



CUMBERLAND
COMMUNITY IMPROVEMENT DISTRICT

2011 ANNUAL REPORT

ACHIEVEMENT



STRENGTH



"The **strength** of the Cumberland CID is the true partnership between business leaders and elected officials. Together they have envisioned and subsequently created a stronger community — one that is prepared for both near and long-term success."

A handwritten signature in black ink, reading 'Tim Lee'.

Tim Lee
Chairman, Cobb County Board
of Commissioners



"The Cumberland CID has produced a record of **achievement**, including infrastructure improvements and services that drive high-quality growth and create continued **opportunity** to enhance our region."

A handwritten signature in black ink, reading 'Tad Leithead'.

Tad Leithead
Chairman, Cumberland CID

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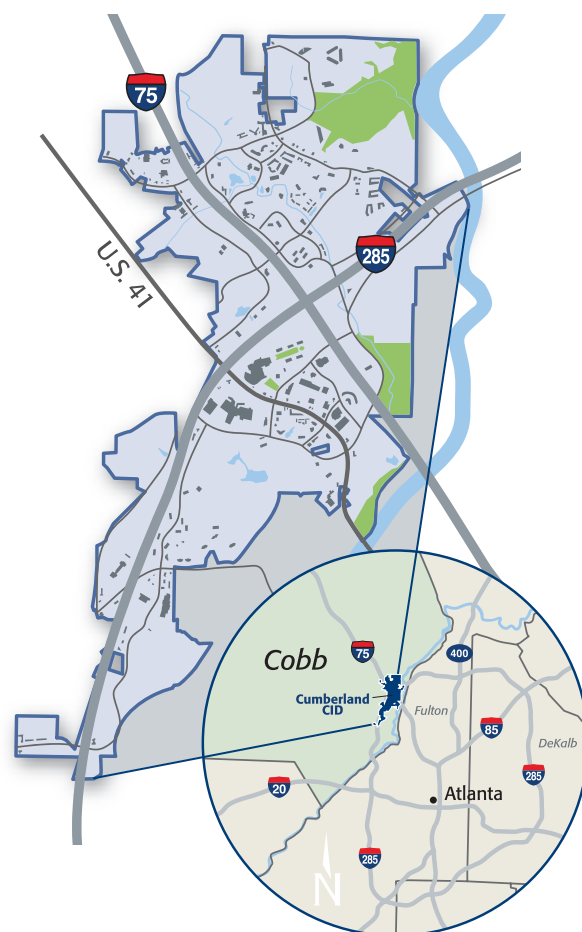


Located in northwest Atlanta, in Cobb County Georgia, the Cumberland Community Improvement District (CID) is a model public-private partnership in which commercial property owners pay self-imposed taxes to improve the area's business environment and quality of life.

Throughout the past 24 years the CID has leveraged \$100 million into an estimated \$600 million for community planning, interstate access and local roads, streetscapes and beautification, bicycle and walking trails, and commuter programs and services. This ongoing reinvestment strengthens Cumberland's infrastructure and increases market value, creating an attractive environment for businesses, workers, residents and visitors alike.

Since its inception, **the CID has helped transform Cumberland, effectively creating a 5.5 square-mile economic powerhouse that accounts for 21 percent of Cobb's jobs and impacts 5 percent of Georgia's total economy.** And as the first community improvement district in Georgia, the CID has shown what is possible when civic-minded businesses and leaders join together for the common good.

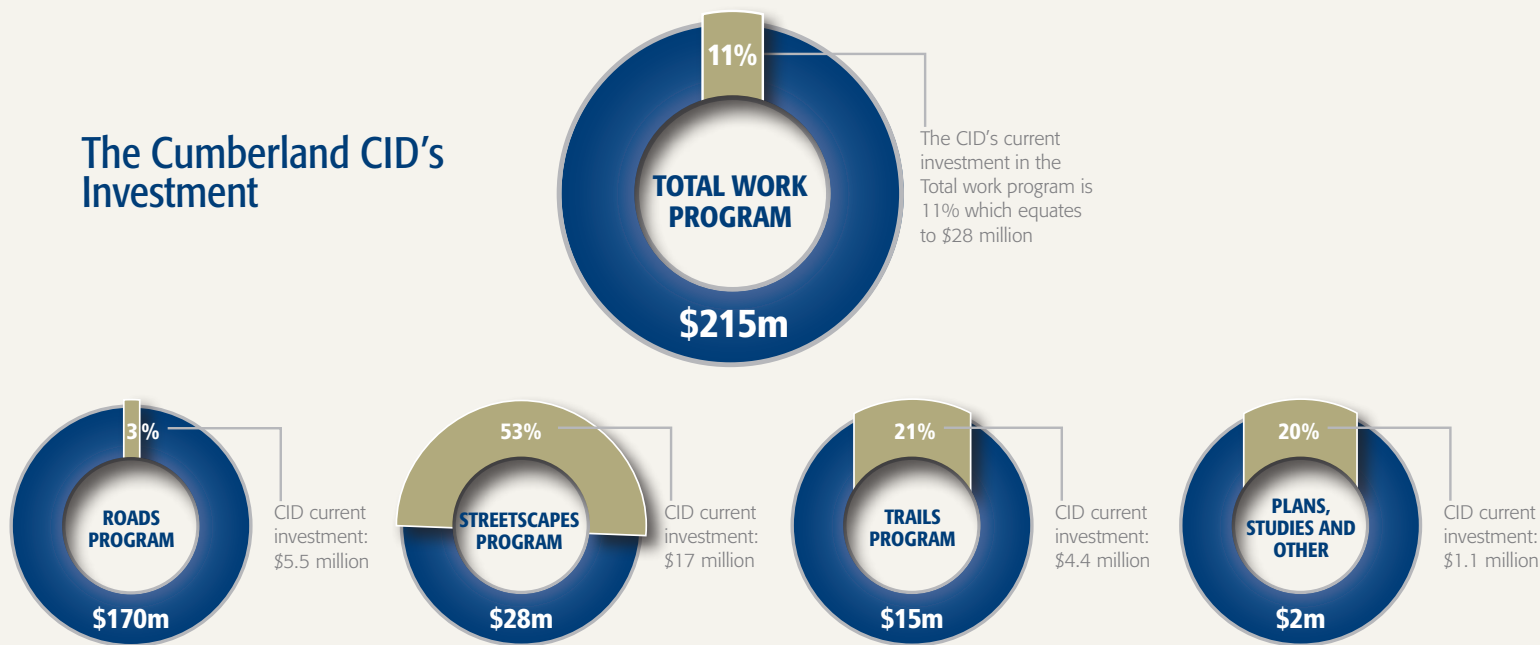
Due to the foresight and determination of the CID, the area is poised to fulfill the vision for Cumberland: a vibrant, sustainable, economic engine benefiting the local community, as well as Cobb County and the greater Atlanta region.



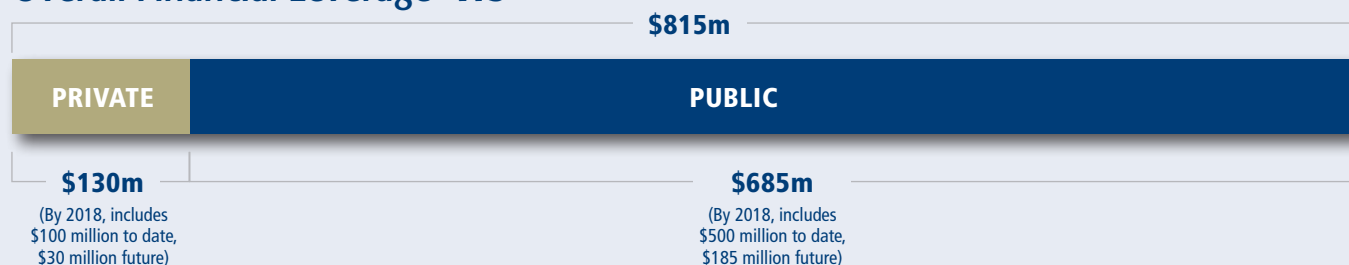
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STRENGTH

The Cumberland CID's Investment



Overall Financial Leverage 1:5



* Financials are estimates.



Cumberland CID Board of Directors (left to right): **Cumberland CID Chairman**, Tad Leithead, *Chairman, Atlanta Regional Commission; Principal, Tad Leithead Advisors;* **Cumberland CID Vice Chairman**, John Shern, *Vice President – Construction, The Home Depot Inc. (Retired);* **Cumberland CID Treasurer**, Barry Teague, *Principal, Walton Communities LLC; Connie Engel, Partner, Childress Klein Properties;* **J. Peter Kasian**, *Senior Director, Tishman Speyer;* **Trey Parrish**, *Senior Vice President, B.F. Saul Property Company;* **Mason Zimmerman**, *Senior Vice President, Pope and Land Enterprises, Inc.*



STRENGTH OF BUSINESS MODEL

The achievements of 2011, those in process and still to come, continue a legacy that began in 1988 when the Cumberland CID was founded as Georgia's first community improvement district.

Not a traditional government agency but instead an innovative public-private partnership, the CID is accountable to 180 commercial property owners who have chosen to voluntarily tax themselves to raise seed money for area improvements. Most notably, **this tax assessment, approved every six years by the CID members, is not levied on any single resident of Cobb County.** However the impacts benefit all.

When leveraged against state and federal funds, the CID is able to construct improvements at a fraction of the cost, ultimately advancing necessary projects that would not otherwise be pursued due to funding constraints. The improvements not only meet the demands of a growing business community, but help raise the value of the market, keeping property taxes low for all citizens around the county.

STRENGTH OF MARKET

The CID is a vigorous area in a large, successful and growing county:

- Cobb County has a population of 688,000, greater than that of three U.S. states.
- **Cumberland's economic impact of \$21.2 billion represents 5.1 percent of the Georgia economy.**
- Cobb has one of the most educated adult populations in the U.S., an advantage for development, retention and attraction of knowledge-intensive jobs.
- **Cobb County is the most favorable, lowest taxed and fiscally-sound government in Georgia. Cobb is among only a few counties nationally to be awarded a triple-A bond rating by all three credit rating agencies.**
- Average per capita income in the county is above the state and national averages and increased the most between 2004 and 2009.
- **Cobb has witnessed high rates of legal international in-migration (29 percent since 2004) that illustrate that Cobb County is an attractive and welcoming location for global, diverse populations.**

ACHIEVEM



WORK COMPLETED IN 2011

As in previous years, the Cumberland CID spent 2011 leveraging local funding to attract significant additional resources to develop and improve roadways, streetscapes and trails that connect inside and outside the district, advancing mobility and quality of life. Overall, local CID investments of almost \$27 million are being leveraged into \$213 million in capital improvement projects.

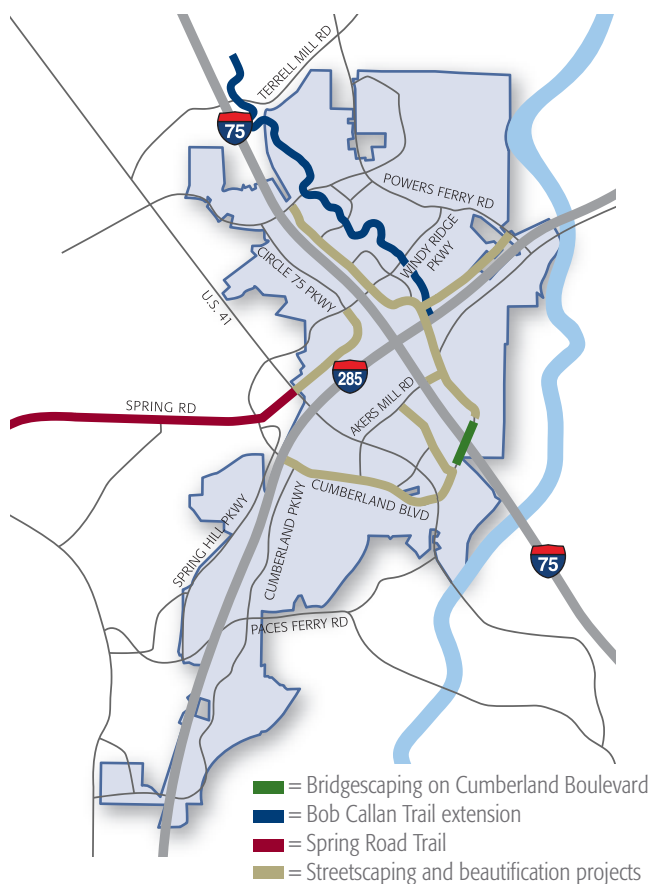
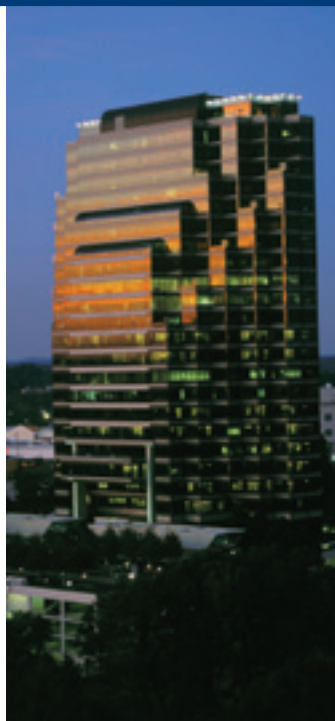
Achieved and Moving Forward:

- **The Georgia Department of Transportation (DOT) awarded \$800,000 to the CID for bridgescaping on Cumberland Boulevard.** The funding will help enhance the aesthetics of the overpass at Cumberland Boulevard and I-75. The CID is investing an additional \$200,00 for landscaping.
- **The U.S. DOT granted \$2.85 million to the CID for a two-mile extension of the Bob Callan Trail,** which currently runs from the U.S. Highway 41 Bridge to the intersection of Interstate North Parkway and Cumberland Boulevard. Future construction will extend the trail northbound to Terrell Mill Road, and will include an elevated boardwalk and bridges.

- **Helpful signage adds to sense of place.** This year the CID installed more than 90 wayfinding signs that direct pedestrians and cyclists through miles of trails and to places of interest. Additional signage will be part of future projects to aid pedestrians and drivers.
- **Trails completed and blazed.** The Spring Road section of the 13.5-mile Kennesaw Mountain to Chattahoochee River Trail was completed in 2011. The pathway will add to Cumberland's nearly 20 miles of trails — a valuable amenity in a burgeoning office market.
- **Other improvements.** The Georgia DOT awarded the CID with a \$45,500 GATEway Grant which helped fund landscape projects on state routes and roadsides.

Additionally, the CID completed more than \$10.5 million in landscaping and beautification projects including the Interstate North Parkway Streetscape, Circle 75 Parkway Streetscape, Cobb Galleria Parkway Streetscape and Cumberland Boulevard Loop Streetscape.

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WORK UNDERWAY IN 2012

In early 2012, thanks to \$445,000 awarded by state Infrastructure Bank grants, construction began on the Cumberland Parkway/ Paces Ferry Intersection Improvement project, which includes new dual left-turn lanes, landscaping, lighting and a corner park.

Work also began on **enhancements to Cobb Parkway from Akers Mill Road to Circle 75 Parkway, including new pedestrian safety features, lighting and landscaping.** Additionally, as part of this project, the I-285 off-ramp will be restriped to better accommodate traffic.

The Cumberland CID will also partner with Cobb County DOT in 2012 to develop a "Complete Streets" plan for local corridors. In addition to automobiles, Complete Streets provide safe access to non-vehicular traffic and cyclists. In the CID, **a Complete Streets program will be developed for various routes with funding for improvements from local, state and federal sources.**

And finally, the Georgia DOT and CID will collaborate on the reconstruction of the U.S. Highway 41 Bridge project. The enhanced bridge will improve traffic flow between Fulton and Cobb counties and improve access to nearby recreation areas.

COBB AND FULTON: BRIDGING TO A BETTER FUTURE

After a decade, the Cumberland CID, along with Cobb County and the Georgia Department of Transportation, realized a major accomplishment by advancing the \$18 million U.S. Highway 41 Bridge project to construction. A significant connection between Cobb and Fulton counties, this reconstruction and expansion project will greatly improve safety and traffic flow for drivers, cyclists and pedestrians crossing the Chattahoochee River.

Replacing the original built in 1935, the new bridge will accommodate traffic growth in this important northwest commuting corridor and also complete Cumberland's link to the 110-mile Silver Comet Trail, which extends to Alabama. Additional enhancements also include a new dock for boaters and fishermen as well as modern stormwater management systems to minimize runoff into the treasured Chattahoochee River.







PRIVATE DEVELOPMENT AND PROGRESS

Attracted by the vibrant Cobb business environment, strong growth opportunities and quality of life, private enterprise announced new investments during 2011 despite the lingering economic downturn.

- **The Worthing Companies began construction on The Heights at Stillhouse Ridge, a \$45.2 million, 302-unit, luxury urban apartment community in Vinings.** The project will have elevations and architectural details consistent with the Cumberland CID's design theme of an urban town center.
- **Realm Realty and American National Insurance Co. redeveloped the Terrell Mill Village Shopping Center at Terrell Mill and Powers Ferry roads.** The center's façade, lighting, parking and grounds were fully renovated with more than 45,000 feet already leased and more than 31,000 feet available.
- **According to officials from the Cobb Galleria Centre the summer of 2011 was the busiest on record, with a positive financial impact on hotels, restaurants and retail stores.** Trade shows and conventions translated into more than 10,000 hotel room bookings per day during June, July and August.
- **The Home Depot**, the world's largest home improvement retailer, bases its corporate headquarters in Cumberland. Ranked #3 by Fortune 500, The Home Depot employs more than 20,000 people in the U.S. and earned \$16.8 billion in revenue for the first quarter of 2011.
- Technology giant **Travelport Ltd.**, which provides automated travel reservations for airlines, hotels, car rental companies, cruise lines and rail operators, **moved its headquarters to the Cumberland area.** The company moved Web and database servers for its reservation systems from Denver and relocated executive offices to 300 Galleria Parkway, increasing its already significant footprint in the area.

Travelport makes ATL its HQ destination

Premium content from the *Atlanta Business Chronicle* by Douglas Sams, Staff Writer
Friday, April 8, 2011

Facing cost-cutting pressures, travel technology giant Travelport Ltd. plans to move its headquarters from New York's iconic Chrysler Building to Atlanta.

Travelport, which provides automated travel reservations for airlines, hotels, car rental companies, cruise lines and rail operators, will relocate its executive offices to 300 Galleria Parkway in the second quarter.

Travelport is a massive company, with a presence in 160 countries, about 5,475 employees and 2010 revenues of \$2.3 billion. It owns about 48 percent of Orbitz Worldwide Inc. (NYSE: OWW), a leading global online travel company.

The headquarters move will result in only a handful of executive jobs relocating to Atlanta. However, the move will put the company's decision-makers in Atlanta, meaning the city could have an advantage as the company continues to consolidate operations. Travelport is led by CEO Jeff Clarke, who is also chairman of Orbitz.

Travelport already has a significant footprint in Atlanta. It has about eight floors at 300 Galleria. It has moved Web and database servers for its Galileo and Apollo reservation systems from Denver to Atlanta. When Travelport bought Atlanta-based Worldspan in August 2007, it made the former Worldspan location at 300 Galleria its North American Global Distribution Systems headquarters.

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A LOOK AHEAD

Metropolitan Atlanta is destined to grow and thrive, adding a projected 3 million people by 2040, or roughly the population of the state of Iowa.

In July 2012, voters in the 10-county area will decide whether to fund \$7.2 billion in transportation and congestion relief projects through a 10 year, 1 percent sales tax referendum, or one cent of every sales dollar.

The largest public works opportunity for the region since the 1996 Olympic Games, Cobb County and its municipalities would receive an estimated \$1 billion over 10 years, primarily for roadway improvements and transit options.

Should the referendum pass, included in the list for voter approval are projects that would greatly benefit the Cumberland area — specifically improvements to the Windy Hill corridor and High Capacity Transit options.

Windy Hill Road/Interstate 75 Interchange

A major commuting corridor for large portions of Cobb and Paulding counties, \$236 million raised through the referendum would redesign 4.5 miles of Windy Hill from South Cobb Drive on the west, to Powers Ferry Road on the east.

Major thoroughfare improvements including a widened, landscaped median boulevard along with pedestrian enhancements and innovative intersection improvements will improve traffic flow, safety and better accommodate non-vehicular users. A new north-south corridor between Windy Hill and Terrell Mill roads will also provide an alternate route for commuters.

Along with the east-west thoroughfare improvements is the reconstruction of the interchange at Windy Hill/I-75. Approaching 32 years old, the interchange has exceeded its ability to handle current and future growth. With an accident rate exceeding the state average, safety and traffic management are primary concerns.

High Capacity Transit

The express commuter service, including bus and high capacity transit, would connect north Cobb to Midtown Atlanta by way of Cumberland. Building on the success of the busiest bus routes in the Southeast, this project will relieve congestion and provide another transportation choice for people along the Northwest Corridor.

The referendum would fully fund Bus Rapid Transit (BRT) service from Acworth, southbound through Town Center and Cumberland,

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to the Arts Center Station in Midtown Atlanta. Stations, parking and right-of-way, along with maintenance and operating costs are included in the funding.

To further address the need for transit alternatives in the region's Northwest Corridor, Cobb County is partnering with the Federal Transit Administration to research light rail and other potential transit solutions that could upgrade the local BRT investment to a potential rail project if deemed appropriate and future federal funds are secured.

CHAMPIONING STATE AND REGIONAL PRIORITIES IN WASHINGTON, D.C.

The State of Georgia made the final cut to access \$270 million in federal loans to help convert portions of I-75 and I-575 to Managed Lanes. The Cumberland CID played a key role in representing the business community's interest in presentations to federal agencies to champion this initiative. One of only eight successful applicants around the country, Georgia's access to the Transportation Infrastructure Finance and Innovation Act (TIFIA) loans will add optional toll lanes as well as High Occupancy

Vehicle (HOV) lanes along I-75 and I-575 and provide relief to Cobb and Cherokee commuters.

Additionally, the CID led a series of high-level meetings in Washington with U.S. DOT Secretary Ray LaHood and FTA Administrator Peter Rogoff. The meetings provided federal partners with insight into Cobb's innovative transit planning effort and regional strategy to leverage locally-raised funds against federal investments.

The CID also informed federal funders about policies and projects important to Cumberland and the greater community. Meetings with U.S. Senators Isakson and Chambliss, as well as Congressional leaders, including Representatives Mica and Latham (Chairman of the House Transportation & Infrastructure Committee and Chairman of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, respectively) provided forums for the CID to suggest policy changes to the impending Highway Reauthorization Bill.



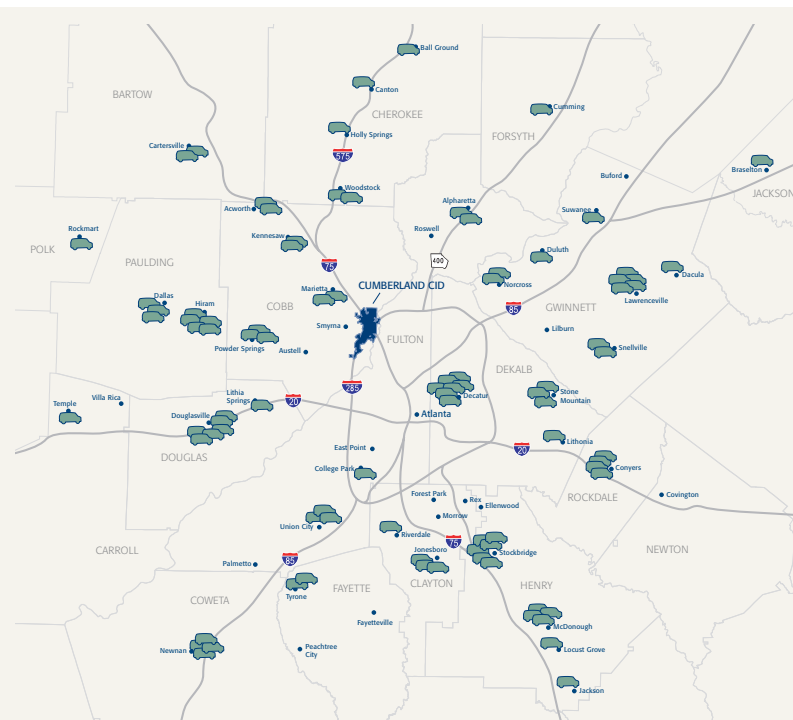
ADDRESSING THE FUTURE IN THE PRESENT

As Cumberland transforms from a suburban office market to a more livable and pedestrian-friendly place for residents and professionals, the Cumberland CID continues to plan for this type of growth. Along with its intensive capital improvement program, the CID continued several initiatives that address a variety of needs.

An Alternatives Analysis study, awarded by the Federal Transit Administration and led by Cobb County, launched in 2011 with the CID as a stakeholder and vested partner. The study addresses the potential transit needs along the Northwest Corridor. Light rail, heavy rail, Bus Rapid Transit and bus service, as well as a variety of other technologies, are being considered along with the potential

route and alignment. This \$1.7 million effort is studying the general corridor from Midtown Atlanta to Acworth in north Cobb. Significant milestones will be delivered throughout 2012 with the final study completed in early 2013.

Following the 2010 master visioning plan to create a more complete community, the CID continued its partnership with the U.S. Environmental Protection Agency. One of only four communities around the country selected to receive federal technical assistance through the Smart Growth Implementation Assistance program in 2011, the CID is researching creative financing models to help fund infrastructure improvement projects.



COMMUTER CLUB VANPOOLS

 = Points of origin



COMMUTER CLUB

Along with its planning activities, the CID, through its Transportation Management Association, Commuter Club, continued to connect individuals and businesses to cost-effective and environmentally-friendly transportation options. In 2011, nearly 1,914,000 vehicle miles were eliminated from roadways along with 950 tons of pollutants.

For more than 15 years, the award-winning program has reduced traffic and emissions, while encouraging commuters to vanpool, carpool, walk, bike, telecommute or use public transportation. An expanded partnership with The Clean Air Campaign was introduced in 2011, allowing high-quality outreach services to be delivered to the local community, saving the CID on otherwise intensive labor costs. Last year Commuter Club saved Cumberland area commuters more than \$956,800 while successfully easing otherwise stressful commutes.



"Ongoing growth is expected for Cobb and the Cumberland area, and makes forward-thinking improvements continually important to sustain and enhance a vibrant, inviting and safe environment. The Cumberland CID has the proven ability, the ongoing leadership and collaborative partnerships to lead the way in one of the Atlanta region's core economic engines."

Malaika Rivers
Executive Director, Cumberland CID

Key to the CID's record of accomplishment are vision and leadership from the business, government and civic communities. **The board of directors and staff have a vested interest in the district and are devoted to its advancement as an ideal place to work, visit and live.** Elected officials at the county, state and federal levels provide significant resources that augment tax dollars collected locally.

Thanks to partners like you, the CID can continue to invest in the community and make a positive and significant impact on the entire region. We appreciate your continued support and look forward to the year ahead.



CUMBERLAND
COMMUNITY IMPROVEMENT DISTRICT

CumberlandCID.org

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