



Gwinnett Place Community Improvement District

2024 ANNUAL REPORT

LETTER FROM THE BOARD OF DIRECTORS

Gwinnett Place experienced significant progress, collaboration and a renewed commitment to creating a vibrant, safe and dynamic community during 2024. A key achievement this year was the successful acquisition of the Macy's sites at Gwinnett Place Mall by Gwinnett County. This bold action marks a pivotal moment in the district's revitalization journey, by laying the groundwork to see the vision of Global Villages come to life. This acquisition by Gwinnett County strengthens the district's position as a prime location for economic growth and development, offering new opportunities for businesses and enriching the overall community experience in the heart of the central business district for the county.

I am proud the CID continued the board's vigilant focus on security in 2024. Significant investments in safety infrastructure, coupled with enhanced coordination with local law enforcement created a safer environment for businesses, residents and visitors. This focus on security is crucial to maintaining the community's confidence and ensuring continued growth.

Gwinnett Place CID also continues to thrive with a diverse and growing business base. From long-standing businesses to new ventures, the district remains a hub for business success with **2,054 companies producing \$7.5 billion in annual sales – all driving the local economy with a \$15.9 billion annual economic impact.** The strength of Gwinnett Place's diverse restaurant scene offers a variety of dining options, including a Michelin Guide-recognized restaurant. From Korean BBQ to vegan cuisine, the area's vibrant business community has cemented the CID's reputation as a regional destination.

Efforts to clean and beautify the district continued, with improvements to public spaces, landscaping and general upkeep. Participating in initiatives like Clean-Up Gwinnett reflects our broader commitment to maintaining a district that is distinguished, well-maintained and conducive to growth.

Our partnership with Gwinnett County remains the cornerstone of mutual success. Working closely with Gwinnett County government, led

by Chairwoman Nicole Love Hendrickson and District Commissioners Kirkland Carden and Ben Ku, we have advanced key initiatives, including transportation improvements, infrastructure upgrades and the revitalization of the Gwinnett Place Mall site. This collaboration is vital to ensuring the district's continued progress and success.

Together, we are shaping Gwinnett Place into not only a great place to do business today but also a place that will continue to thrive tomorrow.

Thank you for your continued support. Let's keep moving forward.



Sincerely,
Leo Wiener, Chair
Gwinnett Place CID Board of Directors

BOARD MEMBER UPDATES



Gwinnett Place CID held its annual Caucus of Electors on April 10, with the election of one new board member, the re-election of another, and the retirement of Mark Williams.



Romi Patel, Vice President, BHG Hotels, was elected to a three-year term. BHG Hotels is a family-owned business that invests in hospitality ventures in the Midwest and Southeast,

including two hotels in the Gwinnett Place CID (Wyndham Garden-Duluth and Wingate by Wyndham-Duluth).



Ondria Jett, Regional Manager for Banyan Street Capital, was re-elected to serve a three-year board term. Ms. Jett is responsible for overseeing nearly 3 million square feet of commercial property in Atlanta

and New York, as well as annual business plans and budgets with a net operating income (NOI) of more than \$45 million.

Mark Williams, pictured in the center of the photo above, retired from the board in 2024, after having served since 2005. As a founding board member, chair and secretary/treasurer for the CID, he provided years of visionary guidance, exceptional leadership and unconditional commitment to the CID. He also served in appointed and volunteer roles with numerous civic efforts countywide and in the cities of Norcross and Duluth. Commissioner Kirkland Carden honored Mark by issuing a County proclamation. Jill Edwards, Senior Vice President with United Community Bank, succeeded Mark as the board of director's secretary and treasurer.

COUNTY PARTNERSHIP

Gwinnett Place Mall Site Revitalization County Progress

The Gwinnett County Board of Commissioners approved the Urban Redevelopment Agency of Gwinnett County's purchase of the Macy's sites at Gwinnett Place Mall, including 23 acres for \$16.5 million. The purchase included the Macy's department store and Macy's furniture store. The Urban Redevelopment Agency of Gwinnett County previously purchased a 39-acre portion of the mall site in 2021, bringing the total to 76 acres. Global Villages, which envisions housing, trails, an international community cultural center, programmed gathering places, office space and retail oriented around a central park, around the mall site, aligns with the goals of the county's 2045 Unified Plan, which aims to foster inclusive and equitable economic growth within Gwinnett.

Gwinnett County partnered with international real estate services firm CBRE in March 2024 to refine the plans for the redevelopment process.

In October 2024, the Gwinnett County Board of Commissioners created the Gwinnett Place Overlay District. The purpose of the overlay district is to enhance the vitality and livability of the former Gwinnett Place Mall site by encouraging area redevelopment, as envisioned in the Gwinnett Place Mall Equitable Redevelopment Plan, the Gwinnett Place Mall Site Revitalization Strategy and Gwinnett County's 2045 Unified Plan. The Gwinnett Place Overlay will outline permitted uses and control for the look, feel and form based on the incorporation of six design elements:

- 1) Density, Height and Bulk
- 2) Streets and Streetscape
- 3) Parking and Loading
- 4) Landscaping and Screening
- 5) Open Space
- 6) Building Design

The Gwinnett Place Overlay will also establish a special administrative permit process to streamline the permitting process, streamlining redevelopment at the site.

The CID anticipates progress will accelerate throughout 2025.

Redevelop Gwinnett Day

Gwinnett County hosted Redevelop Gwinnett Day to provide updates to the region's development community on recent ordinance changes and other initiatives to support redevelopment in the County's major activity centers, including Gwinnett Place. The event kicked-off with information about the 2045 Unified Plan, key zoning code amendments, as well as the County's major ongoing and upcoming economic development, planning and housing initiatives to support redevelopment, transit-oriented mixed-use development and housing-type diversity and affordability including infill and "missing middle" housing. The day concluded with a group bus tour that showcased key redevelopment sites in the Gwinnett Place area including Gwinnett Place Mall, Satellite Place, Mall Corners and the Venture Drive corridor.

LEADERSHIP AND PLANNING

Public Private Partnerships and GPCID Leadership



Work continues on transportation projects that benefit Gwinnett Place.

Throughout 2024, the **I-85 at Pleasant Hill Road** Interchange Modification Report (IMR) efforts continued. This report requires approval from the Georgia Department of Transportation and the Federal Highway Administration before action can be taken to improve the interchange. During the year, the consultant team concluded the existing and no-build analysis phase of the project. The team will analyze different improvements and produce recommendations, with completion of the report by the end of 2025.

Concepts for the **McDaniel Farm Connector** from McDaniel Farm Park to Ring Road were completed in 2024. The project is currently in the surveying and data collection phase, and right-of-way acquisition should begin towards the end of the second quarter of 2025.

Initial concept design plans for the **Pleasant Hill Road Pedestrian Bridge** were completed in 2024 with a pedestrian study kicking off in early 2025. Thanks to Congresswoman Lucy McBath and her team's support of this project and for their efforts in securing \$1 million for the Pleasant Hill Road pedestrian bridge project!

The **Venture Drive Trail** envisions the installation of a trail along Venture Drive from Pleasant Hill Road to West Liddell Road with concept design work occurring throughout 2024.

A project along **Steve Reynolds Boulevard** from Satellite Boulevard to Club Drive consists of lane reconfigurations for roadway operation improvements. During 2024, design plans were developed with construction anticipated to begin in late-2025.

Construction for improvements to the **Pleasant Hill Road/Koger Boulevard/Crestwood Parkway** intersection is anticipated to begin mid- to late-2025. Following the completion of that intersection, work will begin on improvements at the Pleasant Hill Road/Breckinridge Boulevard/Shackleford Road intersection.

LEADERSHIP AND PLANNING

District 1 Commissioner Candidate Forum

In the fall of 2024, the three “I-85” Gwinnett CIDs—Gwinnett Place, Gateway85 and Sugarloaf—hosted a Candidate Forum at the Sonesta Gwinnett Place with District 1 candidates, **Kirkland Carden** and **Tim Le**, who participated in meaningful discussions focused on public safety, mobility, redevelopment and affordable housing.



Executive Director Honored with CID Professional Excellence Award

Joe Allen was honored by the Council for Quality Growth for his professional excellence as Gwinnett Place CID’s Executive Director on November 12. His dedication and leadership have advanced the district’s goals.

NEW BUSINESSES AND PROJECTS DRIVE ECONOMIC IMPACT

A Growing Future

Tesla

Tesla invested **\$35 million** to remodel the former Haverty's building on Satellite Boulevard, transforming it into a state-of-the-art facility with a five-story, 598-space parking deck.

Courtyard by Marriott Completes a \$6 Million Renovation

The Venture Parkway hotel now features an enhanced arrival experience, fully renovated rooms, an upgraded Bistro Bar and new signature media pods for guests to enjoy. This revamped space offers a modern and comfortable setting for both business and leisure travelers.

Snackboxe Bistro Named in the 2024 Michelin Guide

Snackboxe Bistro, located in the Gwinnett Place CID, was recognized in the prestigious **2024 Michelin Guide**. This remarkable achievement highlights the restaurant's dedication to exceptional culinary experiences and innovative flavors, and this acknowledgment further solidified its reputation as a must-visit dining spot.

The Western Gwinnett Pathway

This new five-mile pathway links Duluth and Suwanee and is part of a broader effort to improve mobility options, enhance walkability and provide a connection to Shorty Howell Park and McDaniel Farm Park. This project will contribute to a more vibrant, accessible community and may help to drive economic impact by attracting businesses along the route.

What's Coming in 2025?

New and popular dining experiences will be expanding in Gwinnett Place in 2025, including **Raising Cane's**, a Baton Rouge, Louisiana-based chicken fast casual restaurant and **Whataburger**, known for its large mouthwatering burger selections.



IN THE PUBLIC EYE

GPCID Events and Press Global Villages

Featured in Local and National Media

The Gwinnett Place CID received positive media attention due to the growing potential of the Global Villages development. These articles highlighted the project's impact, and with the **acquisition of the Macy's sites at Gwinnett Place Mall** moving forward, the coverage was expanded to showcase the district's exciting future and the progress of these plans becoming a reality.

Continuous Communication

GPCID is committed to maintaining open and transparent communication with its constituents. Whether through the monthly e-newsletter - Transformations - e-blasts, videos, social media posts, website updates, the business directory, or our mobile-first business directory at visitgwinnettplace.com, the CID consistently engages with the community. In addition, CID events and media coverage help expand reach, sharing compelling stories about the latest developments, study results, district businesses and updates throughout the district.



2023
TOTAL MEDIA
IMPRESSIONS
47,197,755

2024
TOTAL MEDIA
IMPRESSIONS
1,362,294,000



As the heart of the business community in the County, Gwinnett Place is used to attracting the attention of the state's movers and shakers like **Georgia Attorney General Chris Carr** and **U.S. Representative, District 9, Andrew Clyde**.



Chairwoman Nicole Love Hendrickson and **District 1 Commissioner Kirkland Carden**.

A BEAUTIFUL AND SAFER GWINNETT PLACE

Beautification and Safety Enhancements

Great Days of Service

Gwinnett Place CID collaborated with the Gwinnett County Department of Water Resources and Gwinnett Clean and Beautiful for the Great Days of Service cleanup benefiting Gwinnett Place in October. Part of one of the largest volunteer days in the United States, the event brought together **29 local volunteers** who collected an astounding **5,195 pounds of trash and debris!** This included: **187 bags of trash, 46 tires, 750+ golf balls and large items like old refrigerators and furniture.**



2024 GPCID-funded efforts:



33.08
tons of trash removed



2,113
illegal signs removed



296
shopping carts returned
(saving retailers \$74,000)



264
street/parking lot
lights repaired



42
street signs repaired

SAFETY IN GWINNETT PLACE

Keeping Gwinnett Place safe for community members remains a priority for the CID.

During 2024 the number of Flock Safety cameras funded by the CID grew to 65 located throughout the district. The cameras are one of Gwinnett Place CID's largest investments.

In July 2024, the Gwinnett Place CID partnered with a new security firm, DeltCorp Industries, to provide more public safety coverage throughout the district. Serving as ambassadors, the officers work tirelessly to ensure all are welcome and safe. The ambassadors patrol the streets daily helping guests find their way, assisting businesses, promoting safety, and discouraging criminal activity. The CID's community patrols are a community-based public safety resource. While the community patrols are not law enforcement, the CID works in close partnership with Gwinnett County Police.



Gwinnett Safe Communities Program

The Gwinnett County Police Department and Gwinnett Place Community Improvement District partner to enhance safety throughout the business district. Gwinnett Safe Communities is a new countywide public safety program to enhance emergency preparedness by enabling police, fire, and public safety professionals to better assess and rapidly respond to criminal activity and emergencies.

In 2024, the Gwinnett Place CID Board of Directors established a reimbursement grant for the installation and first year's subscription fee of a FususCORE lite bundle, which supports up to four camera feeds, for eligible properties/businesses within the Gwinnett Place CID. This grant helps businesses and property owners integrate security camera feeds to the Gwinnett County Police Department as part of the Gwinnett Safe Communities program.

FINANCIALS

Gwinnett Place Community Improvement District Statement Of Revenues, Expenditures And Changes In Fund Balance

Year Ended December 31, 2024

EXPENDITURES

Administrative

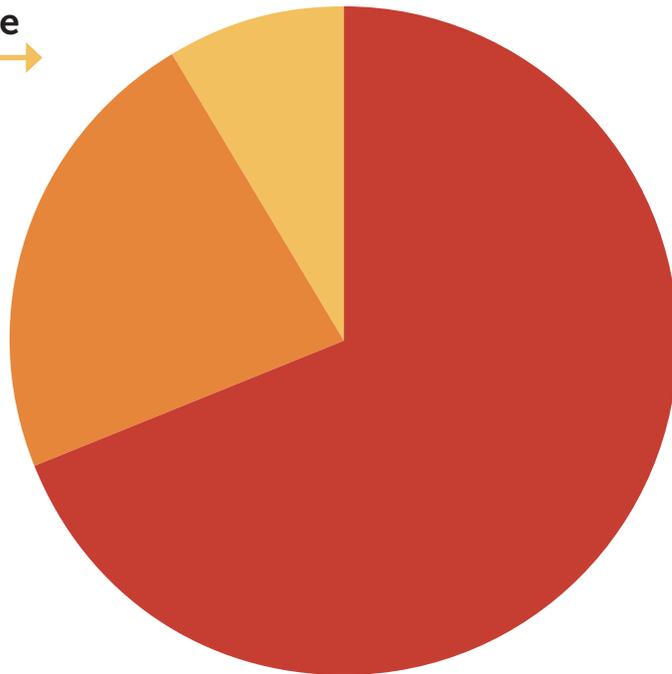
8.6%

Operations

22.5%

Programs

68.9%



REVENUES

■ Property tax revenues, net of administrative fee	\$ 1,855,142
■ Interest income	\$ 120,390
■ Other income	\$ 9,575
TOTAL REVENUES	\$ 1,985,107

EXPENDITURES

■ Accounting	\$ 32,887
■ Business development	\$ 7,062
■ Flock Safety Cameras	\$ 109,172
■ Computer expense.	\$ 6,674
■ Dues and subscriptions	\$ 1,545
■ Insurance	\$ 18,668
■ Legal ads.	\$ 145
■ Legal fees	\$ 23,892
■ Occupancy expenses	\$ 40,505
■ Office supplies	\$ 303
■ Other	\$ 1,443
■ Payroll and related expenses.	\$ 333,976
■ Postage and delivery	\$ 95
■ Programs, projects, and studies.	\$ 866,962
■ Telecommunications	\$ 2,603
■ Community Patrol Vehicle	\$ 38,606
■ Website maintenance	\$ 2,776
TOTAL EXPENDITURES	\$ 1,487,314

FUND BALANCE

■ Increase in Fund Balance	\$ 497,793
■ Fund Balance, beginning of year	\$ 2,869,136
FUND BALANCE, END OF YEAR	\$ 3,366,929



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Gwinnett Place Community Improvement District



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Website: www.gwinnettplacecid.com



Mobile Channel: visitgwinnettplace.com