



2024 Annual Report

CREATING CONNECTION IN OUR COMMUNITY



ALYSSA DAVIS,
EXECUTIVE DIRECTOR

STRENGTHENING OUR CONNECTIONS

The work of the CID is collaborative, and 2024 was a year of strengthening our community partnerships and connections as we completed major long-term projects.

Connecting the east and west sides of our district with improvements to the Sugarloaf Parkway at I-85 interchange has been a goal of the CID since our formation. In 2024, we installed landscaping on the east side of the interchange to mirror improvements on the west side and installed the **Synchronicity mural** at the underpass, **spanning nearly 11,000 square feet.** We advanced transportation projects in partnership with Gwinnett County and collaborated

with our partners at the Gwinnett Police Department on community initiatives to improve safety.

We also **doubled the staff of the CID**, hiring Daisy Mills as Project Manager. Daisy joined the CID with a determination to implement projects, and her engagement helps to expand our reach in the community.

The success of the CID's projects is only possible because of the **investment of our property owners** and collaboration with our partners to make sure our district remains connected, safe, and attractive for many years to come.



The Mission of the CID is to create and maintain a Connected, Safe and Attractive business and entertainment district – a vibrant downtown for Gwinnett County.

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MEET DAISY MILLS



In March 2024, the CID welcomed Atlanta-native Daisy Mills as a Project Manager to collaborate with government partners and consultant teams, prepare board reports, manage the Sugarloaf Security Meetings, and oversee the CID landscaping program.

“When I think about my role here and tell others about what the CID does, they see the passion and excitement in my face. It’s a joy to work with our Board, Gwinnettians, and other Metro Atlanta stakeholders who are visionary leaders in making our communities better. The work of the Sugarloaf CID is community-centered, fast-paced, and dynamic. The future is very bright for the Sugarloaf area, and I’m grateful to be a part of it.”



CONNECTING COMMUNITY

Bridging the CID

The Sugarloaf CID benefits from our location along I-85, but we don't want the interstate to feel like a barrier dividing our community. In 2024, we completed two projects at the Sugarloaf Parkway at I-85 interchange to help bridge the eastern and western sides of our district.

Synchronicity Mural

The Synchronicity mural by Krista Jones aka Jonesy is a vibrant reminder to all that they are entering a special place, Gwinnett's Downtown. At nearly 11,000 square feet, it is one of the largest murals in Metro Atlanta and it transforms an otherwise ordinary space into a place of joy.



Eastside Landscaping

The CID installed new interchange landscaping on the eastern side of the Sugarloaf Parkway at I-85 interchange that mirrors the western landscaping improvements and provides a warm "welcome" to all.



See the story behind the mural and what it represents to our community.

Connected

ENHANCING TRANSPORTATION

As a busy business and entertainment district, moving people to where they need to go is important. Here are ways we are improving transportation in Sugarloaf:

Loop Trail

Design began on the section of the Loop Trail along Satellite Boulevard between Sugarloaf Parkway and Peachtree Ridge Park.



Transit Improvements

The CID is teaming up with Gwinnett County, the Gas South District, and the Hudgens Center for Art & Learning to relocate a bus stop closer to the entrance of the Gas South District on Satellite Boulevard. We developed a Call for Artists to design decorative crosswalks connecting the bus stop and the Gas South District. The decorative crosswalks will be installed in 2025.



SPLOST Projects

We continued our partnership with Gwinnett County on SPLOST Projects in the Sugarloaf CID area:

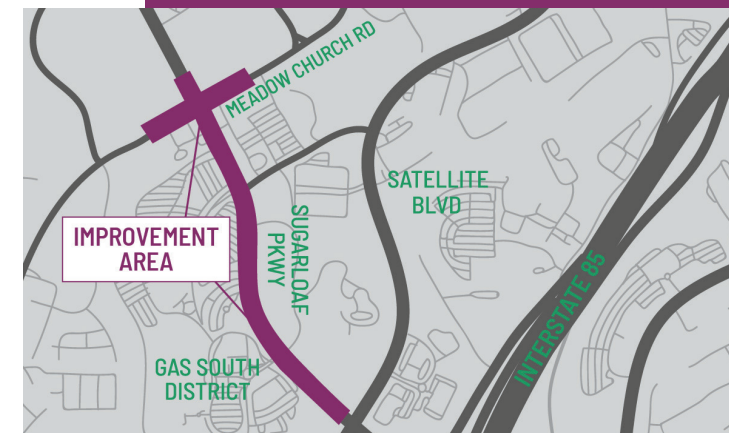
- Coordination with property owners to prepare Sugarloaf Parkway roadway improvements for construction
- Construction of additional sidewalks along Satellite Boulevard to fill in sidewalk gaps
- Design for pedestrian improvements around Sugarloaf Mills

Transit Education

We shared updates on social media, along with a website landing page, testimonials, and blogs featuring future potential Ride Gwinnett service options and current services.



A LOOK AHEAD TO 2025



Construction will begin for roadway improvements on Sugarloaf Parkway and pedestrian improvements around Sugarloaf Mills.

Safe

TEAMING UP FOR A SAFER SUGARLOAF



The Sugarloaf CID's **35** Flock Safety cameras continue to help Gwinnett Police solve and deter crimes.

2024 Central Precinct Flock Stats



Sugarloaf Security Meeting

In partnership with the Gwinnett County Police Department, Sugarloaf CID convened representatives from entertainment and hospitality businesses to launch a quarterly Sugarloaf Security Meeting. The first meeting on October 10th, 2024, had over 30 attendees and featured an update on Sugarloaf area security from former Central Precinct Commander, Major Terry Werho, as well as presentations from the Special Investigation Section and the Community Affairs team.

A LOOK AHEAD TO 2025

The Gwinnett Safe Communities program is boosting safety in Sugarloaf through the community-based, voluntary camera-sharing program with the Gwinnett Police Department. The CID is reaching out to property owners to encourage them to register and integrate cameras on their properties, which can provide critical information to the Gwinnett PD in the event of an emergency.

ENHANCE SAFETY IN THE SUGARLOAF CID



Join the Gwinnett Safe Communities Program

2024 Central Precinct Arrest Stats



Attactive

CREATING A SENSE OF PLACE



Banners & Signage

The CID banner program highlights the many attractions in our area and our landscape signage highlights the CID's beautification installations.



Landscape Maintenance & Beautification

The CID's landscape crews continue to service the major roadways in our district, mowing the public right-of-way and removing trash and bandit signs. The CID was recognized by Gwinnett Clean & Beautiful for this work as a top 2024 Adopt-A-Road partner.



Gateway Monument Sculpture Installation is Underway

The CID installed the foundation and walls for the Gateway Monument Sculpture at the corner of the I-85 southbound exit ramp and Sugarloaf Parkway. The sculpture is currently in production (to be completed in 2025). This piece of art will serve as another "welcome" at the gateway to our district.

A LOOK AHEAD TO 2025

We will complete the installation of the 37-foot tall stainless steel Sugarloaf Gateway Monument Sculpture, which will be next to the Synchronicity Mural. The sculpture will include new landscaping that is added to the CID's landscape maintenance program.

We will also install two decorative crosswalks on Satellite Blvd., in partnership with The Hudgens Center for Art & Learning and the Gas South District.



COMMUNITY UPDATES

Promoting Redevelopment

The CID was a co-sponsor for the Metro-Atlanta Redevelopment Summit, along with the other Gwinnett CIDs, held at one of our CID member properties, the Maison6405 Event Center.



Publicity

In 2024, the CID was featured in Georgia Trend, Focus Atlanta, James Magazine, and the Gwinnett Daily Post.

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

Fourth Annual Property Owner Meeting

In August, stakeholders in the CID gathered at the 1818 Club to celebrate the area's accomplishments and hear updates from Executive Director Alyssa Davis with special remarks from Gwinnett County Chairwoman Nicole Love Hendrickson.



CID Project Manager, Daisy Mills, was accepted into the Leadership Gwinnett Class of 2025 and nominated to the 2025 Gwinnett Young Professionals Advisory Board.



Voter Education

With Gateway85 and Gwinnett Place CIDs, we co-hosted a District 1 Candidate Forum to educate voters about their options before the November 2024 election.

Redevelopments and Renovations in Sugarloaf CID

Our community celebrated the grand opening of the Westin Atlanta Gwinnett (featuring Overstory Rooftop Bar and Restaurant and SweetSong Restaurant), the redevelopment of the former Georgia Baptist Mission

Board property into the Maison6405 Event Center (to include a future boutique hotel and Turkish Hammam spa), and the large-scale renovation of the Gwinnett Chamber building.



Maison6405 Event Center



Westin Atlanta Gwinnett



Gwinnett Chamber of Commerce



Ribbon Cutting

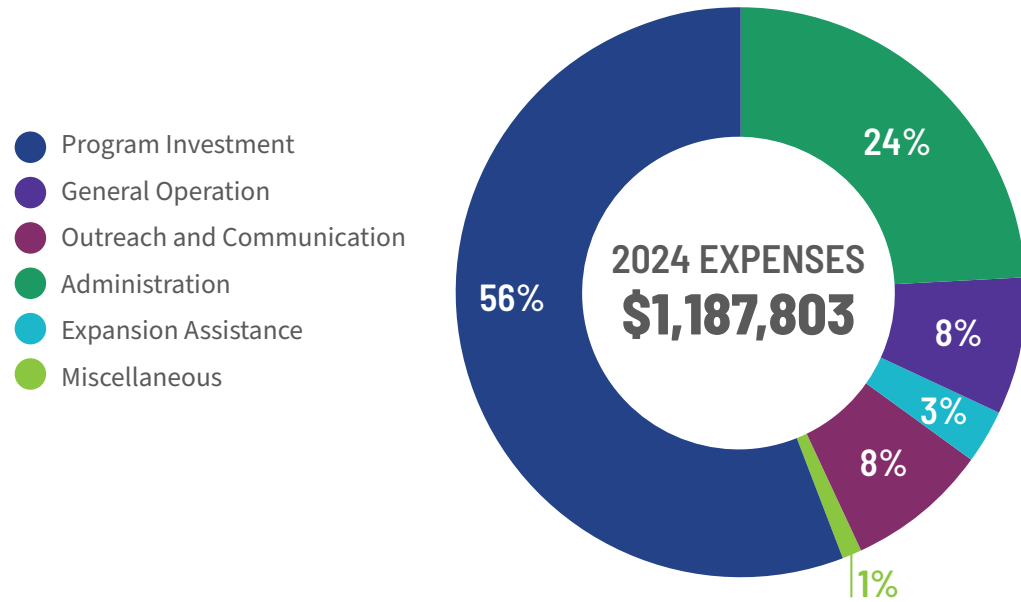
A Ribbon Cutting for the Synchronicity Mural on August 28, 2024, at The Hudgens Center brought together elected officials and community members to celebrate the ways in which public art can catalyze ordinary spaces into places of beauty.

Financials:

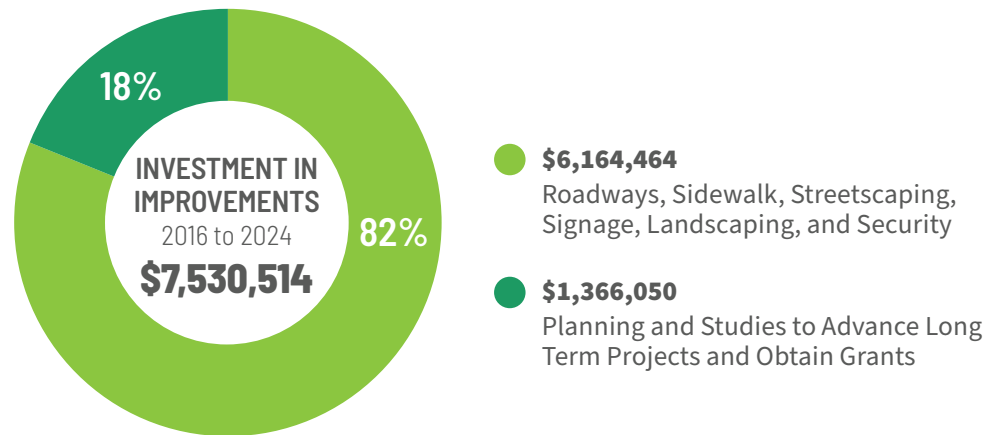
MAXIMIZING YOUR INVESTMENT

2024 TOTAL REVENUE = \$1,299,096

CID YEARLY EXPENSES



CID LONG-TERM INVESTMENT



2024 BOARD OF DIRECTORS

The Sugarloaf CID is served by a Board of Directors representing commercial property owners who invest their time and effort into ensuring our community's success.

Brand Morgan
Chairman - Post 3



Jim Ezell
Vice Chairman - Post 5



Stan Hall
Treasurer



Anthony Ferrari
Assistant Treasurer



Scott Meadows
Secretary



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





SUGARLOAF
COMMUNITY IMPROVEMENT DISTRICT

SugarloafCID.org

6500 Sugarloaf Pkwy Duluth, GA 30097

