



The Economic Development Process

The economic development process used by JCA encourages partnerships and utilizes strategic measures to bring quality projects to Johns Creek that are beneficial for the company, community and state.

1. BUILD COMPETITIVENESS

Being competitive means more than just providing a sites and building database. Johns Creek must continue improving upon the resources that make it exceptional. Johns Creek has top rated schools, a highly skilled and educated workforce pipeline, a core base of companies who are experts in their field, a business friendly community and an exceptional quality of life.

2. MARKET TO SUSPECTS, PROSPECTS, CONSULTANTS

Through the new and unified Johns Creek branding campaign, the JCA will be better positioned to reach decision-makers and influencers in the competitive project process. JCA is partnering with local, regional and state economic development professionals and organizations to tell Johns Creek's business story on a global scale.

3. CULTIVATE RELATIONSHIPS

Building relationships is the most crucial piece of the economic development process. Site selection professionals, real estate professionals and company leaders want to know they have the support of the community when locating or expanding. Building relationships establishes trust between all parties and creates confidence that projects brought to the community will succeed and lead to more opportunities.

4. GENERATE LEAD

Project leads come from a variety of sources. Building relationships with site selectors, real estate professionals, state and utility project managers and company leaders is vital to staying in the competitive process. JCA stays in constant contact with all of the above to ensure Johns Creek is on the radar of all parties involved in relocation or expansion process.

5. OPEN PROJECT & IDENTIFY COMPANY NEEDS

Once a competitive project has been opened, identifying what the company needs in order to be successful is critical. Company needs such as infrastructure, workforce and partnerships must all be evaluated and options identified.

6. COMMUNITY COLLABORATION

JCA works closely with local, regional and state partners to determine the most comprehensive collection of resources available to match the needs of the company and their team members.

7. PRESENT & SELL JOHNS CREEK

Once Johns Creek has been identified as a match for company needs. JCA presents options for relocation and expansion in a way that carefully addresses all of the required company needs. JCA pays special attention to ensure the required resources and tools needed for a project are beneficial not only to the company, but to the community as well.

8. NEGOTIATION & APPROVAL OF INCENTIVES

JCA partners with the State of Georgia and the Development Authority of Fulton County on a toolkit of possible performance-based incentive options. Incentives are based on a strict set of criteria based on factors such as amount of capital investment, creation of new jobs and average wage of new jobs created, among many others. Not all projects are deemed strong enough for incentives options.

9. WIN & ANNOUNCE PROJECT

JCA works directly with the company, the city, the state and local and regional partners on relocation and expansion announcements.

10. HELP COMPANY ESTABLISH IN JOHNS CREEK

JCA works with partners on the state, regional and local level to ensure that the company has the resources it needs to succeed in Johns Creek. If companies in Johns Creek receive the support they need, they are more likely to share their positive experience with other companies and industry professionals.

11. PROVIDE SERVICE AFTER SALE

Communicating and providing service to companies after they have relocated or expanded in Johns Creek is essentially the first step in the economic development process again. By being a constant resource and engaged partner, JCA demonstrates its commitment to the companies it assists and helps tell the Johns Creek business story.



Johns Creek

ADVANTAGE

be the exception