



THE CITY OF ALPHARETTA, GA  
INVITES YOUR INTEREST IN THE POSITION OF  
DIRECTOR OF  
ECONOMIC DEVELOPMENT



# THE COMMUNITY

A short drive from downtown Atlanta, the City of Alpharetta is a beautiful, welcoming community with an exceptional quality of life. It has many unique attractions, more than 750 acres of parkland, hundreds of restaurants, a music scene that includes many big-name touring acts and is a destination location for many in the Atlanta region and beyond.

With major company headquarters, beautiful neighborhoods, a quaint downtown, amenities galore, and many community events throughout the year, Alpharetta is a must-see community in metro Atlanta.

Located about 25 miles north of Atlanta, the City of Alpharetta is approximately 27 square miles and serves an estimated daytime population of 122,000 and a nighttime population close to 66,000. Alpharetta is one of fourteen incorporated cities/towns within Fulton County and is one of the fastest-growing communities in the South.

The City of Alpharetta experienced tremendous population growth in recent decades, booming from an exurban community primarily residential and undeveloped in the 1970s to a city with more than 50,000 residents. Alpharetta has experienced rapid growth rates and the city's long-range plans still account for considerable additional population growth.

The city's relatively young and increasingly diverse population is a clear asset for the community moving forward. Today, over 4,000 Alpharetta businesses employ over 120,000 people, nearly two and a half times the City's population.

Population growth has been fueled by many things, including the city's strong economic base and the annexation of surrounding communities. With the incorporation of the City of Milton and the City of John's Creek, all unincorporated areas within north Fulton County have now been absorbed. As such, future growth will be through development and redevelopment instead of annexation.

The City of Alpharetta benefits tremendously from an incredibly well-educated population, an essential indicator of socioeconomic well-being and earning potential. It is also one of the key determinants of a workforce's competitiveness and the ability of a community to develop and attract high-skilled, high-wage employment. With such a well-educated population and the well-documented impact of education on lifetime earnings potential, it is no surprise that Alpharetta's resident population earns considerably higher incomes than the national average.

The City's residents benefit greatly from strong public schools that consistently rate among some of the best in the state of Georgia. High-quality public schools are attractive to both existing and potential residents, and are an equally important factor in the location decisions of corporations and firms that understand employees want to have access to the best public education possible for their children.



Alpharetta has benefited tremendously from significant infrastructural investments made in previous decades, including developing multiple business parks with robust telecommunications and fiber optic infrastructure. Coupled with the City's comparatively well-educated population and the relative desirability of Metro Atlanta as a place to do business, these investments attracted multiple regional headquarters and other operations of high-technology and Fortune 500 companies to Alpharetta.

Georgia's tax climate is relatively low and quite competitive with the rest of the nation. It has comparably low corporate income tax rates but slightly higher property tax rates than the national average.

The City of Alpharetta is a community with a character all its own. Alpharetta's strong community assets have helped to solidify its reputation as a family-friendly community. Its environment is ideal for raising families and living a quality lifestyle free from the problems in so many similar sized cities.

# THE ORGANIZATION

The City of Alpharetta operates under a strong mayoral form of government, whereby the mayor possesses all the executive and administrative powers granted to the government under the constitution and laws of the State of Georgia and the city charter. Policy making and legislative authority are vested in the governing council, consisting of the Mayor and six (6) Council Members, all elected on a non-partisan basis. The Mayor is chosen by popular vote, and the Council Members run for a specific post but are elected by a citywide vote.

The Mayor and City Council appoint a City Administrator to carry out the day-to-day operations of the city. The City provides a full range of services, including police and fire protection, the construction and maintenance of highways, streets, and other infrastructure, recreational activities, and cultural events. Sanitation services are provided through relationships with private operators.

The mission for the City of Alpharetta is to make a positive difference in the community by efficiently managing public resources and providing effective services and leadership that exceed citizens' expectations.

The Community Vision is to advance Alpharetta as a signature City by:

- Offering the highest quality of the environment for residents and businesses;
- Fostering a strong sense of community, including safety and security; and,
- Providing a business climate that attracts the top echelon companies.

The Community Vision serves as the guiding principles for the planning and operation of the city government, and each department structures its mission, goals, and objectives to facilitate the achievement of the mission. The City has 467 FTEs and a total FY2024 Budget of \$154 million, which includes a General Fund of \$99 million.

## THE POSITION

Under the administrative direction of the City Administrator, the Director of Economic Development directs, manages, supervises, and coordinates the activities and operations of the City's Economic Development Department and represents the City's interests regarding economic development opportunities. The Director works closely with the Mayor, City Council, and City Administrator to provide the community with economic growth, broad-based prosperity, quality jobs, and a sustainable quality of life by attracting new corporate investment and facilitating the expansion of existing businesses and industries.

The position's primary focus is on existing business retention and growth, revitalization of targeted retail and office areas within the City, and recruitment of businesses within identified target sectors. Other key responsibilities include managing and executing activities that encourage a healthy and stable business environment and a strong City revenue base; preparing and implementing long-range economic development plans; and coordinating assigned activities with other departments and outside agencies.

The Director of Economic Development will supervise staff, which includes the Economic Development Manager and the Economic Development Coordinator. Additional duties and responsibilities include:

- Acts as the City's economic development strategist and assists in developing short- and long-term economic development plans, as well as gathering information and preparing studies, reports, and recommendations to achieve identified economic development goals and objectives.
- Directs efforts at business recruitment, retention, and expansion, including providing information, expertise, and appropriate referrals to business owners, marketing Alpharetta to outside businesses, and working with developers and building owners to enhance the quality of retail and commercial space.
- Provides customer-driven, problem-solving, professional economic development advice, assists in application processes, and advocates for economic development in accordance with Alpharetta's Comprehensive Plan, the Economic Development Plan, City ordinances, and goals established by the City.
- Works with existing businesses and other City staff to identify ways to improve Alpharetta's business climate.
- Develops and maintains data systems to track trends within the business community, including business openings, closings and expansions, business capital investment, and job creation statistics.
- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes. Maintains records and databases of business prospects and contacts.
- Creates and implements a robust business retention program founded on one-on-one visits with business leaders, group meetings, e-newsletters, attendance at networking events, and other means.



- Serves as the city's resource for economic development financing methods; prepares financial data, forecasts and plans.
- Prepares and maintains information regarding utilities, taxes, zoning, transportation, community services, financing tools, and incentives in order to respond to requests for information for economic development purposes and coordinate with other departments and agencies as needed.
- Coordinates downtown activities and preservation planning and works with local organizations to focus on downtown improvements.
- Serves as the City's staff liaison to the Alpharetta Development Authority and provides administrative and staff support for the Authority, including support in writing minutes, creating content for meetings, posting agendas, and serving as a liaison between the Authority, City Council, and other staff.
- Serves as a board member and primary staff liaison between the City and Tech Alpharetta.
- Assists in redevelopment programs.
- Provides technical and professional advice and assistance; makes presentations to boards, commissions, foundations, civic groups, and the general public.
- Provides information on economic development issues, programs, services, and plans.
- In cooperation with Public Information staff, develops presentations, informational brochures, information packets, and promotional materials on economic development including maintaining the economic development section of the City website.
- In cooperation with Public Information staff, produces press releases and maintains good relationships with the various media outlets in Alpharetta and surrounding areas.

- Ensures execution of economic development activities with other private and public sector agencies through participation with task forces and committees; identifies partnering opportunities for various programs.
- Serves as staff on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
- Attends and participates in professional group meetings; maintains awareness of new trends and developments in the field of economic development; incorporates new developments as appropriate.
- Responds to and resolves difficult and sensitive citizen inquiries and complaints.
- Performs related duties as required or assigned.



## COMPENSATION

The starting salary range is \$130,000-\$150,000+/- commensurate with knowledge, skills, and experience, and is accompanied by a competitive benefits package.

## TO APPLY

If interested in this outstanding opportunity with the City of Alpharetta, visit [www.srnsearch.com](http://www.srnsearch.com) to apply online.

The first review of resumes will take place on May 13, 2024; the position is open until filled. Resumes will be screened according to the qualifications outlined above. Screening interviews with the most qualified applicants will be conducted by S. Renée Narloch & Associates to determine a select group of finalist candidates who will be asked to provide references; references will be contacted only following candidate consent. Final interviews will be held with the City of Alpharetta. Candidates will be advised of the status of the recruitment following the selection of the Director of Economic Development. Questions regarding this recruitment may be directed to:

Ms. S. Renée Narloch, President  
 S. Renée Narloch & Associates  
[info@srnsearch.com](mailto:info@srnsearch.com) | 850.391.0000  
[www.srnsearch.com](http://www.srnsearch.com)

The City of Alpharetta is an Equal Employment Opportunity (EEO) employer. All applicants receive consideration for employment without regard to race, color, religion, gender (including identity or expression), marital status, sexual orientation, national origin, age, disability or any other protected classification as defined by applicable law (except as limited by Employee Manual & Benefits Handbook or bona fide occupational qualifications).

## THE IDEAL CANDIDATE

The ideal candidate will fit well in a culture where staff are part of a close-knit group who support each other, are empowered, solutions-oriented, and are encouraged to bring new ideas forward. A collaborative leader with an open and inclusive management style is needed. The selected candidate will be approachable and proactive and have exceptional interpersonal and communication skills, as well as strong relationship-building skills.

Requirements include a bachelor's degree from an accredited college or university with major coursework in business administration, public administration, economics, or a related field. A master's degree is highly desirable.

Must have at least five (5) years of progressively responsible leadership experience in economic or business development, including three (3) years of management and administrative responsibilities and at least two (2) years of project management experience.

