



Stonecrest City Council
Work Session
Economic Development
Report

August 10, 2026



Lance J. Randall **Economic Development Director**



- Morgan State University, Political Science
 - University of Oklahoma Economic Development Institute
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- Mayor Jazzmin Cobble, Stonecrest, GA
 - Mayor Mattie Parker, Fort Worth, TX
 - Mayor Mike McGinn, Seattle, WA
 - Mayor Greg Nickles, Seattle, WA
 - Mayor C. Jack Ellis, Macon, GA
 - Mayor Lee Robinson, Macon, GA
 - Congressman Sanford D. Bishop, Jr.
 - Senator Gloria Lawlah, Prince Georges County, MD
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- City of Stonecrest
- City of Fort Worth, TX
- Black Business Association of Oregon
- Southeast Effective Development
- City of Seattle, WA
- Greater Macon Chamber of Commerce
- Macon Economic Development Commission

Dr. Catrenia McLendon

Business Development Manager

- Argosy University, Doctorate, Instructional Leadership
 - Troy University, Masters, Educational Leadership
 - University of Tennessee at Chattanooga, Print Journalism
-

- City of Stonecrest
 - International Business Machines (IBM)
 - Devry University
 - Tallahassee State College
 - Georgia Piedmont Technical College
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- Allen University
- Augusta Technical College



What is Economic Development

A set of programs and policies that aid in the creation, retention and expansion of jobs, the development of a stable tax base, and the enhancement of wealth.

Economic development aims to influence the growth and restructuring of a community's economy to enhance its well being. This is achieved through job creation and retention, wealth creation for individuals and businesses, tax base enhancements, and improvement in quality of life.

While the private sector ultimately creates the jobs, the role of economic development organizations – through the core activities of business recruitment, retention and expansion, and business creation and entrepreneurship – **is to create the conditions that better enable businesses to compete and thrive.**



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



Dedicated to attracting, supporting, and retaining businesses and industries that drive the city's economic growth and community vitality.



Business Retention and Expansion



Tourism



Business Attraction and Recruiting



Workforce Development



Film and Entertainment



Healthcare



Light Manufacturing



Professional Services



Transportation and Logistics

Stonecrest Film and Entertainment Commission

- Created by the Mayor and City Council in response to the Georgia Entertainment Industry Investment Act of 2008 which provided up to a 30% state tax credit for qualified entertainment projects in Georgia resulting in significant cost savings for film production projects in Stonecrest
- Originally responsible for promoting Stonecrest as a filming location, providing incentives for entertainment projects, and supporting local businesses through job creation and increased patronage
- Dekalb County Film Commission now handles the promotion of Stonecrest as a filming location and processes film permits on behalf of the City
- The Commission now focuses on hosting film and entertainment programs for aspiring film makers and entertainers, host film and entertainment events in the City, and represents Stonecrest at local film and entertainment conferences and networking opportunities

Stonecrest Economic Development Partners

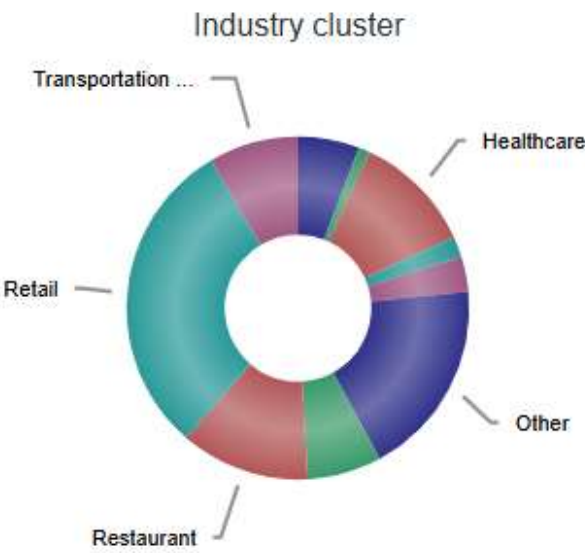


Stonecrest Businesses Snapshot

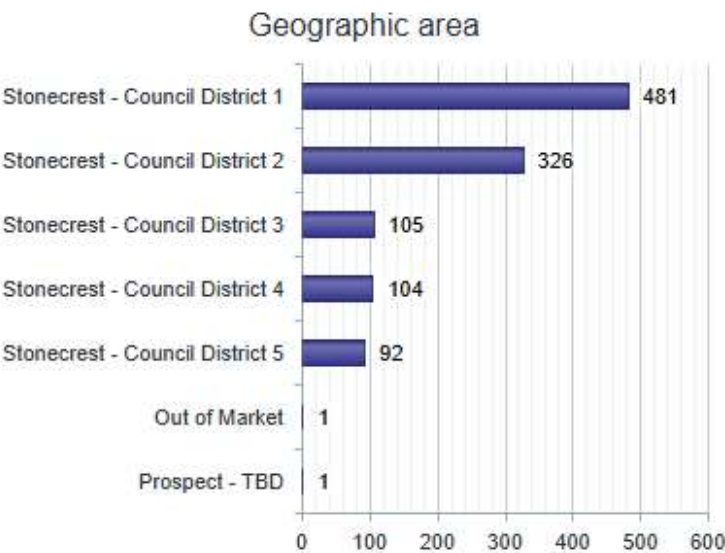
Stonecrest Existing Companies



Stonecrest Industry Clusters



Stonecrest Companies Council Dist



Stonecrest Projects



Marshalls



Carver Jones
MARKET



New Stonecrest Businesses



Stonecrest Businesses Closed



National Trends

National Restaurant Chains

- Inflation and the rising cost have eroded margins
- Customers are shifting towards cheaper dining options
- Ownerships are struggling with cashflow to cover rising cost
- The pandemic effect still lingers and making it difficult to fully recover

National Retail Chains

- Inflation and rising cost have eroded margins
- Too many retail stores offer the same products creating price wars, and many retailers cannot compete
- Shoppers are looking to purchase items in bulk which favors large warehouse clubs
- International retailers are entering the U.S. Market increasing competition for domestic retailers
- Overall economic uncertainty

Stonecrest Development Projects

An illustration of architectural drafting tools and plans. A large sheet of paper with a site plan is the central focus. The plan shows a rectangular area divided into sections, with various symbols like wavy lines and semi-circles. A yellow pencil lies at the bottom right. A compass is at the bottom left. A protractor with green markings is at the top left. The background is a solid grey color.

Stonecrest Town Center Master Plan



Allen Family Properties, LLC





Questions