



**Local + State
Economic
Leader**

**Progress
Oriented**

**Thriving
Business
Community**

**Positioned
For Growth**

**Entertainment + Events
Destination**

2023 Annual Report

**IMPACTING
TODAY & BEYOND**



Committed to

THE DISTRICT'S CONTINUED GROWTH & IMPACT

We have always known that the Sugarloaf CID has a thriving business community and a vibrant regional arts and entertainment district. This year, we completed an economic and fiscal impact study that highlighted the importance of our community to the broader region. Even though the CID is less than 1% of Gwinnett County's land area we have **7% of Gwinnett County's jobs** and an Arena that was ranked by Billboard as one of the **Top 25 venues in the world**. The Sugarloaf CID also has a **\$15.4 billion impact on the state of Georgia!**

In 2023, we completed major expansions of our security and landscaping improvements, and we advocated for projects in our community to receive additional funding, bringing more transportation dollars to our district.

In our 2023 Annual Report, learn more about our work to ensure our community remains connected, safe and attractive for years to come.

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A handwritten signature in black ink, appearing to read 'Alyssa Davis', with a long horizontal flourish extending to the right.

Alyssa Davis,
Executive Director

INVESTMENT IN OUR COMMUNITY BRINGS MEASURABLE RESULTS

The CID has continued to grow every year since our formation, and 2023 is no exception. When property owners join the CID, they agree to pay an additional tax of 3.5 mills to fund projects that make the district more connected, safe, and attractive. The addition of these new

properties increases the amount of funding the CID can leverage to complete critical projects in our community.

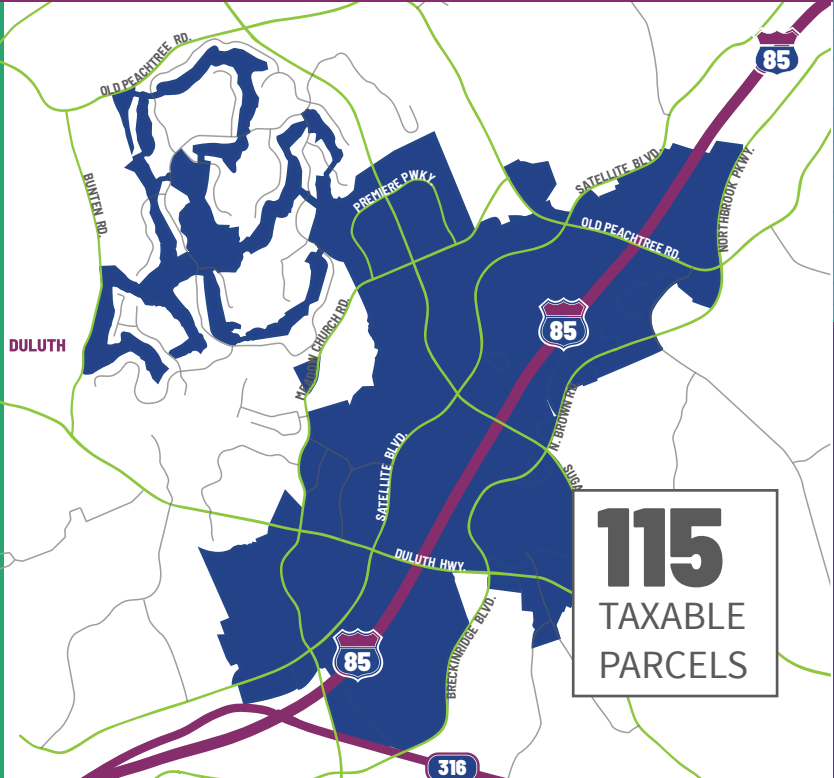
The Gwinnett Board of Commissioners approved a request by the CID to expand the district boundaries by 5 parcels

in 2023. The expansion added \$56.58 million in appraised value to the Sugarloaf CID, and it grew the CID to a total of 115 taxable parcels.

2023 EXPANSION HIGHLIGHTS

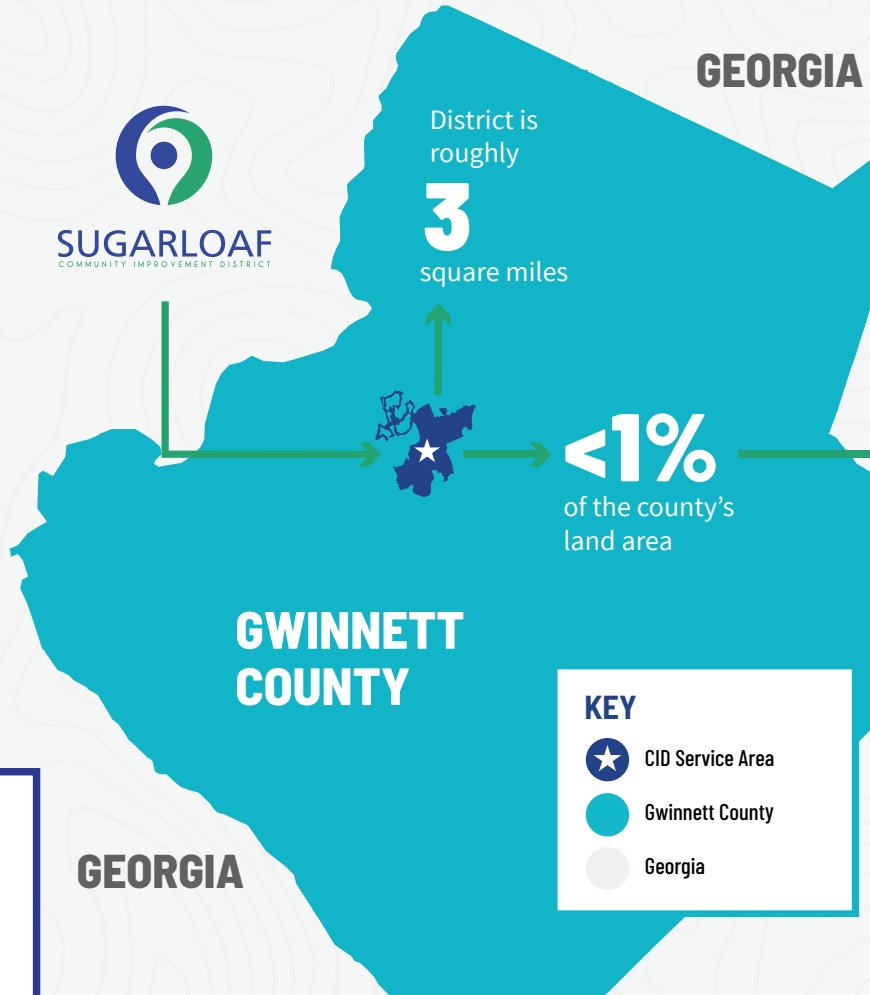
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New parcels expand district boundaries

\$56.58
MILLION
In appraised value



DRIVING LOCAL & STATE ECONOMY

Our Market Study highlights the importance of the Sugarloaf CID to the local and state economy. Our businesses have a tremendous economic impact, and we represent a huge entertainment and tourist destination for the region. Our area has thrived and grown over the last couple of decades, with more growth and development in the works.



Home to Sugarloaf Mills, a shopping and entertainment destination with stores numbering over

180



The CID has experienced dramatic growth:

50%

Increase in jobs since 2010

62%

Increase in residents since 2010

Note: The map above is an approximated scale

7%

Of jobs in Gwinnett County

1,287

Companies

26,669

Jobs

\$7.2 BILLION

In annual sales



Home to Gas South District, a 118-acre campus with a newly renovated and expanded convention center that hosts a variety of events attracting over

1 MILLION

visitors each year

GEORGIA



15%

Of the county's hotel rooms, with more in development

The CID brings tremendous value to the county & state:

\$11.7 BILLION

Impact on Gwinnett County

\$15.4 BILLION

Impact on the state of Georgia

The Sugarloaf CID generates more public revenues for both Gwinnett County and Gwinnett County Public Schools than it receives. For every dollar in service costs to Gwinnett County, the Sugarloaf area returns

\$1.62 + \$4.57

in revenues to the county

in revenues to county schools

Safe:

PRIORITIZING SAFETY IN OUR COMMUNITY

2023 Central Precinct Flock Stats



32

Stolen Vehicles
Recovered



17

Stolen Vehicle
Arrests



7

Stolen Tags
Recovered



3

Stolen Tag
Arrests



51

Wanted Persons
Located



76

Investigations
with **36** Arrests



107

Total Arrests
in Central Precinct

The Gwinnett Police Central Precinct continues to report **dramatic success in solving and reducing crimes** thanks to the cameras from the Sugarloaf and Gwinnett Place CIDs, which both fall in the Central Precinct. 2023 has seen continued success with our Flock Safety Cameras, and we installed 20 new Flock cameras in our expansion areas.



New Landscape



New Banners



Transit Plan



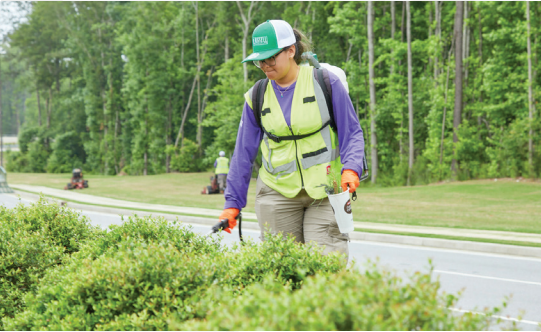
Trails



Gas South to Primerica Loop Trail Spur Project

Attractive:

ENHANCING OUR ENVIRONMENT



Expanded Landscape Maintenance

This year the CID grew the area covered under our landscape maintenance contract to include new portions of the district.

New Banners Installed

The CID expanded the footprint of banners in our district, adding new banners celebrating the assets and activities in our community.

New Landscaping Installation at I-85 Interchange

At the end of the year, the CID began work on a landscaping installation on the east side of I-85 at Sugarloaf Parkway. This will mirror the installation on the west side of the interchange, and create a welcoming experience for visitors entering the CID.

Signage and Wayfinding Study

We completed a signage and wayfinding study to plan locations for directional wayfinding signage throughout the district.

I-85 Underpass Lighting Upgrade

The Sugarloaf CID partnered with Gwinnett County to remove hundreds of outdated, non-functioning lights from the Sugarloaf Parkway at I-85 underpass. They were replaced with new LED lights providing improved visibility and safety for drivers, bicyclists, and pedestrians.



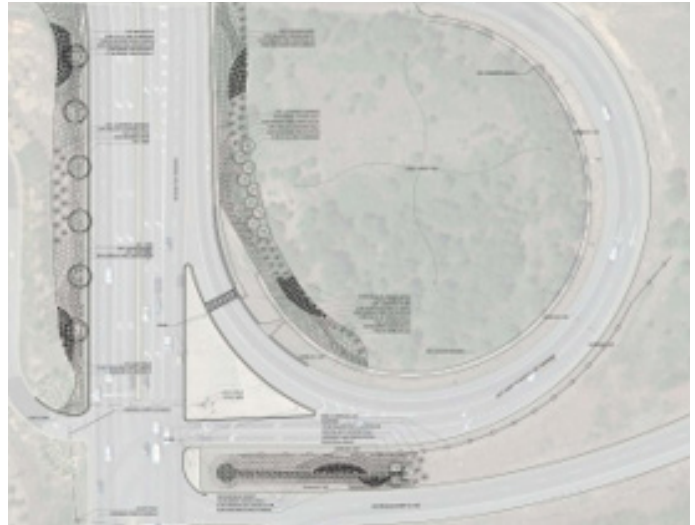
LOOKING AHEAD TO 2024

Connected

Work is underway on some of the first phases of SPLOST transportation improvements in the CID.

Safe

We are working with the Gwinnett Police to find more ways to help our properties integrate into Gwinnett County's Situational Awareness and Crime Response Center, which leverages data from nearby cameras to inform first responders in real-time.



SPLOST Transportation Improvements

Attractive

New landscaping on the east side of I-85 at Sugarloaf Parkway interchange will be complete in early 2024.



Artist, Krista Jones - Photo by Brock Scott

The CID is working with Atlanta-based artist Krista Jones aka Jonesy to create a vibrant, patterned mural to cover the northbound-facing wall on the underpass. The mural will span the entire 10,800 square-foot wall at the gateway into Gwinnett's Downtown. Installation is planned for mid-2024.



OUR COMMUNITY



3rd Annual Property Owner Meeting

We gathered investors in the CID and other major stakeholders to share the CID's success stories and to learn more about what is happening in the Sugarloaf market.



Recognition

In 2023, the Sugarloaf CID was featured in articles in James Magazine, Focus Atlanta, the Gwinnett Daily Post, and the Gwinnett Forum.

CID Executive Director Alyssa Davis was recognized as one of Engineering Georgia's Top 100 Influential Women.

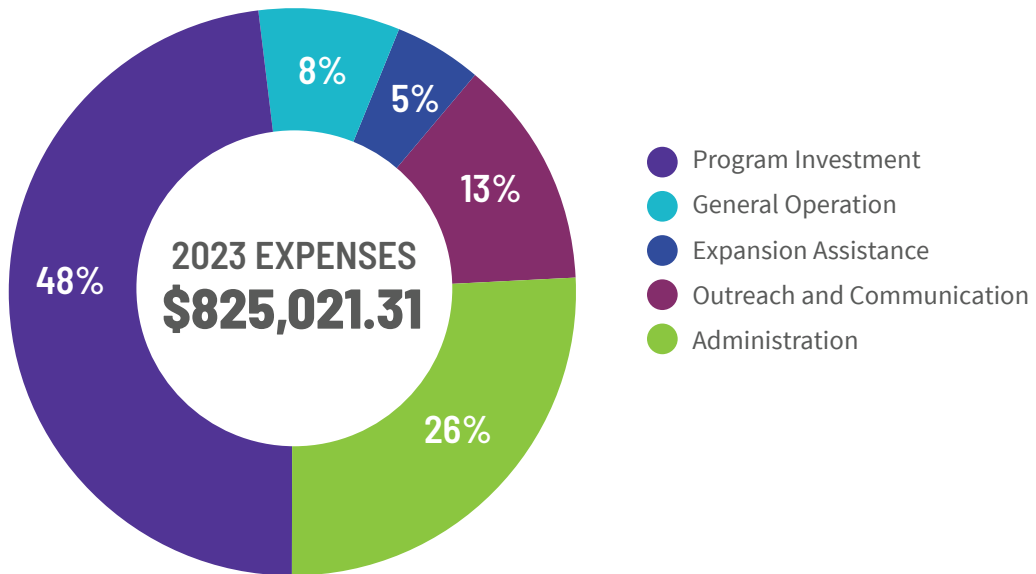


Financials:

STEWARDING YOUR DOLLARS

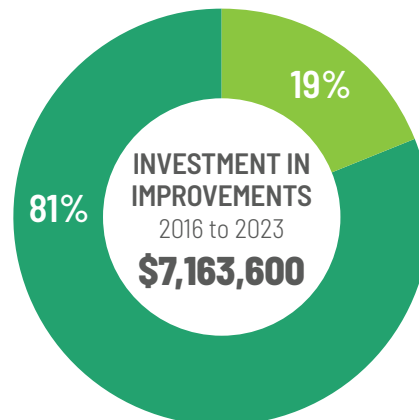
2023 TOTAL REVENUE = \$1,262,562.96

CID YEARLY EXPENSES



CID LONG-TERM INVESTMENT

- \$5,797,550**
Roadways, Sidewalk, Streetscaping, Signage, Landscaping, and Security
- \$1,366,050**
Planning & Studies to Advance Long Term Projects & Obtain Grants



NEW BOARD MEMBERS ELECTED

At our April board meeting, **Adrienne Hood** was unanimously elected to Post 2, formerly held by Robson Souza, the former General Manager for Sugarloaf Mills.

Rachel Karle was unanimously elected to Post 4, formerly held by Norwood Davis.

Anthony Ferrari was unanimously elected to serve as Assistant Treasurer.

Jim Ezell
Vice Chairman - Post 5



Stan Hall
Treasurer



Brand Morgan
Chairman - Post 3



Scott Meadows
Secretary



Anthony Ferrari
Assistant Treasurer



Joseph Macrina
Board Member - Post 1



Adrienne Hood
Board Member - Post 2



Rachel Karle
Board Member - Post 4



Cole Hudgens
Board Member - Post 6



Om Duggal
County Appointment





SugarloafCID.org

6500 Sugarloaf Pkwy Duluth, GA 30097