

Gwinnett Place CID jumping into world of blogging

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• Sep 13, 2016



Discover the World in One Location

Keep up to date with the Gwinnett Place Community Improvement District



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How Your Community Improvement District Works for You

Posted by Administrator In Around Gwinnett

Longtime Gwinnett County business owner and Gwinnett Place Community Improvement District board member Mark Wil shares his views on the role of Community Improvement Districts to keep communities safe and economically vibrant.

Land and buildings go through a natural evolution over time, which means that, just like a home needs upkeep and occas remodeling, so too do neighborhoods and communities. In broad terms, the phases of a community's evolution are:

1. Raw land
2. Development occurs
3. Excitement and growth
4. Decline
5. Flight and abandonment
6. Devastation
7. Revitalization

The new blog for the Gwinnett Place Community Improvement District is shown in this screen shot from Tuesday. The CID recently announced the launch of the blog, which is designed to keep business owners and residents up to date on what is going on in the district. (File Photo)

The Gwinnett Place Community Improvement District has placed several banners like this one along several roads around Gwinnett Place Mall to let visitors know where they are. The CID recently announced it is launching a new blog to keep business owners and residents up to date on what is going on in the district. (File Photo)

The Gwinnett Place Community Improvement District placed this sign near the Santa Fe Mall on Venture Drive to let drivers know they were in the district. The CID recently announced it is launching a new blog to keep business owners and residents up to date on what is going on in the district. (File Photo)

Three dimensional signs like this one at the corner of Old Norcross Road and Pleasant Hill Road welcome drivers to the Gwinnett Place area. The CID recently announced it is launching a new blog to keep business owners and residents up to date on what is going on in the district. (File Photo)

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Officials at the Gwinnett Place Community Improvement District have taken to blogging to help spread the word about what is going on in the district.

The CID recently announced the launch of its new blog, called “Discover the World in One Place,” as a way to communicate with residents and businesses in the mall area more often through its website. The blog can be found at gwinnettplacecid.com/gpcid-blog.

“There are several exciting developments taking place in the Gwinnett Place area, and we will use the blog to keep our members, their employees and the millions of annual visitors to Gwinnett Place in the loop,” CID Executive Director Joe Allen said in a statement.

Officials said the blog is expected to be updated regularly with new posts by Gwinnett Place CID staff and board members regarding work going on around the district. At the same time, business leaders in the district are expected to have opportunities to write entries on issues facing the CID’s members.

The first article, a “Welcome to this blog” piece by Allen, was published on Aug. 22. A second entry, this one by CID board member Mark Williams on what the district does for the area, was published on Sept. 3.

“GPCID is keenly focused on transforming the Gwinnett Place area — which is so important to Gwinnett County and the larger metro — into a more sustainable, walkable environment with ample green space, so that we continue to attract high quality commercial real estate investment opportunities and jobs for Gwinnettians,” Allen said.

“Our blog, which is the first by any Gwinnett area CID, will reflect that focus and, we hope, inspire readers to get involved in the community.”