



City Council Meeting & Public Hearing

JANUARY 23, 2023

OFFICIAL MINUTES

Office of the City Clerk

ALPHARETTA CITY HALL
COUNCIL CHAMBERS | 2 PARK PLAZA | 6:30 PM

OFFICIAL MINUTES

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta's Clerk's office during normal business hours or viewed online at <https://www.youtube.com/user/alpharettagov>.

I. CALL TO ORDER

- Mayor Gilvin called the meeting to order at 6:30 p.m.

II. ROLL CALL

• Council Members

- Mayor Jim Gilvin
- Mayor Pro Tem Dan Merkel
- Donald F. Mitchell
- Brian Will
- Douglas J. DeRito

• Council Members Absent

- John Hipes
- Jason Binder

• Staff

- Chris Lagerbloom, City Administrator
- Melissa Tracy, City Attorney with Jarrard & Davis
- James Drinkard, Asst. City Administrator
- Lauren Shapiro, City Clerk
- John Robison, Director of Public Safety
- Kathi Cook, Director of Community and Economic Development
- Morgan Rodgers, Director of Parks, Recreation, and Cultural Services
- Pete Sewczwicz, Director of Public Works

- Thomas Harris, Director of Finance
- Adam Montgomery, Information Technology Manager
- Michael Woodman, Planning and Development Services Manager

III. PLEDGE TO THE FLAG

IV. PRESENTATIONS AND PROCLAMATIONS

A. "Surya Namaskar Yajna" (Health for Humanity – Yogathon)

- Mayor Gilvin presented a proclamation to members of the Hindu Swayamsevak Sangh, USA Inc. non-profit organization.

B. Retirement of Information Technology Director, Randy Bundy

- Mayor Gilvin, Council Member Mitchell, and City Administrator, Chris Lagerbloom, came forward to send some well wishes to Randy Bundy as this is his last City Council meeting before his retirement.

V. BOARD AND COMMISSION APPOINTMENTS

A. Code Enforcement Board – Reappointment of Jill McMullan and Robyn MacDonald

- ❖ Council Member Mitchell offered a motion to reappoint Jill McMullan to the Code Enforcement Board.
 - Mayor Pro Tem Merkel seconded the motion.
 - The motion was approved unanimously (5-0).
- ❖ Mayor Pro Tem Merkel offered a motion to reappoint Robyn MacDonald to the Code Enforcement Board.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).

B. Development Authority – Reappointment of Jack Nugent

- ❖ Council Member DeRito offered a motion to reappoint Jack Nugent to the Development Authority.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).

C. Swearing-in of Board and Commission Members

- Alpharetta Municipal Court Judge David C. Will performed the swearing-in ceremony for appointed Board and Commission members.

VI. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 1/17/2023)

Approval of the City Council meeting minutes from the January 3, 2023 meeting.

- ❖ Council Member Mitchell offered a motion to approve the Consent Agenda.
 - Council Member Will seconded the motion.
 - The motion was approved (5-0).

VII. PARTNERSHIP UPDATES

A. Tech Alpharetta Update

Update from representatives of Tech Alpharetta regarding the organization's activities and achievements.

- Karen Cashion, with Tech Alpharetta, came forward and provided a presentation to Mayor and City Council and is attached hereto as Exhibit A.

VIII. PUBLIC HEARING

A. Z-23-01/ V-23-03 KJ Luxury Homes / 1580 Mayfield Road

DEFERRED: This item has been deferred by the applicant to a future City Council Meeting and Public Hearing. This item will not be heard or discussed during this City Council meeting.

Consideration of a rezoning and variances to allow for the construction of 7 'For-Sale' single-family detached homes on 5.66 acres. A rezoning is requested from AG (Agriculture) to R-22 (Dwelling, 'For-Sale', Residential) and variances are requested to reduce the right-of-way width of a local street from 50' to 44' and to have a sidewalk on 1 side of the street. The property is located at 1580 Mayfield Road and is legally described as being located in Land Lots 1057 and 1104, 2nd District, 2nd Section, Fulton County, Georgia.

B. Z-23-02 / V-23-01 92 Thompson Street Condominiums

Consideration of a rezoning and variance to allow for the construction of a 5-unit 'For-Sale' condominium building on 1.13 acres. A rezoning is requested from R-12 (Dwelling, 'For-Sale', Residential) and O-P (Office-Professional) to DT-LW (Downtown Live-Work) and variances are requested to allow a stream buffer encroachment and to allow hardscape within the 10' landscape strip along Thompson Street. The property is located at 82 & 92 Thompson Street and is legally described as being located in Land Lot 748, 1st District, 2nd Section, Fulton County, Georgia.

- Planning and Development Services Manager, Michael Woodman, came forward to present this item.
- This item was considered at the 1/5/2023 Planning Commission meeting. Staff recommended approval subject to 14 conditions. There were public comments with concerns over location of trash pick-up, downstream erosion issues on stream, and need to screen vehicles entering the parking deck. A representative from Academy Park requested that 4 conditions be added to the applicant's zoning conditions addressing stormwater and stream impacts. After discussion, Planning Commission recommended approval subject to staff's recommended conditions and adding

'retaining walls' to condition #11 and adding the 4 conditions provided by Academy Park (approved by a vote of 7-0).

- CZIM was held on December 14, 2022. There were no public comments. The applicant had conversations with several residents in the area, including residents at Academy Park, Midwick, West of Main, and Voysey. Concerns were voiced related to the impacts to the stream buffer. According to the applicant, feedback was positive.
- Staff is recommending that Mayor and Council approve Z-23-02 / V-23-01 92 Thompson Street Condominiums, subject to the following conditions:
 1. The site, consisting of approximately 1.13 acres, shall be zoned DT-LW and developed substantially similar to site plan prepared by Travis Pruitt & Associates, Inc., revised 12/16/2022, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. Architecture and materials shall be developed substantially similar to the renderings, labeled Exhibit A, except for modifications required to comply with these conditions and in compliance with the Alpharetta Downtown Code and Downtown Consultant's comments, subject to final approval by DRB.
 3. Thompson Street streetscape shall generally be improved, as follows: 30' half width right-of-way to incorporate an 8' sidewalk (concrete with brick banding), 6' planter, 8' on-street parking, 10' travel lane, and decorative pedestrian lighting, with final approval by Staff.
 4. Shade trees shall be required in the planter along Thompson Street and behind the sidewalk in the 10' landscape strip as a continuation of what has been planted or designed in the Downtown and outside of utility easements, as approved by DRB. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
 5. Open space shall be developed as depicted on the site plan prepared by Travis Pruitt & Associates, revised 12/16/2022, including decorative landscaping, hardscape, walls and seating, as approved by DRB. Landscape plan shall include plant selections promoting the historic Downtown.
 6. Tree removal shall be limited to the site plan prepared by Travis Pruitt & Associates, Inc., revised 12/16/2022.

7. Developer shall identify and save additional tree groupings and/or trees of quality, as approved by Staff.
8. Developer shall construct a minimum 8' concrete connection between the Alpha Loop and Thompson Street sidewalk, as depicted on the site plan prepared by Travis Pruitt & Associates, Inc, revised 12/16/2022. Alpha Loop connection shall be placed within a minimum 10' permanent easement and shall include bicycle access stair ramps, lighting (bollards), landscape, hardscape, wayfinding signage and crosswalk at Kingry Lane, as approved by Staff.
9. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff.
10. Prior to the issuance of an LDP, developer shall provide the City with an engineering justification showing that the proposed Alpha Loop connection and existing channel along eastern property line will function properly. Any modification to the existing channel would require a hydraulic trespass assessment.
11. Utility structures, headwalls, retaining walls, etc. shall be finished with decorative stone, where visible from the Alpha Loop, as approved by DRB.
12. Stream buffer encroachment shall be permitted as depicted on the site plan prepared by Travis Pruitt & Associates, Inc., revised 12/16/2022.
13. To mitigate stream buffer encroachments, developer shall remove existing encroachments and comply with one or a combination of the following measures, as approved by Staff:
 - a. Provide 50% additional runoff reduction or water quality volume above the standard city requirements.
 - b. Provide buffer enhancement on an agreed upon area equal to at least 2 times the area of encroachment /impact. These can include, removing fallen trees from inside the stream bed that are impeding flow, plant eroded or sparsely vegetated areas of stream banks with live stakes, add enhanced buffer plantings where sparsely vegetated, and remove invasive vines.
 - c. Obtain any necessary state and federal approvals for the stream and buffer impacts.
 - d. Or alternative mitigation measures, as approved by Staff.
14. No more than 1 of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

Academy Park Neighborhood Association Conditions:

15. The design and construction of the proposed underground detention pond will exceed capacity and functional standards required by regulations.
 16. The developer and subsequently the HOA via the covenants will perform annual inspections of the detention pond and will timely remediate any deficiencies noted within 6 months after inspection.
 17. Developer will perform an upstream creek study from Haynes Bridge Road to Academy Park's western property (approximately 700 feet of creek) to identify the creek's current condition and prepare a long-term erosion control/repair plan timeline to improve/prevent further issues in their section of the creek and downstream. Developer will need to get access/permission from the other landowners (Voysey, Alcovy 1, and 112 Thompson Street) and share the report with them and the City.
 18. The developer and subsequently the HOA via the covenants agrees to maintain the improvements associated with the project within the undisturbed buffer area, which include a new retaining wall, landscaping, and stormwater conveyance structure to sustain the aesthetics originally created by the developer.
- The submitted request, if approved, would allow for the construction of a five (5)-unit 'For-Sale' condominium building on 1.13 acres in the Downtown. The proposed density is 4.42 dwelling units per acre. A rezoning is requested from O-P (Office-Professional) and R-12 (Dwelling, 'For-Sale', Residential) to DT-LW (Downtown Live-Work), as well as a variance to allow a stream buffer encroachment. The subject property is located at 82 and 92 Thompson Street at the northwest corner of Thompson Street and Kingry Lane.
 - The property represents two (2) parcels of land with frontage on Thompson Street. Both properties are developed with single-family detached homes. Surrounding properties are zoned MU (Mixed Use) and DT-R (Downtown Residential) to the north, O-P to the east, O-I (Office-Institutional) to the south and DT-LW to the west. Voysey and The Rows subdivisions are located to the north, Moss property to the east, Cadence Bank to the south and Alcovy Place is under construction to the west. The proposed use is consistent with the comprehensive land use plan designation of the property, which is 'Mixed Use Live Work'.
 - The applicant requests a variance from Unified Development Code (UDC) Section 3.3.6(C)(1)(a) Stream Buffer Protection – Land Development Requirements, which requires a 50' undisturbed natural vegetative buffer on a non-perennial stream and an additional 25' impervious setback for a total of 75'. Impervious cover is prohibited within the 75' impervious setback, which includes man-made structures that impede the natural infiltration of water into the ground. The site plan depicts approximately 315 square feet of the building encroaching into the 75' impervious setback. In addition, an

underground stormwater facility and pervious paver amenity patio is depicted within the 75' impervious setback and a new retaining wall is depicted within the 50' stream buffer.

- The applicant proposes to remove an existing encroachment into the City and State stream buffer; a 3,800 square foot parking lot at the rear of 82 Thompson Street. To mitigate the impacts from the stream buffer encroachment, the applicant's engineer proposes to remove approximately 3,370 square feet of existing impervious encroachments, revegetate the stream buffer and provide additional runoff reduction volume. With the proposed mitigation, there will be a net decrease of approximately 3,000 square feet of impervious area in the stream buffer.
- Access to parking is proposed from the Alcovy Place development to the west, which is currently under construction. Condominium units on the 1st and 2nd floors will be approximately 4,050 square feet and the 3rd floor unit will be approximately 8,450 square feet. Minimum building setbacks are consistent with the DT-LW development regulations.
- The basement-level parking deck includes twenty-one (21) parking spaces and four (4) on-street, parallel parking spaces are depicted along Thompson Street. The Downtown Code requires two and a half (2.5) parking spaces per unit for residents and guests for a total of thirteen (13) parking spaces.
- The site plan calls out 6,275 square feet, or fifteen percent (15%), open space, which includes a patio area at the rear of the building constructed of pervious pavers, the existing Alpha Loop and proposed Alpha Loop connection.
- The City completed construction of the Alpha Loop on the subject property in Spring 2020. The applicant's site plan depicts a nine-foot (9') concrete path connection between the Alpha Loop and Thompson Street sidewalk along the east side of the property. In addition, the connection also lines up with the future Alpha Loop alignment along Kingry Lane, which will facilitate an Alpha Loop connection over Old Milton Parkway.
- There is a 17" Dogwood that would be a good specimen tree save; however, that tree is located along Thompson Street and will be impacted with the installation of the required streetscape. Trees located in the stream buffers not being impacted by the stream buffer variance will be preserved.
- An underground stormwater management facility is depicted at the rear of the building and located within the 75' impervious setback.
- Staff estimates that the five (5) condominium units would generate three (3) AM and four (4) PM Peak Hour trips.

- Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 0 – 1 school age children. Numbers provided by Fulton County Schools show that Alpharetta High School is approaching capacity.
- According to the applicant's architect, the proposed renderings reflect the Tudor Eclectic style. The City's Downtown Consultant reviewed the applicant's renderings. The following comments should be addressed prior to Design Review Board (DRB) consideration:
 - Address the areas of the building with flat roof massing;
 - Select areas could be detailed as flat roof massing with appropriate parapets and cornice treatment;
 - Balance of the top floor massing could be detailed in a mansard type roof;
 - All wall massing should be either stone or brick; and
 - Do not use cantilevered brick veneer walls on the side elevations; treat any projecting bays as timber framed or similar.
- Staff has reviewed the applicant's proposal against the established review criteria for a rezoning and variance. The proposed zoning is consistent with the comprehensive land use plan designation of the property and a variety of residential types will add to the character and interest along Thompson Street. In addition, the proposed density is lower than developments approved in the Downtown along Thompson Street.
- The property has topographic challenges and stream buffers impact more than half of the property. The proposed stream buffer mitigation will result in a net decrease of approximately 3,000 square feet of impervious area in the stream buffer and replanting the buffer and additional runoff reduction will enhance the ecology of the stream.
- The applicant, Jeff Pittman (with Piedmont Real Estate Group, Inc. 3380 Trickum Road, Woodstock, GA 30188) came forward to speak on behalf of this application.
- The applicant shared that they would be willing to provide an easement agreement with Alcovy in order to address the ingress/egress access to the development.
- Additionally, the applicant is in agreement with the conditions proposed from Academy Park Neighborhood.

CITY COUNCIL DISCUSSION

- Council Member Mitchell and Council Member Will asked about the trash pick-up for this development.
 - The applicant shared that the condos will use valet trash services which will be able to be removed from the underground garage easily.
- Council Member DeRito asked about the size of the development next to this condo building and the height of the building.

- Manager Woodman shared that there are 10 detached homes next door, and the parking structure will essentially be underground and not visible from Thompson Street.

PUBLIC COMMENTS

- Bob Collins (12504 Wexcroft Lane, Alpharetta, GA 30009) came forward to speak in favor of this application.
- ❖ Mayor Pro Tem Merkel offered a motion to approve Z-23-02 / V-23-01 92 Thompson Street Condominiums, subject to the following conditions:
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 2. Architecture and materials shall be developed substantially similar to the renderings, labeled Exhibit A, except for modifications required to comply with these conditions and in compliance with the Alpharetta Downtown Code and Downtown Consultant's comments, subject to final approval by DRB.
 3. Thompson Street streetscape shall generally be improved, as follows: 30' half width right-of-way to incorporate an 8' sidewalk (concrete with brick banding), 6' planter, 8' on-street parking, 10' travel lane, and decorative pedestrian lighting, with final approval by Staff.
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 - c. Obtain any necessary state and federal approvals for the stream and buffer impacts.
 - d. Or alternative mitigation measures, as approved by Staff.
14. No more than 1 of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

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18. The developer and subsequently the HOA via the covenants agrees to maintain the improvements associated with the project within the undisturbed buffer area, which include a new retaining wall, landscaping, and stormwater conveyance structure to sustain the aesthetics originally created by the developer.
19. Applicant shall submit copy of easement agreement to the City Attorney for approval.
- Council Member DeRito seconded the motion.
 - Council Member Will offered a friendly amendment to add a condition that states that we receive a copy of a lock solid agreement with Alcovy for the use of the alleyway to get into the building.
 - Manager Woodman shared that he has not been provided a copy of the existing easement, but we would require that as part of the LDP and the final plat.
 - Eric Richards (21 Dobbs Road, Woodstock, Georgia 30188) came forward and shared that he is the one that signed this referenced easement and gave to his attorney to be recorded.
 - Council Member Will shared that if the city attorney is okay with the language in the easement then that would suffice, but he has not seen the easement.
 - City Attorney Tracy shared that Council could offer a motion that states that approval is contingent upon receiving a copy of the satisfactory and valid easement.
 - Mayor Pro Tem Merkel amended his original motion to add a Condition #19 that states "Applicant shall submit copy of easement agreement to the City Attorney for approval."
 - Council Member Will agreed with the amended motion.

- Council Member DeRito agreed with the amended motion.
- The motion was approved unanimously (5-0).

IX. NEW BUSINESS

A. Resolution: Representation of City Officials and Employees

Consideration of a resolution by the Mayor and City Council of the City of Alpharetta, Georgia adopting a policy with respect to the provision of representation for Alpharetta Officials and Employees in certain circumstances.

- City Attorney, Melissa Tracy, read the resolution title aloud.
- City Administrator, Chris Lagerbloom, came forward to present this item.
- While we do have liability insurance, there is a state statute that allows for our City to expand liability coverage for our employees and officials, and this resolution would allow this Council to make a policy for this type of representation in certain situations.
- Allows for caps on legal expenses per event, and the employee or official has the ability to choose their own attorney.
- There could be an additional clause added to state that the City Administrator would provide notice to the City Council when this policy is used.

PUBLIC COMMENTS

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve a Resolution by the Mayor and City Council of the City of Alpharetta, Georgia adopting a policy with respect to the provision of representation for Alpharetta Officials and Employees in certain circumstances, with an addition of a provision read aloud by Mr. Lagerbloom that states "In the event that this policy is used, the City Administrator will update the City Council at its next regularly scheduled meeting, the details of its use."
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).

B. Resolution: Municipal Election Superintendent

Adoption of a resolution by the Mayor and City Council of the City of Alpharetta, Georgia to authorize a municipal superintendent to conduct municipal elections.

- City Attorney, Melissa Tracy, read the resolution title aloud.
- City Administrator, Chris Lagerbloom, came forward to present this item.
- There has been discussion between several cities in Fulton County about the possibility of hosting our own municipal elections as early as 2023.
- If this is approved, this sets into motion a future plan for the City to host its own elections. The first step in that plan is to recruit and hire a Municipal Election Superintendent.

- Mayor Gilvin shared that there are many cities in Georgia that already host their own elections. Further, there has been multiple proposed increases in the costs for Fulton County to conduct our municipal elections.

PUBLIC COMMENTS

- There were no public comments.
- ❖ Mayor Pro Tem Merkel offered a motion to approve a Resolution by the Mayor and City Council of the City of Alpharetta, Georgia to authorize a municipal superintendent to conduct municipal elections.
 - Council Member Will seconded the motion.
 - The motion was approved unanimously (5-0).

X. PUBLIC COMMENT

- There were no public comments.

XI. REPORTS

- There were no reports.

XII. EXECUTIVE SESSION

- ❖ Council Member Will offered a motion to recess to Executive Session.
 - Council Member DeRito seconded the motion.
 - The motion was approved unanimously (5-0).
- Mayor Gilvin recessed the meeting at 8:30 p.m.
- ❖ Mayor Pro Tem Merkel offered a motion to reconvene the meeting.
 - Council Member Mitchell seconded the motion.
 - The motion was approved unanimously (5-0).

XIII. ADJOURNMENT

- ❖ Council Member Mitchell offered a motion to adjourn.
 - Council Member Will seconded the motion.
 - The motion was approved unanimously (5-0).
- With there being no further items to consider or discuss, Mayor Gilvin adjourned the meeting at 9:08 p.m.

Respectfully submitted,



Lauren Shapiro, City Clerk

EXHIBIT A



Tech Alpharetta 2022 Update

Tech Alpharetta
Chairman of the Board Paul Nagrowski, Siemens
Vice Chairman Bob Toupin, Clearwave
Treasurer Mackenzie Thompkins, Bank of America
CEO Karen Cashion
1/23/23

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 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

We grow new companies & new jobs for the City

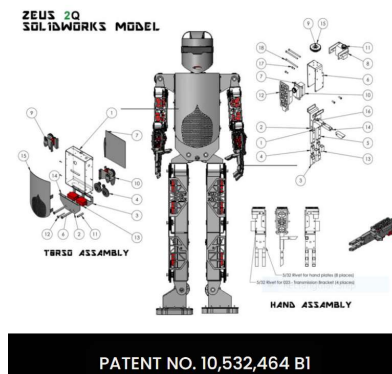
3 New Startup Graduates in 2022

- **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)



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



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

Morgan Stanley Energy Partners Investment)



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



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

Tech Alpharetta Startups' Fundraising Success?

- Our startups have successfully raised > **\$221 million** in investor funding since 2015
- This is an increase of nearly \$40 million from 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 (2 f/t, 2 p/t staff members) 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 * *(does not incl. 2018 AgTech Conference)	\$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

Sponsors in 2017 = 0

Sponsors as of 12/31/22: 46



TECH

ALPHARETTA

PREMIER ORGANIZATIONAL SPONSORS

ALPHARETTA GEORGIA, ALPHARETTA CONFERENCE & EXHIBITION, TRAVELINNOVATIONS, vLink SOLUTIONS

PLATINUM SPONSORS

AT&T, BANK OF AMERICA, DELL Technologies, FLEXENTIAL, Morgan Stanley, Relevantz, STELLAR, taylor english

PREMIER SUSTAINING SPONSORS

RestorePoint.ai, UPS, VERINT

EVENT SPONSORS

GOLD

ADP, CIOX, Colonial Pipeline Company, EQUIFAX, EY, globalpayments, Hewlett Packard Enterprise, JACKSON, LexisNexis, HPCC, Park Avenue Gaming, pyramid, Pfizer, Rati, SERAPH

SILVER

bitpay, HIREZ, ONESPRING, Microsoft, SG, WRIGHTNOW SOLUTIONS

BRONZE

Chick-fil-A

INNOVATION CENTER SPONSORS

BOARD ROOM SPONSOR: PRIORITY

PITCH ROOM SPONSOR: GEORGIA'S OWN CREDIT UNION

STARTUP LOUNGE SPONSOR: ALPHARETTA

THINK TANK SPONSOR: CLARK

CENTER SUSTAINING SPONSORS: CAGLE, EZ Innovation, ZKTeco

SIGN STREAM SPONSOR: SignStream

WOMEN'S FORUM STEAM MENTORING COMMUNITY SPONSORS

Chick-fil-A, verizon, VERABLE

+ 24 2022 Golf Sponsors

THANK YOU TO OUR SPONSORS!

UPS Healthcare, STELLAR, bitpay, EDGE SOLUTIONS, iVision, FULCRUM, pyramid, TERZO, Synergis, STONE, Hewlett Packard Enterprise, ALPHARETTA, Thompson, Morgan Stanley, FLEXENTIAL, WRIGHTNOW SOLUTIONS, WealthWorth, Relevantz, FAJUNK, deep instinct, ATP, DIGITAL SCIENTISTS, TOPGOLF, TRC



Thank you for your partnership and support!

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