

Join Our Partnership



Johns Creek

ADVANTAGE

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
Riley McLendon, LLC
SAFEbuilt Georgia, Inc.
Sawnee EMC
St Ives Country Club
State Farm
World Financial Group
Georgia Commerce Bank—
Johns Creek
Hilton Garden Inn / Wendy's
IXP Corporation
KeyWorth Bank
Legacy Planning Group
Republic Services, Inc.
SouthCrest Bank
State Bank & Trust Company
The Piedmont Bank
Appen Media Group
Atlanta Athletic Club
Bank of North Georgia
Catalyst Wealth Management
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 Accounting Services
American Commerce Bank
American Wealth Advisors
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

WHAT WE DO

Johns Creek Advantage is a unique public-private partnership representing all of our community's economic development interests. We are dedicated to fostering and supporting economic growth ensuring Johns Creek, Georgia will always be a desirable place to live, work, learn and play. As a 501(c)3 non-profit organization, our efforts are made possible by funding from the City of Johns Creek and our valued investors.

Together, we work to expand and diversify the local tax base by:

- **Facilitating high quality job creation at all employment levels**
- **Encouraging responsible, diverse growth and development**
- **Enhancing the quality of life in our community**



CORE STRATEGIES

The following strategies are consistent with proven economic development doctrine and industry best practice. The Initiative is flexible – it can and will be adjusted to address the opportunities and challenges before the community.

As with any plan, we will only be successful if we execute the plan effectively. Economic development is a “team sport.”

**Strategy 1:
Attract/Recruit New
Businesses to Johns Creek**
JCA is in the business of bringing business to Johns Creek by identifying and proactively targeting industries and businesses that are an ideal fit for our community (headquarter operations, professional services, service center operations, healthcare operations). Our services include data resources such as workforce analysis, location assistance, community tours and briefings, incentive negotiation, quality of life information and much more.

**Strategy 2:
Retention and
Expansion of Existing
Businesses (BR&E)**
JCA's BR&E program supports existing Johns Creek businesses with a variety of programs through retention visitations. Assessing current practices and needs and providing necessary referrals and connections. We also act as an advocate and liaison with City departments. We aid our existing businesses with expansions as well by assisting with the site location, development and construction process. We also connect businesses to workforce recruitment, training programs, capital access and providing business intelligence, among others.

**Strategy 3:
Support Formation and
Growth of Small Business**
JCA partners with the Johns Creek Chamber of Commerce on the Small Business Resource Center (SBRC). The SBRC provides resources to help businesses navigate everything from strategic planning and financial analysis to licensing and permitting. The SBRC also provides marketing insight and connects you to all the tools and community resources to successfully start, grow and manage a small business. The SBRC is a no fee service provider dedicated to assisting to all Johns Creek small businesses.

An Investment in JCA is an Investment in Your Future



Our investors are an integral part of fulfilling our mission. They are business and community leaders from a variety of sectors who share our goal of building and achieving economic vitality for the City of Johns Creek.

INVESTOR LEVELS

Lead Investments Division (100,000+)
Advance Division - Tier 1 (\$50,000 - \$99,000)
Advance Division - Tier 2 (\$25,000 - \$49,000)
Leadership Division - (\$10,000 - \$24,000)
Pacesetter Division - (\$5,000 - \$9,000)
Community Division - (Less than \$5,000)

INVESTOR BENEFITS

Recognition on website and social media outlets
Recognition on wall plaque in JCA office suite
Recognition on JCA marketing and advertisement pieces
Business Referrals
Unique access and opportunities at JCA events
First right of refusal to sponsor JCA hosted events
Ability to join in on BR&E visits
Networking opportunities with civic and business leaders
Eligibility to represent your company on the JCA Board of Directors and/or committees
Access to the most up to date economic development news via our monthly JCA newsletter
Directly influence economic development in Johns Creek

INVESTOR IMPACTS

In the FIRST year of the Johns Creek Advantage initiative (2014-2015), the efforts of the organization helped reach our initial jobs and capital investment five year goal, but we certainly have more to do!

JCA Initial Five Year Goals

Increased employment by **605** new jobs:
400 new high quality "direct" jobs with an average wage rate of **\$85,000** per year: headquarters operations, professional services (sales and marketing), service center operations, and medical / healthcare related operations
85 "indirect" (supplier-type) jobs
120 "induced" (service sector) jobs

JCA 2014-2015 Accomplishments

Increased employment by **850** new jobs: all are new high quality "direct" jobs with an average wage rate of **\$85,000** per year:
Ebix Inc. relocation of global headquarters adding 450+ jobs over the next five years (150 first year) and \$20MM in capital investment
Alcon expansion creating 400+ jobs and \$400 MM in capital investment

Because Johns Creek is an environment that celebrates achievement, people and businesses are primed to succeed.

We welcome you to join the Johns Creek Team!

Join investors from a wide range of backgrounds and industries in supporting Johns Creek Advantage and shaping the future of Johns Creek. To learn more, visit johnscreekadvantage.org or call 470.545.9901.