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Make Greater Gwinnett Place the Place to Be For the Holidays

Submitted by **Marcy Adams, Gwinnett Place CID**

Countless local residents and travelers from around the world will choose to make visiting Gwinnett County's central business district part of their busy holiday schedule. And the businesses and stakeholders of the Gwinnett Place Community Improvement District (CID) – the commercial heart of our county – are working hard to show their welcome and appreciation for our holiday guests.

One of the CID's chief objectives is to increase the attractiveness of greater Gwinnett Place. To this end, the CID has completed landscape enhancements to Breckinridge Boulevard, Old Norcross Road, Commerce Avenue, Crestwood Avenue and Venture Parkway as well as the Pleasant Hill Road and Steve Reynolds Boulevard interstate interchanges.

Knowing that our visitors are always looking for fresh experiences, numerous businesses throughout the District have invested heavily in expansions and other improvements for their locations. Collectively, millions of dollars in noticeable enhancements are opening to eager shoppers for the very first time.

The CID even produced a new hospitality guide to map out dining, shopping and service locations for the benefit of those staying in our hotels. As many as 10,000 of the newly printed maps will be used locally in the coming months thanks to a special grant from the Gwinnett Convention and Visitors Bureau.

During this holiday season unlike any other before, the CID has taken a unique step to ensure continued smooth, worry-free access to all our fine destinations with the additional of private security personnel.

The CID is funding uniformed security services in the CID throughout the remainder of 2010. These special officers will help maintain our area's safety while providing an important ambassador function, helping business operators and patrons needing non-emergency assistance.

Our area has experienced double-digit decreases in criminal incidents annually, and we are working to maintain that trend with our daily community patrols and working closely with Gwinnett County Police. The added uniformed security is a proactive solution to expand our existing efforts.

During these fast-paced times of festivities with friends and family, the CID encourages you to make a visit to Gwinnett Place part of your holiday routine. Stay connected to all that is happening at greater Gwinnett Place by visiting the CID's online home – GwinnettPlaceCID.com. And even more detailed information about all Gwinnett Place businesses is available online at the CID-operated VistiGwinnettPlace.com site.

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Cloudy 34 oF
Humidity: 75%
Wind: W at 18 mph
Wed 28 = 46 oF » Partly Cloudy «
Thu 32 = 53 oF » Partly Cloudy «
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