



Executive Director's Report

October 24, 2012

Heatcraft Refrigeration Products located on W. Park Place Blvd held a Ribbon Cutting to celebrate the opening of their new Innovation Center and Headquarters for the Company's North American operations. Larry Golen, Vice President and General Manager for the facility discussed the purpose and products associated with Heatcraft and its parent company Lennox.

Following the Ribbon Cutting, attendees toured the plant's facilities and operations. Heatcraft is committed to the environment and discussed products from residential to large air conditioning units that employed new technology that reduced refrigerant by 70% while, experiencing improved efficiency.

With an existing laboratory of 30,000 square-feet, the new development center includes a 15,000 square-foot expansion, making it the leading refrigeration innovation center in the industry. The Heatcraft Innovation Center includes three main areas: (1) equipment and systems showroom, (2) training facility, and (3) an expanded global laboratory. The showroom displays more than 60 refrigeration solutions exemplifying the extensive breadth of Heatcraft global innovation across a wide variety of markets including food retail, foodservice, cold storage, and industrial cooling. The 3,500 square-foot training facility housed within the Innovation Center contains fully operational refrigeration systems designed to create an effective hands-on learning environment for beginners to those with advanced technical skills. Finally, the expanded global lab with locations in both the Stone Mountain and Columbus, Georgia operations will allow for more robust equipment and complete systems testing using realistic environmental conditions ensuring products are up to the highest of quality standards and in compliance with regulatory requirements.

The development of the Innovation Center will provide an opportunity for both customers and employees to participate in innovative new product developments and expand their knowledge with an array of technical training courses that provide a "hands on" learning experience. The economic impact is significant in the area. Some classes of experienced technicians can exceed 80 people, most of who stay in local hotels. This innovation center is experiencing significant growth and economic impact within the Park Place LCI area.

The third annual Redevelopment Forum was held at Red Clay Theater in Duluth on October 11th. Chairman Garner and other staff members attended the event. One of the primary areas of interest was the continuing idea of reviewing what current inventories of properties are and review new or innovative ideas. Also noteworthy, is to evaluate opportunities that exist for green space, parks, trails and other amenities that would draw people, with varied interests, into the corridor. Certainly, the current efforts of the Gwinnett County parks services can be a catalyst for such innovations.

The idea of focusing on the opportune properties and creating an RFP that would be sent to prime developers can create greater interest in existing properties and the corridor. This idea is one that was confirmed on a recent trip to Austin, TX, where the city actually owned 700 acres in the immediate downtown area. (Old Airport) This land has been converted to a multi-use development.

One of the most interesting concepts and one that generally is overlooked is the idea of building upon what already exists. Areas such as the two county owned passive parks connected by the Yellow River and the Highpoint area MUR zone are unique to the corridor. Through proper planning and promoting these and other areas, the CID can and should experience new growth going forward.

City leaders also discussed the concept that city, county and a CID are, in most cases, a developer. These entities know their respective areas and unique attributes and shortfalls. These groups can be key determinates to a prospective business or developer.

Update of Opportunity Zones Within the Corridor:

The City of Snellville has modified their target areas and Bleakly group is adjusting their efforts to accommodate their request. Currently, we are attempting to determine if this OZ can be retroactive by 2 years. If this is the case, then many of the advancements in the areas can be identified and the companies can receive jobs credit.

Collector Road Phase II Britt-Walton:

Attached to this report is a schedule and cost estimate for the collector road project phase II Britt-Walton. GS&P has provided this information for the Boards consideration and to update the requirements for GDOT's approval to release the \$500,000. (See Attachment A)

The county has not determined how or when funds for the 2009 SPLOST will be reallocated to projects. Certainly, this decision by the county will impact this project significantly.

Collector Road Phase I Walton Ct Realignment:

The CID has received notice that the Final Field Plan Review has been approved and the document has been distributed for comments. The comment period was scheduled to be returned by October 19th. This FFPR will be conducted by email and will not have a site visit by GDOT, GwDOT or the engineering firm. (See **Attachment B**)

Concept Road Phase III of the Evermore Collector Road Project Hewatt-Britt:

Gresham, Smith and Partners (GS&P) has received notice that the Federal Highway Administration has approved and forward the approved environmental documents to GS&P. This work has been ongoing since 2008.

The approval of the NEPA will now move the ROW acquisition forward. While there will be challenges to overcome in this process, the approval of the environmental documents are essential to advancing this phase of the collector road concept.

Concept Road Phase IV of the Evermore Collector Road Project:

The concept of a Hewatt to Killian Hill Road project has previously been authorized by the Board of Directors of the Evermore CID. The preliminary estimate of the project is \$5.6 Million to complete the connector road and improve the intersection at Paxton Lane. (See **Attachment C**) Once this concept is completed, the CID will determine this project's value and whether to seek necessary funding for the project.

There are several challenges with the project and the Board will need to decide if Federal funding should be sought for the project. Once that determination has been made, the course can be set for how and when the project can be funded. The new requirement of complete streets will impact the cost and location of this project.

General Comments:

We want to celebrate the new milestone for our Lois Love. Lois has been selected as the Director of Finance for the city of Tifton. As a condition of her contract with the city of Tifton, she will continue to assist the CID in our financial matters, as required, but specifically in the area of our Capital Projects Program. We wish her well in this next new opportunity and know that the city of Tifton will be the better for having Lois associated with their great city.

Lynn Rainey will be providing a report and recommendations on how to proceed with pursuing relief for the failures of our landscape materials. In his report, he will outline efforts to date and his recommendation on what the next steps that should be considered by the CID.

However, we are preparing a plan for plant replacements and additional improvements to the corridor. Specifically, some Board Members have suggested areas that need further beautification efforts in order to ensure that the previous efforts are maintained and new improvements are considered and adequate funds are available for these projects.

The city of Snellville and members of the CID will hold a meeting on October 23rd to discuss the expansion of the Evermore Community Improvement District. This Specially Called Meeting is scheduled for 6:30. The CID's focus will be to answer any questions the Mayor and Council have regarding this expansion.

Six of eight new car dealership representatives met to discuss a branding and joint effort to promote the dealerships in the corridor. This was a most productive meeting that resulted in progressive thinking and a set of concrete deliverables. The members of this group have agreed to reconvene with a plan of action in preparation of a "TBA" event in the near future. However, immediate plans will include consideration of the use of bill boards to drive business to the corridor and use of a, yet to be created, website.

Also in attendance was Fred Dawkins. Mr. Dawkins has expressed an interest in assisting business owners in the formation of a Business Alliance. He has requested the use of the Evermore leaf (logo) and the Evermore name. As the business alliance idea gains momentum, a briefing will be held for the Board Members to make a decision on the relationship between the business alliance and the CID.

On October 18th, Chairman Garner, Vice Chairman King and staff attended an overview of the new transportation bill, MAP-21. It is important to note that for the third time, Congress augmented the Fuel Tax Revenues with a \$20 billion infusion of general fund revenues in order to meet the most immediate needs of the next twenty-four months. The passage of this \$57 billion bill will only meet the transportation commitments through 2014. While transportation is no hot button for elected officials, proper and long term funding is critical to meeting the infrastructure needs of communities and the CID.

As is noted in your package, the 2013 Operating & Capital budgets will be presented for your approval in the November Board Meeting. Please let us know if in your review, you have any questions or need clarification of any of the include information.