

GATEWAY85 CID

ECONOMIC DEVELOPMENT STRATEGY

EXECUTIVE SUMMARY



GATEWAY85
GWINNETT

Presented by:



Report Date: October 2021

PROJECT OVERVIEW

The Gateway85 CID retained KB Advisory Group to assess the area's economic and fiscal characteristics and develop strategic economic development goals.

This includes:

- Overview of economic benchmarks of the Gateway85 area
 - Public revenues
 - Fiscal impact
 - Economic impact
 - Employment & business metrics
- Overview of Gateway85 assets and operations
- Gateway85 priorities & strategic goals



GATEWAY85
GWINNETT



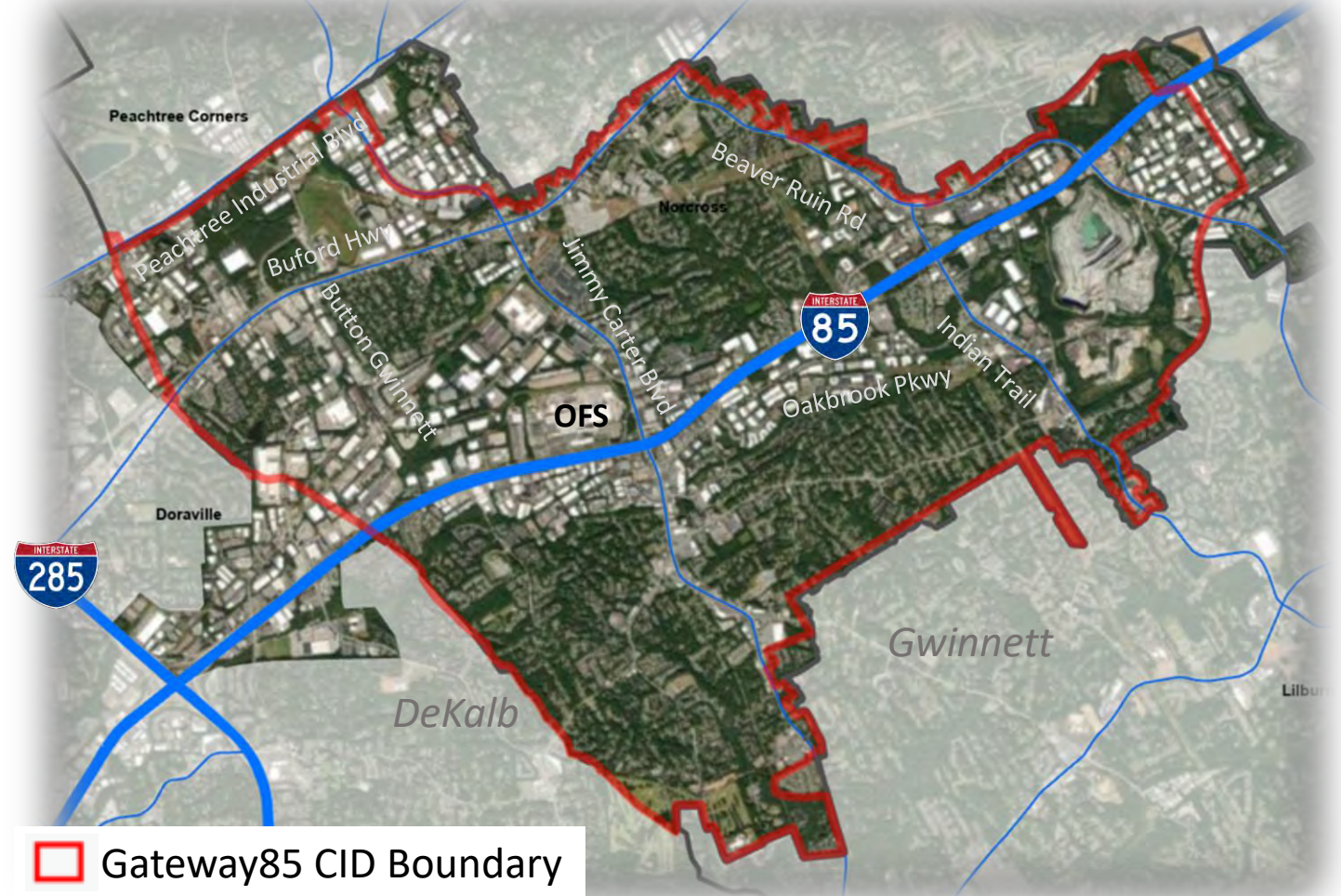
PROJECT OVERVIEW

Highlights of the Gateway85 Area

The Gateway85 area has:

- 63,385 jobs and 4,903 businesses;
- 47,417 jobs in the CID Boundary;
- 3,000+ businesses in the CID;
- \$16.6 billion in economic output;
- \$5.6 billion in payroll and earnings annually;
- 16% of Gwinnett's jobs;
- \$1.7 billion of property value;
- Incentives: two TADs, two state Opportunity Zones, a Federal Opportunity Zone and others;
- Dedicated and hardworking staff and board members.

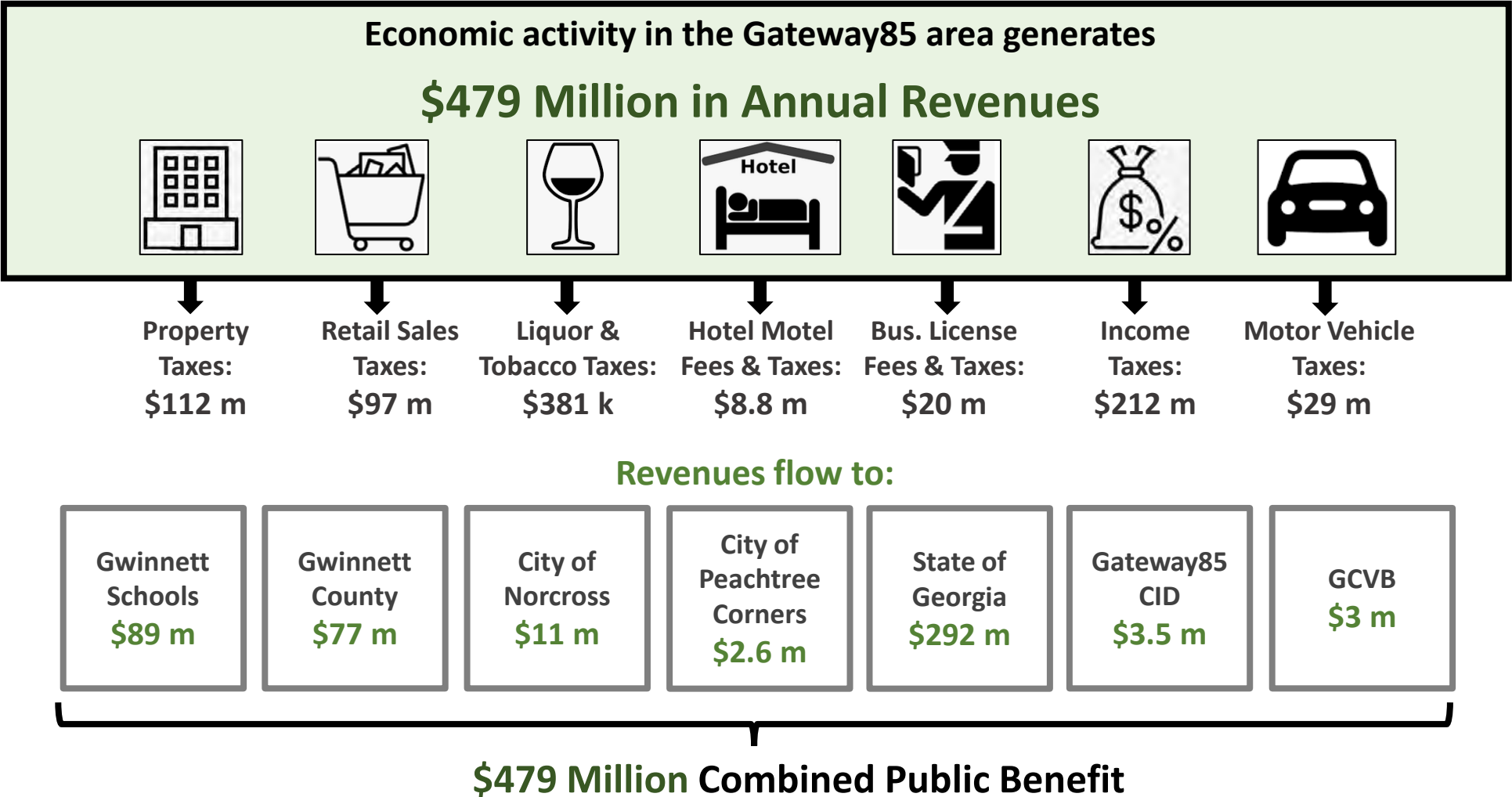
The Gateway85 Area: CID with adjacent commercial uses



REVENUES, FISCAL & ECONOMIC IMPACTS

REVENUES & FISCAL IMPACTS

Executive Summary



REVENUES, FISCAL & ECONOMIC IMPACTS

Executive Summary

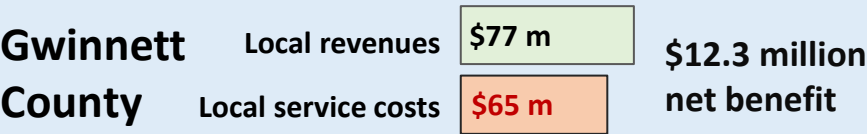
Fiscal Impact

The Gateway85 area generates a net fiscal benefit to Gwinnett County and Gwinnett County Public Schools:

- \$12.3 million net benefit to Gwinnett;
- \$24.0 million net benefit to Gwinnett Schools.

Based on estimates of costs to service Gateway85 households, residents, school-aged children and businesses:

- Gateway85 returns \$1.19 in revenue to Gwinnett County for every \$1.00 in service costs.
- Gateway85 returns \$1.37 in revenue to Gwinnett County Public Schools for every \$1.00 in service costs.



Economic Impact

The Gateway85 Area has a huge economic impact on Gwinnett County and the State of Georgia:

Gwinnett County:
\$27.5 billion output
111,916 jobs

Georgia:
\$36.4 billion output
152,884 jobs

Every \$1.00 of goods or services produced or sold in Gateway85 returns:

- \$1.55 to Gwinnett County
- \$2.07 to the State of Georgia



GATEWAY85 EMPLOYMENT

Employment Growth History

The Gateway85 CID currently has over 47,000 jobs, and the larger Gateway85 area has almost 64,000 jobs.

Gateway85 CID and Gateway85 area Employment 2011-2021



Source: US Census, KBA

GATEWAY85 CID OPERATIONS

GATEWAY85 CID OPERATIONS

CID Operations Highlights

Gateway85 CID Operations Overview

Gateway85 represents more than 550 property owners and businesses, accounting for more than \$1.7 billion in commercial property value in Gwinnett County.

Gateway85 CID Operations Highlights

Sidewalk Improvements: Since 2006, Gateway85 CID has installed over 18 miles of sidewalks, pedestrian crossings and other amenities;

Beautification and Lighting: The CID has invested nearly \$10 million into landscaping, right of way maintenance, and lighting since 2006;

Public Safety: Gateway85 CID's public safety program has reduced targeted crimes significantly since 2007, in part by installing cameras and partnering with Norcross public safety officials;

Development: Gateway85 CID works with state and local partners to promote investment in the area, increase property values, and stimulate economic activity;

Transportation and Mobility Enhancements: Gateway85 CID is a strong advocate for mobility, advocating via studies and plans and leveraging partnerships to improve transit, roadway, and pedestrian facilities via capital investments.

GATEWAY85 CID OPERATIONS

CID Property Values over time

The Gateway85 CID outpaced Gwinnett County in property value growth over 10 years.

- The CID’s property value has increased by over \$600 million since 2010, a 54% increase.
- Gwinnett County’s property value increased by 33%.
- The Gateway85 CID added 144 new CID member parcels over 10 years.

Year	Gateway85 CID Parcels	Gateway85 CID member Property Values (Est.)	Gwinnett County Property Value (Est.)
2010	695	\$1.1 billion	\$68 billion
2020	839	\$1.7 billion	\$90 billion
Change	144	54%	33%

GATEWAY85 PRIORITIES & STRATEGIC GOALS

GATEWAY85 PRIORITIES

Mission Statement

To increase property values by promoting business development and improving the quality of life for those who live, work and play in the district.

Vision

Be the top location for business in Metro Atlanta.

Priorities

Benefit Members	Promote & Maintain Safety	Support Property Value Growth
Promote Transit-Oriented Development	Improve Area Quality of Life	Grow Customers & Revenues for Members
Diversify the Economic Base	Transportation & Freight Infrastructure	Manage Perceptions, Messaging, PR
Leverage Outside Public & Private Investment	Maintain Partnerships	Create an Interesting & Viable Core

ECONOMIC DEVELOPMENT STRATEGY

What role does a CID have in economic development?

- Most of the CID’s day-to-day work consists of the tasks listed here.
- While the CID itself is not well-positioned for business recruitment, development, or redevelopment, the CID can support partners and agencies that are better positioned for those activities.

Streetscapes & Sidewalks	Enhanced Security	Placemaking
Leadership & Advocacy	Infrastructure	Wayfinding & Signage
Event Programming	Branding, Marketing, and Communications	Planning & Studies

ECONOMIC DEVELOPMENT STRATEGY

Partners in Redevelopment

Numerous public and private partners have direct roles in economic development and revitalization in Gwinnett County, not just in the Gateway85 area, but throughout Gwinnett County.

A major priority of the Gateway85 CID’s economic strategy is to partner with these agencies, keep them informed of opportunities and initiatives, and promote mutual interests.

Directly Responsible to
Gwinnett Elected Officials and
County Administration:

- Gwinnett County Commission
- Gwinnett County Administration
- Gwinnett County Planning and Development
- Gwinnett County Economic Development
- Gwinnett County Dept. of Transportation
- Gwinnett County Dept. of Parks and Rec.
- Gwinnett County Dept. of Water Resources
- Gwinnett County Tax Assessor

Independent, but Responsive
to Gwinnett County Elected
Officials and Administration:

- Development Authority of Gwinnett County
- Partnership Gwinnett
- Gwinnett County Redevelopment Agency (Oversees TADs)
- Urban Redevelopment Agency of Gwinnett County;
- Georgia Dept of Transportation
- Gwinnett Chamber of Commerce
- Atlanta Regional Commission
- SRTA

Independent /Private Sector:

- Gateway85 CID
- Gateway85 area property owners
- Gateway85 area businesses
- Private sector developers

ECONOMIC DEVELOPMENT STRATEGY

Gateway85 CID Economic Development Strategy

What can the Gateway85 CID to do promote economic development?

This strategy is built on a framework of four key pillars driven by the CID's mission, vision, priorities, and opportunities:

Four Pillars of the Gateway85 Economic Development Strategy

**1. Promote
Redevelopment
on the OFS Site**

**2. Improve
Transportation
Options in the CID**

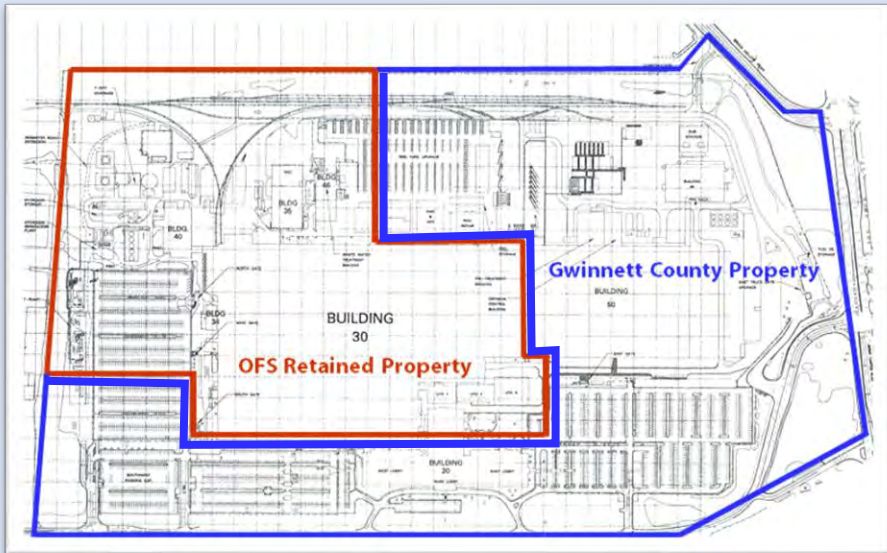
**3. Improve the
Quality of Jobs in
the CID**

**4. Continue to
Improve the
Physical
Environment**

ECONOMIC DEVELOPMENT STRATEGY

Strategy 1 Promote Redevelopment of the OFS Site

- This is the single highest priority, and it plays a central role in all four Economic Development Strategies.
- Gwinnett County purchased 103 acres of the OFS site in 2018 for future use as a transit center.



Satellite Boulevard to Jimmy Carter Boulevard BRT Study

Concept Plan
Jimmy Carter Boulevard



ECONOMIC DEVELOPMENT STRATEGY

Strategy 1 Promote Redevelopment of the OFS Site

What could fit on 70 Acres (based on this plan)?

- 1,400 housing units
- 600,000 SF retail space
- 1.4 million SF office space
- 3 acres park & open space

That development would support:

- 6,500 additional jobs
- \$560 million new property value
- \$6 million in annual property tax (to TAD)
- \$19 million in annual sales taxes to county, schools & state
- \$74 million in public revenue over 5-year buildout.

Transit Center site, studio and OFS remain intact.

Satellite Boulevard to Jimmy Carter Boulevard BRT Study

Concept Plan
Jimmy Carter Boulevard



ECONOMIC DEVELOPMENT STRATEGY

Strategy 1 Promote Redevelopment of the OFS Site

1.1 Advocate for Phased Redevelopment

1.2 Identify the Potential Public Benefits of OFS Site Redevelopment

1.3 Enhance OFS Site Development Capacity

1.4 Accelerate Site Infrastructure Improvements



Conceptual Phased Redevelopment Approach from DPZ Study

Existing Conditions



Phase I



Phase II

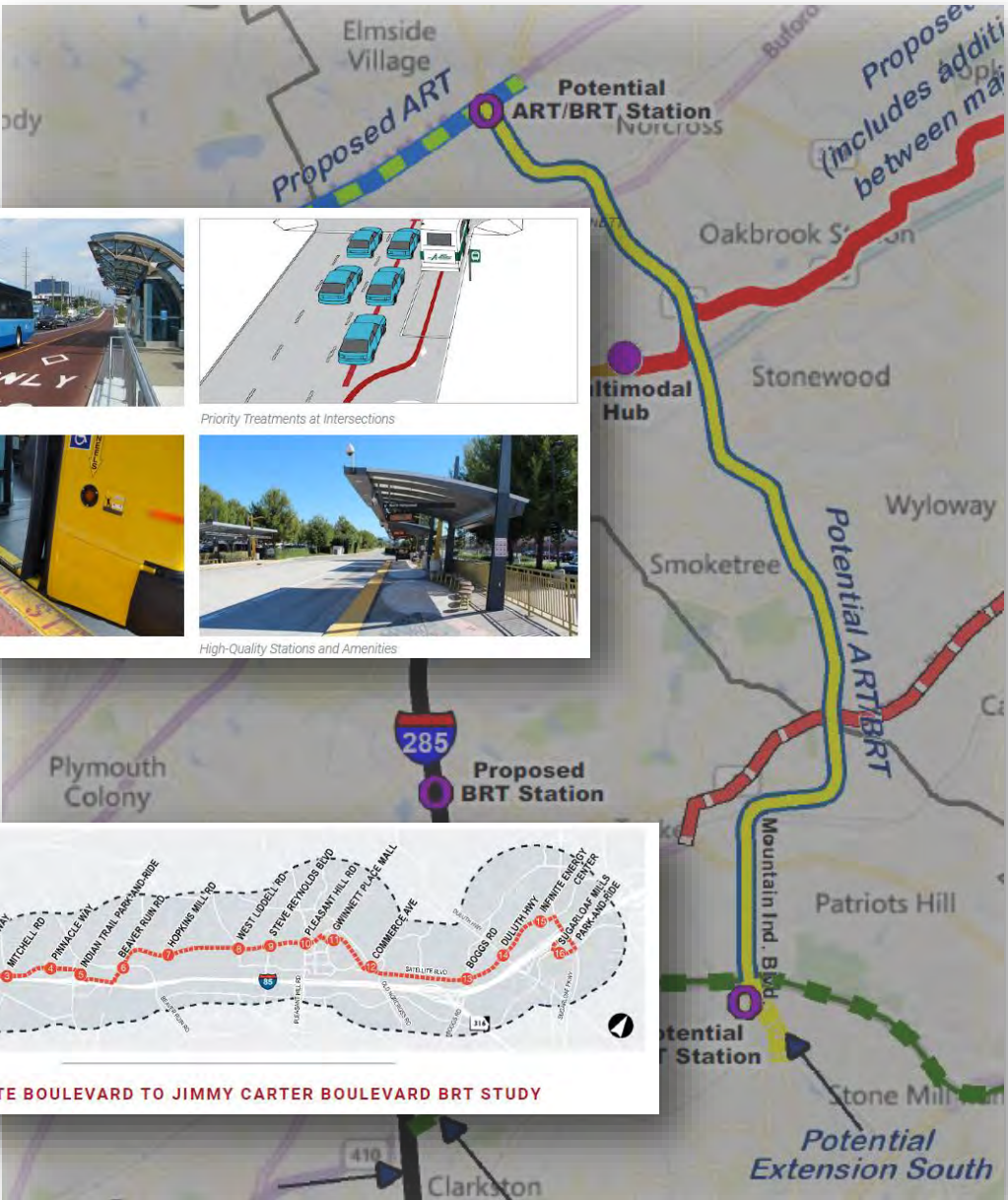
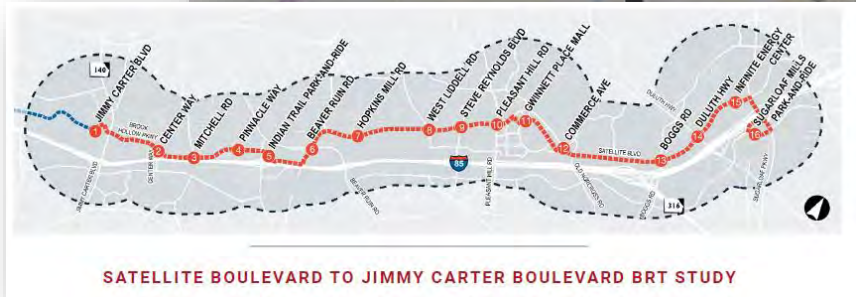


Phase III



ECONOMIC DEVELOPMENT STRATEGY

Strategy 2: Improve Transportation Options



ECONOMIC DEVELOPMENT STRATEGY

Strategy 3:

Improve the Quality of Jobs in the CID



Strategy 4:

Continue to Improve the Physical Environment of the CID



ECONOMIC DEVELOPMENT STRATEGY

Partnerships:

- The Gateway85 CID's economic development goals are consistent with the goals of the CID's partners in economic development.
- How can Gateway85 best work with our partners to work towards these goals?

More Jobs	Better Jobs	More Property Value
More Public Revenues	Better Places	More Economic Activity
Better Transportation	Better Quality of Life	Live Work Play