

THE CID TAKES ACTION



Annual Report 2014





INVESTORS TAKE ACTION



A COMMUNITY TAKES ACTION



GROWTH TAKES ACTION



SERVICES AND SUPPORT TAKE ACTION



A PLAN TAKES ACTION

The CID and its public partners have proactively planned and implemented critical public infrastructure improvements ahead of growth for nearly three decades.

THE CID TAKES ACTION

Over the course of five years, \$3.5 billion in new investment will be realized in the Cumberland area. One of the catalysts for this investment has been commercial property owners forming the Cumberland CID, Georgia's first, in 1988.

Through the CID, these commercial owners, alongside their public partners, put a plan in action to protect and grow commercial real estate values and benefit the entire community. The CID's efforts will continue to be critical in the coming years to support the tremendous growth and development headed its way.



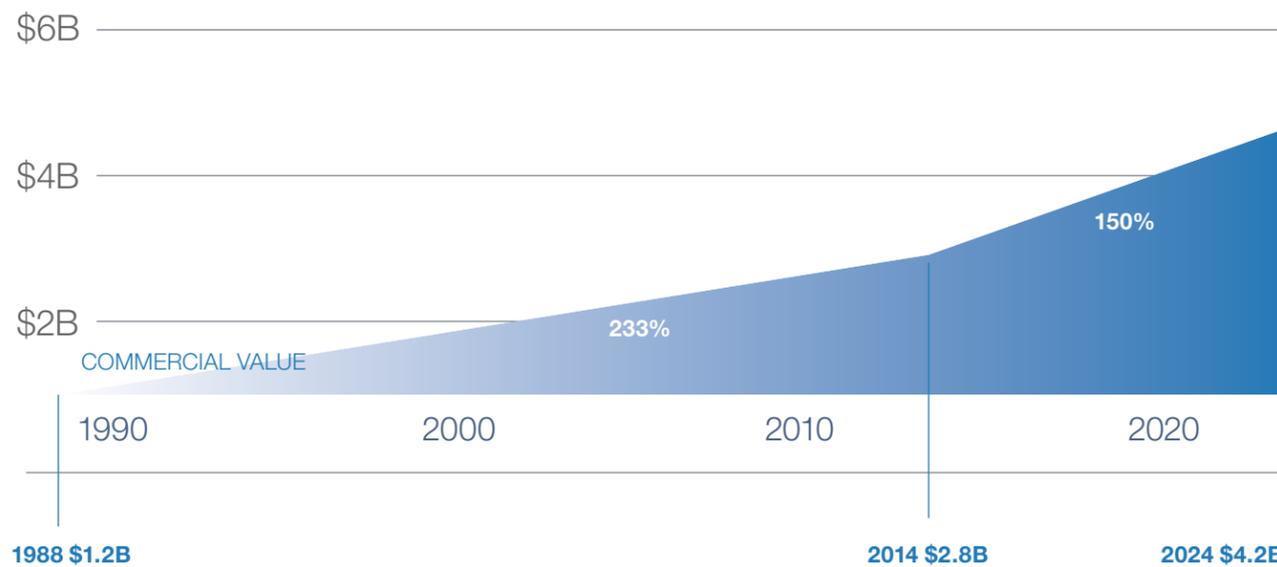
INVESTORS TAKE ACTION

The CID will realize \$3.5 billion in private and public investment by 2018

New Class A office towers, mixed-use developments, road improvements, enhanced trail connectivity, and the Atlanta Braves ballpark is transforming Cumberland into one of metro Atlanta's hottest markets.

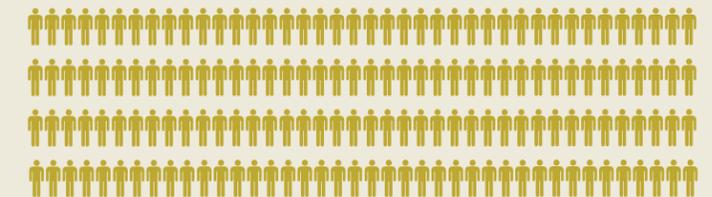
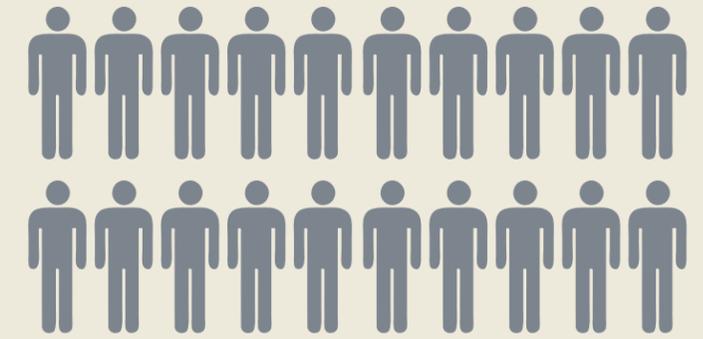
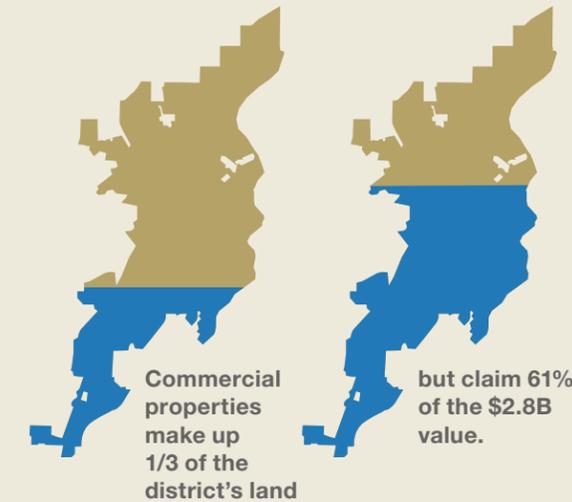


In the CID, Commercial Real Estate Assets Are Growing



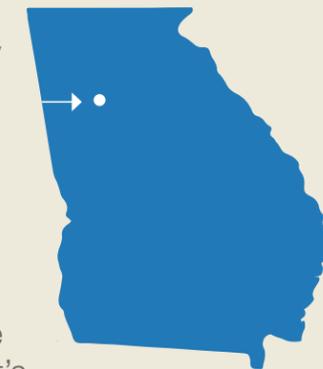
A BILLION AND A HALF DOLLARS in commercial property value was added since 1988. ANOTHER BILLION AND A HALF is projected over the next decade.

Commercial Owners Hold the CID's Land Value



The \$2.8B is held by 180 owners, but 20 owners hold 69% of that value at \$1.9B.

A Place That Is Only 6.5 Square Miles But...



Accounts for 70% of the NW Atlanta Submarket, One of the Southeast's Largest.

There are **31.5 MILLION** square feet of office, retail, and multifamily space in the greater Cumberland submarket.

It Makes a Big Impact

- 5.4% Impact on the Georgia Economy
- \$22.8 BILLION Cumberland Area Output
- 33% Of Cobb County's Economy
- 37% Of The County's Total Commercial Permits
- Value of more than \$64 MILLION

More Investors Invest in 2014



A global leader in consulting, technology, and outsourcing, Infosys will add 200 new jobs in 2015 at its current Cumberland location.



A leading communications provider, Vonage will take over 80,000 square feet at Wildwood Towers and is expected to bring 800 new jobs to Cobb and the CID.



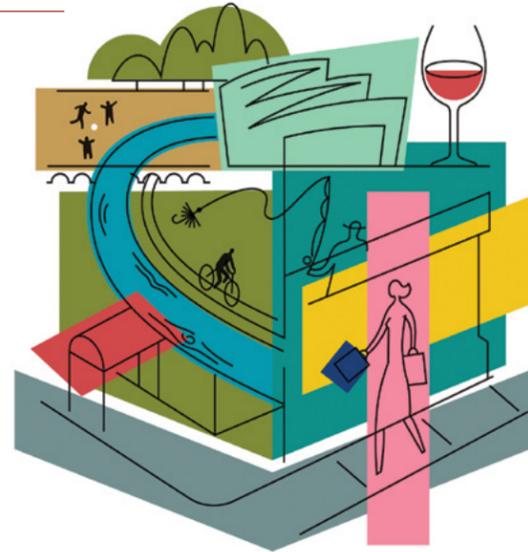
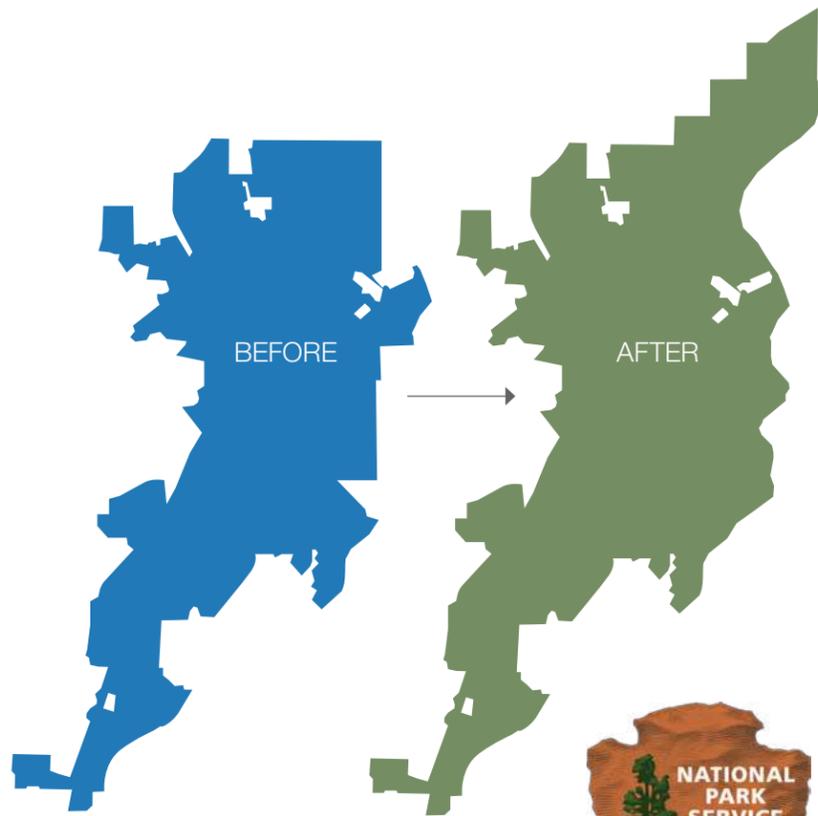
A health information solutions company, Greenway Health will create approximately 150 jobs in metro Atlanta with a new technology development center at the Atlanta Galleria.

Corporate and Job Center

- 17% of Cobb's jobs
- 62% of Cobb's management jobs

Companies like Genuine Parts and The Home Depot, the largest employer in the CID, to units of GE and Sprint, call the CID home. The top-ten employers in the area alone deliver 12,000 of the submarket's 76,400 jobs.

A COMMUNITY TAKES ACTION



Growing the CID Land Size from 5.5 to 6.5 Square Miles

In 2014, the Cumberland CID extended its boundaries into the Chattahoochee River National Recreation Area. This allows for the CID to invest in projects that better connect the community to national parkland.



A Community Expanding to Provide Better Access to National Parkland

The boundary also tripled the CID's greenspace from 264 to 840 acres. The Atlanta Journal-Constitution noted that the district is now "home to as much combined greenspace as New York City's Central Park."



Rafters on the Chattahoochee River in the Cumberland CID

Advanced \$9M extension of the Bob Callan Trunk Trail in 2014

Nearly 9,500 New Residents

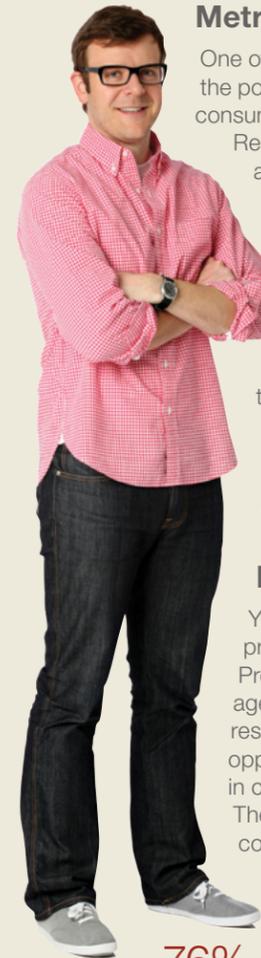
4,700 housing units zoned/permitted in the past three years



Cumberland's Residents are...*

Metro Renters

One of the fastest growing demographic segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents' income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology.



Young and Restless

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves.

Enterprising Professionals

Young, educated, single, married, working professionals, residents of Enterprising Professionals neighborhoods have a median age of 32.4 years. Enterprising Professionals residents move frequently to find growth opportunities and better jobs, especially in cities such as Chicago, Atlanta, and Seattle. They are young and mobile with growing consumer clout.

64% of residents and
76% of worker population have
Bachelors' degrees or higher
64% of workers are ages 30 - 54

Growing Wealth

600% growth in bank deposits over the past 18 years

A Community Rich with Amenities

Strengthening Retail:

Luxury retailers Michael Kors and Apple opened in the market in 2014, while new restaurants continue to come online.



A Complete Destination:

The CID's 25 hotels make up 20% of the total hotels in the county, but generate 1/2 of the lodging revenues for Cobb County.



Arts, Culture, & Conventions:

Between the Cobb Energy Centre, home of the Atlanta Ballet and The Atlanta Opera, and the Cobb Galleria Centre, one of the southeast's largest convention centers, 750,000 visitors are hosted annually in the district.

25 Mile Trail Network - Connecting National Parkland to the Built Environment - 17.2 Miles Already Constructed



Akers Mill Trail East Reaches Substantial Completion in 2014

\$2.5 million investment made entirely by CID assessments
2014 PEDS Golden Shoe Award Winner

*Demographic data obtained from ArcGIS' ESRI Tapestry Zip Code Segmentation based on the 30339 zip code at <http://www.esri.com/tapestry>.

GROWTH TAKES ACTION

\$1.5 billion in private investment will be realized in the Cumberland CID by 2018

Through the foresight of commercial property owners for nearly three decades, the CID has built out the infrastructure necessary to attract private development and further protect and grow values. This investment has helped play a major role in catalyzing the \$1.5 billion private dollars being realized in the Cumberland area.



\$

A Little Over A Year Later

A \$400 million comprehensive private mixed-use development adjacent to the Atlanta Braves ballpark is translating into a surge of real estate activity and development in the CID. The community is experiencing positive gains in value, sales, prices, rents, and occupancy rates.



Private Investment Projects Pipeline



Trammell Crowe's Alexan at Overlook



Atlantic Realty



Ackerman's Stadium Walk



Seven Oaks' Riverwood 200

Office Delivery/Projected Delivery Date

- Atlanta Braves** - 630,000 Sq Ft, Under Construction, 2017
- Cousins Properties' Genuine Parts Company Headquarters** - 200,000 Sq Ft, Under Construction, 2017
- Greenstone's Encore Center** - 200,000 Sq Ft, Bond Resolution, MOU, Tax Assessor App Approved, 2017
- JE Dunn's Southeast Headquarters** - Renovation, Delivered, 2015
- Seven Oaks' Riverwood 200** - 261,000 Sq Ft, Bond Resolution, MOU, Tax Assessor App Approved, 2017
- TPA Group** - 200,000 Sq Ft, Bonds Approved, TBD

Residential Delivery/Projected Delivery Date

- Acadia's Sutton Park** - Townhomes, 25 Units, Under Construction, 2015
- Ackerman's Stadium Walk** - Multifamily, 392 Units, Zoning Approved, 2018
- Arrowhead's Stillhouse Lane** - Townhomes, 39 Units, Under Construction, 2015
- Atlanta Braves** - Multifamily, 600 Units, Phase 1 Under Construction, 2017
- Atlantic Realty** - Multifamily, 320 Units, Under Construction, 2015
- Bell Partners' Bell Vinings** - Multifamily, 302 Units, Delivered, 2013
- John Wieland's Ivy Gate** - Townhomes, 24 Units, Under Construction, 2015
- JW Acquisitions' Wildwood Preserve** - Townhomes, 45 Units, Zoning Approved, TBD
- Lynnwood's Park Point** - Multifamily, 300 Units, Zoning set for March, TBD
- Newport's Overton Rise** - Multifamily, 294 Units, Phase 1 Delivered, 2014
- Oxford Group's Riverwalk** - Multifamily, 327 Units, Under Construction, 2015
- Pope & Land's Stillhouse Ridge** - Multifamily, 240 Units, Under Construction, TBD
- Pulte Homes' Vinings Crest** - Townhomes, 63 Units, Under Construction, 2015
- Ryland's Towns at Breton Ridge** - Townhomes, 74 Units, Under Construction, 2015
- Trammell Crowe's Alexan at Overlook** - Multifamily, 300 Units, Under Construction, 2015
- Walton Communities' Walton Riverwood** - Multifamily, 300 Units, Phase 1 Delivered, 2013

Hotel Delivery/Projected Delivery Date

- Ackerman's Stadium Walk** - 290 Rooms, Zoning Approved, 2018
- Atlanta Braves** - 450 Rooms, Under Construction, 2017
- Hyatt House** - 149 Rooms, Delivered, 2013
- TPA Group** - 350 Rooms, Zoning Approved, TBD

Retail/Other Delivery/Projected Delivery Date

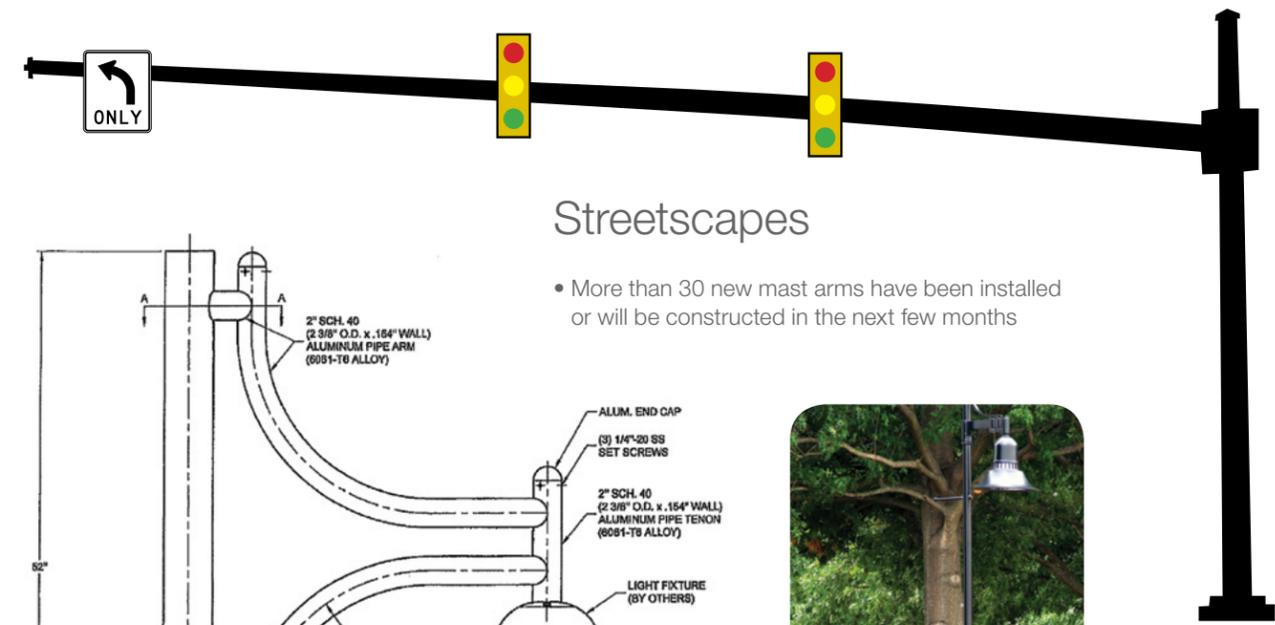
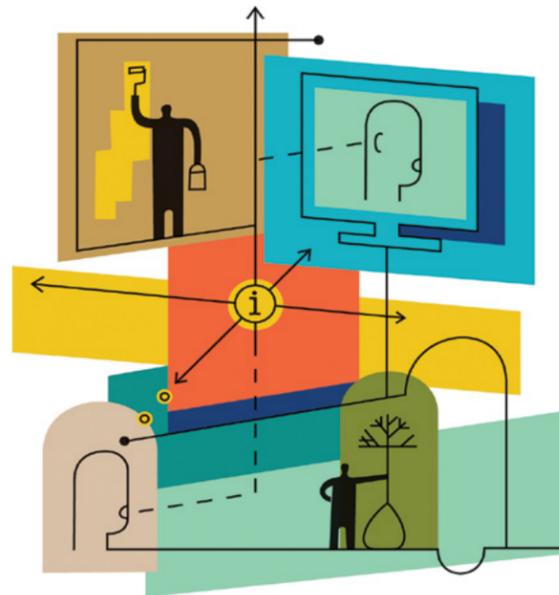
- Ackerman's Stadium Walk** - 80,000 Sq Ft, Zoning Approved, 2018
- Atlanta Braves** - 500,000 Sq Ft, Under Construction, 2017
- General Growth Properties' Cumberland Mall** - Apple Store, Michael Kors, Sephora, Delivered, 2014
- Olshan Properties' Akers Mill Square** - Grub Burger Bar, Corner Bakery, Tin Drum, Delivered, 2014
- Pope & Land's Men's Warehouse & Chase Bank** - Under Construction, 2015
- Vinings Stor-All Storage Facility at Paces Ferry** - Delivered, 2014
- Childress Klein's Storage Facility at Powers Ferry** - Under Construction, 2015

This list is gathered through the public records for Cobb County and does not claim to be exhaustive.

SERVICES AND SUPPORT TAKE ACTION

Between 2014 and 2018, the CID will invest more than \$10 million on aesthetic enhancements

From new streetscapes to bridge beautification projects, the CID is committed to implementing quality improvements that set the Cumberland market apart from the rest of the region. Gateway landscapes along the interstates and new mast arms are part of the small details that make a community a place where people want to live, work, and play.



Streetscapes

- More than 30 new mast arms have been installed or will be constructed in the next few months



In 2014, the CID committed \$1 million to add decorative pedestrian lighting along US Highway 41. This is part of the 1,000 LED lights that will be installed in the district by 2017.

Bridgescapes

- Cumberland Boulevard Bridgescape advanced closer to construction
- A complimentary design for the Windy Hill DDI incorporated into the \$48 million project



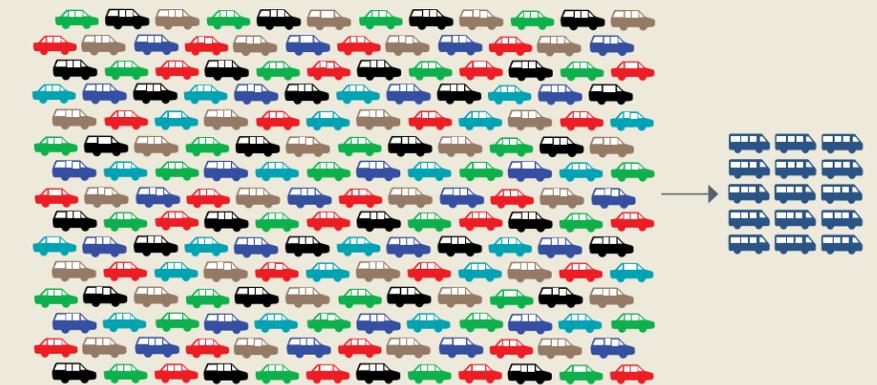
Graffiti Removal

- More than three dozen incidents of graffiti were removed in 2014



Commuter Services

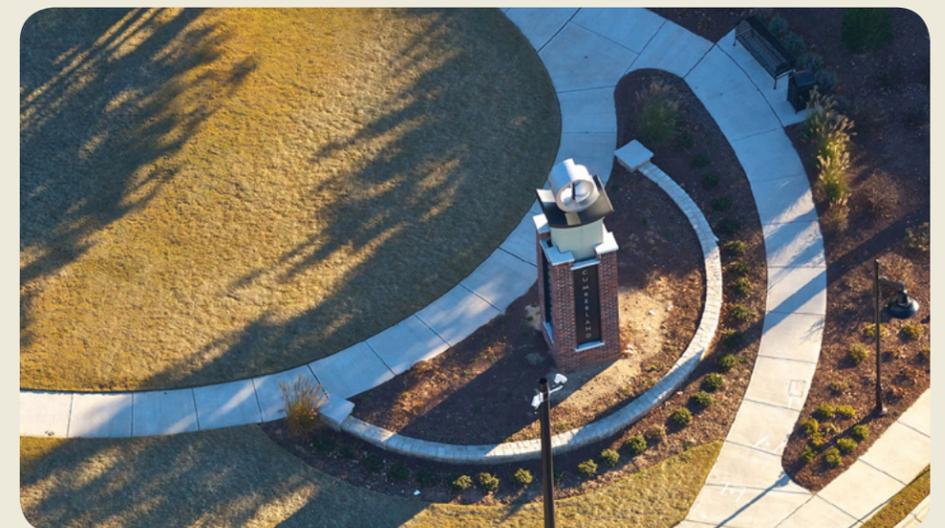
A partnership with GA Commute Options allows the community to take advantage of statewide incentives and programs. Through these initiatives, nearly 300 cars are removed from the roadways each year, with a cost savings of more than \$1.2 million annually for Cumberland commuters at a nominal cost to the CID.



Landscapes

The CID takes the initiative to maintain some of the community's most visible public corridors, even along its major interstates. Through this effort, the Cumberland area has garnered a reputation for having some of the most impressive gateway aesthetics in the region.

- 28 linear miles of landscaping
- GDOT awards CID \$50,000 to complete an aesthetic gateway project at I-285 & Paces Ferry Road



THE CID BOARD TAKES ACTION

2014 Board Members and Officers



Barry Teague
Treasurer
Cumberland CID
Principal
Walton
Communities

Malaika Rivers
Executive Director
Cumberland CID

Mason Zimmerman
Senior Vice President
& Development Partner
Pope & Land
Enterprises

Tad Leithead
Chairman Cumberland CID
Principal
TLA

Connie Engel
Partner
Childress Klein
Properties

Lynn Rainey
Legal Counsel
Cumberland CID
Rainey & Phillips

Mike Plant
Executive Vice
President of
Business Operations
Atlanta Braves

Not Pictured
Bob Voyles
Principal/Founder
Seven Oaks
Company

John Shern
Vice Chairman Cumberland CID
Vice President - Construction
The Home Depot (Retired)



Tad Leithead

Tad Leithead

Chairman
Cumberland CID

Thank you for the decades of support that is helping to catalyze \$3.5 billion in new investment in and around the Cumberland area. Your commitment allows us to put proactive planning into action in order to protect and grow your greatest assets.



Malaika Rivers

Malaika Rivers

Executive Director
Cumberland CID

How the Community Improvement District Works

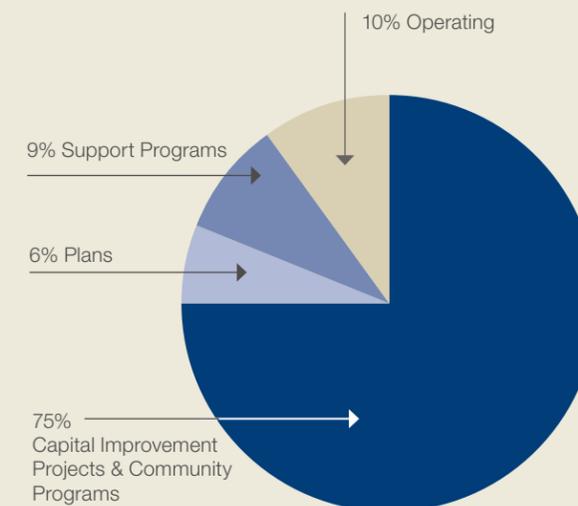
A Community Improvement District (CID) is a public/private partnership where commercial property owners invest in infrastructure in order to improve property values across the community.

The Cumberland CID, the first of its kind in Georgia, generates revenues through self-imposed commercial property assessments – not residential or sales taxes. Only commercial investors pay, but everyone reaps the benefits – the local municipality, the business community, and area residents.

Located in Cobb County, the Cumberland CID encompasses the intersections of I-75, I-285, and U.S. Highway 41 in northwest Atlanta. An economic powerhouse, this area impacts 5 percent of Georgia's economy and 33 percent of Cobb County's economy.

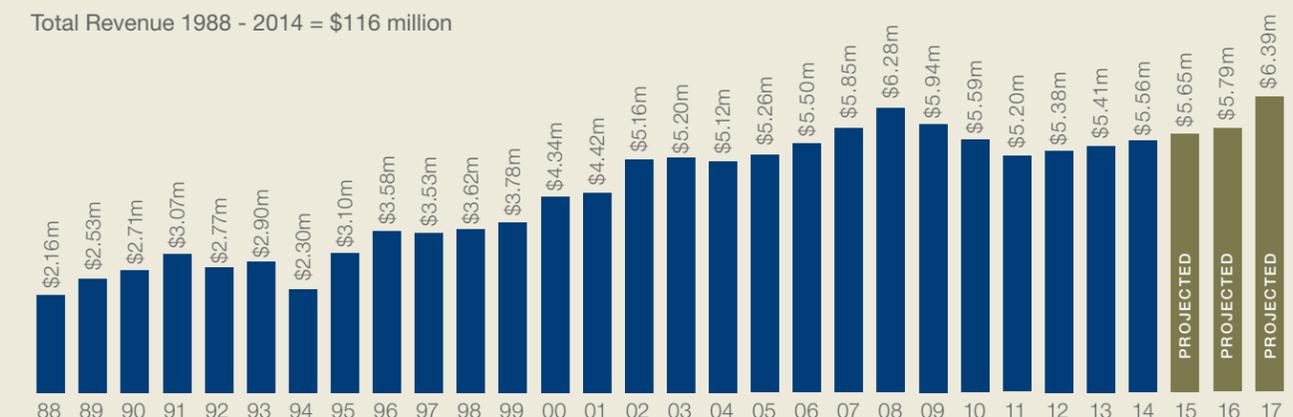


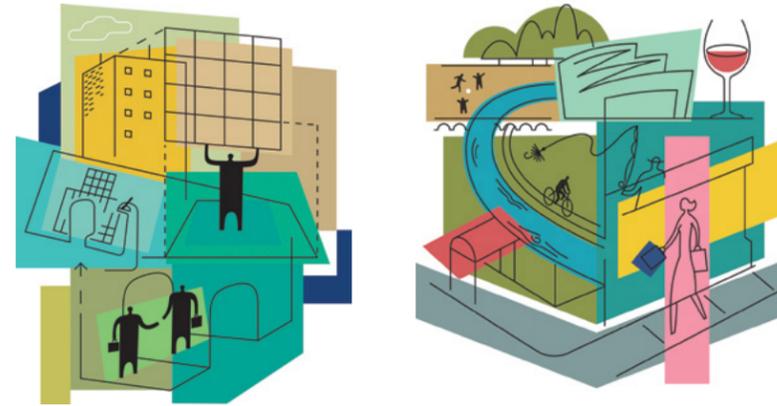
The Cumberland CID's 2014 Budget Expenditures



The Cumberland CID's Tax Revenue 1988 - 2017

Total Revenue 1988 - 2014 = \$116 million





Annual Report 2014



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