



2011 REPORT & ACCOUNTS



**A WORLD OF PLACES
IN ONE PLACE**



www.GwinnettPlaceCID.com
www.VisitGwinnettPlace.com

LEADING FOR CONTINUED SUCCESS

AT GREATER GWINNETT PLACE

The Gwinnett Place Community Improvement District (CID) Board of Directors greatly appreciates the opportunity to continue serving the interests of commercial property owners in Gwinnett's central business district.

As this report will show, 2011 brought about the launch of key short- and long-range initiatives that will greatly influence the area's outlook for future growth and redevelopment.

The CID continues to draw closer to the reconstruction of the Pleasant Hill Road bridge over I-85 with the introduction of the diverging diamond interchange. This highly anticipated upgrade will immediately improve traffic congestion while providing a signature example of greater Gwinnett Place's resurgence.

The CID is grateful for the solid partnerships it maintains with the Gwinnett Chamber of Commerce, Atlanta Regional Commission, Georgia Department of Transportation, city of Duluth and various Gwinnett County government leaders, among others. They are all vitally important in advancing our support for the area's success.

Of course, the CID continues to provide conservative stewardship of the funds entrusted for its use. This report provides a detailed account of how these resources are leveraged to promote Gwinnett Place's economic vitality.

There are dynamic changes very close to becoming reality for this community – positive and proactive results are taking shape all around us. Thank you again for your participation as a stakeholder who knows that many great things are set for accomplishment.

Thank you
Gwinnett Place CID Board of Directors

DIVERGING DIAMOND INTERCHANGE PLANS APPROVED



The Georgia and Gwinnett Departments of Transportation and the Federal Transit Administration have officially approved plans for the innovative diverging-diamond interchange (DDI) at Pleasant Hill Road's interstate crossing. This approval was required to advance the project further with the Federal Highway Administration in preparation for construction to begin in 2012. In 2011, stakeholder input was gathered during special sessions to craft key design elements.

Along with the DDI, streetscaping enhancements will occur along Pleasant Hill Road from Breckinridge Boulevard to Venture Drive. New elements such as expanded sidewalks, landscaping, lights and other pedestrian-focused improvements will be added.



STREETSCAPING PLANS RECEIVE STATE APPROVAL

The CID achieved plan approval from the Georgia Department of Transportation to implement three key streetscape improvement projects:

- Pleasant Hill Road – Satellite Boulevard to Venture Drive
- Pleasant Hill Road – Club Drive to Breckinridge Boulevard
- Satellite Boulevard – Tandy Key Lane to the Gwinnett Transit Center

Construction will begin in 2012 as new sidewalks, benches and other pedestrian-focused improvements are installed along these key area roadways. The Georgia Department of Transportation is providing transportation enhancement grant support for the projects, in addition to funding from Gwinnett County and the CID.

Additional transportation enhancement will be used to begin preliminary engineering of another streetscape project along Satellite Boulevard from Pleasant Hill Road to the Gwinnett Transit Center. Design efforts for this streetscape will begin in 2012.

18-MONTH TRANSIT STUDY OF I-85 NOW UNDERWAY

The CID is partnering with Gwinnett County, Gwinnett Village CID, and the U.S. Department of Transportation Federal Transit Administration to complete a \$1.1 million study identifying transportation alternatives and opportunities along the I-85 corridor. The 18-month effort will focus on areas from I-285 to the Gwinnett Center, which includes Gwinnett Place.

2011
REPORT &
ACCOUNTS



KEEPING GREATER GWINNETT PLACE CLEAN

In 2011, CID-contracted crews cleared 16.17 tons (32,340 pounds) of debris from area roadways 1,617 (20 lb) bags of trash. Results from other ongoing CID-maintained efforts included:

Graffiti - Reported 47 instances of graffiti to property owners/managers, all of which have been addressed and cleaned up.

Signs - Removed 1,320 signs placed illegally in the right-of-way.

Lighting - Reported 76 malfunctioning street lights.

Directionals / Signals - Reported 47 damaged street signs and 36 malfunctioning or burned out traffic signals to county services.

STRATEGIC PLANNING EFFORT YIELDS RESULTS

The CID worked with Ogilvy Worldwide to complete a detailed public-opinion research effort focused on the issues affecting greater Gwinnett Place's visitation, business vitality and redevelopment. A targeted list of short-term and long-range strategic improvement goals was produced and approved by the CID Board to help boost the area's marketability. Additionally, a new tagline was introduced – "A World of Places in One Place" – to assist with introducing the area to future investment and strategic partners.



AWARDS & SPECIAL RECOGNITIONS

Partnership Gwinnett "Partner of the Year" Recognition for the CID's ongoing support of economic development.

Gwinnett Clean and Beautiful "Best Green Neighborhood" Awarded for the CID maintaining the appearance of 10 miles of interior roadways and enhancements at the Pleasant Hill Road and Steve Reynolds Boulevard I-85 interchanges.

Gwinnett Convention and Visitors Bureau "Unsung Hero" Recognized CID's efforts to improve the future of the Gwinnett Place Mall district, which is very important to Gwinnett's hotel industry.

CID APPROVED FOR AN ADDITIONAL SIX YEARS

Commercial property stakeholders overwhelmingly voted in favor of continuing the efforts of the CID. Electors representing member properties agreed to extend the CID's lifespan by another six years. State law requires a formal vote prior to the expiration of a community improvement district's term, typically every five to six years.

STATEMENT OF REVENUES

Year Ended December 31, 2011



**PROGRAMS, PROJECTS
AND STUDIES**

REVENUES

Property Tax Revenues, Net of Administrative Fee	\$1,158,119
Intergovernmental Grants	357,350
Interest Income	18,209
Other Income	101
TOTAL REVENUES	\$1,533,779

EXPENDITURES

Accounting	\$20,444
Business Development, Dues, Printing and Design, Website and Telecommunications	16,526
Computer Expense, Office Supplies, Postage, Other	3,555
Insurance	10,500
Legal Ads and Legal Fees	20,085
Occupancy Expenses	28,335
Payroll and Related Expenses	190,765
Programs, Projects and Studies	1,540,439
TOTAL EXPENDITURES	\$1,830,649

Decrease in Restricted Fund Balance	(\$296,870)
Restricted Fund Balance, Beginning of Year	\$2,065,039
Restricted Fund Balance, End of Year	\$1,768,169

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



**2011
REPORT &
ACCOUNTS**



GWINNETT PLACE CID

2012 Board of Directors



Leo Wiener - Chair
Glenwood Development 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



Mark Williams
Secretary/Treasurer
Printing Trade Company



Joe Piccolo
Simon Property Group



James Song
International Shopping
Center Group



Tim Hur
Board Observer
Int'l Business Accelerator LLC



Chris McGahee
Board Observer
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. These directors serve as of 12/31/2011.