

# Third Quarter Economic Development Update

October 28, 2024



# Activity Update

- Recruitment
  - 58 Meetings
  
- Retention
  - 28 Meetings
  
- Ribbon Cuttings – Transportation Insight, Adapture IT, Velvet Taco, Little Gym, and Nando's Peri Peri
  
- Public Art Approvals – Agave Bandido Mural and Human Interfusion

# Project Updates

- Phase 3 of Green Light Art
- Ravinia Property Owners Association Meet & Greet
- Edge City 2.0 – Housing Forum – November 7
- Business Retention and Cultural Development Manager: Fernanda Kirchner



# Brand (Positioning) Message

- Dunwoody straddles the line between dense urban “ITP” and low density “OTP” markets – the city retains characteristics of a relatively affordable, convenient inner-suburb with those of a highly walkable amenity rich urban place.
- Dunwoody’s central location and high level of regional accessibility is one of its most important advantages. Located at the crossroads of Metro Atlanta with direct access to MARTA that complements easy highway access to Interstate 285 and Georgia 400. Dunwoody is the geographic nexus where regional employment and transportation assets intersect.
- Dunwoody is a “city of neighborhoods” that surround multiple commercial nodes. We lack large arterial highways that separate neighborhoods and divide the city, which gives Dunwoody a more cohesive and “neighborhood” feel.

# Brand Message

*Dunwoody – at the intersection of Atlanta’s 400 and 285 – is on the leading edge of the region’s development with unprecedented access to both urban and suburban amenities. More than 10 million square feet of office space, 4.5 million square feet of retail, and over 2200 hotel rooms are complemented by well-connected transportation, an exceptional quality of life and accessible workforce.*



cosmopolitan  
VIBES



small town  
FEELS

Chic meets charm in Dunwoody for the best of both worlds - a vibrant business center minutes away from tree-lined neighborhoods.

You'll find a talented workforce, a diverse mix of cultures, and a transportation network that puts you at the center of everything. Enjoy hot new restaurants and old favorites, retail to meet every taste, 200+ acres of parks and green space, and a growing list of entertainment options.

The heart of it all... Dunwoody, GA.





# Market Trends HOTELS



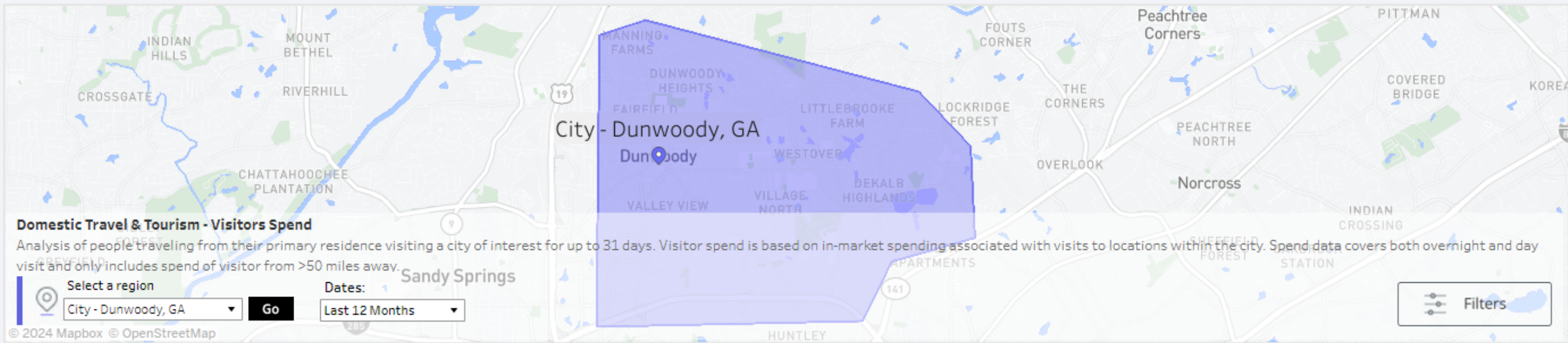
**2100 Rooms**


**69.3%  
Occupancy**


**\$99 Revenue  
Per  
Available  
Room**


**5% of  
Commercial  
Valuation**

# Visitors



 Overnight Trips ?  
**0.50M** +5.7% YoY

 Visit Nights ?  
**1.3M** +9.9% YoY

 Total Visitors' Spend ?  
**\$173.4M** +1.9% YoY

Visitor Spend By Category

Categories:

(All) ▾

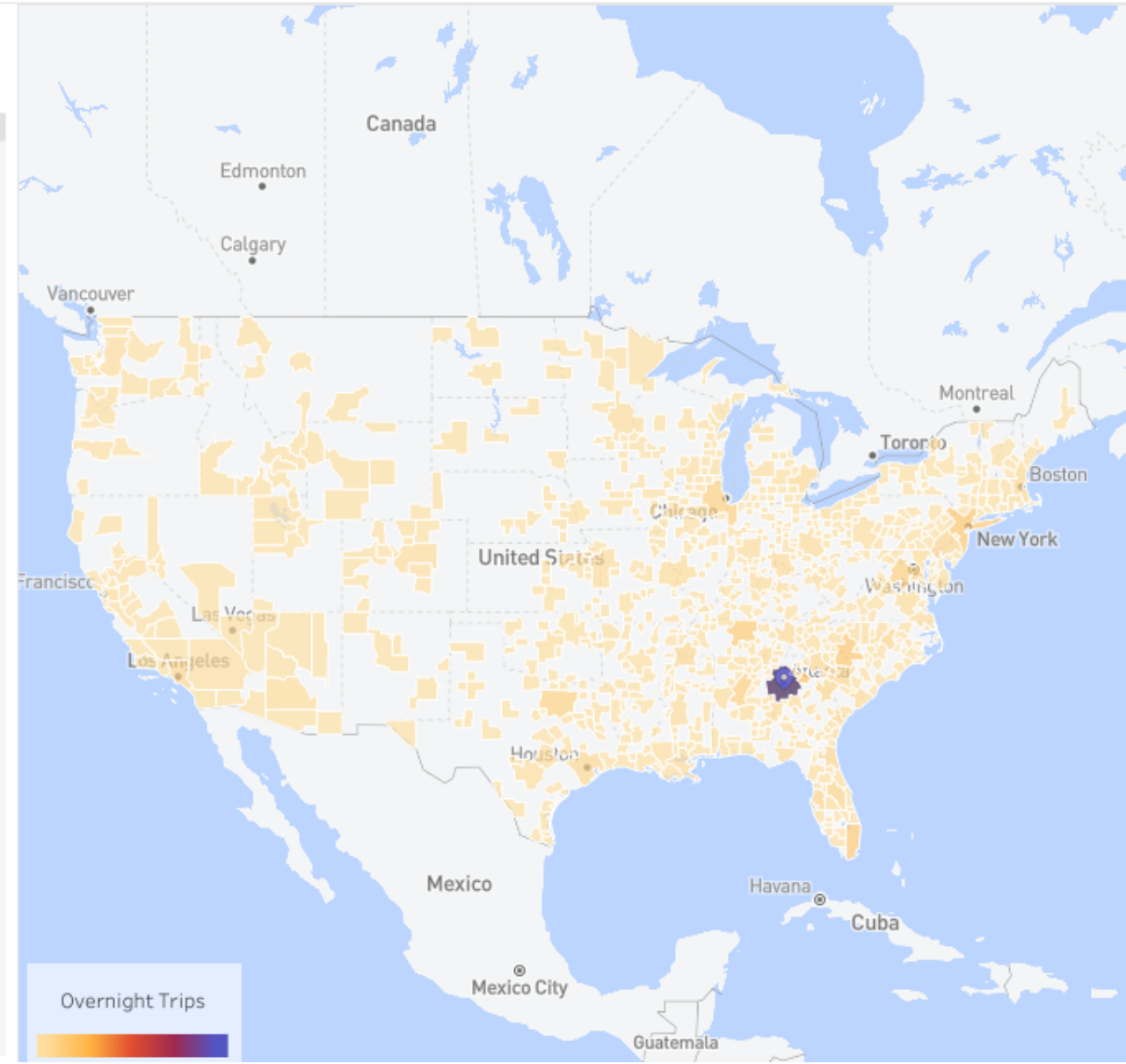
#1.



Category	ⓘ Avg. Visitors Spend per Trip	⬆ YoY Change %	Total Spend	⬆ YoY Change %
Hotels	\$246.7	-19.2%	\$89M	4.17%
Retail	\$127.1	-7.7%	\$32M	-7.28%
Restaurants	\$73.5	-1.0%	\$17M	5.27%
Others	N/A	N/A	\$15M	3.25%
Health, Beauty and Wellness	\$73.2	-6.6%	\$7M	26.62%
Groceries and Food Stores	\$81.6	2.7%	\$5M	-5.31%
Fast Food	\$23.6	5.8%	\$4M	9.62%
Gasoline	\$41.0	1.8%	\$3M	-1.72%
Car Rentals and Services	\$288.4	18.0%	\$2M	-26.39%
Entertainment	\$42.2	-12.5%	\$427K	-0.08%



CBSA	Overnight Trips			Visit Nights				Total Visitor's Spend			
	0K	50K	100K	0K	100K	200K	300K	0M	2M	4M	6M
Atlanta-Sandy Springs-Alphar..	91.6K			0.24M				\$1.1M			
Athens-Clarke County, GA	17.1K			63.0K				\$3.1M			
New York-Newark-Jersey City..	13.6K			37.2K				\$4.7M			
Miami-Fort Lauderdale-Pomp..	12.7K			31.0K				\$3.7M			
Washington-Arlington-Alexan..	10.2K			29.8K				\$2.8M			
Charlotte-Concord-Gastonia, ..	13.8K			27.1K				\$3.4M			
Dallas-Fort Worth-Arlington, ..	8.3K			22.8K				\$2.1M			
Chicago-Naperville-Elgin, IL-I..	9.4K			22.5K				\$3.8M			
Nashville-Davidson--Murfrees..	11.5K			22.4K				\$2.7M			
Tampa-St. Petersburg-Clearw..	7.6K			19.5K				\$2.1M			
Birmingham-Hoover, AL	9.7K			19.1K				\$2.6M			
Orlando-Kissimmee-Sanford, ..	6.7K			18.1K				\$1.5M			
Philadelphia-Camden-Wilming..	5.5K			16.1K				\$1.4M			
Savannah, GA	6.0K			14.9K				\$1.5M			
Boston-Cambridge-Newton, ..	4.6K			14.5K				\$1.8M			
Houston-The Woodlands-Sug..	4.9K			13.2K				\$1.4M			
Los Angeles-Long Beach-Anah..	5.3K			13.0K				\$1.5M			
Jacksonville, FL	5.2K			12.5K				\$1.4M			



# New Element Hotel @ Campus 244





# Market Trends Hotel

Most hotel rooms built in the 1980's and 1990's during construction boom – all have been recently renovated. 736 rooms have been added since incorporation.

Dunwoody has a diverse mix of hotels at different price points and positioning.

Dunwoody is leading the region in the growth of average daily rate and revenue per available room.

# IDEAS TO EXPLORE

## Hotel Formats and Positioning

- Submarket is limited for more upmarket Hotel offerings.
- An upscale boutique hotel that differentiates itself from the current Hotel offering in the Perimeter district would be viable in the right location.
- Examples include Autograph Collection by Marriott or Curio Collection by Hilton.
- May be most feasible in the High Street development, similar to the Hotel at Avalon and Autograph Collection in Alpharetta.
- Establishing a trendy address is first required, as well as shifting the perception of the study area.

# Questions?