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Gwinnett Place Community Improvement District
2025 ANNUAL REPORT



STATS AND FACTS ABOUT

GWINNETT PLACE CID

\$15.9 BILLION

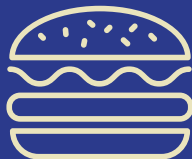
ECONOMIC IMPACT



2,054 COMPANIES WITH
\$2.1 BILLION IN PAYROLL AND
\$7.5 BILLION IN SALES

\$199.2 MILLION

IN ANNUAL RECURRING
PUBLIC REVENUES



220 RESTAURANTS THAT SELL
\$102 MILLION IN FOOD AND
BEVERAGE SALES

28,688 WORKERS,
7% OF ALL GWINNETT COUNTY JOBS

10% OF ALL GWINNETT COUNTY'S
PROFESSIONAL, SCIENTIFIC AND
TECHNICAL SERVICES JOBS



BOARD AND STAFF UPDATES

Letter from Trey Ragsdale, Board Chair

Gwinnett Place CID made meaningful progress and continued momentum in 2025 and the state of Gwinnett Place is strong. Gwinnett County advanced redevelopment efforts at the Gwinnett Place Mall site by purchasing the former Sears property and issuing a Request for Proposals (RFP) seeking a master development partner to reimagine the future of the mall site. These important steps continue to move the district closer to a transformative vision that will redefine this central hub and the county's economic engine for years to come.

Creating a welcoming and vibrant community through enhanced public safety also was a top priority. In 2025, the CID's community ambassadors began providing 24/7 patrol coverage throughout the district, strengthening our proactive efforts. In coordination with Gwinnett County Police and through continued investments in safety technology, these measures enhance confidence for businesses, property owners and visitors.

The CID also experienced board leadership transitions this year, with members stepping into new roles and others concluding their service. We extend our sincere appreciation to those who have served and welcome the continued leadership that will help guide the district forward.

Economic activity remained strong, supported by new business openings, ongoing private investment and global recognition of the district's diverse dining community. At the same time, the CID maintained its commitment to safety, infrastructure improvements and beautification — ensuring Gwinnett Place remains an attractive and thriving business environment.

The progress achieved in 2025 reflects the strength of our partnerships, particularly with Gwinnett County and a shared commitment to long-term revitalization. Together, we are building a dynamic future for Gwinnett Place.

Thank you for your continued support.

Sincerely,

Trey Ragsdale

Chair, Gwinnett Place CID Board of Directors



BOARD AND STAFF UPDATES

Board Leadership Changes

Board member Trey Ragsdale was re-elected to the board for another three-year term and was named CID board chair. Jill Edwards was elected to become vice-chair, and Leo Wiener was elected as board secretary and treasurer.

Alice Kim Appointed to the CID Board

Gwinnett Place CID welcomed Alice Kim, Finance Director at Nam Dae Mun Farmers Market, as the newest member of our Board of Directors. Appointed by the Gwinnett County Board of Commissioners, Alice brings more than two decades of financial leadership and strategic expertise that will play a key role in guiding the CID's continued growth and revitalization efforts.



Thank You June Lee and Christopher Caltabiano

We saw the departure of two exemplary board members, **June Lee and Christopher Caltabiano**. Gwinnett Place CID is grateful for their board service and work in the community.



Gwinnett Chamber Public Service Award – Joe Allen

The CID's Executive Director, **Joe Allen**, was honored with the Public Service Award at the Gwinnett Chamber of Commerce's 77th Annual Dinner. This prestigious recognition reflects Joe's unwavering commitment to advancing community improvement efforts within the Gwinnett Place district. **His leadership, vision and dedication continue to make a lasting impact, and we are proud he received this well-deserved honor and recognition.**

DISTRICT PROJECTS **AND** INFRASTRUCTURE

The biggest project in the CID remains the redevelopment of Gwinnett Place Mall, and 2025 was a year of significant progress. In fact, The Urban Redevelopment Agency of Gwinnett County closed on its purchase of Macy's at the beginning of 2025 and approved an \$11.5 million purchase of the 11.5-acre former Sears site, closing the sale in October.

Mall RFP

Following the added property acquisitions, Gwinnett County opened its search for a master development partner in September 2025 with the release of its Request for Proposals (RFP). Interested developers submitted proposals in December, marking a significant milestone in the redevelopment process. **With zoning, infrastructure and key entitlements already in place, the property is well-positioned to evolve into a dynamic mixed-use destination** aligned with Gwinnett's long-term vision once a developer is selected. **Follow the Gwinnett Place website for project updates in 2026.**

Pedestrian Lighting

In partnership with the Gwinnett County Department of Transportation, Jackson EMC and Georgia Power, new LED street lighting was installed throughout Gwinnett's Central Business District. **Key corridors across the district were upgraded to brighter, more energy-efficient lighting to improve visibility along roadways and sidewalks.**

Small Area Infrastructure Development Plan

Gwinnett County and the Gwinnett Place CID collaborated on a series of workshops to prioritize area infrastructure projects as part of the County's Infrastructure Development Plan. Discussions **focused on enhancing pedestrian, transit and vehicular mobility**, advancing placemaking initiatives and strengthening connectivity among businesses, schools and parks.

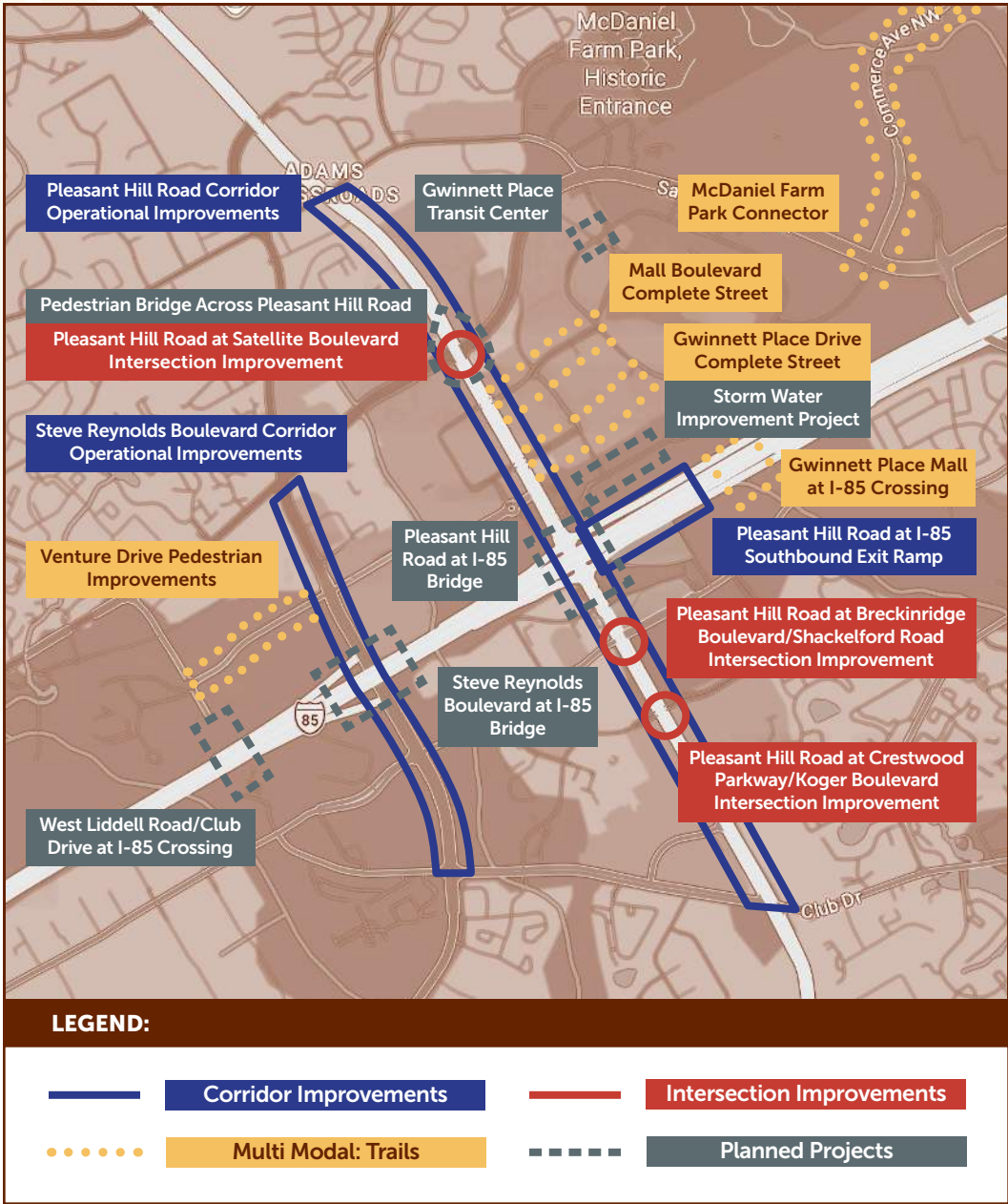
Pleasant Hill Road Pedestrian Bridge Study

The Pleasant Hill Road Pedestrian Crossing Facility Study evaluated potential locations for a grade-separated pedestrian crossing along Pleasant Hill Road. The study included conceptual layouts, 3D renderings, construction cost estimates and an analysis of utility impacts and right-of-way needs for each potential location.

The recommended concept includes a pedestrian bridge over Pleasant Hill Road, creating a safer and more efficient connection between the proposed Gwinnett Place Mall redevelopment site and retail, hospitality and residential destinations south of the corridor. **With more than 60,000 vehicles traveling the six-lane roadway daily, a grade-separated crossing is considered the safest option for pedestrians and cyclists.**

DISTRICT PROJECTS AND INFRASTRUCTURE

The Gwinnett Place CID is committed to advancing transportation infrastructure investments that improve mobility and strengthen connectivity across the district. **These efforts include roadway and intersection enhancements, expanded pedestrian and bicycle infrastructure and support for transit-oriented initiatives such as microtransit** – all working together to create a more accessible, walkable and redevelopment-ready environment.



BEAUTIFICATION AND SECURITY

Keeping Gwinnett Place Welcoming

The Gwinnett Place CID maintains 28 miles of roadway throughout the district, including the I-85 interchanges at Pleasant Hill Road and Steve Reynolds Boulevard. **In 2025, CID-funded crews removed 38.86 tons of trash and 1,284 illegal signs, and they recovered 467 abandoned shopping carts, saving businesses an estimated \$116,750.** Since 2007, CID crews have cleared more than 561 tons of litter and 26,492 illegal signs, reinforcing the district’s ongoing commitment to cleanliness and curb appeal.



Gwinnett Place Community Ambassadors

In 2025, the Gwinnett Place CID expanded its public safety efforts through a partnership with Signal to provide 24/7 community patrol coverage. **Uniformed Gwinnett Place Ambassadors now maintain a consistent presence throughout the district, assisting the public, deterring crime and supporting a safe environment for businesses, residents and visitors.**



BEAUTIFICATION AND SECURITY

Flock Safety Camera Initiative in Gwinnett Place

The CID has established a multi-year partnership with Flock Safety to deploy advanced automatic license plate recognition (ALPR) technology throughout the Gwinnett Place area. As part of this effort, **65 solar-powered, wireless cameras have been strategically installed to help law enforcement identify stolen vehicles, locate suspects and develop leads in real time.** By delivering timely, objective data, these cameras enhance officers' ability to solve crimes more quickly and deter criminal activity before it occurs. **This investment** — one of the CID's largest — **demonstrates a strong commitment to proactive, technology-driven public safety and creating a more secure environment for businesses, residents and visitors.**



Safe Communities Grant Funding

In partnership, the Gwinnett County Police Department and the Gwinnett Place Community Improvement District are advancing safety across the business district through Gwinnett Safe Communities, a new countywide public safety initiative. **This countywide program enhances emergency preparedness by enabling police, fire and public safety professionals to assess situations in real time and respond more quickly and effectively to criminal activity and emergencies.** Through Gwinnett Safe Communities, property and business owners can voluntarily integrate existing security camera feeds directly with the police department using a FususCORE device—a secure video gateway that provides immediate access to critical visual information when it matters most. To support this effort, the Gwinnett Place CID is offering a reimbursement grant that covers the cost of installation and the first year's subscription for one FususCORE Lite bundle, supporting up to four camera feeds. **Santa Fe Mall became the first district business to be awarded grant funding by the CID in 2025.**

PARTNER ENGAGEMENT AND COMMUNITY EVENTS

2025 Planning Session with Gwinnett County and Chamber Leadership

The Gwinnett Place CID convened its annual planning session to evaluate key initiatives and explore strategic priorities that will help shape the district’s future. **Discussions centered on upcoming projects, long-term growth strategies and new opportunities aimed at strengthening economic development and enhancing the overall vitality of the area.**

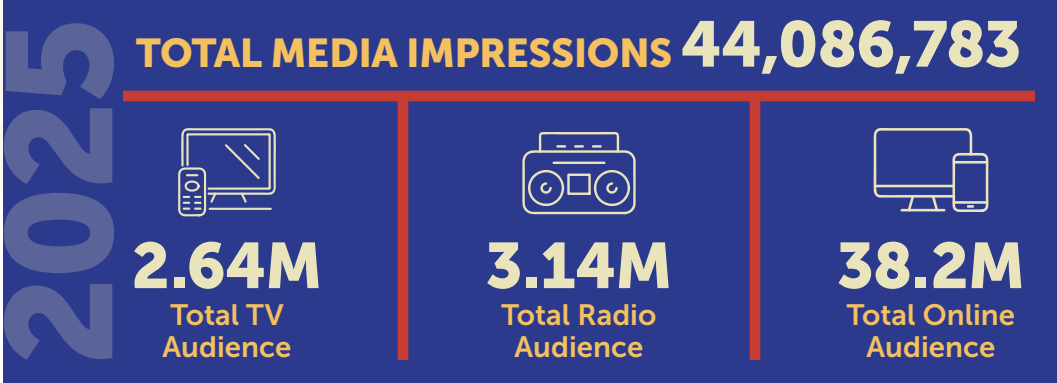
This collaborative planning effort reflects the CID’s proactive approach to ensuring Gwinnett Place remains positioned for sustainable growth and continued success. **We are energized by the strategic direction outlined and confident in the positive impact these initiatives will have on businesses, residents and the broader community.**



Continuous Communication

GPCID remains committed to maintaining open and transparent communication with our constituents. **Through our monthly e-newsletter, Transformations, targeted e-blasts, videos, social media, website updates, our business directory and our mobile-first platform at VisitGwinnettPlace.com, we consistently engage and inform our community.**

In addition, signature events and strategic media coverage expand our reach — sharing compelling stories about new developments, key study findings, district businesses and ongoing updates throughout the Gwinnett Place district.



PARTNER ENGAGEMENT AND COMMUNITY EVENTS

Microtransit Zone Exploration

In 2025, the Gwinnett Place and Sugarloaf CIDs joined with Gwinnett County to begin a **feasibility review of creating a microtransit zone linking Gwinnett’s central business district and Gwinnett’s downtown.** This collaborative effort underscores GPCID’s ongoing commitment to innovative transportation solutions that enhance connectivity, improve mobility and support continued growth throughout the district and Gwinnett County.



Business on the Rise

From nationally recognized restaurants to new residential living and expanding financial services, **Gwinnett Place is welcoming a diverse mix of businesses that continue to enhance the district’s vibrancy and strengthen its role as a regional destination.** These highlights represent just a few of the many new businesses finding success and choosing to invest in Gwinnett Place.



All of these establishments and more can be found on the map created annually in partnership with Explore Gwinnett and placed on the website, as well as the GPCID mobile channel at visitgwinnettplace.com.

FINANCIALS

GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT

Statement Of Revenues, Expenditures And Changes In Fund Balance
Year Ended December 31, 2025

REVENUES

■ Property tax revenues, net of administrative fee	\$1,954,814
■ Interest income	\$109,947
■ Safety cameras reimbursement income	\$65,000
■ Opportunity zone reimbursement income	\$12,950

TOTAL REVENUES \$2,142,711

EXPENDITURES

■ Accounting	\$41,417
■ Business development	\$11,538
■ Cameras	\$162,500
■ Computer expense.	\$6,325
■ Dues and subscriptions	\$2,350
■ Insurance	\$20,715
■ Legal ads.	\$145
■ Legal fees	\$8,444
■ Occupancy expenses	\$40,835
■ Office supplies	\$219
■ Other	\$504
■ Payroll and related expenses.	\$380,843
■ Postage and delivery	\$37
■ Programs, projects, and studies.	\$918,498
■ Telecommunications	\$2,780
■ Website maintenance	\$2,159

TOTAL EXPENDITURES \$1,599,309

FUND BALANCE

■ Increase in Fund Balance	\$543,402
■ Fund Balance, beginning of year	\$3,366,929

FUND BALANCE, END OF YEAR. \$3,910,331



ANNUAL REPORT 2025

Gwinnett Place Community Improvement District



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