



## *Norcross, GA*

*'A Place to Imagine'*

**REPRINTED FROM FORBES MAGAZINE, NOVEMBER 2011**

Downtown, jean-clad entrepreneurs close major deals from their laptops using free wi-fi in local bistros. A few blocks away, tractor trailers rumble from loading docks towards nearby interstates. Weary executives leave Atlanta's hi-rise offices and within 20 minutes enter a world where they can loosen their ties and are home.

Only 4.5 square miles in size, the City of Norcross boasts an enviable statistic. This 143-year old municipality has five Fortune 500 companies in its economic portfolio, an achievement official's credit to the town's location and its blend of historic charm and progressive energy. Rocktenn, one of the largest manufacturers of its kind in the world, recently chose to stay in Norcross rather than relocate their headquarters, despite impressive growing pains, "after acquiring Smurfitt-Stone for \$3.7 billion, Rocktenn needed room for 500 more employees and was looking at places like St. Louis, Chicago, and large business parks in other metro Atlanta areas," explains Norcross Mayor Bucky Johnson. "But they and their employees value the charm, location and sense of community Norcross offers; that carried weight when making their decision."

In addition, Suniva and Hyundai Construction Equipment USA, Inc. headquarters are located within the city limits, as well as FedEx Grounds Southeastern Distribution Center, and Carmax's largest national dealership. "We are very grateful for every company that chooses to be part of our City," says Rusty Warner, Norcross' Economic Development Manager. "To attract and retain businesses we offer economic initiatives, an accessible local government, exceptional city-owned services and a strong local economy. Plus, it's a really cool old town."

Winding sidewalks tie the residential areas to the historic commercial district. Parks, public gathering spots and a busy events calendar invite families to play and friends to connect. "Being able to leave the office or your home and enjoy dinner, shop, and then walk to the theatre without once getting into the car is a wonderful treat," comments Tixie Fowler, a local resident and Norcross' PR, Marketing and Downtown Manager. "Many communities today are trying to emulate that old town character, but we're authentic. Neighbors know each other here – Norcross is real, the energy is exciting, it's an experience most people can only imagine."