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# Gwinnett County: Surging Ahead

## Big wins and good news

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When the iconic water towers proclaiming “Gwinnett is Great” and “Success Lives Here” were taken down in 2010 due to water system upgrades in Gwinnett County, some viewed it as symbolic of what they saw as a gradual decline in one of Georgia’s great economic success stories of the past half-century.

Two years later, no one’s talking about a decline – far from it.

“From an economic development standpoint, we have had an exemplary couple of years when it comes to attracting major new businesses into Gwinnett County and retaining our major employers,” says Gwinnett Chamber of Commerce President and CEO Jim Maran. He points to Primerica and RockTenn as two of the biggest recent economic “wins” for the county.

Primerica has broken ground on a new \$74-million, 350,000-square-foot office campus in Duluth that will serve as the financial services company’s worldwide headquarters. And RockTenn, which became Georgia’s newest Fortune 500 company with its acquisition last year of Chicago-based Smurfit-Stone, also decided to stay in the county, moving into a new headquarters building in Norcross and taking on additional office space in Duluth.

“Both of these companies were being heavily recruited,” says Maran. “Retaining the businesses we currently have is just as important as attracting new employers to the county.”

“It’s clear that our economic development efforts are paying off in jobs and business activity that are good for Gwinnett,”

