



In 2013, the Cobb County Board of Commissioners committed \$300 million of taxpayer funds toward constructing the \$672 million Truist Park (formerly SunTrust Park) to host the Atlanta Braves. Commissioner Tim Lee touted the deal as an economic “home run for Cobb,” describing the expenditure as “a relatively small investment for a huge return,” which would manifest through “significant growth in our digest, in our sales tax, in our economic viability.”

Stadium advocates bolstered this claim with commissioned studies that reported speculative forecasts of substantial fiscal gains. If accurate, the projected returns would make the stadium an exception among stadium projects, which economists consistently find to have limited economic impacts. Boosters countered that Truist Park would be different, because the associated mixed-use development of The Battery Atlanta would propel it to succeed, unlike its predecessors.

To mark the five-year anniversary of the stadium opening, Kennesaw State University’s Bagwell Center for the Study of Markets and Economic Opportunity has published my [report](#) on the Truist Park development, in which I provide an extensive review of relevant financial and economic data to estimate its economic and fiscal effects on Cobb County. I find that the return on the public investment has not been positive, which is not surprising given the well-3is e (ed)10 and 02TW (re)E

widely-known experiences of other stadiums. It's fine for Cobb citizens to continue to root for their hometown team—I do—but let's not pretend it's making us any richer.