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**PRESS RELEASE**

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**CLOUDGENERA RELOCATES CORPORATE HEADQUARTERS TO CAMP NORTH END**

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***SaaS-Firm Relocates and Expands Its Footprint in City’s North End Smart***

***District, Plans to Double Its Workforce Over the Next 12 Months***

**Charlotte, NC –**  [ATCO Properties & Management](https://www.atco555.com/) announced today that software-as-a-service (SaaS) company **CloudGenera** has finalized a long-term lease to relocate its corporate headquarters to [Camp North End](https://camp.nc/). The move will accommodate the company’s continuing and planned growth at the site.

As part of today’s agreement, CloudGenera will relocate from its current Uptown location at 330 S. Tryon Street and begin occupying its new offices at 1824 Statesville Avenue in May 2020. CloudGenera plans to double its staff in 2020 and grow to 80-100 over the next few years. Its new 3,000 square-foot space will house the company’s product design and digital content creation teams.

“As we’ve grown and demonstrated consistent growth and success as a company, we remain steadfast in our commitment to Charlotte,” said Brian Kelly, CEO of CloudGenera. “One of the things that attracted us to Camp North End is the fact that our employees can be around other creative people. It gives us the opportunity to help draw more people in who are like-minded in their desire to innovate and create new things.”

Damon Hemmerdinger, co-president of ATCO Properties & Management, developer of Camp North End, added: “When we laid out our plans to redevelop this site, we envisioned it as a perfect opportunity for forward-thinking tenants just like CloudGenera. We are thrilled that they have chosen Camp North End as their new headquarters and look forward to helping them grow as they continue to scale.”

As one of the city’s fastest-growing start-ups, CloudGenera uses software and services that help companies reduce their information technology spending through automation and artificial intelligence. Its client roster includes major corporations such as AIG, United Technologies, Dick’s Sporting Goods, Intel, VMware, Amazon, Microsoft, and Google.

In a nod to Camp North End’s roots as a place once used to produce Model Ts and Army missiles, CloudGenera’s office space will tie together the history of the site with modern spaces to work and collaborate. It will also benefit from direct access to Camp North End’s new food & beverage offerings, including Bleu Barn Bistro’s first brick-and-mortar location; Nagahama-style noodle shop Bow Ramen; gourmet bakery Wentworth & Fenn, taproom Free Range Brewing; and James Beard-nominated chef Greg Collier’s new restaurant, Leah & Louise. All five are set to open in March 2020.

Since the company’s founding in 2012, CloudGenera has received a steady stream of awards and honors. In 2018, the firm was recognized by *Inc.* Magazine as one of the fastest-growing private companies in North America, and before that, it ranked fifth in the *Charlotte Business Journal*’s 2017 “Fast 50” Awards and earned Charlotte’s “Startup of the Year” award from Packard Place. It has also received multiple Blue Diamond awards.

In addition to CloudGenera, other major tenants at Camp North End include nonprofit **Junior Achievement of Central Carolinas (JACC)**; arts organization **Goodyear Arts**; co-working company **Hygge**; coffee company **Hex Coffee Roasters**; design consulting firm **Wily**; interactive gallery and creative studio space **Black Market**; boutique hair salon **eXplicit Salon**; creative studio and art gallery **DUPP&SWAT**; and custom motorcycle parts company **Prism Supply**. The campus also houses a set of industrial users.

1824 Statesville Avenue is one of six buildings that ATCO is adaptively reusing at Camp North End. Other projects currently underway include the redevelopment of the Gama Goat Building, 1701 N. Graham Street and 301 Camp Road.

A Cushman & Wakefield leasing team led by Jessica Brown, David Dorsch and Grant Keyes represented ownership in the long-term transaction, while Jack Glasgow of Cresa represented CloudGenera.

**About Camp North End**

Camp North End is a state-of-the art creative development that is being designed and curated to cater to today’s most innovative and cutting-edge companies in Charlotte’s up-and-coming North End Smart District.

As one of the largest adaptive reuse projects currently underway in the U.S., the project is transforming a historic 75-acre site where people once manufactured Model T cars and assembled Hercules missiles into a catalytic hub of creativity and ideas.

With over one million square feet of space for work, artistic expression, dining and hospitality, entertainment, recreation and community building, together with new construction in coming years, Camp North End's curated development will welcome residents from all parts of the Queen City and Mecklenburg County to make their future. Currently, developer ATCO Properties & Management is undertaking the redevelopment of the Gama Goat Building at 1701 N. Graham Street, and has already renovated and leased 70,000 square feet in buildings facing The Boileryard and The Mount, two of the project’s districts.

For more information about Camp North End, visit the official Camp North End website at [https://camp.nc/](https://na01.safelinks.protection.outlook.com/?url=https%25253A%25252F%25252Fcamp.nc%25252F&data=02%25257C01%25257Cafahey%252540bizjournals.com%25257Cd670e8bb6e85446f07bd08d552ead687%25257Cc8f302bab2fe4389b720e285f4fe1b2a%25257C0%25257C1%25257C636506090946706987&sdata=g7pHqXWcqpOFmlJ37htj%25252FOkqW3LVvtBeK9PVCCWmU5s%25253D&reserved=0) or follow along on [Facebook](https://www.facebook.com/campnorthend/), [Instagram](http://www.instagram.com/campnorthend) and [Twitter](http://www.twitter.com/campnorthend) at @campnorthend.

**About ATCO**

ATCO is a real estate investment and ownership platform deploying capital in select cities across the United States, with a particular emphasis on creating value through placemaking and other strategies in urban locations. We seek to improve people’s lives by creating places that they genuinely want to work, play, or live, and by doing our work with a long-term perspective.

Through eight decades and four generations, ATCO has owned, managed, and developed a diverse real estate portfolio, primarily in and around New York City and also in select markets we target. ATCO presently owns and manages more than 25 buildings ranging from high-rise office and residential towers to retail properties, from one-story industrial structures to a mixed-use, former military base. The portfolio of New York City properties includes: 555 Fifth Avenue, 40 Central Park South, 41 West 58th Street, 630 Third Avenue, 381 and 373 Park Avenue South, 515 Madison Avenue and the Atlas Terminals. Nationally, the company owns properties in Charlotte and Chapel Hill, NC; Austin, Texas; Indianapolis, Indiana; Darien, Stamford and Westport, Connecticut. Internationally, ATCO has investments in seven European countries.

**About CloudGenera**CloudGenera is a cloud brokerage enablement company. Our decision analytics help businesses of all sizes select cloud solutions, establish governance around their cloud usage and drive adoption of their cloud strategy. Our software platform demystifies the variability and complexity associated with making private, hybrid and public cloud decisions. Make cloud decisions in minutes, not months. CloudAssist™ is the portal through which you research cloud options and map your application portfolio to the best cloud solution. Assess application profiles, model transformation scenarios, and discover the best execution venues for your needs based upon user demographics, service levels, security, technology and total cost of ownership. Learn more at CloudGenera @ [https://www.cloudgenera.com/why-cloudgenera](https://www.cloudgenera.com/why-cloudgenera" \t "_blank).