



MAKING
A *Difference*

Mission Statement

The mission of the Lanier Islands Parkway Community Improvement Association is to increase property values, promote business development, and improve the quality of life for all those who live, work, and play in this community.



DIRECTOR'S LETTER

BE THE CHANGE IN YOUR COMMUNITY!

Our community is embarking on a thrilling project. We are joining forces to achieve our community's highest potential. We're cutting out the middle man and the bureaucracy. Working together on this Community Infrastructure Development program, we can have our voices heard on our own terms and within the time frame we set.

This is your opportunity as neighborhood leaders and entrepreneurs to improve not only your quality of life, but also receive a return on investment that you've devoted to this community. I am so excited to be a part of this project uniting area business and property owners to raise property values, improve safety, and boost our community's desirability and vitality. Acting as one voice we'll be able to enhance economic vitality and future viability.

Join with us as we work together to initiate these changes and realize our community's highest potential. Please read on for more information about this exciting project and how to get involved today.

Regards,

Mitch Peery

THE LANIER ISLANDS PARKWAY CONCEPT

Listed below are just some of the great projects and ideas that have been suggested for the new CID. As you can see, we feel that these are a few community enhancements that will greatly impact and improve our community and will create a whole new level of economic and community energy.

1. Develop a Major Enhancement of the Exit 8 Bridge at I-985, and improve the looks to make it a landmark in the State.
2. Develop a major signage program at the exit and along the corridor that describe the features and benefits of the area. The signage will also give the area information and be designed to provide easy access to both phone and computer app's, and a way to access Business web sites. This feature will be designed to significantly improve commerce in the corridor and to inform and promote the C.I.D. businesses, their features and benefits. The signage program will be distinctive and informative.
3. The signage program will be managed by the C.I.D and scoped to maximize driver and traveler attention and will be very helpful to maximize commerce in the area.
4. Landscaping at the I- 985 interchange areas and landscaping along the parkway as it is widened and improved by Georgia D.O.T. and local governments.
5. Add significant decorative lighting and street signage along the parkway.
6. Develop Pedestrian safety crossings at key points.
7. Work with Georgia D.O.T on the timing of the expansion of the entire parkway system and traffic flow and focus on ingress and egress for commercial activities along Parkway.
8. Work with Hall County Sheriff's dept to improve security in the area and possibly get a manned station established.
9. Work with the Lanier Convention and Visitors Bureau to establish a presence near the Exit 8 entrance to the Area.
10. Work closely with the Hall and Gwinnett Chambers of Commerce to market the area.
11. Make sure that the multi-use path "The Lanier Islands Trail" is developed along the widened parkway, including along the entire length from the Lanier Islands to the beginning of the Braselton C.I.D. . . This will be something that will exceed the length and scope of the current "Silver Comet Trail" in west Atlanta.
12. Other similar community projects to enhance the area will be developed based on grants and funds availability.

CID Q & A

Q. What is a CID?

A. The Lanier Islands Parkway Community Improvement District is a self-taxing entity being created voluntarily by area property owners and will allow the Property Owners and Merchants in the corridor to create a whole new vitality and desirability in the corridor.

Q. Why a CID?

A. Many businesses have witnessed the successes within the other CIDs located around Atlanta and want the same for this area. Speaking as ONE VOICE, the other Atlanta CIDs have been able to generate governmental funds for the improvement and management of their transportation corridors and enhance the area desirability as a place to work and live. **The result: improved property values and Commerce, access and safety.**

Q. Where does the CID get its money?

A. CID funds are used directly and indirectly to leverage Governmental funds for Community improvements. CIDs are able to leverage local, state, and federal funds so that for every \$1 Lanier Islands Parkway owners are assessed, we expect to receive \$10, \$16, or \$18 or more in government funds - as recognized by other Atlanta area CIDs. This is all invested back into our neighborhood!

Q. What will this cost me?

A. It varies by property owner as it is based on a current assessed value. The intended assessment is 5 mils.

Q. Is this just more government?

A. NO. This organization is made up of you and your peers. Other businesses and property owners, with the same concerns as you, decide what to target for improvement. You, through an elected Board of Directors, address which concerns and Investment opportunities create the greatest value for the Land Owners and Merchants and then create urgency within the local, state, and federal levels to address those needs. The result: your neighborhood is revitalized with local, state and federal funds!

CID Q&A continued

OUR PARTNERS

The formation of the Lanier Islands Parkway Community Improvement District is fortunate to be assisted by wonderful partnerships, such as those of the Lake Lanier Convention and Visitors Bureau and Hall County Sheriff's Office.

ABOUT OUR PARTNERS

The mission of the Lake Lanier Convention & Visitors Bureau is relatively straightforward. Its responsibility is to keep people visiting Lake Lanier and its surrounding areas. A beautiful lake an hour north of Atlanta is an easy sell! The CVB uses blogging software to make its website (SlipAwayToday.com) more dynamic offering regular updates on Lake Lanier area news and events. It also produces a magazine, also called *Slip Away* that includes information and articles on the region.

Presently the 6th largest Sheriff's Office in the state of Georgia, the Hall County Sheriff's Office operates with the authority of more than 400 officers, performing duties that include uniformed patrol, criminal investigations, narcotics and gang investigations, jail operations, courthouse security, and civil process.

The demands on the agency are great and ever-changing, but the men and women of the Sheriff's Office rise to those challenges daily through extraordinary dedication to the community they proudly serve.

CID Q & A CONTINUED

Q. What's in it for the property owner/business owner?

A. Very simply, increased property values, a greater desirability to employees as a good place to work and greater attention and utilization by shoppers. When the area improves, everyone benefits. We are all fortunate to be in a good location with this potential for enhancement. Let's work to make it a great location.

Q. Can't we all just call the county ourselves?

A. As John Sullivan, Vice Chairman of the Fulton County CID said, "When you have an organization like the CID, there is a tremendous opportunity to... find a perspective which benefits everyone." He added, "As individual owners, we all try to work with local government, but not usually in concert with each other, and in defense of public officials, when you deal with companies on an individual basis, I think it's difficult to ascertain what is best for a business district because you're only seeing part of the picture." **The CID speaks as ONE VOICE!**

Q. What if I don't want to join, will I be excluded?

A. Actually, you'll still probably be INCLUDED. The CID requires the commitment from a majority of the property owners and that majority must include at least 75% of the assessed value in the area. Once these conditions are met, the CID will be formed and you will notice a slight increase on your annual tax bill dedicated to the CID. From all indications, there is overwhelming support for the benefits that a CID offers to us. Join us now as we address the needs in our business neighborhood.

Q. OK. I'm ready to sign up. What do I do now?

A. Call 770.614.6511 or email us at lanierislandsparkwaycid@gmail.com



WHY CID?

LEVERAGE

CIDs in the Atlanta area have a proven track record of leveraging their assessment revenues in high ratios. That means that for every dollar brought in through the CID, the local, state, and federal governments will spend \$10, \$14, or even \$18 in the CID area.

ACCOUNTABILITY

Lanier Islands Parkway property owners and civic leaders will develop priorities and monitor progress for the Lanier Islands Parkway CID through their representation on the Board of Directors.

APPEAL

The Lanier Islands Parkway CID will generate funds used to continue the development and enhancement of the area through more attractive streets, landscaping, traffic medians, parks and pedestrian walkways, thus creating a safer more appealing environment.

SAFETY

Through the CID's safety concept, the area will become a beacon to suburban area residents seeking a well patrolled, safe environment to live, work and play.

VALUE

CID funded projects will increase current property values, attract new businesses and propel the Parkway into being one of the area's most desirable shopping, residential and leisure areas.

EFFECTIVENESS

The Lanier Islands Parkway CID provides a unified, more effective public voice for Parkway businesses escalating their influence on the district's future growth and developments. **The CID speaks as ONE VOICE.**

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**NEED MORE INFO?
READY TO SIGN UP?**

**Contact Mitch Peevy
770.614.6511**

