



2025 YEAR IN REVIEW



Annual Debt Service Funding Sources

Description	2015 Projections	2024	2025
Annual Debt Service	22,500,000	22,487,130	22,481,198
Funding Breakdown			
CSSDI - \$3.00 Per Room Night	2,740,000	3,936,236	3,842,456
CSSDII - Property Tax	5,150,000	8,970,865	8,752,057
Rental Car Tax	600,000	728,811	892,067
Hotel Motel Tax	1,510,000	3,847,826	4,070,329
Annual Braves Rent Payment	6,100,000	6,100,000	6,100,000
Property Tax - General Fund	6,400,000	(1,096,608)	(995,712)
General Fund Property Tax - Paid by Battery Properties	50,724	1,954,115	2,183,858
Annual Excess/ (Shortfall)	(6,349,276)	3,050,723	3,179,570

2025 Battery Property Value & Tax Revenue

- **Property Value Growth & Revenue Impact (2014–2025)**
 - In **2014**, the area known as The Battery consisted of **four parcels** with a **taxable value of \$5 million**, which generated **\$67 thousand** in tax revenue
 - In **2025**, the same area includes **60 parcels** with a combined **taxable value of \$644 million**, which generated **\$8.74 million** in tax revenue
 - **Cobb County General & Fire: \$2.95 million** in tax revenue
 - **Cobb County Board of Education: \$4.8 million** in tax revenue
 - **Cumberland Community Improvement District: \$986 thousand** in tax revenue
- **Additional County Revenue Sources Generated By The Battery**
 - Occupation Tax
 - Liquor-by-the-drink tax
 - Hotel / Motel (Omni and the Aloft)
 - SPLOST (**Special Purpose Local Option Sales Tax**)

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)
<i>Atlanta Braves & The Battery ATL:</i>								
2025 Collections	27,206,302	1,059,343	\$360,664	2,511,075	7,935,794	4,534,384	18,667,206	31,137,384
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
Five Year Total	122,187,626	4,715,653	1,580,646	10,389,681	34,692,758	20,364,605	83,816,243	138,873,606

2025 Total Tax Revenue Generated By Truist Park & The Battery

COBB COUNTY TAX REVENUE - DIRECTLY FROM TRUIST PARK & THE BATTERY	
County Property Tax (General & Fire)	\$ 2,950,536
Hotel Motel & Tourism Fee	\$ 2,511,075
Occupation Tax	\$ 360,664
Liquor by the Drink Tax	\$ 1,059,343
Cobb County Sales Tax - SPLOST	\$ 4,534,384
Total Additional Revenue to the Cobb County Government	\$11,416,002
COBB COUNTY BOARD OF EDUCATION - DIRECTLY FROM TRUIST PARK & THE BATTERY	
Property Tax Revenue from the Battery	\$ 4,314,840
Board of Education Sales Tax - SPLOST	\$ 4,534,384
Total Additional Revenue to the Cobb County Board of Education	\$8,849,224
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT (CID)	
Property Tax Revenue from the Battery	\$ 986,357
STATE OF GEORGIA - DIRECTLY FROM TRUIST PARK & THE BATTERY	
State of Georgia Tax Collections from the Stadium/Battery	\$18,667,206
COMBINED TOTAL TRUIST PARK & BATTERY TAX REVENUE	
	** \$39,918,789 **
Annual Braves Rent Revenue	\$ 6,100,000

2025 Braves & The Battery Atlanta Highlights

- \$137M in Battery Food/ Beverage & Entertainment Sales
- Purchased Pennant Park. 763,000 additional square feet. Owned and operated by BDC
 - **Cobb County General & Fire: \$518 thousand** in tax revenue
 - **Cobb County Board of Education: \$698 thousand** in tax revenue
 - **Cumberland Community Improvement District: \$186 thousand** in tax revenue
- 388 on-site events at The Battery
- 71% of fans and visitors from outside Cobb County
- 20% of fans and visitors from outside Georgia
- Hosted 2025 MLB Allstar week at Truist Park, Battery Atlanta and Galleria. 250,000 visitors during the week and generated a global television audience.

Atlanta Braves Foundation 2025

- Partnered with **Cobb Department of Parks & Recreation** to unveil an **\$800,000 investment in Rhyne Park Softball Complex**, including three new fields and new batting cages, as part of 2025 MLB All-Star Week and the All-Star Legacy Initiative
- Invested an additional **\$250,100 in 19 non-profit organizations** based in or serving Cobb County to meet needs of local communities through the **Braves Community Grants Program**
- Honored Cobb County and Marietta City School teachers by sponsoring Cobb Chamber's **Give Our Schools a Hand**
- Supported Cobb County educators and students with more than **\$1,000 in classroom donations** in 2025-26 school year
- Hosted Blooper's HOME Run U free school show at **5 Cobb County and 4 Marietta City elementary schools** in 2025-26 school year
- Provided **883 Cobb-based youth athletes** with brand-new baseball and softball equipment through **Equipped to Win** program.
- Hosted 16 Cobb community heroes for a front-row gameday experience at Truist Park through the **Braves Dream Seats** program.
- Hosted and sponsored the **Smyrna Public Safety Foundation** holiday event for **90 Cobb County elementary students** in need.
- Supported **The Warrior Alliance at The Battery Atlanta** with facilities and programmatic investment. More than **5,200 veterans** served in 2025.
- Hosted more than 500 local fire fighters, first responders, and fans for a **9/11 Memorial Stair Climb** at Truist Park
- Provided more than 13,000 pounds of food through **Home Plate Project food distribution** at Pearson Middle School with MUST Ministries
- Unveiled the new mini Braves Park at **Cobb County Safety Village** to provide safety education to 25,000 Cobb County elementary school students annually
- Supported the fundraising efforts of **37 Cobb County-based nonprofit organizations** through **in-kind donations**
- Sponsored Cobb County School District's **Coach of the Month awards**



Coming in 2026 & Beyond

- New tenants: J Alexander's, and Hundredfold
- Shake Shack opens a new test kitchen at their Southeast Regional office HQ
- The Henry Tower One construction continues. Completed the pedestrian bridge across Circle 75 connecting The Henry to the Battery Atlanta
- Continued planning for FIFA World Cup activities at The Battery
- Launched "BravesVision".



MARIETTA



SANDY SPRINGS

BUCKHEAD

DECATUR

ATLANTA

THE BATTERY ATLANTA

The South's preeminent lifestyle destination