



A PLACE TO IMAGINE

MAY 2018

DOWNTOWN DEVELOPMENT AS AN ECONOMIC DEVELOPMENT ENGINE

By: Mayor Craig Newton

Competition between municipalities is on the rise, as city leaders look for ways to make their city's economies more competitive so as to achieve higher levels of prosperity and social progress. The friendly competition for investment opportunities has intensified. Many city-level initiatives are underway to improve on different areas of competitiveness. Yet while some cities are successful in attracting investment and talent, and ensuring prosperity and good public services for their citizens, others are struggling to cope with simple challenges.

Local jurisdictions understand the need to purposefully engage highly skilled professionals with the tools required to recruit and retain private investment, as do we. As traditional economic development projects are announced and communities realize increased exposure, a refocus on historic downtown commercial districts has emerged.

Stakeholders are demanding greater access to quality developments along with livable and walkable communities. Elected officials and traditional public sector economic developers must respond with creative and innovative approaches.

Protecting the Downtown district is vital in assuring our economic viability and quality of life here in Norcross. People and businesses gravitate to us because of the sense of place the city and our downtown provides.

The recent loss of WestRock has negatively impacted several of our downtown businesses. During a recent visit with individual business owners, some informed me of a 17% to 25% reduction in sales after the business



relocation. The city is addressing the volatility created by this void through assisting the property owners in not only finding a sustainable and attractive replacement, but also one that generates the needed economic energy for our downtown and for all of Norcross.

While current trends in downtown development across Georgia declare the need to focus on creating a sense of place, one that includes “play, shop, dine and enjoy”, the work of creating a truly viable and well-balanced downtown district requires leadership that is willing to make tough decisions that are focused on our future. We are an international city and must think globally with “new, out-of-the-box ideas” in order to remain competitive and relevant.

For those reasons, and many more, our downtown city core requires the genuine focus and dedication of all stakeholder groups. Elected and appointed officials, citizens, state and regional agencies along with developers will need to engage in a collaborative effort in creating and implementing an economically sustainable environment that stimulates a modern and growing economy, produces wealth for businesses, strengthens existing and future investments, and increases the quality of life for all who call Norcross home. Downtown development is economic development.

For more development trends, visit GMANET.com

Mayor: Craig Newton • **Mayor Pro Tem:** Andrew Hixson
City Council: Josh Bare, David McLeroy, Josh Bare, Dan Watch, Chuck Paul
City Manager: Rudolph Smith • **Assistant City Manager/Director of Public Works, Utilities & Parks:** Mary Beth Bender • **City Clerk:** Monique Lang

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Sweet Sounds of SUMMER



SUMMER LINE-UP

Enjoy the “sweet sounds of summer” in Downtown Norcross and get ready for some serious fun as the city kicks off an exciting lineup of events beginning in May. Designed to encourage citizens and neighbors to explore and enjoy downtown Norcross, this year’s summer experience has something for everyone.

Promised to be music to your ears, the City of Norcross invites you to join them in grooving to 80’s music, singing along to Jimmy Buffet tunes, swaying to cool jazz, and enjoying the sweet sounds of summer at a multitude of events throughout the coming months.

EVENT DETAILS:

FIRST FRIDAY CONCERT

Norcross Community Center, 7 - 9 p.m.

May 4 – Emerald Empire Band



CAR SHOWS

May 6 - Porsche Car Show, 10 a.m. - 3 p.m., Lillian Webb Park

May 19 - The Classic Car Show, Downtown Norcross, 9 a.m. - 2 p.m.

SUMMER CONCERT SERIES

7:30 – 9:30 p.m. at Thrasher Park

May 25 - The Rupert’s Orchestra

June 8 – Voltage Brothers

June 22 – Mike Veal Band

July 6 – No Limit

July 20 – Liverpool Legends

August 3 – Sail On: Beach Boys Tribute

August 17 – Departure: A Journey Tribute

August 31 – A1A

MEMORIAL DAY CELEBRATION

May 28 - Thrasher Park, 11:30 a.m. - 3:30 p.m.

BLUESBERRY AND BEER FESTIVAL

June 16 from 3 – 10 p.m. at Betty Mauldin Park

JAZZ IN THE ALLEY

7:30 – 9:30 p.m. at Betty Mauldin Park

June 30 – Jae Franklin & Shameia Crawford

July 28 – Emrah Kotan

August 18 - Greg Robbins & Remy Williams

September 1 – Eric Thomas

RED WHITE & BOOM!

July 3 from 3 – 11 p.m. in Historic Downtown Norcross

For a full listing of events, please visit www.aplacetoimagine.com



A CHAMPION AND A POSTER CHILD

The beautiful American Elm tree in Betty Mauldin Park is older than the City of Norcross and is a nostalgic reminder of the old-town atmosphere so characteristic of Historic Norcross. It survived the devastating Dutch Elm Disease in the early 1900s and continues to withstand the stresses of an urban environment. The buttressed multiple trunk and broad, rounded crown are characteristic of the species; the tree stands 80 feet tall with a spread of 125 feet and a trunk circumference of 233 inches. In 1999 it was named a State Champion Tree by the Georgia Forestry Commission.

Maintaining the health of the tree is a priority for the City. The arborists at Downey Trees have partnered with the City for more than ten years to implement a custom tree health care program. The tree is pampered with extensive arboricultural support, including fertilization, inoculations to minimize pests and diseases, soil decompaction, mulching, lightning protection, and support cables and bracing to support the massive limbs.

The tree is a remarkable specimen treasured by Norcross citizens – truly a Champion and Poster Child for tree health care!



DID YOU KNOW?

“The single biggest problem in communication is the illusion that it has taken place.”

– George Bernard Shaw

We have two emergency shelters in Norcross that are Red Cross approved and supported:

Norcross First United Methodist Church
2500 Beaver Ruin Road, Norcross, GA 30071
770.448.4142

Hopewell Missionary Baptist Church
182 Hunter Street, Norcross, GA 30071
770.448.5475

We can never know when an emergency will happen, so let’s be prepared and ensure communication is happening now! Each month we will be publishing a new Emergency Management Tip from the City. We hope you will share these tips with your friends and family so that when the day comes, Norcross is informed and ready!



Mr. Brack, Mayor Craig Newton and Mr. Lawler

PORTRAITS OF CITY’S NAMESAKE DONATED TO CITY HALL

Thanks to the generous donation of Mr. Gary Cobb and his wife, Ida, two portraits of Mr. Jonathan Norcross and his wife will now grace the walls of City Hall. Gary, a former mayor of Norcross, received the portraits from his good friend Christine McLasson (Jonathan Norcross’ great-great granddaughter) when she moved to California, and took them with him upon retirement to Hartwell. For 17 years the portraits have resided outside of the city, but now they return home.

“Norcross has a rich history and the portraits of Jonathan Norcross and his wife simply accentuates that history,” said Mayor Newton. “It is great having original artwork of Norcross’ forefather hanging right here in our City Hall.”

NORCROSS SPOTLIGHT



Georgia Forestry Commission Director Chuck Williams congratulates Sonya Isaac, Charlotte Osborne and Linda Gopher of Norcross, a Tree City USA community.

NORCROSS RECOGNIZED AS A TREE CITY FOR 14 YEARS

Norcross was one of 34 Georgia cities recognized as a Tree City USA during the state Arbor Day celebration at Trees Atlanta. Tree City USA provides the framework for community forestry management in cities and towns nationwide that meet certain requirements, including the establishment of a tree board or department, a community tree ordinance, specific spending levels for urban forestry and planned Arbor Day celebrations. There are 150 Tree Cities USA in Georgia, and nearly 30 percent of the state's population lives in a Tree City. Nationwide, more than 3,400 Tree City USA communities serve as home to about 135 million Americans.

"Trees connect all of us," said Georgia Forestry Commission Director Chuck Williams. "Trees clean our air, filter our water, spur economic growth and provide countless opportunities to enjoy recreation, contributing to a better quality of life. Citizens in Tree Cities USA can be proud of their community leaders' commitment to trees and forested land - on Arbor Day and every other day of the year," Williams said.

For more information about Georgia's trees and services of the Georgia Forestry Commission, visit GaTrees.org. For information about becoming a Tree City USA and the Arbor Day Foundation, visit www.arborday.org.

THRASHER AND LILLIAN WEBB PARKS — GREENING UP FOR SUMMER

In the next couple of weeks, the winter rye grass in both parks will start dying back as the weather warms and the Zoysia and Bermuda grasses will be coming out of winter dormancy. For about three weeks, the turf will not look as beautiful as it does now – until the Zoysia and Bermuda have fully greened up for the summer. This is a natural process, so please be patient as we wait for the beauty of summer.

Our landscapers will also be pruning many of the shrubs in our parks as they finish blooming; they will flush out with new growth very quickly.



RING IN THE SUMMER SEASON WITH NORCROSS COMMUNITY MARKET

Join the fun when the bells are rung to officially open the third season of Norcross Community Market (NCM). This family friendly farmers market rings in a summer series of activities on Saturday June 2 at 9 a.m. Hours are 9 a.m. to 1 p.m. every Saturday through August 25. NCM at Webb Park, 5 College St. is THE place to purchase your locally grown and hand-made farm products, prepared foods, art and more.

Each market has a theme. Farmers and producers have something different every week based on what is in season or newly created. Some of your favorite farmers will return and new vendors are planning their debut. All vendors are looking forward to meeting you and sharing their stories about how they produce what they sell.

In addition to healthy, sustainably grown farm products and handcrafted items, NCM offers a delightful Saturday morning outing for all ages. Children's activities, lively tunes from area musicians, food demonstrations with samples using ingredients available at the market, and community groups are part of the ever-changing line up.

The market is hosted by the non-profit Sustainable Norcross Inc. A primary sponsor is the City of Norcross. The City supports the local farmers market as part of their commitment to retaining Green Community Platinum certification from the Atlanta Regional Commission (one of only two in the ten-county metro area to achieve this prestigious designation). Visit the Sustainable Norcross booth each week and drop off specific items requested for recycling or repurposing. Check out info on how you can live green and how the City is implementing their recently adopted Sustainability Plan.

Another way NCM is unique is their participation in Supplemental Nutrition Assistance Program (SNAP or EBT – one of two farmers markets in Gwinnett County participating) and Senior Farmers Market Nutrition Program (SFMNP – one of only four in the ten-county metro). This encourages eligible food purchases by pre-qualified shoppers. The market, in conjunction with Wholesome Wave Georgia Fresh for Less program, bears the cost of doubling the purchasing power for program participants. Donations help support these important programs designed to increase the consumption of fresh, locally grown produce, often by people in food deserts with little access to nutritious food. Use the Donate button on the market website or Facebook pages for Norcross Community Market or Sustainable Norcross to support these health initiatives.

NCM is still accepting applications for vendors, volunteers, programming providers, chefs and sponsors. But hurry. Contact NorcrossCommunityMarket@gmail.com.



JUNE 2

Market Opening Day – Ring In Season Three

JUNE 9

Flag Day/Promising Patrons/Living Smarter Series

JUNE 16

Father's Day

JUNE 23

Juneteenth Celebration/Art in the Park Series/Living Smarter Series

JUNE 30

Independence Day/Many Cultures, One Community

JULY 7

Farm + Food = Friends/Living Smarter Series

JULY 14

Dog Days of Summer

JULY 21

Christmas in July Artisan and Gift Market/Art in the Park Series

JULY 28

Local Food, Healthy People/Living Smarter Series

AUGUST 4

Back to School/Youth Makers Fair/Art in the Park Series/Living Smarter Series

AUGUST 11

National Farmers Market Week

AUGUST 18

Senior Citizens Day/Living Smarter Series/Art in the Park Series

AUGUST 25

Closing Market, Vendor and Volunteer Appreciation



NORCROSS IN THE KNOW



BAT EDUCATION, CONSERVATION AND MOSQUITO CONTROL WORKSHOP

JUNE 16, 10 AM - NOON

Norcross Garden Club and Habitatforbats.org are hosting a special event during Norcross Community Market, Webb Park, 5 College St. All ages are welcome. The lecture is free. To build and take home a three chamber bat house the cost is \$60.

To register for the bat workshop go to www.norcrossgardenclub.org/events/.

WEEKLY WALKING GROUP SPRINGS INTO THE SEASON AT A NEW TIME:

Weekend walking group meets at Thrasher Park Pavilion for an hour long walk around historic Norcross on Saturdays and Sundays. Starts promptly at 8 a.m.



FIRST FRIDAY CONCERT

MAY 4, 2018 | EMERALD EMPIRE BAND

7-9 p.m. with doors opening at 6 p.m., Tables held until 7:15 p.m.
Norcross Community Center

The Emerald Empire Band is a premium band specializing in high-energy music. They bring energy and fun to every event they perform and pride themselves on filling dance floors. Their members have performed with artists such as Stevie Wonder, Jay Z, Aretha Franklin, Martina McBride, Tedeschi Trucks Band, and Prince. The Emerald Empire Band has been awarded The Knot's "Best of Weddings" for four consecutive years as well as Wedding Wire's "Couples' Choice Awards" as voted on by their client's. They are part of The Knot Hall of Fame in recognition of their high quality vendor service.

Food and drinks are welcome!
Reservations are required, call Call 678.421.2048/2049 to make your reservation.

NO MEETUP RESERVATIONS FOR THIS EVENT



NORCROSS
**DISCOVERY GARDEN
PARK**

DISCOVERY GARDEN CHEF SERIES

Thursday, May 17 at 6:30 p.m. in the Garden
Have fun learning to prepare garden-fresh ingredients with noted Chefs Nona Johnson and Briana Murray at the Discovery Garden. Guests will enjoy complimentary wine and sampling flavors from the garden while Chefs Nona and Bri demonstrate & share inspiration on their signature dishes. Fee: \$35 (a percentage goes to support the Garden). Limited to 24 participants — RSVP to Deb.ndgp@gmail.com



¡ VIVA! MEXICO! CINCO DE MAYO

FAMILY-FRIENDLY FESTIVITIES WILL INCLUDE:

Authentic Mexican food sold by Norcross residents "Chispas" Program, inflatable bounce house and Disney characters to entertain the kids, vendors featuring 'Made in Mexico' curiosities, clothing and collectibles, Aztec dancers, Mariachi AND MORE!

Join a very special walking group event in conjunction with festivities (2-6 p.m.) at Norcross United Methodist Church. Departing from the Beaver Ruin church lot, we walk to Guadalupe Market on Buford Hwy, pick up some authentic ingredients for making pico de gallo or guacamole. Guides will help anyone not sure about picking just the right ingredients. Bring your shopping bag, your walking shoes, and some money. Walk leaves promptly at 3 p.m. and returns around 4:30 p.m.



INK, PAINT AND STEEL ART EXHIBIT

Art Exhibit Opening on
June 8 from 6 - 8 p.m. at The Rectory.

Katherine Linn is an Atlanta printmaker whose work focuses on nostalgic architectural landmarks around the South.

Simone Wilson is a mixed media artist and a native of Georgia. She primarily works in wood, steel, paint and found objects.

The exhibit is open until July 13. Please call 678.421.2049 or 404.862.7223 to schedule an appointment.

LIONHEART OFFERS LOW-COST SUMMER DRAMA CAMPS

June is Drama Camp month at Lionheart Theatre Company featuring camps for ages 4 through adults!

One-week camps start June 4 and teach the basics of acting, musical theater and production for ages 4-adult. Camp themes include "The Greatest Showman" and "Tangled." Specialized camps focus on comedy, tap dancing and Musical Theatre Production. The affordable camps start at \$25 and scholarships are available to families in need.

New this year, Lionheart Theatre Company is launching a bilingual, Spanish/English drama camp. Campers will learn theatre basics with a Latin-American twist with instruction and performances in Spanish and English. The bilingual camp runs June 11 through 15, 9 a.m. to noon for ages 4-12. The cost is only \$50 and scholarships are available.

To sign up for camps, see details at www.lionhearttheatre.org, email casey196@att.net or call 404.314.0668.

For information, scholarship requests, or to sign up in Spanish for any camp: Edna Olvera, 404.935.8838 or solecitos_og@hotmail.com.

ALSO COMING TO LIONHEART
The Adventures of Tom Sawyer, May 11-27

Stand-up comic Ron Green, Welcome to My Illogical World, May 5, at 7:30 p.m.

All tickets at www.lionhearttheatre.org. Information only at reservations@lionhearttheatre.org or 678.938.8518.

INCLUYE UN CAMPAMENTO BILINGUE!

Este año, Lionheart Theatre Company está lanzando un nuevo campamento de Teatro bilingüe en español e inglés. Los campistas aprenderán conceptos básicos de Arte Escénico con un toque latinoamericano con instrucción y presentaciones en español e inglés. El campamento bilingüe se lleva a cabo desde el 11 hasta el 15 de junio, de 9 a.m. hasta el mediodía entre los 4 y los 12 años. El costo es de solo 50\$ y hay becas disponibles.

Para inscribirse en los campamentos, consulte los detalles en www.lionhearttheatre.org, envíe un correo electrónico a casey196@att.net o llame al 404.314.0668.

Para información, solicitudes de beca, o para inscribirse en español para cualquier campamento: Edna Olvera, 404.935.8838 o solecitos_og@hotmail.com.

Special Needs Easter Egg Hunt on March 31 truly lived up to its name -- extra special indeed! Such a delight to see all of these smiling faces come out for the hunt this year!



Impact of WWI Exhibit at the Rectory on April 8th!



Mitchell Road Mosaic

2018 EVENT CALENDAR

MAY

5/4 First Friday Concert -
Emerald Empire Band
Norcross Cultural Arts & Community Center,
7 - 9 p.m.

5/5 Cinco De Mayo, Norcross
First United Methodist Church, 2 - 6 p.m.

5/6 Porsche Car Show,
Lillian Webb Park, 10 a.m. - 3 p.m.

5/11 Kudzu Open Show Opening,
Reception, 6 - 8 p.m.

5/14 Movie Monday: **Wonder**
Norcross Cultural Arts & Community Center
1:30 p.m. & 6:30 p.m.

5/17 Discovery Garden Chef Series,
Discovery Garden Park, 6:30 p.m.

5/19 The Classic Car Show,
Downtown Norcross, 9 a.m. - 2 p.m.

5/25 Summer Concert Series -
Rupert's Orchestra, Thrasher Park,
7:30 - 9:30 p.m.

5/29 Movie Monday: **Loving Vincent**
Norcross Cultural Arts & Community Center
1:30 p.m. & 6:30 p.m.

For more event information: www.aplacetoimagine.com