



Gwinnett Place Has a Total Economic Impact of \$9.5 Billion on the County and State

With an area of influence that is less than 1 percent of Gwinnett County's land area, Gwinnett Place plays a significant role in Gwinnett's and Georgia's overall economies

Duluth, GA - December 5, 2017 – As the premiere employment and activity center for the County, the Gwinnett Place Community Improvement District (GPCID) announced today that Gwinnett Place has an impact of \$9.5 billion on the economies of Gwinnett County and the state of Georgia. That number is derived from the fact that Gwinnett Place has a direct economic output of \$4.5 billion, and indirect and induced effects of an additional \$5 billion.

"With the recession behind us, the GPCID board felt it was important to conduct a study to understand the true economic impact provided by our district," said Joe Allen, executive director of GPCID. "We're only 1 percent of the entire land area of Gwinnett County, but as the main commercial core, our area of influence provides a massive economic impact to the County," he added.

The number and density of jobs are steadily growing in the district. Gwinnett Place has an average of 6,049 jobs per square mile compared to 800 for the County. Since 2011, the Gwinnett Place area has added 10,000 jobs, and the current total employment impact of direct and indirect jobs in Gwinnett Place is 57,302. There are 1,900 companies that provide Gwinnett Place employees with a total of \$1.3 billion in annual net payroll, and the average employee salary is \$53,000. The majority of jobs are in retail (24 percent), while 13 percent are in finance/insurance, eight percent are in management and six percent are in technology and science.

Greater Gwinnett Place also boasts 7,384 residents, and is diverse and young with 28,000 Millennials living in the area, and 200,000 who live within three to 10 miles.

The study, conducted by Bleakly Advisory Group, also showed the total market value of real estate in the area to be \$1.7 billion with a taxable value of \$613 million (40 percent), and the average market value of an acre of land is \$728,000 versus ~\$315,000 County-wide.

Gwinnett Place's retail influence can also be felt County-wide. The area has 7.8 million square feet of retail space, and more than 170 restaurants. With only 13 percent of the county's retail space, Gwinnett Place generates \$1.1 billion in total retail sales with an estimated \$60 million coming from food and beverages each year. In addition, 16 percent of the County's auto sales occur in Gwinnett Place.

"We were truly blown away by the impact our area has, but Gwinnett Place's greatest chapter is still being written," said Allen. "Imagine the economic impact possibilities once redevelopment in this area has truly occurred. I believe the best is yet to come with the continued partnership between Gwinnett County and the private sector businesses that

support the GPCID and our vision for an internationally diverse, livable urban community in the strategic heart of Gwinnett. We have a willingness to act boldly, and with a continued investment in and commitment to Gwinnett Place, we can accomplish what some might say is impossible.”

For more information about the study, or to download the executive summary, [please click here](#).

About Gwinnett Place CID

The Gwinnett Place Community Improvement District was founded in 2005 and its mission is to enhance the economic vitality of Gwinnett’s central business district by strengthening the area’s role as the center of commercial activity. With its proximity to the world-class Arena at Gwinnett Center venue and the Interstate 85 and Georgia Highway 316 corridors, Gwinnett Place serves as the gateway to the Atlanta region and all of Northeast Georgia. Annually, more than 8 million visitors come to Gwinnett Place seeking unique shopping experiences, an international mix of dining options and a wide array of entertainment venues. For more information, please visit the website, or connect via [Facebook](#), [Twitter](#) or [LinkedIn](#).

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Media Contact:

Maggie McDaniel, on behalf of GPCID

mmcdaniel@c21pr.com

404.814.1330