



GATEWAY85

Gateway to a dynamic **community**.



Formerly



As we continue to build a unique and dynamic community, we have changed our name and look to reflect where we are and where we are heading.

Out With The Old...

In 2017, we unveiled a new look and name for our organization.

We initiated the rebranding process for many reasons. We knew **it was time to shift the focus from the organization to our community, and from a suburban feel to an urban/global perspective**. As the geographically largest CID, the name Gwinnett Village did not seem a good fit anymore. We also experienced brand confusion with our neighbors at Gwinnett Place CID. We knew it was time to make some changes that would **showcase how our area residents, business and property owners and investors are thriving and prospering**, and how we are **positioned to help others** looking to do the same.

GATEWAY 85

Rebranding: The Vision

When we decided that rebranding the CID was the right move, we did not take this process lightly. For a sustainable result that would endure for a decade or more, we embarked on a comprehensive journey.

The rebranding process included brainstorming sessions with our board, community members, property owners, stakeholders, potential partners, investors and residents. We also recognized that our community is a significant gateway or connecting point, linking commerce to all points of the world, residents to the rest of metro Atlanta, residents and visitors to new cultures and experiences, and connecting those who wish to locate here with people ready to help their visions come true. Through this, we realized our new name - **Gateway85 Gwinnett** - the gateway that connects our area to the rest of the region and the world.

A New Name & Logo



Icon
(Represents the key road network and geography of our district)

GATEWAY85
GWINNETT

Logotype
Identifier Subhead

Primary Color Palette



Pantone

Black

Pantone

Secondary Color Palette



Pantone

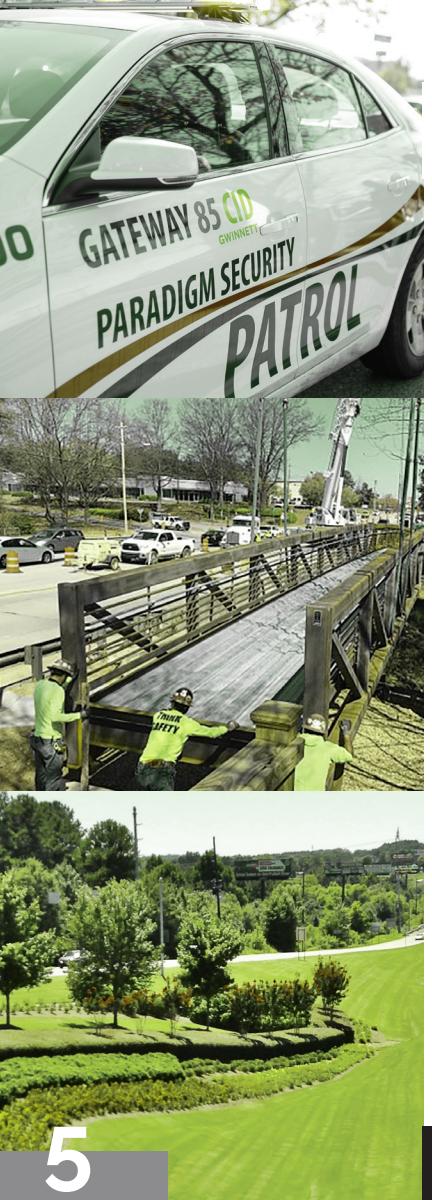
Pantone

Pantone

Rebranding: The Results

The rebranding included the creation of a new logo and vibrant color scheme for our brand. The logo hints at our geographic location as the portal into and out of Gwinnett County on I-85, positioning us as the connector to the rest of the region and beyond. It also suggests a speedometer, which showcases how we are moving forward - nimbly, imaginatively, and with purpose. The new colors are reflective of the vibrant and exciting cultures represented within our community.

The area we serve is special and unique with much to offer not only to those who live, work, learn and travel through it each day, but also to the entire state, the country, and people all over the world. We know nothing is possible without community, and that's why we are moving forward as Gateway85 Gwinnett CID, a community filled with new opportunities and experiences around each corner and a place that positions individuals and businesses for a prosperous future.

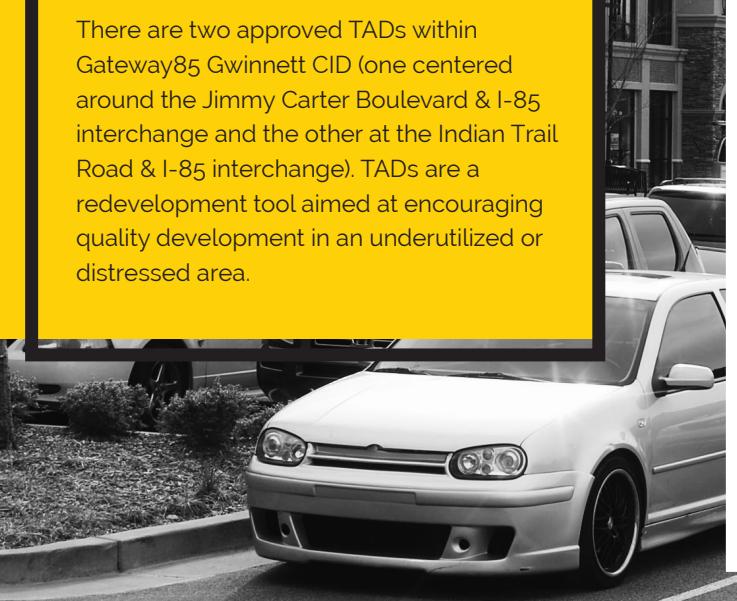
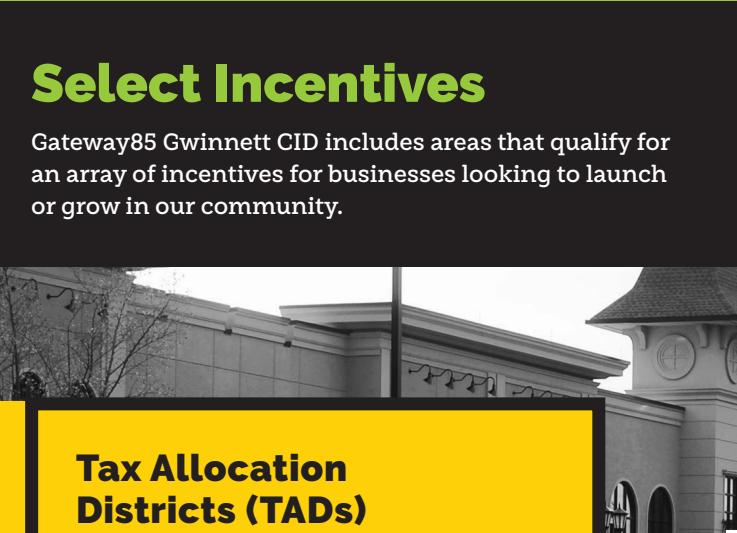


Promoting Opportunity

While we have a new name and look, Gateway85 Gwinnett CID is still on the job and working toward our goal of increasing property values, promoting business and economic development and improving the quality of life for everyone who lives, works, and spends time in our community. We are committed to a brighter future every day through our efforts to:

- Enhance public safety
- Develop community identity
- Improve mobility for all modes of transportation
- Encourage quality redevelopment
- Maximize property owner investment

From installing and maintaining landscapes at four interchanges along I-85 and our main thoroughfares, to regular right-of-way maintenance, security patrols, building sidewalks and enhancing intersections – we are at work every day. Working with local and county partners to encourage sustainable development and drive investment, we are committed to making our community a place where businesses and individuals thrive.

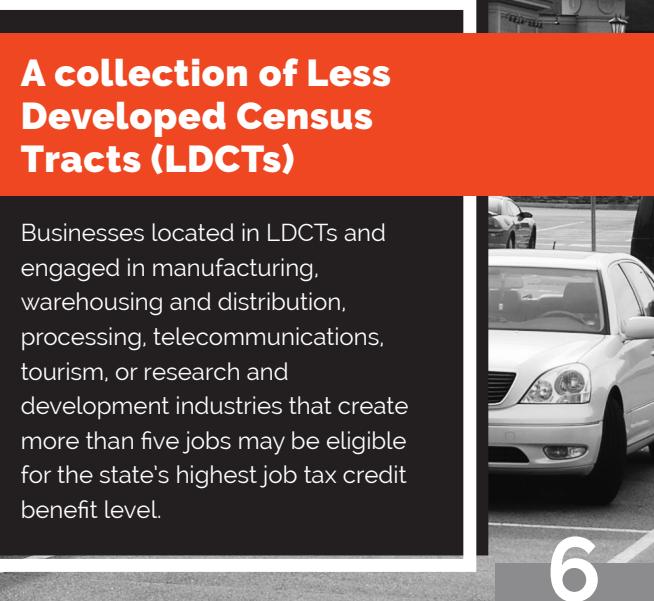
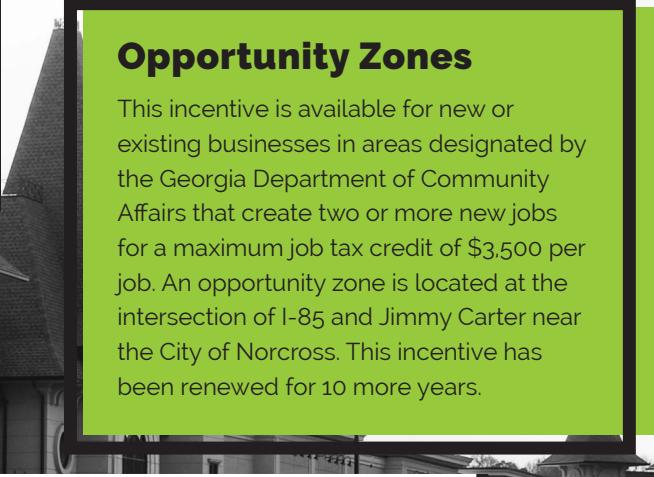


Select Incentives

Gateway85 Gwinnett CID includes areas that qualify for an array of incentives for businesses looking to launch or grow in our community.

Tax Allocation Districts (TADs)

There are two approved TADs within Gateway85 Gwinnett CID (one centered around the Jimmy Carter Boulevard & I-85 interchange and the other at the Indian Trail Road & I-85 interchange). TADs are a redevelopment tool aimed at encouraging quality development in an underutilized or distressed area.



Opportunity Zones

This incentive is available for new or existing businesses in areas designated by the Georgia Department of Community Affairs that create two or more new jobs for a maximum job tax credit of \$3,500 per job. An opportunity zone is located at the intersection of I-85 and Jimmy Carter near the City of Norcross. This incentive has been renewed for 10 more years.

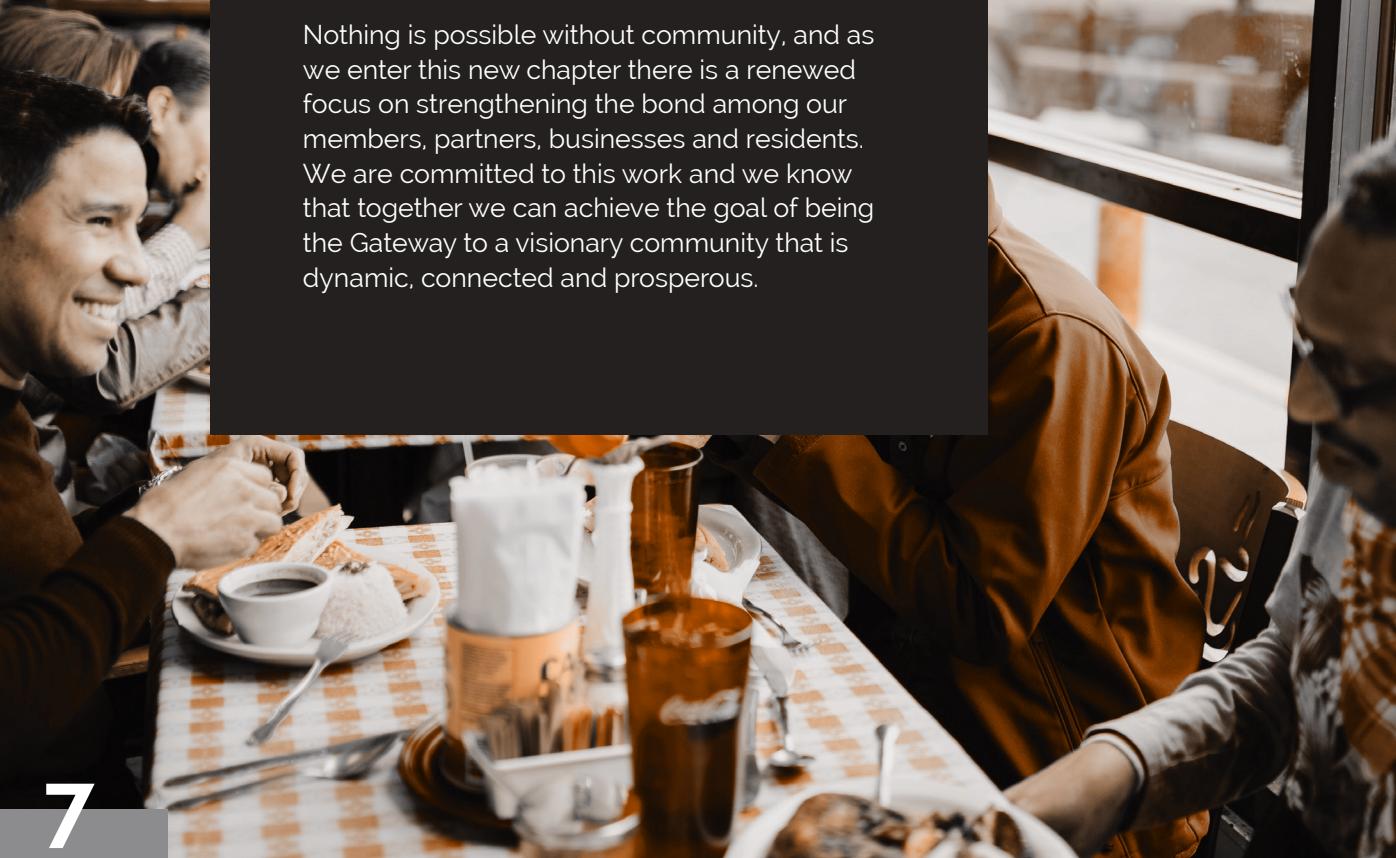
A collection of Less Developed Census Tracts (LDCTs)

Businesses located in LDCTs and engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, or research and development industries that create more than five jobs may be eligible for the state's highest job tax credit benefit level.

Community Focus

We are proud of the broad base of people, businesses and assets housed in the district. Our work includes telling the story and inviting others to participate in what is available here.

Nothing is possible without community, and as we enter this new chapter there is a renewed focus on strengthening the bond among our members, partners, businesses and residents. We are committed to this work and we know that together we can achieve the goal of being the Gateway to a visionary community that is dynamic, connected and prosperous.



Community Investment

Special Purpose Local Option Sales Tax (SPLOST) Projects Highlight

In 2017, Gwinnett County voters approved the continuation of the SPLOST program. Through the Citizens Project Selection committee, more than \$21 million in SPLOST funds have been designated for projects in the Gateway85 Gwinnett CID.

This unprecedented investment in the community allows for a wide variety of new projects that will impact the lives of employers, employees, visitors, shoppers and residents in the district, providing more mobility options and safety features.

The SPLOST projects include intersection, interchange and bridge improvements, additional sidewalks, multi-use paths for pedestrians and bicyclists, as well as trails and parks that will continue our goal of building a sense of place in the district.

See the GW85 Report & SPLOST Project Map Insert



The Future: Where We Are Going

Our new branding is bold and inspiring. It showcases what the district is and our collective aspirations. It is reflective of a new era with a story focused on the bright future ahead of us, centered around a key set of corridors. Gateway85 Gwinnett CID is a place filled with opportunity!

We truly are **"Positioned for Prosperity"** and we can't wait to see what the future holds for all who live, work, learn, shop, play and pray in the district!



Positioned For Prosperity

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Stay up-to-date with what is happening around Gateway85



gateway85.com