



# 2021 YEAR IN REVIEW





TODAY

# 2021 Braves & Battery Highlights

- 9 Million guests and fans visit The Battery Atlanta and Truist Park
- Hosted 406 events on The Battery Atlanta campus
- Good Game, PH'EAST, Park Bench, One Medical, and River Street Sweets all opened in 2020
- Grand opening of the TK Tower and 3 Ballpark Center Office Headquarters for TKE
- Papa John's offices opened in September. Over 250 new employees join the Cobb workforce
- Opened 8 new tenant concepts at The Battery Atlanta
- Atlanta Braves won the World Series and were crowned World Champions!

# 2021 Atlanta Braves Foundation

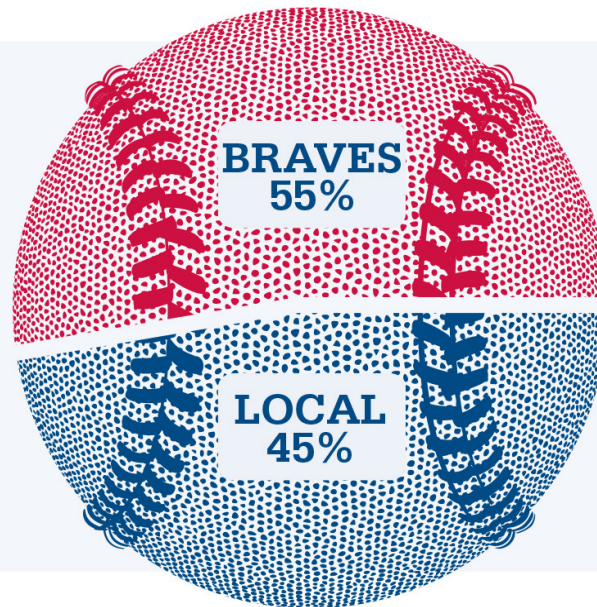
- Provided a \$50,000 grant to Cobb Community Foundation for food security efforts
- Invested \$57,000 in 6 Cobb based non-profits meeting needs of local communities around food security, housing and youth development
- Recognized at the Cobb County Board of Commissioners for our partnerships and work that generated **159,000 boxes of food**, weighing over **4.2 Million pounds** and providing more that **3.8 Million meals** throughout Cobb County and beyond
- Provided a \$50,000 grant to support the Cobb Veteran's Memorial services
- Established the Home Base for The Warrior Alliance, a Veteran Service Organization here on the campus of The Battery to help meet the needs of the 225,000 veterans in Cobb and surrounding counties (\$350K)
- Donated cookies and treats to over 500 Cobb Police Officers and Cobb Firefighters in honor of their frontline service on 9/11.
- Invested \$200,000 in refurbishing and renovating the baseball field at the Anderson Boys & Girls Club
- Served 300 Cobb Police Officers and Cobb Firefighters through the Home Plate Project during the Season of Giving
- Served 300 teachers at 2 Cobb County Schools through the Home Plate Project During the Season of Giving
- Hosted 300 Cobb County volunteers from the Home Plate Project at a Braves game in Truist Park
- Donated 60 front row tickets to frontline workers in Cobb County through out Front Row for the Frontline Program.
- Engaged students in Marietta Schools by bringing "Dinger" to their classroom to watch a Braves batting practice.
- Invited Cobb County Teachers to participate in our Most Valuable Teachers program that invested \$50,000 in support of teachers across Braves Country
- Donated \$3,000 of sports memorabilia to local Cobb County schools and nonprofit organizations
- More than 200 youth participated in our baseball clinics hosted at recreational parks in Cobb County



# Original Ball Park Projections

## OVERALL INVESTMENT

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



**\$672 MILLION  
TOTAL**

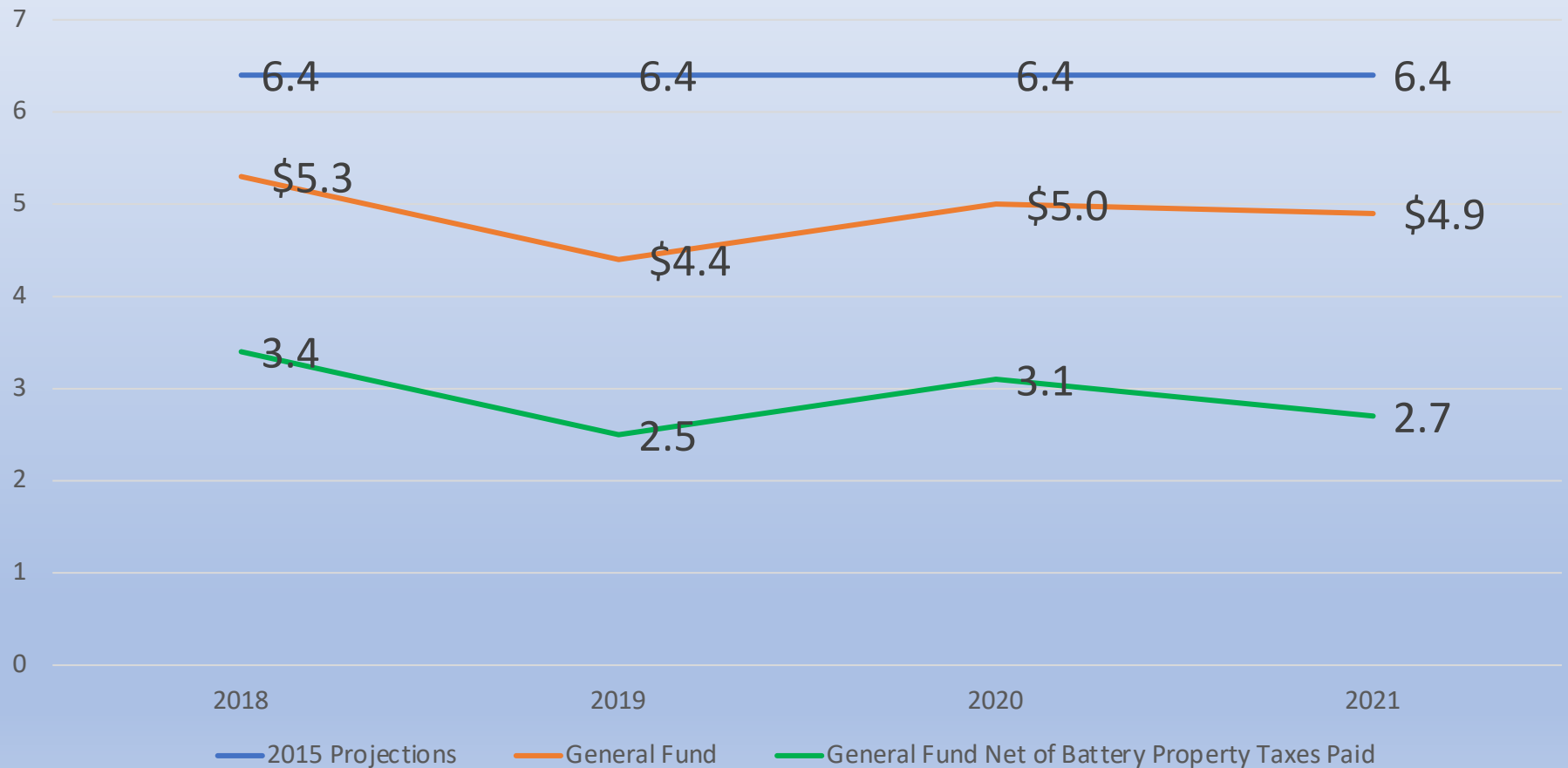
[PERCENTAGES BASED ON NET PRESENT VALUE]

# Funding of Annual Debt Service 2015 Projections /Actuals

Description	2015 Projections	2018	2019	2020	2021
Annual Debt Service	22,500,000	22,484,130	22,485,537	22,484,078	22,484,158
<b>Funding Breakdown</b>					
Hotel Motel Tax	1,510,000	2,742,242	3,027,943	419,036	865,894
Property Tax - General Fund	6,400,000	5,301,155	4,416,875	5,039,473	4,862,519
Property Tax - CSSDII	5,150,000	5,150,000	6,470,000	9,293,021	8,200,000
\$3.00 Per Room Night Fee - CSSDI	2,740,000	2,534,130	1,600,000	1,025,000	1,800,000
Rental Car Tax	600,000	656,603	870,719	607,548	655,745
Total County	16,400,000	16,384,130	16,385,537	16,384,078	16,384,158
Annual Braves Rent Requirement	6,100,000	6,100,000	6,100,000	6,100,000	6,100,000
General Fund Property Tax - Paid by Battery Properties	50,724	1,881,802	1,868,937	1,972,895	2,119,549

# General Fund Component of Annual Debt Service 2015 Projections /Actuals

Presented in Millions



# 2021 Battery Property Value

- Property values have risen at The Battery from **\$5 million** in 2014 to **\$626 million** in 2021 (100% From Braves Development)
- The Battery property values increased by **\$43 million** from 2020 to 2021
- Property taxes paid by Battery / Braves to the County since 2015 **\$14.2 million**
- Property taxes paid by Battery / Braves to the Board of Education since 2015 **\$19.5 million**
- Property taxes paid by Battery / Braves to the Cumberland CID since 2015 **\$5.2 million**



# Historical Revenue Collections

Revenue Sources	2015 Estimates	2015	2016	2017	2018	2019	2020	2021	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	2,885,120	22,670,491
CSSD II Property Tax	5,150,000	5,197,529	5,327,647	5,539,794	6,569,269	6,810,519	7,461,300	8,362,323	45,268,381
Rental Car Tax	600,000	379,020	573,846	514,908	656,603	870,719	607,548	655,745	4,258,389
Hotel Motel Tax	1,510,000	1,582,525	1,794,922	2,098,525	2,742,242	3,027,943	419,036	865,894	12,531,087
Total	10,000,000	9,651,866	11,278,832	11,780,037	13,708,659	14,467,059	11,072,813	12,769,082	84,728,348

# Atlanta Braves & Battery Sales Tax Revenues

Location	Tax/Fee Type				Tax Receipts by Government Entity			
	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)
<b><i>Atlanta Braves &amp; The Battery ATL:</i></b>								
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
2019 Collections	16,460,779	734,700	205,950	1,512,640	4,338,717	2,743,463	11,831,889	18,914,069
2018 Collections	14,895,300	680,106	134,671	869,534	3,845,604	2,482,551	10,251,456	16,579,611
Four Year Total	57,442,013	2,372,015	646,052	4,460,492	15,588,955	9,573,670	39,757,947	64,920,572

# 2021 Total Tax Revenue Generated By Truist Park & The Battery

## COBB COUNTY TAX REVENUE - DIRECTLY FROM TRUIST PARK & THE BATTERY

County Property Tax	\$ 3,482,474
Hotel Motel & Tourism Fee	\$ 1,386,959
Occupation Tax	\$ 125,842
Liquor by the Drink Tax	\$ 567,959
Cobb County Sales Tax - SPLOST	\$ 3,796,897
<b>Total Additional Revenue to the Cobb County Government</b>	<b>\$ 9,360,131</b>

## COBB COUNTY BOARD OF EDUCATION - DIRECTLY FROM TRUIST PARK & THE BATTERY

Property Tax Revenue from the Battery	\$ 4,735,163
Board of Education Sales Tax - SPLOST	\$ 3,796,897
<b>Total Additional Revenue to the Cobb County Board of Education</b>	<b>\$ 8,532,060</b>

## CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT (CID)

Property Tax Revenue from the Battery	\$ 1,252,689
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## STATE OF GEORGIA - DIRECTLY FROM TRUIST PARK & THE BATTERY

State of Georgia Tax Collections from the Stadium/Battery	\$ 15,471,566
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## COMBINED TOTAL TRUIST PARK & BATTERY TAX REVENUE

	\$ 34,616,446
Annual Braves Rent Revenue	\$ 6,100,000

# Coming in 2022

- Launch another office tower project with Truist Securities
- Begin marketing and hosting events in the new TKE Tower event space
- Introduce additional Battery tenants to our retail lineup including Cultivate Food and Coffee, Polestar, Yoga 6 and Battle & Brew
- Repeat as World Series Champions!