

April 18, 2016

Volume 3 Issue 4

**THANK YOU** to our Investors:

- The City of Johns Creek
- Emory Johns Creek Hospital
- Optech Monette LLC
- Piedmont Office Realty Trust
- Alcon
- Gwinnett Medical Center—Duluth
- Northside Hospital
- TPA Group
- Andersen, Tate & Carr, P.C.
- Atlantic Realty Partners
- CH2M Hill
- Grissom Law
- SAFEbuilt Georgia, Inc.
- Sawnee EMC
- St Ives Country Club
- State Farm
- World Financial Group
- American Commerce Bank
- Georgia Commerce Bank—Johns Creek
- Hilton Garden Inn / Wendy's
- IXP Corporation
- KeyWorth Bank
- Legacy Planning Group
- Republic Services, Inc.
- State Bank & Trust Company
- The Piedmont Bank
- Appen Media Group
- Atlanta Athletic Club
- Bank of North Georgia
- Catalyst Wealth Management
- Commissioner Lynne Riley & Family
- Country Club of the South
- Fortune-Johnson General Contractors
- Gaddis Partners, RE/MAX Center
- Harry Norman, Realtors®
- Johns Creek Convention & Visitors Bureau
- Johns Creek Wealth Management
- Lennar Homes
- Power 10 Fundraising
- Premier Logistics Partners, LLC
- Riley McLendon, LLC
- American Wealth Advisors
- Anand Thaker & Family
- Ashton Woods Homes
- C.W. Buffington Associates, Inc.
- Hodge Investment Partners, LLLP
- Holiday Inn Express
- Johns Creek Chamber of Commerce
- Physicians Express Care
- River Pines Golf Club
- Sunseeker Media

## Message from JCA CEO, Courtney Bernardi



It is vital for a community to have input from many individuals as they move forward with a new vision, new strategies and new ideas for the future.

Thus, we want to encourage you all to be strong voices in our community and to let your voices be heard. The City of Johns Creek is undergoing several studies, plans and strategy changes that will certainly affect doing business in the City. Although change is necessary, it is also necessary to ensure that the decision to make changes is based on feedback from both residents and businesses so that the impact of said changes is as positive and palatable as possible.

There are several opportunities for the Johns Creek business community to voice feedback, insight and concern over the next several months. We sincerely hope you will take advantage of each opportunity to share your feedback.

We ask that you take time to complete an existing business survey by clicking on the link in the “Did You Know?” section of this month’s newsletter. This feedback will allow us to better gauge the current business landscape and identify strategies for addressing current and future needs of the Johns Creek business community. This research will help JCA to determine future direction for business retention and expansion programming in Johns Creek. It will also serve as general feedback to City leadership as they move forward in decision making.

We also ask that you pay special attention to the City’s comprehensive plan revision process that will begin in the coming weeks. There will be numerous occasions for stakeholder input and we will ensure that you all are kept aware of each of these opportunities and the outcomes of each as the plan progresses.

The City will be undergoing a transportation study as part of the comprehensive plan, but also looks to take a more detailed look at developing a citywide transportation plan in addition to that which will be done through the comprehensive plan process. We know that transportation issues are a big concern for all of our businesses and those concerns should be heard throughout the development of the City’s detailed transportation plan. JCA staff will ensure that you all are made aware of how to become more intimately involved in this important process.

Again, we will ensure that you are all made aware of scheduled opportunities for input, but we hope that you will free to voice your concern to us at any time. JCA is a resource for each and every one of our Johns Creek businesses and we stand ready to assist in making your voices heard.

## **FOOD TRUCK FRIDAY is May 6th!!!!**

We look forward to seeing everyone May 6th from 11am—2pm!

The trucks that will be attending this Food Truck Friday are:

- The Blaxican
- Cousins Maine Lobster
- Mac the Cheese
- Genki
- King of Pops



[Click here for more information & the location.](#)

# Emory Johns Creek Looking to Expand!



Emory Johns Creek filed plans with Georgia's Department of Community Health (DCH) on March 31st, to develop a clinical decision and radiology observational care unit.

The project would cost \$14 million.

Next, the hospital will need to file a Certificate of Need request with DCH by May 2. After that, DCH will rule whether the care unit is needed in Atlanta.

Emory Johns Creek, located at 6325 Hospital Parkway, is an 84-bed general medical and surgical hospital, according to U.S. News and World Report. Its emergency room sees about 24,000 patients annually and admits nearly 5,300 patients.

Read the full Atlanta Business Chronicle [story here](#).

## DID YOU KNOW?



We are conducting a business survey. Please click on either icon to download the survey. No business name will be attached to any of the responses, as they will be kept confidential. You can email questions & completed surveys to [blavigno@johnscreekadvantage.org](mailto:blavigno@johnscreekadvantage.org).



Johns Creek is ranked #37 out of the Top 50 Places for Thai Food Lovers! We are the only city in Georgia to make the listing, too! [Click here for the full listing](#).

NATIONAL **SMALL BUSINESS WEEK**  
MAY 1-7, 2016 | #DreamSmallBiz



May 1st—7th is Small Business Week! Please take the time to support Johns Creek's small business community, by shopping or dining locally during the first week of May! If you would like see what small businesses are located in Johns Creek, please [click here](#), and you will be directed to the JCA website page which contains the Business Data Map. Zoom in on the map to see each small business located within Johns Creek. You can also [click here](#), to go to find businesses owned by Johns Creek residents, Locally Owned Businesses!



[JCA on Facebook!](#)



[Follow JCA on Twitter!](#)

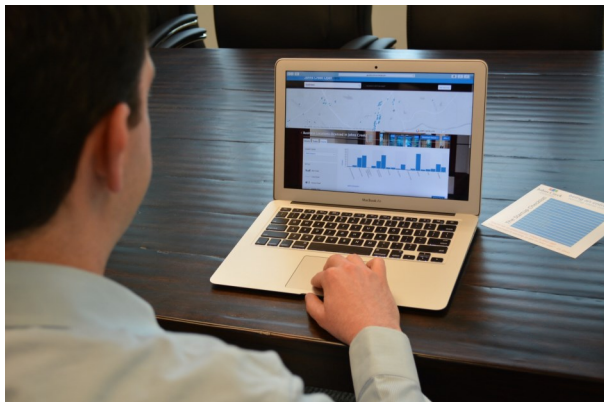
Courtney Bernardi, CEO  
[cbernardi@johnscreekadvantage.org](mailto:cbernardi@johnscreekadvantage.org)  
(470) 545-9901



Bethany L. Hountz, ED Manager  
[blavigno@johnscreekadvantage.org](mailto:blavigno@johnscreekadvantage.org)  
(470) 375-7524

# How One Small City is Mastering Open Data

## Easing Commutes & Growing Business in Johns Creek!



By Jessica Wyland, Esri

With the can-do spirit and innovation of a startup, the Georgia city of Johns Creek uses open data to literally drive traffic toward local businesses and give entrepreneurs loads of free information.

The open data movement in Johns Creek started last year when it became the first Georgia city to sign up with Waze, a community-based traffic and navigation app popular in Los Angeles, Boston, and Washington, D.C. Johns Creek shares public works information such as road closings, accidents, and major events that affect traffic. Waze takes the updates and makes route recommendations, cutting down traffic congestion for everyone in the city.

Johns Creek's Senior GIS Manager Nick O'Day says they've added the names and locations of local businesses to Waze. Anyone driving around the city can, for example, find the best route home and a place to drop off dry cleaning or pick up a pizza along the way.

Beyond that, O'Day worked with Esri to create an open data portal called Johns Creek OpenData. He built the site using ArcGIS Open Data, a feature of ArcGIS Online, the cloud-based mapping platform from Esri.

"Our open data site clearly supports government transparency, but the bigger story is that it's a place to find high-quality, definitive data you can trust," O'Day said. "If you're an entrepreneur, you can use that free data to build a neat app, a new service, or decide where to put your business."

The Johns Creek OpenData site hosts interactive maps and information including address points, parcels, zoning, topology, street centerlines, and public safety. The city enriched its own data with demographic data from Esri such as income and lifestyle. The site also offers instructional videos to help people learn how to use open data to do things such as locate vacant commercial sites or find potential customers.

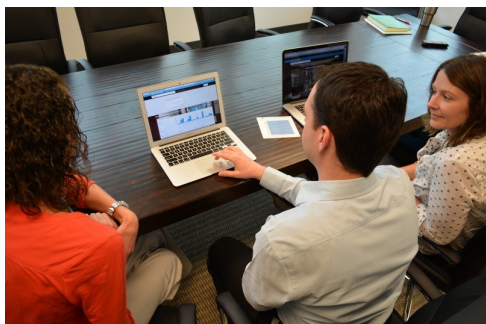
Everything available on the open data site, courtesy of Johns Creek government, would otherwise cost business owners a lot of money.

In veritable startup fashion—thinking outside the box—Johns Creek keeps working to make open data available, and then make sure people know where and how to find it and use it. The city is also trying to ensure it offers data that can truly benefit businesses by partnering with Johns Creek Advantage, the city's economic development arm.

"Having access to free, trustworthy and useful information substantially lowers one of the risks startups and small businesses face," said Courtney Bernardi, CEO of Johns Creek Advantage. "The Johns Creek OpenData site makes finding and using information to drive better business decisions as easy as shopping for groceries. You browse, get the data you need, and then start slicing the data to suit your needs."

It may be a newer concept, to push open data out through a public portal, but Esri engineered the ArcGIS platform to make it easy to bring the idea to life.

"When you build an open data portal with Esri, it's like a wizard—you just click through and make live connections to the data you already have," O'Day said. "The ArcGIS platform can be connected to data living on-premise through your own ArcGIS Server, in the cloud, or to data hosted in ArcGIS Online."



Although public awareness may be low, there is a higher rate of organizations already using ArcGIS to share and work with open data. Governments are looking to liberate data to meet transparency demands and to support economic growth.

"Other solutions are cost prohibitive in efforts to provide publicly accessible data that is already managed," said Andrew Stauffer, Esri product manager for ArcGIS Open Data. "We are dedicated to making it possible for governments of all sizes to participate in sharing Open Data." [Read the full story by Esri here.](#)

