

The Guide to
Greater North Fulton

50th ANNIVERSARY EDITION

50 GREATER NORTH FULTON CHAMBER
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The Guide to Greater North Fulton

2023-2024 Edition









7 **Welcome to North Fulton**

A warm welcome from the President & CEO and Board Chair of the Greater North Fulton Chamber.

9 **About the Chamber**

For 50 years, the Greater North Fulton Chamber has been the standard-bearer for business support and success. Join us in celebrating the programs, initiatives and milestones that have marked the last five decades and continue to impact our future.

16 **Decades of Dedication**

A photographic look back on our incredible history with the help of many influential leaders who had front-row seats to every iconic moment.

19 **About North Fulton**

Learn why the North Fulton region is among the most coveted in the nation for entrepreneurs, business leaders and families. **Plus:** A glimpse inside each of the six distinct cities that make our region shine.

29 Economic Development

Read about why the North Fulton region is one of the most rapidly growing in the state, with a diverse and well-educated population. **Plus:** Georgia's Technology Corridor

37 Healthcare

Our region boasts some of the best hospitals in the state. We have highlighted the dedicated teams working for the community's health, innovative technological advances and accolades emphasizing the unparalleled healthcare in our backyards.

47 Education

Allow us to brag a bit about our award-winning schools and universities helping to develop tomorrow's leaders. **Plus:** A look inside the Innovation Academy.

55 Technology

A look into the rich technology ecosystem in North Fulton and the workforce we are developing to support it.

59 Housing

Any life you dream of is possible here. We shine a light on the vibrant housing market that draws new residents from all walks of life to build their legacies in North Fulton.

65 Culture & Lifestyle

Discover the unmatched quality of life enjoyed by our residents in North Fulton. **Plus:** The trails that connect us all.









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Welcome to North Fulton!

We are a diverse and thriving region boasting six unique cities, nearly 400,000 residents, six Fortune 500 companies and a highly educated workforce and talent base. Our region is also home to top-tier public and private educational institutions, world-class healthcare, nationally acclaimed outdoor parkland, trails and greenspace, a vibrant arts, culture and entertainment scene and a quality of life that is second to none.

For the past five decades, the Greater North Fulton Chamber has been honored to serve as a catalyst for this region's growth, connectivity, innovation, transformation and economic vitality by serving as the voice and champion of business in North Fulton.

As we celebrate our 50th anniversary in 2023, we recognize that our five decades of success were built upon our organization's humble beginnings in 1973 – when a small group of local business leaders came together to create the Greater North Fulton Chamber. Twenty years before GA-400 was built, they saw the potential for what this region could become in the decades ahead and had the vision to invest in our community to ensure we were positioned to grow and flourish.

To mark this occasion, we have created our 50th anniversary Guide to North Fulton, showcasing how our region has grown and changed over the past 50 years while providing a compelling snapshot of how firmly positioned we are as we head into the future.

We invite you to celebrate this moment in time with us and encourage you to consider this your official guide and primary resource for all things North Fulton. Our residents, members, investors and regional partners are the foundation of our continued success. We are grateful for the spirit of collaboration, ownership and dedication felt and experienced across every facet of our community.

We are excited about all the future holds and our continued opportunity to advance our mission to grow business, develop talent, and lead regional prosperity across North Fulton.

Kali Boatright
President & CEO
Greater North Fulton Chamber

Danielle Cheung
2023 Board Chair
Greater North Fulton Chamber

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At Goodwill of North Georgia, our mission is a simple one: *We Put People to Work.* We use the funding generated through donations and our stores to operate 14 career centers and our virtual career center, Career Connector.

Last fiscal year, Goodwill served over 30,000 job seekers in-person and connected over 16,000 North Georgians with jobs.

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About the Chamber

Our Legacy Moment

This is our moment to celebrate half a century of progress, connection, growth, prosperity and belief in our community. Our glasses are raised to the past, and our eyes are focused on the future.

For 50 years, the Greater North Fulton Chamber (GNFCC) has served a growing and changing community of visionaries, innovators, creators and leaders.

Birthed from the vision of our founder, Zach Henderson, decades of business growth, partnerships and collaboration have created a vibrant and connected community that draws new businesses and residents from across the country.

As the Chamber marks this historic moment, our Golden Anniversary, where the hard work of the past meets the celebration of the present, all eyes are fixed on the promise of what is to come. As we usher in the next 50 years of success, we take a moment within these pages to celebrate it all: the history, the memories, the progress, the ingenuity and most importantly, the people.

Greater North Fulton is already an exceptional region in which to conduct business, raise families and enjoy life. Still, our goal is to look to the next era, the next generation of leaders, with great hope and anticipation.



Soaring Numbers

The Greater North Fulton region is home to six unique communities, all contributing to economic prosperity, educational excellence and cultural vibrancy. From Fortune 500 corporations to midsize businesses and start-ups, North Fulton is renowned for exceptional business development and quality of life.

Our Chamber welcomes record numbers of new members yearly, and our influence is far-reaching. Because we are the only regional Chamber in North Fulton comprising six distinct cities, we are uniquely positioned to bring industry leaders, entrepreneurs and experts from surrounding communities together, fostering innovation and collaboration. Each member has played an essential role in the Greater North Fulton Chamber's growth over the last 50 years and in our vision moving forward. As we create new programs and initiatives and attract new members from across all industries, we continue to set ourselves apart as THE Chamber in North Fulton.

Perks *of* Membership

Grow
Challenge yourself by participating in our programs, events and seminars.

Connect
Meet other leaders in our area and create business-changing relationships.

Develop
Equip yourself with the tools to develop your skills and gain a competitive advantage in the marketplace through our training, programs, and initiatives.

Lead
Nurture the leader within by connecting with and learning from other outstanding professionals.

Influence
Make your voice heard, join influential committees and play an active role in our collective success.

Bragging Rights

"Our Chamber members can have peace of mind that they are part of an organization run with utmost transparency, ethical practices and the five-star approval of our nation's highest Chamber Accreditation Program."



A *Five-Star* Chamber Experience

The Greater North Fulton Chamber has been awarded the highest accreditation designation from the U.S. Chamber of Commerce. Our five-star rating puts us in the top 1% of chambers nationwide—an incredible honor and further evidence that we are no ordinary business organization. Our dedication to transparency, financial stewardship, service to our community, excellent programming, effective communication and business advocacy has landed us this esteemed honor.

Innovative Meeting Space

We have officially opened our new, collaborative 8,000-square foot office space at Avalon. Floor-to-ceiling windows offer views of GA 400, Avalon and Gwinnett Tech. Six fully-outfitted meeting spaces are available to Chamber members: four small meeting rooms with space for six, the Boardroom with space for 18 and the Community room with space for up to 100 attendees. Our goal is to offer a convenient and accessible meeting option for members to enjoy while also being close to great dining and entertainment options at nearby Avalon. The new office has a connective and celebratory air, reflecting our commitment to excellence in everything we do. The incredible members who walk through the doors are the inspiration for this new era of GNFCC, and we look forward to witnessing many more memorable and life-changing moments within these walls.





Program *Highlights*

NextGen Connects

As the essential talent development program of the Chamber, NextGen Connects focuses on the growth and mentorship of young leaders from our area. Young professionals aged 21-40 meet together to grow, learn and make meaningful connections. More than 100 members participate in this program, and over 15 business professionals annually act as mentors in our Mentor Match program.

> **NextGen has given me the opportunity to give back to the local community and build my professional network as well as create friendships by providing a variety of events to participate in.**
>
> – *Joe Mraz*
> Financial Adviser, Raymond James

Learn more about our programs:



Women *IN*fluencing Business

This initiative aims to enhance and further the standing of businesswomen in the North Fulton community. Talent, ambition and dedication unite to create a group of women committed to supporting and learning from one another. Our annual Women INfluencing Business Summit brings professionals from across industries to collaborate and teach one another on hot topics ranging from the Power of Leadership to the Power of Empathy. Annually, we host more than 500 C-level female professionals and award outstanding women accolades based on their achievements and contributions within their industry and our community.

Building Strong Future Leaders

Our Emerging Leaders Program (ELP) offers a unique opportunity for sophomores and juniors from North Fulton high schools who wish to develop leadership skills, identify and address community issues and interact with local leaders. This is accomplished through a combination of interactive lectures, discussions, site visits, outside activities, community service and networking opportunities.



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Leadership North Fulton

Leadership North Fulton (LNF) has been the region's signature leadership development program for over 30 years. Each year, 30+ graduating participants join the ranks of more than 500 LNF alums and continue to invest in our communities through their time and talent.

The program's pillars include promoting community awareness, instilling civic responsibility, and building relationships. Participants engage civic leaders through interactive curriculum days focused on crucial community topics. The relationships forged through participation and investment in LNF by business and nonprofit partners continue to affirm the program's foundational role in community leadership development.

Small But Mighty

While we love to tout our enterprise-level corporations and all they bring to our region, we cannot fail to mention the unbelievable small businesses that continue to impact every area of life as we know it.

> **More than 70% of our members are small businesses who employ our residents, drive our economy, and work diligently to succeed daily. They are our heroes, and we are proud to stand beside them, offering the team and the tools they need as they grow.**
>
> — *Kali Boatright*
> Greater North Fulton Chamber CEO

Small business Chamber members have access to monthly events and opportunities unique to their most pressing needs. We also provide discounts on programs and tools to help them reach maximum success.

New Strategic Plan

Our goal as your Chamber is to drive member and community success across the region, pursuing our guiding principles of advocacy, inclusivity and operational excellence. We recently adopted our new Strategic Plan — a refreshed path forward for our Chamber through 2025. The plan is built upon the foundation of three key pillars:



Business Growth & Expansion

Foster a robust economic environment where businesses thrive.

- Become a destination for business.
- Focus on retention and expansion.
- Be the "hub" for entrepreneurs.

Talent & Leadership Cultivation

Expand workforce availability and talent development programs.

- Bring new talent to North Fulton.
- Focus on talent development.
- Facilitate effective education and business partnerships.

Member Value & Engagement

Provide meaningful opportunities for connection and collaboration across the region.

- Deliver enhanced member value.
- Provide synergistic partnerships.
- Become an environment of inclusion.

Lasting *Impact*

Over the years, our members have played significant roles in creating many incredible projects. Here are just a few of them:

North Fulton CID

The Chamber was instrumental in the formation of the North Fulton Community Improvement District (CID) in the early 2000s. The Chamber's President & CEO at the time, Brandon Beach, worked closely with leadership from the North Fulton cities and the real estate community to get parcel consent forms signed and local acts approved for the CID's creation. GNFCC has been the home for the NFCID ever since, and the two organizations have enjoyed a fantastic, productive relationship.

Milton Business Council

Formerly the Milton Business Alliance (MBA), this local business organization had been run by volunteers since 2009. The original MBA board spent time investigating options to further offer value to Milton businesses and discovered a synergy of members and events with the Chamber. Since 2020, the Chamber staff and volunteer leadership team have led the newly named Milton Business Council (MBC) laying a foundation of prosperity for Milton businesses and their owners. The MBC holds quarterly networking meetings as well as regular "pop-up" meetings at local businesses to highlight and support those members. MBC membership is included in Chamber dues for any member who lives in Milton, has a business in Milton or is committed to business development in the city.

Innovation Academy

The Chamber zeroed in on technology and healthcare, identifying the top five job titles in each discipline that recruiters were seeking and formed a Talent Coalition to bring together education and business interests. Coalition members were involved in developing plans for the Innovation Academy, a STEM-focused (science, technology, engineering and math) high school campus in Alpharetta that opened in 2021.

Avalon

When Mark Toro approached the Chamber about the mixed-use development of Avalon in 2011, GNFCC got engaged and was instrumental in rallying support behind the proposal in Alpharetta, leading to the hive of success that is Avalon today. The development of Avalon has had a halo effect across the community leading to other essential development and a sense of place in the region. Today, as Toro advances plans for Medley in Johns Creek, GNFCC is once again providing connections and support to bring another vibrant Third Place to the region.

Gwinnett Tech

Gwinnett Tech's Alpharetta Campus is the direct result of the future-thinking and determination of Chamber leadership. Recognizing a significant gap in the short-term training and associate degree options in North Fulton, the Chamber partnered with Gwinnett Tech to not only bridge that gap but to increase and support the workforce essential to the region's success. From fundraising to land acquisition, the Chamber worked alongside leaders at the college to make a satellite campus a much-needed reality.

The Drake House

Dating back to 2004, this organization began as a Leadership North Fulton class project and has gone on to change and save the lives of countless women and children in our area. Donations and volunteers from business and civic leaders, faith-based organizations, Fulton County, the City of Roswell and the United Way of Greater Atlanta came together to open the doors in June 2006. The Drake House can safely house over 60 families and 100 children yearly.

Decades *of* DEDICATION

As we look back over 50 years of unimaginable growth and success, we wanted to take a moment and mark some milestones and memories. Enjoy these photos from our archives as we take a walk back through time with the help of just a few of the influential leaders that had a hand in making our Chamber what it is today.



Original Chamber Building

My favorite memories as Chair are from all the work with the city of Alpharetta to bring Avalon to North Fulton. I remember attending Alpharetta City Council meetings that would last late into the night to ensure the project matched the community's needs. Simultaneously, we were working to bring Gwinnett Tech right across from Avalon. It was an exciting year!

Teddy Russell
2013 Chair







"I have two significant memories as Chair. First, I was part of the Sandy Springs Chamber Board when we merged with the North Fulton Chamber in the mid-90s. Our boards blended, and I was the one who convinced them to use the word "Greater" for the Greater North Fulton Chamber.

Also, during our annual North Fulton Business Conference, in the middle of the keynote speaker, phones started going off, and everyone got up and began leaving – It was September 11th, and the word was just getting out.

Beverly Langford
2001 Chair

























> This Chamber has been part of my business life for the past 25 years, and I have made many friendships that continue far beyond the Chamber. I was fortunate to be chair during the development of some of our six cities. Watching the growth from three cities to six was challenging, and we were lucky to have leaders who supported that process. I feel so fortunate to have had the opportunity to be a small part of this transformation.
>
> ***Freda Hardage***
> ***2014 Chair***

> I am proud of how the Chamber led during my years as CEO. A few big wins were the 2003 creation of the North Fulton Community Improvement District to complete Westside Parkway; leading the effort to build Ameris Bank Amphitheatre, especially during the recession's early days, culminating in its 2008 Grand Opening; also the Chamber was a significant leader in the development of Avalon. We worked with the city and developers to push it through with a halo effect of Gwinnett Technical College's opening its North Fulton campus across the street. The Chamber drove much of the development in North Fulton and grew to become a significant player during that time.
>
> ***Senator Brandon Beach***
> ***CEO from 2003-2017***

Much of my time as Chair during Covid went to keeping the Chamber open and "zooming" through 54 Zoom meetings in 2020. We also developed a task force to help all North Fulton businesses navigate the Covid shutdown and provided guidance and mentorship on PPP, EIDL and other support programs.

Alan Naffar
2020 Chair

























At my chairman's induction in 1995, the newly-elected Speaker of the House, Newt Gingrich, was the keynote speaker. Speaking to a crowd of more than 300 attendees at the Crowne Plaza at Ravinia, Gingrich spoke to the prosperous and business-friendly environment that makes North Fulton the premier region to do business, as it still is today.

Steve Stroud
1995 Chair



Photo: Sandy Springs Performing Arts Center

About North Fulton

Better than the Rest

It is an honor to reflect on the 50 years the Greater North Fulton Chamber has served this region. From unincorporated towns to thriving cities full of diverse and influential residents, we have seen North Fulton become a coveted place to live, work and build a legacy. Recently, *Money Magazine* announced that the Atlanta area ranks No. 1 as the best place to live in the U.S. This is no surprise. We all relish being a part of a community whose job and economic growth, industry-topping corporations and diverse culture are second to none.

Diversity and Ingenuity

Our residents, from all walks of life and representing many diverse cultures, always bring their very best to every aspect of life in North Fulton. They participate in their children's schools, volunteer their time, bring their ideas and inventions to life and thrive here. Families flock here to find their preferred pace of life. With options ranging from semi-urban apartment living to swim-tennis communities to equestrian estates, families can create their dream way of life across North Fulton. It is impossible to look back on 50 years of unmatched growth and achievement without acknowledging the talented and highly-educated people who truly make life here unique.

What makes North Fulton so great? Much of the answer lies within the six communities that contribute so much to the vibrancy of our region. From the history of Roswell to the rolling horse farms of Milton, anyone can find a way to feel at home here.





Alpharetta

Alpharetta is home to 65,000 residents and is conveniently located in the GA-400 corridor, about 25 miles north of Atlanta. Alpharetta has long been known as The Technology City of the South because it is home to around 700 technology companies. In fact, the city has 3.3x as many tech jobs as the nation. This puts Alpharetta in line with Palo Alto in Silicon Valley, which has 3.4x as many tech jobs as the nation. The fiber optic cable network laid in the Alpharetta region in the 1980s and 1990s helped create the economic powerhouse for which Alpharetta has become known. Today, Alpharetta is home to globally-renowned companies such as ADP, LexisNexis, Fiserv, Ernst & Young, Global Payments and many others. Alpharetta is also home to its very own tech incubator, the Tech Alpharetta Innovation Center, whose graduate companies have created 1,000 jobs in Alpharetta alone and nearly 2,000 in the state since 2015.

Alpharetta champions a high quality of life and has regularly been named the best suburb in Georgia. The award-winning mixed-use developments, City Center and Avalon, create experiential shopping and dining opportunities for residents and visitors alike. These two developments are connected by the Alpha Loop, the city's multi-use trail. The idea of the Alpha Loop is to "connect the people to the stuff" with a goal to serve not only as an outdoor recreational opportunity but also as an economic driver. Additionally, the Big Creek Greenway runs eight miles through Alpharetta from the southern border of Roswell to the northern border of Forsyth County. In short, Alpharetta's pro-business mentality, proven ability to get things done and top-tier quality of life set the city apart as a unique suburban anchor of the north metro region.

From a *Neighbor*

"The Greater North Fulton Region is a shining example of what can be anywhere in America when you have these 4 elements: strong governance, pro-growth business environment, strong community organizations like the Chamber of Commerce, YMCA, schools, etc., and finally, strong churches and places of faith. When those 4 elements come together, peace and prosperity can exist.

– ANDY KALAJIAN, FORT LEADERSHIP

ALPHARETTA At A Glance

INCORPORATED
1858

SIZE
26.9 Sq. Miles

POPULATION
65,799

MEDIAN AGE
37

Johns Creek

Johns Creek goes beyond the average live-work-play community. The city is home to top-tier healthcare, technological innovation, thriving small businesses and award-winning schools. Johns Creek is a community of strong public safety and neighborhoods that welcome all with open arms. This level of commitment to the community is not by accident; it started with a vision. A vision of what a city could be when supported by residents and Council to bring vibrant businesses, jobs, restaurants, recreation, homes and life to Johns Creek.

In 2022, City Council approved the Town Center zoning districts to guide the private sector redevelopment. The transformation of the 192-acre Town Center area is not only going to be the heart of the community, but it serves as a hub for health, wellness, and innovation. Council finalized the plan and engineering for Creekside Park; celebrated Boston Scientific's announcement of $62.5 million investment to build a state-of-the-art research and logistics facility in Town Center; approved zoning for Medley, a $350 million premiere development that will anchor the Town Center with unique residential, retail, and entertainment offerings. In May 2023, Medley officially broke ground and announced its first signed tenants.

Creekside Park, the 21 acres owned by the City, is anchored by two ponds, including the "North Pond" behind City Hall and two parcels along Medlock Bridge Road. Initial concepts for the future park include inviting amenities such as pedestrian pathway systems, a lakefront amphitheater, a boardwalk, fountains and a community playground.

Creekside is one of many parks slated to debut in Johns Creek. The city broke ground on the 200+ acre Cauley Creek Park in late 2021. The park is larger than Atlanta's Piedmont Park and will feature lighted athletic courts, grass and synthetic turf playing fields, pedestrian bridges and Chattahoochee River overlooks. Cauley Creek Park will also boast one of the only rubberized 5k tracks in the United States. The grand opening is set for summer 2023.

Johns Creek is poised for great things and welcomes all to explore everything our city has to offer and experience the vibrant vision for our community now and in the future.

JOHNS CREEK
At A Glance

INCORPORATED
2006

SIZE
32 Sq. Miles

POPULATION
82,453

MEDIAN AGE
39.5





From a *Neighbor*

"My family relocated here from Singapore 6 years ago after my daughter researched and decided she wanted to go to Johns Creek High School. Living and being active here has been one of the best decisions our family ever made.

– SHAY FOLEY, ALCON



Rendering of Medley Johns Creek



Milton



MILTON
At A Glance

INCORPORATED
2006

SIZE
39.11 Sq. Miles

POPULATION
41,296

MEDIAN AGE
38.9

Milton is treasured by residents for its high quality of life. It boasts a distinctive rural character as well as easy access to excellent schools, restaurants, shops and office space. It is a highly sought-after destination in North Fulton.

Located in northernmost Fulton County, Milton has a diverse population of more than 41,000 within more than 39 square miles – about 85% of which are agriculturally zoned, which requires residential lots to be at least one acre. The city has among Georgia's highest educational attainment, per capita income and home values, in addition to one of its lowest unemployment rates.

Milton is often celebrated as one of the state's best and safest cities. The most recent results of the National Community Survey showed that 96% of respondents scored Milton positively regarding quality of life and as a place to live. Milton was ranked the 12th best city to live in the South by the online publication 24/7 Wall Street in December 2021. In August, Safewise rated Milton as Georgia's second safest city.

Milton has maintained its unique qualities and thrives in an uncertain market. The city has quickly doubled its publicly accessible park acreage, trails and greenspace, giving visitors more connections to the region's natural beauty. City leaders listened to citizens in crafting policies to promote large lots and minimize density while supporting commercial areas' vibrancy. The best example is its downtown, known as Crabapple, which has become a walkable, multi-faceted, well-designed destination in a few short years featuring mouth-watering restaurants, modern office spaces, must-shop stores and even a microbrewery.

Since its 2006 incorporation, Milton has evolved to become a much-admired city that offers a vibrant mix of amenities. And as much as it shines now, the city's future is even brighter thanks to forward-thinking leadership, a caring and engaged citizenry, as well as a special look and feel that's all its own.

From a *Neighbor*

"We love life in Milton. I enjoy the peace and greenery in my backyard and thoroughly enjoy the walkability, which allows us to be close to so many things in downtown Milton. From the best schools and fantastic restaurants to the best trails to take a nature walk, Milton has all the charms of the life we desire.

– GLORIA MATTEI,
NOTHING BUNDT CAKES



Mountain Park

How It All Began

In 1925, the first land lots in Mountain Park were offered for sale. The goal was to build an affluent summer resort around Lake Garrett, just an hour north of Atlanta. After incorporation in July 1927, the city's first formal administration began the following January. The community that developed featured bathing beaches, tennis and basketball courts, baseball games and even a Skeet Shooting Club that formed in 1934.

During the summer in the 40s and 50s, the Mountain Park community would gather at "The Stand," a sundry store and casual dining location complete with a sand-bottom pool-flanked dance floor. In 1956, a few years after the second lake, Cheerful, was built, the non-denominational summer-only Sunday School began and eventually created the Civic Club in the mid-60s. The Civic Club raised private funds and built the city's Community Building, which still stands in use today.

In the 70s, Mountain Park was home to 90 full-time residents and continued to grow as a community. Throughout the following decades, Mountain Park Improvement Club volunteers built bridges, pavilions and more for the city.

How It Is Going Now

Mountain Park stands apart in North Fulton as a residence-only incorporated city. Residents often own businesses that allow them to stay close to home, often in cozy cottages that many have owned for decades. Mayor Jim Still says, "When you pull into Mountain Park, the temperature and temperament both go down a few degrees."

What began as a resort community built for quick weekend getaways became and remained a place residents love to call home. While you will find many original and restored cottages from Mountain Park's early days dotting the landscape, there is also new development. A balance of the old and the new, Mountain Park aims to stay true to the history and roots of the city while also welcoming newcomers.

The community hosts events such as the annual Tree Lighting and the new Oktoberfest event full of authentic German foods, beer and apparel throughout the year. The Santa Run event, held every Christmas season by the volunteer fire department, provides gifts and cheer to underprivileged families.

A haven unto itself, Mountain Park charms and welcomes all and many who visit find it hard to leave.



MOUNTAIN PARK
At A Glance

INCORPORATED
1927

SIZE
.53 Sq. Miles

POPULATION
583

MEDIAN AGE
54.3

Fascinating *Facts*

- The first city attorney (and for many years) was Margaret Mitchell's brother Stephens Mitchell.
- Mountain Park maintains one of the state's last fully volunteer-based fire departments.



Here in Roswell, we invite you to experience our unique southern charm. Surrounded by nature and steeped in history, our city features a calendar that's loaded with festivals and events that offer the best in music, entertainment, merchandise and food + beverage. Even better, it's all in a family-friendly, accommodating environment. Rock 'n roll or rock 'n relax. Go with the flow or against the grain. All night long or all in good time. No matter your speed... Visit Roswell, Georgia... At Your Natural Pace

VISIT ROSWELL GEORGIA



Roswell

ROSWELL
At A Glance

INCORPORATED
1854

SIZE
42 Sq. Miles

POPULATION
97,940

MEDIAN AGE
39.3

Located 22 miles north of Atlanta, Roswell's award-winning quality of life, easy access to GA-400 and close proximity to the world's busiest airport make it the perfect city for businesses of all sizes. As one of America's best places to live, Roswell is situated on the Chattahoochee River and has over 1000 acres of parkland and trails with a top-notch education system comprising 15 public and 14 private schools. While over 96,000 residents live here, Roswell is proud to be family-oriented with a small-town feel and a certified platinum green community.

The city's thriving Historic District has become regionally known for its chef-driven restaurants and craft beverage destinations—attracting over 640,000 customers and generating over 2.5-million visits annually.

Roswell has a growing healthcare industry anchored by Wellstar North Fulton Hospital, a 217-bed Level II Trauma Center, which now houses the only comprehensive cancer center outside Atlanta. Another key industry in Roswell is automotive, which was established over 100 years ago. Roswell has the most extensive dealership concentration in the Golden Triangle today, with nearly 20 new car dealerships generating over $1.69 billion annually.

Wired with state-of-the-art fiber optic infrastructure, many large companies are rooted in Roswell, with regional, national and international headquarters located among the city's 28 office buildings, including Brixmor Property Group, General Motors, Grey Orange, Kamstrup, Kimberly-Clark, Kloeckner Metals, McKesson, Nolan Transportation and PGA Tour Superstore. Roswell is the perfect place to build your business, whether a large corporation or a small startup.

From a *Neighbor*

> "There is a sense of community regardless of the city boundaries and the size of the area. Many businesses, privately-owned and publicly traded, and houses of worship and individuals always come together to maintain and improve the quality of life in our region. Non-profit organizations in our communities that support those less fortunate are significantly funded by residents of North Fulton.
>
> – KEN DAVIS, RENASANT BANK





Entertainment that makes a statement.

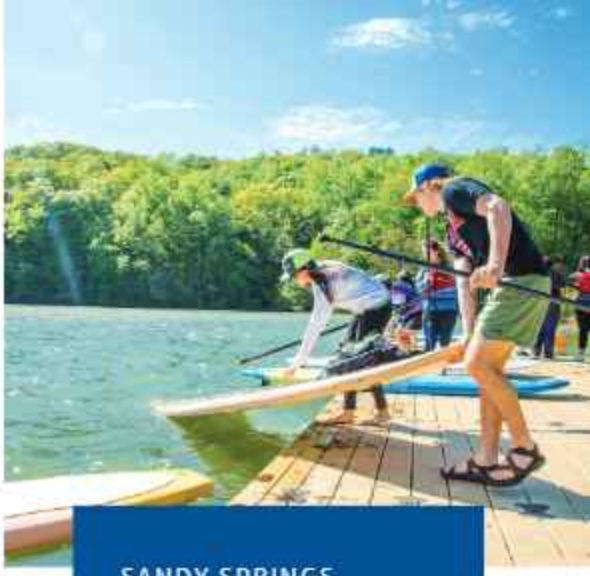
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Sandy Springs

Sandy Springs' unique location within the metropolitan Atlanta area serves as the gateway to North Fulton County and offers "big city living" with a "small-town vibe." The city's convenient access to the world's busiest airport establishes Sandy Springs as a prime location in the region, bringing the best of both worlds to residents, business owners and visitors. More than 6,000 businesses have already chosen to call Sandy Springs home, including multiple Fortune 500 companies. High-quality jobs attract a vibrant, highly-educated workforce. This diverse and growing business community is responsible for driving innovation in the region and across the globe.

Sandy Springs is home to nearly 110,000 residents. It is one of the most affluent communities in the U.S., with more than 18 percent of households with incomes above $200,000 and a median household income of $81,000. A robust calendar of community events celebrates the community's diversity. Additionally, the city is a hub for arts and culture, with a state-of-the-art Performing Arts Center that is home to world-class performances and public arts initiatives, including a rotating sculpture contest that establishes and expands art throughout the community. The recent acquisition of the Abernathy Arts Center from Fulton County reinstated popular multi-media art classes.

The city continues to invest in capital improvements that boost the quality of life for its residents, including transportation projects, infrastructure upgrades and amenity enhancements. Residents and visitors alike benefit from the city's continued investment in multimodal transportation projects that shorten commutes and make it safer to get around.

SANDY SPRINGS At A Glance

INCORPORATED
2005

SIZE
38 Sq. Miles

POPULATION
109,466

MEDIAN AGE
37



From a *Neighbor*

> Sandy Springs offers all the amenities needed to live a well-rounded life. We have world-class health care, a full range of top-rated educational opportunities, easy access to the airport, advanced technology access, restaurants, shopping and the arts.
>
> – DR. GLEN CANNON, GWINNETT TECH

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Rendering of future MARTA station along GA-400

Economic Development

Looking back, it is apparent that the North Fulton region has long been a home base for inventive visionaries, forward thinkers and big dreamers. A veritable hive of ingenuity and prosperity grew from a few unincorporated towns full of dedicated and ambitious residents. With a population nearing 400,000, the North Fulton workforce is among the most well-educated in Georgia, with over 65% of employees holding Bachelor's and Postgraduate degrees. Our top-rated schools and universities are foundational to the talent and workforce development that drive our economic growth.

Businesses Thrive Here

North Fulton's proximity to Atlanta and major interstate highways offers easy access to the broader region and world beyond. Businesses flock here to enjoy the low tax rates and structures in place that provide support and encourage growth from the start-up phase onward. The region is home to many thriving industries such as technology, healthcare and finance.

Unmatched Way of Life

As our economic prosperity has soared, so has our quality of life. Our safe and family-friendly communities are full of revitalized downtowns, lush parks and greenspaces and a wide variety of housing options. Residents enjoy excellent dining, shopping and community events year-round and are involved and invested in the success of their neighborhoods and our region.

Regional
Facts & Figures

397,030
POPULATION



$127,071
MEDIAN HOUSEHOLD INCOME

2.5
AVERAGE HOUSEHOLD SIZE

38.8 AVERAGE AGE

DIVERSITY INDEX **69.9**



Education

- **4%** - No High School Diploma
- **10%** - High School Graduate
- **17%** - Some College
- **69%** - Bachelor's/Graduate/ Professional Degree

$69,333
PER CAPITA INCOME

$384,369
MEDIAN NET WORTH

19,755
TOTAL BUSINESSES

269,612
EMPLOYEES

$484,675
MEDIAN HOME VALUE



Employment

- **81.5%** - White Collar
- **8%** - Blue Collar
- **10.5%** - Services

> **Alpharetta was the frontier for development in the mid to late 1980s. With four exits on Georgia 400 from Mansell Road up to Windward Parkway going through the City, east of the very small downtown, the private sector saw the opportunity to go north to design and develop what we know as the North Point Parkway and Westside Parkway corridors of today. Land was available and plentiful, and once again, the development community working with City Mayors, Council and staff saw the wisdom in building the roads for automobiles to travel on but also putting fiber into the right of ways for information and communication to travel at speeds never before seen in North Fulton County.**
>
> *– Bob Regus*
> GNFCC's 2023 Pioneer Award Recipient



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City Milestones

Alpharetta

- **2021**
  The city introduced the North Point Eco District overlay to implement sustainable practices and environmental stewardship in that area of Alpharetta.
- **2022**
  Groundbreaking of the $15 Million investment of the Alpha Loop from Old Milton Parkway to North Winds Parkway at Haynes Bridge Rd., giving pedestrians access to the North Winds office park and ultimately connecting this area to both Avalon and downtown Alpharetta.
- **2022**
  Life Science Code Changes allow for lab space/light manufacturing with up to 50% of space in all office areas of the city to accommodate the burgeoning Life Science sector in Georgia's economy.
- **2022**
  The city completed the Brookside Small Area Plan to figure out ways to make the Brookside office park area more walkable and connected to surrounding retail nodes.

Johns Creek

Town Center Master Plan

City staff successfully implemented the Johns Creek Town Center's Vision & Master Plan by attracting Boston Scientific and Toro Development as partners to transform the Town Center's largest catalyst site (the former 55-acre State Farm campus). The site is poised to become a 43-acre mixed-use retail district and a 12-acre life sciences research/ logistics center.

Development of Cauley Creek Park

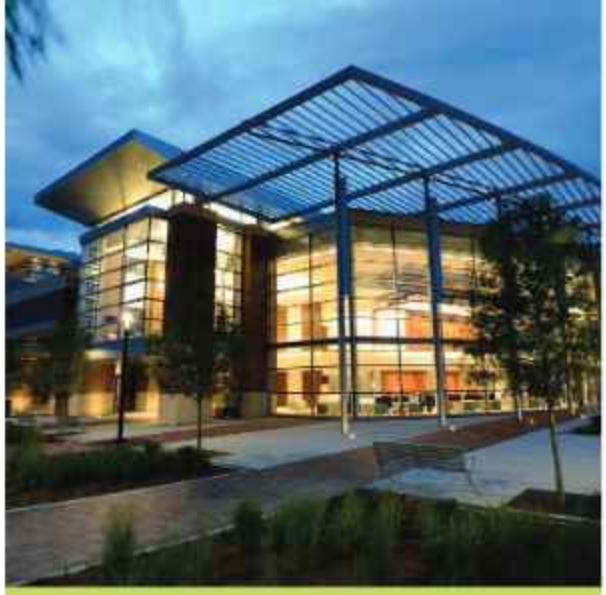
Cauley Creek will soon be Johns Creek's largest park, showcasing over 200 acres with a 5K rubberized trail, lighted sports courts, lighted grass and synthetic turf playing fields, pedestrian bridges and river overlooks.

Milton

- **2006**
  Milton is incorporated after a resounding vote by citizens. Sixteen-plus years later, the thriving, family-friendly city continues to evolve by supporting businesses while embracing Milton's rural heritage.
- **2018**
  City Hall opens, a milestone in the years-long citizen-led effort to create Milton's downtown Crabapple. Crabapple is now a vibrant, walkable, emerging area with high-quality residential, office and commercial developments within steps of unique retail, restaurants and more.
- **2022**
  An estimated 35,000 people – plus record numbers of vendors – attend Crabapple Fest, making this October event the largest in Milton's history.
- **2023**
  The City's Community Development Department spearheads a vital project aimed at upgrading placemaking and enhancing branding to align with Milton's unique identity.
- **2023**
  Milton partners with the NFCID and Alpharetta to create a Highway 9/ Windward Parkway Strategic Master Plan.



Father and son-owned Six Bridges Brewing opened its second location in Crabapple to take advantage of a downtown that gets cooler and more vibrant day after day.



Sandy Springs

- **2005**
  The City of Sandy Springs was founded after residents' decades-long push for cityhood.
- **2010**
  Morgan Falls Overlook Park opened to the public.
- **2013**
  The Abernathy Road/Johnson Ferry Road widening project was completed, which took the road from two lanes to four lanes between Columns Drive and Roswell Road, including adding a median, bike lanes, wide sidepaths and the development of the Abernathy Greenway Park North.
- **2018**
  City Springs opened to the public, and City Hall moved to its permanent home. The visioning process started in 2012, construction began in 2015, and in 2022 the city completed a master plan update to guide Phase II.
- **2019**
  The Trail Network Master Plan was adopted in 2019 and broke ground on the first segment in 2022. When fully built out, this network will include 17 miles of trails and connect to PATH 400.

Roswell

- **2005**
  PGA Tour Superstore was founded in Roswell after securing the naming rights for PGA Tour the same year.
- **2016**
  The first brewery in Roswell opens - Gate City Brewing Co. Today, the city is regionally known for its craft beverage and restaurant offerings. This industry is Roswell's third largest, employing nearly 5,000 individuals.
- **2021**
  Roswell celebrated the 100th anniversary of the automotive industry. Beginning with the opening of The Roswell Motor Company in 1921 on Canton Street, the car industry in Roswell generates more than $1.8 billion annually.
- **2022**
  Vertical construction began on Southern Post, the 4-acre, $110-million mixed-use development in Historic Roswell.
- **2023**
  Wellstar North Fulton opens the North Metro's first comprehensive cancer center.



Rendering: Southern Post Development

Georgia's Technology Corridor

Life in the North Fulton region depends significantly on mobility to, from and throughout our communities. From everyday errands, medical appointments and school drop-offs to commuting to and from work, our residents and workers need travel to be safe and efficient. While the region is always looking for ways to improve infrastructure, some projects are extra-large and require a few more hands and minds.

In October of 2022, the stretch of SR 400 between Haynes Bridge Road and SR 20 was officially renamed Georgia's Technology Corridor. These aptly named seven miles of the State Route are essential to the region known as Georgia's fastest-growing tech area. Enhancing travel, creating options and increasing reliable drive times are critical to continued growth and economic prosperity.



Rendering of future MARTA station



Transit-Oriented Development Drives Economic Prosperity

A partner project among various city and county leadership, along with MARTA and GDOT, has been ongoing for some time. To refine mobility along Georgia's Technology Corridor, the development of new express lanes, along with new, highly accessible transit stations, is in planning to help create a grander sense of place in the region. Bus Rapid Transit (BRT) stations along this stretch of Fulton County will allow residential, business and leisure space to increase in the immediate surrounding areas, promoting sustainable economic growth.

Combined with the development encouraged by new stations, the additional choice and autonomy that BRT brings to transportation will encourage residents and commuters to utilize alternative options to move around the region. The Technology Corridor Project will also be a boon to international travelers seeking the convenience of flying into Atlanta and hopping on public transit that will easily transport them to the North Fulton region without the hassle of renting cars and navigating traffic woes.

When the goal is to move people throughout the region more efficiently, combining BRT and new express lanes will ease congestion and equip travelers with options that fit their lives and requirements.



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At **Wellstar North Fulton Medical Center**, we bring innovative technology, comprehensive medical services and personalized care close to you. Our team provides 24/7 emergency and trauma services, leading cardiac expertise, cutting-edge cancer care and the highest level of treatment for strokes and brain aneurysms — all just miles away.

wellstar.org/northfulton

Wellstar

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Photo Credit: Wellstart North Fulton



Healthcare

The Heart of Healthcare

As a community, the North Fulton region is fortunate to have access to the best healthcare services and providers in the state. This unparalleled access is a massive draw for businesses and residents. Still, even more importantly, our healthcare ecosystem has helped shape every part of the communities we know and love.

There is no denying that the past 50 years have seen immense change and growth in the quality and quantity of healthcare options available to our communities. Even more, we have seen significant shifts over the past few years, the effects of which are felt even now. However, when you boil it down to a finer point, healthcare is about humans. The humans seeking care, the humans providing the care and the humans keeping it all running smoothly.

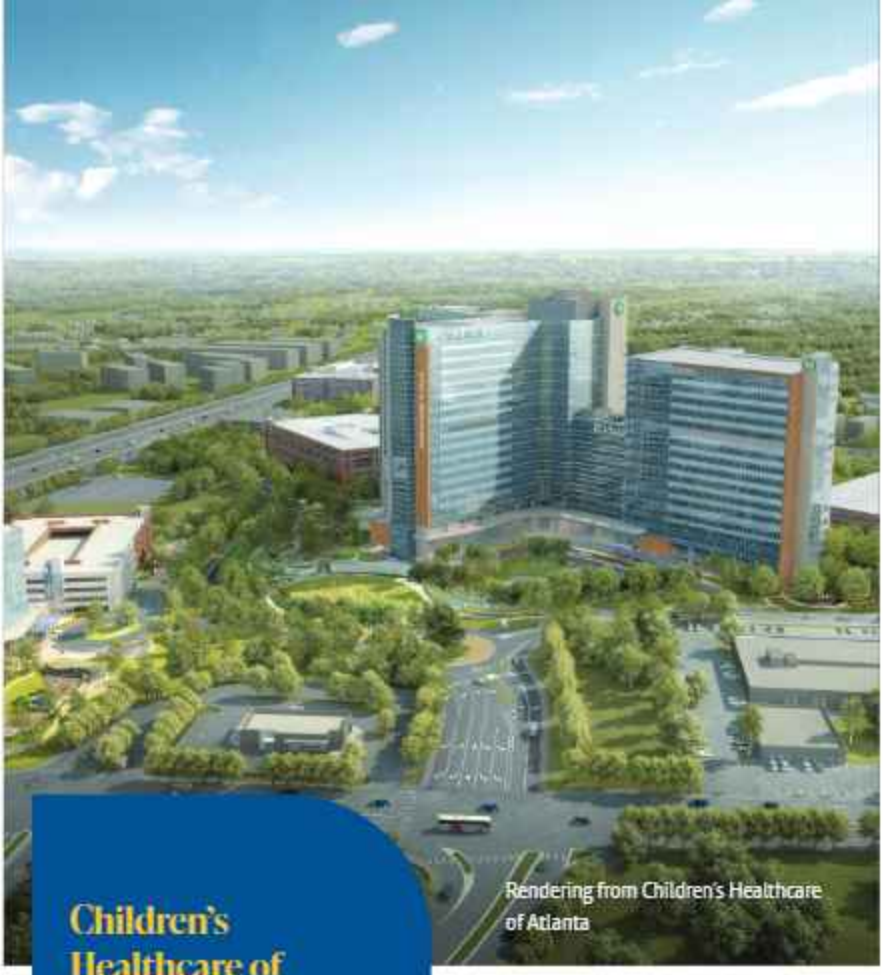
Let us shine a light on the people and the passion who are the heart of the incredible healthcare ecosystem we enjoy in North Fulton.

Children's Healthcare of Atlanta

For more than 100 years, the Children's Healthcare of Atlanta mission has remained the same. To help children overcome medical challenges and get back to what's most important: being a kid. Yet how that goal is achieved is ever-changing. The field of medicine is not static. New illnesses emerge, treatments advance and procedures change, and it's essential to stay one step ahead. That's why Children's is on a quest to transform their environment to provide the best, most advanced pediatric care possible for generations to come.

The entire team is recognized for its expertise and ability to innovate and heal, making Children's a leader in pediatric medicine. The key to why Children's is truly special is their commitment to making every child feel at home. Staff go out of their way to create an environment designed for kids, with opportunities for laughter, learning, togetherness and, most importantly, play.

The new campus in progress on North Druid Hills will feature 446 patient beds, more comfortably appointed patient care rooms, 20 acres of useable greenspace, groundbreaking innovations such as 3D printing capabilities and more. This inviting and high-tech campus will provide more comprehensive care for children and increase positive outcomes and patient/caregiver experiences. For more information on the new hospital opening in fall of 2024, visit **choa.org/give.**



Rendering from Children's Healthcare of Atlanta

Children's Healthcare of Atlanta

2022-2023 rankings with US News and World Report

- **Cancer Program (No. 7)**
- **Gastroenterology and GI Surgery Program (No. 7)**
- **Nephrology Program (No. 9)**
- **Urology Program (No. 10)**
- **Orthopedics Program (No. 11)**
- **Neurology and Neurosurgery Program (No. 11)**
- **Pulmonology and Lung Surgery Program (No. 16)**
- **Cardiology and Heart Surgery Program (No. 18)**

Emory Johns Creek

Emory Johns Creek Hospital (EJCH) is a 163-bed acute care facility staffed by 510 Emory faculty, 460 private practice physicians, and 66 Emory Specialty Associate physicians. As a comprehensive, full-service hospital, key services include emergency medicine, a women's center with level III neonatal intensive care, adult intensive care, an infusion center, breast imaging with 3-D tomography, a certified bariatric center, advanced cardiac and stroke care, orthopedics, sleep medicine, wound care, urology and a pain center. EJCH is a Magnet hospital, a designation earned by only 6% of US hospitals for nursing excellence from the American Nurses Credentialing Center. EJCH patients in FY 2021: 8155 admissions (including 1304 deliveries) and 79322 outpatient service visits.

Staff employees: 1139. EJCH partners with community churches, schools, police, fire and other organizations to offer health and wellness screenings and educational events throughout the year.

The Emory Johns Creek Hospital Stroke Program proudly supports the North Fulton community, providing the highest quality care to stroke patients. The American Heart Association and the American Stroke Association have recognized their award-winning stroke program. The team is focused on rapid evaluation and treatment for acute stroke patients, reducing disability for those who suffer a stroke and initiating proven treatments to prevent recurrent stroke.

Emory Johns Creek Hospital is a world-class academic medical center with a long-standing commitment to the health care needs of the community. Delivering the highest quality care in a safe and patient-friendly environment is the top priority for EJCH physicians, nurses, and staff members. The team works together to coordinate care, manage pain and provide information that patients need to make informed health care decisions.

For more information, visit **emoryhealthcare.org.**

Emory Johns Creek Hospital

- Magnet® recognized from the American Nurses Credentialing Center
- Primary Stroke Center, accredited by the Joint Commission, American Heart Association and American Stroke Association
- Breast Imaging Center of Excellence, American College of Radiology
- Emory Bariatrics Center at Johns Creek, accredited by the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program
- Level II Emergency Cardiac Care Center



Photo Credit: Emory Johns Creek

Kaiser Permanente

Kaiser Permanente surrounds patients with some of the brightest minds in medicine. Their doctors and specialists are at the forefront of research and treatment for complex cases of cancer and matters of the heart. They have the expertise to deliver care personalized to all members.

Kaiser Permanente members can be confident they're getting the care they need, no matter who their physician is. That's because doctors are recruited from the top medical schools in the nation, and even then, only one in ten applicants becomes a Kaiser Permanente physician.

Members have access to heart and cancer experts, clinical trials and cutting-edge cancer care through comprehensive pathways. Kaiser Permanente also provides equitable, timely, affordable access for all members to receive expert care close to home. Their integrated system connects the dots for their health.

Kaiser Permanente

- **Rated among the top 1 percent of health plans in the nation according to the NCQA Commercial Health Plan Ratings 2021**
- **Known for expert physicians who are recognized annually as Top Doctors in Atlanta Magazine**
- **Part of a national organization that's rated the #1 healthcare company overall by Insure.com**

KAISER PERMANENTE

Cancer Care

At Kaiser Permanente, each new cancer case is reviewed by an integrated team. This includes surgical oncologists, radiation oncologists, medical oncologists, pathologists and other specialists.

They offer a suite of highly specialized services, giving members complete access to all cancer treatment types including breast cancer, lung cancer, GI cancers, gynecologic cancers and multiple myelomas.

KAISER PERMANENTE

Cardiac Care

Kaiser Permanente is known for award-winning programs for heart failure treatments, including heart failure multidisciplinary clinics.

In 2020, they started the Virtual Cardiac Rehabilitation program to monitor the patient's heart from the comfort of their own home via a Samsung Galaxy smartwatch. To learn more about Kaiser Permanente's Cancer and Cardiac Care, visit georgia.kaiserpermanente.org/excellence.



Photo Credit: Kaiser Permanente

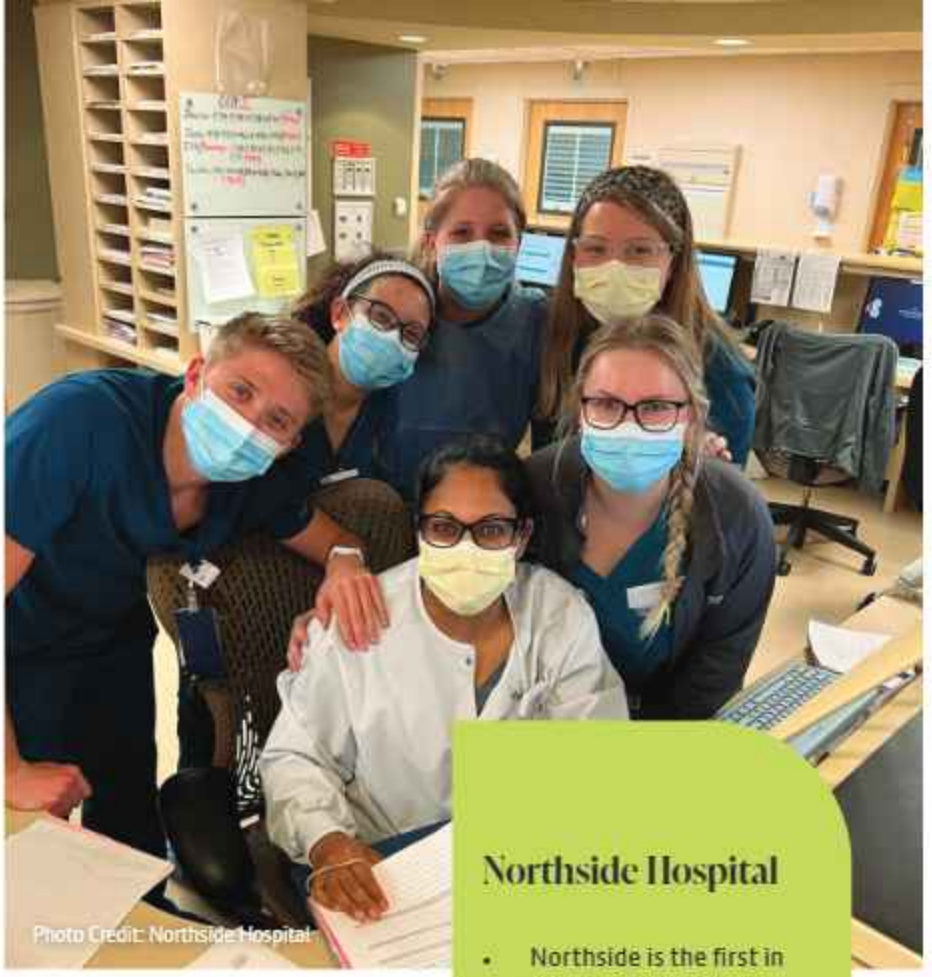


Photo Credit: Northside Hospital

Northside Hospital

During the past 50 years of success enjoyed by the Greater North Fulton Chamber, Northside Hospital has experienced tremendous growth. Fifty years ago, Northside was a single hospital in Sandy Springs. Today, the Northside Hospital healthcare system is one of Georgia's leading healthcare providers with five acute-care hospitals and more than 275 outpatient locations across the state.

More babies are born at Northside Hospital in Sandy Springs than at any other hospital in the United States. Northside is among the state's top providers of cancer care, sports medicine, cardiovascular and surgical services.

At the root of Northside's success are Northside's people and their passion for health care.

Northside Hospital

- Northside is the first in the country to receive Maternal Levels of Care (MLC) Verification from The Joint Commission, in collaboration with the Georgia Department of Public Health (DPH). Northside also is the first in Georgia to receive a Level IV Maternal Center Designation from DPH.
- In 2022, the Cardio-Oncology Program at Northside Hospital received gold standard Centers of Excellence Certification from the International Cardio-Oncology Society (IC-OS).
- All five Northside hospitals are designated by the Georgia Department of Public Health, Office of EMS and Trauma as Emergency Cardiac Care Centers.



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More than 5 million patients each year look to Northside Hospital because of their reputation for providing clinical excellence, the culture of kindness and compassion they experience, the expertise of the medical staff and the comprehensive services the hospital offers. Each member of Northside's team takes this very seriously.

Northside employees voted the health system one of the best places to work in Atlanta on Comparably.com. The system also earned top-100 status in the U.S. from Comparably.com as the Best Company for Women and Best Company for Diversity.

Northside continues to build strong community partnerships with nonprofit organizations, including North Fulton Community Charities, The Drake House, Chattahoochee Nature Center, Community Assistance Center, and many others.

They are looking forward to the next 50 years. Learn more at **northside.com.**

Wellstar North Fulton Medical Center

People are at the center of everything Wellstar North Fulton Medical Center does. They actively listen to what people want, need and expect from their healthcare, and provide "More than Healthcare — PeopleCare." Having the highest level of care close to home aids the healing process.

This year, they opened the first and only comprehensive cancer center in North Fulton, where they will help people beat cancer and celebrate their futures. The new Wellstar North Fulton Cancer Center makes it possible to get diagnosed and treated in one convenient location. For the first time, people will have access to CyberKnife technology in this community. The non-invasive radiation therapy can reduce treatment timelines from months to as little as one to five days.

Wellstar North Fulton recently became one of only eight Georgia hospitals to be designated a Comprehensive Stroke Center. This means Wellstar North Fulton's expert Neuro Care team offers the highest level of stroke and aneurysm treatment. And their emergency, trauma and cardiac teams continue to provide comprehensive care for people with life-threatening injuries and illnesses.

At Wellstar, you're more than a patient. And you deserve more than healthcare. That's why they offer the most personalized, specialized and advanced care to you — right here in your community.

Wellstar North Fulton Medical Center is located at 3000 Hospital Boulevard in Roswell. They are grateful for the opportunity to help families in North Fulton stay healthy. Learn more at **wellstar.org/northfulton.**



Photo Credit: Wellstar North Fulton

Wellstar North Fulton Medical Center

- **Level II Trauma Center**
- **Level II Emergency Cardiac Care Center**
- **Comprehensive Stroke Center**
- **Georgia Oglethorpe Award for Performance Excellence (2022)**

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Groundbreaking Progress

for Behavioral and Mental Health

Groundbreaking Progress for Behavioral and Mental Health

When it comes to healthcare, especially pediatric healthcare, mental and behavioral health support is not easy to access. Children's Healthcare of Atlanta has long been committed to advocacy, education and service for children and families in need. In October of 2022, Children's achieved a significant milestone in its efforts to adequately meet the needs of families across the states who need support in this area.

David and Helen Zalik and their foundation, The Zalik Foundation, announced they would donate nearly 10 acres of land, including two office buildings near the Children's North Druid Hills campus. This donation will help create the Children's Healthcare of Atlanta Zalik Behavioral and Mental Health Center, which will be entirely dedicated to pediatric behavioral and mental health.

Since 2019, Children's Board of Trustees and Children's leadership have focused on a four-pillar plan for building a pediatric behavioral and mental health system of care to innovate treatments, transform access, pioneer prevention and build a strong foundation for future growth. Because of the Zalik's generous gift, the Center will provide a balance of prevention, early intervention and services across a continuum of care, including a comprehensive outpatient treatment program space for meaningful collaboration with community partners and a home for research, teaching and family education.

The announcement came just two months after nationally renowned child psychiatrist John N. Constantino, MD, joined Children's as the system's first Chief, Behavioral and Mental Health, charged with creating a program to help stem a youth mental health crisis long in the making, and exacerbated by Covid 19.



"With the Zalik's gift and Children's deep commitment to impacting the problem, our expanding corps of mental health professionals will have a venue in which to meet the community's ever-increasing needs for child mental health care in a space that supports recovery and is conducive to coordinated delivery of the latest innovations in clinical practice," said Constantino. "This campus will also enable us to work with providers throughout Georgia to transform pediatric behavioral and mental health."

In 2019, Children's opened an outpatient clinic that allows clinicians to provide more comprehensive behavioral and mental health support to provide care to Children's patients experiencing anxiety, depression, somatic symptoms and behavior challenges. This additional location will allow CHOA to expand their capacity to treat the kids who need these services and provide a venue for collaboration with community partners.

"We are incredibly grateful to the Zaliks for caring so much about children and making a difference in addressing this crisis," said Donna Hyland, CEO of Children's. "This amazing gift will provide an extraordinary resource for Children's Healthcare of Atlanta, Dr. Constantino and his team to tackle this issue."

For more information, visit **choa.org/give**



Massive Win

for Mothers and Babies in Georgia

In December 2022, Northside Hospital became the first hospital in the country to receive the Maternal Levels of Care (MLC) Verification from the Joint Commission and Georgia Department of Public Health(DPH). The program, offered in collaboration with the American College of Obstetricians and Gynecologists (ACOG), is a verification process that involves a comprehensive on-site review of a hospital's maternal capabilities and policies, as well as a level of maternal care determination. In addition, Northside is the first in Georgia to receive a Level IV Maternal Center Designation from DPH.

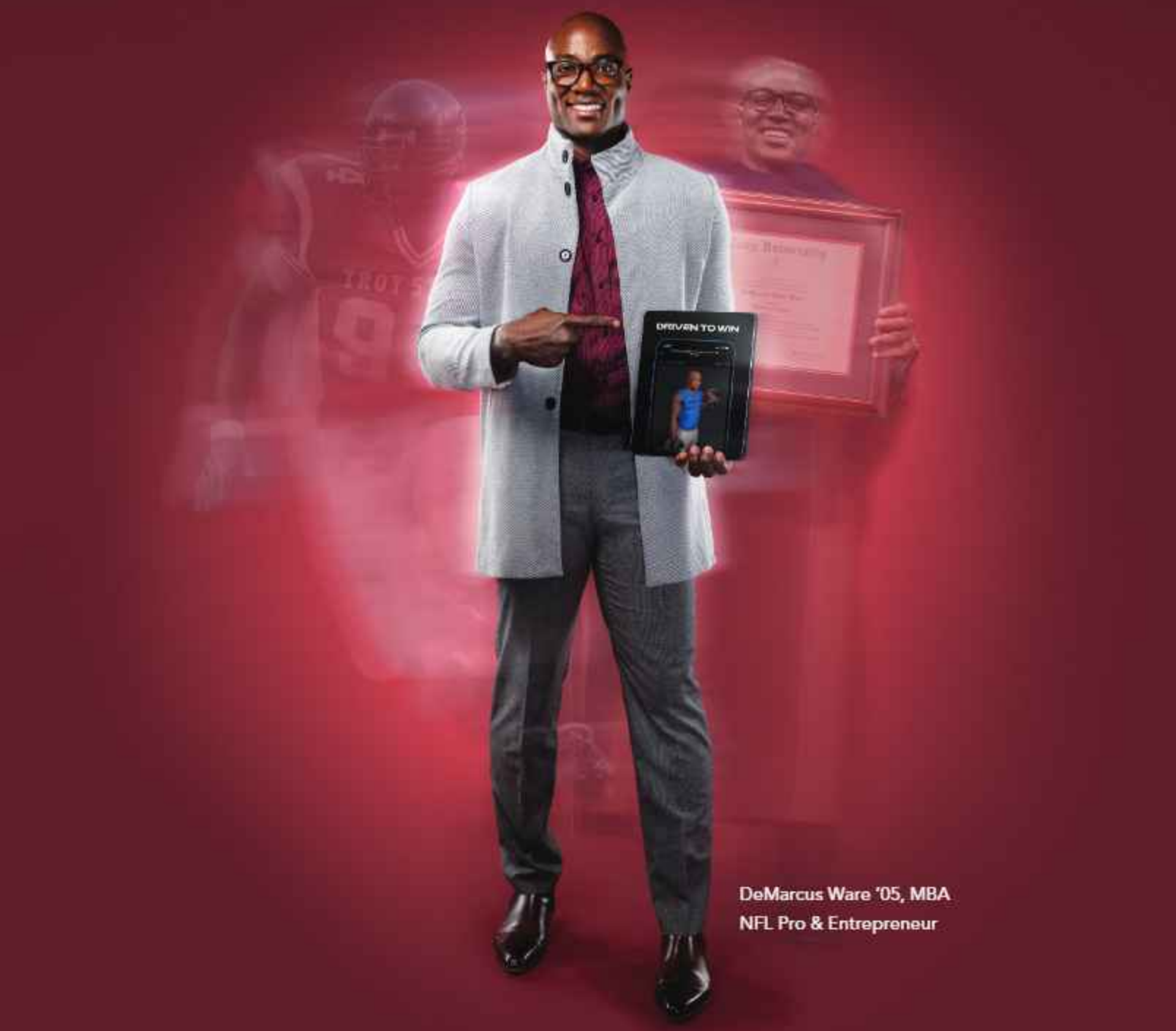
For decades, Northside's name has been synonymous with great mother/baby care, and outcomes and more babies are born there than in any other hospital in the country.

"Early in our history, a pivotal decision was made to provide the best care for mothers and newborns in Georgia at Northside Hospital," says Melissa Sisson, retiring as Northside Hospital's longtime director of women's services who led the hospital's verification process. "Our strategy began in earnest with the establishment of a maternal-fetal medicine program alongside a team of highly qualified obstetricians, certified midwives, nurses and staff," Sisson adds.

Northside's experience in maternity and newborn services offers the hospital a unique opportunity to develop exceptional expertise in the care of women and newborns with high-risk conditions complicating their pregnancies. The designation of Northside Hospital Atlanta as the first Level IV Maternal Center in Georgia is an achievement that validates the hospital's ability to care for the most critically-ill mothers and newborns in Georgia.

For more information, visit **northside.com.**

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Photo: Innovation Academy

Education

Our community's future success depends significantly on the next generation of professionals, leaders and families. In North Fulton, the hope for even brighter days to come begins inside our schools. From pre-k to college graduation, our top-rated public schools, highly-regarded private schools and college opportunities offer comprehensive and rigorous education to all. Beyond the excellence of our schools themselves, our surrounding community is committed to supporting education through funding, volunteering and advocacy. The incredible quality of education in North Fulton matches the quality of life, making our region among the most popular in the state and nation for families looking for their ideal way of life.

Real World Education

Helps North Fulton Students Work Toward Their Future

Technology-focused companies and healthcare facilities are growing in North Fulton with a high need for skilled personnel, leading to a skills gap of available workers in these specialized industries. In 2015, the Greater North Fulton Chamber created a Talent Coalition to study this concern and brought together K-12 schools, post-secondary institutions and local businesses to develop workforce strategies.

"Careers are constantly changing to keep up with the needs of evolving industries, especially in Georgia," says Dr. Mike Looney, superintendent of Fulton County Schools. "This demands that K-12 schools and colleges offer more rigorous and relevant programs so students are prepared to meet the required skillsets."

The Talent Coalition's purpose perfectly complements the FCS Strategic Plan's goal of preparing students for their future. Career, Technical and Agricultural Education (CTAE) offerings allow students to explore cutting-edge opportunities that prepare them for two or four-year college, job-specific training, military service or entering the workforce.

Fulton's CTAE programs are industry-centered and emphasize the technology and skills needed in today's workforce. CTAE-focused students are encouraged to complete a career pathway, which entails taking courses in the same industry cluster and then testing to earn industry-recognized credentials or certifications. AWS Certified Cloud Practitioner, Emergency Medical Responder, Microsoft Office Specialist or OSHA Certification are a few examples. In addition, students' participation in work-based learning opportunities, such as job shadowing, internships and apprenticeships, enables them to leave high school with tangible, marketable skills and documentation of their capabilities and a greater understanding of available college and career paths.

This level of industry-driven education is emphasized at FCS Innovation Academy, a STEM-focused public magnet school near downtown Alpharetta. The school opened in 2021 and features a façade of traditional brick, but the atmosphere inside is anything but conventional. High glass walls separate learning areas from gathering spaces and take on the aesthetics of a tech campus. Its curricular focus on healthcare science, engineering and information technology also feels more collegiate.

"FCS Innovation Academy offers North Fulton students a world-class program of study through design thinking and an integrated curriculum," says Principal Scott Kent. "Our student environment is nurturing and growth-oriented, allowing students to develop skills for critical thinking and real-world problem-solving."

FCS Innovation Academy offers the same core curriculum as other North Fulton high schools, but as a magnet





school, it draws students through an annual application process. To apply, students must reside in a Fulton County Schools attendance zone and desire a rigorous focus on STEM-related fields.

Students who want a more traditional approach to their education also have CTAE opportunities at their current high school. Every Fulton County high school offers a competitive academic program, including CTAE options, that follows Georgia Department of Education curricular standards. Throughout the school system, 17 career clusters representing 60 career pathways allow students to explore their interests. Many are centered around healthcare and technology, North Fulton's most significant need for skilled workers. Nearly every high school offers courses in either information technology, engineering or healthcare – or all three.

"Fulton County Schools is committed to providing students with college and career awareness activities, workplace readiness skills, leadership training and real-life preparation," says Fulton's CTAE Director, Dustin Davis-Austin. "We offer numerous career-related programs and courses designed to equip students to meet the challenging demands of both the workforce and post-secondary education. These courses engage students in a learning experience that builds on their interests and exposes them to opportunities within related career fields."

Most students start their career as young adults, so career education begins as early as elementary or middle school. Some school clusters (a high school and its feeder elementary and middle schools) offer similar programs to provide continuous learning as students progress from school to school. Mountain Park Elementary School, Elkins Pointe Middle School and Crabapple Middle School each offer construction electives and feed into Roswell High School, where construction is a CTAE pathway. Similarly, Cogburn Woods Elementary School, which feeds into Cambridge High School, has an agriculture class that complements what students might learn in the high school's veterinary science program. Hopewell Middle School, also a feeder of Cambridge High, is starting an agricultue program next school year.

Middle school students can take career awareness and exploration courses as an elective, which can progress into a Work-Based Learning (WBL) program during 11th and 12th grade. Work-Based Learning allows students to receive credit while working in an environment related to their career pathway, such as a co-op, internship, youth apprenticeship or clinical experience.

Every fall, Fulton County Schools hosts a Work-Based Learning Expo so graduating WBL students can learn more about employability skills before entering the workforce. The conference gives students leadership development, professional development skills and networking opportunities with employers. Similarly, a district-wide Middle School Career Expo was held for the first time in 2023, drawing students from middle schools across the district.

"As students progress toward graduation, we want them to not only feel prepared but excited about their future," says Davis-Austin. "Our school system's goal is to prepare them for whatever opportunities await."

For more information, visit us at **fultoncountyschools.org.**

Private Schools

Our region boasts an impressive range of educational opportunities for all ages, including many unique private schools.



Photo Credit: The Cottage School

The Cottage School

Since 1985, The Cottage School has provided an educational environment for students with learning differences in the Atlanta metropolitan area. They meet every student where they are, embracing their unique skills and personality while addressing their academic, social and emotional needs.

Building a sense of self for students with special learning needs through academic and experiential programming, The Cottage School (TCS) prepares individuals for fulfillment of their true potential as confident, productive, and independent individuals.

Fully accredited by AdvanceEd, Southern Association of Independent Schools (SAIS) and Southern Association of Colleges and Schools (SACS), the Cottage School provides small-group instruction and design specialized social-emotional programs to meet the needs of every student. A singular work-based/incentive-based approach provides the behavioral support and social culture needed for each student to achieve academic, social and emotional success.

The Cottage School is a 501(c)3 organization that maintains a non-discriminatory policy in all school programs, serving grades 3-12 with a rolling admissions process.

For more information, visit: **cottageschool.org** or contact admissions@cottageschool.org.

Fulton Science Academy Private School

Accredited and STEM Certified College Prep Gifted School

Recently named as a National Blue Ribbon School by the U.S. Department of Education, recognized as a National Character School by Character.org, ranked No. 1 STEM high school overall in Georgia by Niche.com and named Best K-12 Private School in North Atlanta by Appen Media, Fulton Science Academy Private School (FSAPS) offers Georgia students a transformative education. FSAPS serves a high population of advanced and gifted students in Pre-K through High School. As an accredited and STEM-certified school, FSA has a reputation for its exceptional academic results. FSAPS ranks in the top 1% among all subjects and grades in nationally normed tests compared to other schools in the nation. Plus, around 85% of FSAPS seniors are accepted into top 100 colleges each year.

FSAPS has fostered a "yearn to learn" culture where students embrace an innovative STEAM curriculum. The FSAPS student body is diverse and reflects award-winning academic teams, competitive athletes, personal entrepreneurs and award-winning critical thinkers. Built upon the core values of I CARE: Integrity, Curiosity, Advocacy, Resiliency and Empathy, FSAPS has engineered a school of tomorrow today. Please visit **fultonscienceacademy.org** for more information.

For a full listing of Chamber members in education



Photo Credit: Fulton Science Academy

Fulton County Schools

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Innovation Academy:

A Landmark on the Path to Academic Excellence

In 2017, the Fulton County School district created a plan to drive local engineering, healthcare and technology careers through enriched education among students. By the fall of 2021, the doors to future STEM careers were flung wide open for Greater North Fulton students. Alpharetta's Innovation Academy (IA), a new magnet high school with a STEM-based curriculum, quickly made a name for itself as the flagship of academic excellence in our community.

Since the start, the Greater North Fulton Chamber, the district and other key stakeholders like Gwinnett Tech and Northside Hospital have been heavily involved in the making of Innovation Academy. The Chamber helped secure high-quality business partner relationships for the school, while many chamber members have served as student partners or workshop leaders.

> **As we look at changing the paradigm of education, it is reassuring to have a partner in GNFCC with the same focus on innovation and development within the community we serve.**
>
> *– Kent Scott*
> Innovation Academy Principal



Photo Credit: Agnes Browning

IA combines traditional STEM schools, which emphasize rigorous coursework, with career-based schools, which emphasize real-world applications. Though the courses and pathways offered are rigorous, any first-year high school student in the district may choose to apply, regardless of their academic performance. Once accepted, students can expect to be presented with new challenges daily to hone their problem-solving skills while learning to form solutions using "Design Thinking," a cyclical brainstorming method popular in STEM workplaces.

The academy's hands-on approach to learning prepares students for the future and gives them a leg up. With abundant opportunities to get plugged into local and remote businesses in tech, engineering and healthcare, Innovation Academy students graduate high school years ahead of the curve in terms of real-world experience.

> **It's not about the kids who know the most, but the kids who can do the most with the information they know.**
>
> *– Kent Scott*
> Innovation Academy Principal



Photo Credit: Paula Sebusch

The Innovation Academy Approach

One of the most significant ways Innovation Academy enriches its students' learning experiences is through work-based learning and internship experience. With the help of IA, juniors **Audrey Flood** and **Garrett Zaher** worked part-time at Grey Orange, a local engineering company.


Photo Credit: Agnes Browning

Q: Which STEM fields are you most interested in pursuing?

A: "Mechanical Engineering, Chemical Engineering, and Computer Science."

G: "Engineering."

Q: What drew you to Innovation Academy?

A: "I have always been interested in STEM, and Innovation Academy seemed like an enriching and rigorous environment that would allow me to flourish. I have the opportunity to explore my interests in-depth and learn skills I can use in both my future career and college education."

G: "I saw IA as an alternative to the work I had been doing at Johns Creek High School and an opportunity to gain experience while testing different career options."

Q: What does your involvement at Grey Orange look like?

A: "For a long-term engineering project, my team and I developed a robot that uses shape and spatial recognition technology to find targets and respond accordingly. It was designed to function similarly to Grey Orange robots used in warehouses owned by companies like Amazon."

G: "I researched Grey Orange's robots and identified potential problems in their systems. My group and I discovered we could limit the need for human involvement even more with our project Frederick the III, which scans information from barcodes using a Limelight camera and transfers that data to the robots."

Q: What positive effects has working with Grey Orange had on your education?

A: "I have gained experience working with technology that would have otherwise been inaccessible due to the high cost of many of the materials, such as the roboRIO, that were necessary for the robot to function. In addition, I now have a starting point for working with C++, the computer coding program used by roboRIO."

G: "I have learned how to offer solutions to a company as an outside group. We knew a lot about what Grey Orange did going in, but seeing the how and why was eye-opening."

Q: What positive effects has working with Grey Orange had on your personal life?

A: "It has allowed me to broaden my horizons within different STEM fields. I now know I am interested in mechanical engineering and computer science, two interests I would not have pursued without my experience at Grey Orange."

G: "I now understand the integral role engineering plays in our lives. I had never seen it used in everyday life before working with Grey Orange."

Q: What are your plans after graduating from Innovation Academy?

A: "I plan to attend Georgia Tech as an engineering student studying either mechanical or chemical engineering. I also plan to earn a minor in computer science to continue developing skills in other STEM fields and dive further into coding."

G: "I plan to attend Georgia Tech to earn a bachelor's degree in engineering. After finishing college and working for a few years, I eventually hope to earn my master's.

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Gwinnett Technical College does not discriminate on the basis of race, color, national origin, sex, age, or disability.



Photo: Computer Museum of America

Technology

From across the globe, people recognize our region as a standard-bearer for technology and innovation. Decades ago, forward-thinking leaders in North Fulton laid the groundwork for unlimited technological success. We have attracted global attention in the years since, drawing multi-national corporations and start-ups to the region. North Fulton's proximity to an extensive talent pool provided by local colleges and universities affords businesses ready access to a well-equipped workforce. Combined with local incubators, accelerators and a community of industry leaders, the Chamber is proud to support the continued growth in technology that our region is poised to enjoy.

Growing the Tech Ecosystem in Alpharetta

Tech Alpharetta, established in 2013 by the city of Alpharetta and intentionally rolled off into a nonprofit, is an independent, 501c (6) nonprofit organization whose mission is to help grow technology and innovation in Alpharetta.

There are nearly 700 tech companies located in the city of Alpharetta today, and Tech Alpharetta, which has significantly contributed to Alpharetta's continued growth and recognition as a thriving tech hub, is the organization that supports and connects this vast tech community. Tech Alpharetta helps to recruit and retain tech companies, grow new tech startups and innovation, create jobs and grow the next generation of skilled tech workforce for the many employers in the Alpharetta and North Fulton region.

Tech Alpharetta also focuses heavily on giving back to the community through its Women's Forum, which recently launched its STEAM Mentoring Program for female high school students. This program connects female technology executives with female high school students to serve as student mentors for the school year. Tech Alpharetta's Women's Forum partnered with Fulton County Schools' Innovation Academy high school in Alpharetta to launch this mentoring program.

Tech Alpharetta connects the tech community and effectuates its strategy through its board of directors. It operates a thriving



startup incubator and Women's Forum and hosts year-round, locally based, educational and tech thought-leadership events for technology executives.

Tech Alpharetta's board, which includes 36 C-level and senior executives from area technology companies, helps to guide the organization's growth and mission and provides tech infrastructure recommendations to the city of Alpharetta. Paul Nagrowski, CFO for Siemens Financial Services, Inc. and SFS' Project & Structured Debt-Americas Business Unit, is Chairman of the Board. Karen Cashion, a former attorney, is President and CEO and Jade Rodgers is Deputy Director of Operations.

Tech Alpharetta's incubator, the Innovation Center, has graduated 20 tech startups since opening in 2015. These graduates have created nearly 1200 new jobs for Alpharetta and about 2000 for the state of Georgia.

"Tech Alpharetta provided us with so much valuable support, from introductions and connections to mentoring and resources, along with a welcoming community of tech entrepreneurs," states Jason Perez, co-founder and CEO of 2022 startup graduate YARDZ. "Headquartering here in Alpharetta was the obvious choice for us."

If you're looking to get connected to the local tech community, Tech Alpharetta offers plenty of opportunities. For more information, visit us at **techalpharetta.com.**

Creating an Unmatched Tech Workforce







Since 2016, Gwinnett Tech has been a powerful talent development asset in North Fulton, offering rigorous programs for degrees in Information Technology and Health Sciences. The Greater North Fulton Chamber was instrumental in bringing a satellite campus into Fulton County, assisting with critical partnerships, land acquisitions and fundraising. The Chamber's dedication to building a well-equipped and supported workforce for key industries has helped garner support and legislation for current and future plans within the college.

"Our North Fulton Campus exists because of the commitment of the Greater North Fulton Chamber. They saw a gap in the region's 'short-term to associate degree' pipeline and sought to correct it. They have been a vital partner to us thus far and continue to advocate for our growth in the future, including making Gwinnett Tech a line item in their legislative plans," says Glen Cannon, President, Gwinnett Tech.

Gwinnett Tech is delving into the Electronic Vehicle sphere in a massive way as they began to pilot a new EV technical certification in early 2023. This program aims to support creating and maintaining EV charging stations nationwide. As EV technology continues to be part of national infrastructure legislation, Gwinnett Tech will play a vital role in developing a workforce to support it. With the help of industry leader Siemens, Gwinnett Tech faculty hope to create a 12-credit hour program, including 40 hours of hands-on training lasting one semester.

With so much research and development in the North Fulton region, Gwinnett Tech plays an essential role by continuing to support thriving industries with an unmatched workforce. The added benefit? Gwinnett Tech is accessible and convenient to the communities of North Fulton, so students can study and find their careers right here at home.

To learn more, visit **gwinnetttech.edu**

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Housing

The Atlanta metro area consistently tops national lists of the best places to live, innovate, seek adventure, learn or invest. We use words like 'community' and 'welcoming' to describe our neighborhoods and city centers because southern hospitality is authentic here. For those looking to settle down in the suburbs of Atlanta without compromising on proximity, North Fulton is a perfect spot to build a life you love.

From the urban-adjacent City of Sandy Springs located inside the highway 285 perimeter ("ITP" to locals) to the equestrian farms of Milton, we welcome you to find your perfect home. Looking for a luxury townhome with a private elevator close to a city center? You can find it here. Need acreage with a riding arena, 6-stall barn and modern farmhouse design? We have that too. Dreams of a traditional 3-story brick home in a community with pool, tennis and clubhouse amenities? There are many. Perhaps mom and dad need a ranch in an active adult or dynamic assisted living community? North Fulton has the home to meet any need and fulfill any dream.

Coming Home
in North Fulton

We invite you to embrace your dreams and find the perfect home well beyond bedrooms, bathrooms and a fenced yard for Fido. Choosing where to live means evaluating your entire community: schools, shopping, entertainment, safety, climate, diversity and affordability, all of which contribute to quality of life and what it means to be home.

North Fulton is unique in its variety of architectural styles and lifestyles. Townhome or single-family swim/tennis communities provide the comfort of neighborhood living, while estate lots in equestrian communities offer plenty of space. Our municipalities have been trailblazers in developing vibrant city centers from historic downtown areas to create strong live-work-play communities while effectively managing growth and preserving green spaces.

Coming off the busy real estate markets of 2021 and 2022, north Atlanta communities like ours remain well positioned for continued growth in 2023, even amid the national housing slowdown. The region is still affordable compared to cities of similar size. According to the lead economist for the National Association of Realtors, Atlanta is the U.S. housing market with the most potential for growth in 2023. Number one among the Atlanta burbs is Sandy Springs, followed closely by the rest of our fabulous North Fulton cities.

Our communities have benefitted from increased domestic migration in recent years, bringing even more diversity to the region. Local leadership works hard to maintain a sense of place and a feeling of community, managing responsible growth while simultaneously providing robust housing, job and entertainment opportunities. Whether considering relocation or just coming for a brief stay, visitors are often surprised by all North Fulton offers. It's not uncommon for Atlanta area realtors to answer calls from interested buyers explaining "We were researching the best places to live in the U.S., and we found Alpharetta, Milton, Johns Creek...."

(Atlanta), dubbed the 'New York of the South,' rose to the top of NAR's list of markets to watch in 2023 for three main reasons: Atlanta has greater housing affordability than comparable cities, its population is growing more rapidly and 20% of renters there can afford to buy a median-priced home—higher than the national average—the NAR report notes. Atlanta also boasts a robust and growing job market, where many major technology companies, such as Apple, Microsoft and Visa, are relocating from the West Coast.

"The demand for housing continues to outpace supply," says NAR Chief Economist Lawrence Yun. "The economic conditions in place in the top 10 U.S. markets—all of which are located in the South—provide the support for home prices to climb by at least 5% in 2023."





Community Living at Any Age

As the golden years approach, many families and individuals seek a vibrant and fulfilling lifestyle catering to their evolving needs.

Independent living communities in the North Fulton region perfectly fit those desiring an engaging and maintenance-free lifestyle. These thoughtfully designed communities cater to the needs of active seniors, offering a wealth of amenities such as fitness centers, social activities and transportation services.

Recognizing that some seniors require a helping hand with daily activities, assisted living facilities in the North Fulton region offer compassionate assistance with bathing, dressing and medication management while providing social programs and a supportive atmosphere.

For seniors living with Alzheimer's disease, dementia or other memory-related conditions, memory care communities in North Fulton are beacons of empathy and understanding, providing a safe and structured environment staffed with highly trained professionals specializing in memory care.

In North Fulton, we thrive together at every age. Our Chamber is proud to partner with many communities and consultants who provide comprehensive planning services to assist decision-making.

Senior Resource Alliance of North Atlanta exists to help you explore every option and find experienced connections to help seniors with home care, mobile physicians, mobility issues and more. SRANA is the go-to resource for senior services and living in North Fulton.

Learn more at linkedin.com/in/pamsantoro/





A Housing Adventure

Local Realtor Lara Dolan, Ansley Real Estate, enjoys treating clients to a tour of the region to give them a taste of all the varied and impressive options for living on their terms.

"I love starting re-location clients on a driving tour of our area at the award-winning downtown Alpharetta Farmers Market on Saturday morning and grabbing a local pastry and coffee. Next, we drive past the exciting Avalon mixed-use development and over toward John's Creek to tour some lovely swim-tennis communities and top schools.

We can swing south to Sandy Springs for a quick tour of the new City Springs performing arts center and point out the numerous business headquarters. From there, we head north on Roswell Road to Roswell's Canton Street. This is the perfect stop to stretch our legs and grab lunch at one of the many charming restaurants.

After lunch, we head west for a peek back in time and soak in the natural beauty of Mountain Park. To finish the tour, we admire Milton's equestrian properties before returning to the Crabapple Community to catch a concert on The Green.

This tour gives clients the immersive experience of what it will feel like to live and grow their legacy in North Fulton, where life truly is remarkable and unique."

Development Highlights

Housing development in North Fulton is always bustling with new communities.



Rendering of The Gathering

Alpharetta

The Gathering

A new mixed-use development is planned for the North-West intersection of Haynes Bridge Road and Morrison Parkway. Site preparation has started and is expected to take about a year. Construction of the 144 townhomes and 37 detached homes is set to begin in 2024.



Rendering of The Homestead

Milton

The Homestead at Milton

A new housing development that will feature lots ranging from nearly four to upwards of ten acres in the Trophy Club golf course's former home offers the best of both worlds in that it's rural but not remote – like much of Milton itself.



Sandy Springs

Alastair at Aria Village

Once complete, the nearly 100-acre development will have 30,000 square feet of retail space and 1,000 residential units, including apartments, townhomes, single-family homes, condos and lofts.

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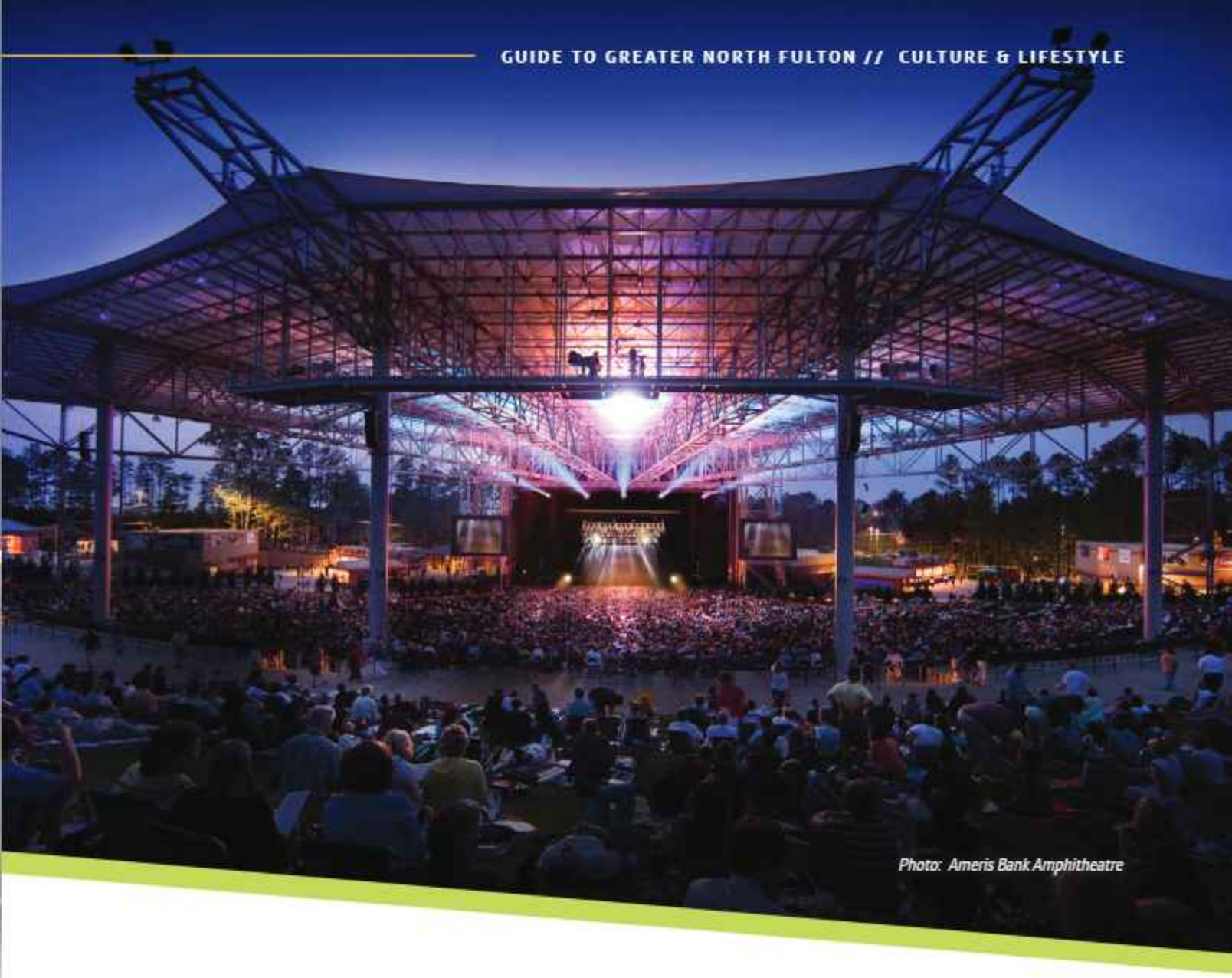


Photo: Ameris Bank Amphitheatre

Culture & Lifestyle

People relocate to North Fulton from all over the world for many reasons. Still, the lifestyle they find when they arrive genuinely makes all the difference. Because we are a region made up of six wonderfully unique communities, our connectedness has become the theme of our culture. The Chamber has the pleasure of bringing business leaders together from across our region, equipping them to collaborate and partner in ways that increase economic success for us all. Outside our Chamber offices, residents live, work and enjoy life together as neighbors and friends.

Nonprofits:
Creating Stronger Communities for All

NORTH FULTON COMMUNITY CHARITIES

North Fulton Community Charities (NFCC) supports thousands of families struggling to afford food, housing and other basics each year. Over the past few years, the impact of the pandemic and record-high inflation has increased the number of men and women facing financial hardships in our community. Families and individuals who find themselves unable to pay their rent or put food on the table can turn to NFCC to help them get back on their feet.

NFCC will celebrate 40 years of serving the community and North Fulton's most vulnerable residents this year. What began as an idea from a group of visionary faith leaders has grown over the years into a well-established nonprofit with a strong community of supporters, volunteers and staff members working together to bring hope to those in need.



Today, NFCC serves more than 8,500 individuals each year at its two-building, 42,000-square-foot campus. NFCC provides services in five main program areas: food pantry, clothing, financial assistance, education/workforce development and seasonal assistance programs. These programs help alleviate hardship during a crisis and help families move toward financial stability.

"At NFCC, we serve with compassion and dignity always. When someone comes to NFCC for help, whether it's because of a job loss or they're struggling due to injury or sickness, we embrace all of them, offer them food security, clothes, a warm smile, dignity and respect," says Sandy Holiday, NFCC Executive Director.

None of NFCC's work would be possible without the generosity of its supporters and volunteers. "The North Fulton community - the business community, civic and faith



Mission & *Purpose*

NFCC's *mission* is to help ease hardship and foster financial stability in our community.

NFCC's *purpose* is to provide opportunities for the whole community to thrive.



groups and the individual residents – is an amazing partner in our mission," says Sherri Morgan, Director of Development. "Our generous donors and dedicated volunteers help us bring hope and encouragement to people feeling alone and overwhelmed. Through the community's support, we can show those struggling that their community truly cares about them and their wellbeing."

In addition to its programs and services, NFCC operates a Thrift Shop to help support its mission and serve the community. The Thrift Shop carries a mix of clothing, accessories, furniture and household items at budget-friendly prices.

NFCC has several ways to get involved, from volunteering and organizing food or clothing drives to sponsoring events and supporting financially to simply shopping in our Thrift Shop. Please visit **nfcchelp.org** to learn more. Together, we can help!

5 NFCC'S Program Areas

NFCC's food pantry helps struggling families put food on the table and provides other household necessities.

Financial Assistance and Case Management help families navigate financial crises and keep them safe in their homes

Education and Workforce programs offer tools to help individuals improve their financial stability, including ESL classes, GED tutoring and job and financial coaching.

NFCC's clothing program allows families to save money by providing monthly points to use for clothing in our Thrift Shop.

The seasonal assistance programs ease the burden of seasonal purchases by providing coats, school supplies, holiday meals and toys.

Other support services include benefits screening, tax filing assistance, onsite childcare for classes, tutoring and more.

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Topside Tap Trail



The Alpharetta Convention and Visitors Bureau, Visit Roswell and Visit Sandy Springs created the Topside Tap Trail in 2021 to ensure North Fulton county's craft beer culture along the GA-400 corridor gets the acclaimed recognition it deserves, along with attracting visitors interested in craft beer to each city.

Meet the Topside Tap Trail Breweries

Roswell Breweries

From The Earth Brewing Company
This brewpub features locally sourced cuisine, world-class beers, and craft cocktails in a fun, easy-going environment. They offer 10-12 house beers, 4-6 rotating local/regional drafts, non-alcoholic root beer and chef-driven seasonal fare at a reasonable price.
Most Popular Beer: **Goin' Out West**

Gate City Brewing
Gate City, Roswell's first brewing company, is located in the beautiful historic district. Gate City offers a large taproom filled with highboys, a long bar and soft seating.
Most Popular Beer: **Copperhead**

Variant Brewing Company
Variant Brewing Company crafts quality brews full of flavor. Their collaborative approach and passion for the art of the brewing process create experiential blends for the occasional beer drinker and craft beer enthusiast.
Most Popular Beer: **Cashmere**

Sandy Springs Breweries

Mutation Brewing
Mutation Brewing offers a wide variety of beer styles and constantly rotates their taps with limited-edition creations inspired directly by their customers. Mutation's tap room has various spaces and features to enjoy while patrons sip their beer.
Most Popular Beer: **Mile High Salute**

Pontoon Brewing
Pontoon's beers are made with "a relaxing day on the water" in mind, which is perfect for a brewery just minutes away from the Chattahoochee River. Pontoon rotates a list of seasonal and limited-edition beers that are unique and full of flavor.
Most Popular Beer: **Aquatronic**

Porter Pizza & Brewery
Porter Pizza & Brewery is a restaurant with an onsite microbrewery. Guests can enjoy an extensive menu featuring brick oven pizza, pasta, salads and sandwiches alongside Porter's continually rotating beer list at this modern yet casual brewpub.
Most Popular Beer: **Blue Luna**

Alpharetta Breweries

Currahee Brewing Company
Ideally situated along Downtown Alpharetta's Main Street, Currahee Brewing serves the best German and Belgium-style beers, including a crisp Belgium golden ale, a hoppy German lager and a rich coffee stout.
Most Popular Beer: **Garand IPA**

Jekyll Brewing
Each beer on tap at Jekyll Brewing offers cool nods to the South with clever nomenclatures like Cooter Brown, Big Creek, Southern Juice IPA and Hop Dang Diggity. While at Jekyll Brewing, kick back to enjoy a flight of their greatest hits and tour the brewery to see just how the magic's made
Most Popular Beer: **Hop Dang Diggity**

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Photo Credit: Alpharetta Convention & Visitors Bureau

A Culture of CONNECTION

Though each city in our region offers different lifestyles, these differences keep our community uniquely entwined. Creating a culture of connection means encouraging local individuals and businesses, all with their own perspectives, desires and lived experiences, to come together. To dream and work and enjoy life together.

North Fulton boasts a collection of parks and trails that enhances the sense of connection in the region. Over the years, the network of trails has grown into something remarkable and continues to expand. Each year, miles of new trails and walking paths are added within our cities. While these trails help to create a more walkable region, they also meet the varying needs of North Fulton residents. On the one hand, they offer a chance for locals to connect with each other in new ways; on the other, they increase foot traffic in and around local shops and restaurants. Our trail system fosters a sense of connectedness for Greater North Fulton, benefiting our region economically and socially.

Explore on Foot

A sampling of the fantastic trails available in North Fulton:

ALPHARETTA

ALPHALOOP

TRAIL DISTANCE:
5 Miles

The AlphaLoop is a unique trail project connecting people, places and fun activities in the core of Alpharetta. As Alpharetta makes progress on the trail, development opportunities continue to grow. For now, the paved and easily accessible trail runs from Downtown Alpharetta to Avalon. It features permanent outdoor art sculptures, murals and beautiful landscapes while connecting the city's four biggest hotspots (Downtown Alpharetta, Avalon, Northwinds and North Point) and their residents.





JOHNS CREEK

JONES BRIDGE TRAIL

(Chattahoochee National Recreation Area)

TRAIL DISTANCE:
5 Miles

This loop trail meanders beside the waters of the Chattahoochee River and offers a perfect glimpse into life in Johns Creek. No matter the pace, this trail attracts dog walkers, runners and sightseers from surrounding neighborhoods.

SANDY SPRINGS

EAST PALISADES TRAIL

TRAIL DISTANCE:
4 Miles

After embarking from the suburbs of Sandy Springs, this downhill trek quickly transports hikers to the banks of the Chattahoochee River and, eventually, to a haven of bamboo stalks – the only one of its kind in metro Atlanta. This hike is super popular, especially during the summer, so runners, hammocks and even kayaks are common sightings during a visit to East Palisades.



ALPHARETTA

BIG CREEK GREENWAY

TRAIL DISTANCE:
8 Miles

Stretching from Forsyth to Fulton, the Big Creek Greenway is one of Georgia's longest greenways. While this portion spans eight miles between Windward Parkway and Marconi Drive, the trail runs 26 miles. The Greenway covers everything from the charming suburbs to the beginnings of the North Georgia mountains, stopping at multiple mixed-use developments. Enjoy the peaceful sounds of local birds and keep your eyes peeled for flora and fauna.

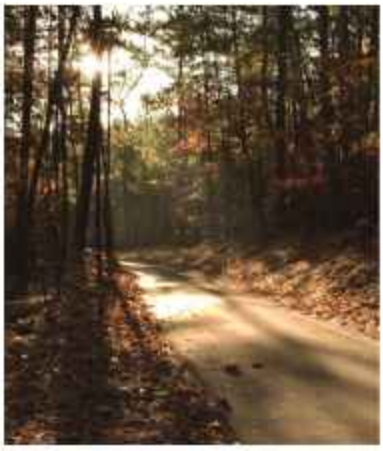
ROSWELL

ROSWELL RIVERWALK

TRAIL DISTANCE:
7 Miles

This trail follows the bank of the Roswell River for miles via wooden boardwalk. Passing by picnic spots, observation decks and peak bird-watching areas, the Roswell Riverwalk offers a peaceful, nature-filled stroll.





MILTON

PROVIDENCE PARK TRAILS

This serene park is filled with natural beauty, including various streams, a loop around a pond, footbridges and wildlife. For a quiet escape into the outdoors, these short trails, including a half-mile ADA-accessible option, complete with benches and picturesque picnic spots, are Milton's hidden gem.

CONNECTED IN

MORE WAYS THAN ONE

The Technology Corridor, or Georgia 400, runs directly through seven different Georgia communities forming an alliance between Buckhead, Sandy Springs, Roswell, Alpharetta, Forsyth County, Dawsonville and Dahlonega. The highway allows major cities stretching from Metro Atlanta to the North Georgia Mountains to stay connected.

City Highlights



Alpharetta

Top Events

Taste of Alpharetta - May
This foodie fest boasts an impressive array of culinary magic from over 60 local restaurants in our charming downtown.

Alpharetta Art Streetfest - May
Stroll through the outdoor gallery, meet the artists and acquire a piece of original, whimsical art at this two-day event with over 90 artists from across the U.S.

Wire & Wood Alpharetta Songwriters Festival - October
The streets of Downtown Alpharetta resonate with music as talented artists showcase their incredible acts on multiple stages across downtown for a weekend of great jams!

Top Attractions

Ameris Bank Amphitheatre is a 12,000-seat, state-of-the-art venue providing an exceptional backdrop for some of the biggest names in country, rock and top 40.

Avalon allows patrons to shop major brands, get a taste of Alpharetta, enjoy weekend R&R, catch a movie and more.

Downtown Alpharetta is home to quirky shops unique to Alpharetta, where families stroll with their pups or lounge at one of many coffee shops adored by locals.

What We Love About Alpharetta:

Alpharetta encourages visitors to "Be a Two-Wheel Tourist" during their visit. As a designated bike-friendly community since 2018, Alpharetta's trails and public spaces are best explored from a bicycle seat!

Milton

Top Events

Crabapple Fest - October
This festival in downtown Milton brings in over 35,000 attendees annually and offers 100+ unique arts, antique and retail vendors, food options, live music and more.

Pancakes with Santa - December
First responders serve pancakes and bacon, and kids can tour the fire station and visit Santa.

Top Attractions

Crabapple promotes walkability with a vibrant downtown offering unique shops and restaurants, gift stores, boutiques and more.

Birmingham Crossroads offers a rural feel near 7-Acre and Scottsdale Farms.

Deerfield offers a more commercial feel with access to SR-400, shops, restaurants and office space.

What We Love About Milton:

Milton offers the comforts of a city with great shopping and dining all close to home while maintaining a more open, rural landscape with a robust trail system, green spaces and thoughtful architecture.

Roswell

Top Events

Alive in Roswell
This street festival features local vendors, live music galore, food trucks and family-friendly activities beginning each April.

4th of July Fireworks Celebration
Roswell's 4th of July Fireworks Celebration showcases an evening of live music, entertainment and food trucks.

Frances McGahee Youth Day Celebration
Dating back to 1950, this event held in October celebrates Roswell's youth

with a vibrant parade, a Touch-a-Truck event, historic demonstrations, food trucks and more.

Top Attractions

The Chattahoochee Nature Center comprises 127 acres on the Chattahoochee River, offering year-round programming, a zip line canopy tour, hiking trails, a boardwalk, a canoe launch, special events and more.

Computer Museum of America is one of the world's largest collections of artifacts from the digital age spotlighting the technology of our past, present and near future.

Roswell's historic house museums offer docent-guided and self-guided tours, which highlight astounding architecture and pivotal moments in Roswell's history.

What We Love About Roswell:

Roswell offers unmatched authenticity and shines with its sought-after dining scene, successful craft breweries, regionally-known special events, bountiful history and nature-based activities.

Mountain Park

Top Events

Fourth of July - July 4

Oktoberfest - October

Christmast Tree Lighting - December

What We Love About Mountain Park

Mountain Park is a community of residences, only. A unique hideaway with a rich history, closeknit neighbors and the state's only remaining Volunteer Fire Department.

Sandy Springs

Top Events

Food that Rocks - June
An all-inclusive "taste-of "event on City Green at City Springs that features food, wine, beer and live music.

Stars & Stripes Fireworks - July
The event starts with food trucks and a concert on City Green and ends with a dazzling fireworks display.

Sparkle Sandy Springs - December
This festive, free event features a parade, an illuminated wonderland complete with decorated six-foot-tall houses, a tree and menorah lighting and more!

Top Attractions

Sandy Springs Performing Arts Center at City Springs
includes the 1,070-seat Byers Theatre and the smaller Studio Theatre. The performing arts center hosts yearly performance events.

High Country Paddle Shack at Morgan Falls Overlook Park
is a seasonal paddle shack operated by High Country Outfitters that offers kayak and paddleboard rentals.

Battle and Brew
offers the first gaming restaurant and venue in the United States with a vast selection of games including Virtual Reality, console and tabletop, alongside a menu of uniquely crafted food and drink.

What We Love About Sandy Springs:

Sandy Springs offers the perfect mix of city life and outdoor adventure. Enjoy its celebrated dining scene, 950 acres of green space, 22 miles of river shoreline and convenient access to surrounding attractions.

Johns Creek

Top Events

Johns Creek International Festival
A celebration of the best traditional food, music and art from our own backyard each spring.

Johns Creek Arts Festival
The annual fall celebration of the arts is a shopper's paradise as talented artisans exhibit paintings, pottery, metalwork, folk art, jewelry and more.

Secret Garden Tour
Each spring, our community is invited into various private gardens featuring beautiful foliage, live music and live art creation.

Top Attractions

Autrey Mill Nature Preserve
comprises 46 acres of ravine forest with over three miles of scenic walking trails winding past a creek, rocky shoals, wildflowers and various native plants and animals.

Newtown Dream Dog Park is a fenced, 1-acre area featuring artificial turf, dog sprinklers, fun obstacles and plenty of shade and water.

The Johns Creek Tunnel presents a walkable piece of art celebrating the rich history and cultural diversity of Johns Creek.

What We Love About Johns Creek:

Johns Creek is an area full of diversity and culture, wonderful people, beautiful outdoor spots and incredible dining options.

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