



# Gwinnett Place CID

– focus of new video



The Gwinnett Place CID is featured prominently in a new and informative video, which can be viewed at the CID's homepage — [www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com).

The broadcast-quality video was a joint production from the Gwinnett Place, Gwinnett Village and Evermore CIDs. The program features details about CID projects and goals.



[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)

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# REPORT & ACCOUNTS

# 2009



[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)

[www.VisitGwinnettPlace.com](http://www.VisitGwinnettPlace.com)



# Working for success

– in Gwinnett's Central Business District

The year 2009 brought unprecedented challenges to virtually all sectors of the economy, and greater Gwinnett Place was not immune to those nationally occurring trends.

The Gwinnett Place Community Improvement District (CID) built upon its on-going efforts to plan, implement and create opportunities in the present to better position the District ahead of the curve when economic conditions rebound. The strong, business-centered leadership of its Board of Directors allowed the CID to focus on sustaining economic vitality.

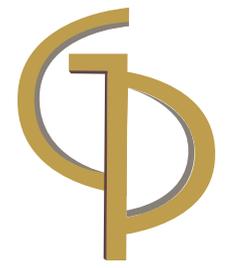
The CID's staff and Board members actively engage in partnerships and work continuously to attract local, national and international attention to area redevelopment and investment opportunities. And the efforts are paying off.

Within the last year, new businesses have opened, and the CID has enhanced its reputation as Gwinnett County's central business district with the additions of international, national and regional headquarters.

The CID also took the lead to create new, incentive-driven economic development tools encouraging redevelopment of existing properties. Unique investor-friendly financing opportunities are now in place.

The Gwinnett Place CID values your strong partnership and support of its efforts to expand economic opportunities and search for even greater success in 2010 and beyond.

Please do not hesitate to contact us and let us know how we can better serve you and your interests.



*Thank you*  
GWINNETT PLACE CID BOARD OF DIRECTORS

# Economic Development

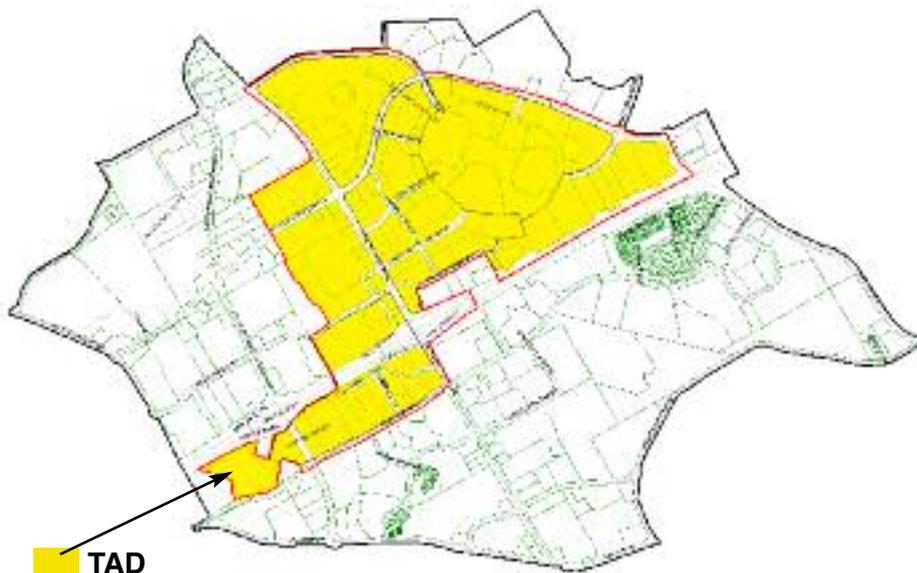
## – Keeping Gwinnett Place Working

The Gwinnett Place CID is a catalyst driving economic investment and redevelopment to greater Gwinnett Place – the central business district for Gwinnett County.

In 2009, the CID was instrumental in developing and winning approval for tax increment financing, also known as tax allocation districts (TADs). CID leaders worked successfully with County Commissioners as well as Board of Education members to win approval for creating a redevelopment area and establishing a TAD at Gwinnett Place.

The Gwinnett Place TAD could more than triple in taxable value from \$178 million to \$607 million in 15 years while creating 11,233 jobs resulting in \$470 million in annual payroll.

**Greater Gwinnett Place Redevelopment Area & Tax Allocation District**



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## Gwinnett Place part of “Lifelong Communities” project



The Atlanta Regional Commission included the Gwinnett Place area as part of its unique Lifelong Communities study.

Renowned planner and urban theorist Andres Duany helped lead the intensive study effort to produce transportation, housing and healthy living features benefiting future generations.

## CID co-hosts redevelopment showcase

The Gwinnett Place CID co-hosted the county’s first nationally attended redevelopment showcase event, which featured prominently Gwinnett Place. The area’s Santa Fe Mall and Mall Corners were named two of the county’s top potential redevelopment sites.



## New businesses opt for Gwinnett Place

The CID’s economic development efforts in conjunction with Partnership Gwinnett created an atmosphere where new and expanding businesses chose Greater Gwinnett Place in 2009.



# Transportation

## – Keeping Gwinnett Place Moving

The Gwinnett Place CID is at the forefront of implementing initiatives aimed at easing traffic congestion and accommodating future growth.

The CID completes projects with immediate benefits such as adding thousands of feet of new sidewalks along some of the busiest roadways. The CID's ongoing traffic signal retiming efforts are giving Pleasant Hill Road drivers a 45 percent decrease in their number of stops and a 31 percent decrease in overall delays. Similarly, Steve Reynolds Boulevard drivers now see 10 percent fewer stops and a four percent drop in total delays.

The top priority remains revamping the Pleasant Hill Road bridge over Interstate 85. The bridge project continues to gain momentum, and preliminary engineering has started under the CID's direction. The CID continually seeks short- and long-term solutions, including alternative designs, to relieve area congestion.



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### Light rail study continues



The Gwinnett Place and Gwinnett Village CIDs joined to conceptually develop a light-rail system paralleling I-85 and connecting Gwinnett to other regional centers. The goal is to win federal New Starts funding and create a real transit alternative. The study's first phase was completed in 2009; the second phase has started with funding assistance from the Atlanta Regional Commission.

### CID studying future parking alternatives

The CID received Atlanta Regional Commission grant funds to address current and future parking issues throughout Gwinnett Place.



### Major changes for Venture Drive

In 2009, the CID completed a concept design to realign the intersection of Venture Drive, Pleasant Hill Road and Gwinnett Place Drive. Plans call for widening Venture Drive, allowing two through lanes in each direction and two-way left turn movement. Local sales tax dollars are assisting in the effort, and planning begins in 2010.



### Important bridge study completed

The CID completed the federally required interchange modification report to justify reconstruction of the Pleasant Hill Road Bridge over I-85. The CID works with local, state and federal officials in support of the bridge effort. U.S. Congressman John Linder successfully secured \$1 million to aid in the Pleasant Hill Road bridge project.



*Congressman John Linder (center) with CID Board Members*

# Leadership

## – Putting Gwinnett Place First

The Gwinnett Place CID is a strong advocate for greater Gwinnett Place's property owners and stakeholders. The CID takes the lead in keeping the District's needs and concerns before elected and appointed leaders at all levels of government and business.

The CID's efforts collectively account for more than \$80 million in improvements that are planned, under construction or implemented benefitting greater Gwinnett Place. Some efforts are highly visible – roadway and landscaping upgrades as well as wayfinding projects. Other initiatives include long-range planning and study efforts.

CID staff and Board members are actively engaged with Chamber, city, county, state and federal officials on a constant basis, ensuring District priorities are addressed in a timely manner and as directly as possible.



*Pictured left to right: Board member **Leo Wiener**, Board Secretary-Treasurer **Glenn Wisdom**, Board Chairman **Mark Williams**, Board member **Joe Piccolo**, U.S. Senator **Johnny Isakson**, City of Duluth Economic Development Manager **Chris McGahee**, Board Vice Chair **Marcy Adams**, Board member **Justin Fanning** and CID Executive Director **Joe Allen**.*

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### I-85 landscaping complete

In 2009, the CID received Georgia Department of Transportation funding to help complete landscaping and other beautification efforts along the exit ramps of Interstate 85 at Pleasant Hill Road, completing the multi-phase effort to beautify the Pleasant Hill Road and Steve Reynolds Boulevard interchanges.



### CID well represented in planning efforts

Members of the CID's Board of Directors, staff and District stakeholders made Gwinnett Place's voice heard on the citizen's advisory committee for sales tax projects. As a result, more locally generated sales tax dollars than ever before were designated for use at Gwinnett Place and other area CIDs.

Additionally, CID staff served on the Chamber board of directors and numerous Partnership Gwinnett taskforces and committees.

### Patrolling brings results for CID

The CID helps promote public safety through its strong working relationship with Gwinnett Police. Last year, greater Gwinnett Place continued its annual trend of crime-rate reduction, dropping 25 percent in crimes from 2007 levels.

The CID also conducts daily community patrols and maintains the appearance of 10 miles of area roadways. In 2009, 1,356 bags of garbage and 1,272 illegal signs were removed.

[www.VisitGwinnettPlace.com](http://www.VisitGwinnettPlace.com)



### Enews updates issued weekly

The CID launched a weekly enews update titled, "More Positive News From Gwinnett Place." As many as 2,000 recipients receive timely and newsworthy updates about District events, meetings and other recent actions from the CID.

### New map highlighting District attractions

The CID, with funding from the Gwinnett Convention and Visitors Bureau, completed a travel map showing key shopping and hospitality locations throughout Gwinnett Place. Maps are available at hotels and malls inside the District.



[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)

# Statement of revenues

## Year Ended December 31, 2009

The Gwinnett Place Community Improvement District (CID) receives funding through special tax assessments on commercial property within the CID area to be used for purposes outlined by the Gwinnett County Community Improvement Districts Act. Taxes are collected by the Gwinnett County Tax Commissioner and are disbursed to the CID less a one-percent processing fee.

\*Taken from Independent Auditors' Report prepared by Smith & Howard

### REVENUE

Property tax revenues, net of administrative fee	\$1,333,895
Inter-governmental grants	80,000
Interest income	14,645

**TOTAL \$1,428,540**

### EXPENDITURE

Accounting / Auditing Services	20,019
Business Development / Dues / Printing / Website / Telecom	14,019
Computer Expense / Office Supplies / Postage / Other	3,024
Insurance	8,045
Legal Ads / Legal Fees	22,906
Occupancy Expenses	36,830
Payroll and Related Expenses	165,125
Programs, Projects and Studies	905,137

**TOTAL \$1,175,105**

Increase in Restricted Fund Balance	253,435
Restricted Fund Balance, beginning of year	1,435,177
Restricted Fund Balance, end of year	1,688,612

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# Gwinnett Place CID Board of Directors

(as of 12-31-09)

The CID's Board of Directors represent commercial properties and businesses in the District with a dedication to improving the area's economic vitality.



**Mark Williams – Chair**  
Printing Trade Company



**Marcy Adams – Vice Chair**  
Atlanta Marriott Gwinnett Place



**Glenn Wisdom – Secretary/Treasurer**  
JCPenney



**Casey Coffey**  
Gwinnett Place Ford Lincoln  
Mercury



**Justin Fanning**  
Gwinnett County Board of  
Commissioners Appointee



**Joe Piccolo**  
Simon Property Group



**Leo Wiener**  
Glenwood Development  
Company