

Positioned
for **Prosperity**





GATEWAY85

GWINNETT

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During 2017, we spent a lot of time interacting with our stakeholders for many different reasons. Some of the most important conversations helped us figure out how to rebrand ourselves. As we ramped up for the "big reveal", I could feel the shift in our focus. After 10 years of successful relationship-building and CID awareness efforts, our focus is now outward facing. Our activities will be about promoting this dynamic community and being a champion for this thriving district.

Reflecting on this year, there are several successes to share:

- As we have completed a number of studies and plans, the interest from the development community is real and exciting. The Indian Trail/Oakbrook Parkway Livable Centers Initiative (LCI) 10-year update presented opportunities to bring greenspace, transportation improvements and new buildings to the corridor. Before the study was done, good things were happening:
 - **The CID Board committed our own funds to accelerate some of the transportation projects while we had SPLOST dollars allocated for many others.**
 - **We were awarded a grant to develop a wetland area into a beautiful trailhead/park.**
 - **As the new year unfolded, a brand new Starbucks opened and a second one is under construction.**
- The Jimmy Carter Blvd LCI 10-year update started with great excitement. Public engagement began tied in with a food tour of Carter Oak Shopping Center restaurants. Participants answered questions at work stations located in four different shops while they got to taste the cuisine. Turnout was great and the information exchange was valuable. The process concluded with a similar event at Carter Rockbridge Plaza where pupusas and more central and south American delicacies were featured. Community members provided important feedback.
- On the project front, we:
 - **Gained approval to establish a lighting district on Jimmy Carter Blvd from Live Oak Parkway to Brook Hollow Parkway;**
 - **Developed a partnership with the Atlanta Regional Commission, Georgia and Gwinnett Departments of Transportation for funding a major freight study;**
 - **Completed a final field plan review for the Beaver Ruin Road Safe Routes to School project;**
 - **Received funding for a mid-block pedestrian crossing on Beaver Ruin Road;**
 - **Completed the South Norcross-Tucker Road mid-block pedestrian crossing.**
- In our ongoing efforts as a community partner, we delivered more than 1,400 age-appropriate books to the children of Meadowcreek Elementary School and sponsored the Quarry Crusher Run, which raised \$17,000 for the Meadowcreek cluster.

I am fortunate to play a part in a concerted effort among the property owners, business community, residents and government partners to support this wonderful district. Together we can ensure that Gateway85 is recognized as a unique, vibrant and welcoming community with opportunities for all.

Sincerely,

Marsha Anderson Bomar
Executive Director

Community Focus

New brand identity to position community for Prosperity

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SPLOST Dollars

SPLOST projects will impact community in a big way

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2017 Financials

See where our budgeted dollars are going for big impact

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Crime Stats

Crime has consistently decreased over a 10 year period

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Gateway85 Team

Supporters who are helping to drive change in Gateway85

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GATEWAY85: BUILDING A COMMUNITY THAT IS POSITIONED FOR PROSPERITY

2017 was a pivotal year for Gateway85, formerly known as the Gwinnett Village Community Improvement District (CID), with a targeted overhaul to rebrand within their community.

"In order to re-imagine what our community could be moving forward, Gateway85 worked with key stakeholders, the board, community members and a consulting team to create a vision with all of the input received throughout the process," said Executive Director, Marsha Anderson Bomar.

Based on that input, it was determined that Gwinnett Village CID should adopt a new name and rebrand as Gateway85. The CID has a lot to offer those that live, work, and pass through the

area, and using the word "village" felt limiting. When you look at all the cultures represented within the community and the district's geographic location in relation to the rest of the region and the world, it really does serve as a gateway that links commerce to all points of the world, residents and visitors to new cultural experiences, and businesses and investors with people ready to help bring their visions to life.

The new logo and vibrant color scheme play off of the name Gateway85, hinting at the district's geographic location and position as a connector to the rest of the region, while also reflecting the people and cultures within its unique community. A new tagline, "Positioned for prosperity," was also adopted and indicates that

Gateway85 is a place that positions individuals and businesses for a prosperous future.

Gateway85 will still maintain a strong focus on our foundational building blocks: landscaping, beautification, security, and infrastructure projects. However, facilitating solutions for economic development opportunities and the transformation of land use in the area is emerging as a primary focus for the organization in 2018.

To learn more about Gateway85's rebranding efforts, see the enclosed booklet, "Gateway to a Dynamic Community".



UNPRECEDENTED INVESTMENT OF SPLOST FUNDS IN THE COMMUNITY WILL IMPACT THE LIVES OF EMPLOYERS, EMPLOYEES, VISITORS AND RESIDENTS IN THE DISTRICT

Great work was done by the Citizen Project Selection Committee in determining projects to be funded by your SPLOST dollars. The Gateway85 area will see an investment of more than \$21 million from this source with additional contributions of almost \$1 million

by the CID. This will help us build more sidewalks, improve intersections where many pedestrians need safer passage, provide fencing on bridges to increase safety, and so much more. See the SPLOST Project Map inside this journal.



FREIGHT STUDY

One of the strengths of our area is in the number of good jobs – about 36,000– many of which are in manufacturing, warehousing and distribution. Along with this comes the need to handle a lot of truck traffic. We are doing well now but as the Savannah Port is deepened and growth continues to happen, we want to be a place of choice for the future as well. (You can check out the blog on our website for more details). Partnering with the Atlanta Regional Commission and Gwinnett County, we will soon be kicking off a significant study of the freight intensive quadrant of our district. This will allow us to advance projects for funding to improve mobility for ALL. It also includes looking at bold transit options so workers will have mobility options to get their jobs.



DEVELOPMENT AND INVESTMENT

We hope you heard the exciting news about some business expansions – Liftmaster, National Compressor and OFS – Fitel have all chosen our district as home for the long term. As they make significant investments in their businesses, it makes the community as a whole a better place. New buildings in the district have opened and others have been modernized. We expect many more announcements throughout 2018.



CONNECTIVITY

Gateway85 provided funding for engineering costs and participated in purchasing right-of-way for a pedestrian trail along Beaver Ruin Road from Price Place to Indian Trail Road. We also pursued and were successful in securing funding in 2017 for the 2018 construction of a mid-block crossing that will allow pedestrians safe passage as they cross this busy street.

2017 CRIME STATS

Crime Statistics Have Been on the Steady Decline Since the Inception of the CID

As Gateway85 transitions to building a stronger sense of community identity within the district, crime prevention and safety will continue to be a top priority. When we compare the crime rate averages over the past 10 years to 2017 crime rates we are still seeing a significant percentage decrease. To effect more improvement, the CID is committed to partnering with local law enforcement on the use of technology.

2017 TOTAL TARGETED CRIMES

10 Year Average* = 687
vs. 2017 = 385

44%
DECREASE

“ We are a gateway aligned to link commerce to all points of the world, residents and visitors to new cultural experiences, and businesses and investors with people ready to help bring their visions to life. ”



TRANSIT FUTURE

Speaking of transit, we have been actively participating in the County's planning efforts. We believe options are essential and continue to advocate for improved mobility and connectivity. We have been visiting communities that have various forms of Mass Rapid Transit to be part of the conversation about what will work here in Gwinnett. Our Gateway location positions us for a bright transit future and we will be actively pursuing those opportunities. Exciting times.



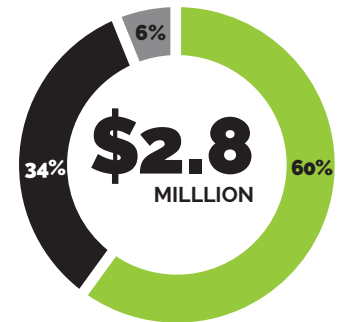
BEAUTIFICATION

We continue to add landscaping in strategic locations. Late in 2017 we worked with Gwinnett County to make Jimmy Carter Boulevard and Rockbridge Road better for cars and pedestrians. Gateway85 elected to plant the medians to enhance the look of the area and will provide maintenance as part of our on-going program. This is a first step along the path of greening Jimmy Carter Boulevard.

See the SPLOST Project Map Inside!

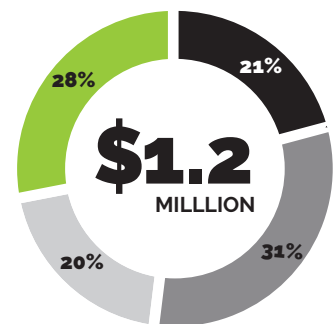
GATEWAY85 2017 FINANCIALS

2017 TOTAL CID BUDGET



34% Operations/Professional
6% Communications/Marketing
60% Programs

2017 CID PROGRAMS BUDGET



21% Planning and Design
31% Construction
20% Public Safety
28% Landscape Maintenance

2017 TOTAL MOTOR VEHICLE THEFT

10 Year Average* = 279
vs. 2017 = 154

45%
DECREASE

2017 TOTAL ROBBERY

10 Year Average* = 237
vs. 2017 = 107

55%
DECREASE

2017 TOTAL COMMERCIAL BURGLARY

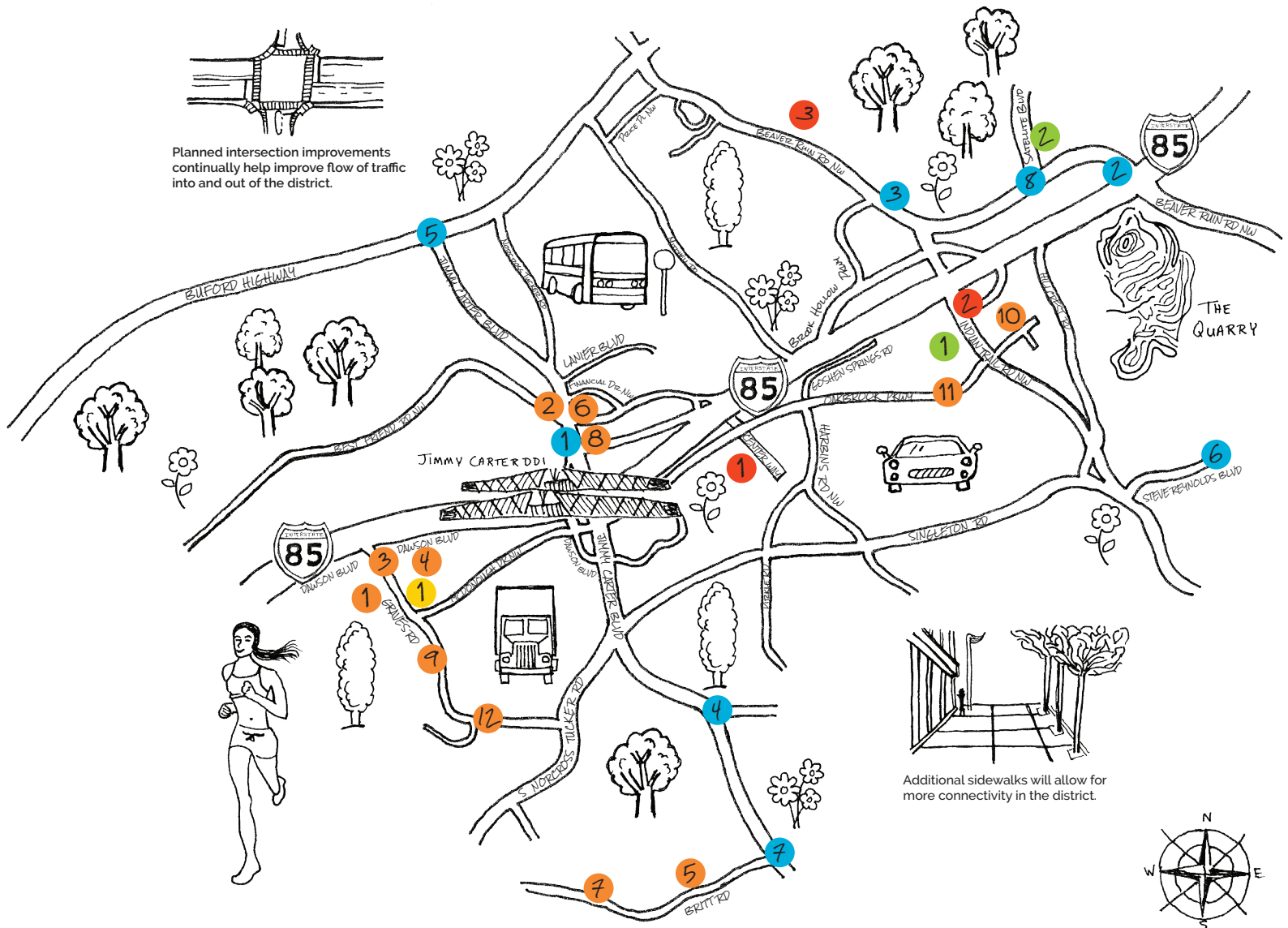
10 Year Average* = 158
vs. 2017 = 124

21%
DECREASE

* 10 year crime averages based on years 2007 through 2016

GATEWAY85

SPLOST Dollars at Work



TOTAL FUNDS = \$21,090,971

INTERSECTION IMPROVEMENTS

1. JIMMY CARTER BLVD ITS UPGRADES
2. BEAVER RUIN RD AT I-85
3. BEAVER RUIN RD INTERSECTIONS OF TWO MAJOR ROADWAYS
4. JIMMY CARTER BLVD AT ROCKBRIDGE RD
5. JIMMY CARTER BLVD AT BUFORD HWY
6. BEAVER RUIN AT STEVE REYNOLDS
7. BRITT RD AT JIMMY CARTER BLVD
8. SATELLITE BLVD AT BEAVER RUIN RD

BRIDGE IMPROVEMENTS

1. CENTER WAY BRIDGE FENCING AND PEDESTRIAN FACILITIES
2. INDIAN TRAIL BRIDGE FENCING AND PEDESTRIAN FACILITIES
3. BEAVER RUIN BRIDGE FENCING AND PEDESTRIAN FACILITIES

PARKS AND TRAILS

1. NORCROSS TO LILBURN TRAIL
2. BEAVER RUIN WETLANDS PARK

SIDEWALK IMPROVEMENTS

1. GRAVES RD (WEST OF GRAVES MILL DR TO EAST NATIONAL CIRCLE)
2. JCB (BROOK HOLLOW PKWY TO CRESCENT DR) *
3. DAWSON BLVD (GRAVES RD TO MCDONOUGH DR) SOUTH SIDE *
4. DAWSON BLVD (EAST OF CHASE LANE TO GRAVES RD) SOUTH SIDE *
5. BRITT RD (LUCKY SHOAL PARK TO EXISTING) SOUTH SIDE *
6. JCB (BEST FRIEND RD TO N. NORCROSS TUCKER RD) EAST SIDE *
7. BRITT ROAD (OLD NORCROSS TUCKER RD TO THE COUNTY LINE) SOUTH SIDE *
8. JCB (FINANCIAL DR TO LANIER BLVD) EAST SIDE
9. GRAVES RD (MCDONOUGH TO EXISTING) EAST SIDE
10. OAKBROOK PKWY (INDIAN TRAIL RD TO INDIAN BROOK WAY)
11. OAKBROOK PKWY (PIRKLE RD TO INDIAN TRAIL RD) NORTH SIDE
12. OSBORNE DR (GRAVES RD TO GRAVES ELEMENTARY)

SCHOOL TRANSPORTATION SAFETY

1. GRAVES RD (GRAVES LANE TO MCDONOUGH)

* Managed by Gateway85. Others managed by Gwinnett County

AN AMAZING TEAM COMMITTED TO HELPING MAKE GATEWAY85 GWINNETT GREAT

GATEWAY85 STAFF



Marsha Anderson Bomar, F. ASCE, AICP, ENV SP, F. ITE
Gateway85 Executive Director

Marsha took the helm of the CID in 2016, bringing with her more than 40 years of experience in the field of civil engineering, planning and community development. As executive director, Marsha is leading day-to-day operations at the CID and ensures that the organization progresses toward its goal of increasing commercial property values. She also represents the CID on numerous boards and organizations to strengthen relationships with all partners.



Tammy Thompson
Gateway85 Communications Director

Tammy Thompson is the most recent addition to the Gateway85 team. She joined in January 2018 and brings a wealth of experience in communications, public relations and special events management. Her responsibilities include managing the marketing and communications functions, social media presence, media relations and special events, as well as advertising and public relations efforts.



Matt Gore
Gateway85 Project Manager

Matt joined the CID as Project Manager in 2017. He oversees the CID's projects and planning, including project financing and grant submittals. Matt has experience in government finance and budgeting, including serving as Project Controls Coordinator for the Gwinnett County Government's Department of Transportation and as a budget analyst with the Athens-Clarke County Government. He is also a member of the Council for Quality Growth's Emerging Leaders Initiative.



Robert Michener
Gateway85 Director of Operations

As Director of Operations for the CID, Robert oversees the CID's landscaping efforts, sidewalk construction and the CID's nightly private security patrols. Robert is responsible for many duties relating to the day-to-day operations of the CID including coordinating office support services and facilities management.

GATEWAY85 BOARD

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Atlanta Maxim Realty International

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Lisa Reeves

NDI Development

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Deming, Parker, Hoffman, Campbell & Daly LLP

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