



## CASE STUDY

### NORTH FULTON CID ANNUAL REPORT

#### NORTH FULTON CID AT A GLANCE

North Fulton CID  
Alpharetta, GA

Formed in 2003 by a group of business leaders with the goal of investing in an even more vibrant and sustainable North Fulton, the Community Improvement District (CID) serves as a catalyst for transportation planning, investment and improvement. Since its inception, the CID has invested more than \$18 million in the community, leveraging these dollars to create almost \$90 million in new infrastructure.

Client partner since 2010

**The Goal:** Create an Annual Report for North Fulton CID that would excite current and prospective members about the next lifetime of the CID.

The North Fulton Community Improvement District (NFCID) is a self-taxing organization funded voluntarily by commercial property owners within the district, which is situated in the northern corridor of the Atlanta metro area along Georgia 400. Created in 2003, the NFCID is a leader in identifying, financing and overseeing the implementation of transportation improvements to sustain and enhance mobility in the area while at the same time encouraging continued development. In the past 11 years, over \$18 million has been invested in North Fulton to improve the regional area as an attraction for economic development and overall quality of life.

In order to give NFCID investors/members a recap of 2014, the CID tasked infinitee with creating an impactful Annual Report that was more visually appealing than past years and a vehicle that would excite current and prospective members about the next lifetime of the CID as well as be utilized as collateral material when meeting with prospective members.

**The Solution:** A creatively designed, impactful Annual Report that utilizes case studies and results visually to communicate the North Fulton CID's amazing progress over the past year.

Infinitee designed a visual Annual Report inclusive of exciting case studies and easy to read infographics highlighting their most notable achievements to date including leveraging \$18 million invested dollars into \$90 million in new infrastructure. By communicating the CID's Path of Excellence, current and future members are able to see the progress the CID has made as well as the exciting plans for the future. The inclusion of statistics and results further promotes reasons for new membership. The Annual Report was mailed to current members, is available on the website and will be utilized as a tool when meeting with commercial property owners.



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#### TAKING CARE OF BUSINESS AND COMMUNITY



ANNUAL REPORT 2015



Annual Report Cover

## PREPARING A PATH OF EXCELLENCE

BY **2020**

Atlanta's population will have grown by over 600,000 with over 320,000 new jobs.



### So What Does That Mean For North Fulton?

Simply put, there will be continual change and we cannot leave the future to chance. Proactive, deliberate, and wise decisions need to be made to protect quality of life and safeguard development for sustainable infrastructure for the future.

The answer is already here and acting as a catalyst within North Fulton for smart growth and mindful planning. It is the North Fulton Community Improvement District.

BY **2025**

Seventy-five percent of the national workforce will come from the millennial generation.



BY **2040**

Employment sectors in the 20-county area of Atlanta will have the greatest growth area in health care, followed by professional/technical and then real estate.



### What Is The North Fulton Community Improvement District?

The North Fulton CID is an infrastructure financing mechanism formed by business leaders who are committed to the advancement of the North Fulton region.

This self-taxing organization is funded voluntarily by commercial property owners within the district, ranging from Mansell Road north to McSwain Ferry Road including the cities of Alpharetta, Milton and Roswell. In the past 11 years, over \$18 million has been invested in North Fulton to improve the regional area as an attraction for economic development and overall quality of life.

*"CIDs are uniquely effective in moving the needle and getting things done."*

KEERT ARNESTON, CID BOARD CHAIRMAN

Since 2003 the CID has leveraged \$18 million into an estimated \$90 million for community improvement projects.

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## IN DEVELOPMENT



### Encore Parkway Bridge

SCHEDULED COMPLETION 2017

- This project partners with the City of Alpharetta, Georgia Department of Transportation (DOT), Atlanta Regional Commission (ARC) and the State Road and Tollway Authority (SRTA).
- The \$16 million project will widen the existing two-lane Encore Parkway for 7 miles between Westside Parkway and North Point Parkway.
- Includes two 14 ft. travel lanes, two 6 ft. bike lanes, 8 ft. sidewalks, landscape buffers and a raised landscaped median.
- Sidewalks will connect the new Encore Parkway Bridge to the existing Big Creek Greenway Trail.
- The existing bridge over GA 400 will be replaced and upgraded (January - November 2016) to allow for GA 400 improvements. The project includes streetscape features such as: trees, landscaping, pedestrian lighting, street furniture and architectural bridge elements.
- The CID funded \$6 million towards the total cost of the project.

### GA 400 Northbound Exit Ramp

AT WINDWARD PARKWAY / PHASE 2

- In May 2014, the State Road and Tollway Authority (SRTA) awarded a \$2.8 million grant through its Georgia Transportation Infrastructure Bank (GTIB) to go towards the funding of the CID's Windward Phase 2 project.
- This project includes enhancements to the GA 400 northbound off ramp at Windward Parkway. Two lanes will turn into a triple left turn lane.
- Includes western movement from the interchange to Deerfield Parkway by adding a third lane.
- Total project cost: approximately \$5.7 million.
- The CID funded \$800,000 for the design work that is currently in progress.
- The CID secured \$1.5 million in construction funding from the Georgia Department of Transportation (DOT).



## What's On The Horizon?

Increasing the footprint and expanding the CID boundary and the tax base in order to raise the profile of North Fulton with new projects and programs.

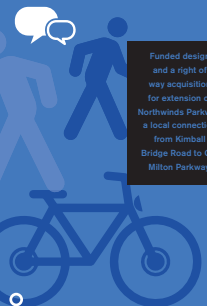
Expansion of current arterials to heighten mobility as much of the workforce of North Fulton is imported into the area during daytime hours.

Continued improvements in technology infrastructure including Georgia's first gigabit community, a future fiber-hood with internet connection speeds 100 times faster than what is currently available.

Resurgence in city centers speaks to the desires and hopes of the emerging millennial generation who wants to make the world a better place.



PLANS FOR THE ENCORE PARKWAY BRIDGE INCLUDE PEDESTRIAN AND BIKE ACCESS TO THE GREENWAY.



Funded design and a right of way acquisition for extension of Northwinds Parkway, a local connection from Kinsall Bridge Road to Old Milton Parkway.

Committed to increasing mobility to make the greatest impact on our members, customers and property values. Public transit is the long-term solution and the CID is an advocate to support this initiative.

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