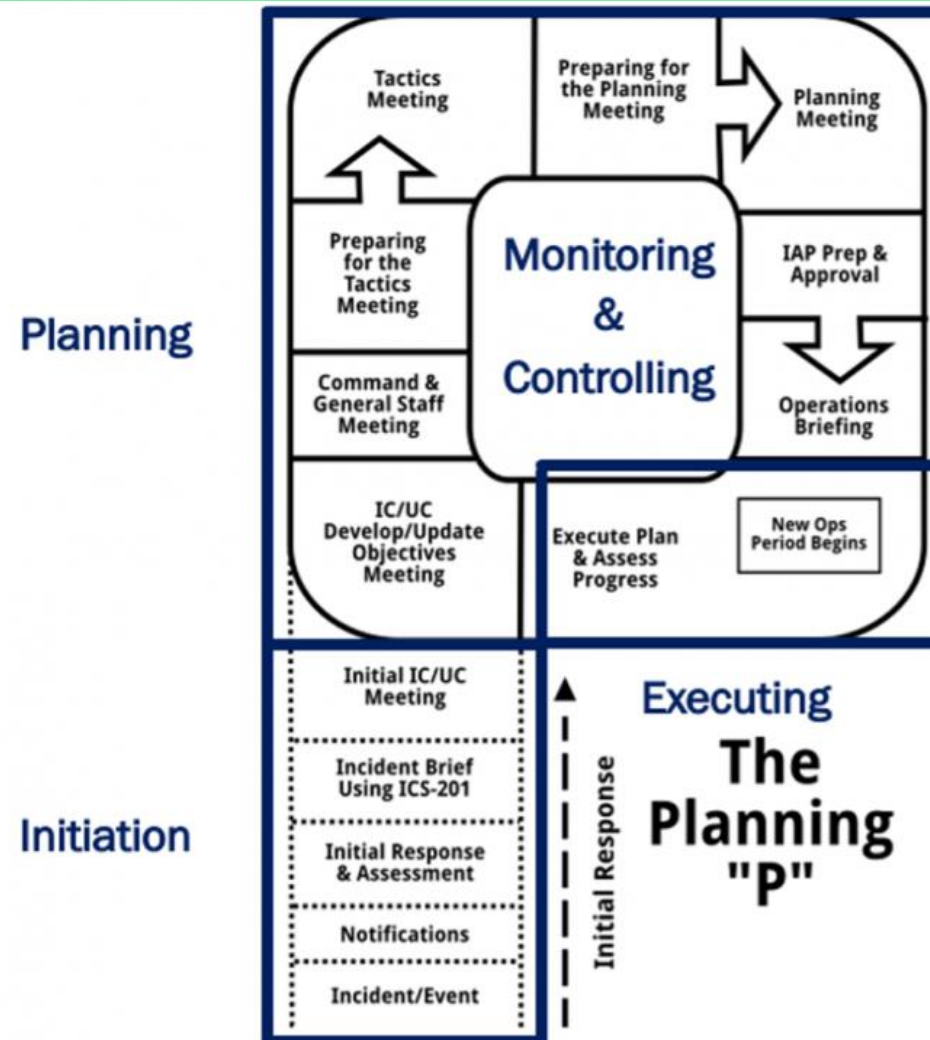
Guided by the FEMA Comprehensive Planning Process



Participating partners include:

Cobb BOC, Cobb County Fire, Police, Cobb Sheriff Office, EMS, E911, DOT, Public Health, Emergency Management, Braves Leadership and Security personnel, Major League Baseball (MLB), Local, state and federal agencies, and business and organizational stakeholders

FEMA "P" Planning Process



Planning Groups



COMMUNICATIONS & IT

LOGISTICS & SUPPORT

PUBLIC INFORMATION & MEDIA COORDINATION

FIRE PROTECTION & SAFETY

TRAFFIC & TRANSPORTATION MANAGEMENT

LAW ENFORCEMENT/SECURITY

DOCUMENTATION

BUSINESS & ORGANIZATIONAL STAKEHOLDERS

EMS & MEDICAL SERVICES

Progress to Date

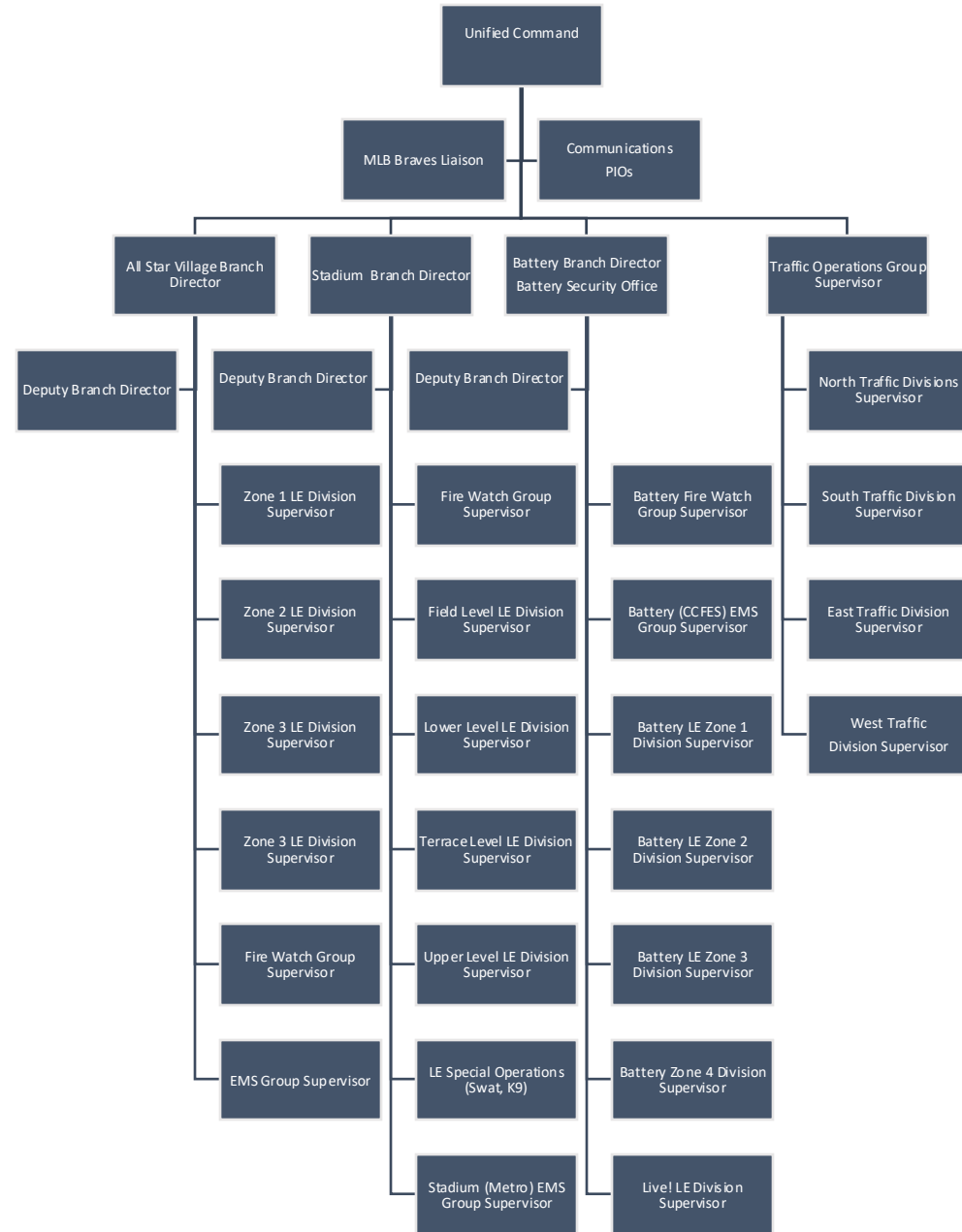
- Event Action Plan (EAP) finalized and distributed
- Planning meetings have:
 - *Defined objectives and assessed risks*
 - *Built interagency coordination strategies*
 - *Integrated input from MLB and venue/business stakeholders*
- Tabletop Exercises
 - Cobb County DPS Tabletop – April 17, 2025
 - *Focused on county-wide coordination, initial testing of plans*
 - MLB/Braves Tabletop – May 29, 2025
 - *Validated EAP with MLB, Braves, and external stakeholders*
- Current Phase: Minor EAP refinements, operational first-responder training, and reinforcement of command and communication guidelines

MLB All-Star Week ICS

Operational Command Centers in the areas of Truist Park/Battery, Galleria, and Mobile Command Unit

Utilizing technology-based systems to enhance safety and workforce management

All event plans have been developed, and continuous training and assessments are on-going to ensure preparedness



Projected Outcome

The seal of Cobb County, Georgia, is visible in the background. It features a circular design with the words "COBB COUNTY" around the top and "GEORGIA" at the bottom. In the center is a shield with a plow and a sheaf of wheat, flanked by two figures.

Cobb County is prepared to deliver a safe and successful 2025 MLB All-Star Week through BOC and Cobb Leadership Support, comprehensive planning, focused training, partnerships, and interagency cooperation

