



DEVELOPMENT AUTHORITY MEETING FEBRUARY 21, 2023

ALPHARETTA CITY HALL
THIRD FLOOR EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
5:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. STATEMENT OF PURPOSE

The Development Authority of Alpharetta is granted powers and jurisdiction through the State of Georgia General Assembly and a resolution adopted by the Alpharetta City Council on September 3, 1996. The function of this Authority is to promote the public good and general welfare, trade, commerce, industry, general tax base and the employment opportunities available in the City of Alpharetta.

IV. CONSENT AGENDA

- a. Approval of January 17, 2023 Development Authority Meeting Minutes**

V. WORKSHOP

- a. Financial Update**
- b. Connect Forward Grant**

VI. PARTNER UPDATES

- a. Karen Cashion, CEO and President of Tech Alpharetta**
- b. Deborah Lanham, CEO and President of the Alpharetta Chamber of Commerce**
- c. Lance Morsell, City of Alpharetta Economic Development Manager**

VII. DISCUSSION

VIII. ADJOURNMENT



DEVELOPMENT AUTHORITY MEETING UNAPPROVED MEETING MINUTES

JANUARY 17, 2023

ALPHARETTA CITY HALL
THIRD FLOOR EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
5:00 PM

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. This document includes limited presentation by Development Authority and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. CALL TO ORDER

❖ Chairman Jack Nugent called the meeting to order at 5:00 p.m.

II. ROLL CALL

Board Members Present: (6-0)

Jack Nugent (Chair)

Morgan Smith

Jill Bernard

John Goss

David Chatham

Shawn Allen

Board Members Absent:

Staff present:

Kathi Cook, Director of Community Development

Lance Morsell, Economic Development Manager

Charlotte Christian, Economic Development Coordinator

Greg Mayfield, Development Authority Legal Counsel

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❖ Chairman Jack Nugent read the statement of purpose.

IV. SWEARING IN

a. Swearing In of Development Authority Members

❖ Mayor Jim Gilvin administered the oath of office to members Jack Nugent, Jill Bernard, John Goss, and Shawn Allen.

V. CONSENT AGENDA

a. Approval of November 15, 2022 Development Authority Meeting Minutes

- ❖ Member Morgan Smith offered a motion to approve the Development Authority Meeting Minutes from November 15, 2022.
 - Member John Goss seconded the motion.
 - The motion was approved 6-0.

VI. OLD BUSINESS

a. Alpha Loop Foundation Memorandum of Understanding

- ❖ Chairman Jack Nugent asked that Board Members John Goss and Morgan Smith recuse themselves because of the potential conflict of interest given their involvement in the Alpha Loop Foundation as board members.
- ❖ Members John Goss and Morgan Smith left the meeting room.
- ❖ Member David Chatham moved to approve the Memorandum of Understanding with Alpha Loop Foundation.
 - Member Jill Bernard seconded the motion.
 - Motion approved 4-0, with Members John Goss and Morgan Smith abstaining.
- ❖ Members John Goss and Morgan Smith returned to the meeting.

b. Windward Technical Assistance Panel Funding

Economic Development Manager Lance Morsell provided a recap of the agreement with the Urban Land Institute to conduct a Technical Assistance Panel in the Windward Terraces area of the Windward Corridor.

- The Development Authority members discussed the Urban Land Institute's ability to share their findings, the timeline of the project, and how findings will be shared with the Development Authority.
- ❖ Member David Chatham motioned to approve the agreement with the Urban Land Institute.
 - Member Shawn Allen seconded the motion.
 - Motion approved. (6-0)

VII. NEW BUSINESS

a. Election of Development Authority Officers: Chairman, Vice Chairman, and Secretary-Treasurer

- ❖ Chairman – Nominations for the office of Chairman were made from the floor.
 - Member John Goss nominated Member Jack Nugent.
 - Members Shawn Allen and Morgan Smith seconded the nomination.
 - With no other nominations for Chairman, Member Jack Nugent was elected by unanimous vote.
- ❖ Vice Chairman – Nominations for the office of Vice Chairman were made from the floor.
 - Chairman Jack Nugent nominated Member Jill Bernard.
 - Member David Chatham seconded the nomination.
 - With no other nominations for Vice Chairman, Member Jill Bernard was elected by unanimous vote.

- ❖ Secretary-Treasurer – Nominations for the office of Secretary-Treasurer were made from the floor.
 - Member John Goss nominated Member Shawn Allen.
 - Member Morgan Smith seconded the nomination.
 - With no other nominations for Secretary-Treasurer, Member Shawn Allen was elected by unanimous vote.

VIII. PARTNER UPDATES

a. Karen Cashion, CEO and President of Tech Alpharetta

Karen Cashion provided updates on Tech Alpharetta's incubated startups, speaker series, workshops, and mentorship programs, and Tech Alpharetta's traditional and social media social media reach in 2022. Karen provided attendees with the calendar of 2023 Tech Alpharetta events (attached).

- ❖ No action was taken on this item. This presentation was for information purposes only.

b. Deborah Lanham, CEO and President of the Alpharetta Chamber of Commerce

Deborah Lanham provided updates on the Alpharetta Chamber and its Downtown District initiative including a recap of events in December of 2022 and discussion of anticipated events and engagement strategies in 2023.

- ❖ No action was taken on this item. This presentation was for information purposes only.

c. Lance Morsell, City of Alpharetta Economic Development Manager

Lance Morsell provided updates on the ongoing efforts to create the Economic Development Strategic Plan, recent staff tours of local businesses, and the Alpharetta Commercial Real Estate (A.C.R.E.) Forum held in December of 2022.

- ❖ No action was taken on this item. This presentation was for information purposes only.

IX. DISCUSSION

- Chairman Jack Nugent asked about options for potential studies or ways to receive recommendations to revitalize the North Point area.
 - Lance Morsell said he would look for ideas. Charlotte Christian noted that the city is expecting some recommendations focused on North Point as part of the final report in the Economic Development Strategic Plan.
- Chairman Jack Nugent asked for updates on the property on the old Bailey Johnson School.
 - Lance Morsell replied that their installment of the bonds closed towards the end of 2022 and that construction has been slowed down due to rain.
- Member John Goss asked for a financial update at their next Development Authority meeting.
 - ❖ No action was taken on this item.

X. ADJOURNMENT

- ❖ With there being no further business to hear or discuss, Chairman Nugent adjourned the meeting at 5:54 p.m.

Respectfully submitted,
Charlotte Christian, Economic Development Coordinator

Alpharetta Development Authority

Finance Department
2 Park Plaza, Alpharetta, GA 30009
Thomas G. Harris, Finance Director
(678) 297-6094 (o)
www.alpharetta.ga.us

Financial Management Reports



**for the month ending
December 31, 2022**
(period 6 of 12 – unaudited)



ALPHARETTA DEVELOPMENT AUTHORITY

Financial Management Report - As of December 31, 2022 (unaudited)

GEORGIA

Account #	Project	Total Budget	Actuals (Collections/ Expenditures)	Encumbrances	Remaining
Revenues					
99575100-346900	Bond Application Fee	\$ 234,750	\$ 234,750		\$ -
99575100-371000-C1532	ATC Operational Funding (COA)	95,000	95,000		-
(2) 99575100-381000-C1535	Innovation Center Operations (ATC)	23,700	7,061		16,639
	subtotal	\$ 353,450	\$ 336,811		\$ 16,639
(1) 99575100-395000	Carryforward Fund Balance	\$ 214,749	\$ -		\$ 214,749
	subtotal	\$ 214,749	\$ -		\$ 214,749
	Total	\$ 568,199	\$ 336,811		\$ 231,388
Expenditures					
99575100-571000-C1403	Local Job Creation Grant Program	\$ 32,500	\$ -	\$ -	\$ 32,500
99575100-544100-C1532	ATC Operational Funds	95,000	47,500	47,500	-
99575100-544100-C1601	High Impact Permitting Grant Program (IGA with COA)	20,948	-	-	20,948
99575100-544100-C0924	Economic Development Strategic Plan (split with COA)	37,500	-	-	37,500
99575100-544100-C2210	Downtown Economic Development Initiative	60,000	40,000	-	20,000
99575100-531100	General Supplies & Materials	-	-	-	-
	subtotal	\$ 245,948	\$ 87,500	\$ 47,500	\$ 110,948
(2) 99575100-523860-C1535	Innovation Center Operations (Maintenance Contracts)	\$ 12,000	\$ 2,986	\$ 3,750	\$ 5,264
(2) 99575100-531200-C1535	Innovation Center Operations (Miscellaneous Utilities)	1,100	436	-	664
(2) 99575100-531210-C1535	Innovation Center Operations (Water/Sewer)	600	629	-	(29)
(2) 99575100-531220-C1535	Innovation Center Operations (Natural Gas)	5,000	1,748	-	3,252
(2) 99575100-531230-C1535	Innovation Center Operations (Electricity)	5,000	1,711	-	3,289
	subtotal	\$ 23,700	\$ 7,509	\$ 3,750	\$ 12,441
99575100-579000	Reserve	\$ 298,551	\$ -	\$ -	\$ 298,551
	Total	\$ 568,199	\$ 95,009	\$ 51,250	\$ 421,940

- (1) Carryforward Fund Balance represents cash available at the end of the prior fiscal year that is programmed into the current fiscal year budget. As this account represents cash already received, there will not be actual collections.
- (2) Innovation Center utilities are being funded by the Alpharetta Technology commission (ATC) on a reimbursement basis. As such, expenses will outpace budget at month end due to the billing/reimbursement delay.



ALPHARETTA DEVELOPMENT AUTHORITY
Financial Management Report - As of December 31, 2022 (unaudited)

Account #	Project	Total Budget	Actuals (Collections/ Expenditures)	Encumbrances	Remaining
Fund Balance Reconciliation					
Fund Balance (beginning of Fiscal Year)			\$ 214,749		
Revenues collected to date			336,811		
Expenditures incurred to date			(95,009)		
Fund Balance (current)			\$ 456,550		
Forecasted revenue collections			449		
Fund Balance (forecasted)			\$ 456,999		
Fund Balance Allocation (forecasted):					
Non-Spendable (unspent/remaining project allocations)			\$ 158,448		
Spendable (available for investment by the Board)*			298,551		
			\$ 456,999		

* To be reduced by initiatives approved in January 2023: \$20,000 for AlphaLoop Foundation MOU; \$20,000 for Atlanta Urban Land Institute.

* May differ from the Fund Balance figures in the attached Balance Sheet due to forecasted revenue collections that are anticipated, but not yet collected.



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intentionally left blank*

GAAP



Financial Statements

City of Alpharetta
Balance Sheet
COMPONENT UNIT-DEVELOPMENT AUTHORITY
December 31, 2022

ASSETS

Current Assets:

Cash and Cash Equivalents	\$ 457,642
Investments	-
Receivables	-
Restricted Cash for Bond Issuance Costs	-
Total Assets	457,642

LIABILITIES

Current Liabilities:

Accounts Payable	-
Deferred Revenue	-
Due to Other Funds	1,091
Total Current Liabilities	1,091

Current Liabilities Payable from Restricted Assets:

	-
Total Current Liabilities Payable from Restricted Assets	-

Noncurrent Liabilities:

	-
Total Noncurrent Liabilities	-
Total Liabilities	1,091

Fund Balance

Restricted	158,448
Unallocated	298,102
Total Fund Balance	456,550

Total Liabilities & Fund Balance	\$ 457,642
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City of Alpharetta
Statement of Revenues, Expenditures, and Changes in Fund Balance
COMPONENT UNIT-DEVELOPMENT AUTHORITY
For the Period Ended December 31, 2022

	<u>Actual Amounts</u>
Revenues	
Rent/Royalties	\$ 7,061
State Grant	-
Fees	234,750
Contributions & Donations	95,000
Miscellaneous Income-Interest	-
Miscellaneous Revenue	-
Total Revenues	<u><u>336,811</u></u>
Expenditures	
Economic Development	135,000
Maintenance Contracts	6,736
Donation to private source	-
Utilities - Miscellaneous	4,523
Debt Service:	
Principal	-
Interest	-
Total Expenditures	<u><u>146,259</u></u>
Excess (deficiency) of revenues over (under) expenditures	 190,551
Other Financing Sources (Uses)	
Sale of capital assets	-
Net Change in Fund Balances	190,551
Fund Balance, Beginning of Year	<u>214,749</u>
Encumbrances	51,250
Fund Balance, End of Year	<u><u>456,550</u></u>





CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

GENERAL DESCRIPTION

Date: ____ / ____ / 20 ____

Name of Applicant: _____ Phone: _____

Name of Property Owner if different: _____

Address: (1) Home Office:

(2) Local Office:

Connectivity Benefit: _____

General description of proposed project, including location: _____

FINANCES

Estimated Cost of Total Project: \$ _____

I attest that I have read and understood the questions contained herein and that the responses I have provided are accurate, to the best of my knowledge.

Sworn to and subscribed before me this
_____ day of _____, 20 ____.

Name of Applicant (please print)

Signature of Applicant



CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

PROJECT OVERVIEW

1. Project Address: _____
2. Size of project, if known: _____
3. Will there be a public art and creative placemaking design as a part of this project? _____
4. Would a public easement be a part of this connection? _____
5. Would you be willing to have a parking agreement to provide access to existing public trail for non-peak hours? _____
6. Will this proposed connection connect to Alpha Loop, Big Creek Greenway, or to retail/restaurants to connect employees to?



CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

PLEASE SUBMIT:

- 1. A ONE PAGE PROJECT SUMMARY**
- 2. A DETAILED DESCRIPTION OF THE PROJECT**
- 3. A PROFESSIONAL SKETCH OF THE TRAIL CONNECTION OR PLACEMAKING INSTALLATION**



CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

The criteria below will be used as a general guideline by the Alpharetta Development Authority in evaluating and setting priority ranking for proposed revenue bond financing projects.

1. If an Alpharetta office user/owner or retail user/owner has a proposed project that is on a property adjacent to
 - a. A public park, or
 - b. A public green space,
 - c. The Alpha Loop, or Big Creek Greenway,

or, alternatively, if the project will create public-facing art or signage that enhance the economic attractiveness of the area through placemaking.

2. Trails a minimum of 6' in width that connect to public roadways trails or parks within private property (See potential connections map page 4-6)
3. Green space created for outdoor gathering space that is accessible by a created trail. This can include pavement removal.
4. Outdoor workspace that is also accessible by the public with an easement
5. Branding/art/signage visible from public trails
6. The project will qualify for grant consideration if it provides increased pedestrian access to that green space (i.e., through projects such as creating sidewalks that would be allowed for public use.
7. Regardless of whether the property is adjacent to one of the public green spaces, a project will qualify for grant consideration if it engages in creative placemaking and street scape enhancements. High visibility locations
8. Creates a sense of place and public investment that benefits the targeted area and the community at large.



CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

Alpharetta's Connected Forward Grant

Purpose: The purpose of this document is to help guide applicants on the Connect Forward Grant Process. All applications must be submitted to the Alpharetta Development Authority for approval.

Goal: The goal of the Connect Forward Grant is to add amenities to Alpharetta's Office Parks and retail corridors in targeted areas. Increase public access to green spaces through improved pedestrian-focused infrastructure and creative place making. The Alpharetta Development Authority seeks to incentivize investment in these targeted areas that increase public value and create experiential environments for the public and office users alike.

Target Areas: Eligible projects should be in one of the following areas within the City of Alpharetta:

- North Point,
- Brookside,
- Windward Commercial District
- Any area within the North Fulton Chamber Community Improvement District that is also within Alpharetta City limit.

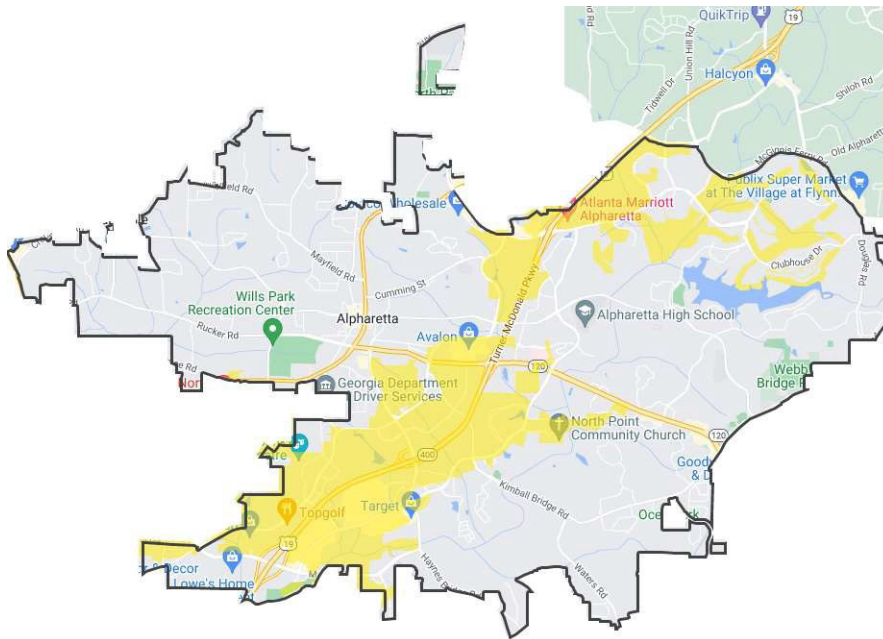


Figure 1. Map of North Fulton Community Improvement District within the City of Alpharetta



CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

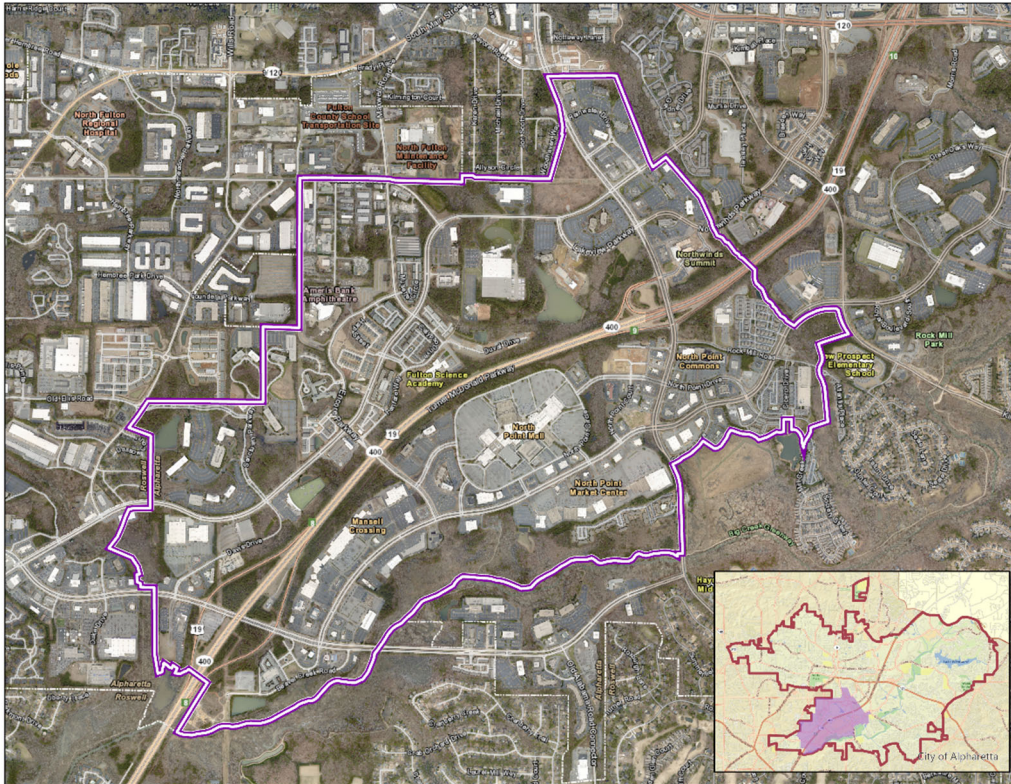


Figure 2. North Point Overlay Map





CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

APPLICATION FOR CONNECT FORWARD GRANT

Figure 3. Map of Windward Tech District (Commercial Area of Windward)



Figure 4. Map Brookside Small Area Plan

Grant amount and source funding:

The Connect Forward Grant is funded by the Alpharetta Development Authority. The authority would offer a 10% match up to \$15,000.

Scoring Criterion:

Located in identified strategic area	30 points
Connects/enhances public green space	35 points
Enhances Creative Placemaking Strategies	15 points
Level of capital investment	10-20 points based on monetary investment in the project
Total points possible	Up to 100 total possible points



Tech Alpharetta 2022 Update

Tech Alpharetta
Chairman of the Board Paul Nagrowski, Siemens
Vice Chairman Bob Toupin
Treasurer Mackenzie Thompkins, Bank of America
CEO Karen Cashion
2/21/23



2022 was a Milestone Year for Tech Alpharetta

Thanks to the ongoing support of the City of Alpharetta, our board, and our exceptional partnership with the city's Economic Development team, Tech Alpharetta successfully grew its programs and its brand to new levels in 2022.

Tech Alpharetta has become an impactful and well-respected tech organization that has helped to fuel the growth of our booming, Alpharetta tech ecosystem and the recognition of Alpharetta as a well-known tech hub.



TECH

ALPHARETTA

Tech Alpharetta is a Tech Economic Development Engine for the City of Alpharetta

We grow new companies & new jobs for the City

We help attract & retain tech companies in the City

We help to attract, retain & grow skilled tech workforce

We help to brand Alpharetta as a tech hub

TECH

ALPHARETTA

We grow new companies & new jobs for the City

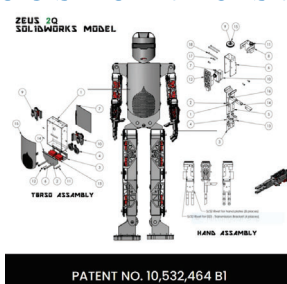
3 New Startup Graduates in 2022

➤ 40-50 tech startups incubate at our Center at any given time, creating new software, hardware, med devices, biotech

➤ **20** have graduated from our incubator since 2015, creating

1,188 new tech & service industry jobs for the City &

1854 total new jobs for the state of Georgia



That jobs-creation # won't be static for long —the following Alpharetta -based startup grads & current companies are actively hiring more employees:



Current startup member graduating into Alpharetta space 1st quarter
\$16 million Series A round of investor funding in 12/22
Actively hiring
www.terzocloud.com (contract management software)

6 Startup graduates actively hiring in Alpharetta



(Windward Plaza) (50 employees+ in Alpharetta, 50 in India)



Fusmobile (Windward Parkway)(5 local, 7 int'l, 4 out of state)



OVALEDGE
Govern your data smartly

(8000 Avalon Blvd.)(15 local, 250 int'l, 20 oos)



SOLMICROGRID
Powered by Morgan Stanley Energy Partners

(8000 Avalon Blvd.)(7 local, 3 oos)(\$55 million

Morgan Stanley Energy Partners Investment)



(Great Oaks Way)(nearly 40 employees in Alpharetta)



VOXIE (Lakeview)(10 local, 34 oos)(\$32 million series A)

Tech Alpharetta Startups' Fundraising Success?

- Our startups have successfully raised > \$222 million in investor funding since 2015
- This is an increase of \$40 million from just 1 year ago (\$182 million in 12/21)



Startup fun fact: Did you know that through our partnership with FCS, we placed 20 FCS high school interns with our Tech Alpharetta startups in 2022?

We help to attract & retain tech companies in the City.

- By growing & supporting a thriving tech ecosystem in Alpharetta

EVENTS **27 Events served >2000** tech exec attendees in 2022

INCUBATOR Running a renowned & successful **tech startup incubator** ,
connecting startups & enterprise

BOARD **Offering Board member & Board company engagement** & thought
leadership to our 36 board tech companies



A thriving tech ecosystem & opportunities for engagement attract more tech companies & help to retain the ones that are already here.

...HPE, DataSeers, Bank of America, LexisNexis Risk Solutions, Equifax, Tier4, Hi-Rez Studios, CIOX, Pyramid Consulting, Digital Scientists, Siemens, BitPay, Jackson Healthcare, Morgan Stanley, WrightNow Solutions, Relevantz, Park Ave. Gaming ...



Tech Alpharetta also helps to attract & retain tech companies in the City by working in partnership with the City's Economic Development Team, to help to recruit new companies & to participate in Economic Development's Meet & Greets with established tech companies.



Microsoft visit-RSA Conference-State Ec. Dev. Tour-German American Chamber

We help to attract, retain & grow Skilled Tech Workforce for the City

- Growing & Supporting a Thriving Tech Ecosystem in Alpharetta
- Tech Alpharetta's Women's Forum's STEAM mentoring program is helping to grow the next generation STEAM workforce in Alpharetta



FCS Innovation Academy
Dedicated To Excellence In Education



- Tech Alpharetta's participation in the *ATL Unlocked* initiative provided tremendous visibility to Tech Alpharetta and the City
- **NEW for 2023!** Our Tech Studio Technical & Leadership Development Training, powered by TLG & WNS

TECH ALPHARETTA PRESENTS



We help to brand Alpharetta as a Tech Hub

- 758 social media posts in 2022 (Linked In, Twitter, FB)
- 827 articles mentioned Tech Alpharetta
- 179 million media impressions
- 28 Blogs
- 6 Podcasts
- 4 Executive Spotlight Videos
- 4 Press Releases
- 90 newsletters sent weekly to our contact list of >5000 tech executives

Special thanks to our PR & digital marketing services, in-kind sponsor firm-
and to our commercial video production, in-kind sponsor firm-



Tech Alpharetta's Board

In 2022, we added 4 new board companies & 2 new Community Partner organizations, ending 2022 with 35 Tech Leaders on our board and 49 total board members

New Board Companies



New Community Partner Board Member Organizations



Tech Alpharetta Board as of 12/31/22

35 Tech Co. Leaders/5 NonTech/7 Partners/2 City=49 vs. 34 Tech/47 total on 12/31/22

25 (51%) Women/Persons of Color YTD vs. 49% as of 12/31/22

Strong Market Representation with 23 Enterprise; 9 Midmarket; 8 Emerging

City of Alpharetta Board Members

Mayor Gilvin

Economic Dev. Manager Lance Morsell

Tech Alpharetta Chairman of the Board

Paul Nagrowski, Siemens Financial Services

Tech Alpharetta Vice Chair

Tech Alpharetta Treasurer

Dave Albano, RestorePoint

ADP-E

AT&T-E

Bank of America-E

BitPay-MM

Chick-fil-A-E

CIOX Health-E

Colonial Pipeline-E

DataSeers-EM

Digital Scientists-EM

Edge Solutions-MM

Equifax-E

EY-E

Flexential-E

Global Payments-E

Hi-Rez Studios-MM

HPE-E

Jackson Healthcare-E

KORE Wireless-MM

LeasePlan USA-E

LexisNexis Risk Solutions-E

Microsoft-E

Morgan Stanley/E*trade-E

Nursing/Allied Services-EM

OneSpring-EM

Park Avenue Gaming-EM

Pfizer-E

Priority Payment Systems-MM

Pyramid-MM

Relevantz-E

Scientific Games-E

Skillshot Media-EM

Taylor English-MM

Tier 4 Advisors-EM

TireHub-MM

UPS Supply Chain Solutions-E

Verint-E

Verizon Wireless-E

WrightNow Solutions-EM

Community Partner Board Members

Alpharetta Convention & Visitors Bureau

Alpharetta Chamber of Commerce

ATDC

GNFCC

Gwinnett Tech

KSU Coles College of Business

MACOC

Board companies'

level of financial

participation:

\$186,000 2022 (>10x 2018)

\$168,000 2021

\$121,000 2020

\$76,500 2019

\$17,500 in 2018

2022: 100% of our Board companies were

sponsors (88% cash).

2021 92% (84% cash)

2020 87% (77% cash)

2019 70% (60% cash)

2018 22%

Tech Industry Verticals Represented on the Tech Alpharetta Board as of 12/31/22:

Biotech-1 (*Pfizer*)
Data Center/IT/Hosting Services-3 (*Edge, Flexential, Tier4*)
Big Data/data analytics-3 (*LexisNexis Risk Solutions, Equifax, RestorePoint*)
Communications/IoT-3 (*Verizon, AT&T, KORE*)
Fintech-6, incl. crypto (*ADP, BitPay, DataSeers, Global Payments, PPS, Morgan Stanley/ E*trade*)
Healthcare (med device, healthcare IT)-2 (*JHC, CIOX/Datavant*)
Gaming & Lottery-4 (*Hi-Rez, Park Avenue Gaming, Scientific Games, Skillshot*)
Logistics-1 (*UPS Supply Chain Solutions*)
Infrastructure & Software-8 (*Digital Scientists, HPE, Microsoft, OneSpring, Pyramid Consulting, Relevantz, Siemens, Verint*)
Transportation-2 (*LeasePlan, TireHub*)
Tech Upskilling/Training-1 (*WrightNow Solutions*)

Tech Alpharetta 2022 Financial Update

- ✓ Exceeded 2022 revenue projections
- ✓ Net Profit
- ✓ Record level of Sponsorship Revenue in 2022
- ✓ Hired new, part-time Programs Director in 2022 to enable new programs

TECH

2022 Financial Projections/Actual

Details	Actual 2017	Actual 2018	Actual 2019	Actual 12/31/20	Projections for Calendar Year 2021	Actual 12/31/21	Projections 2022	Actual 12/31/22
Cash Revenue (Operations, sponsorships events, other)	\$177,733	\$229,972 *	\$292,774	\$306,924	\$250,000	\$319,806	\$260K	\$380,611
Support:								
City of Alpharetta	\$122,083	\$125,000	\$114,583	\$105,833	\$95,000 7/20 - 6/21 (City fiscal year)	\$95,000	\$95K	\$95K
=Total Combined Revenue	\$299,816	\$354,972	\$407,357	\$412,758	\$350,000	\$415,806	\$355K	\$475,611
Expense	\$299,049	\$327,277	\$346,629	\$326,189	\$350,000	\$324,131	\$355K	\$410,141
EBIT			\$60,728	\$86,569	\$0	\$90,675	\$0	\$65,470
In-kind sponsorships		\$222,000 in-kind services	\$242,000 in-kind services (incl. new website)	\$234,000 in-kind services	\$222,000 in-kind services	\$275,000 in-kind services (PR, video, webmaster)	\$275K	\$295K

TECH

ALPHARETTA

Sponsors in 2017 = 0

Sponsors as of 12/31/22: 46



TECH
ALPHARETTA

PREMIER ORGANIZATIONAL SPONSORS	
ALPHARETTA	ALPHARETTA
AT&T	BANK OF AMERICA
Morgan Stanley	Relevant
STELLAR	taylor english
PLATINUM SPONSORS	
RestorePoint	VERINT
EVENT SPONSORS	
ADP	CIOx
JACKSON	Pyramid
bitpay	ONESPRING
Microsoft	WrightNow
INNOVATION CENTER SPONSORS	
BOARD ROOM SPONSOR	PITCH ROOM SPONSOR
THINK TANK SPONSOR	CENTER SUSTAINING SPONSORS
WOMEN'S FORUM TEAM MENTORING	COMMUNITY SPONSORS

+ 24 2022 Golf Sponsors





**We're grateful for the support of the City and
the Development Authority --thank you for your
partnership and support!**

Tech Alpharetta
Chairman of the Board Paul Nagrowski,
Siemens
Vice Chairman Bob Toupin
Treasurer Mackenzie Thompkins, Bank of
America
CEO Karen Cashion



Alpharetta Development Authority Meeting

Tuesday, February 21, 2023



1



DTA Business Leaders Meeting
Wednesday, February 1, 2023

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Featured Speakers

- **Mayor Jim Gilvin** – sharing the success story of Alpharetta and casting vision for business success in the future.
- **Kathi Cook** – Provided an update on new development projects in the city and their impact on business, business attraction, walkable communities, connectability to Wills Park and AlphaLoop.
- **Lance Morsell** – provided an update regarding the ongoing Economic Development Strategic Planning Steering Committee which is developing the city's future focus and strategic plan. Also discussed impact of GDOT and Highway 9 project.

Additional Monthly Updates:

- Hilary Lew – Parks & Rec gave an update on 2023 events and highlighted Taste of Alpharetta May 11, 2023
- Kenda Bagley – Alpharetta CVB – Tourism



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DTA Business Leaders Meeting

1st Wednesday of the month

1:30 PM – 2:30 PM

City Hall – Community Room

- Business leaders introduce themselves
- Chamber provides updates on business news in the DTA, events, marketing, website, resources
- Business leaders have access to city officials to ask questions or provide suggestions
- Business leaders share events at their restaurants, retail shops, etc.
- Networking and collaboration is a natural by-product
- Feedback has been very positive



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DTA Advisory Council 2023

Meets 2nd Wednesday of each month @ noon

Amber Edwards – Hamilton Hotel
 Karen Brown – All Inspired Boutique
 Charleen Thompson – Clotheshorse
 Shannon Renegar – Body Bar Pilates
 Kent Liberto – Solomon Brothers Jewelers
 Chris Smith – Thrive
 Brian Harper – The Fairway Social
 Colby Rodgers – Urban Hardware
 Mikele Cardin – DutchCrafters
 Tosha Holbrook – Holbrook Properties
 Jennifer Rockman – City Center/Colliers
 Will Ellis – CBRE
 Melanie Levy – Grey Star/Amorance
 Lance Morsell/Charlotte Christian



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Website Metrics

January 1-31, 2023

- Visitors – 2,111
- Page Views – 4, 422
- Organic Searches – 1.2k
- Organic Search – 68.1%
- Direct Search - 23.43%
- Google Searches – 59.58%
- Engaging Homepage – 1,369
- Exit page – Eat & Drink – 669
- Calendar page - 229
- Average pages visited – 2.1
- Impressions – 72,098

www.DowntownAlpharetta.com



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Budget

December 1, 2022 – February 20, 2023

- **Income:**

- Last payment of \$20k received October 14, 2022

- **Expenses: \$6,367.09**

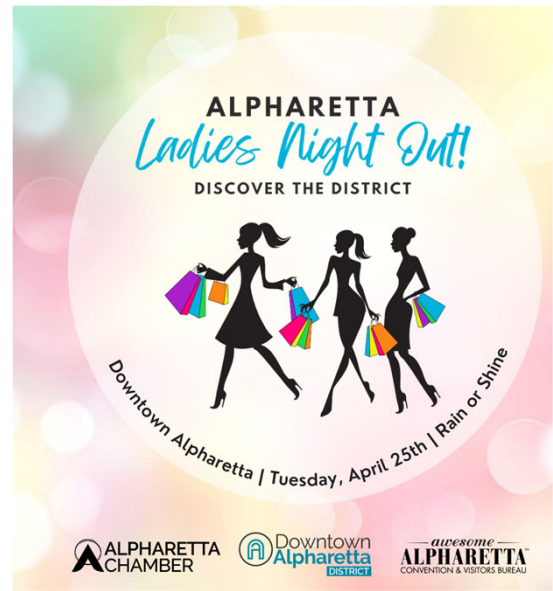
- Website hosting - \$1,750.00 per month
- Holiday Gift Wrap Supplies - \$360.83
- Printing/Graphics/Signage - \$377.78
- Marketing Graphic Design - \$297.50



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Thank you!



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