

Gwinnett Place Community Improvement District 2016 Annual Report





OPEN LETTER FROM THE BOARD OF DIRECTORS

Throughout 2016, the Gwinnett Place Community Improvement District (GPCID) Board of Directors continued to provide leadership and vision to help drive a positive and economically strong future for the Gwinnett Place area.

The 2016 annual report is designed to update partners, stakeholders and businesses who support the CID on our accomplishments over the past year and details our plans going forward.

We made significant strides in public safety, transportation infrastructure investments and future redevelopment opportunities. While we are proud of our accomplishments to date, we have added work to do to meet our goals of creating a more walkable, sustainable, green and economically viable community, including championing mobility options and other transportation infrastructure improvements.

We want to thank the numerous partners, stakeholders and businesses that continue to bring real and tangible change to Gwinnett County's central business district at Gwinnett Place.

Thank you,

GPCID Board of Directors

REDEVELOPING AND EXPANDING THE CID



Gwinnett Place witnessed several businesses that opened or expanded their operations in 2016, including accounts receivable management company Hollis Cobb, which expanded its regional headquarters with a move into a 27,000 square foot facility at Satellite Place. In addition, one of the nation's largest not-for-profit health plan providers, Kaiser Permanente, celebrated the opening of a new customer call center in January 2017. Together, these companies represent hundreds more new Gwinnett Place jobs, with the potential for Kaiser Permanente to generate 800 jobs by 2020.

Additionally, U.K.-based manufacturer M&I Materials opened its U.S. headquarters in the Crestwood Building, and Hendrick Automotive Group opened its north Georgia consolidated regional headquarters at Satellite Place.

The commercial property owners who comprise the self-taxing Gwinnett Place CID are committed to engaging even more property owners in the overall redevelopment efforts of the greater Gwinnett Place area. In 2016, the expansion effort totaled \$27 million in appraised property value, and the CID now includes 239 commercial properties, giving the district additional support and funds to invest in economic redevelopment projects in the Greater Gwinnett Place area.

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In another exciting move, the Gwinnett County Board of Commissioners approved a Venture Drive Redevelopment Overlay District in 2016. The hour-glass-shaped area is bounded by Venture Drive, Steve Reynolds Boulevard and Old Norcross Road, and is intersected by Pleasant Hill Road and Satellite Boulevard. Our goal is to promote a mix of high-end, dense, residential housing, commercial business and office buildings that promote walkability and recreation and decrease vehicular traffic congestion.

TRANSPORTATION IMPROVEMENTS



In partnership with the Gwinnett County Department of Transportation (GwDOT) and others, several transportation projects were completed in 2016 to increase connectivity, improve traffic flow and increase pedestrian safety throughout the area. In fact in December 2016, the Pleasant Hill Road at Gwinnett Place Drive intersection improvement project was completed.

Projects on the 2017 docket include, the Pleasant Hill Road at Club Drive project currently under construction and intersection improvement projects at Day Drive and Venture Drive and Steve Reynolds Boulevard and Venture Drive, which were in right of way negotiations during 2016 before leading to construction.



A unique partnership between the CID and Gwinnett County resulted in the installation of 40 new streetlight fixtures along portions of Pleasant Hill Road, Satellite Boulevard and Steve Reynolds Boulevard to enhance driver and pedestrian safety. The CID also partnered with GwDOT to improve pedestrian access to and from residential, business and shopping venues by adding sidewalks along Steve Reynolds Boulevard.



LIVE, WORK, WALK . . .



GPCID's 2016 expansion effort totaled \$27 MILLION in appraised property value and now includes 239 commercial properties. The expansion provides additional support and funds to invest in economic redevelopment projects to continue to improve how we live, work and walk in the district.

One of the CID's goals remains to transform Gwinnett Place into a more walkable and livable environment. This past year, the CID conducted feasibility studies and created engineering design plans for street improvements to aid in people's commute to and from Gwinnett Place.

The studies focused on connecting McDaniel Farm Park, Shorty Howell Park and other trails in the county to Gwinnett Place. The studies were completed in December 2016 and will help Gwinnett County and the CID identify feasible routes for multi-use trails that will connect parks as well as residential, commercial and recreational origins and destinations throughout Gwinnett Place.

The Gwinnett Place CID Board of Directors has identified traffic congestion and efficient traffic flow and management as priority issues. During 2016, the CID prepared a traffic study for the Pleasant Hill Road, Old Norcross Road, Breckinridge Boulevard, Shackelford Road, Steve Reynolds Boulevard, and Satellite Boulevard corridors in the Gwinnett Place area. The recommendations address, short, mid, and long-range infrastructure challenges. In addition to addressing traffic congestion, the study recommends useful improvements to enhance walkability, cycling opportunities, and access to transit.

As outlined in the ACTivate Gwinnett Place plan, the CID further evaluated potential improvements at Pleasant Hill Road and Satellite Boulevard with the goal of identifying infrastructure alternatives that best accommodate future traffic demand at the intersection while creating a sense of place for the area.

Complete street designs for Gwinnett Place Drive and Mall Boulevard and completed construction plans for the last phases of Pleasant Hill Road and Satellite Boulevard streetscapes began during 2016.

Phase II of Satellite Boulevard streetscape, which will be funded by a Transportation Enhancement Grant and the CID, will begin in 2017 and will install ADA compliant sidewalk ramps at all intersections and driveways as well as decorative brick pavers, benches, landscaping, trash receptacles and pedestrian plazas along both sides of the roadway from Pleasant Hill Road to Old Norcross Road.

KEEPING GWINNETT PLACE CLEAN

Among GPCID's longest running and more effective initiatives are the efforts to keep the Gwinnett Place area beautiful and safe.

IN 2016, THE CID-FUNDED EFFORTS REMOVED 1,012 ILLEGAL SIGNS FROM THE 10-MILES OF ROADWAYS MAINTAINED BY THE CID AND 36.99 TONS OF TRASH - **THAT'S EQUIVALENT TO ALMOST SIX AFRICAN FOREST ELEPHANTS!**



IN FACT:

- The CID returned 56 shopping carts to area merchants, saving them \$14,000 in lost cart expenses
- Got 120 street lights/traffic signals/parking lot lights repaired
- Less than 10 instances of graffiti occurred in the area the entire year!

GPCID businesses, employees, guests and residents also love the seven-day a week security patrols. The CID funds community security patrols year round, with an increased presence during the holiday shopping season, which includes private security professionals contracted by the CID. Private, uniformed patrol officers work in cooperation with the Gwinnett County Police to notify law enforcement of potential criminal activity, and also provide motorist and commuter assistance.



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PLACING GWINNETT PLACE IN A POSITIVE SPOTLIGHT

The GPCID also reached nearly 3.6 million media impressions by having stories run in the *Atlanta Journal Constitution*, *Atlanta Business Chronicle*, *Gwinnett Daily Post*, *BisNow*, *Georgia Trend* and on local television stations, including CBS46 and WSB-TV.

The GPCID kicked off the year with hiring a new marketing and public relations agency, communications 21 (c21), in February 2016. With their help, the GPCID improved its social media engagement, reaching more than 1,000 followers on Facebook and increasing Twitter followers by 7.43 percent. The CID also launched both a blog and LinkedIn page with help from c21.

The blog features guest bloggers from all over the county who share their insights on multiple topics that affect Gwinnett Place and its future. Guest bloggers have included, Gwinnett County Board of Commissioners Chairman Charlotte J. Nash; Mike Wathen, Vice President of Health Plan Services Administration for Kaiser Permanente of Georgia; David Kohlasch, General Manager of the Sonesta Gwinnett Place Atlanta and more.

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GPCID staff and other members of the GPCID board also spoke to local media and organizations throughout the year to educate people on the importance of the CID and its upcoming plans and projects.



THE GPCID REACHED OVER 1,000 FOLLOWERS ON FACEBOOK AND INCREASED TWITTER FOLLOWERS BY 7.43%



THE GPCID REACHED ALMOST **3.6 MILLION** PEOPLE THROUGH STORIES IN THE MEDIA.

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 that are 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 minus a 1% processing fee.

REVENUES	
Property Tax Revenues, Net of Administrative Fee	1,213,453
Inter-governmental grants	176,000
Interest Income	7,906
Total revenues	\$1,397,359
EXPENDITURES	
Accounting	17,764
Business Development	5,110
Computer Expense	614
Dues and subscriptions	1,400
Insurance	11,757
Legal ads	338
Legal fees	14,337
Occupancy expenses	36,005
Office supplies	739
Other	102
Payroll and related expenses	259,000
Postage and delivery	402
Printing and design	192
Programs, projects, and studies	908,220
Telecommunications	2,454
Website maintenance	3,700
Total expenditures	\$1,262,134
INCREASE IN RESTRICTED FUND BALANCE	135,225
Restricted Fund Balance, beginning of year	2,848,460
Restricted Fund Balance, end of year	\$2,983,685