



How Peachtree Corners Doubled Event Attendance and Cut Manual Work

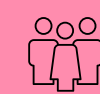
THE CUSTOMER

Peachtree Corners, located in Gwinnett County, Georgia, is the largest city in one of the nation's most culturally diverse counties. Post-pandemic, the city's leadership aimed to reconnect residents, businesses, nonprofits, and schools through inclusive public engagement, with events playing a central role in this strategy.



THE CUSTOMER

Peachtree Corners



POPULATION

42,136



STATE

Georgia



"As a small city with ambitious goals, we need to make the most of our limited staff time. The 'with' platform streamlines operations and strengthens how we connect with residents – keeping them engaged in the vibrant life of our city."



Brian Johnson

City Manager

One Calendar. Everything Community.

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What’s Happening in Peachtree Corners

<

April 2025

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Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Crossfit on the Green

Thursday, April 3, 2025
8:00 AM – 9:00 AM
5140 Town Center Boulevard



High School Sprint Art Show

Thursday, April 17, 2025
6:00 PM – 8:00 PM
5850 Peachtree Industrial Boulevard



Spring Plant Sale

Saturday, April 19, 2025
9:00 AM – 12:00 PM
356 Research Road

THE CHALLENGES

- **Scattered Event Information:** City departments and trusted partners ran separate calendars, leaving residents without a unified view.
- **Manual Coordination Burden:** Events had to be entered manually, creating extra work and delays.
- **High Marketing Costs, Low ROI:** The city spent heavily on ads and banners with limited return on engagement.
- **Event Overlaps & Gaps:** Without a shared calendar, scheduling conflicts reduced attendance and visibility.

THE SOLUTION

- Centralized all city, school and partner calendars via API integration.
- Eliminated manual coordination tasks and significantly reduced staff workload.
- Cut traditional marketing costs from ads and banners.
- Doubled resident attendance at high-impact community events.
- Expanded visibility and turnout for events hosted by schools, nonprofits, and local businesses.

“We know it’s working because more people are at our events. So we are accomplishing our mission of being able to bring people together, and that’s only going to grow.”



Louis Svehla
Director of Communications and Events



With is a centralized community hub transforming how cities and counties connect with residents. Trusted by over 100 local governments worldwide, we empower communities to build stronger engagement, meaningful connections, and lasting trust.

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