

Development Authority Subcommittees

Downtown: Focuses on business resources and collaborative partnerships to support downtown development.

North Point/Smart Cities: Focuses on corridor revitalization and integrating sustainable development policies for new development and infrastructure.

Windward & Brookside: Focuses on corridor revitalization, collaborative marketing and redevelopment of the area, including strategies to attract new investment and improve connectivity.

Branding: Focuses on refreshing and updating our marketing and messaging. This includes augmenting the City's 'Technology City of the South' brand while amplifying messaging about Alpharetta's quality of life (trails systems, walkable city, education, safety, etc.).

Education: Focuses on bridging the gap between the needs of existing industries and what current education partners offer. We want to ensure that the training, skillsets, and certifications needed by local employers are being provided by local educational institutions for an ever-improving local talent pipeline.

Business Retention: Focuses on encouraging existing industries to stay and grow in the City and providing any additional resources necessary to support their growth.

Transportation: Focuses on improving the transportation needs and connection possibilities throughout the City. This includes connecting destination developments via trail systems such as the Alpha Loop and Big Creek Greenway.

Select one committee from each column:

Downtown

- 1 _____
- 2 _____
- 3 _____

Northpoint/Smart Cities

- 1 _____
- 2 _____

Windward & Brookside

- 1 _____
- 2 _____

Education & Business Retention

- 1 _____
- 2 _____
- 3 _____

Branding

- 1 _____
- 2 _____

Transportation

- 1 _____
- 2 _____