

<b>Task</b>	<b>Start Date</b>	<b>Target Finish Date</b>	<b>Status</b>	<b>Activities</b>
<b>Misc. Goals</b>				
Improve and widen sidewalks to enhance perception of safety, "walk ability" experience	on-going	on-going		4 streetscape projects + 6 sidewalk projects completed in 2012. Preliminary engineering for Satellite Blvd. underway. Per GDOT, PE on Satellite Blvd. (project on hold until NTP). 11 new sidewalk projects to begin in 2013. Traffic Studies stakeholder group formed.
Encourage reuse of vacant buildings in concert with County and Chamber efforts/initiatives	on-going	on-going		January and October 2012 Redevelopment Forums highlighted available, vacant properties in area. Redevelopment Taskforce has made a primary goal in PG 2.0. Organized a Peer Redevelopment Tour of metro-area redevelopment sites with 70 Gwinnett elected leaders. Hosting September Redevelopment Tour. Hosting October 2013 Redevelopment Forum. Meetings with various brokers, associations, GEDA, etc.
Pursue/encourage government and institutional seating (schools, healthcare, post office, tag office, etc.)	on-going	on-going		Discussions with Tax Commissioner on-going regarding potential tag office in area. Discussions held with Korean developer on potential Korean-focused medical center in area. During 2012 and early 2013, discussions held with Gwinnett County, GDOT and Georgia State Patrol for patrol location in Gwinnett Place. State Patrol to open location on Pleasant Hill Road in Spring 2013.
Support Chamber and Gwinnett County effort to recruit national/international industry and businesses	on-going	on-going		Partnership Gwinnett; service on various committees; join Chamber staff on outreach visits. Attend GEDA with Gwinnett County staff.
Support and augment Chamber economic development efforts relative to CID area	on-going	on-going		Partnership Gwinnett and Gwinnett County has/is working with the CID to bring together interested parties together to discuss redevelopment opportunities. Chamber staff involved with creation of Opportunity Zone. Chamber staff already using OZ for targeting business campuses along Breckinridge Blvd. and Crestwood Parkway. Door-to-door campaign and electronic outreach by Chamber promoting OZ. Chamber staff highlighting area properties in e-mail campaigns.
Map area parcels available for redevelopment	September-11	June-12		LCI Study update task, Opportunity Zone application documentation. Redevelopment Plan approved by BOC on August 28, 2012.
Pursue zoning that promotes redevelopment	on-going	December-13		UDO process. Seek CID-RAD ordinance approval. Public hearing and possible action by Gwinnett in 2013. OZ approved December 2012.
Encourage closer location of schools, residences and businesses	on-going	on-going		Residential goal of LCI study. Continue discussions with residential developers. UDO plan allows for residential in Gwinnett Place area.
Examine current parking requirements	on-going	December-13		Reviewed as part of CID/ARC-funded Parking study and under discussion as part of UDO process.
Encourage redevelopment and infill options	on-going	on-going		LCI Study update task, Opportunity Zone application documentation

Pursue Opportunity Zone designation	December-11	January-13		OZ Application approved by DCA on December 21, 2012.
Pursue transportation enhancement projects that (1) increase citizen, (2) increase economic opportunity, (3) promote transportation alternatives, (4) promote connectivity and inter-parcel access, (5) increase pedestrian activity with more sidewalks, streetscaping and way-finding elements.	on-going	on-going		Beginning Satellite Blvd. TE streetscape project preliminary engineering for Satellite Blvd. Pleasant Hill Road to Transit Center. Construction complete on three streetscape projects along Pleasant Hill Road and Satellite Boulevard. DDI construction underway. Additional 11 sidewalk projects construction to begin spring and summer 2013. Venture Drive intersection improvement project in final PE stages (additional funds secured). Transit Alternatives Analysis underway. Smart Growth America grant secured and report prepared. CID beginning traffic studies for area's major corridors.
<b>Objective 1.1; Revitalize the area's retail base by addressing physical assets and perception improvement</b>				
<b>Recommendation 1.1.1: Utilize retail Steering Group as retail "ambassadors" to support formation of a retail revitalization task force for the area with the Chamber and Gwinnett County.</b>				
Focus on ageing/underperforming malls, retail footprint, "big box"/retail challenges	on-going	on-going		Partnership Gwinnett Redevelopment Taskforce goal to study options for big-box locations. LCI plan update complete. Tour of metro-Atlanta redeveloped sites in August 2012 with Gwinnett County elected officials. Hosted January and October 2012 Redevelopment Forum in the CID/Duluth area. October 2013 Redevelopment Forum focus will be on "Big Box" retail revitalization. Looking at potential joint study with Chamber on tax revenue/redevelopment for GP area.
Work with county to encourage/influence zoning decisions	on-going	December-13		Serving on UDO taskforce. UDO to be considered by BOC in 2013.
Analyze and approach international retail brands to locate in the area	on-going	on-going		Discussions with Gwinnett Chamber. Limited retail outreach efforts by PG.
Recommendation 1.1.2: Develop range of options to frame conversation	on-going	on-going		
Recommendation 1.1.3: Develop materials, content and "retail portfolio" for use in presenting the area to retail developers, brands, decision makers	on-going	on-going		Portfolio developed November 2011. Partnership Gwinnett Revitalizing Gwinnett material developed January 2012. Updating "Revitalizing Gwinnett publication and web site with detailed focus on Gwinnett Place district (complete fall 2013).

Recommendation 1.1.4: Determine relevant/desired retail brands, retail property and brokerage decision makers	on-going	on-going	Yellow	Seek Chamber broker contact listings. Reach out to brokers identified in SPS process. As a result of GP Mall financial issues, Chairman and CID staff continue to meet with various developers and brokers. Meetings held with Eastdil Secured representatives.
Recommendation 1.1.5: Arrange briefing opportunities with targeted influencers - brokers, developers, corporate site selectors, select property owners/managers, state/federal agencies	on-going	on-going	Yellow	On-going meetings with brokers, developers, etc. and interviews in various media outlets. Had meetings with various parties interested in GP Mall properties.
Recommendation 1.1.6: Research and join relevant trade associations and attend/present at relevant trade events to position the area and make contact/network with brokers, developers, retailers, etc. in order to get the area "on the radar" of key influencers	on-going	on-going	Yellow	Presented at ICSC 2011. ARC presentations. Working with GA Power and Jackson EMC economic development staff. Presentation to various real estate professional groups. Joining GEDA. Meeting with various developers to discuss GP Mall property. Presentations to BOC.
<b>Recommendation 2.0: Determine and/or influence future of Gwinnett Place Mall</b>				
<b>Objective 2.1: Access Simon properties Gwinnett Place Mall decision makers</b>				Upon learning of Simon Property Group's intention to release their interest in Gwinnett Place Mall, began reaching out the special servicer and potential developer partners for the mall property. Re-directed LCI study to focus more specifically on mall properties. Sharing LCI data with potential interested parties. Working with McKinley, Eastdil Secured staffs.
Recommendation 2.1.1: Develop Simon-specific messages, content for discussion with Simon leadership	N/A	N/A	Purple	Utilizing LCI data to reach out and share with special services and potential development partners. Continue discussions with Chamber and Gwinnett County leadership on mall ownership opportunity. Requested ARC extension of LCI study to allow for more detailed mall property analysis. Including two options for mall properties in LCI study.
Recommendation 2.1.2: Develop messages, range of options to frame conversation, i.e. Livable Centers Initiative and Partnership Gwinnett	N/A	N/A	Purple	Utilizing LCI data to reach out and share with special services and potential development partners. Continue discussions with Chamber and Gwinnett County leadership on mall ownership opportunity. Requested ARC extension of LCI study to allow for more detailed mall property analysis. Included two options for mall properties in LCI study. Received news/media coverage and shared data outlined in LCI study related to mall property.
Recommendation 2.1.3: Develop background on appropriate Simon leadership and work with local/regional Simon leadership to arrange discussion	N/A	N/A	Purple	Utilizing LCI data to reach out and share with special services and potential development partners. Continue discussions with Chamber and Gwinnett County leadership on mall ownership opportunity. Requested ARC extension of LCI study to allow for more detailed mall property analysis. Including two options for mall properties in LCI study.

Recommendation 2.1.4: Take message/options to Simon HQ with contingent of Steering Group members, community leaders, local political and government leadership to meet face to face with decision makers	N/A	N/A	Purple	
<b>Recommendation 3.0: Develop alternative mall/retail options for the area</b>				Updated LCI plan with specific focus on mall properties. Including two options for mall properties in LCI study. Benchmarked with other similar properties in various states. Working with a consultant on next steps for LCI plan implementation.
<b>Objective 3.1: Develop mall and retail specific information and key audience engagement process</b>				Will require an established list / stakeholder ID effort to help with targeting, outreach and benchmarks. CID staff will work with Chamber to develop listing. Working with a consultant on next steps for LCI plan implementation.
Recommendation 3.1.1: Develop key messages, corresponding statistics, fact sheets, performance data, etc.	September-12	June-12	Green	Utilizing data from LCI baseline report for PR materials. PowerPoint presentation has been updated to include new data.
Recommendation 3.1.2: Create and distribute media releases, arrange for media interviews	on-going	on-going	Yellow	The CID is the key contact point for media regarding the area. CID consistently distributing releases and securing positive news response. Coverage for third quarter 2012 and first quarter 2013 included local newspapers and WXIA, WGCL, WSB-Radio and WSB-TV coverage.
Recommendation 3.1.3: Develop presentation/PowerPoint briefing on retail and redevelopment initiatives	December-11	December-11	Green	Completed December 2011. On-going updates.
Recommendation 3.1.4: Develop opportunities list of retail and redevelopment	December-12	December-12	Green	On-CID Web site. Material continually updated. Visit Gwinnett Place site updated March 2013.
Recommendation 3.1.5: Set up meeting to seek assistance from local agencies, non-government agencies, state and regional organizations	on-going	on-going	Yellow	CID in constant contact with BOC, county leadership, Federal officials, State of Georgia officials. Meetings with GA Representatives/Senators and update on I-85 transit alternatives analysis with FTA officials. Legislative meeting with state officials, January 2013. Quarterly meetings with District Commissioner.
Recommendation 3.1.6: Create retail hot button for the website and use as retail information delivery tool	December-12	December-12	Green	Retail section developed for Web site. Material continually updated. Visit Gwinnett Place site updated March 2013.
<b>Recommendation 4.0: Continue to address public perception of crime</b>				

<p><b>Objective 4.1: Maintain and promote presence of high profile security effort via patrols, alliances, exploration of technology solutions and ongoing media relations</b></p>			<p>Regular press releases / media notices to document annual crime stat updates. Front page coverage Gwinnett Daily Post February 28, 2013. Coverage in all major news outlets regarding opening of GSP Post on Pleasant Hill Road.</p>
<p>Recommendation 4.1.1: Work with the Chamber and County to create taskforce to pursue mutually beneficial retail district security/safety objectives</p>	<p>on-going</p>	<p>on-going</p>	<p>Security focus on PG 2.0. Serving on PG team related to security/QOL issues. Multi-Housing/apartment taskforce began March 2012. Community Crime Prevention meetings regularly hosted by CID. Continue researching security camera options. Meetings held with private sector vendors, Gwinnett Police, city officials and Midtown Blue.</p>
<p>Recommendation 4.1.2: Formalize relationship with law enforcement and create "neighborhood watch" or "crime watch" area business coalition</p>	<p>March-12</p>	<p>April-12</p>	<p>Multi-Housing/apartment taskforce formed March 2012 for apartments along Satellite Boulevard, Breckinridge Boulevard, Club Drive. Working with County leadership to see taskforce initiative continues. Gwinnett Coalition Crime Prevention taskforce formed that includes area businesses and CID staff. Monthly meetings held at each Gwinnett CID. The Community Crime Prevention Committee's mission is to facilitate communication between law enforcement and Gwinnett County residents to implement strategies that result in decreased community crime through prevention, education, awareness, citizen participation, and collaboration. Working with Paradigm Security to better coordinate with other private-sector services in area. Georgia State Patrol office to open in area.</p>
<p>Recommendation 4.1.3 Host meetings at the Gwinnett Place CID and invite law enforcement, security, retail and corporate participation.</p>	<p>on-going</p>	<p>on-going</p>	<p>CID hosts Coalition's Crime Prevention Committee. CID has hosted series of Lunch-n-Learns with Police and area business/property representatives. Routine e-mail blasts to property managers/owners about crime initiatives in the area. CID in constant contact with Central Precinct staff. Hosted meetings with Georgia State Patrol and County officials regarding GSP post opening in area. Regular meetings/discussions with Gwinnett County central precinct commander.</p>
<p>Recommendation 4.1.4: Highlight effort on Gwinnett Place CID website and authorize members to promote program and link to site.</p>	<p>on-going</p>	<p>on-going</p>	<p>CID Web site continually updated with security stats and activities. Crime stats shared with media outlets. Front page story about crime reductions in Gwinnett Daily Post on February 28, 2013. Coverage in all major news outlets regarding GSP Post opening on Pleasant Hill Road.</p>
<p>Recommendation 4.1.5: Continue to augment local law enforcement with private security and Gwinnett Place CID presence.</p>	<p>on-going</p>	<p>on-going</p>	<p>Patrol in CID budget. CID staff will seek holiday patrol funds on an annual basis. 3,000 hours of security patrols utilized in the CID area in 2011. New security team in place April 2013.</p>
<p>Recommendation 4.1.6: Publicize/promote security effort, results, posture/presence.</p>	<p>on-going</p>	<p>on-going</p>	<p>CID continues to receive positive news related to crime reductions and activities related to safety in the area. Information posted on CID Web site.</p>
<p>Recommendation 4.1.7: Schedule media ride-alongs.</p>	<p>on-going</p>	<p>on-going</p>	<p>Ride-alongs with various TV stations during 2010, 2011 and 2012. Will again promote during 2013 holiday schedule.</p>

Recommendation 4.1.8: Produce regular crime statics report for media, website use	on-going	on-going	Yellow	Crime statics on Web site and routinely provided to media contacts resulting in media coverage.
Recommendation 4.1.9: Erect area billboards noting "crime watch" program, monitoring, etc.	November-13	January-14	Red	Will review as budget allows.
Recommendation 4.1.10: begin development of technology-based security network.	on-going	on-going	Yellow	Meetings held with various police agencies to review their security technology. Meetings held with private sector vendors. Discussions on-going with Gwinnett Police.
Recommendation 4.1.11: Set-up meeting with metro Atlanta PD to look at their recently-announced security camera aggregation network program and explore funding, logistics, etc.	April-12	August-12	Green	Meetings held with various police agencies to review their security technology. Meetings held with private sector vendors. Discussions on-going with Gwinnett Police. Meeting held with mid-town blue.
Recommendation 4.1.12: Develop key corporate partners list and set up preliminary meeting to discuss concept.	January-13	January-15	Red	Preliminary discussions. Very little interest.
Recommendation 4.1.13: Develop phased approach plan to technological platform by category	January-14	January-15	Red	
<b>Recommendation 5.0: Facilitate area business and retail revitalization</b>				
<b>Objective 5.1: Initiate CID facilitated business unity effort, define development opportunities and identify potential partners and catalyst sites</b>				
Recommendation 5.1.1: Identify stakeholder group key-players - developers, brokers, property owners, business/corporate influencers, government agency leadership, non-government agencies, Gwinnett Chamber executives	on-going	on-going	Yellow	Staff continually meets with leadership in community. CID meeting with business interests considering leaving and expanding in the CID area.

Recommendation 5.1.2: CID board initiative in tandem with the Gwinnett Chamber's Partnership Gwinnett business outreach efforts to form stakeholder task force to cooperatively promote retail rejuvenation focusing on favorable government decisions, i.e. zoning and infrastructure	on-going	on-going	Yellow	Redevelopment Taskforce formed through PG 2.0. Focus of October 2013 Redevelopment Forum will be on retail big-box revitalization. CID and PG staff visits to area businesses in 2012 and 2013.
Recommendation 5.1.3: CID board initiative to support establishment of an international business coalition emphasizing ethnic businesses in tandem with Partnership Gwinnett's small business development strategy.	on-going	on-going	Yellow	PG Diversity Taskforce formed through PG 2.0. CID serving on committee.
Recommendation 5.1.4: Set up luncheon with area business representatives, area media including Asian and Latino media	on-going	on-going	Yellow	Hosted event in 2011 with Asian media outlets. Hosting luncheon with Asian media outlets as part of DDI construction outreach in May/June 2013.
Recommendation 5.1.5: Create PowerPoint briefing for presentations to explain effort and vision	January-12	January-12	Green	Complete
Recommendation 5.1.6: Use influencer database to send targeted monthly e-blast updates	March-13	June-13	Red	Landmark reviewing various database options. Will utilize database as part of DDI construction outreach efforts in May/June 2013.
Recommendation 5.1.7: Identify select catalyst sites/parcels.	September-12	August-12	Green	Properties identified during LCI process. Two sites highlighted at 2012 Redevelopment Forums. Tour of sites planned in cooperation with Gwinnett Chamber. Catalyst sites identified as part of LCI process.
Recommendation 5.1.8: Authorize steering group and board to approach/explore possibilities with landowners, re: redevelopment sites.	August-13	December-13	Red	Discussions on possible group make-up with Bleakly Advisors
Recommendation 5.1.9: Use potential sites to develop "wish list" and "vision" of urban renewal options	March-12	August-12	Green	Included in LCI Study process.

<p>Recommendation 5.1.10: Engage regional urban design and renewal expert to facilitate vision development (What could Gwinnett Place area International Village or theme look like?)</p>	<p>March-13</p>	<p>July-13</p>	<p>Green</p>	<p>Included in LCI Study process. Discussions with Bleakly Advisory Group underway. Present possible options to CID board summer 2013.</p>
<p>Recommendation 5.1.11: Continue support and promotion of the Gwinnett Redevelopment Forum and other relevant "influencer" forums, opportunities to articulate the CID area vision as part of the greater Gwinnett County Economic Development Strategy</p>	<p>on-going</p>	<p>on-going</p>	<p>Yellow</p>	<p>Sponsor and planner of the 2012 and 2013 Redevelopment Forums. Presented at ICSC 2011. Working with GA Power and Jackson EMC economic development staff. Presentation to various real estate professional groups. Joining GEDA. Meeting with various developers to discuss GP Mall property.</p>
<p>Recommendation 5.1.12: Create visual elements to be used in proactive discussions with potential partners, developers, property owners, government agencies/non-government agencies. Include transitional renderings, long-term renewal vision renderings/visuals, graphically illustrated projected growth/economic patterns, transportation initiatives</p>	<p>September-11</p>	<p>June-12</p>	<p>Green</p>	<p>LCI Study contains numerous graphic presentations. Portfolio material created November 2011. Other renderings and materials created summer 2012. Material updated March 2013 and second reprint.</p>
<p><b>Recommendation 6.0: Gwinnett Place area perception strategy</b></p>				
<p><b>Objective 6.1: Rejuvenate the Gwinnett Place area image</b></p>				<p>Working with McKinley (Debra Irving) to provide information and support to them for their efforts to rebrand the mall with new properties, banners, etc.</p>
<p>Recommendation 6.1.1: Area "brand" repositioning</p>	<p>on-going</p>	<p>on-going</p>	<p>Yellow</p>	<p>January 2012 began using new tag line. Continue to secure free press and editorials.</p>
<p>Recommendation 6.1.2: Cooperative promotional initiatives</p>	<p>January-14</p>	<p>January-15</p>	<p>Red</p>	<p>Discuss with area businesses mutual and reciprocating PR activities</p>
<p>Recommendation 6.1.3: Strategic partnerships with government, public-private, corporate</p>	<p>on-going</p>	<p>on-going</p>	<p>Yellow</p>	<p>CID engaged with partnerships at Federal, State and local levels. CID staff continually reach out to any potential partner. Regularly scheduled meetings with Chairman, District Commissioner and County Administrator.</p>

<p>Recommendation 6.1.4: Continued long-term focus on physical elements (attention to physical elements will improve area perceptions among target audiences, resulting in more robust retail activity and more favorable decisions relative to visitation, investment, renewal and redevelopment. Security/safety, retail mix and mall revitalization, appearance, streetscape/landscape improvements, traffic improvements)</p>	<p>on-going</p>	<p>on-going</p>	<p style="background-color: yellow;"></p>	<p>On-going as part of normal operating activities</p>
<p><b>Objective 6.2: Change perceptions by correlating area attributes with economics, demographics and experiences attractive to brokers/developers/investors and target consumer audiences</b></p>				
<p>Recommendation 6.2.1: Communicate the new visions to target audiences</p>	<p>on-going</p>	<p>on-going</p>	<p style="background-color: yellow;"></p>	<p>Working with Chamber to target potential investors and developers</p>
<p><b>Objective 6.3: Ignite developer interest and reset the consumer mindset, the Gwinnett Place area must be repositioned to better tell the story of positive influences and efforts to build a more prosperous district</b></p>				
<p>Recommendation 6.3.1: Position the area's cultural makeup as a positive rather than a negative for consumers and economic development audience</p>	<p>on-going</p>	<p>on-going</p>	<p style="background-color: yellow;"></p>	<p>Continuing to work with various cultural-oriented chambers and organizations. Serving on PG's Diversity Taskforce.</p>

<p>Recommendation 6.3.2: Use positive demographics, economic data from credible sources as evidence of vitality for developers, brokers, partners, site selectors, etc. in marketing materials, trade show displays, promotions and media information</p>	<p>on-going</p>	<p>on-going</p>	<p>Yellow</p>	<p>Utilizing LCI baseline report data and sharing with economic development stakeholders</p>
<p>Recommendation 6.3.3: Use diverse dining and retail experiences as promotional elements in news media, advertising, marketing efforts to attract consumer and young professional demographic</p>	<p>January-14</p>	<p>June-14</p>	<p>Red</p>	<p>Elements used in updated portfolio materials. Will focus on a more robust approach following completion of DDI and status of available funding for this outreach effort. Coordinate and promote Explore Gwinnett's Taste of Gwinnett event.</p>
<p>Recommendation 6.3.4: Leverage efforts of Partnership Gwinnett internal marketing program by partnering or participating in their efforts to reach influential brokers, developers and corporate relocation/site selection influencers</p>	<p>on-going</p>	<p>on-going</p>	<p>Yellow</p>	<p>Partnering with PG. PG and Gwinnett County Economic Development staffs marketing Gwinnett Place Opportunity Zone.</p>
<p><b>Recommendation 6.4: Upgrade the brand, upgrade the area</b></p>				
<p><b>Objective 6.4: While renewal of the Gwinnett Place area as a whole is the objective, the brand itself needs an upgrade to reflect the changes that are here to stay</b></p>				
<p>Recommendation 6.4.1: A retooled brand will give the Gwinnett Place area the platform to articulate the positive aspect of change and express a compelling narrative to make the area more attractive to the broader corporate, retail and consumer audiences.</p>	<p>On-hold</p>	<p>On-hold</p>	<p>Red</p>	

<p>Recommendation 6.4.2: Highlight Gwinnett Place area's image as a unified business community via messages and themes that reflect the emerging culture as diverse, prosperous, inclusive and interesting</p>	<p>on-going</p>	<p>on-going</p>		<p>Weekly "more positive news" e-blasts. PG marketing efforts to promote Gwinnett Place Opportunity Zone. "World of Places" economic development portfolio reprint.</p>
<p>Recommendation 6.4.3: A modified or upgraded logo and/or tagline should be considered to reflect this international theme</p>	<p>on-going</p>	<p>on-going</p>		<p>Now utilizing "A World of Places in One Place" tag line on all materials. CID will work in concert with new mall ownership. 2012 version of our Gwinnett Place hospitality map used the tag line "A World of Places in One Place" and included the word "Welcome" in different languages from around the world.</p>
<p>Recommendation 6.4.4: Update concepts for area incorporating international makeup, cachet of the area</p>	<p>on-going</p>	<p>on-going</p>		<p>Elements used in November 2011 updated portfolio materials. Will focus on a more robust approach following completion of DDI and status of available funding for this outreach effort. Portfolio updated March 2013.</p>
<p><b>Recommendation 7.0: Message setting and story development</b></p>				
<p><b>Objective 7.1: Develop messages and stories for the Gwinnett Place area that clarify core elements of the area and deliver specific messages around the image-improvement effort</b></p>				<p>Op-eds appeared in various publications during 2012. Coverage in local media during 1st quarter including highlighted in Real Estate BisNow.</p>
<p>Recommendation 7.1.1: Develop repositioning support elements (video, brochure, fact sheet, trade show display, "Urban Renewal Vision Book," Urban Renewal Vision Micro-site, billboard, template ads, media kit)</p>	<p>on-going</p>	<p>on-going</p>		<p>Created new Gwinnett Place portfolio marketing piece. Updated PG Revitalizing Gwinnett booklet to be finalized summer 2013. Will focus on a more robust approach following completion of DDI and status of available funding for this outreach effort.</p>
<p>Recommendation 7.1.2: Conduct proactive media outreach</p>	<p>on-going</p>	<p>on-going</p>		<p>CID and Landmark staffs reach out to each new media source/contact. Continue to receive positive positioning in local media. Have become "go to" source for media.</p>
<p>Recommendation 7.1.3: Develop/update media outreach support elements</p>	<p>March-13</p>	<p>July-13</p>		<p>Created new Gwinnett Place portfolio marketing piece. Updated PG Revitalizing Gwinnett booklet to be finalized summer 2013. Will focus on a more robust approach following completion of DDI and status of available funding for this outreach effort.</p>
<p><b>Recommendation 8.0: Gwinnett Place area promotional strategy</b></p>				

<p><b>Objective 8.1: Increase awareness and visitation of shopping, entertainment and hospitality venues by showcasing singularly unique cultures/experiences</b></p>				
<p>Recommendation 8.1.1: Create a unifying promotional event expressing the width and breadth of the area's singularly unique cultures and experiences</p>	<p>January-14</p>	<p>January-15</p>		<p>Will research potential. Will focus on possible event and CID role following completion of DDI and clearer picture of available funds for this type of event. Discussions held with McKinley regarding potential for 5K run at GP Mall/Ring Road.</p>
<p>Recommendation 8.1.2: Initiate planning for a CID supported/facilitated internationally themed indoor/outdoor community event</p>	<p>On-hold</p>	<p>On-hold</p>		<p>Will research potential. Will focus on possible event and CID role following completion of DDI and clearer picture of available funds for this type of event. Discussions held with McKinley regarding potential for 5K run at GP Mall/Ring Road.</p>