

Advertising firm picks Gwinnett Place for expansion

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The second technology company in a matter of months has announced its plans to expand into the Gwinnett Place area.

Atlanta-based Lucky & Company, an advertising and marketing agency with big-name clients, is relocating to a 10,000-square-foot facility on Breckenridge Boulevard to accommodate a bump from seven to 50 employees, the Gwinnett Chamber said Tuesday.

"As a growing technology driven and enabled company, our success depends on having access to a highly-skilled workforce," John Gardner, president of Luckie & Company, said in a news release from the Chamber. "Not only have we found a highly-skilled workforce in Gwinnett, we have felt welcomed here."

For Gwinnett Commission Chairwoman Charlotte Nash, the news was also welcome.

"We are grateful to Luckie for choosing to expand their company in Gwinnett," she said in the release. "Gwinnett continues to be an ideal location for companies seeking a well-educated, highly-skilled workforce in a dynamic, innovative community."

Luckie & Company, founded in 1953, uses unique data techniques for marketing of such brands as Regions Bank, Piedmont Healthcare, AT&T, Little Debbie, Drake's, GlaxoSmithKline and Mercedes-Benz.

The company's new facility will be located in the Greater Gwinnett Place Opportunity Zone, not far from the new home of Clearleap, a leading name in the video industry, which also recently announced its plans to move there. The opportunity zone offers businesses incentives as a means to drive growth.

Joe Allen, executive director of the Gwinnett Place Community Improvement District, said the opportunity zone has "proven to be a valuable resource for bringing and growing new business in the county."

The news also spoke to Gwinnett County's commitment to developing and fostering "tech talent," said Kellie Brownlow, Director of Economic Development for Partnership Gwinnett and Gwinnett Chamber Economic Development.

"The data analytics industry will undoubtedly continue to grow nationwide and we are delighted that Luckie & Company has chosen to grow right here in Gwinnett," she added.