

2015 Gwinnett Place CID Annual Report
Ten Years, Ten Milestones



An Open Letter from the Board of Directors

The Gwinnett Place Community Improvement District (GPCID) Board of Directors greatly appreciates the opportunity to continue to serve the commercial property owners of the Greater Gwinnett Place area.

We have witnessed tremendous success over the last decade. While we have made significant improvements, we are far from done. That is what 2015's ACTivate Gwinnett Place is all about—looking toward the future with significant infrastructure investments that will transform our vision into reality.

Over the course of ten years, the GPCID Board has provided leadership and vision to help drive a positive and economically strong future for the Gwinnett Place area. Many of the projects and economic development tools now in place would not have occurred had it not been for the leadership of the current and past Boards of Directors. We owe these leaders a debt of gratitude for their vision and foresight to form the GPCID in March 2005.

Included in this annual report is an update on where we have been and where we are going. We have made significant strides in public safety, transportation infrastructure investments and future redevelopment opportunities.

We will continue to work towards the goals of creating a more walkable, sustainable, green, economically viable community. We will continue to champion mobility options and other transportation infrastructure improvements. We are proud of what we have accomplished—and as a Board, we will continue to propose bold ideas that will continue to enhance the business community.

We are honored to have your continued support and thankful for the numerous partners, stakeholders, and businesses that continue to bring real and tangible change to the Gwinnett's central business district at Gwinnett Place.

Thank you,

Gwinnett Place CID Board of Directors

Making Gwinnett Place (Re)Development Ready

Since the beginning, the GPCID has had an overarching goal to lead the transformation of the area from a suburban, auto-centric model of development to one that is sustainable, green and walkable with a mixture of residential, office, entertainment and retail uses. GPCID has led the visioning and planning efforts to lay the groundwork necessary to create such an environment in the heart of Gwinnett County. Through public investments, innovative visioning, and the creation of various economic development incentives, GPCID has championed the efforts to redevelop and reposition the area.

The GPCID has worked with Gwinnett County, Partnership Gwinnett/Gwinnett Chamber of Commerce and the State of Georgia to implement major tax incentives for employers and investors who move to the area and for property owners and developers looking to redevelop.

The GPCID took the lead to support the creation of a Tax Allocation District in the area, which has the capacity to provide millions of investment dollars for future catalytic redevelopment projects.

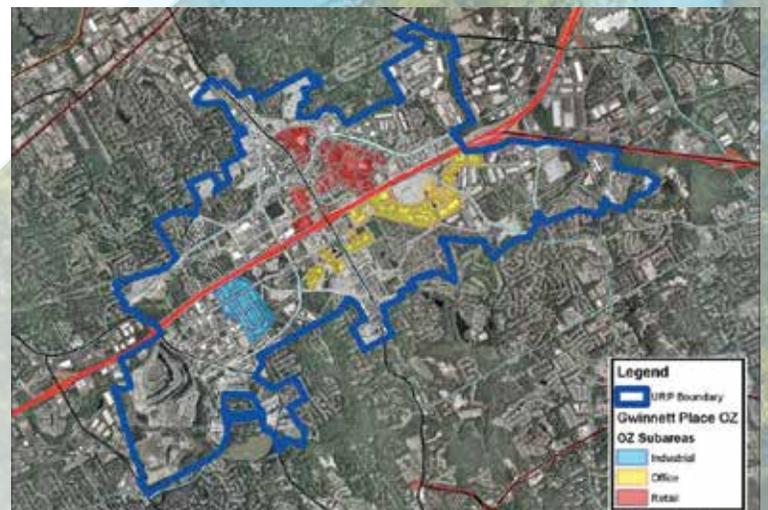
As a result of GPCID leadership, the greater Gwinnett Place Opportunity Zone was created in December 2012. New businesses such as National DCP, TravelSky, Luckie and Company and many others have expanded within the Opportunity Zone, bringing jobs to the area. During the past three years alone more than 1,000 new jobs have been created within the Opportunity Zone.



EXPANSION OF LUCKIE AND COMPANY TO GWINNETT COUNTY, ADDING MORE THAN 40 NEW JOBS TO THE GWINNETT PLACE AREA.



TAD-TAX ALLOCATION DISTRICT INDICATED IN RED.



GREATER GWINNETT PLACE URBAN REDEVELOPMENT PLAN BOUNDARY WITH OZ PARCELS HIGHLIGHTED.

Transportation Improvements

Since 2005, all GPCID Boards of Directors have identified traffic congestion and efficient traffic flow/management as priority issues. The GPCID has leveraged funds from the Gwinnett County Board of Commissioners, the State of Georgia, the Atlanta Regional Commission and other sources to complete various comprehensive traffic relief strategies.

While there are no quick-fixes to traffic congestion, over the last decade, the GPCID has been working to introduce new traffic relief measures into the central business district. Equipment upgrades, retiming of traffic signals, improved pedestrian facilities and re-constructed intersections have been the hallmark of successful strategies to improve mobility. Many projects have been implemented and more are planned for the future.

The GPCID has provided the leadership to study new mobility options along the I-85 corridor. The first I-85 Corridor Light Rail Transit Feasibility Study was initiated by the GPCID in 2008. Over the years, the GPCID and its partner organizations continue to study the potential for more mobility options along the I-85 corridor.

A First for Gwinnett: The Diverging Diamond Interchange (DDI)

The Pleasant Hill Road Bridge over I-85 opened June 9, 2013 as Gwinnett County's first DDI and the second DDI in Georgia. Beginning in 2008, in concert with the Gwinnett County Board of Commissioners, the Georgia Department of Transportation and the Federal Highway Administration, the GPCID took the first steps to fund feasibility studies and conceptual layout plans for the much-needed improvement and the eventual 2012 reconstruction of the interchange. The "before and after" results show a 51% decrease in the average number of stops, a 20% reduction in motor vehicle accidents and a 43% decrease in total delay.

NEW TRAFFIC RESPONSIVE SYSTEM:

Since 2009, the GPCID's ongoing traffic signal retiming efforts have decreased delays along Pleasant Hill Road, Satellite Boulevard and Steve Reynolds Boulevard. During 2015, working in partnership with the Gwinnett County Department of Transportation, a traffic responsive system became operational using cutting-edge technology to improve traffic flow throughout the district.

INTERSECTION IMPROVEMENTS: Working in partnership with Gwinnett County and state officials, the GPCID has taken the lead to champion intersection improvement projects including Market Street at Mall Boulevard, Day Drive at Venture Drive, Breckinridge Boulevard at Pleasant Hill Road, Steve Reynolds Boulevard at Venture Drive, Club Drive at Pleasant Hill Road and other roadway improvements over the last ten years.



Ten Years of Improving Walkability in the District

Ten years ago, Gwinnett's central business district had a challenge—it lacked the infrastructure to support a walkable community. In 2006, the GPCID Board of Directors adopted the first conceptual plans for installing pedestrian lighting, benches, trash cans and landscaping throughout the central business district.

Since the adoption of the streetscape elements, the GPCID has utilized Transportation Enhancement grants, along with Gwinnett County and GPCID funds, to construct four phases of streetscape improvements along Pleasant Hill Road. One phase has been completed along Satellite Boulevard with a second phase to begin in 2016. Preliminary engineering and construction plans are being developed for the remaining portions of Pleasant Hill from Club Drive to Old Norcross Road and along Satellite Boulevard from Old Norcross Road to Steve Reynolds Boulevard. GPCID has led the way to increase mobility and connectivity by adding miles of pedestrian enhancements throughout the district.



7 miles of sidewalks added



1.5 miles of pedestrian lighting installed



18 park benches installed

4

Ten Years of Greening the District

The GPCID has been widely recognized for its commitment to beautification and landscaping in the Gwinnett Place area.

Over the course of ten years, the GPCID has funded over \$2.5 million for the installation and maintenance of thousands of plants and trees to make the area greener and more appealing, including significant coverage at the I-85 entrance ramps onto Pleasant Hill

Road and Steve Reynolds Boulevard, along major corridors and at key nodes throughout the district.

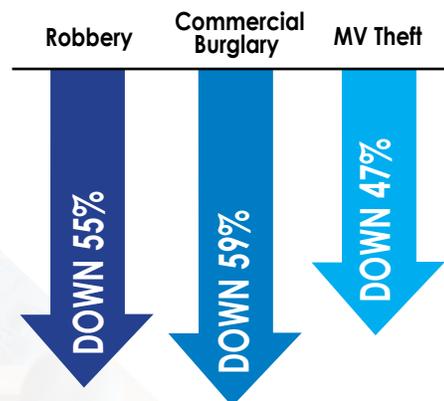


A Dramatic Reduction of Crime

Working in partnership with the Gwinnett County Police Department, the GPCID continues taking extra measures to increase public safety coverage by contracting with a private security firm to provide additional uniformed services. Since 2007, the GPCID's daily community patrols have been a proactive benefit for the many shoppers and visitors arriving into the District. It is through the efforts of GPCID and Gwinnett County Police Department that the area has seen a 29% reduction of crime, as compared to 2007 levels when the GPCID began its public safety efforts. Through private and public security measures, as well as through its 'Broken Windows' initiatives, GPCID continues to make public safety an important priority.

In 2014, GPCID welcomed a new Georgia State Patrol Office (Post 51) to the district.

In an effort to reduce crime in residential areas, the Gwinnett County Board of Commissioners first launched the Crime Free Multi-Housing program in the greater Gwinnett Place area where property owners/managers, residents and law enforcement professionals now work together to eliminate crime in multi-family properties. By working together to reduce crime through proactive community oriented policing, participating properties forge an information sharing nexus with the Gwinnett County Police Department, alerting each other to issues and trends. Over the years, the GPCID has been a vocal supporter for this initiative. A 12% reduction in Part 1 Crimes in the participating properties was achieved during the first year. For 2014 and 2015, "gold" certified communities have seen a 23.27% Part 1 crime reduction.



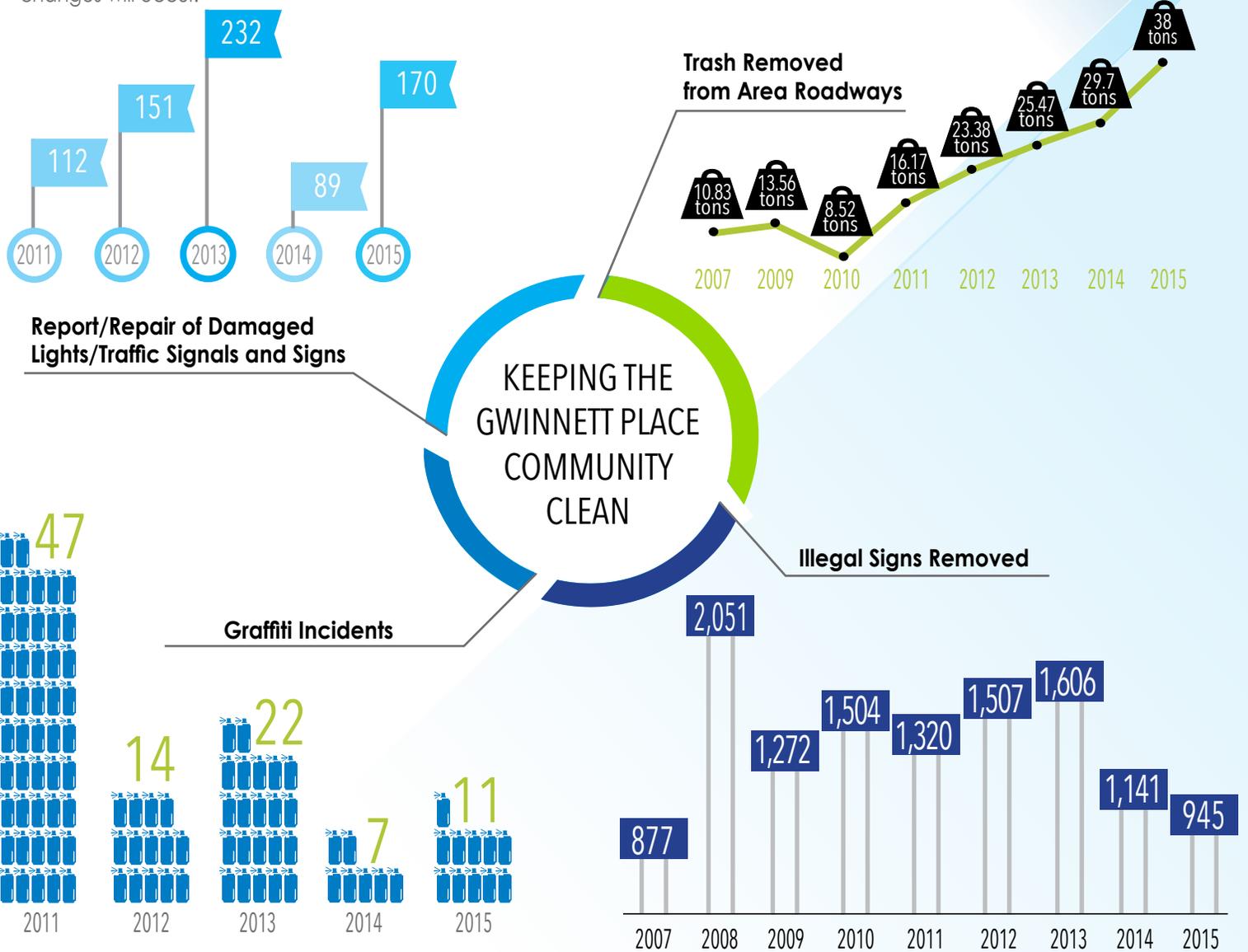
Overall tracked crime incidents were down 29% in the GPCID during 2015 from the GPCID baseline year of 2007.

More Than 165 Tons of Trash Removed Since 2007

For ten years, the GPCID has made it a mission to keep district roadways and areas clean and well-maintained. GPCID believes that cleaner areas attract more businesses, shoppers, developers and jobs; change perceptions and deter crime—making for a vibrant and more prosperous area.

Since 2007, GPCID-funded efforts removed more than 165 tons of trash from the 10 miles of roadways in the district. In 2015 alone, GPCID removed 38 tons of trash. Over the last decade, GPCID-funded efforts have also removed more than 12,000 illegal signs.

Six years ago, in response to a growing problem of graffiti, the Board of the Gwinnett Place CID took action to aggressively combat graffiti in the district. The GPCID relies on the "Broken Windows" approach to combat graffiti. GPCID leadership knows that by concentrating on the things the GPCID can control and fix, then ultimately the bigger changes will occur.



Ten Years of Support for District Commercial Property Owners and Businesses

The GPCID works hard to be a resource for businesses across the district. The GPCID provides a central location for media, government and investors to contact with questions about events, issues and news in the area.

The GPCID regularly communicates with the media, the public and GPCID shareholders by sending out weekly email updates, as well as press releases regarding area news.

The GPCID provides an "Available Space" listing on the website with information about real estate and location, as well as hosting events to bring together and educate real estate professionals who may have clients that are interested in investing in the district.

Throughout 2014 and 2015, as an outcome of the Gwinnett Place Livable Centers Initiative (LCI), GPCID leadership accelerated discussing redevelopment opportunities with property owners of various key sites in the area and then connecting those owners with potential development partners. Outreach to regional developers with mixed use experience in Atlanta and the Southeastern United States occurred and discussions held between developers and prospective catalyst site land owners.

Through the process, regional developers were provided with the "Gwinnett Place Opportunity Package" highlighting the unique demographic market of the area, Gwinnett County's TAD commitment, the redevelopment vision and the continued investment by Gwinnett County and the GPCID. The Gwinnett Place area is on its way to becoming that central business district for Gwinnett County, and the GPCID will continue assisting commercial property owners and interested developers regarding potential redevelopment opportunities in Gwinnett's emerging urban core at Gwinnett Place.



Improvements to Brand Identity of Gwinnett Place

From the beginning, the GPCID made it a mission to develop a brand identity for the area—by developing a logo and an overall theme for the community. Today guests to the area cannot drive more than a few hundred feet without seeing the GPCID branding elements.

First implemented in 2007, the purpose of the branding was to give the area a community feel—uniting the community's businesses, property owners, and stakeholders under a singular brand identity, creating a true Gwinnett Place community. GPCID has invested in branded banners, placards, directional signs and welcoming stone gateway monuments in order to establish a more appealing and inviting area.

Over the course of 10 years, GPCID has been mentioned in thousands of national and local news outlets. GPCID has actively managed and disseminated information to national, state and local journalists to ensure that the most reliable and relevant information was provided to the community in order to combat negative perceptions.

For ten years, GPCID has made community and business outreach a top priority. The GPCID staff and its partners have hosted hundreds of community outreach efforts, staff speaking engagements, business seminars and events across metro-Atlanta in order to inform the public on various projects and promotions.



Laying the Ground Work for Continued Success

On August 28, 2012, the Gwinnett County Board of Commissioners took a bold step forward and endorsed a future vision for the Greater Gwinnett Place area. Throughout 2011 and 2012, the GPCID worked in close concert with Gwinnett County, the Gwinnett Chamber of Commerce, area stakeholders, neighborhood associations and concerned citizens to craft proactive strategies that could transform greater Gwinnett Place into a vibrant mixed-use activity center.

The resulting recommendations were market-driven aimed at re-establishing the area as the thriving nucleus of Gwinnett County. Launched in partnership with Gwinnett County and the Atlanta Regional Commission (ARC), the Gwinnett Place Livable Centers Initiative (LCI) has become the strategic roadmap to create a new type of community in Gwinnett's central business district. The concept recommended the implementation of economic development strategies such as Opportunity Zones and Tax Allocation Districts. Also, the strategy called for the revision of local ordinances and new infrastructure investments aimed at changing the current auto-centric suburban pattern to a more walkable urban development. All have been accomplished or are underway.



The Future of Your CID

Building upon the 2012 LCI, the 2015 ACTivate Gwinnett Place initiative identified catalyst projects for investment to improve transportation options, connectivity and livability. With input from area property owners, local business interests, civic leaders, Gwinnett County officials and GPCID board members, the detailed plan identified an infrastructure framework that invites mixed-used developments, creates greater connectivity between commercial centers and enhances public green space.

In November 2015, the GPCID Board of Directors awarded contracts to begin implementing the ACTivate Gwinnett Place catalyst projects. TSW will complete feasibility and scoping for enhancing connectivity to McDaniel Farm Park from the Gwinnett Place area. Moreland Altobelli Associates will provide design services for constructing the streetscape enhancements along portions of Satellite Boulevard and Pleasant Hill Road in the GPCID. AECOM will complete feasibility and scoping for intersection improvements at Pleasant Hill Road and Satellite Boulevard. Pond & Company will provide design services for constructing improvements along Gwinnett Place Drive and Mall Boulevard. Initial planning is underway for improving the Venture Parkway detention ponds.

Audit Report

Revenues And Expenditures

The Gwinnett Place Community Improvement District receives funding through special tax assessments on commercial property within the Gwinnett Place commercial area to be used for purposes outlined by the Gwinnett Community Improvement District Act. Taxes are collected by the Gwinnett County Tax Commissioner and are disbursed to the GPCID less a one-percent processing fee.



GWINNETT PLACE COMMUNITY DISTRICT STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE - YEAR ENDED DECEMBER 31, 2105

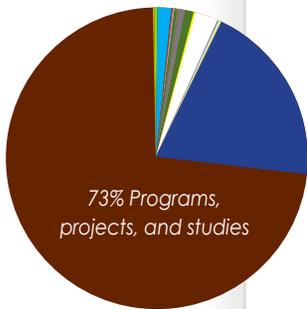
REVENUES

Property Tax Revenues, Net of Administrative Fee	\$ 1,246,822
Inter-governmental Grants	309,276
Interest Income	7,201
Total revenues	<u>\$ 1,563,299</u>

EXPENDITURES

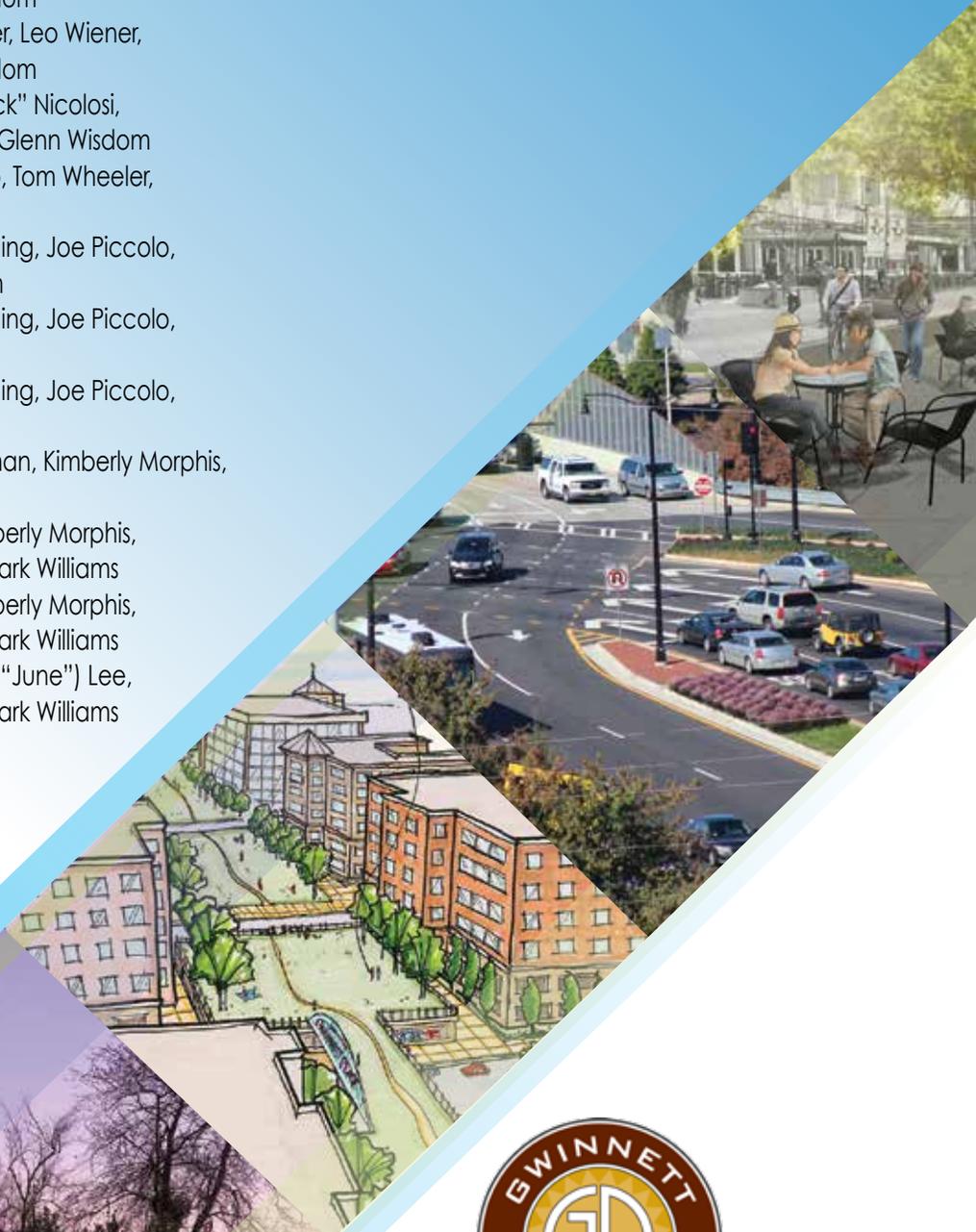
Accounting	21,076
Business Development	4,831
Computer Expense	2,114
Dues and subscriptions	1,320
Insurance	10,578
Legal ads	220
Legal fees	10,897
Occupancy expenses	34,381
Office supplies	1,102
Other	369
Payroll and related expenses	247,908
Postage and delivery	580
Printing and design	245
Programs, projects, and studies	917,397
Telecommunications	2,256
Website maintenance	2,150
Total expenditures	<u>\$ 1,257,424</u>

Increase in Restricted Fund Balance	305,424
Restricted Fund Balance, beginning of year	2,542,585
Restricted Fund Balance, end of year	<u>\$ 2,848,460</u>



Ten Years of Leadership: Past and Present Members of the GPCID Board of Directors

- 2005:** Casey Coffey, Scott Rolston, Tom Wheeler, Leo Wiener, Bruce Williams, Mark Williams, Glenn Wisdom
- 2006:** Casey Coffey, Scott Rolston, Tom Wheeler, Leo Wiener, Bruce Williams, Mark Williams, Glenn Wisdom
- 2007:** Marcy Adams, Casey Coffey, James "Nick" Nicolosi, Tom Wheeler, Leo Wiener, Mark Williams, Glenn Wisdom
- 2008:** Marcy Adams, Casey Coffey, Joe Piccolo, Tom Wheeler, Mark Williams, Leo Wiener, Glenn Wisdom
- 2009:** Marcy Adams, Casey Coffey, Justin Fanning, Joe Piccolo, Leo Wiener, Mark Williams, Glenn Wisdom
- 2010:** Marcy Adams, Casey Coffey, Justin Fanning, Joe Piccolo, James Song, Leo Wiener, Mark Williams
- 2011:** Marcy Adams, Casey Coffey, Justin Fanning, Joe Piccolo, James Song, Leo Wiener, Mark Williams
- 2012:** Marcy Adams, Debra Irving, Craig Kaufman, Kimberly Morphis, James Song, Leo Wiener, Mark Williams
- 2013:** Melanie Alfredsson, Craig Kaufman, Kimberly Morphis, James Song, Andy Sumlin, Leo Wiener, Mark Williams
- 2014:** Melanie Alfredsson, Craig Kaufman, Kimberly Morphis, James Song, Andy Sumlin, Leo Wiener, Mark Williams
- 2015:** Jill Edwards, Craig Kaufman, Jeonghwa ("June") Lee, James Song, Andy Sumlin, Leo Wiener, Mark Williams



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