



TOWN
CENTER
COMMUNITY
IMPROVEMENT DISTRICT



2017 ANNUAL REPORT

TOWN CENTER COMMUNITY IMPROVEMENT DISTRICT

This year, the Town Center Community Improvement District (CID) celebrated an important milestone: the 20th anniversary of its service to the community. Since 1997, the Town Center CID has forged partnerships with property owners, residents, businesses and government agencies to invest more than \$150M in its 6.25 square mile district. The Town Center CID has leveraged the resources in the district, including 5.7 million square feet of office and retail space, 8.5 miles of scenic trails and access to two interstates, to improve property values, infrastructure, accessibility and quality of life.



LETTER FROM OUR EXECUTIVE DIRECTOR

Community Improvement Districts have increasingly become an integral part of successful communities. They offer valuable partnerships to expedite projects and improvements that fosters vibrant master planning, smart connectivity and sustainable growth. The Town Center CID is a shining example of this collaboration in action. For twenty years, we have brought unprecedented updates and state-of-the-art enhancements to the Kennesaw area - and this year was no exception.

In 2017, our organization and community advanced to a new caliber. Under the leadership of new board chairman Kelly Keappler, the Town Center CID delivered three major projects that were well-received across the region. Our most noteworthy achievements in 2017 included the official launch of the Town Center Community Alliance, the groundbreaking and opening of Aviation Park, and the rollout of our new Master Plan, which identifies the district's growth, mobility and redevelopment needs over the next five to ten years.

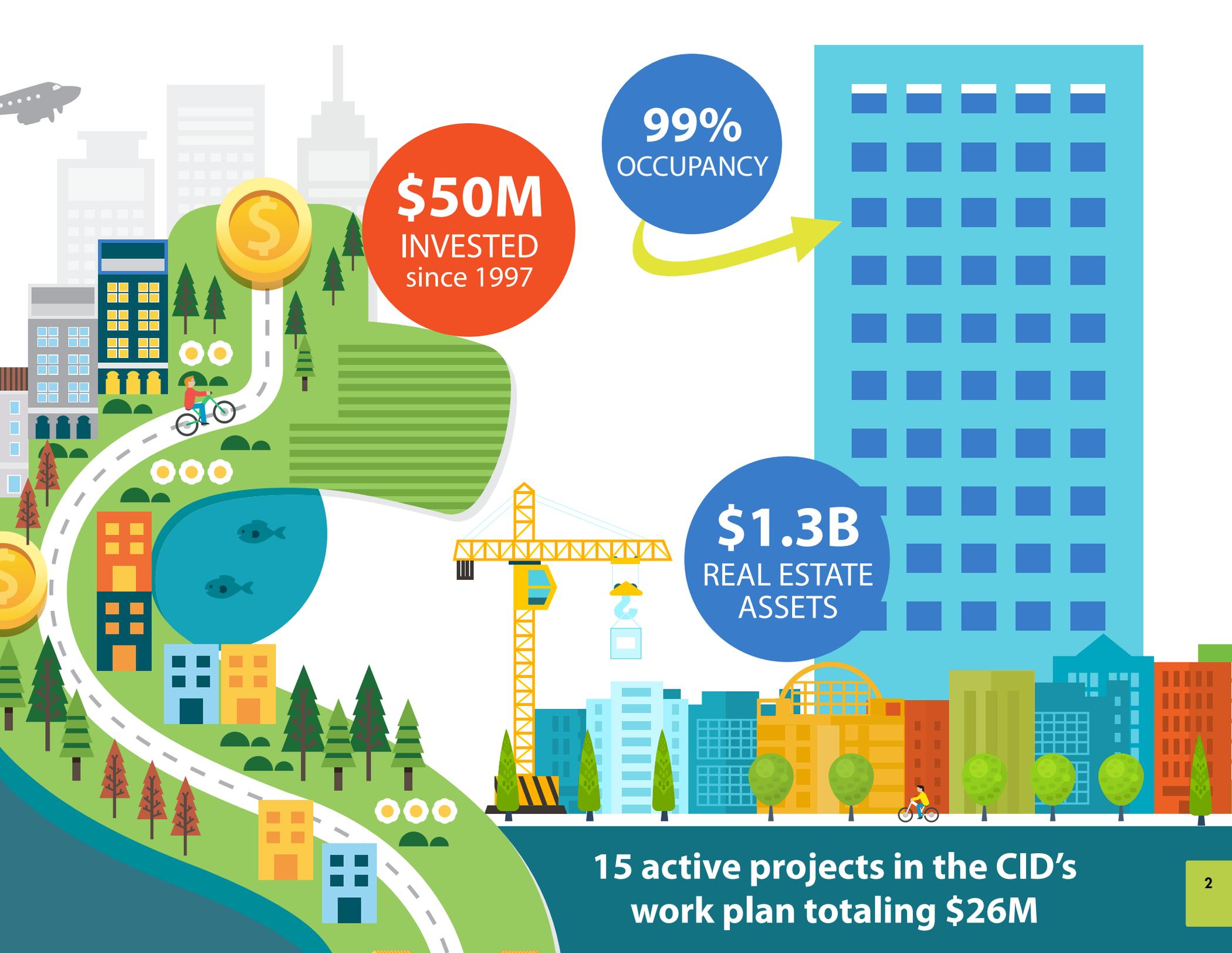
Celebrating twenty years as a CID gave us the opportunity to reflect and be inspired by the progress that has been made thus far, and in turn, fueled us to identify the next chapter of milestones and innovations. It is often said "a rising tide lifts all ships." The Town Center CID's success has come from our highly-engaged stakeholders who have been a fundamental part of our district's dramatic infrastructure, greenspace and beautification improvements for more than two decades. This successful partnership has directly fueled our robust economic development, benefiting all commercial owners, residents and visitors; and indeed, "lifting all ships."

Sincerely,

A handwritten signature in black ink that reads "Tracy". The signature is fluid and cursive.

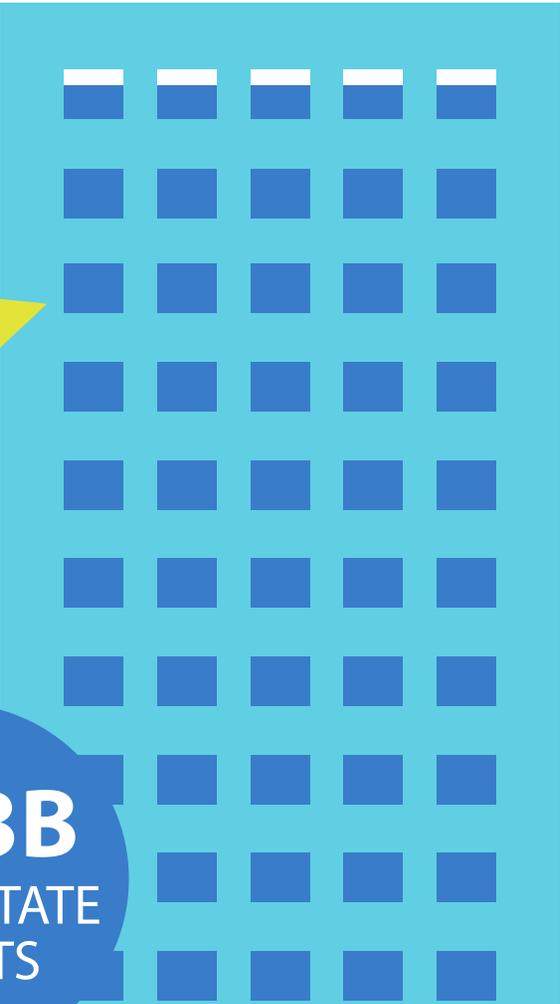
Tracy Rathbone | Executive Director, Town Center CID

\$150M
FUNDS
leveraged
into projects



\$50M
INVESTED
since 1997

99%
OCCUPANCY



\$1.3B
REAL ESTATE
ASSETS



**15 active projects in the CID's
work plan totaling \$26M**

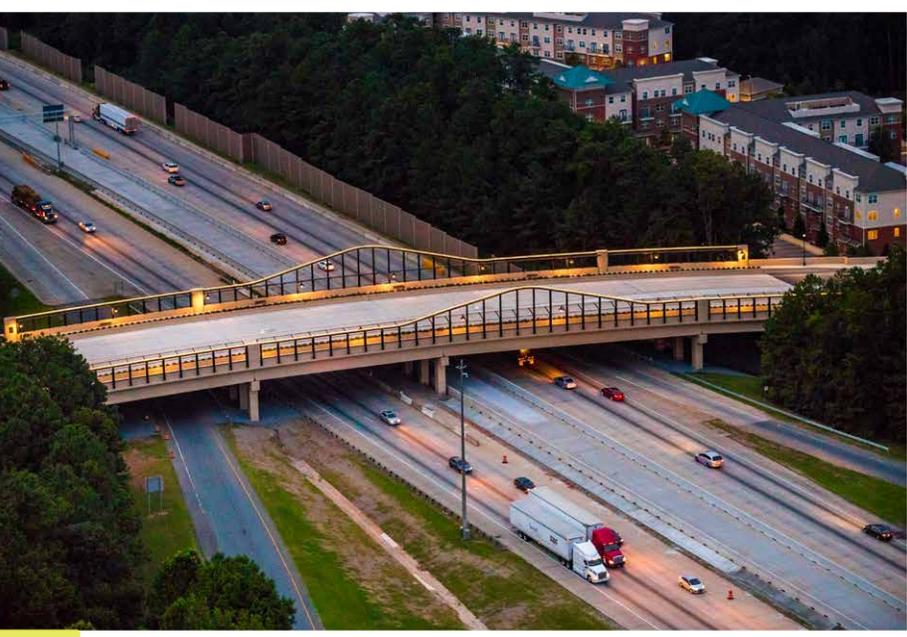
Lucrative Lodging: Town Center Ranks #1 in the Hospitality Sector

Our district's strong economy has made it an ideal environment for significant growth in the hospitality sector. The Town Center area is host to more than twenty hotels of all sizes, markets and levels of service. Their presence has helped strengthen local businesses and encourages visitors to the area.

Since 2011, Town Center has seen the highest rate of growth* in:

- Cumulative demand;
- Cumulative average daily rate (ADR); and
- Cumulative revenue per available room (RevPAR).

*Out of 17 metro Atlanta submarkets



2017 Honors and Awards Skip Spann Connector

- National Recognition Award at the Engineering Excellence Awards (EEA) presented by the American Council of Engineering Companies (ACEC)
- 2017 National Project of the Year Award from the American Society of Highway Engineers

Marketing Initiatives

- Silver W3 Award for the development of the Town Center CID website
- Silver Davey Award for new logo and branding
- Silver Davey Award for our 2016 annual report





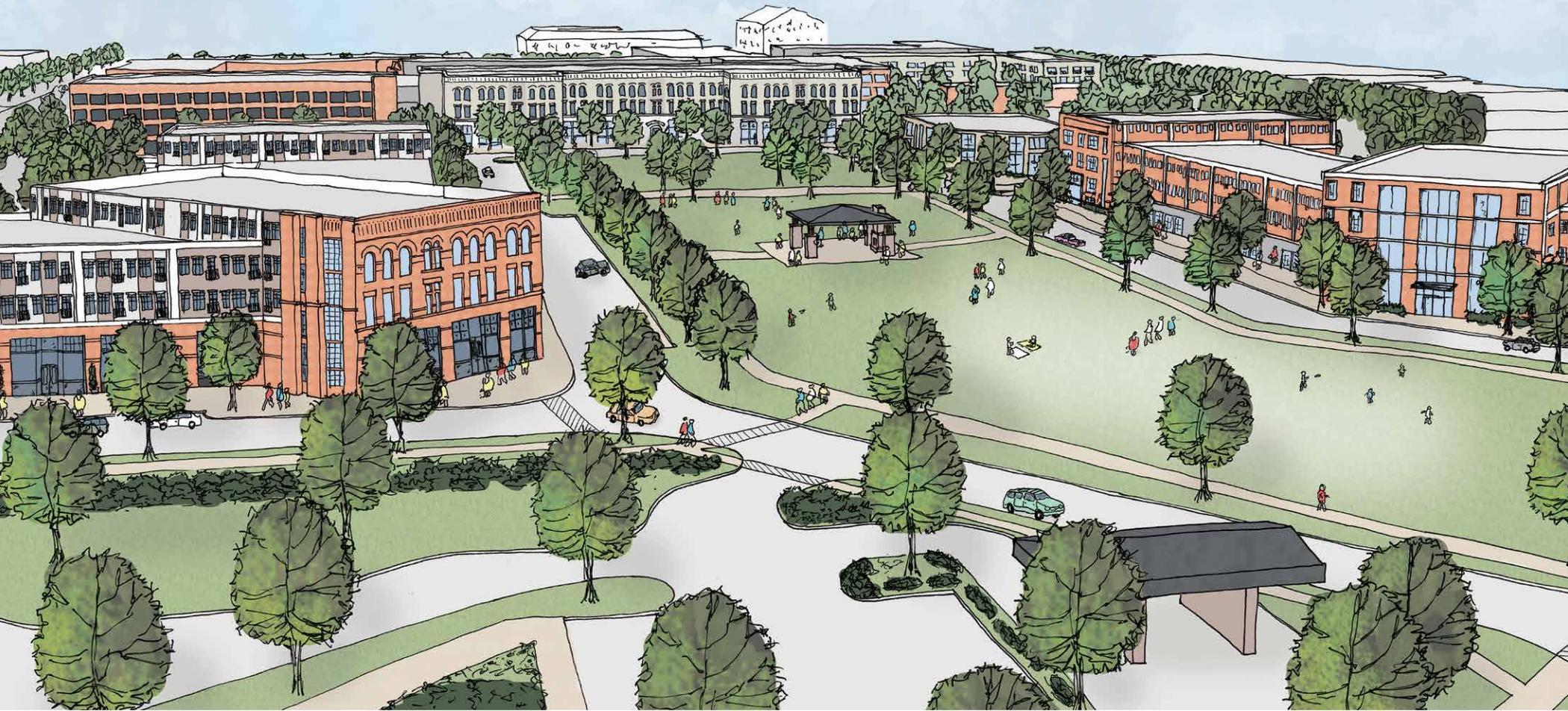
South Barrett Reliever

The South Barrett Reliever is a four-phase project that will provide an alternate route around Barrett Parkway, one of the busiest roadways in Town Center. Once complete, the project is expected to reduce congestion on Barrett Parkway by an average of 22 percent.

The Reliever is the Town Center CID's largest infrastructure initiative to date. In 2017, Phase II construction progressed with the widening and realignment of Barrett Lakes Boulevard and Shiloh Valley Drive with a two-lane roundabout connecting the two roads. Completion of this phase is expected in early summer 2018.

Throughout the year, the Town Center CID conducted Preliminary Engineering and Design on Phase III, which will extend the Reliever over I-75 and the new Managed Lanes, to connect to Roberts Court via a roundabout, then head north to tie into Barrett Parkway.

South Barrett Reliever Phase III received a \$1.5M GTIB grant from State Road and Tollway Authority (SRTA) in June.



Implementing the Updated Master Plan

Updated in 2017, the Town Center Master Plan is our framework for future redevelopment, infrastructure improvements, greenspace enhancements and land use strategies for the district. It recommends improvements in key areas, such as corridors enhancements, pedestrian-friendly mixed-used centers and distinct features that strengthen the area's identity.

The Master Plan also includes an action and investment plan that was developed through the active engagement of Town Center CID stakeholders. By focusing on access and transportation, quality of life improvements, and enhancements to our aesthetics, we can promote our quality growth objective over the next five to ten years.



Northwest Corridor

The Georgia Department of Transportation's (GDOT) Managed Lanes Project will add 29.7 miles of barrier-separated toll lanes along portions of I-75 and I-575 to help ease congestion and reduce commute times. To improve traffic flow, the lanes will be reversible, allowing commuters additional access into and out of the metro area in the morning and evening respectively.

Town Center will have four access points to the managed lanes, including a full access entrance to I-75 at Big Shanty Road and northbound and southbound slip ramps onto I-575. At the end of 2017, the project was at 87.3 percent completion.



Town Center CID Board Members

Kelly Keapler, Chairman

*President of Quintus Development
Quintus Corporation*

Dan Buyers, Vice Chairman

*Partner
McWhirter Realty*

Darin Mitchell, Treasurer

*Senior Vice President
Regional Corporate Banker, BB&T*

Tracy Rathbone, Secretary

*Executive Director
Town Center CID*

Jo Ann Chitty, Director

*Chief Operating Officer
Selig Enterprises*

Mike Irby, Director

*Senior Vice President
Taylor & Mathis*

Fitz Johnson, Director

*Executive Director
Cumberland
Community Church*

Marie Moore, Director

*General Manager
Simon Property Group*



TOWN CENTER COMMUNITY ALLIANCE

The Town Center CID created the Town Center Community Alliance to look beyond infrastructure and envision a “heart and soul” for the district. As the initial investor in the Alliance, the Town Center CID is setting the stage for increased philanthropic support for quality of life projects. The Alliance will engage partners outside of the commercial property owners to participate in a variety of projects in a meaningful way.

The Alliance, as its own nonprofit entity, can benefit from a more diverse range of funders and leverage the Town Center CID’s momentum from early investment in Aviation Park and Bells Ferry Trailhead to turn its focus on larger scope place making initiatives identified in the Master Plan such as Town Center Park and the seven-mile Town Center Trail Loop system. This will allow the Town Center CID to retain focus on transportation and infrastructure projects, while enabling the Alliance to focus on public greenspace and trails.

The Alliance made great strides this year by establishing its Board of Trustees, a comprehensive Resource Development Plan, its mission and vision, as well as developing fundraising strategies for the year ahead.

Mission

To improve the environment and enhance the quality of life in the Town Center area through public greenspace and trail projects, community education, programming and district beautification.

2017 Board of Trustees

Mason Zimmerman, Chairman
*Sr. Managing Development Partner
Pope & Land*

Kelly Keappler, Vice Chairman
*President of Quintus Development
Quintus Corporation*

Ken Harmon, Treasurer
*Interim President
Kennesaw State University*

Tracy Rathbone, Secretary
*Executive Director
Town Center CID*

Andy Crowe
*Chief Executive Officer
Velociteach*

Faye DiMassimo
*General Manager
Renew Atlanta Infrastructure Project*

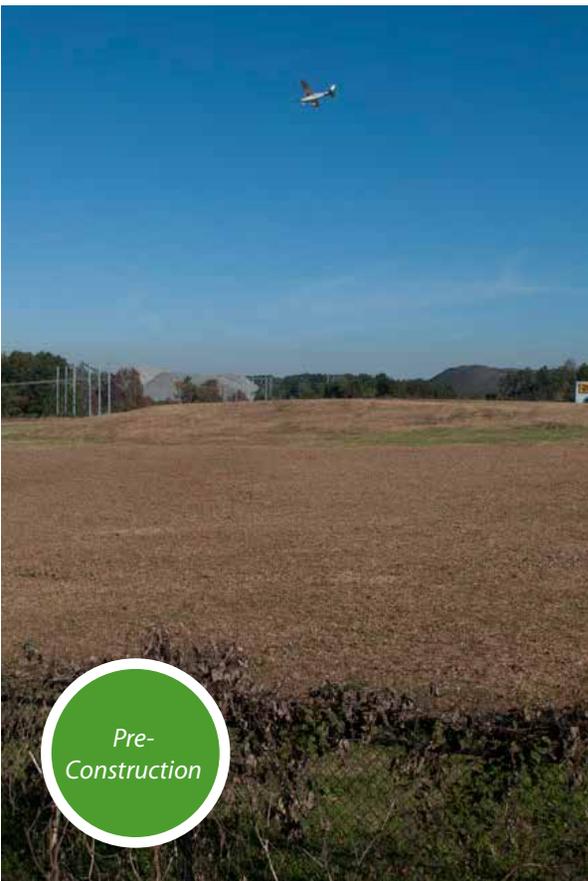
Chip Kaczynski
*Chief Business Officer
Atlanta Air Charter*

Christina Martin
*Director Service Strategy
Kaiser Permanente*

Aviation Park

In November, construction of Aviation Park was completed and the facilities were opened to the public. The three-acre, aviation-themed park, located adjacent to the Cobb County International Airport runway, is midpoint along the Noonday Creek Trail. It includes spacious greenspace, a covered pavilion, lighted parking lot, restroom facilities and S.T.E.M.-related playground equipment.

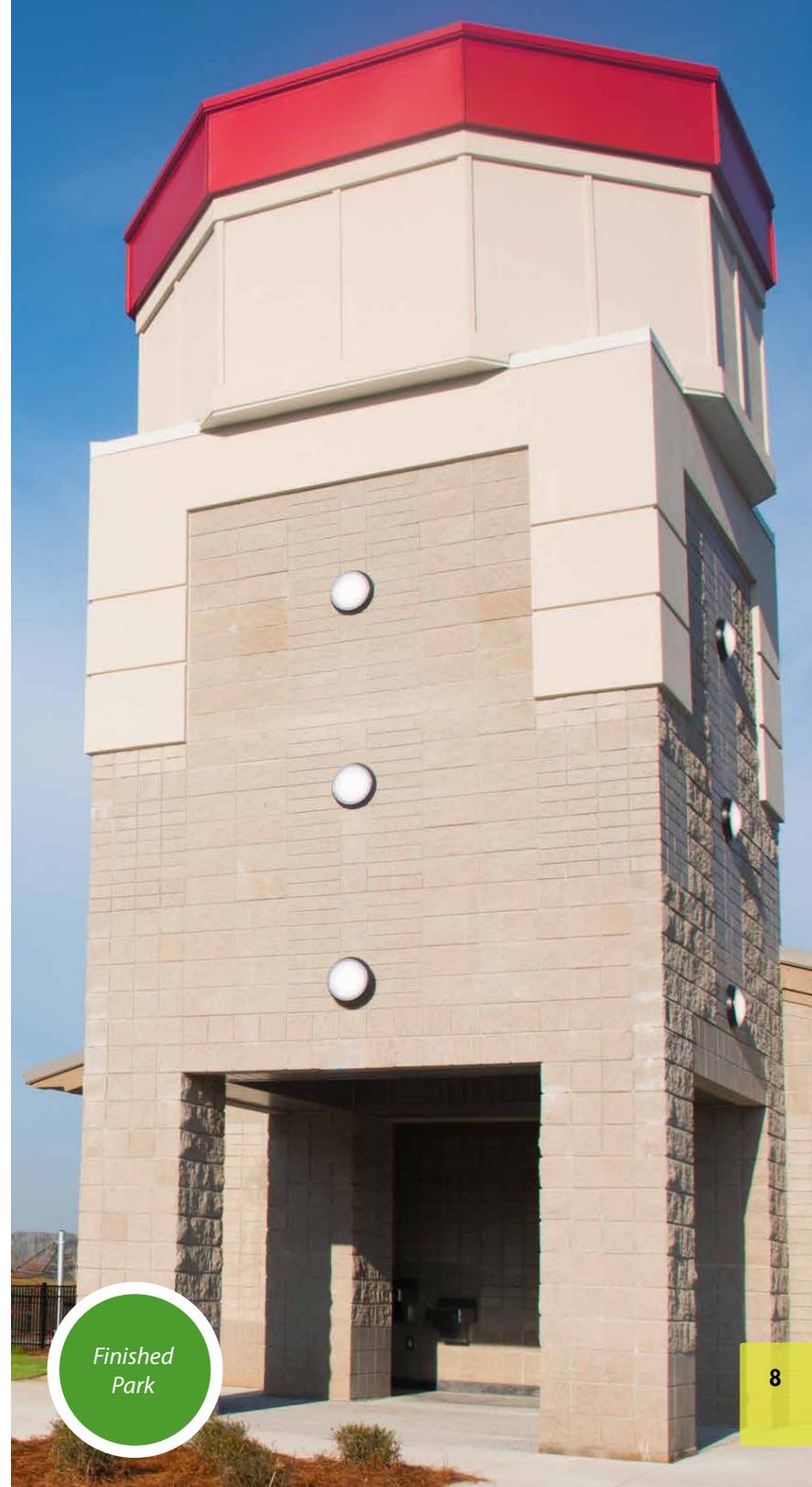
Aviation Park is the first effort of its kind for the district; the Town Center CID and Alliance carried out the planning, design, construction and funding of the entire project. In 2017, the Alliance also began development of an Activation Plan, which identifies additional installation elements, including historic information, aviation-themed displays and public art.



Pre-
Construction



Construction
Phase



Finished
Park



Bells Ferry Trailhead

In 2017, the Town Center CID and Alliance finalized plans for and completed construction on user improvements at the Bells Ferry Trailhead, one of the main access points for the Noonday Creek Trail. This initiative totaled \$550,000 and was 100 percent funded by the Town Center CID and Alliance.

Located at 2995 Bells Ferry Road, the trailhead hosts a Zagster bike share station, and it is the ideal parking area to embark on the seven-mile pedestrian and biking trail. Updates include parking lot lighting, a new restroom facility, drinking fountains, a specialty fountain just for dogs, benches, trash receptacles, shade trees and improved landscaping.

Zagster Bike Share Program

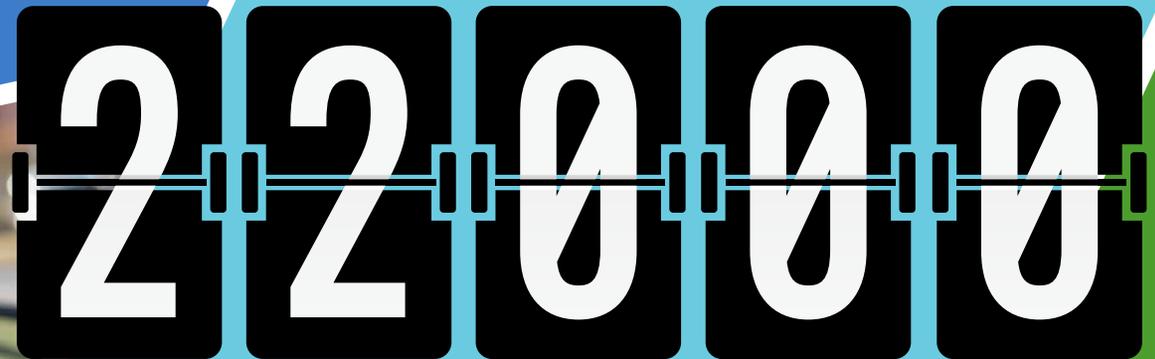
Bike share programs not only improve access throughout the area, they also foster a deeper sense of place, visibility and community. The Town Center Zagster bike share program celebrated its second anniversary in November, and now boasts one of the highest in ridership in the United States.

This year, Zagster installed new, upgraded technology that uses a seamless Bluetooth connection to unlock bikes without using a code. The CID and Alliance also added four bikes to the Aviation Park station and plan to also expand at additional stations.



8,600
ACTIVE MEMBERS

MORE THAN

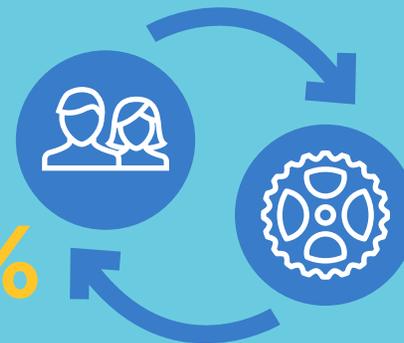


RIDES

OVER

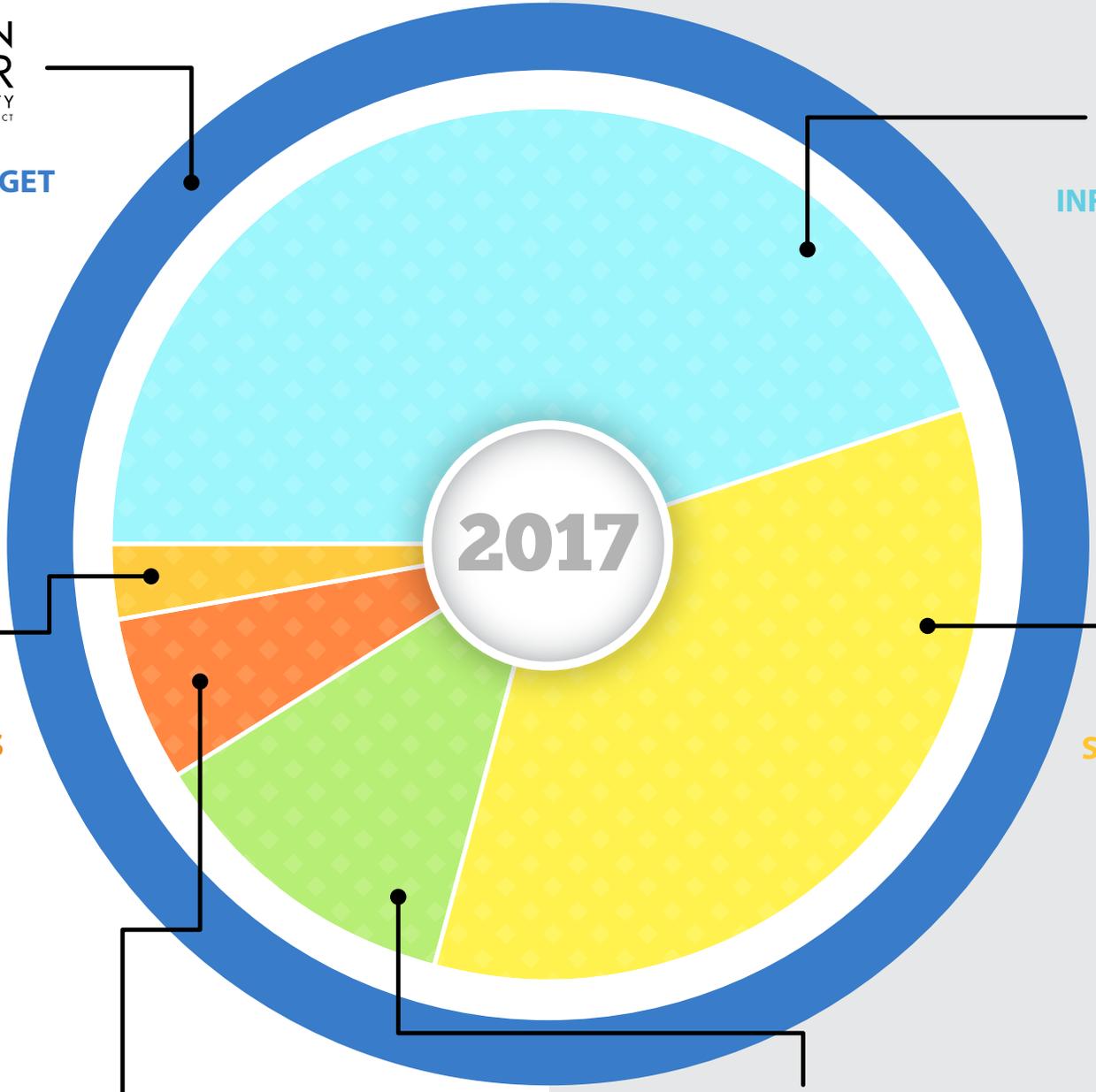
50%

REPEAT RIDERS





TOTAL 2017 BUDGET
\$8,811,274



INFRASTRUCTURE
45%



SPECIAL PROJECTS AND STUDIES
34%



ALLIANCE/TRAIL AND GREENSPACE INITIATIVES
12%



OPERATIONS
6.5%



COMMUNICATIONS AND OUTREACH
2.5%

2017

Looking Forward: Town Center CID

Studies

- George Busbee Corridor enhancements
- Big Shanty Road Corridor enhancements
- Barrett Lakes Boulevard Corridor enhancements
- East/West Roadway connection from Chastain Meadows Pkwy to Prado Lane

Beautification and Place making Initiatives

- Lighting Plan Phase I
- District wayfinding
- Chastain Road median landscaping
- Landscape maintenance throughout district

Combined Efforts with Cobb County

- Sidewalk improvements
- Trail connections
- Study and design collaboration

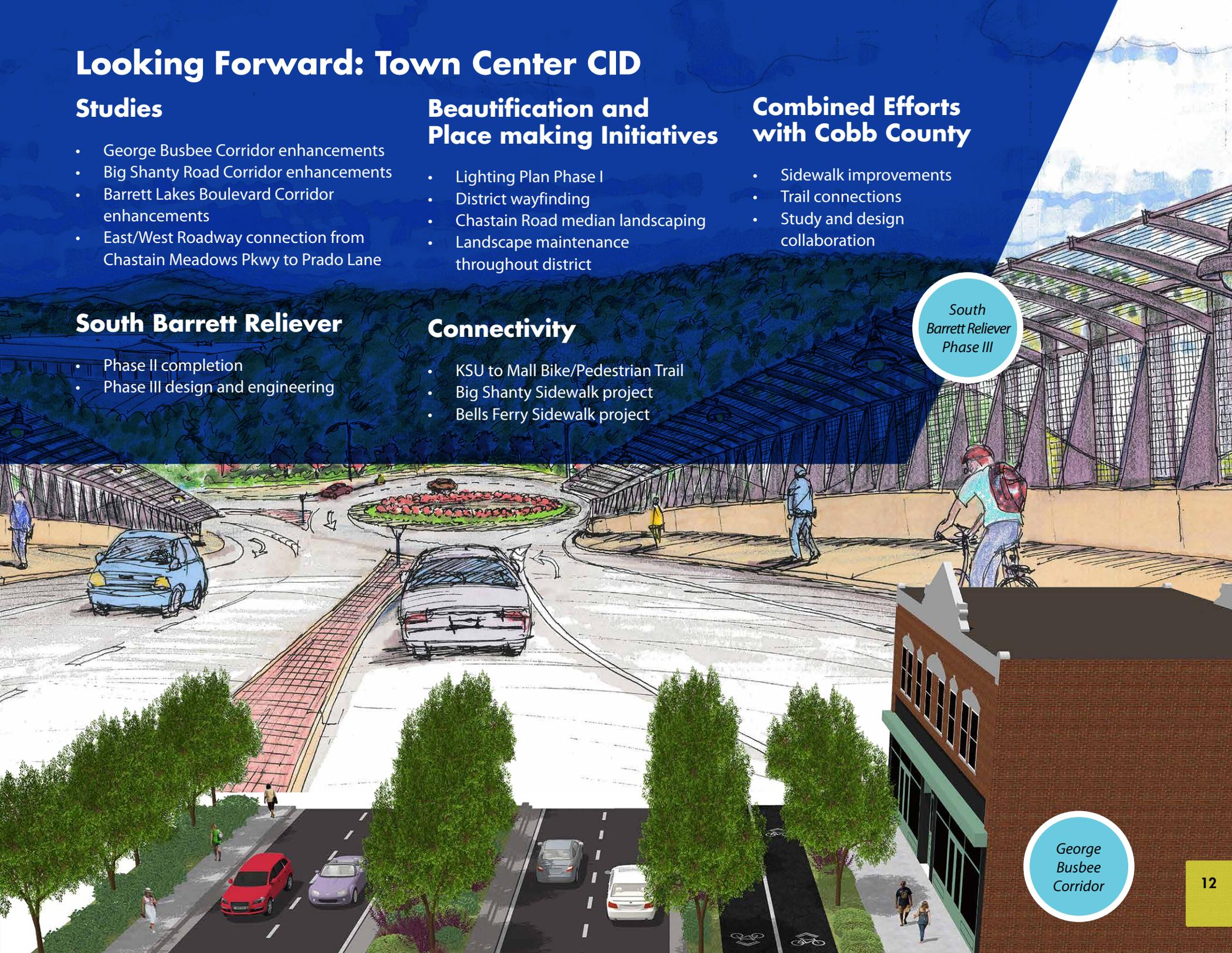
South Barrett Reliever

- Phase II completion
- Phase III design and engineering

Connectivity

- KSU to Mall Bike/Pedestrian Trail
- Big Shanty Sidewalk project
- Bells Ferry Sidewalk project

South Barrett Reliever Phase III



George Busbee Corridor

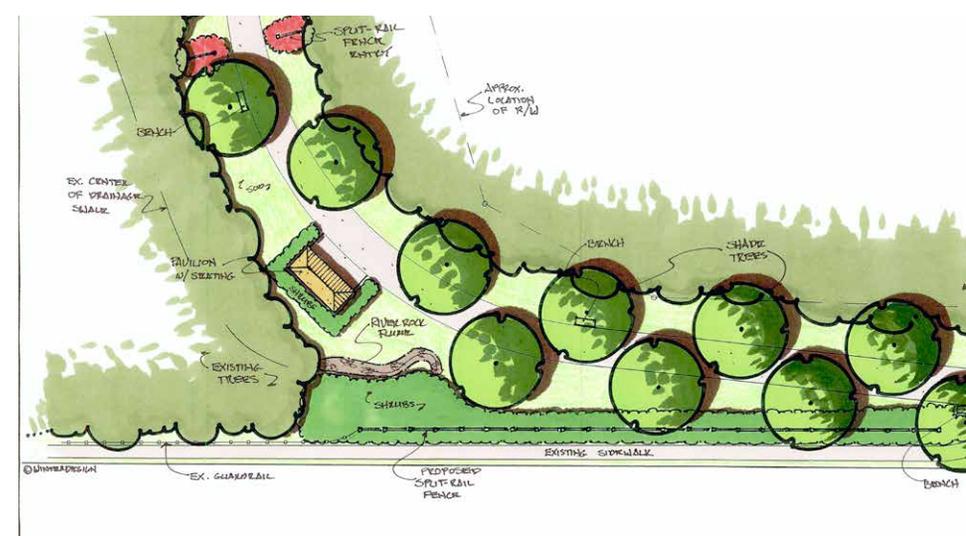


Town Center
Park

Looking Forward: Town Center Community Alliance

Founders Park

- Complete design and engineering
- Begin construction in Q4 2018
- Linear park along the Noonday Creek Trail
- Named for the founding members of the Alliance Board of Trustees
- Features a pavilion, a covered Zagster bike share station, benches, trees, landscaping, with river rock and split-rail fence beautification features
- Expected completion in 2018



Town Center Park

- Continued visioning, planning, and site investigations which will include analyzing existing conditions, regulatory analysis, and asset exploration
- 42-acre park directly north of Town Center Mall
- Crown jewel of the district's greenspace plans

Zagster Bike Share Expansion

- Addition of three to five sponsored expansion sites in and around the district
- Continued partner collaboration to further regional bike share and trail connectivity conversations

Activation Plan

- Develop a greenspace strategy to include public art program, park amenities and community programming

Founders Park



Zagster Bike Share



2017 Town Center CID Staff

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Town Center CID*

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