

CIDs boost bottom line for businesses

With additional tax dollars, **Community Improvement Districts** are able to make older shopping districts new again.

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The Gwinnett Place Mall district is still viable, but far from what it used to be in its heyday. Big box retailers such as Target have upgraded to bigger, newer buildings, leaving behind vacant shells. Congested roads have turned shoppers away and diverted them to new locations, and the litter along the sidewalks doesn't paint the picture of an ideal shopping destination.

But with the help of the newly formed Gwinnett Place Community Improvement District, or CID, that's all about to change.

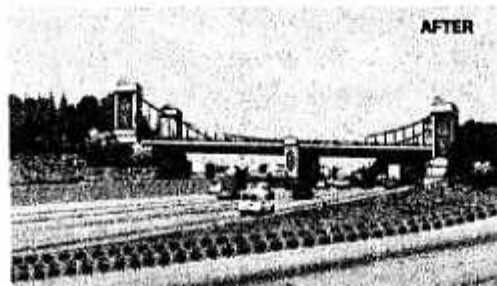
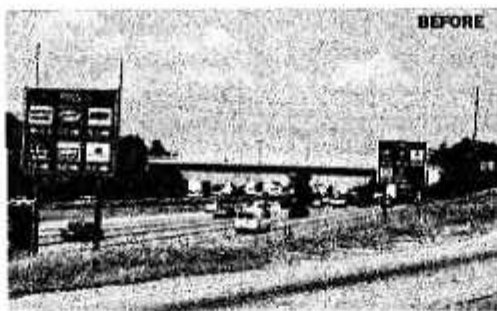
The Gwinnett Place area is home to one of the county's CIDs – an organization formed when a majority of property owners voluntarily agree to slightly increase their own property taxes to fund improvements to an area. CIDs work to make their respective business districts or communities inviting places to live and shop while also spearheading transportation improvement projects and other enhancements.

"The real value of a CID comes in the long term," says Dave Rosselle, executive director of the Gwinnett Place CID. "If we can improve property values, it's going to benefit everyone. It's going to benefit the residents as well as the businesses."



Dave Rosselle

But maybe there's an even bigger value. The real power lies in the

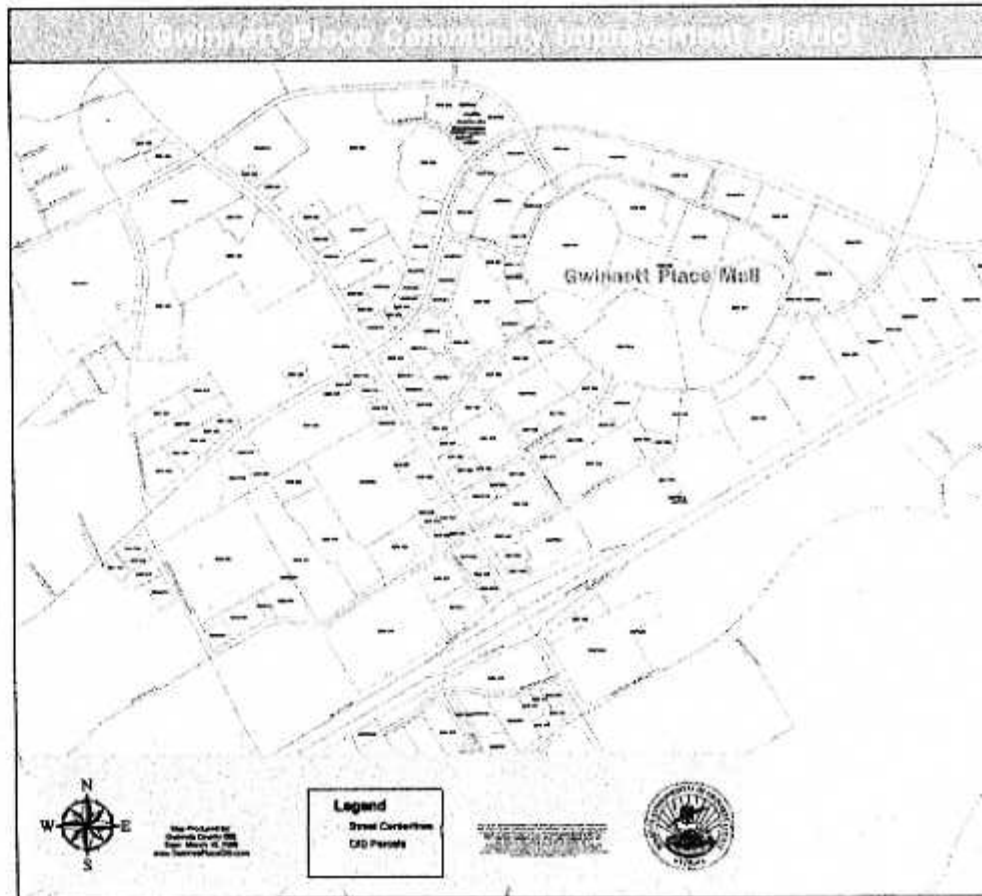


An artist rendering below of a proposed CID project, Jimmy Carter Blvd. and I-85 overpass.

city advancements that will improve safety and the flow of traffic.

Gwinnett Chamber of Commerce President Jim Maran says that the presence of CIDs makes a strong statement that businesses care about their community.

"These districts will be redesigned with the latest, most modern materials, new transportation concepts and new architectural beauty," he says. "This enables the community to feel good about the standards that our constituents believe make Gwinnett and our 15 cities a great place to live, work and play. It reinforces our motto that 'Success Lives Here.'"



Currently, there are two CIDs operating in Gwinnett. The Gwinnett Place CID, which encompasses 191 parcels in the Gwinnett Place Mall area, was formed in March 2005. The Highway 78 CID, which includes a stretch of Highway 78 from Stone Mountain to Snellville, contains more than 380 properties and 750 businesses. On the horizon is the Southwest Gwinnett Village – an association looking

Gwinnett police officers who patrol the corridor looking to stop security threats ranging from unlocked doors to malfunctioning security gates. The officers are also available to respond to any incidents that may occur.

Dorine Mitnick, manager of promotional items for the Snellville-based company STA, located in the Gentry Shop in the Heritage Village shopping center, has taken