

# Economic Development

- Recruitment
- Retention
- Revitalization



## *Relocation Factors*

- *Costs*
- *Infrastructure*
- *Labor/Talent*
- *Quality of Life*



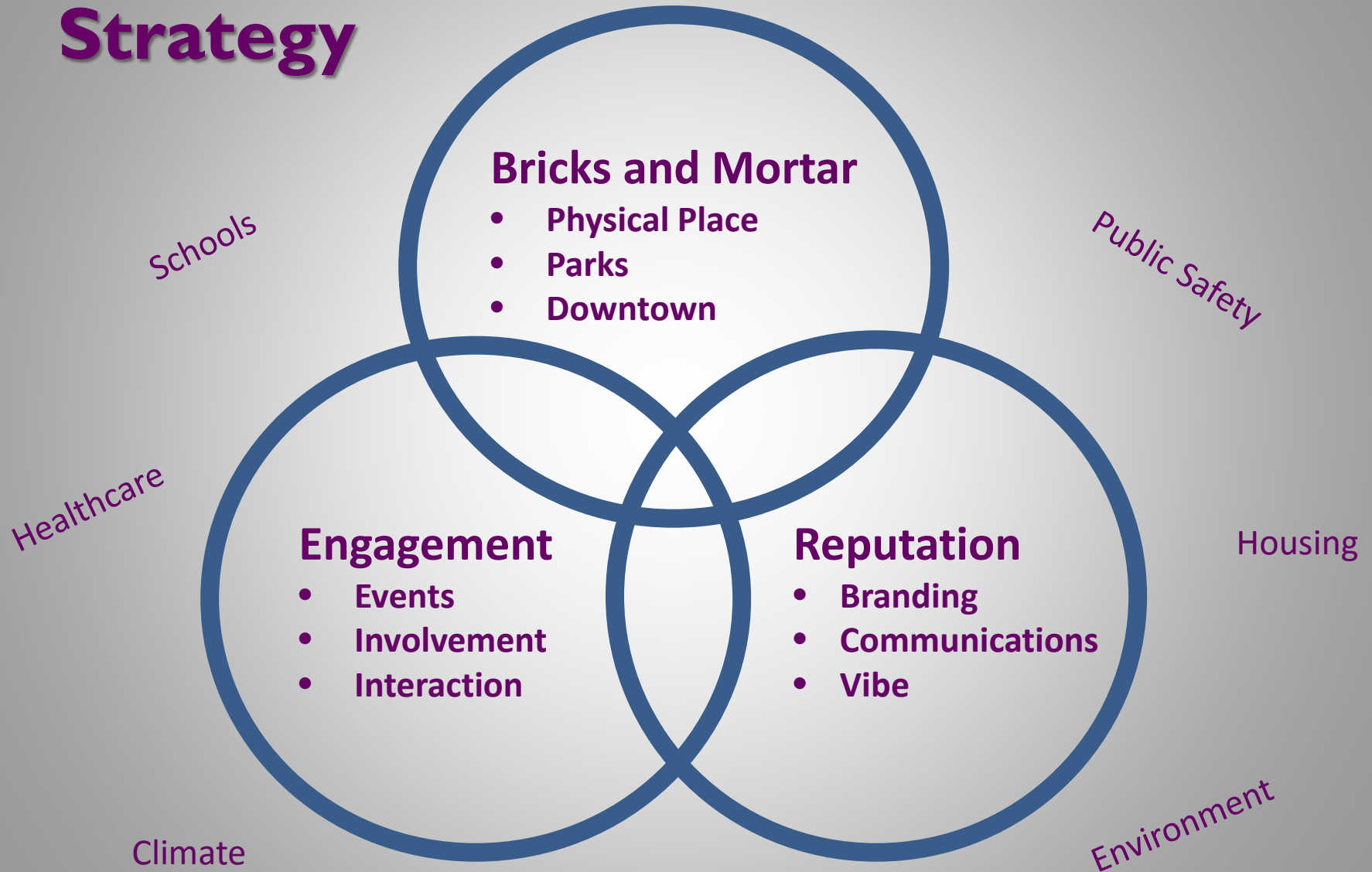
# 2014 National Citizen's Survey

New residents were asked why they moved to Suwanee:

- **Overall community feel/Vibe** – 85% Essential/Very Impt.
  - 2%: Not at All Important
- **Suwanee's Image/Reputation** – 83% Essential/Very Impt.
  - 4%: Not at All Important
- **Job/Business Opportunity** – 46% Essential/Very Impt.
  - 28%: Not at All Important

(See full results at [www.suwanee.com](http://www.suwanee.com))

# Suwanee's Economic Development Strategy



Oooh,  
nice S!



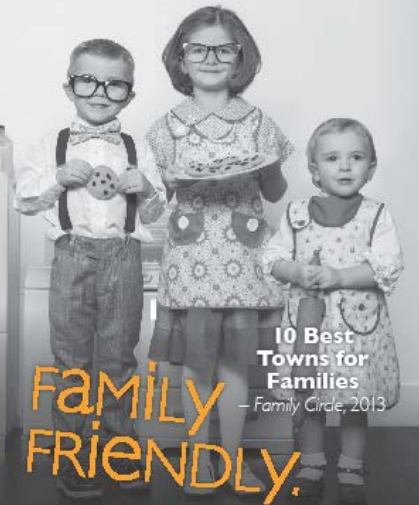
Show your Suwanee **Pride!**  
Get a magnet for your car at City Hall.



[www.suwanee.com](http://www.suwanee.com)

FISCALLY  
RESPONSIBLE.

AAA Bond  
Rating  
— S&P, 2014



10 Best  
Towns for  
Families  
— Family Circle, 2013

FAMILY  
FRIENDLY.



FREAKIN' awesome.

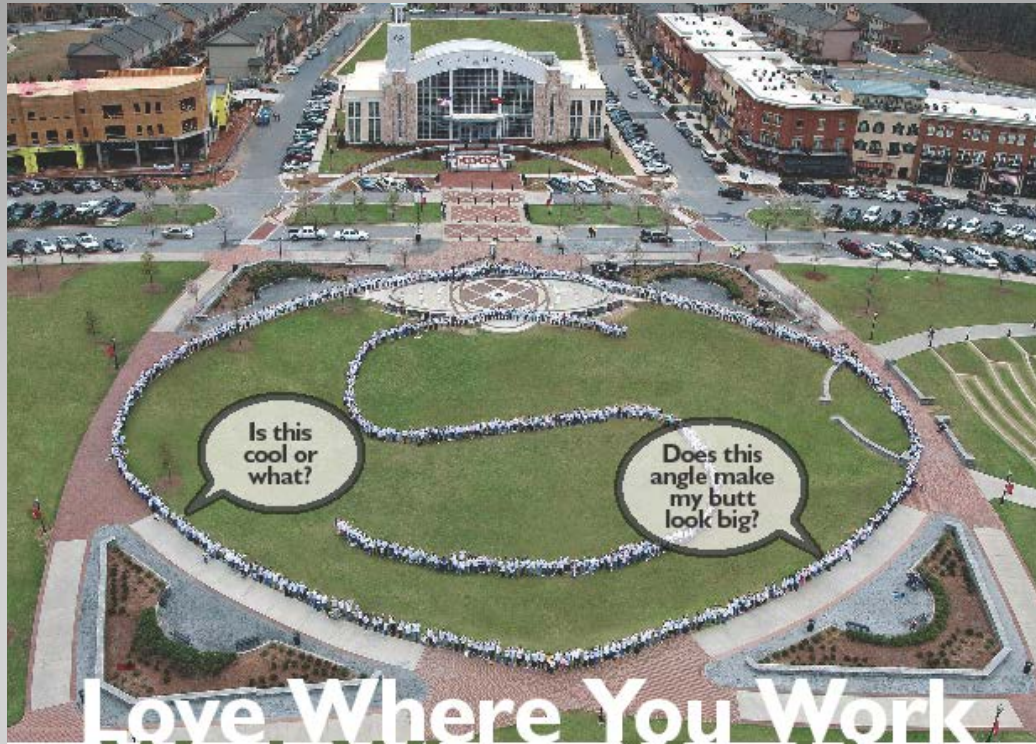
330 Town Center Ave. Suwanee, GA 30024  
770-945-8996 [suwanee.com](http://suwanee.com)

Get the Go! Suwanee app





Town Center Park –  
Suwanee



# Love Where You Work Work Where You Live

## Suwanee – A Place Where You Can Let Your Hair Down and Roll Your Sleeves Up

If your business is seeking a happy home, take a look at Suwanee.

We've got a well-educated workforce, an engaged and happy community (see photo above), great schools, a thriving business environment, and a variety of attractive housing options. Last year, 97 percent of surveyed residents rated Suwanee as an excellent or good place to live.

Suwanee – It's a great location for your business and for your life.



[www.suwanee.com](http://www.suwanee.com) • [Info@suwanee.com](mailto:Info@suwanee.com) • 770/945-8996

Enough with the pretty pictures and  
quality of life stuff....

**Show me the money.**

<b>Property Tax Analysis - Suwanee Town Center (as of 2012)</b>						
			<b>Suwanee's</b>	<b>Gwinnett Co.</b>	<b>School System</b>	<b>Total Annual</b>
	<b>Appraised Value</b>	<b>Assessed Value</b>	<b>4.93 Mills</b>	<b>11.78 Mills</b>	<b>19.25 Mills</b>	<b>Property Tax Revenue</b>
<b>Town Center Park (10 acres)</b>	\$ 6,534,000.00	tax exempt	tax exempt	tax exempt	tax exempt	tax exempt
<b>City Hall: (1.5)</b>	\$ 5,304,000.00	tax exempt	tax exempt	tax exempt	tax exempt	tax exempt
<b>Town Center (11.5 acres)</b>						
Phase 4:	\$ 6,000,000.00	\$ 2,400,000.00	\$ 11,832.00	\$ 28,272.00	\$ 46,200.00	\$ 86,304.00
Phase 3:	\$ 7,675,100.00	\$ 3,070,040.00	\$ 15,135.30	\$ 36,165.07	\$ 59,098.27	\$ 110,398.64
Phase 2:	\$ 2,777,100.00	\$ 1,110,840.00	\$ 5,476.44	\$ 13,085.70	\$ 21,383.67	\$ 39,945.81
Phase 1:	\$ 1,200,000.00	\$ 480,000.00	\$ 2,366.40	\$ 5,654.40	\$ 9,240.00	\$ 17,260.80
Parking:	\$ 409,900.00	\$ 163,960.00	\$ 808.32	\$ 1,931.45	\$ 3,156.23	\$ 5,896.00
<b>Subtotal</b>	<b>\$ 18,062,100.00</b>	<b>\$ 7,224,840.00</b>	<b>\$ 35,618.46</b>	<b>\$ 85,108.62</b>	<b>\$ 139,078.17</b>	<b>\$ 259,805.25</b>
<b>23 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 1,548.63</b>	<b>\$ 3,700.37</b>	<b>\$ 6,046.88</b>	<b>\$ 11,295.88</b>
<b>11.5 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 3,097.26</b>	<b>\$ 7,400.75</b>	<b>\$ 12,093.75</b>	<b>\$ 22,591.76</b>
<b>Shadowbrook (40 acres)</b>						
Single Family Detached (85 Lots)	\$ 18,417,500.00	\$ 7,367,000.00	\$ 36,319.31	\$ 86,783.26	\$ 141,814.75	\$ 264,917.32
Single Family Attached (116 Units)	\$ 19,901,140.00	\$ 7,960,456.00	\$ 39,245.05	\$ 93,774.17	\$ 153,238.78	\$ 286,258.00
Commercial/Retail (Bldg. 17,900 sq.ft)	\$ 2,355,900.00	\$ 942,360.00	\$ 4,645.83	\$ 11,101.00	\$ 18,140.43	\$ 33,887.27
<b>Subtotal</b>	<b>\$ 40,674,540.00</b>	<b>\$ 16,269,816.00</b>	<b>\$ 80,210.19</b>	<b>\$ 191,658.43</b>	<b>\$ 313,193.96</b>	<b>\$ 585,062.58</b>
<b>TOTAL</b>	<b>\$ 58,736,640.00</b>	<b>\$ 23,494,656.00</b>	<b>\$ 115,828.65</b>	<b>\$ 276,767.05</b>	<b>\$ 452,272.13</b>	<b>\$ 844,867.83</b>
<b>63 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 1,838.55</b>	<b>\$ 4,393.13</b>	<b>\$ 7,178.92</b>	<b>\$ 13,410.60</b>
<b>51.5 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 2,940.72</b>	<b>\$ 7,026.71</b>	<b>\$ 11,482.53</b>	<b>\$ 21,449.96</b>
<b>Wal Mart (25 acres)</b>						
	\$ 15,990,250.00	\$ 6,396,100.00	\$ 31,532.77	\$ 75,346.06	\$ 123,124.93	\$ 230,003.76
<b>Wal-Mart Shoppes (13 acres)</b>						
	\$ 8,070,035.00	\$ 3,228,014.00	\$ 15,914.11	\$ 38,026.00	\$ 62,139.27	\$ 116,079.38
<b>Wal-Mart Outparcels (4.5 acres)</b>						
	\$ 4,303,015.00	\$ 1,721,206.00	\$ 8,485.55	\$ 20,275.81	\$ 33,133.22	\$ 61,894.57
<b>TOTAL</b>	<b>\$ 28,363,300.00</b>	<b>\$ 11,345,320.00</b>	<b>\$ 55,932.43</b>	<b>\$ 133,647.87</b>	<b>\$ 218,397.41</b>	<b>\$ 407,977.71</b>
<b>42.5 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 1,316.06</b>	<b>\$ 3,144.66</b>	<b>\$ 5,138.76</b>	<b>\$ 9,599.48</b>
<b>PIB Publix Shopping Center (17.68 acres)</b>						
	\$ 6,000,000.00	\$ 2,400,000.00	\$ 11,832.00	\$ 28,272.00	\$ 46,200.00	\$ 86,304.00
<b>Publix Outparcels (5 totaling 5.63 acres)</b>						
	\$ 3,949,000.00	\$ 1,579,600.00	\$ 7,787.43	\$ 18,607.69	\$ 30,407.30	\$ 56,802.42
<b>TOTAL</b>	<b>\$ 9,949,000.00</b>	<b>\$ 3,979,600.00</b>	<b>\$ 19,619.43</b>	<b>\$ 46,879.69</b>	<b>\$ 76,607.30</b>	<b>\$ 143,106.42</b>
<b>23 Acre Project</b>		<b>Tax Revenue Per Acre</b>	<b>\$ 853.02</b>	<b>\$ 2,038.25</b>	<b>\$ 3,330.75</b>	<b>\$ 6,222.02</b>



# Suwanee Town Center (23 Acres)

Pre-Development



# Suwanee Town Center (23 Acres)

Potential Typical Development Pattern



# Publix Shopping Center (23 Acres)

Appraised Value: \$10 million/Assessed Value: \$4 million

**2012 Tax Revenue  
per Acre: \$6,222.02**

## Property Tax Revenue per Acre:

City:	\$853.02
County:	\$2,038.25
School System:	\$3,330.75
<b>Total:</b>	<b>\$6,222.02</b>



# Wal-Mart Shopping Center (25 Acres)

Appraised Value: \$16 million/Assessed Value: \$6.4 million

**2012 Tax Revenue  
per Acre: \$9,200.15**

## Property Tax Revenue per Acre:

City:	\$1,261.31
County:	\$3,013.84
School System:	\$4,925.00
<b>Total:</b>	<b>\$9,200.15</b>



# Suwanee Town Center (23 Acres)

Appraised Value: \$30 million/Assessed Value: \$7.2 million

**2012 Tax Revenue  
per Acre: \$11,295.88**

## Property Tax Revenue per Acre:

City:	\$1,548.63
County:	\$3,700.37
School System:	\$6,046.88
<b>Total:</b>	<b>\$11,295.88</b>



# Suwanee Town Center (63 Acres)

Appraised Value: \$70.6 million/Assessed Value: \$23.5 million

**2012 Tax Revenue  
per Acre: \$13,410.60**

## Property Tax Revenue per Acre:

City:	\$1,838.55
County:	\$4,393.13
School System:	\$7,178.92
<b>Total:</b>	<b>\$13,410.60</b>



# Suwanee Town Center (51.5 Acres)

Appraised Value: \$58.7 million/Assessed Value: \$23.5 million

**2012 Tax Revenue  
per Acre: \$21,449.96**

## Property Tax Revenue per Acre:

City:	\$2,940.72
County:	\$7,026.71
School System:	\$11,482.53
<b>Total:</b>	<b>\$21,449.96</b>



# Suwanee Town Center (63 Acres)



**\$17 Million Investment**

**\$18 Million Appraised Value**

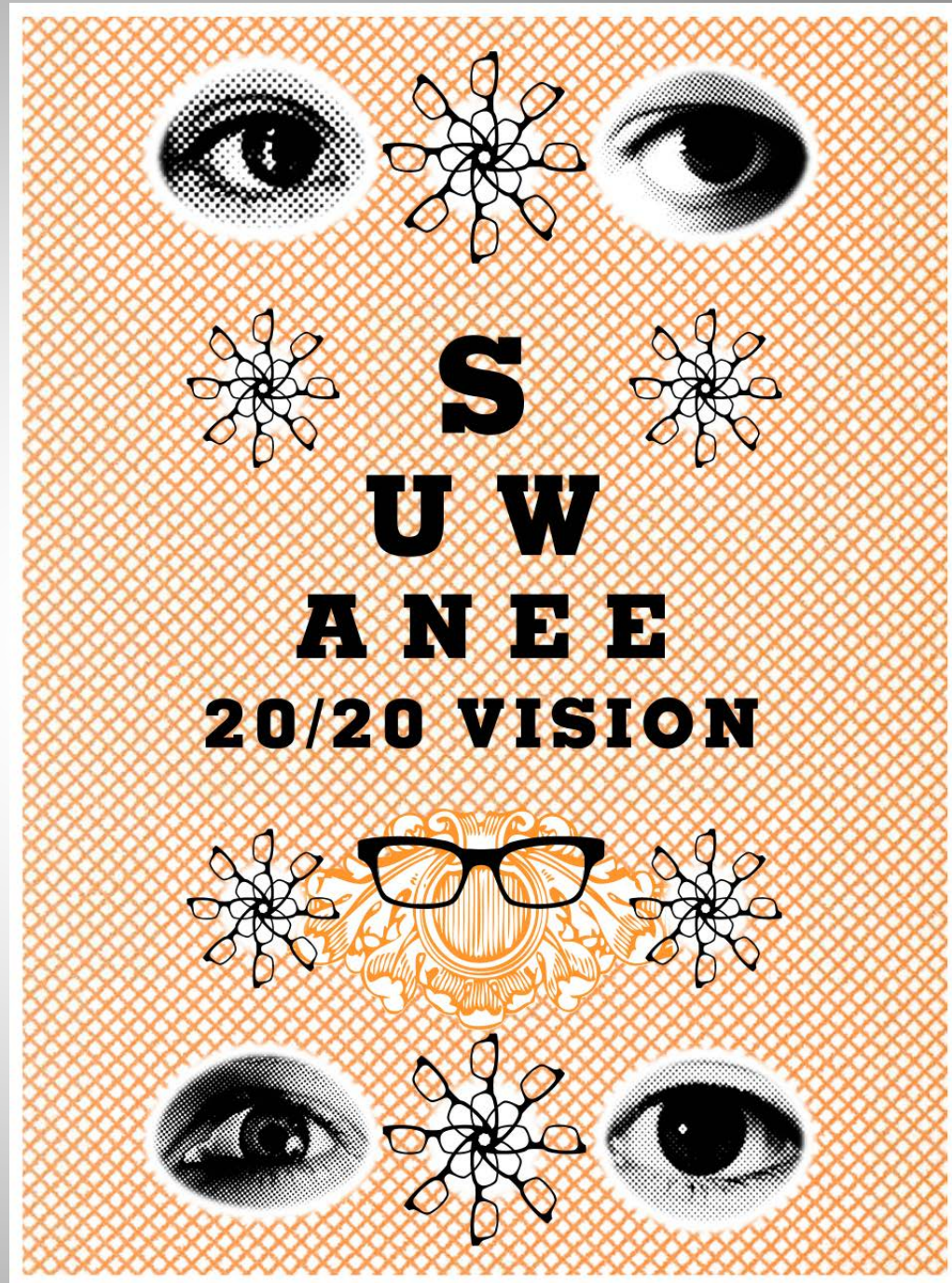
**\$40.7 Million Appraised Value**

**Total Investment: \$17 Million**

**Total Value: \$58.7 Million**

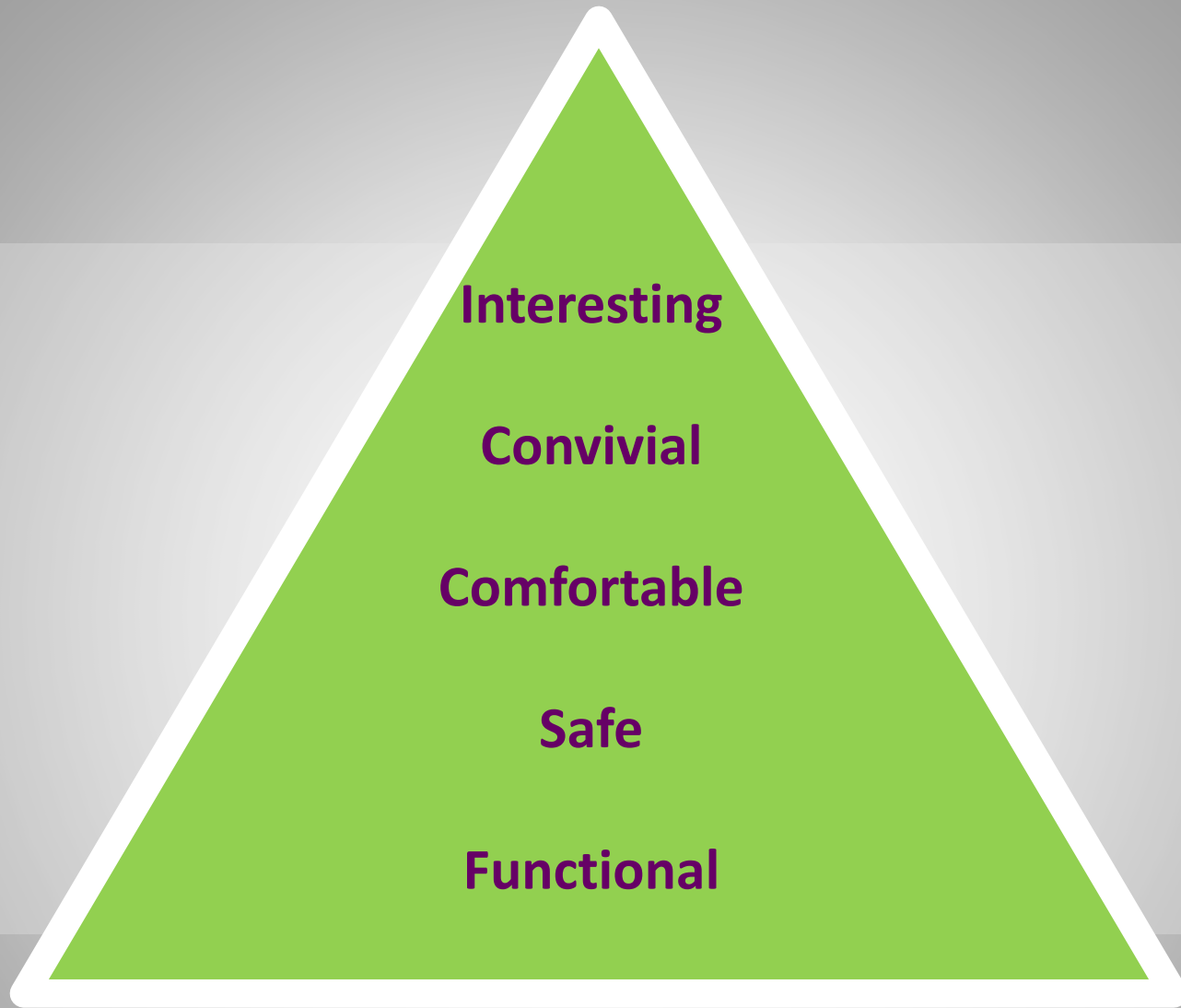


# Suwanee 2020 Vision Plan (Strategic Plan completed 2012)



More  
Dragons!





*“For the Love of Cities”*

*Peter Kageyama*

*sculpting our niche...*



*creating a buzz...*

*enhancing quality of life...*

# Public art...where we started

- Creation of the Public Arts Commission
- Developer Component – Voluntary 1%
- Shimmering Echoes – City Hall piece
- SculpTour



# Shimmering Echoes

- Suwanee's **first official foray** into public art
- Created by Seattle-based, world-renowned public artist Koryn Rolstad
- More than **100 artists submitted** qualifications
- This 'watercolor in the sky' is a suspended sculpture in two sections that includes 1,900 elliptical-shaped eco-resin elements
- The **City dedicated 1%** of City Hall construction costs to public art
- Installed in February 2010 in lobby of Suwanee's new City Hall
- Unveiling event – March 2010 – **ARC Chair** Tad Leithead guest speaker







# Suwanee SculpTour

- Suwanee's **interactive public art encounter**
- **15 sculptures** on exhibit in and around Town Center; approximately 1-mile walking tour
- Installed in May 2011, 2012, 2013, 2015
- Funded entirely through **corporate and private donations**
- The sculpture that receives the most votes by the end of the exhibit becomes the **'People's Choice'** and will be purchased for Suwanee's **permanent public art collection**
- **Promotional opportunities** staged throughout 1-2 year exhibit
- **Results thus far – 60+ temporary pieces, 10+ permanent pieces**



# ‘Remembrance’

## Suwanee’s World Trade Center Artifact

- 1,638 pounds of twisted steel representing loss, courage, and resilience
- Obtained in July 2011; unveiled to community on September 10, 2011
- Public Art Commission determined permanent display location and appropriate, artistic presentation; completed September, 2013





# Lessons Learned

Following are 12 “lessons” from my experiences in public art – some philosophical, some practical.

Most will be transferrable to other areas – events, parks, downtown development, and all of the other fabulous things we do.

**I love my job.**

**We do things that matter.**



#1 Know the **purpose...**for public art or anything else you do.





#2 People are exceedingly **social** – provide **interactive** opportunities.











SIWANEEDAY  
CELEBRATION OF THE COMMUNITY



#3 Create interesting **destinations** & focal points  
(but know that every community won't be a  
tourist destination).





# #4 Allow the rules to be broken (within reason 😊).



#5 Be creative, small **details** matter (but don't let them rule you).



# #6 Partner with other organizations. Duh.



# #7 Get the community involved.







#8 Public art is **not easy**. It's just not. You think it should be, but it's not.





#9 Things always are more **complicated** than you think, take **longer** than you want, and **cost more** than you think they should.



Cloud Gate “The Bean” – Chicago, Millennium Park

#10 Great spaces **evolve** over time.



# #11 Synergy will happen...and it's amazing.





CITY OF  
**SUNNEE**  
POLICE DEPARTMENT  
TRAINING FACILITY  
SUBSTATION

0000A



#12 Be fun, be functional, be weird, be authentic, be \_\_\_\_\_.







*“Art is not just about culture or playing a key role in revitalization, it is about the fact that we can use art as the glue, the magnet, the anchor that brings a community together. In today’s world, art equates to good jobs, a creative workforce, and an attractive environment. It’s not just about building the arts, it’s about building the community.”*

***Joe Bankoff, Former President & CEO,  
Woodruff Arts Center***



*“Town Center has given Suwanee a much needed common space of interest and character...Suwanee has become less about where my family has a house and more about where we make our home.”*

*– Jeff Spence, Suwanee Resident*



Questions?