



# 2010 REPORT & ACCOUNTS



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



## KEEPING SUCCESS THRIVING

# IN GWINNETT'S CENTRAL BUSINESS DISTRICT

The continued success of the businesses and commercial properties throughout greater Gwinnett Place remains the chief goal of the Gwinnett Place Community Improvement District (CID) and its Board of Directors.

As this annual report will demonstrate, the CID is working on many fronts to promote the interests of district stakeholders and attract potential future investors. We have made many strides in producing real results, and we realize there is much yet to accomplish.

Our Board members remain committed to resolving what is generally held as our area's top priority – traffic congestion. As you will see in the pages that follow, the CID has in the last year introduced an exciting new concept – the diverging-diamond interchange (DDI) – as a cost-effective and timely solution to our traffic concerns.

Of course, we are also joined in strategic partnerships and coordinating outreach efforts to boost economic development activities throughout the district. New businesses are launching and existing locations are making substantial revitalization efforts.

These are exciting times, and we consider it our privilege to represent your interests in Gwinnett County's central business district. Please let us know of ways that we can better serve you in the coming year.

*Thank you*  
Gwinnett Place CID Board of Directors



# TRANSPORTATION

## – Keeping Gwinnett Place Moving Forward



The CID has brought together the Georgia Department of Transportation and Gwinnett County Department of Transportation to create a revolutionary traffic congestion solution for Pleasant Hill Road – the diverging-diamond interchange (DDI).

Construction will begin during early 2012 to convert Pleasant Hill Road's traditional bridge crossing at I-85 into the new DDI configuration. The DDI allows drivers to cross over to the "opposite" side of the road within the space of the existing bridge.

The DDI solution is projected to reduce congestion delays by as much as 40 percent during peak travel time. Other advantages to the new interchange include:

- Cost – DDI: \$5 million vs. New Bridge: \$58 million (estimated)
- Construction – Bridge remains open during the 3 - 4 month build
- Safety – Anticipated 50 percent reduction in traffic accidents
- Operation – Immediate, dramatically improved capacity

The DDI planning effort involves the input of a 16-member project steering committee, including area business owners, residents, county government staff, CID board members, CID staff, planning consultants, Chamber of Commerce representatives and City of Duluth officials

The CID is also continuing its traffic signal retiming efforts throughout Gwinnett Place. Overall, Pleasant Hill Road drivers are experiencing a 45 percent decrease in the number of stops and a 31 percent decrease in overall delays. Similarly, Steve Reynolds Boulevard drivers now enjoy 10 percent fewer stops and a four percent drop in total delays.

*"We are pleased with the successful collaboration of state and local transportation with the CIDs to conduct this innovative work that is entirely funded by SPLOST and CID money. It's much less expensive than traditional interchange reconstruction because we're using the existing bridges in a new way."*

~ Brian Allen, Director of the Gwinnett County Department of Transportation



## CID IMPROVING ROADWAY APPEARANCE

CID-contracted crews are present at least three times each week to clean up rights-of-way and maintain the overall landscape cleanliness along all district roadways.

Along interior roadways, landscaping was enhanced in 2010 at Breckinridge Boulevard, Old Norcross Road, Commerce Avenue, Crestwood Avenue, Venture Drive and Venture Parkway.

The CID also maintains the landscaping at the interstate interchanges of Pleasant Hill Road and Steve Reynolds Boulevard. The ongoing maintenance of these gateway areas makes the area more attractive to consumers, clients and investors.

## LIGHT RAIL REMAINS VIABLE SOLUTION

The CID's commitment to providing real traffic relief includes expanding available solutions with light rail transportation.

Gwinnett County, the Gwinnett Place and Gwinnett Village CIDs jointly received a \$600,000 grant to complete an alternatives analysis for the rail line. The alternative analysis is the first key milestone in the Federal Transit Administration's New Starts process – the primary source for federally funded transit projects.



## STAKEHOLDERS ENGAGED ON VENTURE DRIVE PROJECT



Project consultants are working closely with property and business owners near Venture Drive at Pleasant Hill Road as a planned redesign of the intersection moves forward.

Future plans call for the widening of Venture Drive to include five lanes, a two-way center left turn lane and upgraded pedestrian facilities.

# ECONOMIC DEVELOPMENT

## — Keeping Gwinnett Place Working

*“Having the ready presence of the CID’s staff and board members makes it much easier for our economic development professionals to present Gwinnett Place to business interests from around the world.”*

~ Nick Masino, Vice President of Economic Development and Partnership Gwinnett at the Gwinnett Chamber of Commerce

The CID maintains and enhances the vitality of greater Gwinnett Place through strategic partnerships and by championing economic development outreach, better positioning the district for continued future growth.

To that end, the CID extended its successful cooperation with the Partnership Gwinnett economic development initiative. Partnership Gwinnett helps showcase the CID’s assets and attract sustainable employers in a competitive global market place.

By working with Partnership Gwinnett, such large-scale, high-wage employers as NCR’s global headquarters, Medical Business Services and Bright Ideas have located to Gwinnett Place.

Even during the national economic downturn, greater Gwinnett Place saw numerous new locations opening their doors, ranging from independent owner/operator companies to larger businesses.



## GWINNETT PLACE

### - THE UNIQUE PLACE TO BE IN GWINNETT COUNTY

Greater Gwinnett Place remains a top draw year round because it collectively offers a wide variety of dining, entertainment and shopping attractions only found in this part of Gwinnett County.



Gwinnett Place offers the finest hotel accommodations, including locations recently completing multi-million dollar renovations. Gwinnett Place is home to one of the county’s tallest buildings – the Atlanta Marriott Gwinnett Place, Gwinnett’s premier location for conferences and special events.

The only Bahama Breeze in Gwinnett and the only such location in northeast metro Atlanta is found at Gwinnett Place. This is the only local place to enjoy the expanded menu of a Chick-fil-A Dwarf House. Gwinnett Place also has unparalleled international cuisine and all the choice brand names, from quick snacks to family style dining.

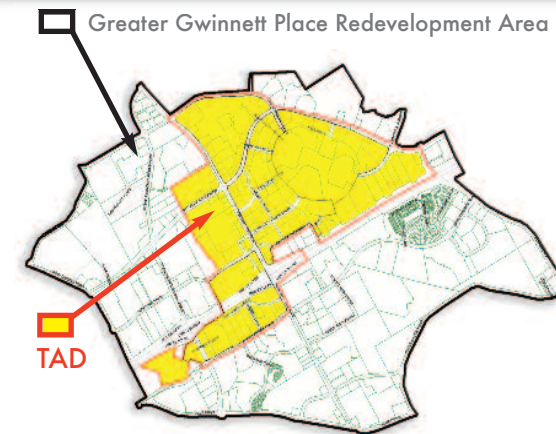


This is the only part of Gwinnett with two malls within walking distance – Gwinnett Place and Santa Fe. The area includes the largest indoor international food market in the country, Assi Plaza.

Gwinnett Place is the only destination with Fry’s Electronics, Sears and The Shane Company as well as the new Mega Mart shopping experience – the first American opening for one of Korea’s biggest retailers. Gwinnett Place even claims one of the country’s largest dance and music venues – the nationally renowned Will Bill’s Dance Club and Concert Hall.



## POWERFUL REDEVELOPMENT TOOL AVAILABLE



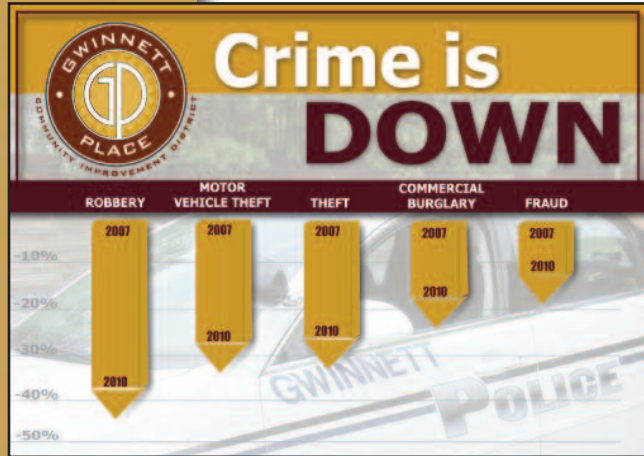
As of the beginning of 2010, Greater Gwinnett Place is officially recognized as a redevelopment area as well as the designation of a tax allocation district (TAD).

Also called tax increment financing, tax allocation districts are nationally known economic development incentives benefiting underutilized areas targeted for redevelopment. TAD financing is a means of supporting projects that produce substantial increased property values, reduce crime, create new jobs and revive underperforming or underused commercial land.

CID leaders work closely with real estate professionals, economic development experts, brokers/ dealers and others to draw attention to Gwinnett Place’s assets. CID leaders also help area stakeholders highlight their potential benefits from the TAD designation.

# LEADERSHIP

— Putting Gwinnett Place First



## ENHANCING SECURITY A TOP PRIORITY

Crime is seriously declining throughout greater Gwinnett Place, and the CID is taking the lead in continuing that positive trend.

In virtually every statistical category the number of reported incidents decreased by double digits from 2007 through 2010, according to data compiled by Gwinnett Police.

These sizable decreases are due to the efforts of Gwinnett Police and the cooperation between the CID and the department's central precinct near Gwinnett Place. The CID conducts daily community patrols – including on weekends – to keep police informed of where their assistance is needed.

Throughout 2010, the CID greatly enhanced safety initiatives benefiting area businesses and their patrons. CID-contracted private uniformed professionals patrol greater Gwinnett Place and provide non-emergency assistance. The officers use special vehicles bearing CID-related markings, underscoring the role of area property owners in promoting increased safety.

The extra patrols come in addition to the constant presence of Gwinnett County Police and the daily ride-throughs the CID has historically conducted using its own community patrol vehicle.

Greater Gwinnett Place and the CID's businesses have received numerous positive mentions in broadcast, print and online accounts of the public safety efforts. The patrols are emphasized as proactive – not reactive – measures to ensure incidents were avoided.

## CID USING OUTREACH TO SET PRIORITIES



The CID launched a special outreach effort through Ogilvy Public Relations (Atlanta) to determine issues affecting the district's visitation, business vitality and redevelopment. The research project involves polling sample populations of local residents, businesses, employees and visitors to gather impressions of their respective experiences.

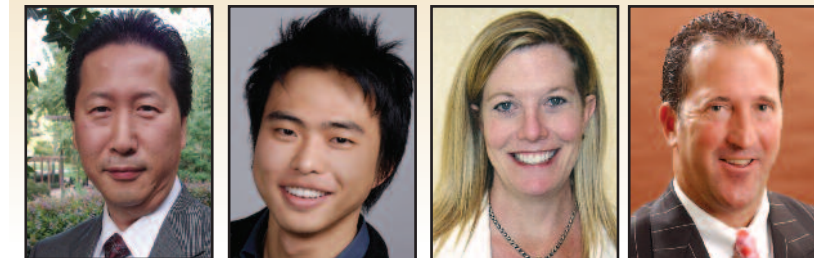
Survey results, along with analysis of social media conversations from online communities, will be the framework for planning efforts going forward as the CID works with its constituents and membership to develop programs to promote retail and development initiatives designed to revitalize the area.

## NEW AND RETURNING CID BOARD LEADERS

**James Song** is the new Post 1 member of the Board of Directors. Song is a general partner with International Shopping Center Group.

The board has selected **Tim Hur** to serve as the CID Assistant Secretary. Hur is the CEO of the International Business Accelerator LLC.

Board Members **Marcy Adams** and **Casey Coffey** were re-elected to their posts by district property owners. Adams serves as manager of the Atlanta Marriott Gwinnett Place; Coffey is a partner with Gwinnett Place Ford Lincoln and Gwinnett Place Nissan.



James Song      Tim Hur      Marcy Adams      Casey Coffey

## CID WINS "BEST GREEN NEIGHBORHOOD" AWARD

Gwinnett Clean and Beautiful recognized the Gwinnett Place CID as its "Best Green Neighborhood" award winner. The CID maintains the appearance of all interior roadways throughout the district as well as the landscape enhancements at the Pleasant Hill Road and Steve Reynolds Boulevard I-85 interchanges.

*Gwinnett Clean and Beautiful board members Bill Russell and Charlotte Nash present award to CID Executive Director Joe Allen*



### CID EFFORTS PAYING OFF

*In 2010, 1,504 illegal signs and 17,040 pounds (8.52 tons) of trash were removed as a result of CID-funded efforts. The CID maintains the appearance of 10 miles of area roadways.*

# STATEMENT OF REVENUES

Year Ended December 31, 2010

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.



## REVENUES

Property Tax Revenues, Net of Administrative Fee	\$1,215,723
Intergovernmental Grants	276,342
Interest Income	27,570
Other Income	67
<b>TOTAL REVENUES</b>	<b>\$1,519,702</b>

## EXPENDITURES

Accounting	\$20,100
Business Development, Dues, Printing and Design, Website and Telecommunications	15,821
Capital outlay	11,206
Computer Expense, Office Supplies, Postage, Other	3,721
Insurance	10,990
Legal Ads and Legal Fees	22,455
Occupancy Expenses	36,489
Payroll and Related Expenses	158,447
Programs, Projects and Studies	864,046
<b>TOTAL EXPENDITURES</b>	<b>\$1,143,275</b>

Increase in Restricted Fund Balance	\$376,427
Restricted Fund Balance, Beginning of Year	\$1,688,612
Restricted Fund Balance, End of Year	\$2,065,039

Taken from Independent Auditors' Report prepared by Smith & Howard

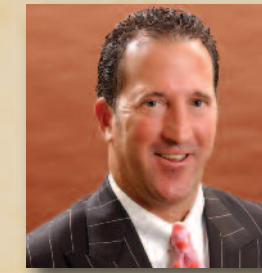


## GWINNETT PLACE CID

### Board of Directors



**Mark Williams - Chair**  
Printing Trade Company



**Casey Coffey**  
Gwinnett Place Ford  
Lincoln and  
Gwinnett Place Nissan



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



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



**Leo Wiener**  
**Secretary/Treasurer**  
Glenwood Development Company



**Joe Piccolo**  
Simon Property Group



**James Song**  
International Shopping  
Center Group



**Tim Hur**  
International Business  
Accelerator LLC



**Chris McGahee**  
City of Duluth

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



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# STAY CONNECTED WITH GWINNETT PLACE CID ONLINE



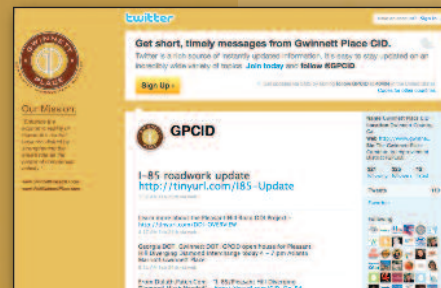
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current resident or:

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US POSTAGE  
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LANDMARK