



**JANUARY 24, 2022**

ALPHARETTA CITY HALL  
COUNCIL CHAMBERS  
2 PARK PLAZA  
12:00 AM

- I. BREAKFAST**
- II. CALL TO ORDER**
- III. ROLL CALL**
- IV. DISCUSSION TOPICS**
  - A. Public Works**
  - B. Public Safety**
  - C. Swamp Rabbit Trail Tour And Discussion**
  - D. Community And Economic Development**
  - E. Recreation, Parks, And Cultural Services**
  - F. General Administration / Human Resources / Legal**
- V. CLOSING QUESTIONS AND COMMENTS**
- VI. SESSION TWO ADJOURNMENT**

## TSPLOST I and II Projects

### Tier I

- 1. Alpha Loop - Old Milton Pkwy to Northwinds Pkwy \$12M**
  - Project in ROW/Easement acquisition
  - Anticipate bidding construction in Q1 2022
    - RFQ/RFP process, approximately 3-4 months due to the multiple phases as well as interviewing the top-ranking construction firms
- 2. Alpharetta Elementary School Mid-Block Crosswalk \$85k**
  - Finishing design, in-house
  - Anticipate bidding construction in Q1 2022
- 3. City Center to Churches Pedestrian Improvement \$750k**
  - Project identified in Downtown Pedestrian study
  - Individuals parking at churches and walking directly across Academy Street
  - Anticipate issuing RFP for design in Q2 2022
- 4. Cogburn Road Park Mid-Block Crosswalk) \$85k**
  - Finishing design, in-house
  - Anticipate bidding construction in Q1 2022
- 5. Cumming St Corridor Improvements \$4.7M (allocation)**
  - Adding 4' planting strip and 8' wide sidewalks from SR 9 to Cumming Street
  - Available funds can go towards design and ROW acquisition, insufficient funds to construct the corridor
- 6. Manning Oaks Elementary School Mid-Block Crosswalk \$150k**
  - Finishing design, in-house
  - Anticipate bidding construction in Q1 2022
- 7. Marietta St and Roswell St Raised intersection \$350k**
  - Traffic calming measure as one enters downtown
  - Final solution might not be a raised crosswalk, the concept was approved as part of the Downtown Pedestrian Study
  - Anticipate issuing RFP in Q2 2022
- 8. McGinnis Ferry Road Widening \$5.4M**
  - Project in ROW acquisition phase, anticipated completion in April 2022
  - Team (GGDOT, Forsyth, Johns Creek and Alpharetta) pushing for a July letting (bid) date
- 9. Mid Broadwell Rd at Charlotte Dr Mid-Block Crosswalk \$100k**
  - Finishing design, in-house
  - Anticipate bidding construction in Q1 2022
- 10. Milton Ave Parking Deck Midblock Crosswalk \$275k**
  - Finishing design, in-house
  - Anticipate bidding construction in Q1 2022
- 11. North Point Pkwy Corridor (Tier 1) - \$10M (allocation)**
  - Dollars to go towards improvements and ROW along the corridor

- City received federal dollars and the project is currently in concept design to determine they typical section of the corridor (6 lanes or 4 lanes, bike lanes, wide sidewalks, etc). Community Development is leading the initial phase: studying proposed density of the area and vehicular lanes needed

#### **12. Old Milton Parkway Widening – North Point to Kimball Bridge, \$30M**

- Design is progressing through the federal design process
- City is responsible for all design and ROW/Easement acquisition, \$5M
- GDOT funding construction, \$25M

#### **13. Tradewinds Ripple Effect Improvements \$6.5M**

- Multiple improvements along North Point and Westside to alleviate congestion from the Express Lanes
- RFP for design will be issued once GDOT has finalized their construction plans for the GA 400 EL Project

#### **14. Webb Bridge Road Improvements \$36M**

- Westside Parkway to Webb Bridge Way
- Project broken into phases
  - **Westside to Morris – part of GDOT’s Express Lane Project**
    - Add a vehicular lane and increase sidewalk width to 8’ on the bridge
    - Adding aesthetic enhancements to the bridge, mirroring Encore
  - **Morris to North Point Parkway - \$1.125M (construction)**
    - Milling and resurfacing to reduce lane widths to 10’ and provide bike lane
    - Maintaining existing sidewalk and curb and gutter along this portion
    - Due to the minimal work, will be the last phase implemented by the City
  - **North Point Parkway to Greenway -\$13M (construction and ROW)**
    - Replacing bridge over Big Creek
      - New bridge constructed to the south to maintain us of existing bridge during construction
    - Adding 4’ bike lane (except on the bridge), 10’ sidewalks, and 6’ planting strip
    - Project is in design phase
    - Anticipate completion of ROW (less than 5 parcels) phase in Summer 2022
  - **Greenway to Westwind Subdivision -\$875k (construction)**
    - Adding 10’ sidewalk and raised concrete boardwalk to connect to existing Big Creek Greenway
    - Project under construction, anticipate a March 1, 2022, completion
      - Project delayed due to supply chain challenges with raised boardwalk materials
  - **Westwind Subdivision to Webb Bridge Way - \$17M (construction and ROW)**
    - Adding 4’ bike lane (except on the bridge), 10’ sidewalks, and 6’ planting strip

- When feasible, adding landscape medians along corridor to improve aesthetics and serve as traffic calming measures
- Project in the design phase and have started right of way acquisition phase
- Due to the need to obtain right of way or easements from over 40 parcels, anticipated completion of ROW/easement acquisition is Winter 2023
- **WB Way to the Park - \$4M (construction and ROW)**
  - Replacing traffic signal with a roundabout and installing 10' wide sidewalks to the park
  - Project in the design phase and have started right of way acquisition phase
  - Right of Way/Easements are required from 13 parcels.
  - Goal is for ROW phase to be completed in late Fall 2022

#### **15. Windward Parkway Eastbound and Westbound Improvements – North Point to Westside, \$2.1M**

- WB phase is substantially complete, finalizing punch list items
- EB phase is waiting for AGL to complete relocating their underground gas line
  - Once AGL is complete, contractor will re-mobilize to the site and complete project

#### **16. Windward Parkway Pedestrian Bridges over Big Creek; Greenway access \$4M**

- 4 Bridges (2 on each side of Windward) will provide connectivity of the subdivisions along Windward Parkway to the Big Creek Greenway

### **Tier II**

#### **1. Academy St Improvements (Tier 2) \$3.25M**

- Loxford Lane to FS 81
  - Repurposing existing asphalt to add a bike lane and construct a 6' wide sidewalk and 2' planting strip with pedestrian lighting
- Project was part of TSPLOST I but due to funding constraints pushed to TSPLSOT II
- Project has been designed, need to acquire minimal ROW/Easements

#### **2. Encore Greenway Connection/Park, \$5.2M**

- Design fee, \$703k; NFCID (\$473k), City (\$230k)
- Project is in design phase
  - PW working with legal to obtain property
- Construction cost estimate is preliminary and is approximately \$4.5M

#### **3. Kimball Bridge Widening – North Point to Waters**

- City and Contractor working out details regarding resurfacing the roadway
  - Goal is to start resurfacing in February, weather needs to warm up
- Landscaping has begun and will continue through the Spring
- Several issues with the wiring of the lights along the corridor, hope for a resolution in the coming week or so.

#### **4. Kimball Bridge Rd Widening Verizon entrance to Georgia Power driveway (Tier 2) \$2M**

- North Fulton Community Improvement District applying for a Georgia Transportation Infrastructure Bank Grant - \$2M
- Continuation of the KBR corridor design, 8' wide sidewalks, bike lane and adding a vehicular lane in each direction
- GDOT will reconstruct KBR Bridge over GA 400 as a separate project from the Express Lanes Project
- Bridge aesthetics and treatments will match Encore

**5. Milton Ave Improvements (Tier 2) - \$3.9M (allocation)**

- Improving walkability and aesthetics between SR 9 and Canton/Roswell Street
- Adding wide sidewalks and replacing angled parking with parallel parking

**Tier III**

**1. GA 400 Bridges (Kimball Bridge, Webb Bridge, and Tradewinds) - \$4.9M**

- All three bridges associated with the GA 400 Express Lanes Project
- Webb Bridge and Tradewinds on hold due to overall project cost exceeding budget
- Kimball Bridge, along with 2 bridges in Sandy Springs will move forward
  - GDOT plans to award the design/build of the KBR Bridge Replacement in Spring 2022
  - Project will require closure of KBR over GA 400 for 1 year

**2. Roundabout at Hopewell and Vaughan Dr - \$1.5M**

**3. Roundabout at Mayfield and Canton St - \$2M**

**4. Roundabout at Mayfield and Providence Rd - \$2M**

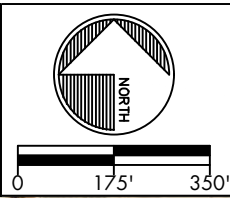
**5. Pedestrian Tunnel Under HBR near GA 400 on-Ramp (Design) - \$750k**

## Parks Bond Projects

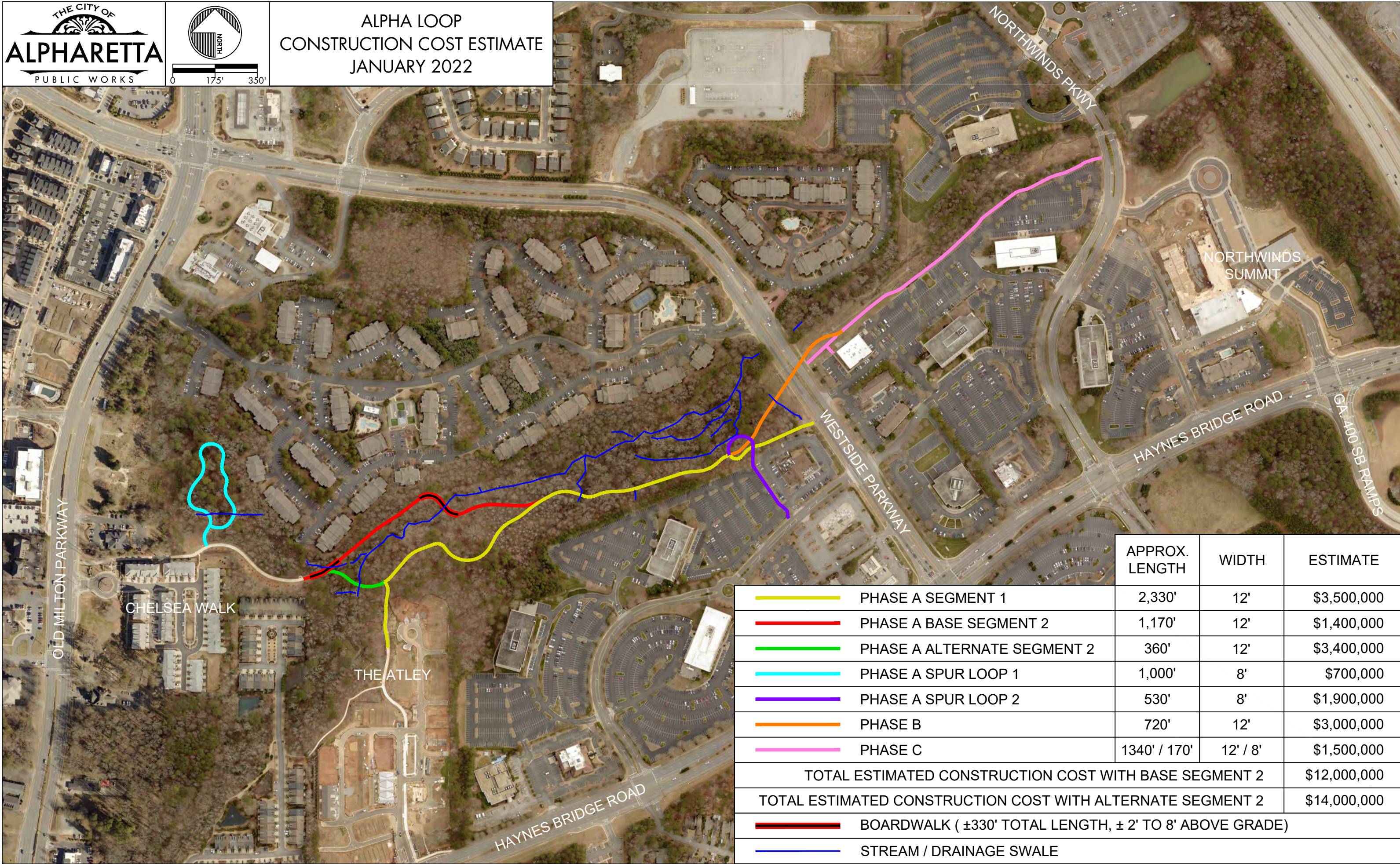
Public Works is going to manage the design and construction of the Bond Projects for Recreation/Parks/Cultural Services (RPCS). RPCS will be at the table to make decisions regarding project specifics, aesthetics, and priorities. The day-to-day oversight of the consultants and contractors will be led by Public Works.





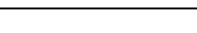
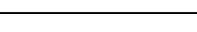
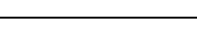


- **Mid-Broadwell Park - \$0.5M**
  - Design – Bid – Construction
    - Engineering firm has been procured to complete the design and once design has been completed and permitted the project will be bid out.
    - Anticipate completion of the design in April and will then bid the project for construction.
- **Waters Road - \$1.25M**
  - Team is working on preparing the necessary specification as well as obtaining topographic surveys to implement a Design/Build approach to complete the project
    - This means a team will be hired to design and build the project to enable the project to come in at the allocated dollars in the bond.
  - RFP will be issued in April and anticipate bringing item to Council in July
    - Due to the project being a design/build, we have a 2-month advertisement so the firms can prepare concepts and develop pricing for their bid
- **Old Rucker - \$3M**
  - CM at Risk Method – This method will enable the team to keep the project in line with the budget due to the vast uncertainty of materials. The CM at Risk Model has the designer collaborating with the contractor during the design process to keep the project with the budget.
    - RFP for Design – April 2022
    - RFP for CM – July 2022
  - Parks will receive input from the community, unless what was already accomplished is sufficient
  - The project will include elements for the park; elements associated with the Farm are not included in the current scope.
- **Union Hill - \$3.25M**
  - CM at Risk Method - This method will enable the team to keep the project in line with the budget due to the vast uncertainty of materials. The CM at Risk Model has the designer collaborating with the contractor during the design process to keep the project with the budget.
    - RFP for design – April 2022
    - RFP for CM – July 2022

- This Park changes quite a bit from the initial concept given the greenway traverses around the outdoor rink.
- One critical component of the project is connecting to the future 10' sidewalk along McGinnis Ferry Road.
- **WB Park Soccer Turf - \$1M**
  - RFP Design-Build
    - Project will be advertised in May 2022
    - Construction will start in November/December 2022
- **Wills Park Improvements - \$6M**
  - RFP Design
    - Advertised in February 2022
- **Wills Park Equestrian - \$5M**
  - RFP Design
    - Advertised in March 2022
- **Alpha Loop - \$7.5M**
  - Look at connecting HBR to Lakeview Development and Encore Parkway via a Tunnel under HBR, similar to the tunnel under Windward Parkway associated with the Greenway
- **Farmhouse - \$2M**
  - Currently, no specific timetable due to GDOT revising the timeline and possibly clearing limits and phasing of the Express Lanes Project.

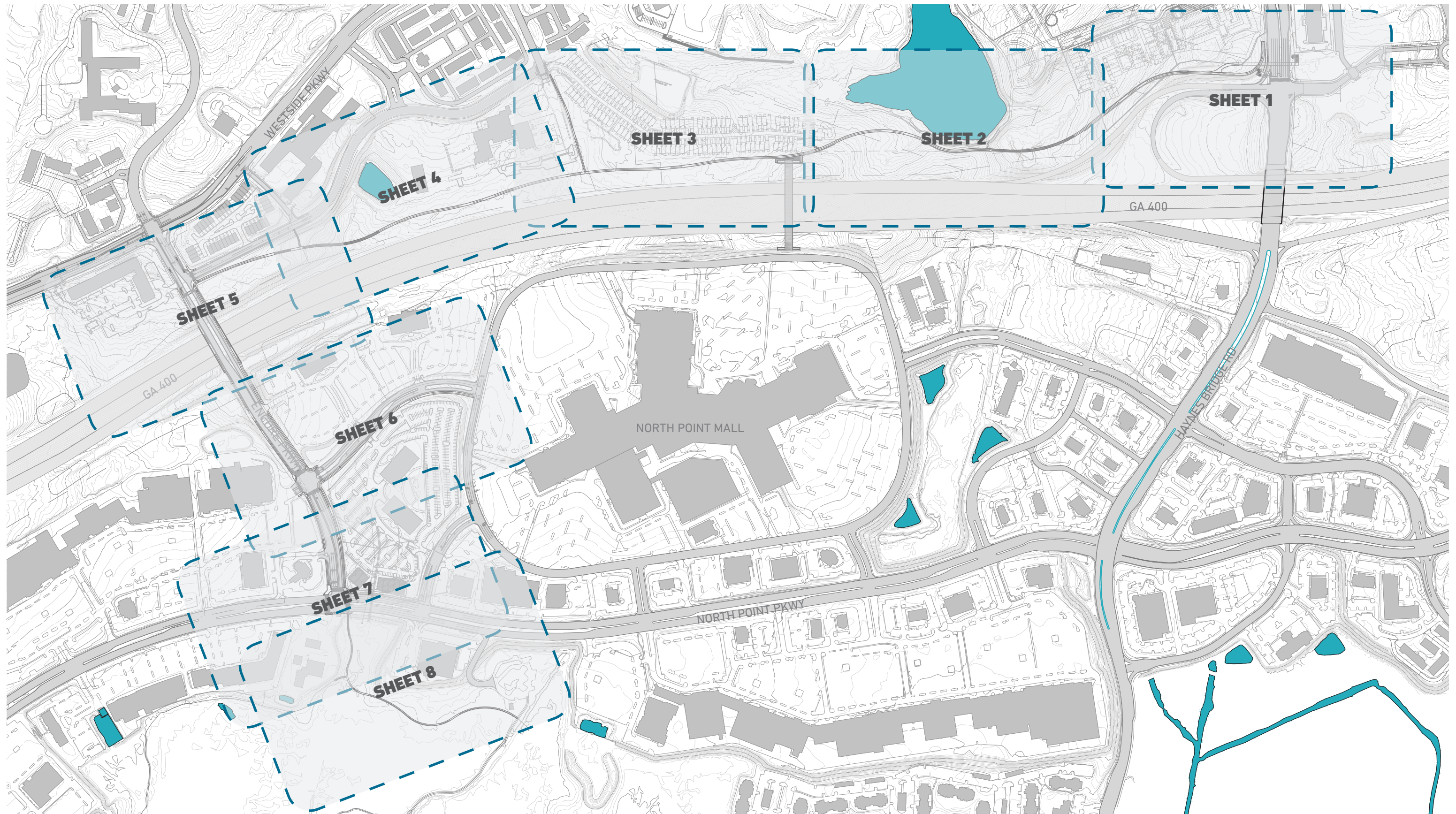


ALPHA LOOP  
CONSTRUCTION COST ESTIMATE  
JANUARY 2022



	APPROX. LENGTH	WIDTH	ESTIMATE
 PHASE A SEGMENT 1	2,330'	12'	\$3,500,000
 PHASE A BASE SEGMENT 2	1,170'	12'	\$1,400,000
 PHASE A ALTERNATE SEGMENT 2	360'	12'	\$3,400,000
 PHASE A SPUR LOOP 1	1,000'	8'	\$700,000
 PHASE A SPUR LOOP 2	530'	8'	\$1,900,000
 PHASE B	720'	12'	\$3,000,000
 PHASE C	1340' / 170'	12' / 8'	\$1,500,000
TOTAL ESTIMATED CONSTRUCTION COST WITH BASE SEGMENT 2			\$12,000,000
TOTAL ESTIMATED CONSTRUCTION COST WITH ALTERNATE SEGMENT 2			\$14,000,000
	BOARDWALK ( ±330' TOTAL LENGTH, ± 2' TO 8' ABOVE GRADE)		
	STREAM / DRAINAGE SWALE		

# Key Map



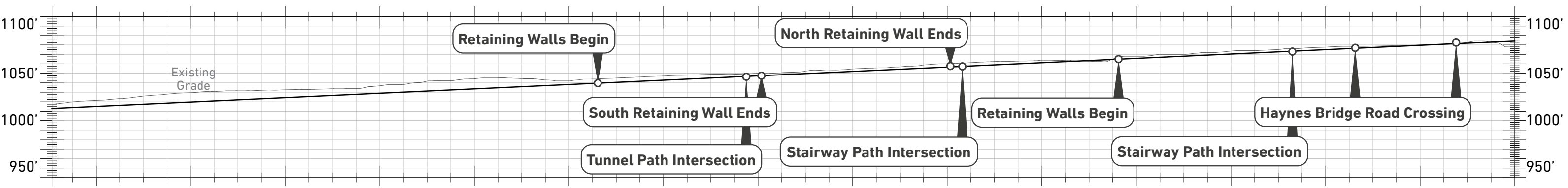
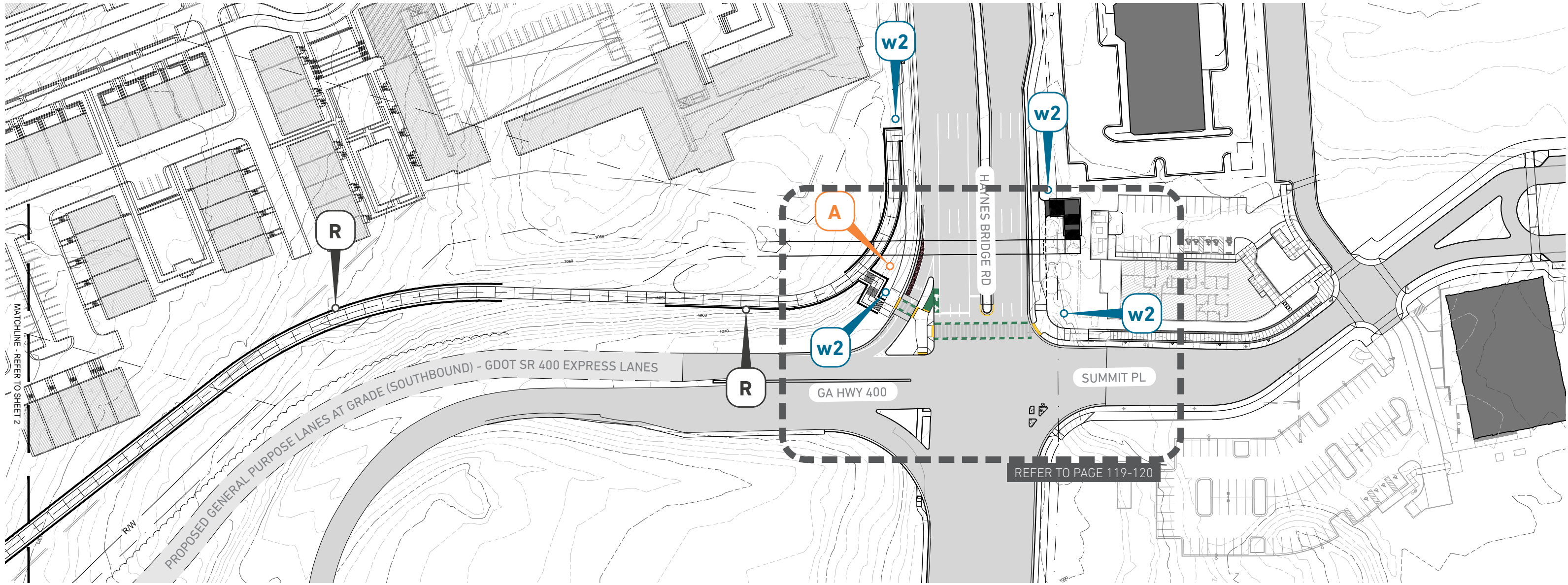
# Sheet 1

## Trailside Amenities Legend

- w1 Off-Trail Wayfinding Signage
- w2 On-Trail Wayfinding Signage
- C Comfort Station

- T Trash Receptacle
- B Bike Repair Kiosk
- S Seating
- H Water Refill

- K Bike Racks
- A "Alpha" Sculpture
- R Retaining Wall
- E Elevated Trail



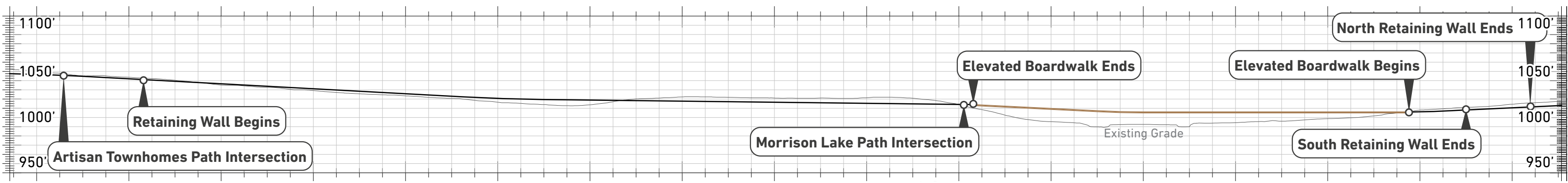
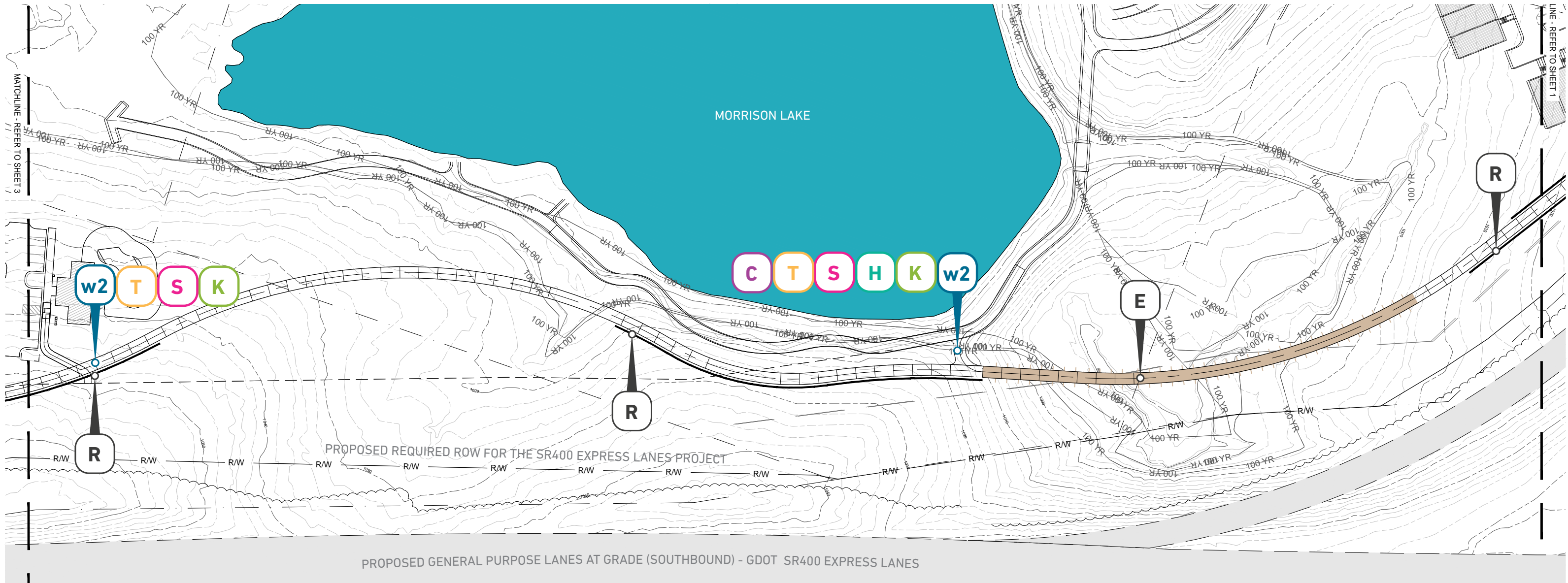
# Sheet 2

## Trailside Amenities Legend

- w1 Off-Trail Wayfinding Signage
- w2 On-Trail Wayfinding Signage
- C Comfort Station

- T Trash Receptacle
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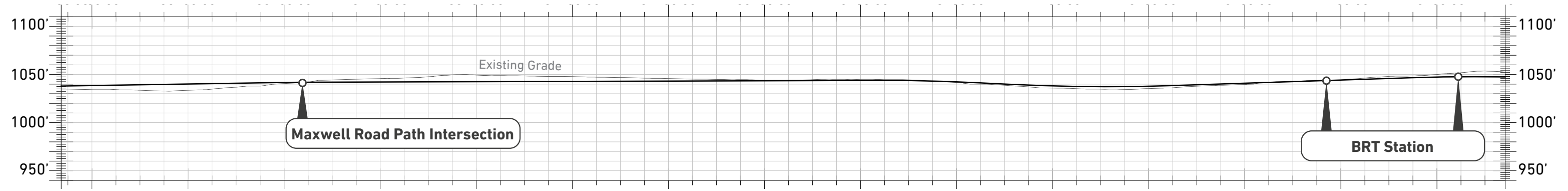
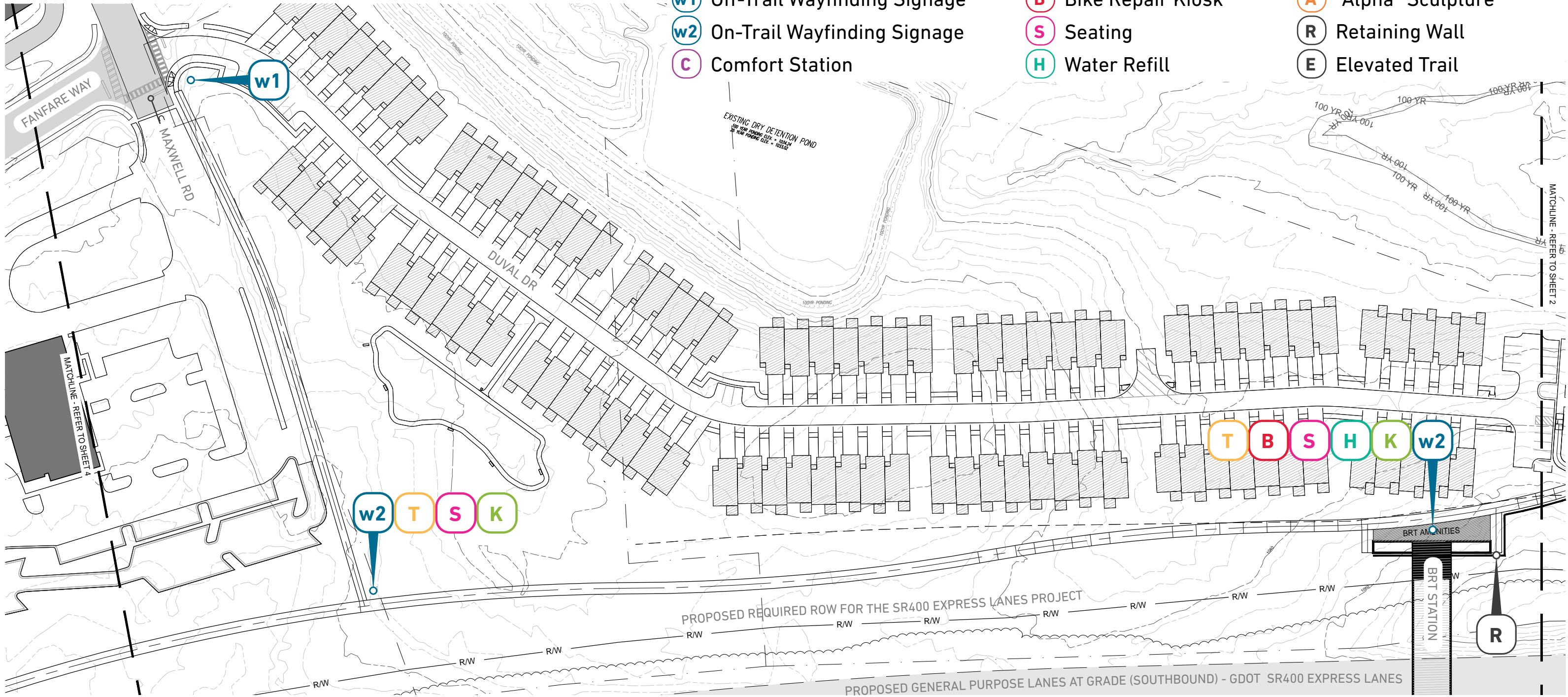
# Sheet 3

## Trailside Amenities Legend

- w1 Off-Trail Wayfinding Signage
- w2 On-Trail Wayfinding Signage
- C Comfort Station

- T Trash Receptacle
- B Bike Repair Kiosk
- S Seating
- H Water Refill

- K Bike Racks
- A "Alpha" Sculpture
- R Retaining Wall
- E Elevated Trail



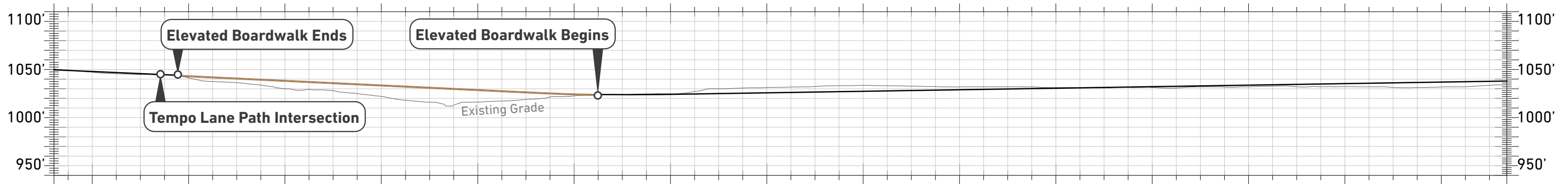
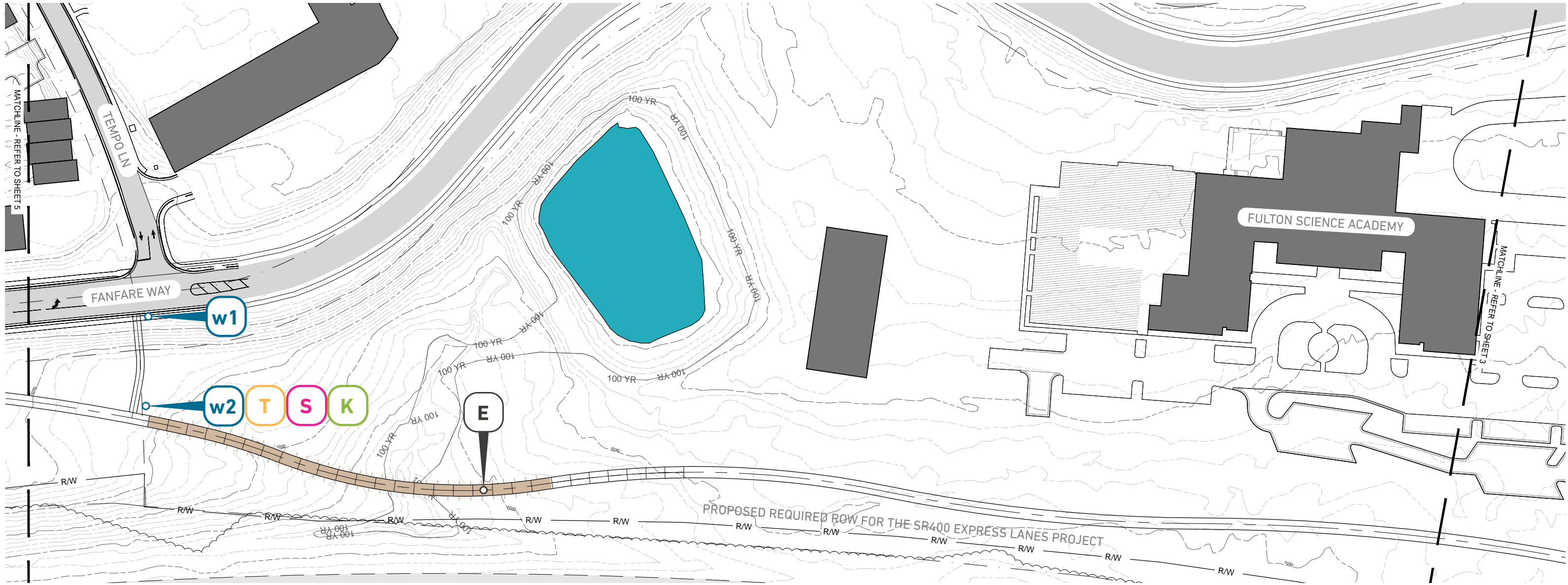
# Sheet 4

## Trailside Amenities Legend

- w1** Off-Trail Wayfinding Signage
- w2** On-Trail Wayfinding Signage
- C** Comfort Station

- T** Trash Receptacle
- B** Bike Repair Kiosk
- S** Seating
- H** Water Refill

- K** Bike Racks
- A** "Alpha" Sculpture
- R** Retaining Wall
- E** Elevated Trail



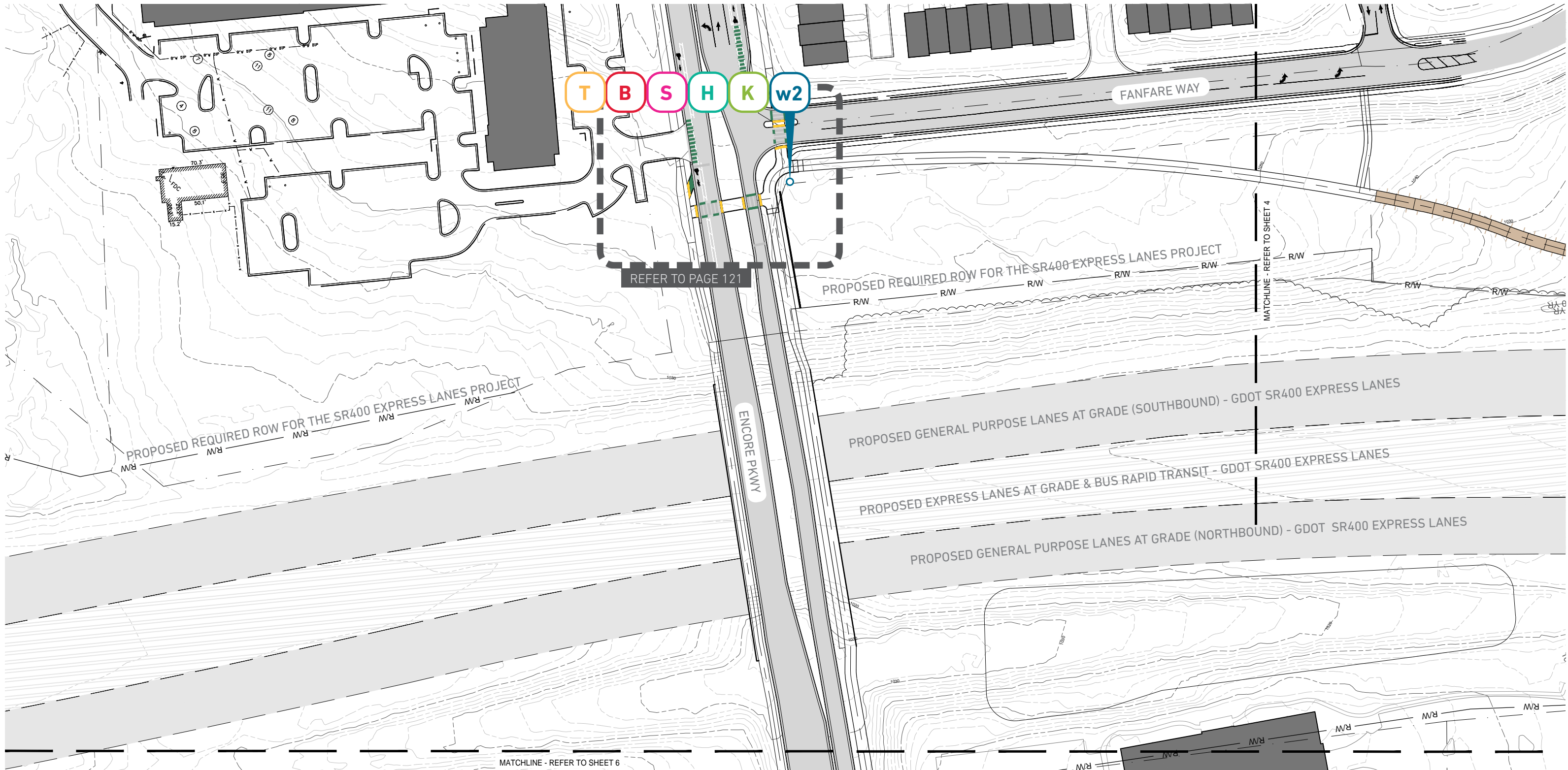
# Sheet 5

## Trailside Amenities Legend

- w1 Off-Trail Wayfinding Signage
- w2 On-Trail Wayfinding Signage
- C Comfort Station

- T Trash Receptacle
- B Bike Repair Kiosk
- S Seating
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- K Bike Racks
- A "Alpha" Sculpture
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- E Elevated Trail



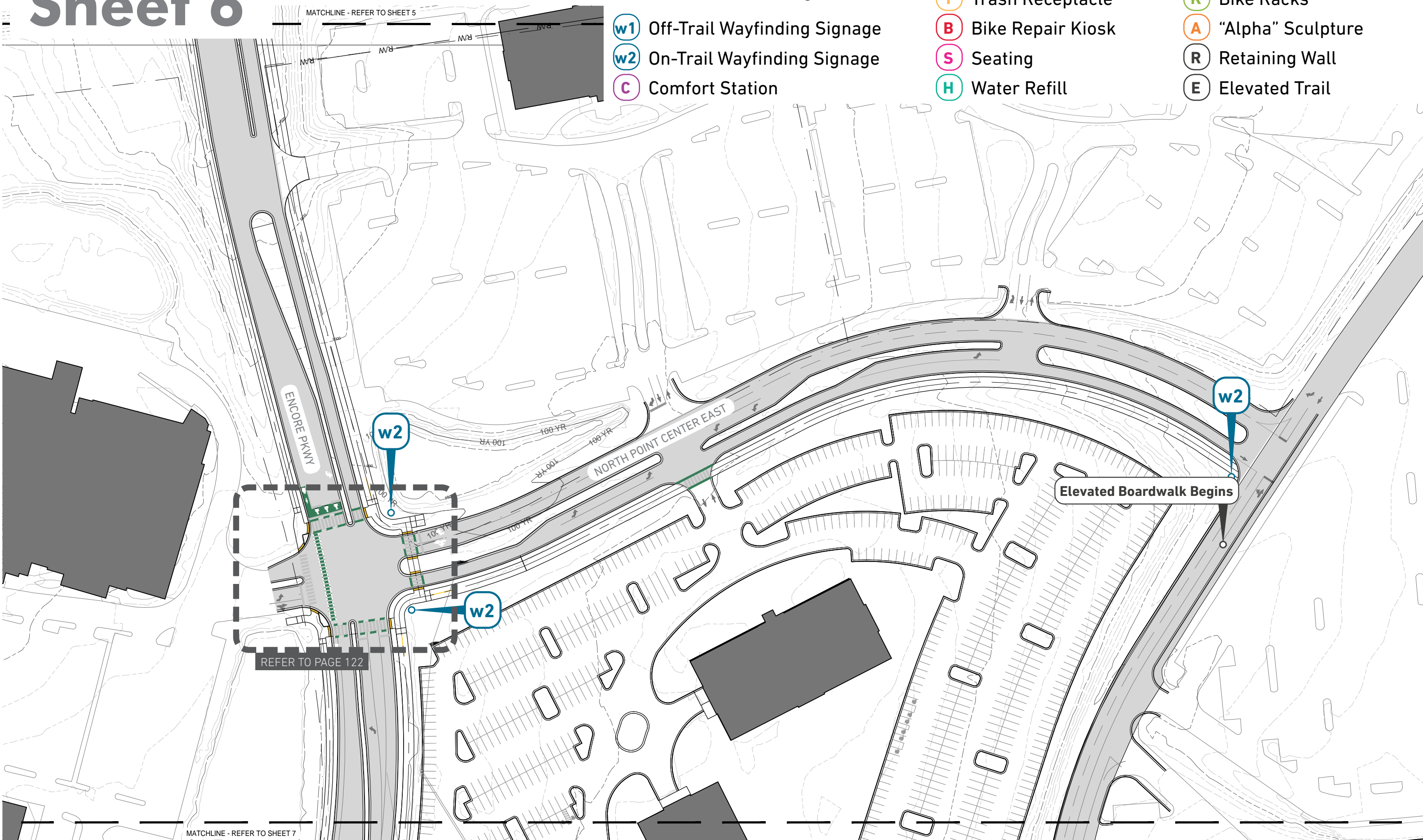
# Sheet 6

## Trailside Amenities Legend

- w1** Off-Trail Wayfinding Signage
- w2** On-Trail Wayfinding Signage
- C** Comfort Station

- T** Trash Receptacle
- B** Bike Repair Kiosk
- S** Seating
- H** Water Refill

- K** Bike Racks
- A** "Alpha" Sculpture
- R** Retaining Wall
- E** Elevated Trail



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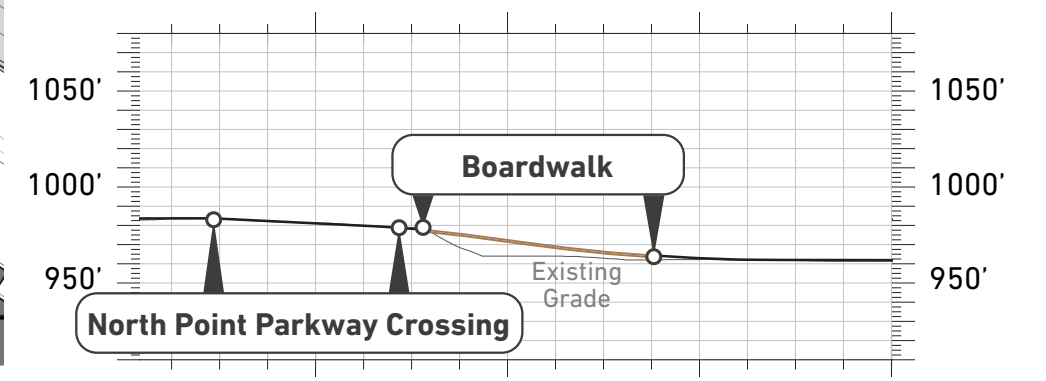
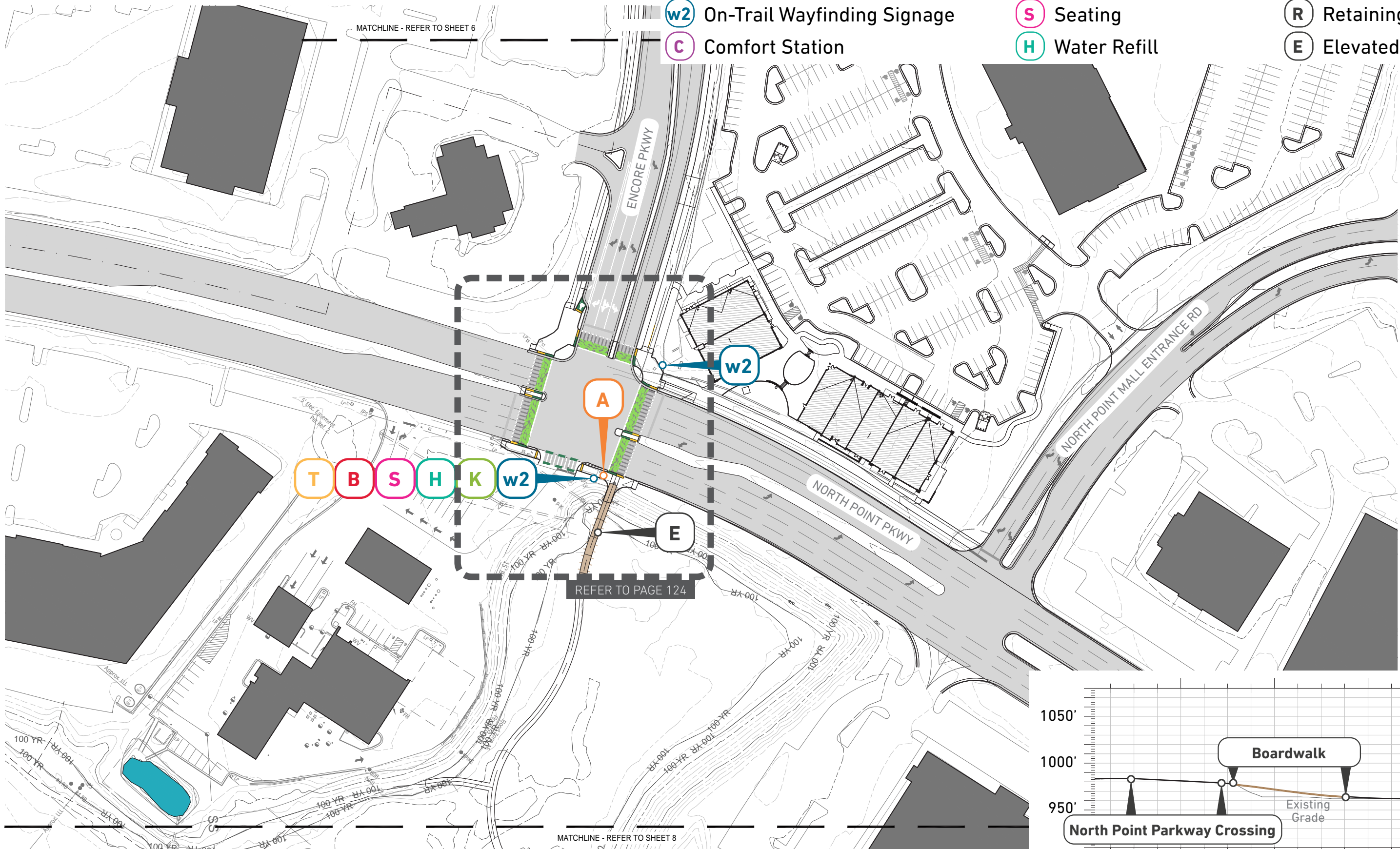
# Sheet 7

## Trailside Amenities Legend

- w1 Off-Trail Wayfinding Signage
- w2 On-Trail Wayfinding Signage
- C Comfort Station

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- B Bike Repair Kiosk
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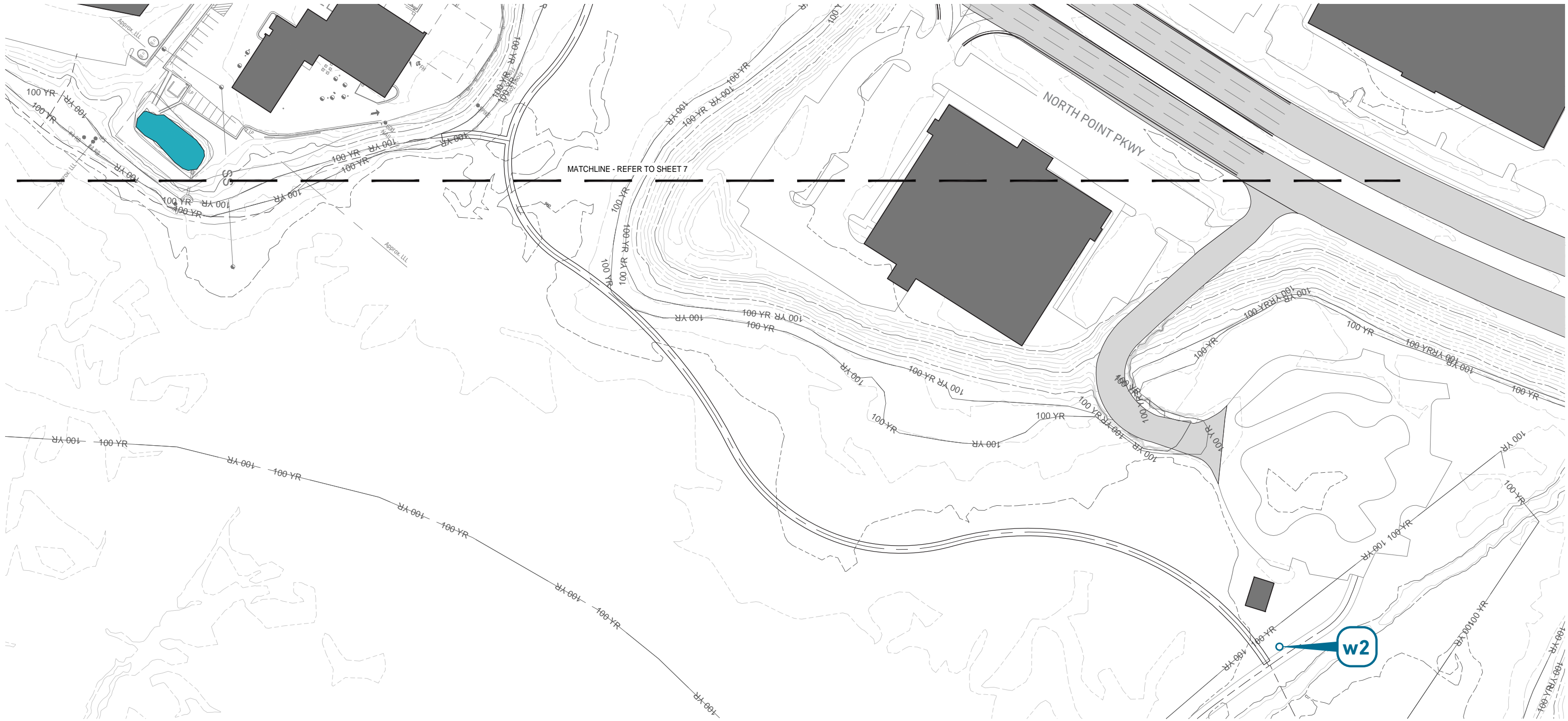
# Sheet 8

## Trailside Amenities Legend

- w1** Off-Trail Wayfinding Signage
- w2** On-Trail Wayfinding Signage
- C** Comfort Station

- T** Trash Receptacle
- B** Bike Repair Kiosk
- S** Seating
- H** Water Refill

- K** Bike Racks
- A** "Alpha" Sculpture
- R** Retaining Wall
- E** Elevated Trail



# Cost Estimate

## Executive Summary

### Base Bid By The Numbers...

#### Streets

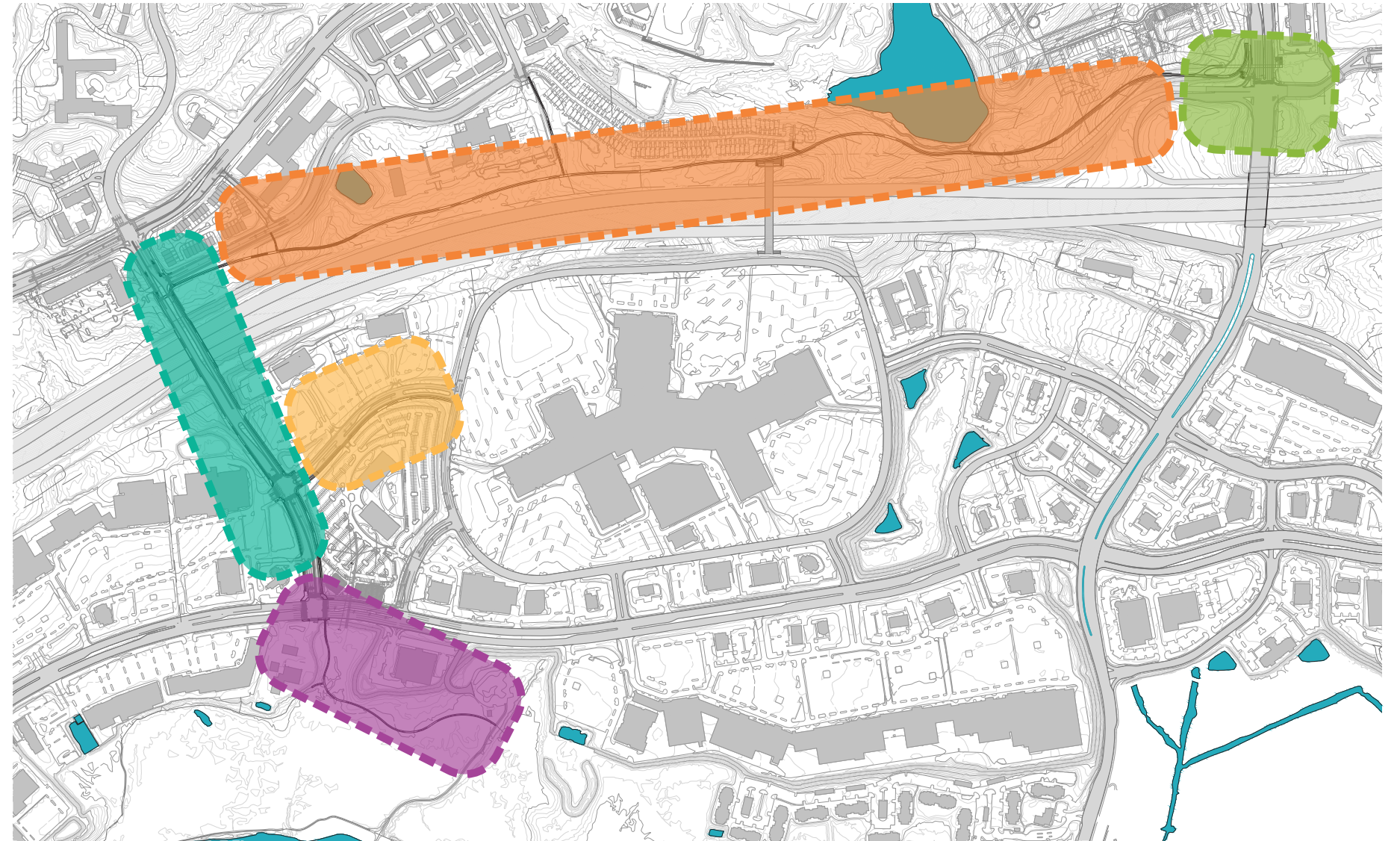
- 2,804 LF of Streetscape Improvements
- 4 Intersections improved

#### Trails

- 11,365 LF of Accessible Paths including:
- 9,563 LF of At-Grade Trail
- 1,028 LF of Elevated Trail

#### Amenities

- 2 Gateway Sculptures
- 16 Bike Racks
- 8 Benches
- 3 Bike Repair Kiosks
- 4 Water Refill Stations
- 7 Trash Receptacles



Haynes Bridge Rd. Crossing	Encore Parkway
Haynes Bridge Rd. to Fanfare Way	North Point Center East
	N. Point Pkwy. to Big Creek Greenway

# Cost Estimate

## Area Summary

<sup>1</sup>Alternate 1 estimate, if accepted, is intended to be an addition to Haynes Bridge Road intersection improvements.  
<sup>2</sup>Alternate 2 estimate, if accepted, is intended to fully replace all other costs associated with improvements to Encore Parkway.  
<sup>3</sup>Alternate 3 estimate, if accepted, is intended to fully replace all other costs associated with improvements to North Point Center E.  
<sup>4</sup>All costs are inclusive of a 30% estimating contingency.

<b>Haynes Bridge Rd. Intersection</b>	<b>\$1.57M</b>
Demolition & Site Preparation	(\$92K)
Roadway & Sidewalk Improvements	(\$127K)
Trail Construction	(\$967K)
Lighting, Amenities, Signage, & Plantings	(\$387K)
<b>Alternate 1 - Tunnel Crossing<sup>1</sup></b>	<b>\$7.15M</b>
Includes an additional trail connection under Haynes Bridge Road and stairway connecting to the existing intersection.	

<b>Haynes Bridge Rd. to Fanfare Way</b>	<b>\$6.56M</b>
Demolition & Site Preparation	(\$904K)
Trail Construction	(\$4.39M)
BRT Station Transition	(\$287K)
Lighting, Amenities, Signage, & Plantings	(\$963K)

<b>North Point Pkwy to Big Creek Greenway</b>	<b>\$1.45M</b>
<b>Encore &amp; North Point Pkwy Intersection</b>	<b>\$746K</b>
Demolition & Site Preparation	(\$110K)
Roadway & Sidewalk Improvements	(\$231K)
Lighting, Amenities, Signage, & Plantings	(\$405K)
<b>Greenway Connection</b>	<b>\$707K</b>
Demolition & Site Preparation	(\$65K)
Trail Construction	(\$512K)
Lighting, Signage, & Plantings	(\$130K)

<b>Encore Pkwy (Fanfare Way to North Point Pkwy)</b>	<b>\$3.43M</b>
<b>Encore &amp; Fanfare Intersection</b>	<b>\$825K</b>
Demolition & Site Preparation	(\$140K)
Roadway & Sidewalk Improvements	(\$255K)
Lighting, Amenities, Signage, & Plantings	(\$431K)
<b>Encore &amp; North Point Center East Intersection</b>	<b>\$649K</b>
Demolition & Site Preparation	(\$155K)
Roadway & Sidewalk Improvements	(\$318K)
Lighting, Amenities, Signage, & Plantings	(\$176K)
<b>Encore Parkway Streetscape (excluding intersections)</b>	<b>\$1.96M</b>
Demolition & Site Preparation	(\$304K)
Roadway & Sidewalk Improvements	(\$1.25M)
Lighting, Amenities, Signage, & Plantings	(\$409K)
<b>Alternate 2 - Buffer Bike Lanes Only<sup>2</sup></b>	<b>\$202K</b>
Replaces a full street reconstruction with tactical modifications to the existing infrastructure.	

<b>North Point Center East</b>	<b>\$556K</b>
<b>North Point Center East Trail</b>	<b>\$556K</b>
Demolition & Site Preparation	(\$90K)
Roadway & Sidewalk Improvements	(\$321K)
Lighting, Amenities, Signage, & Plantings	(\$146K)
<b>Alternate 3 - Buffer Bike Lanes Only<sup>3</sup></b>	<b>\$199K</b>
Replaces a full street reconstruction with tactical modifications to the existing infrastructure.	



Captain

A / C Squad

Day / Night

Lieutenant

Lieutenant

Sergeant

Sergeant

Sergeant

Sergeant

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

Officer

B/ D Squad

Day / Night

Lieutenant

Lieutenant

Sergeant

Sergeant

Sergeant

Sergeant

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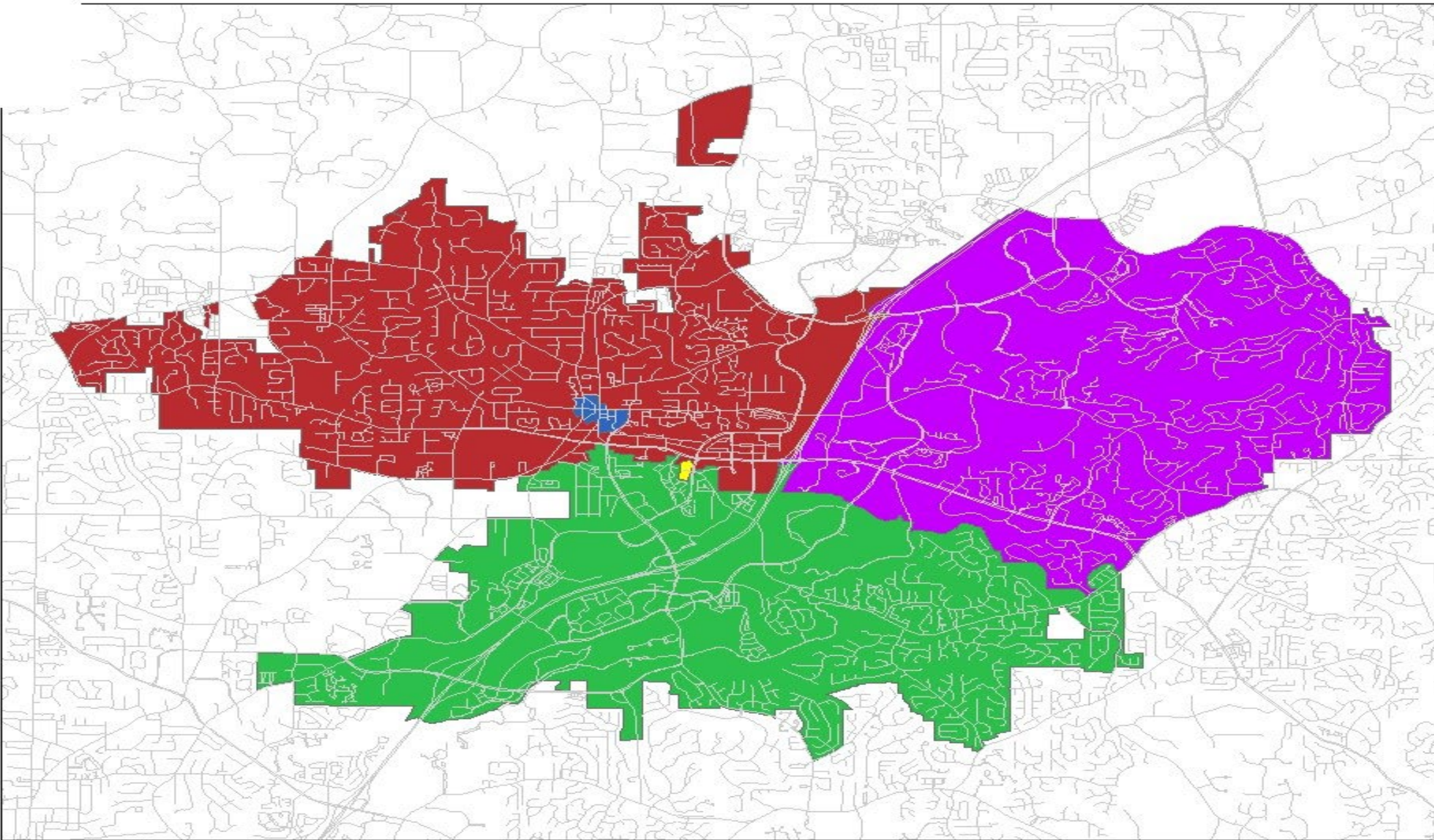
Officer

**Alpharetta Police 12/14/2021**

— OSSI\_Centerline

**CAD**

- DTWN
- EAST
- PSHQ
- SOUT
- WEST





**ALPHARETTA POLICE  
DEPARTMENT  
UNIFORM PATROL DIVISION  
DAILY ACTIVITY REPORT**



<b>Date:</b> 1/19/2022 1700-0500 Hours	<b>Watch Commander:</b> Lt. Furr (E300)	<b>Shift Supervisor(s):</b> Sgt. Braithwaite (W303)	<b>Officer In Charge:</b>
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**D Squad Zone Units**

Zone	Officer	Unit #	Veh #	In Service Time	Out Service Time
Lieutenant	Furr	E300	19-17	1700	0500
Sergeant	Braithwaite	W303	16-32	1700	0500
West	Prater	441	16-21	1700	0500
West	Garcia	446	17-04	1700	0500
East	Van Heest	417	15-22	1700	0500
East	Smith	479	16-20	1700	0500
South	Maloney	477		1700	0500
South	Goodwin	429	14-13	1700	0500

**Incidents/Significant Occurrences:**  
2201-0313- Pulled by CID  
2201-0317-Theft by Shoplifting (misdemeanor) 1034 N. Point Circle  
2201-0321-Death Investigation-10900 Witten Ridge Drive (N-5) CID & SIU responded



**ALPHARETTA POLICE  
DEPARTMENT  
UNIFORM PATROL DIVISION  
B SQUAD LINEUP/DAILY  
ACTIVITY REPORT**



<b>Date:</b> 01/20/2022 0500-1800 Hours	<b>Watch Commander:</b> Lt. Davis (E148)	<b>Shift Supervisor(s):</b> Sgt. D. Vann (W284) Sgt. C. Miller (W262)	<b>Officer In Charge:</b> M{PO Swerdlove (294)
---	---	---	---

**B Squad Zone Units**

Zone	Officer	Unit #	Veh #	In Service Time	Out Service Time
Lieutenant	Davis	E148	19-18	0500	1700
Sergeant	Vann	W284	15-24	0530	1730
Sergeant	Miller	W262	20-17	0500	1700
West	Swerdlove	294	19-07	0600	1800
West	Bender	465	18-20	0500	1700
East	Massey	218	20-15	0500	1700
East	Smith	278	19-12	0500	1700
South	Foster	473	16-14	0500	1700
South	Norton	422	16-25	0600	1800

Captain

Lieutenant

Traffic Enforcement  
Sergeant

MOTOR

PARKING

MOTOR

CROSS GUARD

MOTOR

CROSS GUARD

MOTOR

CROSS GUARD

DUI Enforcement  
Sergeant

DUI

CROSS GUARD

DUI

CROSS GUARD

DUI

CROSS GUARD

DUI

CROSS GUARD



Stay informed and know what's really going on. **Subscribe for 99¢.**

## Man found shot to death in Alpharetta apartment complex parking lot



CRIME & PUBLIC SAFETY

By [Henri Hollis](#), The Atlanta Journal-Constitution

Oct 19, 2021

**Police requesting public's assistance with investigation**



Stay informed and know what's really going on. [Subscribe for 99¢.](#)

## Cops: 2 Milton basketball players planned robbery, killed man during drug deal



NORTH FULTON COUNTY

By [Chelsea Prince](#), The Atlanta Journal-Constitution

Updated Nov 18, 2021

**College basketball scholarship revoked for 1 suspect**

The background is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. They are located in the top-left, top-center, and bottom-right areas of the frame.

**ADDING MORE FLOCK SAFETY LPRS**

# WHAT IS FLOCK SAFETY AGAIN?



- LICENSE PLATE READERS (LPR)
  - FALCON CAMERAS FROM FLOCK SAFETY
  - OTHER CAMERAS (E.G., RED SPEED) RUN THROUGH FLOCK
- AMAZING SEARCH ENGINE
  - IMAGE CAPTURE BASED ON MOVEMENT NOT TAGS
  - CAN DISCERN STATES
  - ADVANCED CAPABILITIES LIKE IMAGE MATCHING, CONVOY SEARCH, GEOGRAPHIC SEARCH



# WHERE WE ARE NOW?

- THIRD PARTY OWNED:
  - HOA'S (6 CURRENTLY WITH 12 CAMERAS TOTAL, 1 MORE WITH 3 CAMERAS COMING SOON)
  - COMMERCIAL BUSINESSES (VILLAGE TAVERN HAS 2, MORE BUSINESSES SOON)
- CURRENT INVENTORY OF CITY OWNED FLOCK LPRS
  - 15 CITY OWNED CAMERAS – 12 PD AND 3 PARKS AND REC
  - 16 RED SPEED SCHOOL ZONE CAMERAS THAT FEED INTO FLOCK



# TESTIMONIALS FROM OUR OWN PEOPLE

- “I JUST SOLVED A CRIMINAL DAMAGE TO PROPERTY CASE USING FLOCK. IF I HADN’T HAD FLOCK, I WOULDN’T HAVE HAD ANY LEADS ON THE CASE. THE INCIDENT OCCURRED AT AVALON AND AVALON’S CAMERAS UNFORTUNATELY ONLY HELPED WITH A PHOTO OF THE VEHICLE BUT DID NOT PROVIDE A TAG. FLOCK GAVE ME A LEAD FOR THE SUSPECT VEHICLE AND I’M GETTING READY TO PULL FELONY WARRANTS ON ALL 4 SUSPECTS.”
- “USING FLOCK, I SOLVED 2 COMMERCIAL BURGLARIES AND IDENTIFIED A SUSPECT IN ANOTHER.”
- “I HAD A POINTING A PISTOL AT ANOTHER CASE FROM A FEW MONTHS AGO. I LOCATED BOTH SUSPECT AND VICTIM VEHICLES ON FLOCK CAMERAS AS THEY ENTERED THEIR NEIGHBORHOOD AND WAS ABLE CHARGE THE SUSPECT.”

# SCHOOL ZONE PHOTO ENFORCEMENT - 2021

- VIOLATIONS REVIEWED: 37,912
- VIOLATIONS APPROVED: 34,223
- VIOLATIONS REJECTED: 3,689
- APPROVED %: 90.270

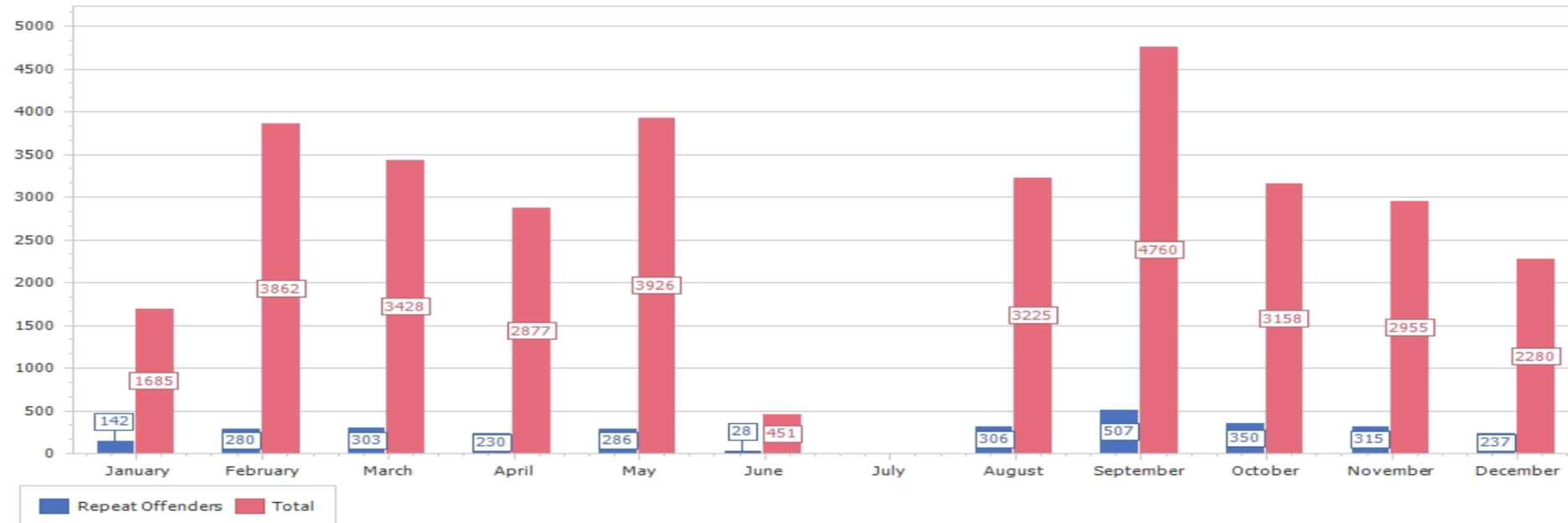
# SCHOOL ZONE PHOTO ENFORCEMENT - 2021

RedSpeed® Georgia

Alpharetta

From: 01/01/2021  
12 month maximum

Repeat Offenders (two or more violations)



	January, 2021	February, 2021	March, 2021	April, 2021	May, 2021	June, 2021	July, 2021	August, 2021	September, 2021	October, 2021	November, 2021	December, 2021
Repeat Offenders	8.43%	7.25%	8.84%	7.99%	7.28%	6.21%	0.00%	9.49%	10.65%	11.08%	10.66%	10.39%

# POLICE TRAINING

## OVERVIEW

- 2021: THE AVERAGE NUMBER OF TRAINING HOURS WAS 110 PER OFFICER (25 HOURS REQUIRED BY THE STATE)
- IN 2021 ALL SWORN OFFICERS MET ALL MINIMUM POST, CALEA, AND STATE ACCREDITATION STANDARDS. ALL SWORN OFFICERS MET ALL MINIMUM POST REQUIREMENTS ON 10/13/2021 WHICH IS EARLIER THAN ANY YEAR ON RECORD.
- CONTINUED FOCUS ON USE OF FORCE AND DE-ESCALATION TRAINING WITH REAL LIFE SCENARIOS DURING ON-SHIFT SKILL BUILDERS AND DURING TASER RE-CERTIFICATION.
- CRABAPPLE TRAINING CENTER IS BEING BUILT OUT. ONCE THIS IS COMPLETED, THIS WILL ALLOW US TO ENGAGE IN MUCH MORE SCENARIO-BASED TRAINING, AS WELL AS ON GOING CONTROL TACTIC/DE-ESCALATION TRAINING,.

# TRAINING

## CRITICAL INCIDENT RESPONSE TRAINING

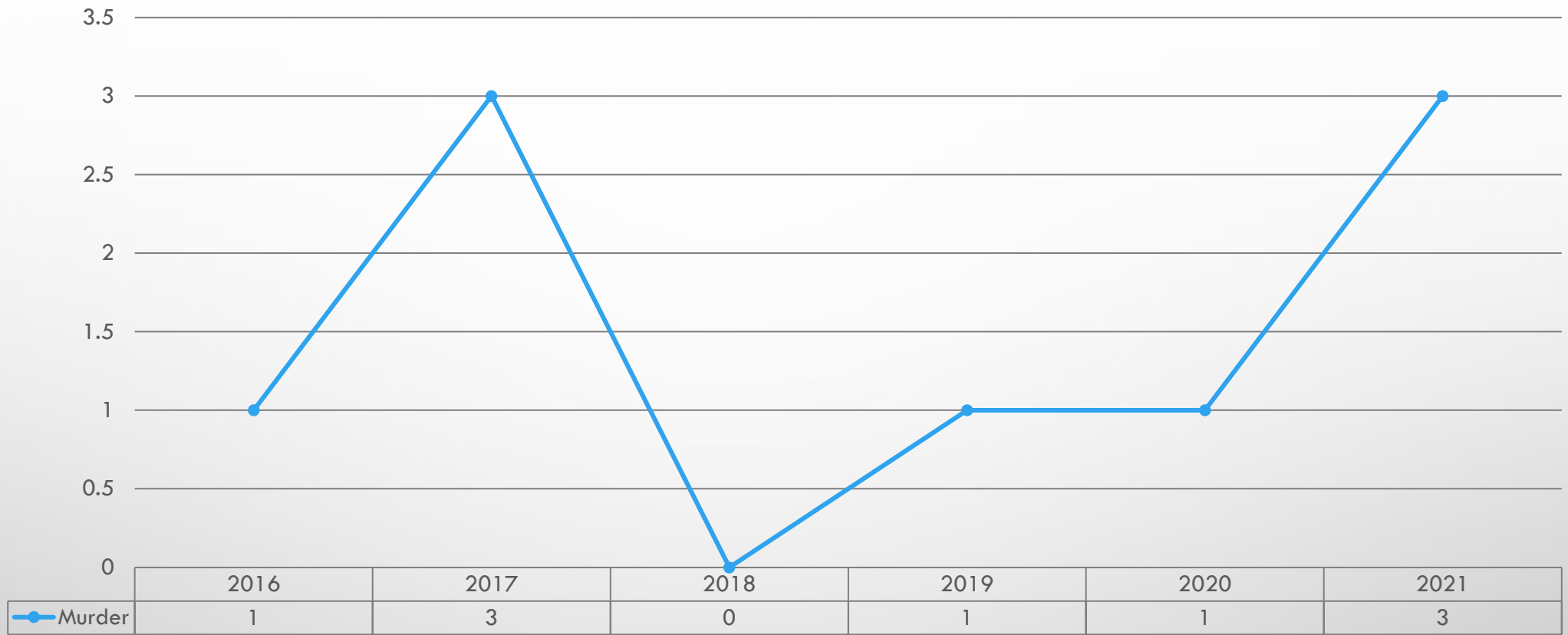
- IN 2021 WE HOSTED:
  - FEDERALLY FUNDED ACTIVE SHOOTER RESPONSE TRAINING
  - ACTIVE SHOOTER RESPONSE INSTRUCTOR COURSE
- IN 2022:
  - THIS YEAR WE PLAN TO CONDUCT AT LEAST 2 TABLETOP EXERCISES FOR CRITICAL INCIDENT TRAINING PURPOSES.
    - MISSING CHILD
    - PARADE / SPECIAL EVENT INCIDENT.
    - TRAINING WILL INVOLVE POLICE, FIRE AND 911.
    - FEMA TRAINING (OUR EMERGENCY MANAGER WILL BECOME A CERTIFIED INSTRUCTOR THIS YEAR)
    - ON GOING SWAT CIRT TRAINING

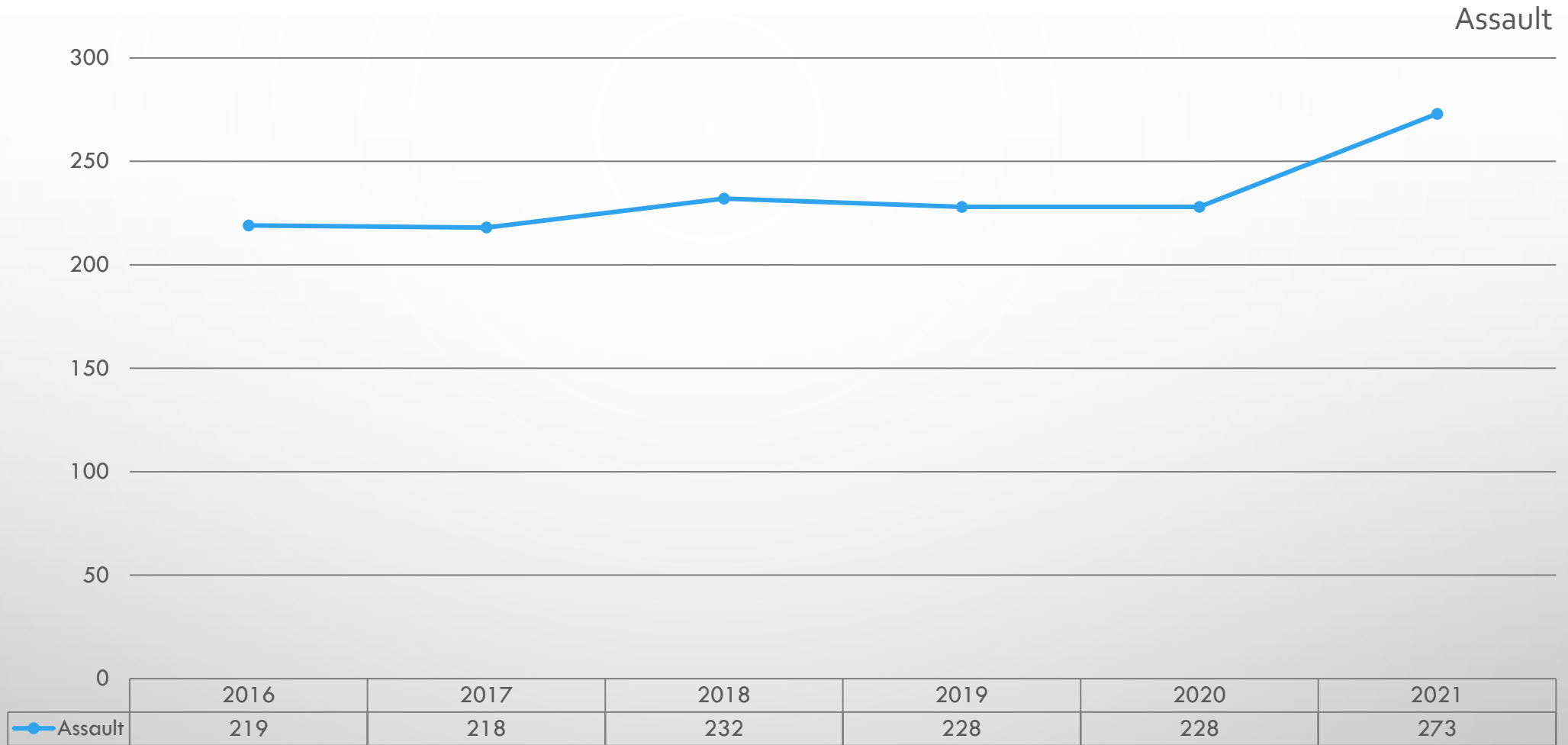
# CALLS FOR SERVICE/TRENDS





Murder

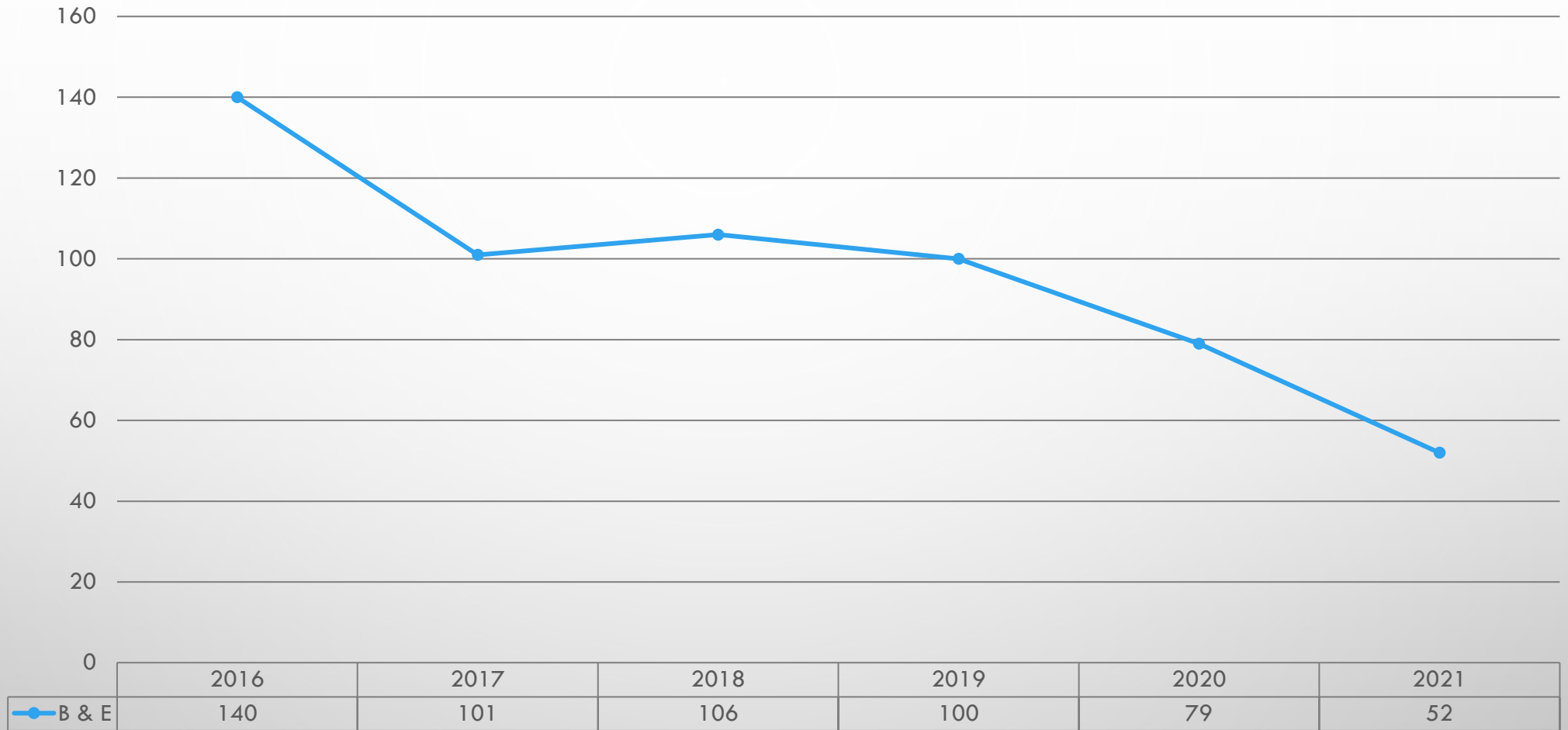




AGGRAVATED ASSAULT ♦ INTIMIDATION ♦ SIMPLE ASSAULT

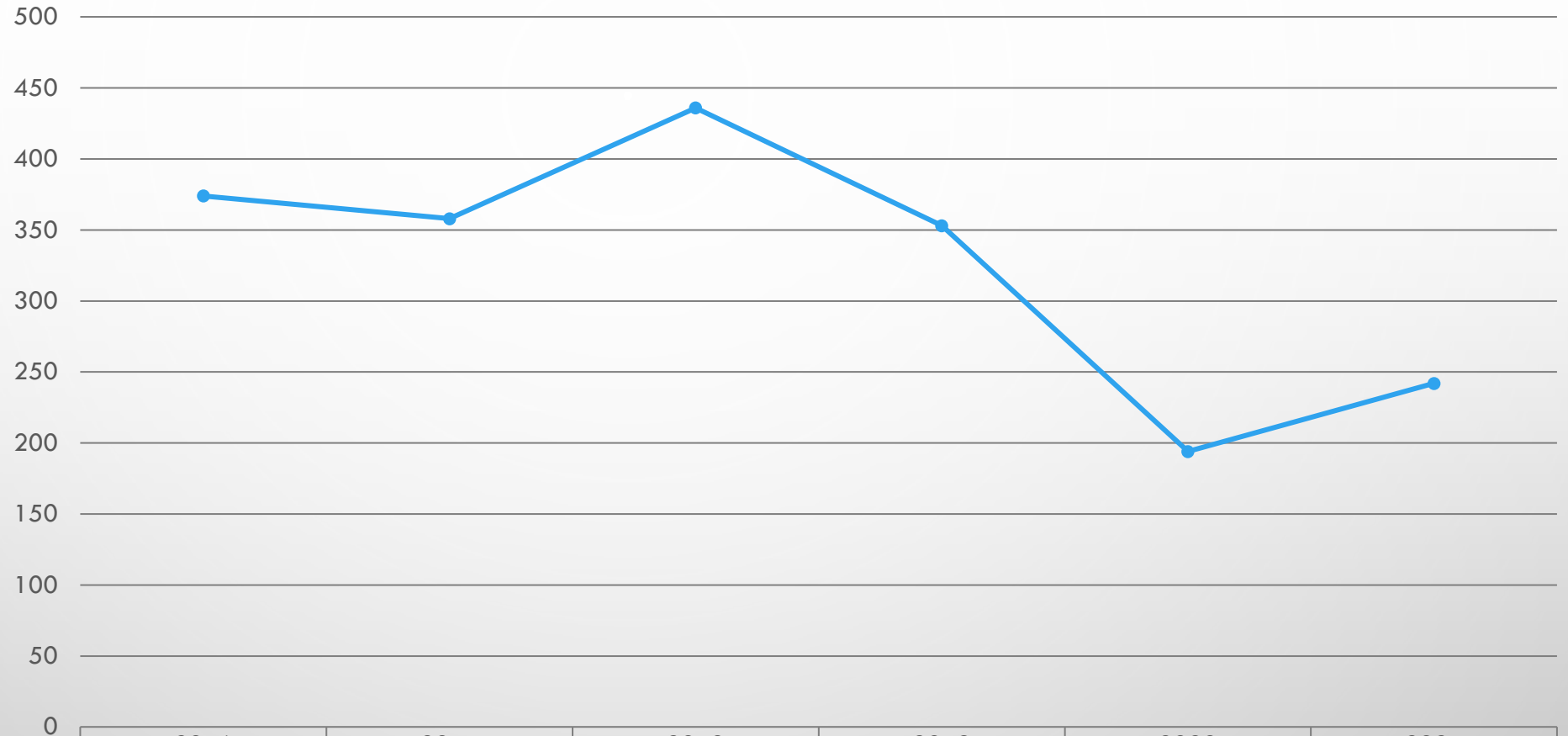


## Burglary / Breaking & Entering





### Theft – From Vehicle

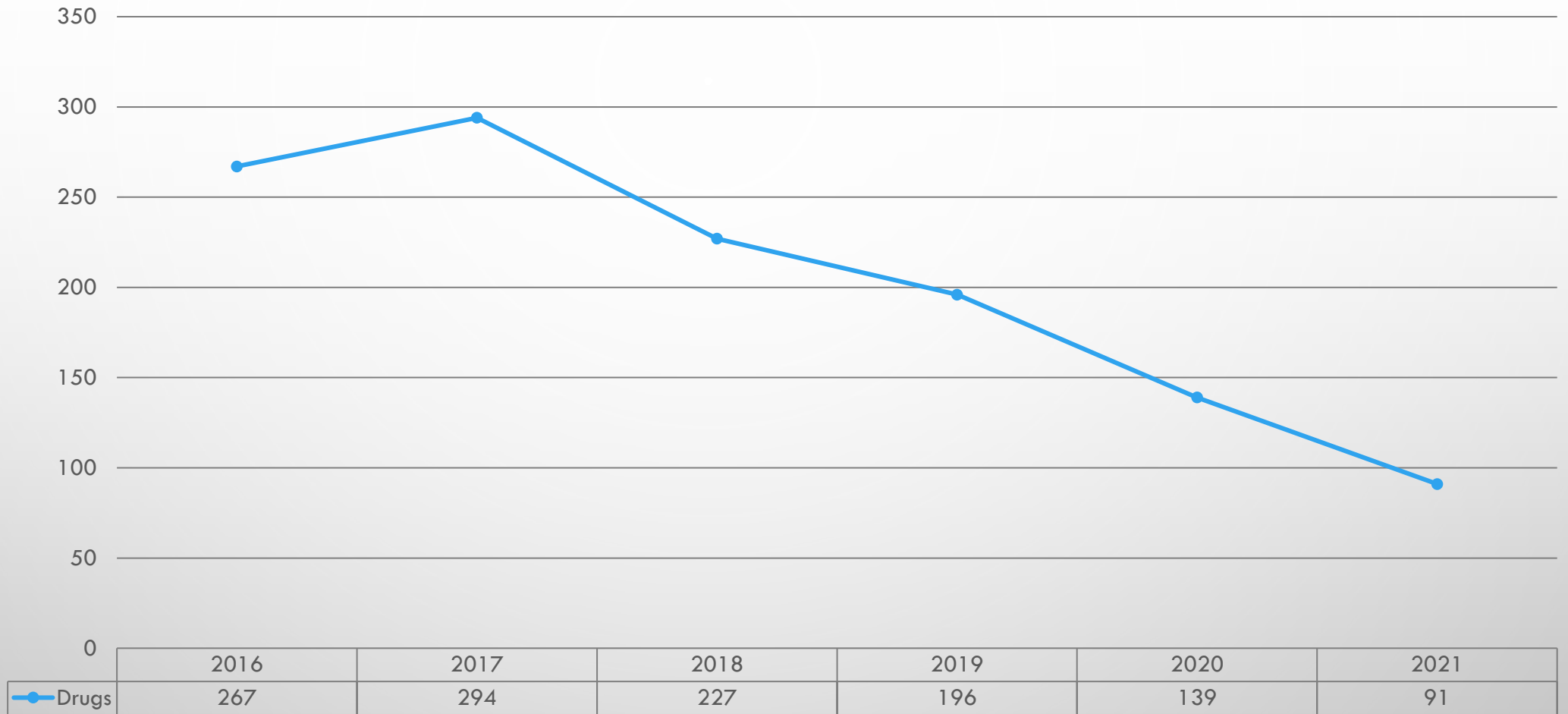


	2016	2017	2018	2019	2020	2021
● Theft From Auto	374	358	436	353	194	242

THEFT FROM MOTOR VEHICLE



## Drugs and Narcotics



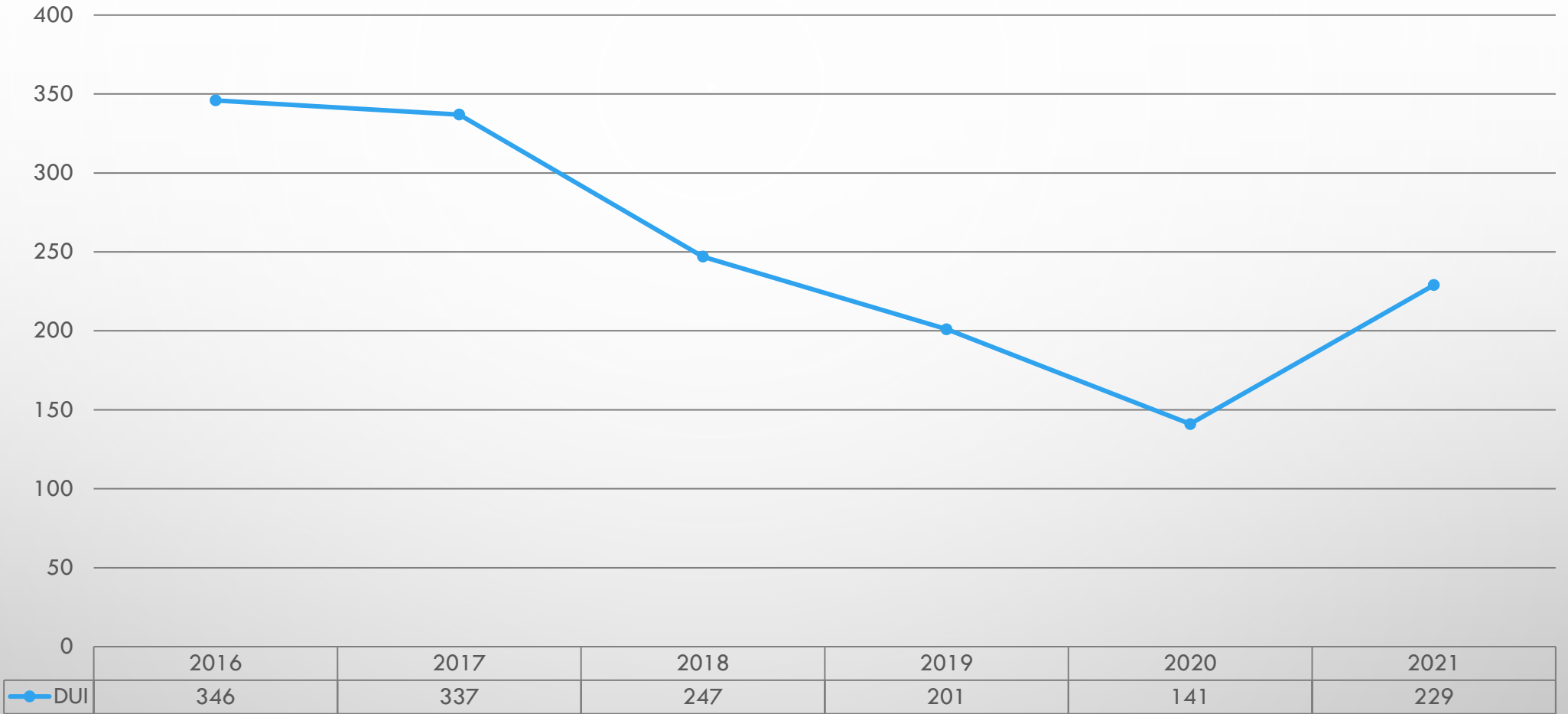


# Overdoses

Year	2017	2018	2019	2020	2021	<b><u>Total</u></b>
	66	44	57	46	67	<b><u>280</u></b>



## Driving Under the Influence



# CALLS FOR SERVICE/TRENDS



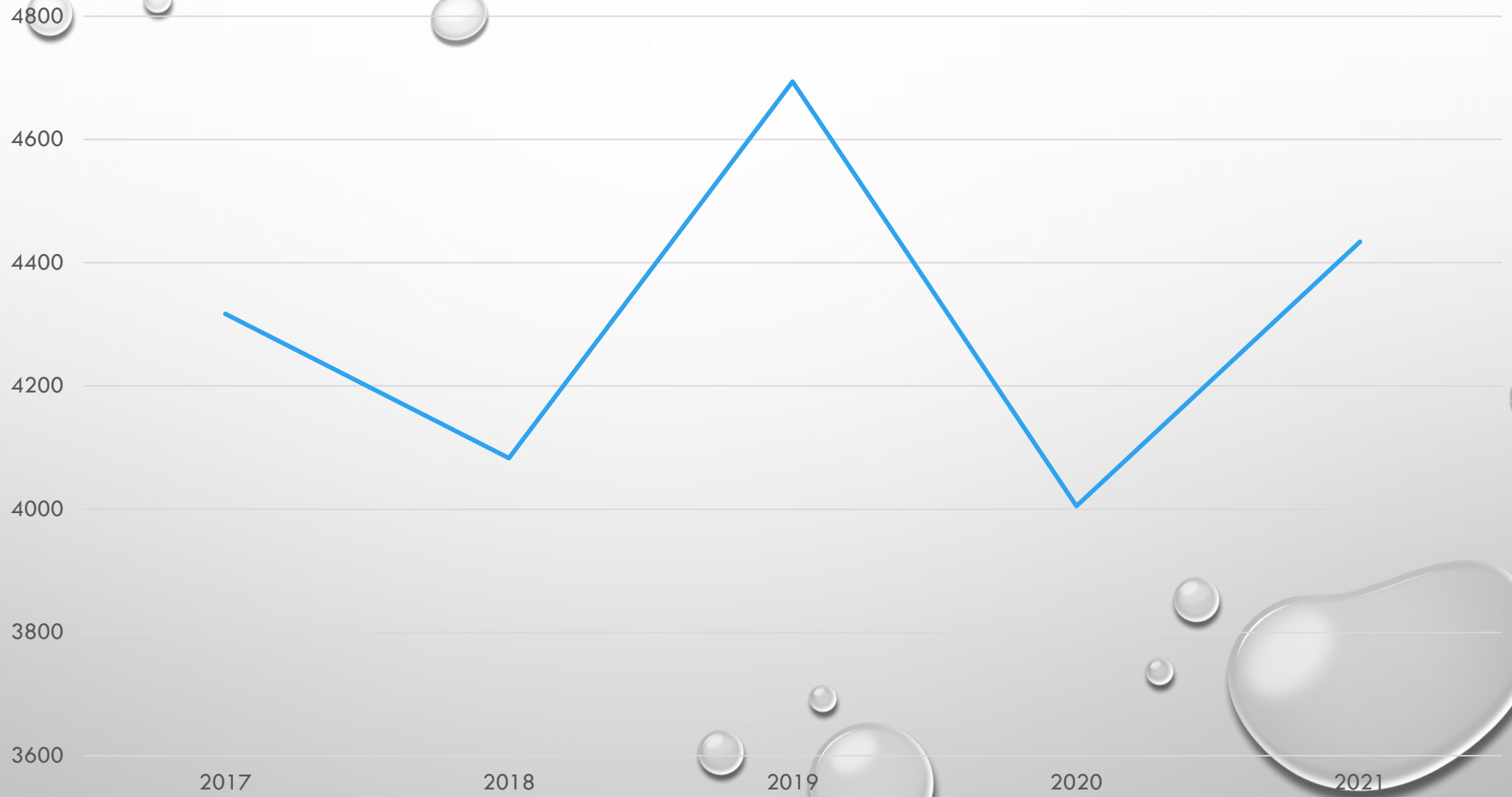


# Fire Alarms



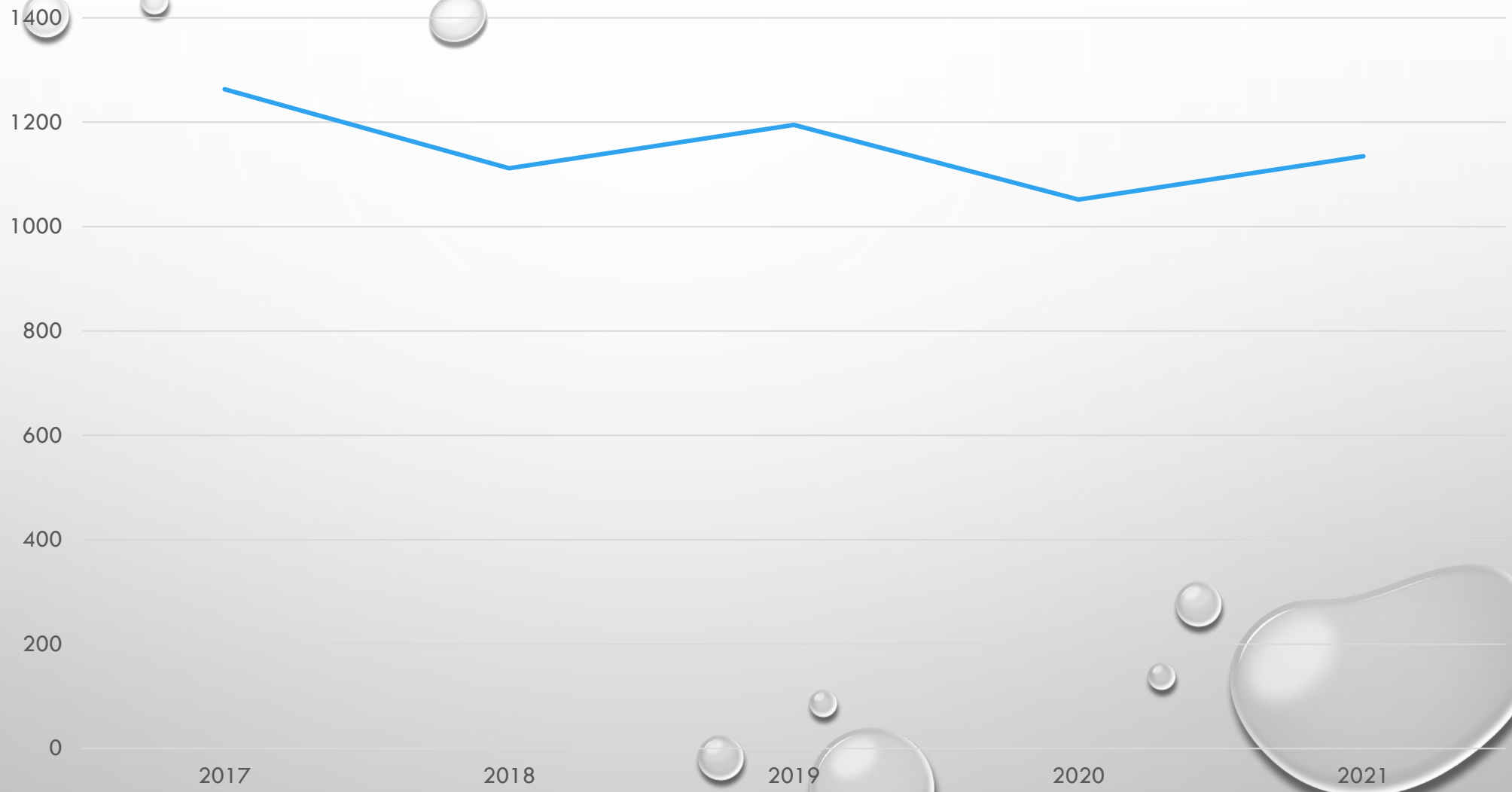


## EMS Calls



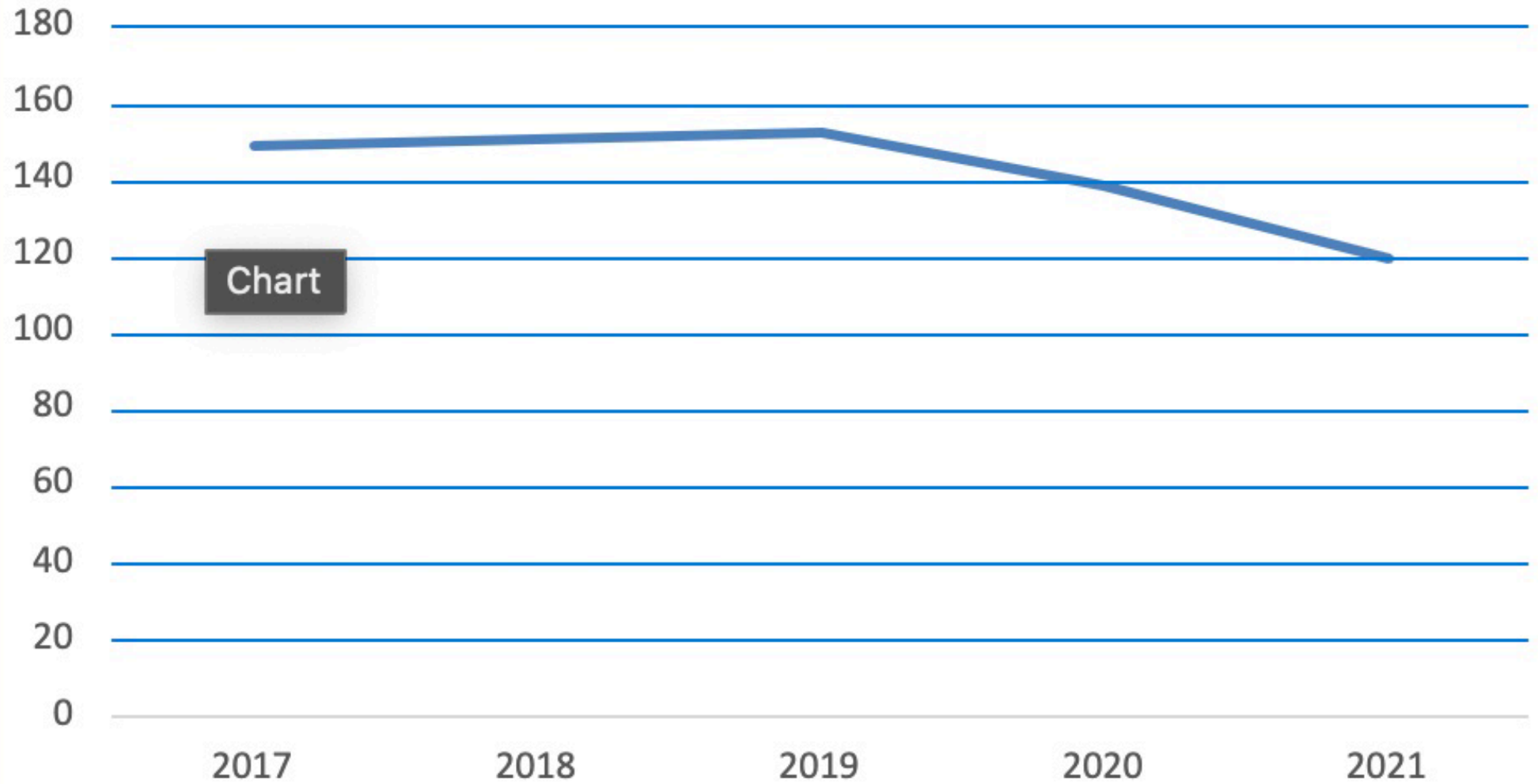


## EMS Calls - Delta





## Structure Fire



# COMMUNITY PARAMEDIC



# CALLS FOR PUBLIC ASSISTANCE

Year	Number of Public Assistance Calls	Cost per Year
2019	400	\$140,000
2020	504	\$176,400
2021	562	\$196,700

These are non-emergency calls currently being handled through the 9-1-1 system that could be resolved by the community paramedicine program. The average cost of emergency vehicle response is \$350 per call.

# OVERVIEW

- COMMUNITY PARAMEDICINE REPRESENTS ONE OF THE MOST PROGRESSIVE AND HISTORICALLY BASED EVOLUTIONS AVAILABLE TO COMMUNITY-BASED HEALTHCARE AND TO THE EMERGENCY MEDICAL SERVICES ARENA
- BENEFITS:
  - IT INCREASES PATIENT ACCESS TO PRIMARY AND PREVENTATIVE CARE
  - DECREASES BURDEN PLACED ON 9-1-1 SYSTEM
  - DECREASES EMERGENCY DEPARTMENT UTILIZATION
  - PROVIDES WELLNESS INTERVENTIONS WITHIN THE HOME
  - SAVES HEALTHCARE DOLLARS AND IMPROVES PATIENT OUTCOMES

# NEEDS ASSESSMENT

- PUBLIC ASSISTANCE – IDENTIFYING ELDERLY CITIZENS WHOSE LIVING CONDITIONS DON'T MEET THEIR NEEDS AND DEVELOPING STRATEGIES FOR RESOLUTION
- DISCHARGE FOLLOW-UP – IDENTIFYING PATIENTS WHO ARE DISCHARGED FROM THE HOSPITAL BUT WHO DO NOT UNDERSTAND NEW MEDICATIONS, NEW DOSAGES, NEW MEDICAL DEVICES, OR HOW THEIR NEW CONDITION AFFECTS THEIR BODIES
- PATIENT ADVOCACY- CONNECTING CITIZENS IN NEED WITH LOCAL ORGANIZATIONS WHO CAN HELP IMPROVE THEIR QUALITY OF LIFE
- PATIENT FOLLOW-UP – PROVIDING A METHOD FOR ALPHARETTA DEPT OF PUBLIC SAFETY TO RECEIVE INPUT FROM PATIENTS AND FAMILIES ALLOWING US TO SELF-EVALUATE THE CARE WE PROVIDE AND IDENTIFY THOSE CITIZENS WHO MAY REQUIRE ADDITIONAL ASSISTANCE

# CURRENT PROGRAM

- IN 2021 THERE WERE (74) FIELD REFERRALS MADE IDENTIFYING CLIENTS FOR THIS PROGRAM
- CURRENTLY ONLY (12) OF THESE CLIENTS ARE ABLE TO RECEIVE ATTENTION FROM THE PROGRAM DUE TO LACK OF MANPOWER
  - ONE (1) FIREFIGHTER WORKING THE CASELOAD ON HIS OFF-DUTY DAYS (1 – 2 DAYS PER WEEK)

# PROGRAM COST

- OPERATIONAL COSTS - \$95,000

- \$84,500 – SALARY & BENEFITS
- \$10,500 - GENERAL OPERATIONS
  - MEDICAL EQUIPMENT
  - FUEL
  - CELL PHONE
  - UNIFORMS
  - TRAINING

- CAPITAL COSTS - \$35,000

- ONE (1) VEHICLE
- PORTABLE RADIO

# HOMELESS ISSUE

- FIRST ENCOUNTER – FOCUS IS FINDING THEM HELP
- WHAT POLICE CAN AND CANNOT DO BASED ON CURRENT ORDINANCES AND LAWS
- FEEDING THE BEARS SYNDROME

# JAIL



## JAIL

City	Population	Percentage	Initial Cost	Continuing
Alpharetta	65,818	17	325,125	274,125
Johns Creek	82,453	21	401,625	338,625
Milton	41,296	10	191,250	161,250
Roswell	92,833	24	459,000	387,000
Sandy Springs	108,080	28	535,500	451,500
<b>Total</b>	<b>390,480</b>	<b>100</b>	<b>1,912,500</b>	<b>1,612,500</b>

QUESTIONS





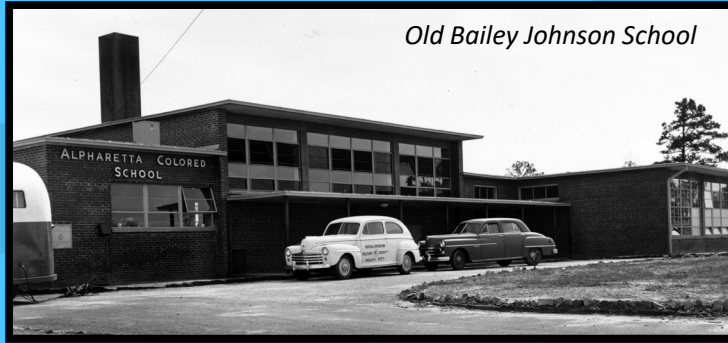
# GEORGIA'S CONNECTED CITY

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**Kathi Cook**

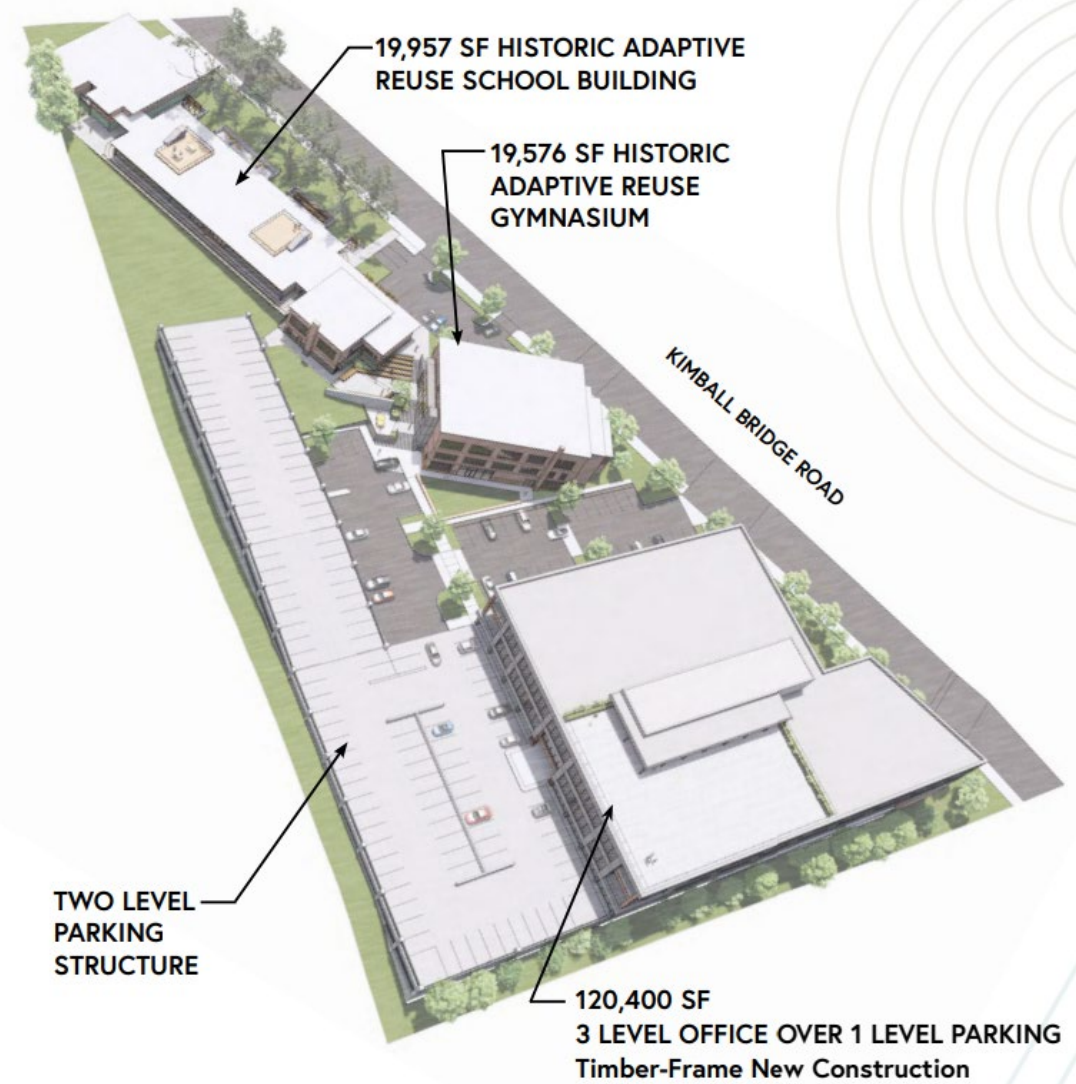
*Community & Economic Development Director  
City of Alpharetta*

# 154 KIMBALL BRIDGE



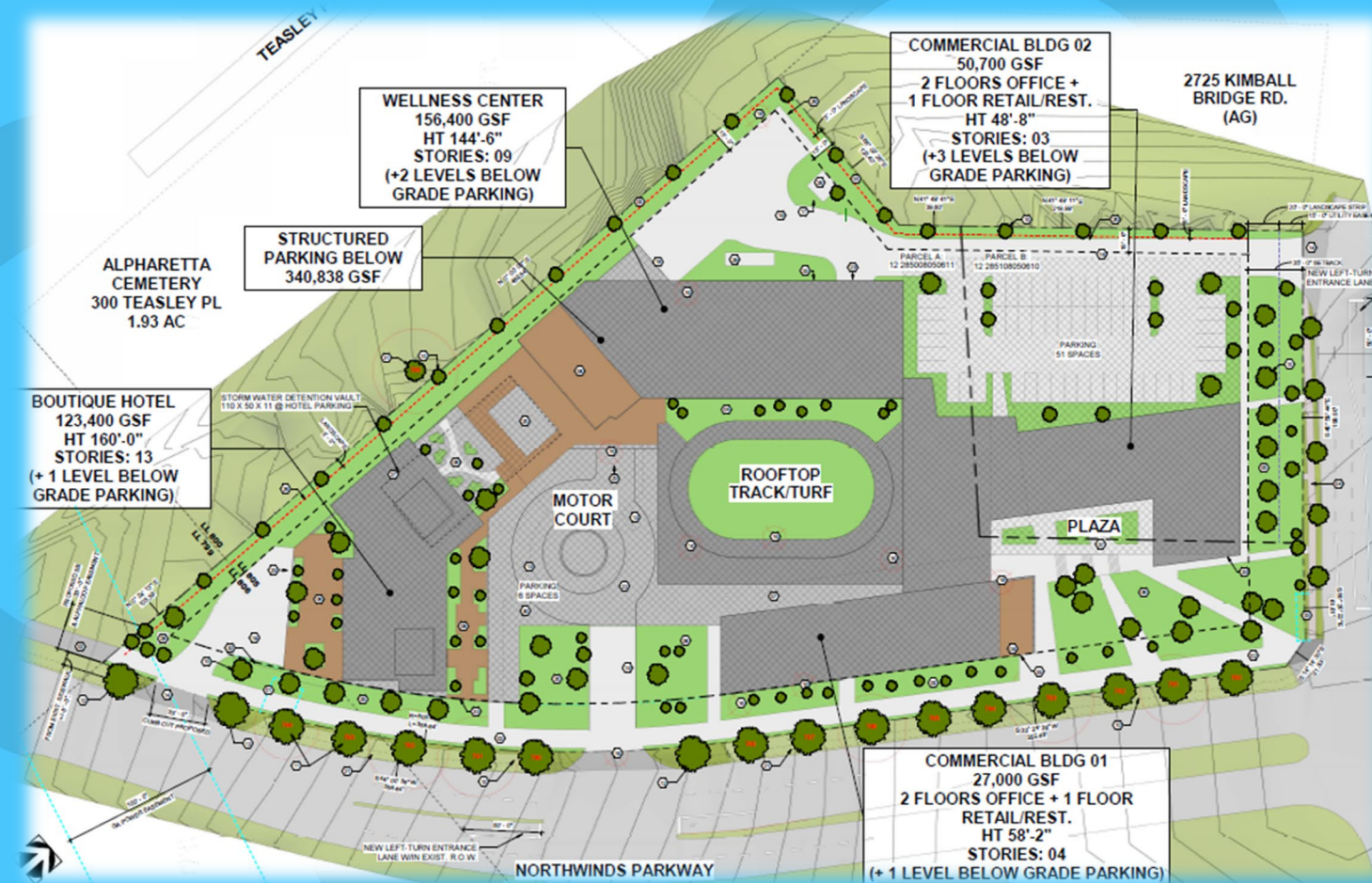
- **ADAPTIVE REUSE OF SCHOOL BUILDING & GYM (FLEX OFFICE SPACE – 40,000 SF)**
- **NEW 120,000 SF TIMBER FRAME OFFICE BLDG**

## SITE PLAN



# THE BAILEY

- 156,000 SF SPORTS/HEALTH WELLNESS CENTER
- BOUTIQUE HOTEL (100 ROOMS)
- UP TO 25,000 SF OF RETAIL



# MORRISON PARK

## Site Criteria - 24.75 acres

Commercial "A"	19.2k sqft. +/-
Commercial "B"	8.5k sqft. +/-
Commercial "C"	8.2k sqft. +/-
Commercial "D"	6.0k sqft. +/-
<b>Tot. Commercial</b>	<b>41.9k sqft. +/-</b>

**21.5' Townhomes: 52 units**  
Rear-load w/ rooftop access  
Garage Parked with 18' driveways

**20.5' Townhomes: 36 units**  
Rear-load (typ)  
Garage Parked with 18' driveways

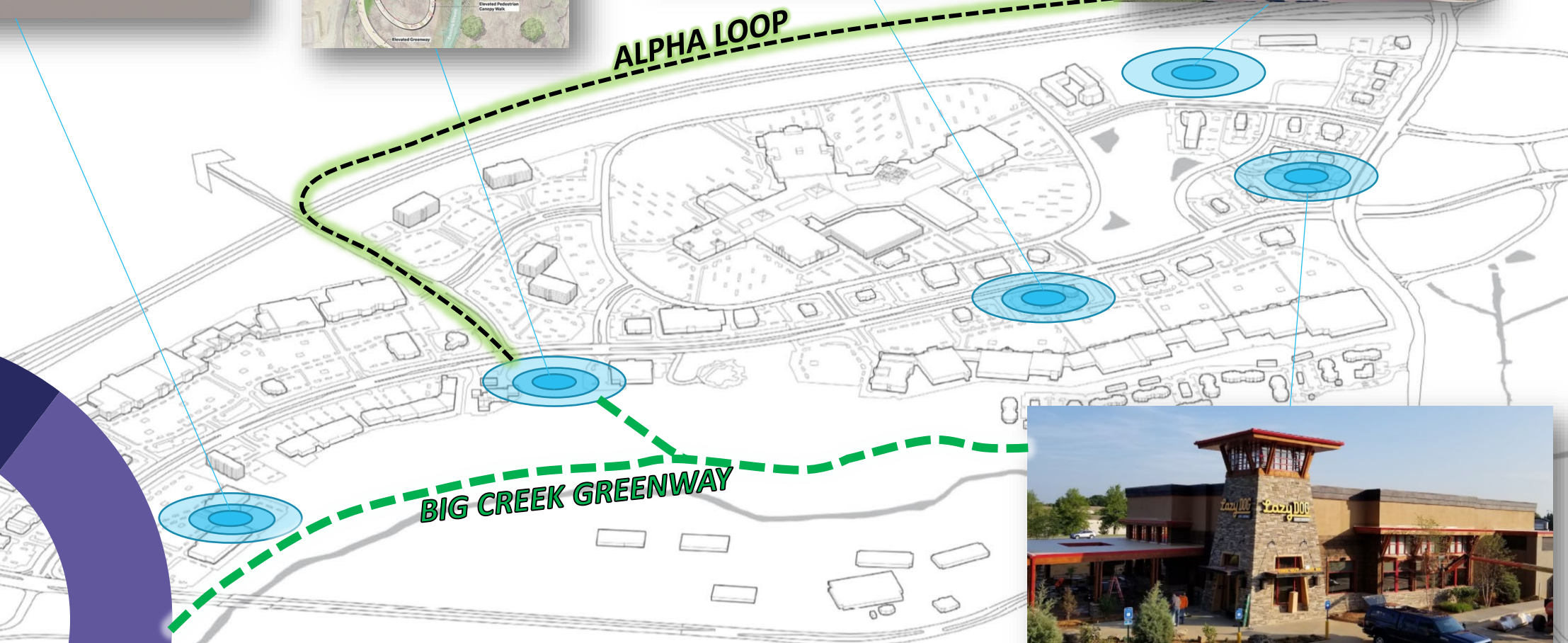
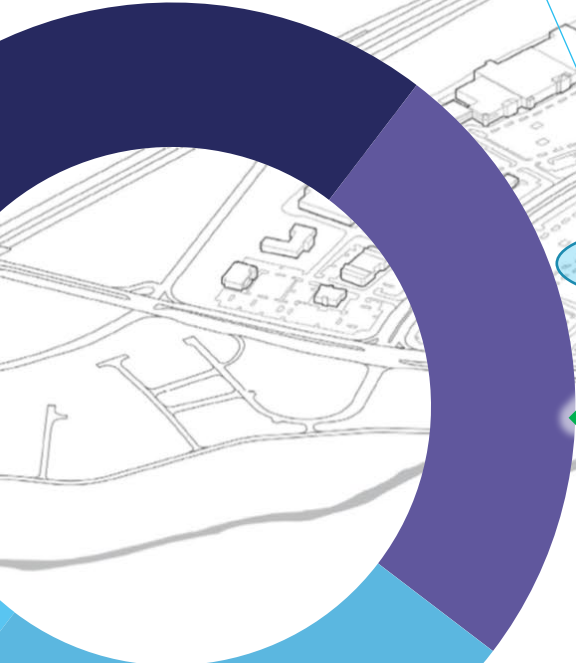
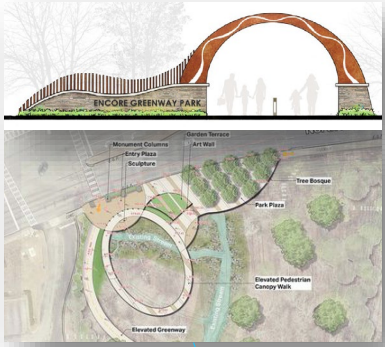
**14.2' Townhomes: 52 units**  
Rear-load (typ)  
Garage Parked with 18' driveways

**Residential Lots: 35 units**  
45'x80' min. Rear-load (typ)  
Garage Parked with 18' driveways

**Tot. Residential (175) Units**







# NORTH POINT ECO-DISTRICT CURRENT DEVELOPMENT ACTIVITY

- KEY LEGEND**
- A EXISTING OFFICE
  - B EXISTING OFFICE
  - C EXISTING OFFICE
  - D OFFICE / RETAIL
  - E OFFICE / RETAIL
  - F OFFICE / RESIDENTIAL
  - G RESIDENTIAL / RETAIL
  - H OFFICE / RETAIL / HOTEL
  - I OFFICE
  - J OFFICE
  - K RESIDENTIAL

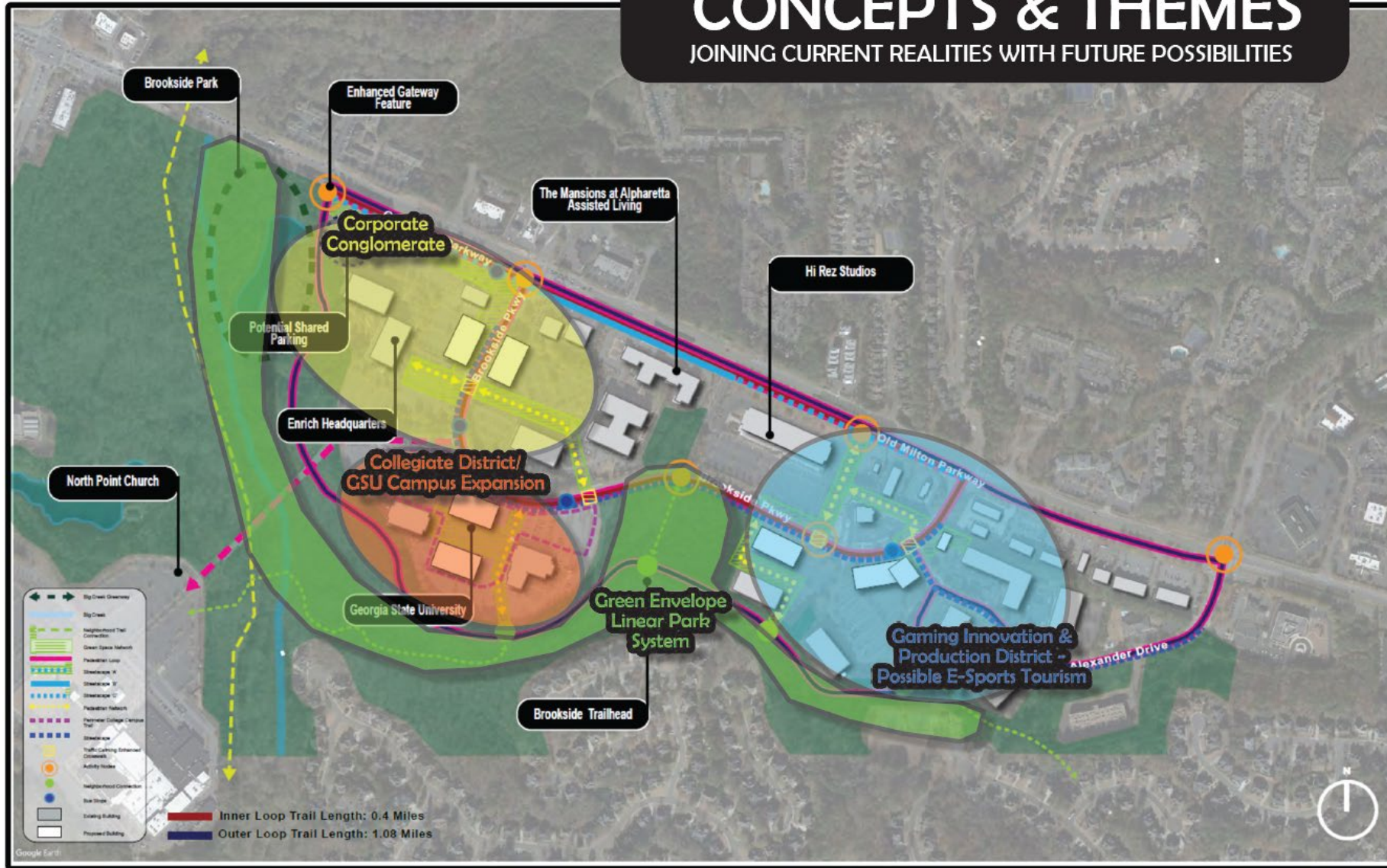


# BROOKSIDE SMALL AREA PLAN



# CONCEPTS & THEMES

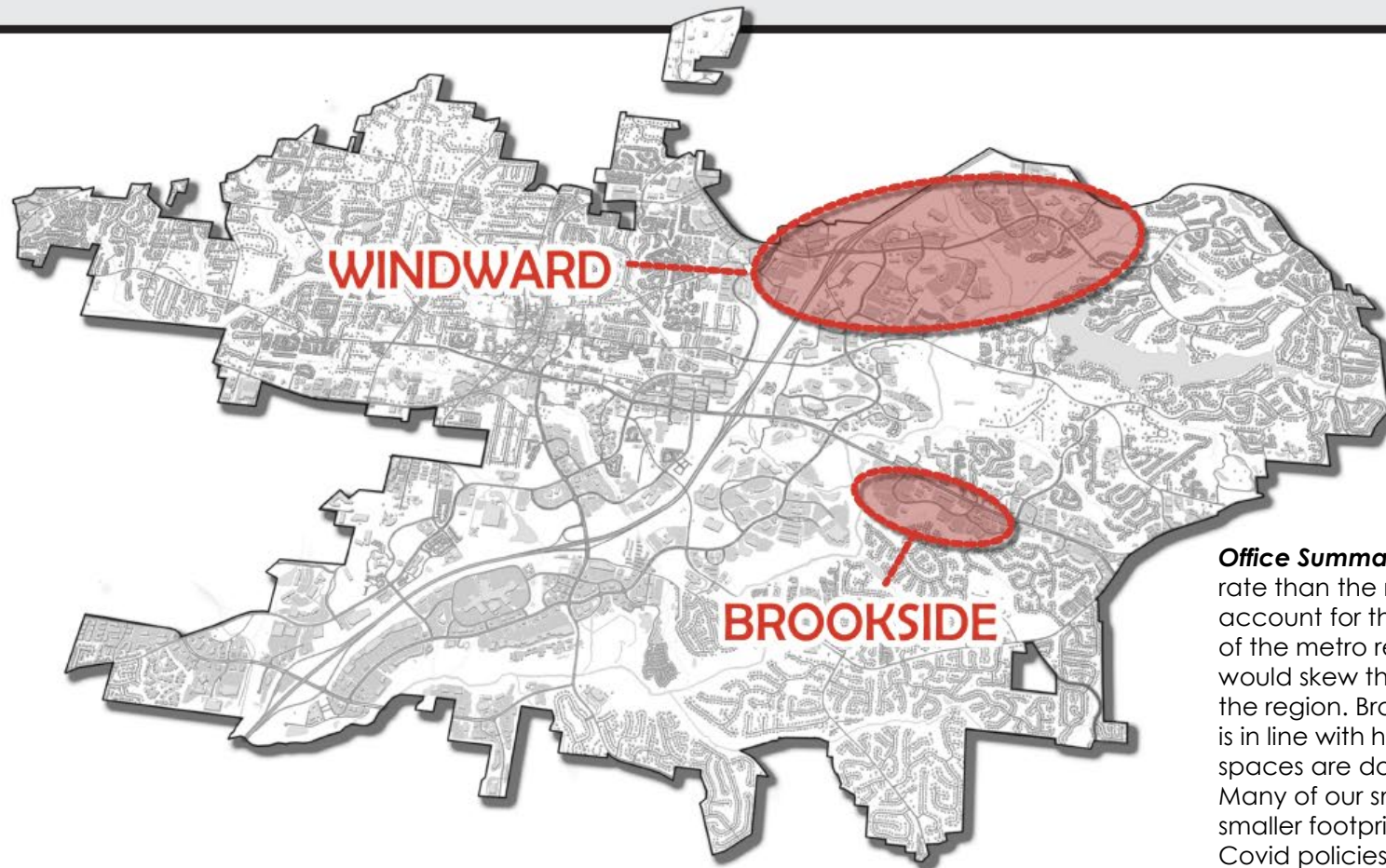
JOINING CURRENT REALITIES WITH FUTURE POSSIBILITIES





# OFFICE

	<u>Inventory</u>	<u>Vacancy Rate</u>	<u>10 Year Vacancy Rate</u>	<u>Market Rent/SF</u>
ALPHARETTA (ENTIRETY)	21M SF	18%	13%	\$26.1
WINDWARD	4.3M SF	19.3%	8.4%	\$26.04
BROOKSIDE	909,000 SF	33.5%	20.2%	\$24.45
ATL METRO REGION	315M SF	14.5%	13.1%	\$27.55



**Office Summary:** Alpharetta has a higher vacancy rate than the metro region. This statistic does not account for the fact that Alpharetta boasts over 10% of the metro region's entire large office space. This would skew the statistics higher than in comparison to the region. Brookside has the highest vacancy which is in line with historical trends. Our class B & C office spaces are doing well when adjusted for Covid. Many of our small tech companies who seek a smaller footprint and are tied less to major corporate Covid policies fill a broad swath of these spaces.

# RETAIL

## METRO ATL

*Inventory – 294M SF  
Current Vacancy – 4.8%  
10-Year Vacancy Avg – 6.8%  
Market Rent per SF - \$20.18*

## ALPHARETTA

*Inventory – 1.7M SF  
Current Vacancy – 3.5%  
10-Year Vacancy Avg – 2.97%  
Market Rent per SF - \$30.50*

***Retail Summary:*** *Regarding retail, Alpharetta is outperforming the metro Atlanta region by about 1.3% in terms of vacancy. Alpharetta is also enjoying about \$10 per sq. ft. more than the metro region for retail space.*



## CITY OF ALPHARETTA DEVELOPMENT AUTHORITY

### APPLICATION FOR REVENUE BOND INDUCEMENT LETTER

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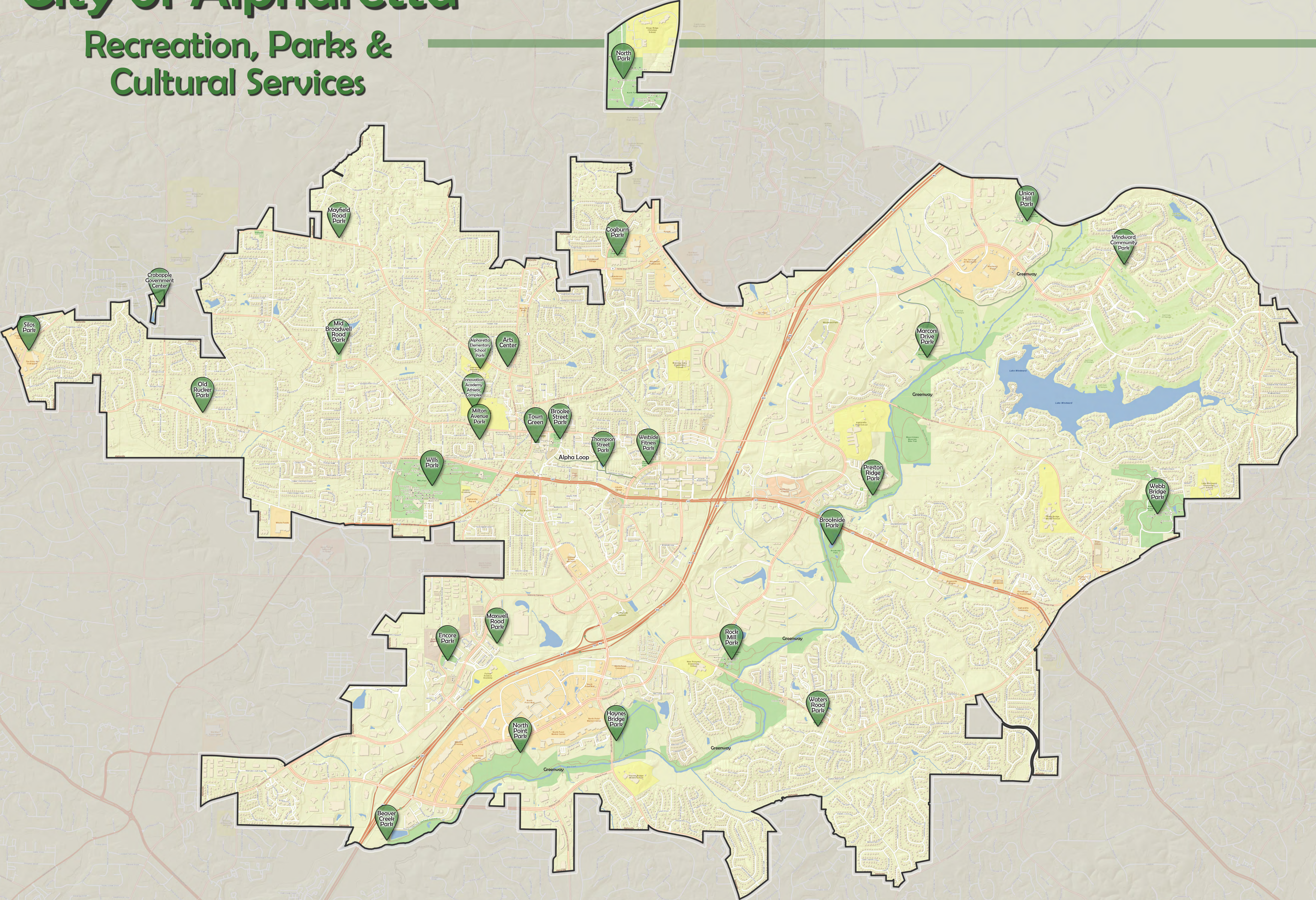
#### CRITERIA FOR PRIORITY RANKING OF DEVELOPMENT AUTHORITY REVENUE BOND FINANCING PROJECTS

The criteria below will be used as a general guideline by the Alpharetta Development Authority in evaluating and setting priority ranking for proposed revenue bond financing projects.

1. The Project's benefits to the City outweigh the costs.
2. The Project is consistent with the Comprehensive Plan.
3. The Project contributes to augmenting the quality of life in Alpharetta through elements such as the following:
  - a) it contributes to recreation, cultural and/or educational opportunities;
  - b) it enhances community spirit and awareness;+
  - c) it significantly increases employment;
  - d) it increases property and/or sales tax revenue;
  - e) it enhances Alpharetta's image as a signature city;
  - f) it furthers the City's objective of being a full-service community;
  - g) it remains consistent with the environmental standards set by the City of Alpharetta.
4. The Project does NOT materially adversely affect the quality of life in Alpharetta through elements such as significantly increase traffic in congested areas during peak periods.
5. The Project helps achieve balance by adding to an area or sector currently underserved by existing businesses in Alpharetta.

# City of Alpharetta

## Recreation, Parks & Cultural Services



## Parks Bond Projects

Public Works is going to manage the design and construction of the Bond Projects for Recreation/Parks/Cultural Services. RPCS will be at the table to make decisions regarding project specifics, the day-to-day oversight of the consultants and contractors will be led by Public Works.

- **Mid-Broadwell Park - \$0.5M**
  - Design – Bid – Construction
    - Engineering firm has been procured to complete the design and once design has been completed and permitted the project will be bid out.
    - Anticipate completion of the design in April and will then bid the project for construction.
- **Waters Road - \$1.25M**
  - Team is working on preparing the necessary specification as well as obtaining topographic surveys to implement a Design/Build approach to complete the project
    - This means a team will be hired to design and build the project to enable the project to come in at the allocated dollars in the bond.
  - RFP will be issued in April and anticipate bringing item to Council in July
    - Due to the project being a design/build, we have a 2 month advertisement so the firms can prepare concepts and develop pricing for their bid
- **Old Rucker - \$3M**
  - CM at Risk Method – This method will enable the team to keep the project in line with the budget due to the vast uncertainty of materials. The CM at Risk Model has the designer collaborating with the contractor during the design process to keep the project with the budget.
    - RFP for Design – April 2022
    - RFP for CM – July 2022
  - Parks will receive input from the community, unless what was already accomplished is sufficient
  - The project will include elements for the Park and additional elements associated with the Farm are not included in the current scope.
- **Union Hill - \$3.25M**
  - CM at Risk Method - This method will enable the team to keep the project in line with the budget due to the vast uncertainty of materials. The CM at Risk Model has the designer collaborating with the contractor during the design process to keep the project with the budget.
    - RFP for design – April 2022
    - RFP for CM – July 2022

- This Park changes quite a bit from the initial concept given the greenway traverses around the outdoor rink.
- One critical component of the project is connecting to the future 10' sidewalk along McGinnis Ferry Road.
- **WB Park Soccer Turf - \$1M**
  - RFP Design-Build
    - Project will be advertised in May 2022
- **Wills Park Improvements - \$6M**
  - RFP Design
    - Advertised in February 2022
- **Wills Park Equestrian - \$5M**
  - RFP Design
    - Advertised in March 2022
- **Alpha Loop - \$7.5M**
  - Look at connecting HBR to Lakeview Development and Encore Parkway via a Tunnel under HBR, like the new tunnel under Windward for the Greenway
  - No current timetable, though the NFCID is looking to discuss the project at their February board meeting and the NFCID staff may request funding the design at the March Board Meeting
- **Farmhouse - \$2M**
  - No specific timetable at this time due to GDOT revising the timeline and possibly the clearing limits and or phasing of the Express Lanes Project.

5 Year Comparison FY18-FY22 to Date

	Instructional	Adult/Youth Leagues	Youth Associations	Special Events	Aquatics	Adult Activities	Camps	H/W
FY18	7420	4377	1755	537	entry 38,976; class reg 717	activities 2,153; 31,347	visits	3,089 192
FY19	5053	4861	1856	619	entry 37,482; class reg 845	activities 2,464; 34,625	visits	3,492 580 Milton MOU impact
FY20	4428	2393	838	554	entry 8,810; class reg 125	activities 675; 6,206	visits	2,058 497 COVID March 2020
FY21	3944	3208	1815	347	entry 23,779; class reg 846	activities 125; 6,228	visits	1,798 1413 COVID/ PRCC opened & AAAC re-opened-June
FY22 to Date	3006	2537	1264	330	Summer 22	activities 1,983; 11,525	visits	1,727 602 9 months into FY

# Recreation Services Division

## 5 YEAR PARTICIPATION

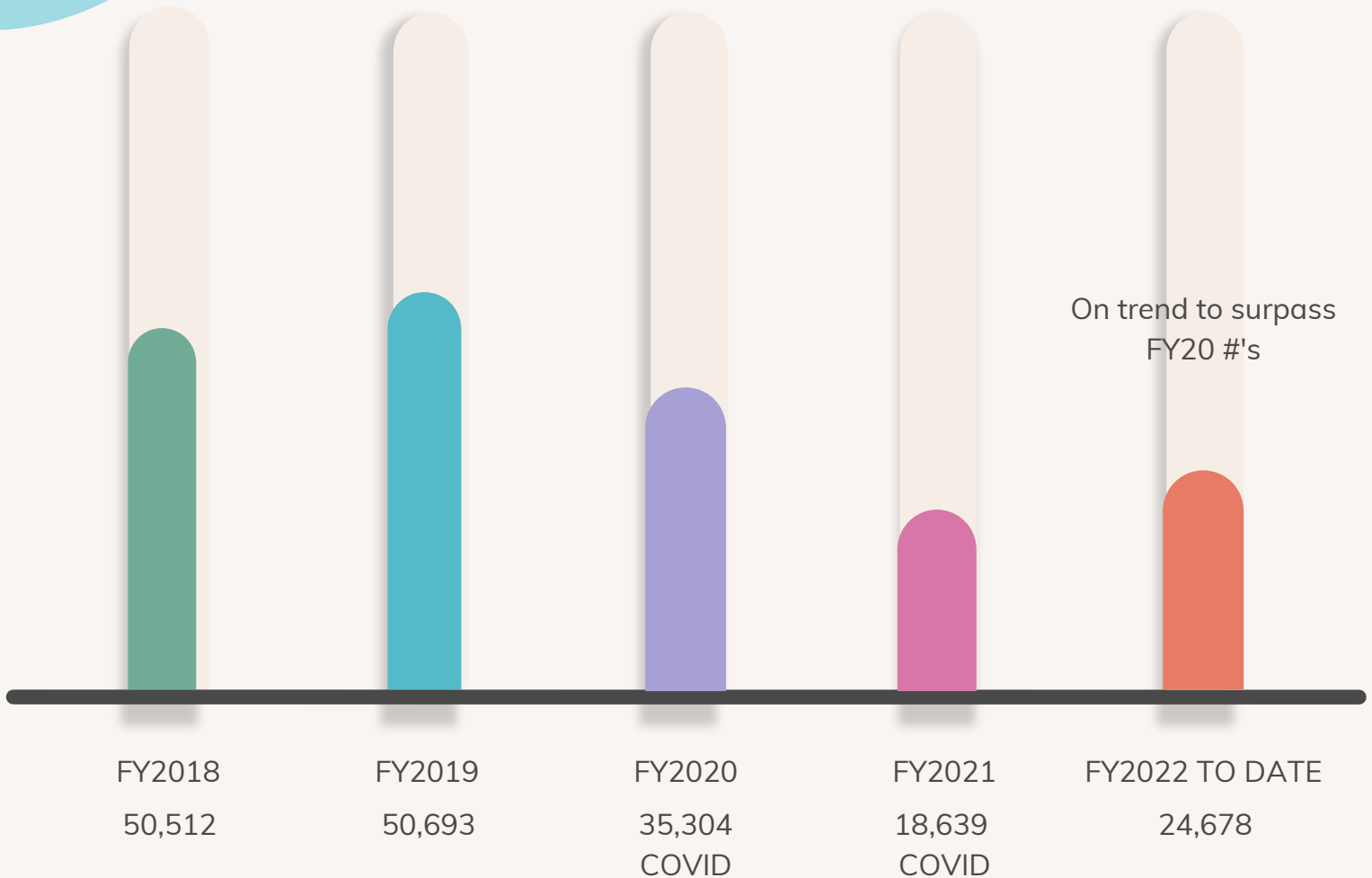
% Difference Year to Year

+ .25%

-30.36%

-47.2%

+ 32.4% 9 months of FY



Data collected from registration in the following program areas:

1. Instructional- dance, gymnastics, sports, karate, tennis, pickleball, etc.
2. Adult/Youth Leagues & Teams- basketball, softball, AGA, soccer, etc.
3. Youth Athletic Association Leagues- AYSA, AYBA, NAFL
4. RSD Special Events
5. Aquatics- lessons, clinics, passes, events, attendance, teams
6. Adult Activities- classes, events, trips, visits
7. Camps
8. Health & Wellness registered activities, events

What's NOT included:

1. Open Gym/Pickleball/Badminton Drop-In
2. Free Health & Wellness classes
3. Special Needs Collaborative Events

**Alpharetta Arts Center  
Classes & Registered Students 2018-2021**

Calendar Year Total Classes Offered:	
Oct - Dec 2018	51
2019	389
2020	345
2021	287

Calendar Year	Total Registered Students
Oct-18	253
2019	*1138
2020	539
2021	1210

Summer Camps Offered:	Camp Creative	Specialty Camp	Totals	Log Cabin (2021-2022)
2018	0	0		0
2019	18	0	18	0
2020	16	0	16	0
2021	24	5	29	3
2022	28	13	41	3

\*13 classes offered at Log Cabin since Grand Opening Oct 2021.

## **2022 Council Retreat for Arts Center, Programs, & More - Then & Now** ***(Grand Opening October 2018 through December 2021)***

### **Instructional Programs / Classes**

27% increase in the number of Classes offered

128% increase in the number of Summer Camps offered

6% increase in total number of patrons we serve through classes alone (these numbers were of course during covid and not including daily visitation to gallery and grounds)

Disciplines of study started with 3 (drawing, painting and ceramics) and NOW have expanded to 12 disciplines (ex- Fiber Arts, Photography, Music, Metalsmithing, Dance, Drama, Podcasting, Digital Arts, Film making, Literary, Acting, and Mixed Media)

Programs through but outside of the Arts Center with classes through:

- Art Studio on the Go-Go – 2x a week & 1 sat a month from April – November --- taking arts center to people
- *FFA Log Cabin. Since opening 3 months ago, the City has offered 13 classes, and are continuing to offer single-day workshops and classes.*

### **Special Events & Group Usage of Arts Center Space**

2018 Arts Center utilized as an Art Leader Group Meeting space, private meetings, rehearsal and performance space, as well as optimizing strategic partnerships to create diverse free educational, visual, performance, literary and musical programming for the general public. There were no paid facility rentals in 2018-mid 2021.

June 2021 Facility Rentals were added with fees for:

- Art Parties- private parties for children and adults
- Art Parties for business- private art parties for corporations and non-profits, includes instruction and supplies, useful for retreats, team building, etc.
- Recitals/Performances (musical, theatrical and dance performances, black box and terrace)
- Recap of Rental numbers:  
2018: 0  
2019: 25  
2020: 13  
2021: 20

Additional usage –

- Terraces Performances – piano recitals / ballet / music (note- Piano is played every day)
- Outdoor Studios – Behind the arts center we added two outdoor studios

### **Strategic Art Center Partnerships:**

2018 Arts Center utilized by Arts Leader Groups, project partners, community nonprofit organizations and City Partners for meeting space, podcasts, rehearsals, and more.

2019 – 2021 partnership requests and opportunities have increased by approximately 50% examples include:

- Arts Alpharetta- 2018 – present: non-profit local arts organization, monthly board meetings
- Georgia Nature Photography 2019 – monthly meetings
- Holiday Artist Market- 2019 & 2021- to be an annual market featuring original art and gifts.
- Alpha Arts Guild- 2021-2022, periodic group meetings.
- Alpharetta Youth Symphony Orchestra- 2021- present, rehearsals- 3x/month
- Alpharetta Music Club- featuring classical performers, starting late 2021- 3 performances (2022 and going forward, 1x month)
- Brewable- Fundraiser- 2021- 1
- Forage & Flourish- 2021 2 concerts, 2022- 2 concerts booked
- Black History & Celebration Committee- mid-2021, monthly meetings
- Ballet- 2021- 1 Terrace Performance

### **Alpharetta Arts Center Gallery**

- 2018 - 1 including featuring over 60 local artists (Oct - Dec)
- 2019 - 6 exhibits 2 months in duration with 2 featured artists Atlanta-based artist Joe Dreher, aka JoeKing and internationally renowned artist Deanna Sirlin and Georgia Folk Art Collection - Around Back at Rocky's Place
- 2020 - 6 exhibits 2-3 months in duration with featured regionally renowned print maker Norman Wagner
- 2021 - 8 exhibits 2 months in duration with showcasing artists from all around the US but including nationally renowned illustrators - Mark Braught, Laura Freeman, and C. F. Payne
- 2022 - 10 exhibits 1-2 month in duration with featured trio show of locally renowned artists

Three Additional Galleries were added in 2021

- Studio Gallery - added 2021 - 4 exhibits
- Community Gallery - added 2021 - 3 exhibits
- Mini Free Lionheart Gallery - added 2021

### **Marketing Efforts Greatly Increased**

2018 - Two Art Guides a Year

2019 – Partnership with ACVB for Cultural Happenings Calendar & Live Music Page

2021 - Four Seasonal Art Guides a Year

Webpage for Arts & Culture

Summer Guide & Adaptive Guide with Department

Instagram

Facebook

Mailchimp emails

ActiveNet Emails

### **Staff Updates**

Reorganizing the Team Roles to include Programmer, Gallery Coordinator, Operations / Public Arts – Resource Management (see Staff Org chart)

### **FUN --- Library to Officially the Alpharetta Arts Center in 2021**

- In 2018 the art center front desk averaged 3 requests a day of...“Wait? This isn’t the library anymore? How do I get there?”
- In 2022 that number has been drastically reduced to about 1 request a month for directions to the library.

# City of Alpharetta Events & Partnered Events

## *Calendar year 2022*

MLK Walk – Thursday, January 6

Alpharetta Polar Bear Plunge – Saturday, February 5

Farmers Market – Saturdays, beginning April 9

Food Truck Alley\* - 4<sup>th</sup> Thursdays, April through October

K-9 5K – Saturday, May 7 (pending)

Taste of Alpharetta\* - Thursday, May 12

Brooke Street Concert Series\* - 2<sup>nd</sup> Saturdays, May through September

Art in the Park – 3<sup>rd</sup> Saturday & Sunday, May + last Sat & Sun, June through September

Alpharetta PopFest – Saturday, May 21

Alpharetta Arts Streetfest – Saturday & Sunday, May 28 & 29

Memorial Day Tribute – Monday, May 30

Brew Moon (Spring) – Saturday, June 4

Alpharetta Wine Festival – Sunday, June 12

Fourth of July\* - Monday, July 4

IronKids Triathlon – Saturday, September TBD

9/11 Remembrance Day – Sunday, September 11

Scarecrow installation\* - Saturday, September 17 (tentative)

Brew Moon (Fall) – Saturday, September 24

Mayor's Challenge 5K – Thursday, September 29

Alpharetta High School Pep Rally – Saturday, October TBD

Grilling & Gridiron – Saturday, October 1

Wire & Wood\* - Friday & Saturday, October 7 & 8

FitLife EXPO – Sunday, October 16

Season of Celebration\* - Fridays, December 2 & 9 (tentative)

\* fully owned City of Alpharetta event

\* fully owned City of Alpharetta event

# Wills Park Equestrian Center

The Equestrian Center has been in operation since 1960 and has served as regional event facility. The Equestrian Center is being designed to be a direct Economic engine/driver for the City that will increased hotel, restaurant, and local business usage for an average of 48 weekends of the year. There are currently 3 Tack shop businesses that wouldn't be in Alpharetta without the park.

## **“How do we best optimize the facilities potential?”**

### **Increasing Community involvement for Alpharetta citizens**

- \* We will be increasing community outreach to encourage citizens to utilize the facility.
- \* We will research the possibilities of Clinics, Educational opportunities, and future programming for the local community.
- \* With renovations of common areas around arenas this will provide safe and comfortable spectator areas.
- \* We also will be directly working with show managers to promote community activities during their events. Food trucks, vendors, evening exhibitions.
- \* We will be “thinking outside the box” to develop additional programs and activities that can take place at the equestrian center.

### **Revenue Opportunities**

- Work with the Wills Park Equestrian Foundation. They will continue to privately raise funding for facility improvements moving into the future.
- Explore the options of Sponsorships to increase revenues.
- Explore the options of Naming Rights for arenas, buildings, etc.
- Rate Increase for contracted events. These will be incrementally increased as new amenities are added.
- Adjusting Event Schedule to accommodate larger Nationally rated horseshows. These are week to multi-week events that bring in exhibitors, spectators, families, as well as equestrian clientele