# PRELIMINARY AGENDA
# Development Authority of Fulton County
# (AGENDA SUBJECT TO CHANGE)
# REGULAR MEETING
# VIRTUAL ONLY
# Tuesday, October 28, 2025
# 2:00 p.m.

*This public meeting will be conducted via Zoom teleconference/ videoconference in accordance with O.C.G.A. Section 50-14-1(h).*

*We invite the public to participate via Zoom, which can be accessed by joining https://us02web.zoom.us/j/85800609842?pwd=ScQbwb2zJXV4YVDLGJA7FaPalwg1u3.1 or dialing 1-646-558-8656 (Webinar ID: 858 0060 9842; Passcode: 910975). For any technical difficulties, please contact info@dafc.us.*

**A. INVOCATION**
**B. CALL TO ORDER: MR. KWANZA HALL, CHAIRMAN**
**C. ROLL CALL: CHAIRMAN HALL**
**D. MINUTES: SEPTEMBER 25, 2025 AND OCTOBER 9, 2025**
**E. APPROVAL OF MEETING AGENDA**
**F. PUBLIC COMMENT**
**G. NEW BUSINESS:**

G.1. REBA Grant for Mercedes-Benz North America Corporation and its subsidiaries
Address: One Mercedes Benz Drive, Sandy Springs, Georgia and
384 Northyards Blvd., Atlanta, Georgia

G.2. Letter of Inducement for Forge Asset Management, LLC
$223,726,750
Address: 362 and 363 Fair Street SW, 359, 375 and 385 Whitehall Street SW, Atlanta, Georgia

**H. OLD BUSINESS: None.**

**I. ITEMS FOR DISCUSSION/APPROVAL:**

I.1. Updates from Executive Director
I.2. Presentation of the 2024 Audit

**J. EXECUTIVE SESSION**
**K. NEXT MEETING:**

K.1. Regular Meeting, Tuesday, November 18, 2025 at 2:00 p.m.

**L. ADJOURN**

# MERCEDES-BENZ NORTH AMERICA CORPORATION REGIONAL ECONOMIC BUSINESS ASSISTANCE (“REBA”) GRANT FACT SHEET

***10/28/2025***

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| **Purpose:** | To approve a REBA Grant award in the amount of $3,500,000 to offset the cost of research and development equipment for Facility 2, as defined herein. |
| **Project Owner:** | Mercedes-Benz North America Corporation and its subsidiaries[1] (collectively, the “Company”) |
| **Location:** | One Mercedes Benz Drive, Sandy Springs, Georgia (“Facility 1”) and 384 Northyards Blvd., Atlanta, Georgia (“Facility 2”) |
| **REBA Grant Award Amount:** | $3,500,000 |
| **Description:** | The Company proposes to (i) expand its North American headquarters by consolidating key corporate functions in Facility 1; and (ii) establish a research and development facility in an existing facility of approximately 60,530 square feet in Buildings 200 and 300 in Facility 2 (collectively, the “Project”). The Company expects that the Project will result in the addition of approximately 493 net-new full-time jobs with an average annual salary of $124,470, plus benefits, and will involve a private investment of approximately $33,950,000. The Company expects to also retain 797 existing full-time jobs. |
| **Economic Benefits:** | REBA Grants are a type of incentive program that the State of Georgia utilizes to provide financial assistance to induce and assist companies to relocate, expand or construct projects in Georgia rather than a competing state. REBA Grants are administered through the Georgia Department of Community Affairs and are required to pass through a development authority. |

[1] Subsidiaries include but are not limited to: Mercedes-Benz Financial Services, USA LLC, Mercedes-Benz Research & Development North America, Inc., Mercedes-Benz USA, LLC, Mercedes-Benz Assignment Services Americas LLC.

**FORGE ASSET MANAGEMENT, LLC FORGE ATLANTA**
**BOND INDUCEMENT RESOLUTION**
**FACT SHEET**

***October 28, 2025***

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| **Purpose:** | To approve the first step in moving forward with Forge Atlanta, a major multi-phase development that would bring new housing, hotels, shops, and transit access to the area. Phase 1 would create a vibrant, mixed-use community, including approximately 300 hotel rooms, meeting space, condominiums, 60,500 square feet of retail and entertainment space and related amenities. This approval would apply specifically to Phase 1 of the multi-phase project and would exclude condominiums. |
| **Project Owner:** | Forge Asset Management, LLC (the "Company") |
| **Location /Taxing Jurisdictions:** | 362 and 363 Fair Street SW, 359, 375 and 385 Whitehall Street SW<br>Fulton County /City of Atlanta/Atlanta Public Schools/Atlanta Parks |
| **Investment:** | $756,000,000[1] |
| **Estimated Closing Date:** | 2nd Quarter 2026 |
| **Description:** | Project Forge Atlanta is presenting Phase 1 of an ambitious, multi-phase development designed to transform a prime 443,005 square foot site into a vibrant, mixed-use community. This phase aims to establish a vibrant hospitality hub, create high-end residential living options, and act as a catalyst for surrounding development and economic activity. This also includes retail, entertainment, office spaces, and green spaces, all with a focus on transit connectivity. More specifically, the Company would incorporate a transit-oriented design with green spaces and outdoor community areas for recreation and social gatherings, including parks, plazas, landscaped outdoor areas, community lounges and walkable retail corridors. The vision emphasizes sustainable development, community engagement, and strategic positioning within Atlanta's Downtown and Midtown districts, fostering economic growth, cultural vitality, and enhanced quality of life. Still, the site has several topographical challenges, including being in a flood zone, that the Company would have to address. |
| **Economic Benefits:** | • $756,000,000 total capital investment, which includes an approximately $532,273,250 investment for construction of condominiums that are not part of the proposed incentives application and would be subject to normal tax assessments.<br>• Project Forge Atlanta plans to create 3,000 jobs, including 2,100 temporary jobs—1,800 of which are construction jobs—and 900 full-time jobs.<br>• Overall economic impact of approximately $7,370,730,868[2] |
| **Annual tax before investment:** | $14,585 |
| **Estimated tax anticipated from investment in year 1 after completion during incentive period:** | $1,807,982 |
| **Estimated tax anticipated over 10 years during incentive period:** | $25,071,532 |

[1] *While this is the expected size of the total capital expenditures to be made by the Company for Phase 1, the proposed bond issuance is expected to be approximately $223,726,750, which excludes all condominiums. The estimated tax impact figures that are included in this report are based on the proposed bond issuance of $223,726,750, so with the full investment of $756,000,000 these figures are expected to be greater.*

[2] *Estimated using IMPLAN model of Fulton County.*

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| **Estimated tax savings over 10 years during incentive period:** | $9,702,558 |